

Get Your Resume Noticed

Hiring managers get loads of resumes. *Forbes* magazine writer Jacquelyn Smith, in a column titled "Six Ways to Avoid the Resume Black Hole," writes that applicants can make sure their resumes get noticed if they follow these tips.

1. **Network** into the company. If you know someone in the company, you can ask that person to send your resume to the human resources department with a recommendation.
2. Use **keywords**. Smith says human resources expert Rosemary Haefner advises applicants to use some of the same words and phrases that appear in the job posting in their resume in order to get it noticed. But, Haefner cautions applicant to not just "cut and paste the job posting into your resume or cover letter."
3. Have someone **proofread** your resume. Even a small typo may turn off an employer, Smith says. "Before sending your resume, have at least one person you trust review it so that it can have a better chance of catching the eyes of the employer."
4. Keep it **simple**. Avoid graphics, logos and other things that may distract the person reading the resume.
5. Take an **entrepreneurial approach** to the job-search process. Research the company's hiring process so you know which official does the hiring. Follow-up with a phone call.

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Attributes of a Successful Job Seeker

In an article titled "How Google Picks New Employees (Hint: It's Not About Your Degree)," *Forbes* magazine contributor Erika Andersen says the U.S. corporate giant has five basic attributes it looks for in candidates wanting to join the company. She says Google deems these attributes more important than how well an applicant performed in college.

1. An ability to **learn**. "The ability to learn faster than your competitors may be the only sustainable competitive advantage" an applicant can have.
2. The ability to **guide and influence** others to achieve a needed outcome, regardless of their job titles. This modern form of leadership includes knowing when to step back and let someone else take that role.
3. **Humility** to balance a passion. Humility includes being open to someone who may have a better idea than you or know more about how to make something work. When a person has both a strong

drive to make things better and “an assumption that other have as much to offer or more, that person tends to be both enormously effective individually and a wonderfully useful member of any team.”

4. The ability to take **ownership** — to take responsibility for solving problems and moving the organization ahead. Employers need people who are internally motivated to find out how to make things better.

5. **Expertise.** Anderson notes that Google puts this attribute last because while workers need the required technical ability, some experts may be “more likely to simply default to the tried-and-true” and not be open to new ideas.

Photo credit: AP Images

Remembering Maya Angelou

The following is adapted from an article by Jena McGregor published May 28 in the Washington Post.

The world lost an inspirational leader with the passing of author, actress, teacher and civil rights activist Maya Angelou.

Angelou died May 28 at age 86 in North Carolina. She had survived the harshest of childhoods to become a beloved cultural pioneer.

Angelou understood what it takes to have the courage to lead and could articulate the virtues of courage, steadfastness and truth. Below are a few of her memorable statements.

- On leadership: “A leader sees greatness in other people. He nor she can be much of a leader if all she sees is herself.”
- On dealing with other people: “I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”
- On decisionmaking: “I’ve learned that whenever I decide something with an open heart, I usually make the right decision.”
- On the joy of work: “It is wonderful to celebrate people who work. It is terrible to want to work, but not find work that wants you.”
- On telling the truth: “You don’t have to tell everything you know, but let what you do say be the truth as you understand it.”
- On courage: “One isn’t born with courage. One develops it. And you develop it by doing small,

courageous things, in the same way that one wouldn't set out to pick up a 100-pound bag of rice. If that was one's aim, the person would be advised to pick up a five-pound bag, and then a 10-pound, and then a 20-pound, and so forth, until one builds up enough muscle to actually pick up 100 pounds.

And that's the same way with courage. You develop courage by doing courageous things, small things, but things that cost you some exertion — mental and, I suppose, spiritual exertion.”

- On knowing when her work is done: “I know when it's the best I can do. It may not be the best there is. Another writer may do it much better. But I know when it's the best I can do. I know that one of the great arts that the writer develops is the art of saying, 'No. No, I'm finished. Bye.' And leaving it alone. I will not write it into the ground. I will not write the life out of it. I won't do that.”

- On standing by one's principles: “I have a certain way of being in this world, and I shall not, I shall not be moved.”

Photo credit: AP Images

East Africa's Herders Buy Policies for Survival

The drylands of East Africa are home to millions of pastoralists, herders who move from place to place in search of water and pasture for their livestock. Drought years are tough for these families, who depend on their animals — cows, goats, sheep and camels — for food and income. In a drought, pasture and water become hard to find and the livestock can weaken and die.

Traditionally, pastoralists have coped with the threat of drought by keeping mobile and by sharing grazing areas. Recently, they have started replacing cows with camels and goats, which are more likely to survive as water becomes scarce.

Now, climate change is making matters worse. Seasonal rains are becoming less predictable and droughts more frequent and more severe. And with climate change, pastoralists have less time to rebuild their herds between dry spells. This leaves them vulnerable. Subsequent droughts could threaten their survival.

In 2008, the U.S. Agency for International Development (USAID) began to support programs that help East African pastoralists recover from the loss of livestock because of drought. One program developed index-based livestock insurance (IBLI), which was first sold in northern Kenya in 2010 and in southern Ethiopia in 2012.

IBLI was developed by the International Livestock Research Institute campus in Nairobi, Kenya, in collaboration with researchers from Cornell University and the University of California, Davis. The

insurance has the potential to transform vulnerable pastoralists into resilient, vibrant market participants with high growth potential, USAID says.

“Without insurance, herders’ families have little protection against the hunger and poverty that can come as a result of a significant drought,” says Andrew Mude, a researcher with the International Livestock Research Institute campus in Addis Ababa, Ethiopia. “Livestock that does not perish in the drought is often sold at rock-bottom prices, just so families can survive,” he said.

The insurance program relies on NASA satellite data that shows the health of local vegetation based on ground cover. Where images show that vegetation is becoming brown, livestock are dying.

Insurance contracts are issued by local companies that often collaborate with microfinance institutions and suppliers. Pastoralists decide how many animals they want to insure. Prices are affordable but vary from place to place.

SEEING RESULTS

“Pastoralists who heard about the livestock insurance were keen to understand it,” said Birhanu Tadesse, Ethiopia project coordinator with the International Livestock Research Institute. Some of those who bought insurance early in the program have already experienced its benefits.

In 2011, a serious drought hit the Horn of Africa, causing devastating losses across the region. But nearly 600 pastoralists in Kenya who were insured received cash payouts.

The insurance protected this vulnerable population against negative coping strategies. “I benefited from the insurance, and that motivated me to buy it again this year,” said pastoralist Guyo Jarso Guyo.

Photo credit: USAID

Satellites Show Drought May Put Stress on Congo Rain Forest

The following is based on an article originally published April 23 on the NASA website.

A new analysis of NASA satellite data shows that Africa’s Congo rain forest has undergone a large-scale decline in greenness over the past decade.

The study, led by Liming Zhou, shows that between 2000 and 2012, the decline affected an increasing amount of forest area. The research, published April 23 in the magazine *Nature*, is one of the most comprehensive observational studies to explore the effects of long-term drought on the Congo rain forest using independent satellite sensors.

“Most climate models predict tropical forests may be under stress due to increasing severe water shortages in a warmer and drier 21st-century climate,” Zhou said.

Scientists use satellite images showing the vegetation “greenness” of forests as one indicator of the area’s health. The measure of greenness is developed from data produced by a resolution imaging instrument on NASA’s Terra satellite. Scientists focused their analysis on intact, forested regions in the Congo Basin during the months of April, May and June each year — the first of the area’s two peak rainy and growing seasons.

The study found a gradually decreasing trend in Congo rain forest greenness, sometimes referred to as “browning.” The browning of the forest canopy is consistent with observed decreases in the amount of water available to plants, whether in the form of rainfall, groundwater, water in near-surface soils or water within the vegetation. Scientists say that a continued drying trend could alter the composition of the Congo rain forest, affecting its biodiversity and carbon storage.

Climate factors known to affect vegetation growth were in line with the observed browning. Land surface temperatures, for example, were observed to increase over most of the study area. Decreased cloudiness allowed more solar radiation to reach the plants, an action that typically promotes photosynthesis. But in this case, it likely posed an extra stress on the plants from the depletion of soil moisture.

“Forests of the Congo Basin are known to be resilient to moderate climate change because they have been exposed to dry conditions. However, the recent climate anomalies as a result of climate change and warming of the Atlantic Ocean have created severe droughts in the tropics, causing major impacts on forests,” said researcher Sassan Saatchi.

How the changes affect individual plant species remains to be seen. One possibility is that drier conditions may favor deciduous trees at the expense of evergreen trees.

“Our assessment is a step toward an improved understanding of how African rain forests respond to increasing drought,” Zhou said. “We need to consider the complex range of processes affecting different tropical rain forest species before we can fully assess the future resilience of tropical forests.”

Photo credit: NASA

New Technologies Monitor Congo Forests

The following is based on an article that appeared in the November/December 2013 issue of the U.S. Agency for International Development’s (USAID’s) Frontlines.

A satellite observatory is on its way to becoming a forest monitoring center of excellence in the

Congo Basin region.

Over the past decade, new technologies, including remote sensing and geographic information systems (GIS), have emerged as powerful tools in forest monitoring that can provide critical information about how to protect this valued natural resource.

Remote sensing consists of taking images from satellites over an area ranging from a few square kilometers to the entire globe. GIS integrates hardware, software and data for capturing, managing, analyzing and displaying various forms of geographically referenced information. The technologies have enabled researchers to monitor remote areas not accessible in the past.

USAID has helped bring these technologies to the Congo Basin. After environment ministers from Central African nations decided in 2000 to create a Congo area watchdog organization — called the Central African Forest Satellite Observatory — USAID provided training in field data collection at the University of Kinshasa to people who live in the region.

Between 2005 and 2013, the observatory trained more than 1,500 people in the region in GIS and remote sensing applications, and it is expanding its capacity-building efforts in other Central African countries, USAID said.

The observatory aims to support improved management of natural resources and sustainable development by producing reliable forest-cover change information and building the capacity of public and private conservation partners to use the latest satellite-based tools.

“For many years, the Congo Basin was behind in using scientific data from satellites to monitor the environment, especially the forest-cover change. But now we have built local capacity that can manipulate information from NASA and other cutting-edge sources and publish information products in leading environmental journals,” said Landing Mané, the group’s director.

The published information helps conservation workers better understand and develop suitable programming “that addresses deforestation and forest degradation in the long term,” noted Karl Wurster, a natural resources specialist.

The forests harbor threatened and globally important biodiversity and are a source of food, medicine, materials, fuel and shelter for millions of people.

Photo credit: USAID

Business Planning for Success

Whether you are just starting out or ready to expand your enterprise, a business plan is your blueprint for success. Projecting three to five years into the future, a business plan articulates your business goals and clarifies your path to achieving those goals.

A business plan is essential to attracting investment for startups. It is also an important tool for managing and expanding an established business.

Because each business is different, each business plan is different. But every business plan should contain the following elements:

Executive Summary

This section offers a snapshot of your business plan. It touches on your business's mission, history, organization and structure. The executive summary should provide a brief overview of your products or services, your strategy for marketing your products or services, and a summary of projected sales, profits and cash flows.

If you are using your business plan to attract investment, the executive summary should also state how much capital you need and how you intend to use it.

Because the executive summary encapsulates the entire business plan, it will be the last section you write — and the first section of your business plan.

Business Description

This section explains what your business does. It includes your business's history, mission, organizational structure and strategy for marketing. It should also cover administrative issues such as business location, legal structure and personnel, and explain how you will handle accounting, insurance, legal and security matters.

Market Analysis

This section describes your industry, the market for your products or services and the competition your business faces. Whether you hire a market-research company or use the Internet, your market analysis should be based on real data and demonstrate how your business will be successful. Your market analysis describes your industry's current size, historic growth and trends; pinpoints your target market, its distinguishing characteristics and needs; and identifies your competition, its strengths and its weaknesses.

Organization and Management

This section captures the organizational structure of your business and the background of its key people. It discusses your business's divisions, their respective responsibilities and how they interact. Including organizational charts can be a good way to convey this information visually. You should also include the experience and responsibilities of your business's executives. Show how each will help your business achieve its goals.

Product or Service

In this section, you should highlight the product(s) or service(s) your business provides and what makes it superior to the competition. Show how your product or service will satisfy a need in your target market and help your business maintain a competitive advantage. You should also include the scheduling, costs and personnel needed to deliver your product or service, along with any potential

risks and how you will mitigate those risks.

Marketing and Sales Strategy

This section details how you will market and sell your product or service. The marketing strategy includes how you will identify and attract customers; how you will grow your business; how you will distribute your product or service; and how you will communicate with your target market. The sales strategy outlines how you intend to sell your product.

Funding Request (Optional)

If you are using your business plan to attract investors, this section should state the capital your business requires and how your business will use that capital.

Financial Projections

This section forecasts the future financial health of your business. It should include three documents: an income statement projecting how much your company will earn or lose; a cash-flow statement illustrating how much cash your business will need and where that cash will come from; and a balance sheet reflecting how much your business will own versus how much it will owe. A good business plan provides monthly projections for the first year, quarterly projections for the second year, and annual projections for your plan's remaining years. To ensure parity, you should complete this section after your organizational and marketing sections. Established businesses should also provide historical financial data. Income statements, cash-flow statements and balance sheets for the previous five years should suffice.

Appendix

This section includes supplemental materials such as resumes of your company's leaders, product designs, complete market analysis, legal documents and reference letters. The appendix should be provided on an as-needed basis — especially if it contains sensitive information.

Once you have completed your business plan, review it regularly to monitor the progress of your business and make necessary adjustments.

Keep a record of every business plan you distribute. This allows you to update all copies of your business plan — and ensures your information stays in the right hands. If you plan to give your business plan to private investors, include a private placement disclaimer. This disclaimer prohibits the investor from distributing your information and should be placed at the beginning of your business plan.

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Crowdfunding: The Power of People

Crowdfunding is the practice of raising financial capital from large groups of people, typically by using the Internet. Derived from the term “crowdsourcing,” crowdfunding harnesses the enthusiasm of social networks to raise money and pool resources to fund a project important to members of the social network.

While crowdfunding began as a means for struggling artists to finance their creative endeavors, it has evolved into a mechanism for nonprofits and startups to fund their projects too. Crowdfunding websites enable anyone with an idea to raise money from virtual strangers and eliminate many of the barriers to seeking capital from traditional investors and institutions.

How Does Crowdfunding Work?

There are two types of crowdfunding: contribution-based and securities-based.

In contribution-based crowdfunding, fundraisers solicit small monetary contributions in exchange for various rewards. For example, a musician raising funds for a recording session might offer rewards ranging from a copy of his first album for a small contribution to a private concert for a large contribution.

In securities-based crowdfunding, fundraisers solicit larger monetary contributions in exchange for partial ownership or future revenues. Although U.S. legislators are still drafting regulations for securities-based crowdfunding, both models are available throughout Europe and in parts of Asia.

Whether employing a contribution-based or securities-based model, crowdfunding websites follow the same basic process: Individuals post online profiles describing their projects, and backers contribute to the projects that interest them.

A young woman, for example, might invent a watch that enables the blind to tell time. She cannot find enough investors to manufacture the watch, so she turns to a crowdfunding website such as Kickstarter or IndieGoGo.

She creates a profile explaining her project, her project goals, how much money she needs to reach her goals and exactly how she is going to use the money. She outlines what rewards potential backers will receive and when they can expect to receive them. She tells them who she is, what inspired her and why she is right for the project.

After creating her profile page, the young woman launches a marketing campaign, starting with her own social network. She sends emails to her family and friends sharing a link to her profile page. She uses social media platforms such as Facebook and Twitter to extend her campaign’s reach. Soon, people outside her immediate social network begin visiting her page. They learn about her, the project and its rewards, and they decide whether they want to invest.

At this point in the process, variations in crowdfunding websites come into play. Some websites, such as Kickstarter, release money to fundraisers only if contributions meet or exceed their funding goals. Other websites, such as IndieGoGo or GoFundMe, release any amount of money raised for a fee. Fundraisers must decide which crowdfunding website best suits their needs.

Keys to Crowdfunding Success

- **Time It Right:** The crowdfunding campaign should be long enough to create momentum, but short enough to convey confidence to potential investors. On Kickstarter, fundraising projects that last 30 days or less have the highest success rates.
- **Budget Wisely:** Think of the minimum funding needed to make a substantial impact. Consider how much of this funding will be crowdsourced. Be sure to include production, manufacturing, labor, packaging and shipping costs.
- **Offer Smart Rewards:** Choose rewards that minimize cost, maximize value for potential backers and pair well with the project. Provide rewards for three to five levels of contributions.
- **Make a Video:** On IndieGoGo, campaigns with videos raise 114 percent more than those without.
- **Provide Updates:** Give backers regular status updates to involve them further in your project and to encourage them to mention your project to other potential investors.
- **Recognize Supporters:** Thank your backers by sending them emails or publicly acknowledging them on your profile.

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Growing Your Business: Steps to Success

After all the hard work of writing a business plan, securing funding, hiring employees and purchasing inventory, you are finally open for business. Now what? The following steps will put you on a path toward success.

Revisit Your Plan

The first step to grow your business is to understand it, and the best way to understand it is to revisit your business plan. What is your business's mission? What are its core values? What are its short- and long-term goals? Do they align with the mission? To be successful, your business's mission must guide its growth.

What is your business's current financial and market position? How do your products or services differ from others on the market? What are your profit or loss margins? Do they trigger cash-flow problems? What cycles does your market exhibit, and what kind of growth can you expect? Are there any major trends in customer behavior? Keeping up to speed with your business and its market will help position you for success.

Know Your Competition

Identify the best businesses in your field. What makes them excel? How does your business compare? By examining competitors' strengths, you can pinpoint what sets them apart. Look for ways to incorporate their best practices.

You should also look at competitors' weaknesses. Are they ignoring markets or neglecting customer needs? Find opportunities they are overlooking and take advantage of them.

Create a Positive Culture

To attract both customers and employees, cultivate a passion for your business in others. For example, demonstrate that your business is a responsible member of the community by donating proceeds to charity or manufacturing environmentally friendly products. If your business is committed to serving the community beyond just providing a product or service, your customers and employees will become committed to your business. Just make sure your social agenda aligns with your mission.

Continually surround yourself with talent and encourage them to innovate. Ask for their input and act on their suggestions. Define specific goals for growth — not only for the whole business but also for individual employees. This increases accountability, encourages employees to develop their skills, and highlights individual achievement. Establish a regular schedule for monitoring progress toward both your company's overall goals and those of individual employees to make sure everyone stays on track. And reward achievement when goals are achieved.

Cultivate Customer Loyalty

Because the easiest customer to convince is the one you already have, the next step to grow your business is to enhance your customer experience.

Treat your customers as your most important asset. Listen to them. If they are making a purchase in store or over the phone, ask them to rate their experience. Not only will it provide valuable feedback, it will also make the customer feel heard.

Finally, give customers incentives to remain loyal. Provide discounts, free merchandise or rewards programs. If you run a cafe, for example, give your customers every 10th cup of coffee for free. This simple gesture will keep them coming back - and increase the likelihood they will tell their friends about your business.

Nurture Business Relationships

Growing your business is all about nurturing relationships. Being on good terms with your vendors makes it easier to obtain advantageous payment terms. You can ask for extensions, shortened timeframes or discounts on bulk purchases. Each of these improves cash flow and frees up capital for expansion. Positive vendor relationships can also give you inside access to market knowledge. Talk to your vendors about your product or service mix, discuss industry and market trends, and ask where opportunities lie.

Relationships with investors are also critical. Establish solid relationships with multiple financial sources, such as lenders, private investors, and private equity firms. Meet with them before you need money to talk about your mission, your goals, and your timeframe. Ask for input and update them on your progress. This builds a foundation of trust you can call on when your business needs capital to grow.

Expand Your Horizons

Once you have built strong relationships, consider expanding. Can you add a product or service that complements what you currently provide? Will it appeal to current customers? Can you use current revenue and resources to make or offer it? Will it require little capital or financial risk? If the answer is yes, expanding your products or services may be right for you.

If there is a different market segment or customer need you can address, exploring a new niche may be your path toward growth. You could also expand your distribution channels with a website, a new location or an alliance with a complementary business.

Remember that expansion puts you back into startup mode; it is better to pursue only one expansion opportunity at a time. Be sure to make your current customers aware of your new product or service while you also work to attract new customers.

Raise Awareness

Now that you have everything in place, raise awareness through promotions, advertising and networking.

Before running a promotion or advertisement, clearly define your goals. Are you trying to create better brand awareness or to boost quarterly sales? Are you focusing on new customers or current ones? What is the best way to reach them? Answering these questions can help you craft better promotions and select the best media and messages for advertisements.

You are the best ambassador for your business, so you should try networking, a low-cost, high-impact way to raise awareness. Host or attend events and join organizations with people inside and outside your industry. Are there people in your community who know everyone, are the first to know about everything or always have the latest gadget? Cultivate relationships with these people and let them know about your expansion into a new niche. But remember to do your homework if you want to impress them with your expertise.

Engage Your Community

Social media offer a variety of tools to help you inform and connect with new and existing customers. To extend your business's reach, engage your community online through social media.

Which social networks are most popular with your target audience? Do they provide access to populations you hadn't considered before? Each platform is different; familiarize yourself with their benefits and drawbacks before diving in.

Finally, remember that social media is about engaging customers in a conversation about your business and its products. Reply to messages and comments. Don't be afraid of criticism — acknowledge it and take steps to address it. Involve followers by asking questions, running contests and offering exclusive promotions. For example, if you own a sandwich shop, try running a contest to name a new menu item. Use images and videos to catch the most attention, and don't forget to include links to your website.

Work Smart

You have built solid relationships with your employees, customers, vendors, investors and

community members. Use these relationships to boost revenues. Call on their expertise to streamline your business processes. Encourage current customers to upgrade to a better product or purchase a complementary one. Convince business partners to add your product or service to their sales pitch.

Another way to work more efficiently is to adopt new technology. Talk to vendor and others in your community to find out whether there are tools that can help you streamline your operations. For example, maybe there is software to help you keep track of your inventory or to track customers' buying habits. Weigh the cost of the new technology against the possible gain in productivity. While it may cost to adopt new technology in the beginning, it may pay off in the long run.

Photo credit: [eileendelhi/Flickr](#)

Using Social Media to Grow Your Business

Social media offer businesses a variety of tools to inform existing customers and connect with new ones. Business owners can use social media to cultivate customer loyalty, raise awareness about products and services, and reach new customers and markets — all from the comfort of a home or office.

What Are Social Media?

Social media — from networking and microblogging websites to video- and photo-sharing platforms — are technological tools that enable people to communicate and share easily with their friends, families and communities on the Internet.

However, they differ from traditional forms of online communication such as email and static Web pages. A business's website is like a book — formally written and rarely revised. Its social media presence, on the other hand, is like a conversation — casual and constantly changing. The following tips will help you harness those differences to increase both your sales and your customer base.

Keep It Brief

First, unlike your business's Web page, your social media content must be short. On some microblogging sites, for instance, you can type only 140 characters per entry, or "post." Other platforms allow longer posts, but you should still strive to be concise. Do not try to say everything at once.

Instead, schedule your posts over the course of a day or week, focusing on one key message per post. Your customers are more likely to read and remember short, focused messages rather than long, rambling ones.

Keep It Fresh

On social media, old posts rapidly recede from view in a continuous stream of new content. This flood of information can overwhelm your followers, who may see hundreds of updates every day from friends, acquaintances and other businesses.

Stand out by posting timely, eye-catching content. Use images and videos whenever possible, and be sure to post frequently. Staying fresh in the minds of your followers will increase the chances they will visit your store, buy your products or use your services.

Keep It Personal

Social media allow you to give your business a personal voice. Make new followers feel welcome by adopting a casual and friendly tone. Make existing ones feel special — and increase sales — by offering exclusive online promotions.

For example, try posting a “word of the day” to your followers and offer a discount or free item to followers who come to your business and use the word. The more approachable and customer-focused your business seems, the more likely it is to retain and expand its customer base.

Keep It Interactive

Just as you would in a face-to-face conversation, resist the temptation to talk only about yourself. Think about the sort of impression you want to make. Keep your followers engaged by posting articles, links and other content you think they will find interesting.

Conversations depend on two-way communication. Encourage interaction by asking questions and running contests. If you own a restaurant, for instance, try asking your followers to name a new menu item. If you sell sports equipment, post the latest scores of sports teams and invite your followers to post photos and comments from local sporting events. If you sell kitchen equipment, ask your followers to post their favorite recipes.

Keep It Responsive

To engage customers in a conversation about your business and its products, you must listen to what they are saying. Ask for feedback. Reply to messages and comments. Do not be afraid of criticism — acknowledge it and take steps to address it.

Keep It Purposeful

Every social media platform is different. Some, for instance, use “hashtags” — labels that allow posts to be sorted by topic — while others do not. Do your research. Familiarize yourself with the rules of each platform before diving in, and decide which is right for you.

Finally, be strategic. Which social networks are most popular with your target customers? Does a network provide access to a population you had not considered before? Invest your time in those that offer the best opportunities for growth.

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