

# Chamber CONNECTION

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## Future Trends in the Local Labour Market

Workforce Planning Board provides a snapshot of York Region's current labour force and a glimpse into the future.



### WHAT'S INSIDE

- Small Businesses Can Win Government Contracts Too
- Employer Recruitment Approaches
- Canada Revenue Agency Becoming More Aggressive
- 13 Things Not to Do at a Networking Event, Ever

# How Your Small Business Can Succeed Using Social Media

By Javed S. Khan

Sometimes the distance between a customer complaint and the resolution is just a tweet, post or comment away. Social media has allowed businesses across the world to communicate directly and frequently with customers, making companies more adept at responding to consumer demands.

Social media has also created a reality shift in the way we work, communicate, collaborate and share with each other.

Businesses are cultivating stronger relationships and collaborating on projects using these methods, building a better and more effective workforce in the process.

However, some organizations are still hesitant about the benefits and see it as a fad. But social media is here to stay!

Whether you think social media is just another way to see pictures of people at parties, there is no denying that platforms like Facebook and Twitter are popular. Nearly 60 percent of people spend more time communicating online than they do face-to-face. Social media is breaking down barriers of communication and making it easier to communicate a message to an audience. Having the opportunity to communicate anywhere, any time, and share with customers has made it easier for businesses to collect information from their clients and build a stronger brand across several platforms.

For the longest time social media seemed like an optional method of doing business, but when some of the largest brands in the world like IBM, PepsiCo, Apple, Microsoft and Yahoo are all active social network users, you can't help but think they understand the tremendous benefits. All of these companies are using social media to

connect with customers and stay ahead of the competition. They all want to create a buzz about the products or services they offer and are using social media to spread the word.

However, the most important aspect of finding success using social media is having a strong social strategy - it is at the forefront of any successful business. Without an established corporate culture behind it, using social technology is pointless.



Transforming your business into the social age doesn't happen in a day, but it does start with simple things like showing that you're an expert in your field, forming relationships with potential clients, and expanding your horizon to reach people all over the world.

Bringing your business into the social age requires a constant evolution. Without the right tools behind you, you might find it hard to survive in this ever-changing world. Begin by establishing your strategy: outline your goals and choose the social media platform(s) that will work best for your business. Then find the people who want to hear from you!

*Javed S. Khan is an Accredited Authorized Local Expert with Constant Contact and President of EMpression: A Marketing Service Company. He has presented educational sessions to over 6,500 business owners, entrepreneurs and associations, teaching best practices relating to email, social media and online marketing. Connect with Javed at 416-889-6069 or [javed@empression.ca](mailto:javed@empression.ca).*

## Ask A MEMBER

### Ask a Bankruptcy Professional

**Q** The thought of filing for bankruptcy frightens me. Should it?

**A** Not at all. The Act permits an honest person (who has been unfortunate) to secure a discharge of their debt so that he or she can get a fresh start and resume his or her place in the business community. It is a fundamental purpose of The Act to provide for the financial rehabilitation of a person.

Russo Corp is a hands-on, boutique insolvency firm with over 30 years combined industry experience, specializing in corporate and personal restructuring. Our strong industry experience is accentuated with a unique skill set in various areas of law, accounting, mortgages and investigations. We will ease your fears, make sure you understand your options and guide you through the process. Whether you are a business dealing with cash-flow issues, tax re-assessments or garnishment of your operating account, or an individual/family facing a job loss, mortgage default or over extension of your credit, there are solutions available to you that you may not be aware of. There is no need to struggle with these financial issues by yourself. Call, email or visit us on the web.

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