



## ARTICLES: Building Customer Communities and Social Media by Jim Blasingame

Below are selected articles by Jim Blasingame's on building customer communities and thoughts on social media. The articles are posted on Jim's blog, also featured on the [Small Business Advocate Radio Show](#) site, and edited versions are published in his syndicated newspaper column.

### **Executives not confident of their social media strategy**

<http://blog.smallbusinessadvocate.com/marketing-branding-advertising/online-strategy-marketing-branding-advertising/executives-not-confident-social-media-activity>

### **Find social media value through your community values**

<http://blog.smallbusinessadvocate.com/networking/social-media/social-media-creating-community-values>

### **Creating online customer communities for your small business**

<http://blog.smallbusinessadvocate.com/networking/social-media/creating-online-customer-communities-small-business>

### **Control and Value: Rules for the Age of Community**

<http://blog.smallbusinessadvocate.com/sales-sales-management/control-value-rules-age-community>

### **May the social media force be with you**

<http://blog.smallbusinessadvocate.com/marketing-branding-advertising/online-strategy-marketing-branding-advertising/social-media-force>

### **Small business, social media and the Tour de France**

<http://blog.smallbusinessadvocate.com/networking/social-media/small-business-social-media-tour-de-france>

### **Think online communities instead of social media**

<http://blog.smallbusinessadvocate.com/uncategorized/think-online-communities-instead-social-media>

### **Some thoughts on social media and popular delusions**

<http://blog.smallbusinessadvocate.com/uncategorized/some-thoughts-social-media-popular-delusions>

### **Can social media be dangerous for your small business?**

<http://blog.smallbusinessadvocate.com/home-based-business/can-social-media-be-dangerous-to-your-small-business>

[Jim Blasingame](#) is the creator and host of the nationally syndicated weekday radio/Internet talk show, *The Small Business Advocate Show*, on the air since 1997. Learn more: [www.smallbusinessadvocate.com](http://www.smallbusinessadvocate.com)