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Improve Business With Great Social Media Monitoring

Everyone is talking about it, but it is a whole new thing for you and your company to come to terms with. Is it worth using [social media monitoring Leeds](#)? Can it really help your business? Well, actually yes. Social media refers to those very familiar websites: Facebook, MySpace, Twitter and LinkedIn. Think of it as like networking, but instead of going to a conference or events where there are only 100 people, or 1000 people, you have the entire world ready to network with. You can stay in touch with current customers, generate new ones, and discover what they think of your business and its products.

Sounds good, but how does it actually work?

Once you have a business account set up with any of these social media outlets, you simply have to spend a lot of time on them. For example, Facebook allows you to make status updates, comment on other users' posts or photos, and interact in a whole lot of ways. Other social media forums allow similar things. Every time you have a new product or idea, you can immediately inform your customers by using the comments or blogging tools.

After the initial set up process, you can update with news items, and link to URLs that are relevant. You can now link a lot of these social media platforms to your own website and certain plug ins allow your social media profiles to update immediately when something new happens on your website. But make sure you still log in to interact with your consumers.

Come on, does it honestly work?

Thousands of companies are now using social media monitoring to improve their business. So much so in fact, that one of the newest and most sought after jobs is to be a [social media monitoring](#) expert. Since one in seven people in the entire world now has a Facebook account, you can see why it would be easy for people to connect and stay in touch and promote using social media.

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