

## Five Ways Organizations Can Benefit from Using Social Media



1. **Low cost, high returns:** Unlike other types of marketing, a large marketing budget is not required for social media marketing. The only real cost will be your time, but, if done properly, benefits will certainly exceed your costs.
2. **Reach more people, faster:** Social media enables rapid sharing of information. Whereas a news announcement may take hours or days to reach traditional media outlets, social media sites allow for instant transfers of messages, photos, and videos. This information can then be easily picked up by online journalists and bloggers who do the work for you. With this in mind, it is also important to post accurate and appropriate information because bad information will spread just as fast, if not faster, than good information.
3. **Complement other efforts:** Social media marketing will fit well with any marketing campaign because it does not interfere with other methods of communication. Further, social media marketing is usually community-specific, so you can tailor your message to fit the audience you are targeting. This will attract more traffic to your Web site and more interest in your organization.
4. **Build relationships:** Having a social media presence means you are automatically more accessible to your audience. By giving them an easy and free way to connect with you, you are showing that you care and are willing and ready to respond to their concerns. Not only will social media connect you with your target audience, but it will also connect you with other leaders in your field. You have the opportunity to interact and network with experts in your industry by leaving posts, contributing to discussions, and sharing knowledge with one another.
5. **Build credibility:** Consistently sharing relevant and quality materials that provide value will build your organization's reputation and establish you as a leader in the field. People are also highly influenced by others' opinions, so by constantly tracking what others say about your organization and showcasing the positive feedback, you will establish credibility and audience loyalty.