

Social Media and Your Small Business



We are beyond the point of discussing “*if*” we should be utilizing social media as a tool to market, maximize, and highlight our small business ventures. The more legitimate and pressing questions revolve around “*how and what*” are the best ways to go about this process. In an effort towards helping sift through all of the content out there surrounding this issue, here are a couple of selected links, articles, books, and programs covering the topic.

Forbes recently wrote an article titled [“21 Ideas for Social Media Content for Your Small Business”](#)

Conversely, here is an interesting [article found on Huffington Post](#) concerning the other end of the spectrum; what *NOT* to do with your social media business related content. You may want to make sure that you’re not guilty of these faux pas!

At the Half Hollow Hills Community Library, we offer an array of books and EBOOKS on the subject. Check out some of the [available titles!](#) We also offer [One-on-One Small Business Counseling](#) via appointment.

Please contact the Half Hollow Hills Community Library Adult Reference Department for assistance with your reference needs!

