

## 7 Social Media Communities & Groups Every SBA Professional Should Join



### What Can Social Groups & Communities Actually Do For SBA Professionals?

**Brand Outreach & Development:** Social Media networks help your SBA business develop yourself & your brand as an authority within the business lending industry by sharing your knowledge and various resources with others.

**New Referral & Business Development:** SBA lending professionals are able to expand their networks through social media channels so they can obtain new referral sources or direct borrowers. Social Media outlets also act as a quick and direct communication channel between your business or product and your target market, so you are able to provide real time answers and offer help to borrower's questions.

Find new referral sources to partner with to expose yourself to new loan applicants that may qualify for your SBA program. Networking together on social groups allows you to seek out new business opportunities from fellow lenders or gain referral sources from trusted advisors that every business owner usually has such as loan brokers, CPA's, bankers, attorneys, financial advisors, realtors, or business brokers . One can find a lot of these people in social groups.

**Industry News & Updates:** Social media provides real time discussion and updates to allow SBA professionals stay connected to help withstand the constant changes that we have seen in our market.

#### Google+ Communities For SBA Professionals:

- [Entrepreneurs, Self-Employed & Small Business](#) - 58,284 members
- [Business Loans & Commercial Finance](#) – 93 members

- [Small Business](#) – 4,774 Members

### **LinkedIn Groups For SBA Professionals:**

- [SBA Business Professionals](#) - 7,890 members
- [ABL/SBA Finance Professionals](#) - 3,925 members
- [SBA Loans Group](#) - 3472 Members
- [Small Business Network For Startups and Entrepreneurs](#) – 62,469 members

(Editor Note: Of course, don't forget [Coleman Small Business Lending Group!](#) – 2,491 members!)

### **Group & Community Engagement Tips For SBA Professionals**

Do not just SPAM these groups and communities with a link to your website. You must provide valuable content or you will be blocked from the group. Use these spaces as a way to promote content you publish on your company blog that doesn't hard sell your loan product, but eases a consumer into trusting and wanting to learn more about how you can help them.

Joining local business groups and communities that are specific to your area can help you build a presence for your brand within your geo target, as well as accrue new local business. Consumers loves to do business locally, so definitely leverage these spaces as well.

Expand your network, don't just join every SBA group there is on LinkedIn, while it may help with referrals, it won't do much for obtaining new direct borrowers. Searching for small business and entrepreneur groups will allow you to present your products to direct borrowers that may not even know SBA funding options were available outside the bank.

Lastly, harvest group members for new business development, especially those in the small business owner & entrepreneur communities. These are prime prospects to introduce your services to, seeing as most of them are online looking for resources to grow their business, anyway.