



Online Communications Essentials

Online Communications and Benefits to Small Businesses

- Websites, social media, and newsletters can help boost small businesses.
- Tell your story in an authentic and relatable way.
- Reach new audiences.
- Develop a deeper connection and relationship with customers.
- Better understand what content performs best.

How AI Can Help with Online Communications


- Start with free AI tools like: ChatGPT, Google Gemini, or Copilot.
- Then explore AI social media tools (click icons at right).
- Get format suggestions: videos, polls, behind-the-scenes, etc.
- Create content and brainstorm ideas.
- Identify relevant, trending hashtags.
- Plan social media content calendars.

 Buffer

 ContentStudio

 FeedHive

 Publer

 StoryChief

Which is better for Your Business: Social Media or Newsletters?

Feature / Goal	Social Media	Newsletter
Reach	Wide audience; discoverable by new people	Focused audience; people who signed up
Cost	Free to post; ads cost money	Often free or low-cost
Ease of Use	Can be fast-paced; learning curve	Slower pace; simpler tools
Who sees it?	Algorithms influence who sees content	You control the list of subscribers
Customer interaction	Real-time comments & likes	Email replies
Best for	Promotions, updates, building buzz	Building loyalty; delivering value

- Click icons below to explore newsletter platforms

 Constant Contact

 INTUIT mailchimp

 mailer lite

 substack