

UNLEASH YOUR BUSINESS POTENTIAL SECRETS OF SOCIAL MEDIA

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SOCIAL MEDIA REVOLUTION

Social Media Revolution Video

4 TAKE AWAYS

- Why You Need Social Media
- Social Media 101
- Time Commitment - at a minimum
- Shortcuts

INFORMATION OVERLOAD

- How do I keep up with them all!
- Which do I use?
- Why should I use them?
- What's the cost of doing nothing?

WHAT WE ESTABLISHED

- In our last workshop we established that you have to have a web presence
- It is the 2010 equivalent of a business card
- Do you have to have Social Media?

NETWORK IN YOUR FUZZY SLIPPERS!

- You can spend 15 - 20 minutes a day, in front of your computer networking with real people
- You can get “real” leads
- You can get “real” clients

SOCIAL MEDIA

- LinkedIn
- Twitter
- Plaxo
- Facebook Fan Page
- Blog
- YouTube
- etc.

BLOGGING

- Blogging
 - You can blog about topics your clients will find interesting
 - You can blog about topics that make you the expert
 - Blogging software can either be customized (WordPress web sites) or you can use a blogging web site:
 - WordPress
 - Blogspot
 - Blogger
 - etc.

PLAXO VS. LINKEDIN

- Plaxo
 - Initially was set up as a database / address book
 - Has a less information about you
 - Has a calendar, greeting cards, status updates
- LinkedIn
 - Initially set up as a networking site
 - Has recommendations - give them, get them
 - Discussions - Answer Questions - Best Answer really gets you noticed!
 - Groups - can establish yourself as an expert
 - Job Postings
 - Database functions!

LINKEDIN GROUPS

- You can join up to 50 groups
- You can create your own groups
- Get involved in group discussions
- Allows you to establish yourself as an expert

FACEBOOK

- If Facebook were a country, it would be the 4th largest in the world
- Don't use your personal account as a business account
- You can have a Fan Page without having a personal account
- Facebook has very specific rules about personal pages, break them and they will take down your page without notice

FACEBOOK

- You want to have a vanity URL for Facebook, you just need 25 fans to get one
- Your URL should have meaning: if your company name is taken (as mine was, be creative, i.e., my Facebook URL is www.facebook.com/ribitdotcom

TWITTER

- 140 characters - can you make an impact in 140 characters
- URL shorteners are the key!
- TweetDeck, hootsuite, twitterific
- pick a Twitter “handle” that means something (once again my company name was taken so my Twitter ID is: [twitter.com / robinatribit](https://twitter.com/robinatribit))

TWITTER

- Become the expert in your industry
 - Let people know you are knowledgeable
 - Tweet articles of interest
 - Tweet about your blog posts (this connects them to your blog, and helps with your SEO)

YOUTUBE

- YouTube is the second largest search engine
- Create a YouTube channel so people can find you!
- Great for SEO, you can link video to your web site, your blog, even Twitter!

SO HOW DO I KEEP UP WITH ALL MY SOCIAL MEDIA ACCOUNTS

- ping.fm - post to multiple accounts
- social oomph - schedule posts, keep track of posts
- tweetdeck - post to multiple accounts (carefully) track others easily

OTHER TOOLS

- Cut your links down to size by using <http://bit.ly>
- Use your RSS Reader to follow blogs of interest so you can have interesting things to tweet! I use Google Reader

FOR MORE INFORMATION

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