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One of the hottest topics everywhere today is social media. Everyone is Tweeting, Twitting, Twatting, Facebooking, Schmacebooking, yadda, yadda... It can be overwhelming if you don't know where to start or why to start. Below is a slideshow of the presentation I gave to the [Network of Women in Business](#) Sales & Marketing Special Interest Group.

The best thing that I can tell you is this: Don't forget that social media is not a way to constantly nag people about buying your widgets, it's a way to personalize your business and your brand. It's about relating to your customers and being an information resource that shows a different side of your business than the information visitors will find on your website. If you are passionate about your business, share your knowledge and expertise about your industry, and what you can do to help, rather than directly selling your product, you will become more approachable to your audience which then turns into referrals. Something that I tell people when they are starting out online: Think of that phone call that you get from a telemarketer that won't let you get off the phone when you are in the middle of dinner with your family. It is an unwelcome interruption. Don't be the telemarketer. :)

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