



Lafayette Chamber's Current Social Media Strategy includes a strong focus on building awareness about your and other local businesses. We're doing that by sharing a combination of stories, pictures and announcements to encourage networking and other conversations. Please share your stories with us! Do you have company news or an exciting special? Email: Robin@lafayettechamber.org with details. NOTE: Our social media sites are meant to be useful and entertaining. Direct advertising in posts or comments is not allowed. If you have questions about this, let us know!

Your Lafayette Chamber can't do this alone. Please help us help you by doing some or all of the following:



- Expand Your Local Network Online through Facebook (www.facebook.com):**
Create a personal Facebook Profile and connect with local friends, neighbors and people in your various social networks. Already on Facebook? Expand your contacts. Over 500 million people are now on Facebook. Is there someone you've missed so far?

- Help the Chamber build awareness about your and other local businesses using our Facebook Pages**
Join the Lafayette Chamber Facebook Page (www.facebook.com/LafayetteChamber) AND our Try Lafayette First Facebook Page (www.facebook.com/TryLafayetteFirst).
 - Ask your Facebook Friends to join the Lafayette Chamber and Try Lafayette First Facebook Pages, too.
 - Join this Facebook conversation by adding comments/posts/personal experience about businesses you know about.
 REMEMBER: Facebook works best as a networking platform! Our Facebook Strategy is about building local business awareness. Direct sellings/ads = Spam.

- Does your business have a Facebook Page? Help the Chamber spread that news for you!**
Send a link to your Facebook Page to Robin Fox at Robin@lafayettechamber.org and we'll add a link to it from:
 - The Chamber Facebook Page if you're a Chamber Member
 - Our Try Lafayette First Facebook Page if you're a Lafayette business who posts the Try Lafayette First Poster in your window or door.
 NOTE: Consider proving you're a great local resource by using your Facebook Page to talk about other local businesses if you've had a great experience with them. Why? We're in this together. The more people who decide to Try Lafayette First, the better for all our businesses and our local economy generally.



- Expand Your Local Network Online using LinkedIn (www.linkedin.com):**
Create a personal LinkedIn Profile and connect with local friends, neighbors, Chamber members and other people in your various social and business networks. The more we know about each others' businesses, the better resource we are to our own networks regarding what's available locally. What about a LinkedIn Company Profile for your business? Now is a great time to create one.



- Manage Your Business Profiles on Google, Yelp, Lamorinda Patch and other sites.**
 - Claim profiles for your business that are already online and add more info, including photos
 - Create Profiles if needed. Start with Google (www.places.google.com/business), Yelp (www.yelp.com/business), and Lamorinda Patch (www.lamorinda.patch.com)
 NOTE: These profiles rank very high in search engine results and are easy to read on smart phones.