

## **Social media: what you need to know**

**Social media is transforming how many small businesses promote themselves, attract customers, build customer loyalty and even enter new markets. Social media sites such as Facebook, Twitter and LinkedIn provide huge marketing opportunities for business owners, but also some risks that need to be managed.**

No longer does a business have to rely on traditional media to get its message out. Now it has its own channels to connect and interact with customers and potential customers.

Media habits have changed rapidly. Newspaper readership has fallen dramatically. Over two million Irish people use smartphones, and social media apps are hugely popular on those devices.