

MBX Social Networking Principles

MBX has an active website that gives chapter members business advantages. MBX dues give each member access to social networking tools that benefit business. Here are a few ways to maximize the MBX website.

1. Carefully craft your MBX presence. Write a paragraph or two that describes your product and service. Remember that visitors to our website potentially come there looking for someone that can fulfill a product or service need. Nothing supersedes quality and professionalism, however how you write and what you say can be effective tools for sales and promotion.
2. Set up a Twitter account for your business. Twitter is NO LONGER a website where people go to text about where they went to lunch. It is a high-powered business application. Use it to “Twitter” specials you may be offering, the MBX website, etc . Some of Best Twitter Brands, January 21, 2009 by Jennifer Van Grove: Chevrolet, Ford, General Motors, Honda, Jet Blue, Southwest Airlines, Luxor Las Vegas, Marriott International Hotels and Resorts, Carnival Cruise Lines, Hertz, Chicago Bulls, Detroit Pistons, Portland Trail Blazers, San Diego Chargers, The Travel Channel, Comcast, Marvel Entertainment, DIRECTV, TV Guide, Wachovia, H&R Block, Intuit, Best Buy, The Home Depot, Rubbermaid, Whole Foods, Starbucks, Burger King, Dunkin’ Donuts, Dell, Kodak, and Red Cross.
3. Remember that the BIG secret of social networking is intentionality. This is not a build-it-and-they-will-come kind of venture. What do you want people to know about you and think about you? Use our website as a way to communicate those ideas. Allow the MBX website to be your online networking method.
4. Elements that Marvin needs for your web presence: paragraph describing your business, your picture, your logo, and continuing attention to the website. Keep your profile current. Download educational tips from the site. Refer interested people to the site; help make it a household word.