

Social Media for Your Tree Care Company



Why should I use social media?

Increase your branding. Create buzz. Boost your web traffic. Maintain your online reputation. Keep an eye on your competition. Give potential customers another way to find you. Save money - social media is cheaper than traditional marketing and advertising. Increase word of mouth – virtually.

What is Facebook?



A popular social networking site that allows users to add people as friends and send them messages, plus update their profiles to notify friends about themselves.

How can I use Facebook?

Set up a fan page for your company and invite customers to become your fans. By giving your customers the ability to stay connected with your company on a site they already frequent, you can easily keep them updated about your work, introduce special promotions, or just create a dialogue about tree care!

What is Twitter?



A social networking and microblogging service that allows users to send and read messages known as tweets, text-based posts of up to 140 characters. The tweets are displayed on the author's profile page and delivered to the subscribers who are known as followers.

How can I use Twitter?

Establish yourself as a tree care expert and earn the respect of your customers and followers. They will look to you for tree care tips, advice, and even work. Twitter is also a great resource to solicit ideas and opinions from your customers, plus augment your customer service. Chat with TCIA @VoiceofTreeCare.

What is LinkedIn?



The world's largest professional network with over 135 million members. LinkedIn connects you with other professionals and helps you exchange knowledge, ideas, and opportunities.

How can I use LinkedIn?

Connect with TCIA members and join discussions on the issues that matter most to you. LinkedIn is also a great place to find potential employees.

What else? List your company on Yelp, Google Local or Angies List to let satisfied customers rate your work. Post your photos and videos on Flickr or YouTube. Share stories about your company's work on a blog.

Other Tips: Always be yourself and be professional. Be transparent and know what you're talking about. Add value to the conversation and understand that what you say can and will be shared. And, as always, be careful with personal information.

I need help. And more information.

Visit the Members Only Section of TCIA.org for specific directions on how to use Facebook, Twitter, LinkedIn and other social networking sites to boost your business.

Contact TCIA's Marketing Department at marketing@tcia.org or (800) 733-2622