

# Link Barrage!

When I talk to people about "social networking" sites, its hard sometimes for people to see the value. And, to be honest, social networking is just an arbitrary tool that can be a negative or a positive in a business environment depending on its usage. Lately, I've seen many businesses using social networking as an addition to traditional advertising (even our traditional advertisers are using it). But, more recently, people have started using social networking sites as an information resource. Asking questions, linking information in groups, calling for action on items. The National Trust for Historic Preservation has a Facebook Page that has become a little bit of a link barrage, but for those of you that think that social networking is just a "mess around" tool, let me introduce you to some of the information linked through on-line social networking on just one of our "friend" sites:



[From the American Independent Business Alliance, new resources emerge to help entrepreneurs and encourage stronger communities.](#)

[Local Food Enterprises become BIG business that helps diversify local economies.](#)

[Did you ever wonder how Kansas ranks for their support of small business? Check out information HERE.](#)

[If you are reading this, you are participating in e-mail marketing. Ever wondered how to get involved? Want some tips? Click HERE.](#)

[Have you wondered about the next trends in retail? Find out more information HERE.](#)

[In these times of technology, sometimes we forget using good old fashioned press releases. Find out more information about releases HERE.](#)

[Some links simply take you to forums which allow you to ask questions, like this site that encourages questions and answers from start up businesses.](#)

[More links are starting to encourage individuals to take ownership of their cities through their spending habits, like this 3/50 site.](#)

I could go on and on, but the point is that social media is maturing. Although its original intention was to bring like minded people together (or keep them connected), social media is now a medium that allows for the sharing of information. These learning opportunities have become specialized for different subgroups (like local businesses).

Do some people look at social networks as places just to play games and share pictures? Sure! But more and more businesses are starting to understand the rapid pace of change in the marketplace and the need to adapt their attitudes towards technology. Furthermore, we have less and less time to sift through the tremendous amounts of information available on the web. By utilizing social networking for business, you can let your "friends" do some of your research link work for you (like I just did above). For more information about using social networking in your business, contact Emporia Main Street.

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