

# ACHIEVE THE MOST FROM SOCIAL MEDIA

A stylized illustration of a pioneer landscape. In the foreground, a man in a brown hat and coat stands on a rocky outcrop, holding a long wooden staff. To his right, a woman in a purple dress is partially visible. In the middle ground, a blue river flows through a green valley. A horse-drawn wagon carrying a large roll of fabric is moving across the field. In the background, there are rolling hills and mountains under a light sky.

**Twin Cities PC Users Group**  
*An Overview*  
October 8, 2013



# The Social Media Journey

1. Explore new territory.
2. Learn how to effectively manage the risks and hardships.
3. Focus on success.
4. Enjoy the fruits of your labors.
5. Forge on, intrepid pioneer.

# Today's Topics

1. Stop Using the Web Like It's 1999!
2. What is Social Media?
3. Facebook, Twitter, LinkedIn, NextDoor, Skype
4. Q & A

# Social Media Essentials

Enjoyment/Enthusiasm

Open Mind

Commitment

Engagement

Diligent and Persistent Caution

Search Engine Skills

# Social Media Yabuts

## *Five Busiest “Yabuts” in Social Media*

1. Ya, but there are not enough hours in the day.
2. Ya, but what do I do with all of this content?
3. Ya, but we just can't justify the resources it takes to do social media right.
4. Ya, but I have no idea which social media tool to use.
5. Ya, but who needs to be Friends with one billion people?



# CIRCA 1999 - 2006

Linked in Technorati™  
facebook digg Blogs  
twitter flickr  
You Tube del.icio.us  
eBay myspace plaxo  
friendfeed More Blogs







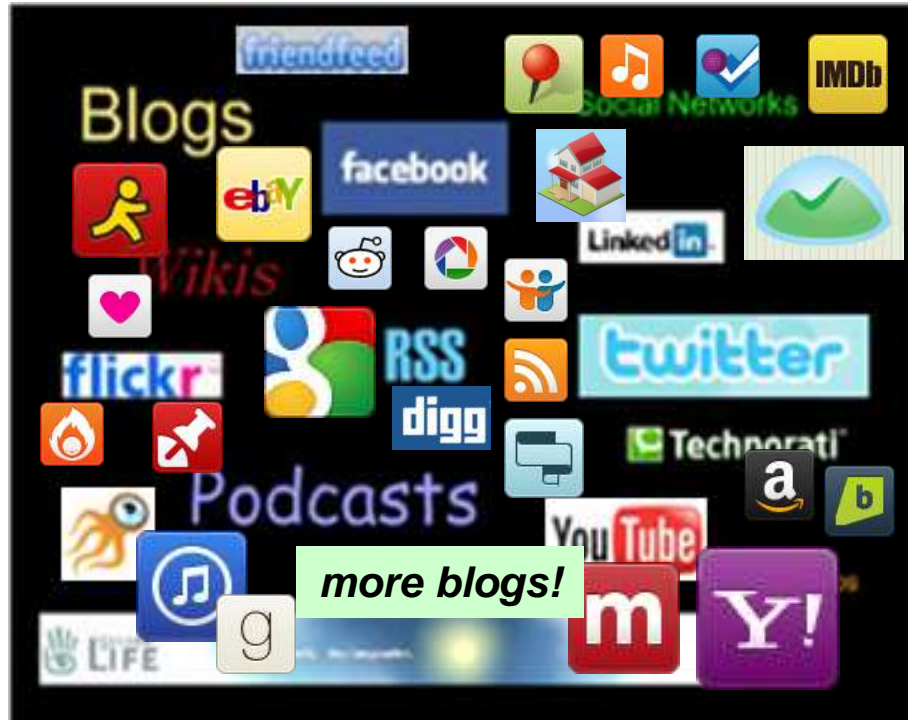
300 Million+ Blogs



What is Social Media  
Networking?

***SOCIAL MEDIA  
NETWORKING IS...***





*... and many, many more.*



***Well, sort of.***



# ***SOCIAL MEDIA NETWORKING IS...***

# a Conversation

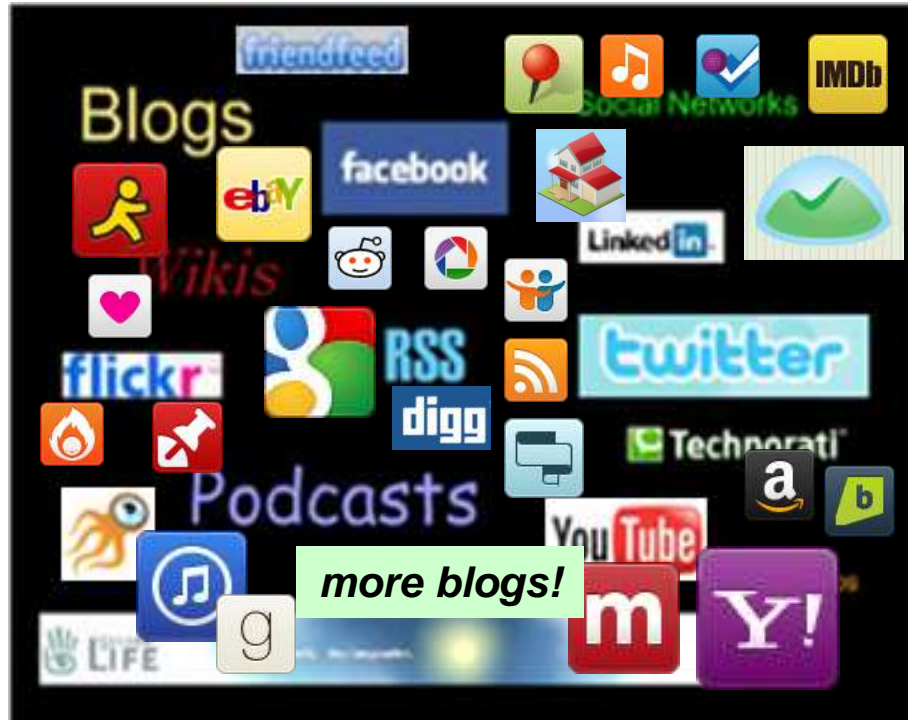




a Conversation

***That Is Powered By...***





*... and many, many more.*



# The Times They Are a Changin'

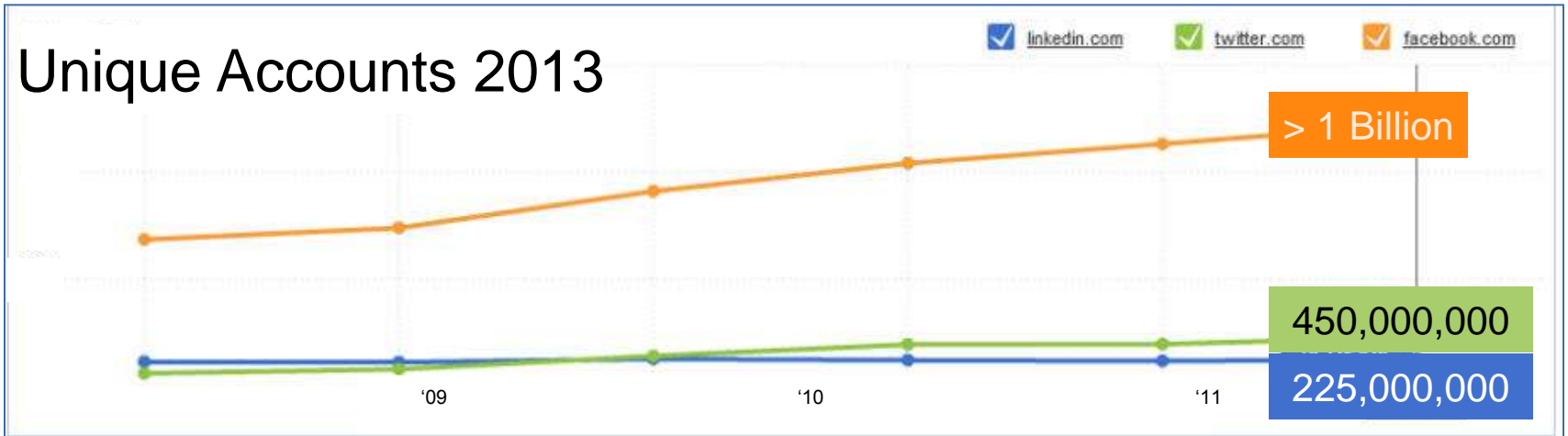
Then





# The Times They Are a Changin'

Now



Facebook

Twitter

LinkedIn

# *Why Do Social Media?*

## Just Five of the Endless Reasons

1. The future of communications. It's emerging technology.
2. The opportunity to influence millions of people.
3. Organizational sustainability. You must understand how it works.
4. Many organizations' best option to communicate and influence.
5. Internet and social media platforms work 24/7



# Security & Privacy

***Is Your Responsibility!***

<https://www.privacyrights.org/social-networking-privacy>



# Social Media is a Groundswell

a social mega-trend in which people use various technologies to get the things they want and need...

**from each other via social networking, rather than from traditional institutions.**

# Businesses Are Using Social Media

Customer Service – sustaining long term relationships

Social Marketing - providing special/unique offers

Hiring New Employees – LinkedIn, Facebook, Twitter, others

Doing Research – Listening, discovering wants and needs, likes and dislikes, expectations

Building relationships -

engaging in the conversation = valuable rewards

# Recent Article on the Wall Street Journal Website

## ***OMG! My Grandparents R My BFF!*** (May 9, 2011)

Forget the Sunday night phone call. Grandparents and grandkids are connecting — and connected — as never before.

“My nine-year-old in our Philadelphia home was playing an online Scrabble game with his grandmother on her iPad, two time zones away in Denver.”

“My 11-year-old was video chatting with his grandfather in Florida on Skype, a program I didn’t even know we had.”

“And my 14-year-old was checking in with his “Friends” on Facebook. And whom does he count among his 300+ Friends?

His great-grandmother in Minneapolis!

# Recent Article on the Wall Street Journal Website

***OMG! My Grandparents R My BFF!*** (May 9, 2011)

Technology is bridging the vast age and distance gap that has long divided the generations.

It is a perfect storm of demographics and technology.

As a group, grandparents and grandchildren have plenty in common. They have free time, disposable income for gadgets and gizmos and a keen interest in staying in touch with people.

Smartphones, tablet computers and social media have made sharing fun instead of frustrating.



# Which Social Media Tool Should You Use?

It's not about which tool you use.



It's all about how you use  
the tool.





# *The Beast That Ate the Internet*



Internet's largest social networking website...  
over one billion networked accounts

Used primarily for personal & professional networking

Many organizations have set up Facebook pages for  
marketing, fund raising, sales & employment

Multiple generations can meet on neutral turf  
to share and interact



So, it's not perfect.

What is?

*Don't let manageable imperfections keep you from enjoying the benefits.*

# Facebook Privacy & Security

## *It's Your Responsibility*

The very **FIRST** thing you do when starting to use your Facebook (or any social media) application is **creating & managing** your Personal Settings.



# Twitter

How can something that appears to be so frivolous, be so powerful?

Tweeting is much more valuable than you might think, whether growing a business, personal growth and development or seeking job opportunities/employees.



# Twitter

Social Networking website with over 400 million networked users

Used primarily for networking, marketing, donor acquisition, job/employee search

Micro-blogging; posts limited to 140 characters


Mindcasting vs. Lifecasting

Research on Twitter is supported by its massive knowledge database



# Following & Followers

Anyone with a Twitter account can follow anyone else on Twitter, except those who been blocked by any given Tweeter.

Anyone on Twitter can follow you. That is, until you block them.  You control who follows you.

Know who you're following.

Know who's following you.



# Hashtags #

Using the prefix # before a keyword in a Tweet will categorize & file that Tweet on that specific keyword topic's Twitter page

Getting people talking about you, your business, your organization, your events

Dewey Decimal System of Twitter

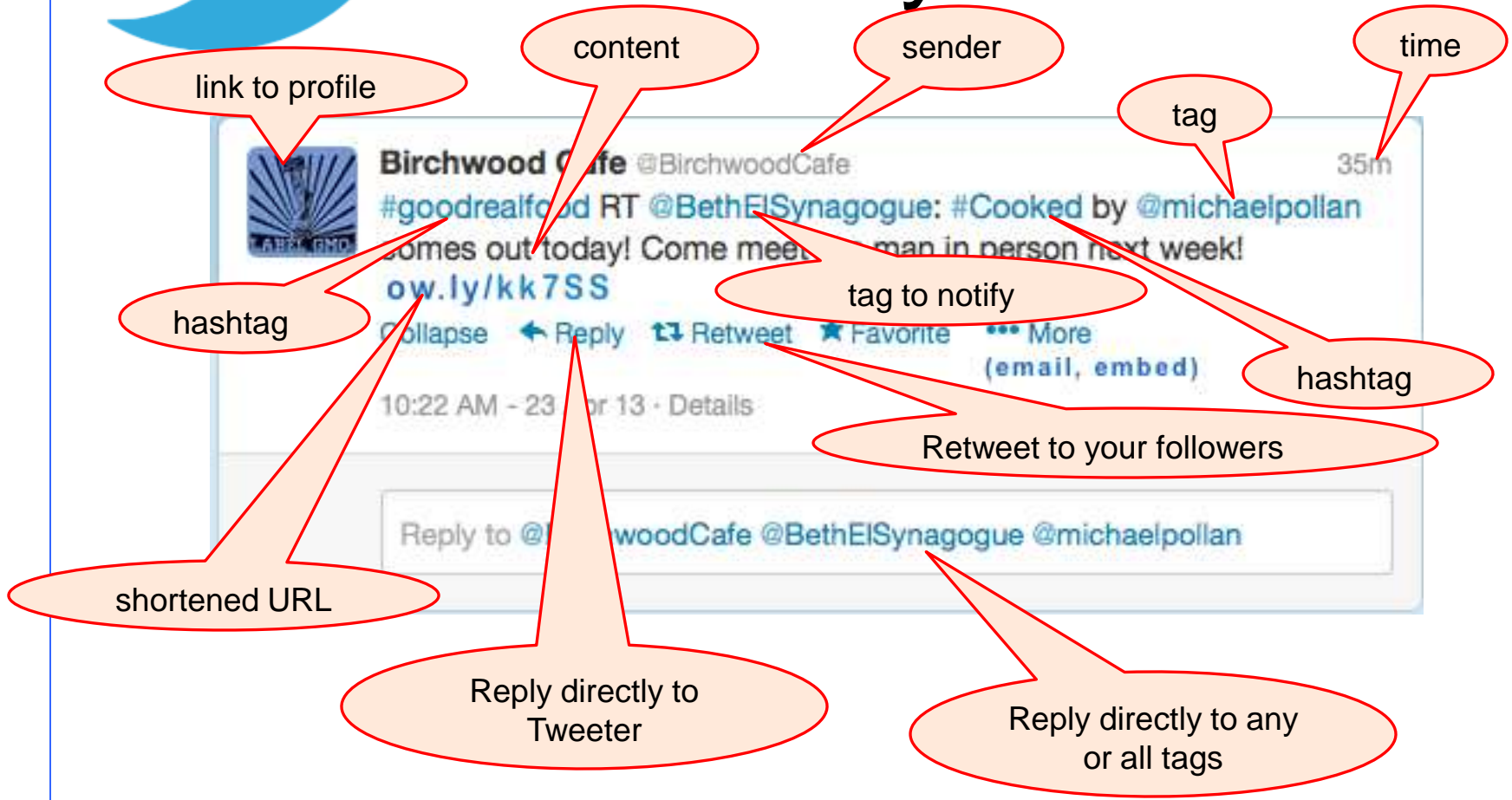
Categorizes, addresses & files Tweets

[Beginners Guide to Hashtags](#)





# Anatomy of a Tweet





*Relationships Matter*

*Networking*

*Job/Employee Search*

*Social Marketing*




*Personal Fulfillment*




# Networking

**225 million** LinkedIn users from over **3,000,000+** companies participating in **300,000+** topical Groups

You are at the center of your network. Your connections can introduce you to 7,502,500+ professionals — here's how your network breaks down:

<b>1</b> 	<b>Your Connections</b> Your trusted friends and colleagues	<b>260</b>
<b>2</b> 	<b>Two degrees away</b> Friends of friends; each connected to one of your connections	<b>162,000+</b>
<b>3</b> 	<b>Three degrees away</b> Reach these users through a friend and one of their friends	<b>7,340,200+</b>
<b>Total users you can contact through an Introduction</b>		<b>7,502,500+</b>

 **55,053 new people** in your network since October 3



# Privacy & Security

*It's Your Responsibility*

The very **FIRST** thing you Do when starting to use your LinkedIn (or any social media) application is **creating & managing** your Personal Settings.



# Features

LinkedIn provides a comprehensive suite of features, all targeted to improve your professional networking experience.

Easy Profile Builder

Employee Search

Extended Network

Groups

Powerful Job Finder

Comprehensive search

Recommendations

Free productivity apps

Endorsements

Enterprise growth

# Suggested Browsing List

## *Selected From Among Millions, Soon To Be Billions*

Mashable - <https://mashable.com/> - everything social media

SocialMedia - <http://www.socialmedia.org/> - community of world's leading brands

Social Media Examiner - <http://www.socialmediaexaminer.com> – great content in general

ReelSEO - <http://www.reelseo.com/> - The Online Video Marketer's Guide to the Universe

HubSpot - <http://www.hubspot.com/> - A virtual trove of essential social marketing information

Bitly - <https://bitly.com/> - where to shorten those awfully long URLs

Creative Commons - <https://creativecommons.org/> - using others' content ethically

Eventbrite - <https://www.eventbrite.com/> - excellent event promotion tool

Wikipedia – [www.wikipedia.org](http://www.wikipedia.org) - history's largest (but not most accurate) knowledge database

Klout - <http://klout.com/> - a service to measure one's social influence on the social world

About - <http://www.about.com> - Browse... Explore... Learn

RefDesk - <http://refdesk.com/> - Information that you didn't even know you needed.

ColorPicker - <http://www.colorpicker.com/> - Correct HTML color codes; HEX and RGB

WordPress - <https://wordpress.com/> - Earth's #1 web publishing platform, great for blogs.

WordOfMouth - <http://wordofmouth.org/> - how-to website for advice to achieve word of mouth

# Suggested Reading List

**ENGAGE!** Brian Solis - The Complete Guide for Brands and Businesses to Build, Cultivate, and Measure Success in the New Web (as well as anything else by Solis including his blog)

**ART OF THE START** Guy Kawasaki – A book of mass construction for Web entrepreneurs (as well as anything else by Kawasaki including his blog)

**PRESENT SHOCK** Douglas Rushkoff – Examination of our “*Give It to Me Now*” culture

**SOCIALNOMICS** Erik Qualman - How Social Media Transforms the Way We Live and Do Business

**THE SOCIAL MEDIA BIBLE** Lon Safko - Tactics, Tools, and Strategies for Business Success

**SECRETS OF SOCIAL MEDIA MARKETING** Paul Gillin - How to Use Online Conversations and Customer Communities to Turbo-Charge Your Business

**CONTENT RULES** Ann Handley & C.C. Chapman - Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars, etc.

**LIKEABLE SOCIAL MEDIA** Dave Kerpen - How to Delight Your Customers, Create an Irresistible Brand and Be Generally Amazing on Social Networks

**SOCIAL BOOM!** Jeffrey Gitomer - How to Master Business Social Media to Brand Yourself, Sell Yourself, Sell Your Product, Dominate Your Industry Market, Save Your Butt, ... and Grind Your Competition into the Dirt

**RETURN ON INFLUENCE** Mark Schaefer - The Revolutionary Power of Klout, Social Scoring, and Influence Marketing

# Social Media Glossary

**Algorithm** - a set of formulas developed for a computer to perform a certain function. This is important in the social sphere as the algorithms that sites like LinkedIn use are critical for developing content-sharing strategies.

**Application Programming Interface (API)** - An API is a documented interface that allows one software application to interact with another application. An example of this is the Twitter API.

**Avatar** - An avatar is an image or username that represents a person online within forums and social networks.

**Bitly** - A free URL shortening service used to condense long URLs to make them easier to share on social networks such as Twitter. <https://bitly.com/>

**Blog** - Websites maintained by an individual or a business with regular entries of commentary, descriptions of events, or other material such as graphics or video.

**Blog Talk Radio** - Blog Talk Radio is a free web application that allows users to host live online radio shows. <http://www.blogtalkradio.com/>

**Chat** - Communication over the internet as a to one-to-one communication through a text-based chat application commonly referred to as instant messaging applications.



# Social Media Glossary

**Circles** - clusters of a user's friends on Google+, meaning you can group certain people you choose to connect with on your Google+ into a certain Circle.

**Cloud Computing** – sharing documents and collaborating on the Internet; the use of computing resources (hardware and software) that are delivered as a service over the Internet.

**Collective Intelligence** - shared or group intelligence that emerges from the collaboration and competition of many individuals and appears in consensus decision-making in social networks.

**Content Management System (CMS)** - a computer program that allows publishing, editing and modifying web content including procedures to manage workflow in a collaborative environment

**Creative Commons** - Creative Commons is a nonprofit corporation dedicated to making it easier for people to share and build upon the work of others, consistent with the rules of copyright. <https://creativecommons.org/>

**Delicious** - a free online bookmarking service that lets users save website addresses publicly and privately online so they can be accessed from any device connected to the internet and shared with friends. <http://delicious.com/>

# Social Media Glossary

**Ebook** - an electronic version of a printed book. Most ebooks are not actually available in print (unless you print them). These are typically published in PDF form.

**Firefox** - an open-source web browser that is one of the most popular web browsers on the internet and allows users to customize their browser through the use of third-party extensions.

**Flash Mob** - a large group of people who assemble suddenly in a public place, perform an unusual and pointless act for a brief time, then quickly disperse.

**Flickr** - a social network based around online picture sharing. It allows users to store photos online and then share them with others through profiles & groups.

**Google Chrome** - a free web browser offered by Google that fully integrates into its online search system as well as other applications.

**Google Documents** - a group of web-based office applications (free) that includes tools for word processing, presentations, and spreadsheet analysis. All documents are stored and edited online and allow multiple people to collaborate on a document in the Cloud in real-time.

**Groundswell** - a social trend in which people use technologies to get the things they need from each other, rather than from traditional institutions like corporations.

# Social Media Glossary

Hangout - a video service on Google+ that allows you to video chat with up to 10 Google+ users at a time. Essential collaboration tool.

Hashtag (#) -a tag used on Twitter as a way to annotate a message. A hashtag is a word or phrase preceded by a “#.” Example: #yourhashtag. Commonly used to show that a tweet, a Twitter message, is related to an event, product or anything. Often overlooked as a vital and valuable marketing tool.

HTML - HyperText Markup Language, a programming language for web pages, the brick-and-mortar of web pages. It provides content and structure while CSS (Cascading Style Sheets) supplies style data. Current version: HTML5.

Hyperlink - a link from a web document to another web location or file typically activated by clicking on a highlighted word or image (text is generally in blue and underlined)

Inbound Marketing - Marketing efforts that conforms to permission-based marketing which requires customer's permission. Ex: techniques that businesses use to connect with potential customers and convert them into leads and customers, and analyze the process along the way. Inbound marketing leverages tactics such as SEO (Search Engine Optimization), blogging, social media, lead generation, email marketing, lead nurturing, and analytics. It's how business is done.

# Social Media Glossary

Instant Messaging - IM is a form of real-time, direct communication between two or more people using text, audio or video. Soon telepathic. (:

Klout - a measure of social influence. The service allows users to connect various social accounts such as Facebook, Flickr, YouTube, etc., and then provides a Klout score indicating the influence an individual, company or organization has on the social world.  
<http://klout.com/>

Lifecasting - a continual broadcast of events in a person's life through digital media typically transmitted through social media

Link Building - how website owners generate links to their site from other websites to improve search engine ranking. Blogging is a popular method of link building. It's give & get sharing.

Metadata – The” library card filing” system for the Internet used by web developers to correctly promote their websites to the search engines so we can find them in web searches and view their websites.

Microblogging - broadcasting very short messages to an audience, such as on Twitter, where posts are limited to 140 characters – that's characters not words

# Social Media Glossary

**Network** - a social network like Facebook, Twitter, or LinkedIn and the people you are connected to on those sites.

**Ning** - a fee-based online community site that lets customers create their own social networks

**News Feed** - the delivery of news via the web from unlimited sources

**Permalink** - a hyperlinked address or URL of a particular post within a blog or website

**Podcast** - audio programs or recordings that are syndicated online that can be streamed or downloaded from applications such as iTunes or a website

**RSS** - Really Simple Syndication is a news feed that allows content from regularly updated websites (like blogs or podcasts) to be aggregated and posted to one website (often called a "reader") or mobile device by "subscribing" to it

**Retweet** - when someone on Twitter sees your message and decides to share it with their followers

# Social Media Glossary

Search Engine Marketing (SEM) - marketing strategy that, when combined with SEO, helps a business or organization attract customers, generate brand awareness, and build trust by increasing its website's visibility.

Search Engine Optimization (SEO) - the process for improving a website's ranking on a search results page for a specific search query. Different search engines use different algorithms for how they rank results, using metadata correctly really helps.

Social Media Marketing - building your social network fans, followers, and connections using relevant and interesting content that is shared, allowing you to reach and engage more people and drive more traffic and business.

Social Media - web tools & applications that promote the conversation to allow the sharing of information and creation of communities through online networks of people.

Social Networks - social media sites (i.e., Facebook, Twitter, LinkedIn) where people connect and interact with friends, colleagues, businesses, and organizations.

Tweet - comments posted on Twitter

Tweetup - events (i.e., meetups) that spring from Twitter connections typically informal gatherings that let Twitter followers meet in real life, and coordinators often use a hashtag to unite tweets related to the event.

# Social Media Glossary

**Vlog** - a blog that contains videos instead of text entries.

**Viral** - when a piece of content on the Internet is shared organically, without prodding or encouragement from the business, organization, or person who created it, it is said to have "gone viral." This means it has been shared on social networks, posted and reposted, tweeted and retweeted multiple times.

**Webinar** - a web-based seminar, where the presentation, lecture, or workshop is transmitted over the Internet instead of in person. Search for and attend those that relate.

**Wiki** - a type of user-generated and - edited website where multiple people can write and manage the content. A great example of this concept is Wikipedia, an online encyclopedia.

**YouTube** - a video sharing site owned by Google. Users can freely upload their own video content to the site (you must have the rights to the content), as long as it is less than 10 minutes in length and the file is less than 100MB in size. YouTube makes it easy for people to embed videos on their own site or blogs, which helps with viral marketing efforts. YouTube videos are valuable in SEO.



***Thank You & Good Luck!***