



## **Promoting Your Business on Social Networking Sites**

A social networking site offers an interactive, user-submitted network of friends, personal profiles, blogs, groups, photos, music and videos. Social networking is a group of individuals who meet on the Internet and share the same types of interests. Since the goal of a business owner is to make money, a social networking site is an opportunity to let the public know about your product or service.

A [social networking](#) site is an excellent place to meet individuals and share business ideas and opportunities. Typically most of the social networking sites have an open membership. One reason social networking sites have become so popular in the past couple of years is because they are easy to use and usually require little knowledge of the Internet. Social networking sites allow you to learn information about another Internet user before ever having to make contact with them. If you are planning on using a social networking site to advertise your business opportunity, you can choose individuals that share your interests by reading through their personal profiles or blogs.

When you join a social networking site you can include information about your business opportunity in your personal profile. You can also start a new blog on the social networking site or link to an existing blog that you currently maintain with your business opportunity information. There is now some [social networking](#) sites dedicated to business owners. These sites can provide you with valuable business information and might also allow you to walk away with a new business partner or a new friend.

Create an informative business profile for the social networking site you decide to use, but be careful because one thing that Internet users hate is being overly solicited for business opportunities. In other words, don't spam the other users of the social networking sites. The goal of joining a social networking site should be to develop relationships with individuals, not spam them.