



Education

# Using Social Media to Your Advantage

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It is easy to become overwhelmed by the growing popularity of social media. Today's X-generation infused workforce is comfortable and confident with these new methods of communication – don't be left behind.

This presentation will provide an overview of the most popular social media tools and how to use them to your advantage in today's fast moving, high expectation environment. You'll view case studies to illustrate how companies are leveraging these tools to promote technologies and solutions in new and innovative ways.

Learning objectives:

1. Identify the social media tools that can be used to match your objectives
2. Learn how to engage with online influencers
3. Better understand the social media work methods of the next generation of employees and how you can integrate their expectations and ideas into your business goals and deliverables

# Agenda

- Social Media Today
- Why Social Media?
- Popular Social Media Tools
- Keeping Track
- How To Engage
- Resources



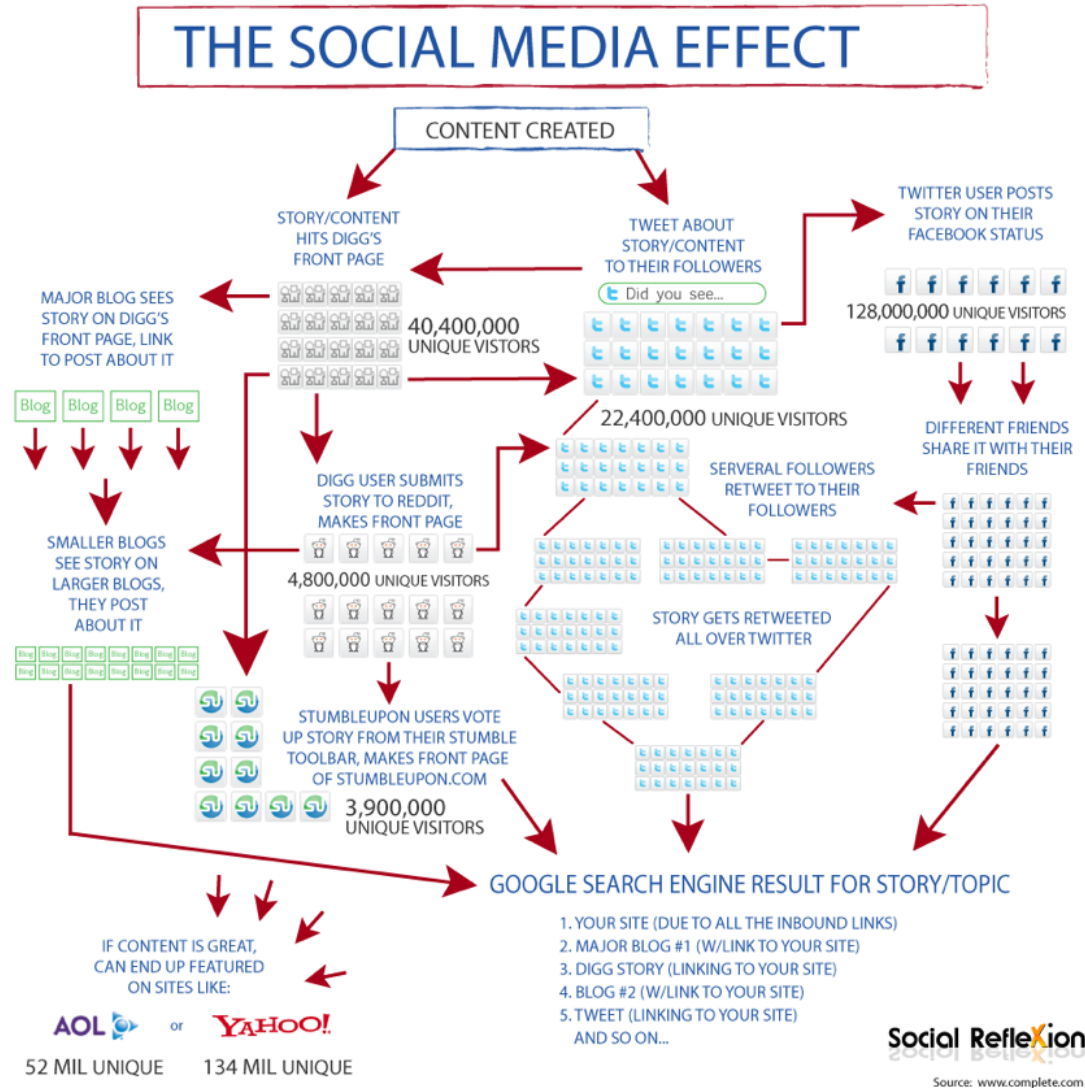
Source: squareoak.com

# Where are YOU with Social Media today?



# The State of Social Media Today

- 234 million – websites
- 1.73B – Internet users
- 2/3 of world population visit social networking or blogging sites, accounting for 10% of Internet time (Nielsen)
- 70% of marketers are planning new social media initiatives in 2010
  - ◆ Marketing ROI most important marketing concept
  - ◆ More likely to rely on internal employees
  - ◆ **Buzzword most tired of hearing!**



# Fears and Opportunities

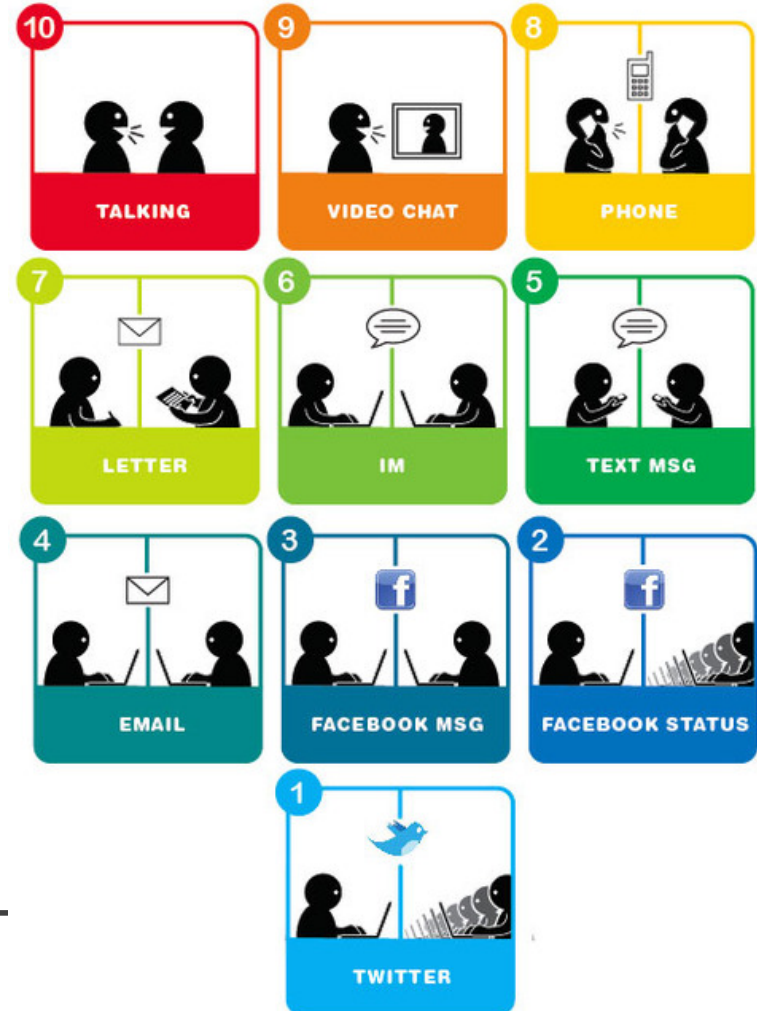
## ➤ Why are people afraid to use Social Media?

- ◆ Too many choices
- ◆ Too much information
- ◆ Too hard
- ◆ Too much time
- ◆ Too personal

## ➤ Why should people be afraid *not* to use social media?

- ◆ Redefining consumer IT
- ◆ “Consumeration” of Enterprise IT

**10 LEVELS OF INTIMACY IN TODAY'S COMMUNICATION**



- Promote yourself as a thought leader
- Research
- Improve customer service
  - ◆ Internal
  - ◆ External
- Learn from others
- Expanding your company's footprint
  - ◆ Marketing and promotion
  - ◆ Community building
  - ◆ Transparency
- Global competition – the challenge to collaborate in real time



# How To Be “Social” Today

We will cover in more detail:

- Blogging
- Facebook
- Twitter
- LinkedIn



(404) 939-7186 | [www.SONARconnects.com](http://www.SONARconnects.com) | [www.SocialMediaSonar.com](http://www.SocialMediaSonar.com) blog



# Why Blog?

- Build thought leadership
- Stand out from the crowd
- Demonstrate your knowledge
- An outlet to show who you and your company are
- Raise your brand and profile

BlogPulse



## BLOGPULSE STATS

Total identified blogs: 126,861,574

New blogs in last 24 hours: 42,234

Blog posts indexed in last 24 hours: 990,773

nielsen  
.....

As of March 21, 2010

# Why & What to Blog?

## Why + What People Blog

most  
blogged

less  
blogged

**Personal Musings**

**Technology**

**Politics**

**News**

**Computers**

**Business**

**Music**

**Travel**

**Religion**

**Science**

**Film**

**Environment**

**Health**

**Television**

**Sports**

What's up with all this vampire stuff lately?

OMG! Apple just released a firmware update...

New photos from my Tahiti trip!

*Top Blog Topics*

**42%**

have become friends with someone they've met in person through their blog.

**63%**

say that blogging has led them to become more involved with things they're passionate about.

**19%**

are concerned that their employers might not approve of their views on their blog.

*Impacts of Blogging*

**Keep friends & family updated**

Get published or featured in traditional media

**Speak My Mind**

**Connect w/people**

Make money

**Share expertise**

Enhance resume Attract clients

*Top Reasons People Blog*

Source: [www.intac.net](http://www.intac.net)

# Blogging Best Practices

- Create a strategy
- Establish editorial policy
- Find your voice
- Write engaging content
- Use keywords in your copy
- Post on a regular schedule
- Include a photo of author(s)
- Link from your company's homepage
- Engage with your readers
- Spread your content



# Leverage Blogging

- Read the blogs of your competitors
- Research what your customer's top decision makers are saying
- Track industry trends
  - ◆ Industry keywords
  - ◆ Create RSS feeds
- Connect with commenters on your blog
- Make yourself and your company easy to find

## ➤ Top Business Blog of 2009\*

- ◆ Blogs consistently everyday
- ◆ Relevant and engaging content
- ◆ Funny and informative
- ◆ 200,000 visitors per month
- ◆ Frequently quoted in media
- ◆ Makes it easy for reader to spread the word

(click on my head)



[sethgodin.typepad.com](http://sethgodin.typepad.com)

\* Determined by Strategist News, [Best Business Blogs 2009](#), June 2009

# Why Use Facebook?

- For socializing and networking
- Where you can be authentic
- Show your human side
- Personal and professional lines are blurred

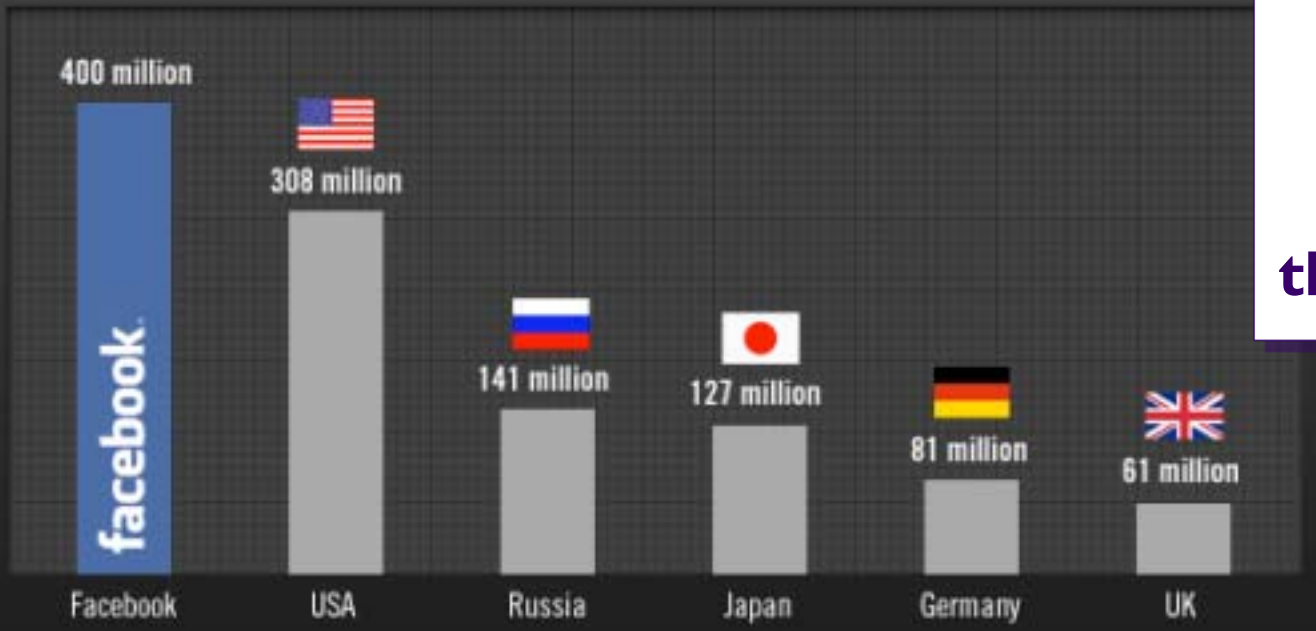
The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

# The Most Popular

# facebook.

How the world's largest social network site has reached juggernaut status.

## Facebook compared to countries



**February 2010:  
400 Million  
users  
Only India and  
China have  
bigger  
populations  
than Facebook!**

Source: pingdom.com,  
facebook, wikipedia

# Facebook Facts

- Facebook launched in Feb 2004
- Now available in 65 languages



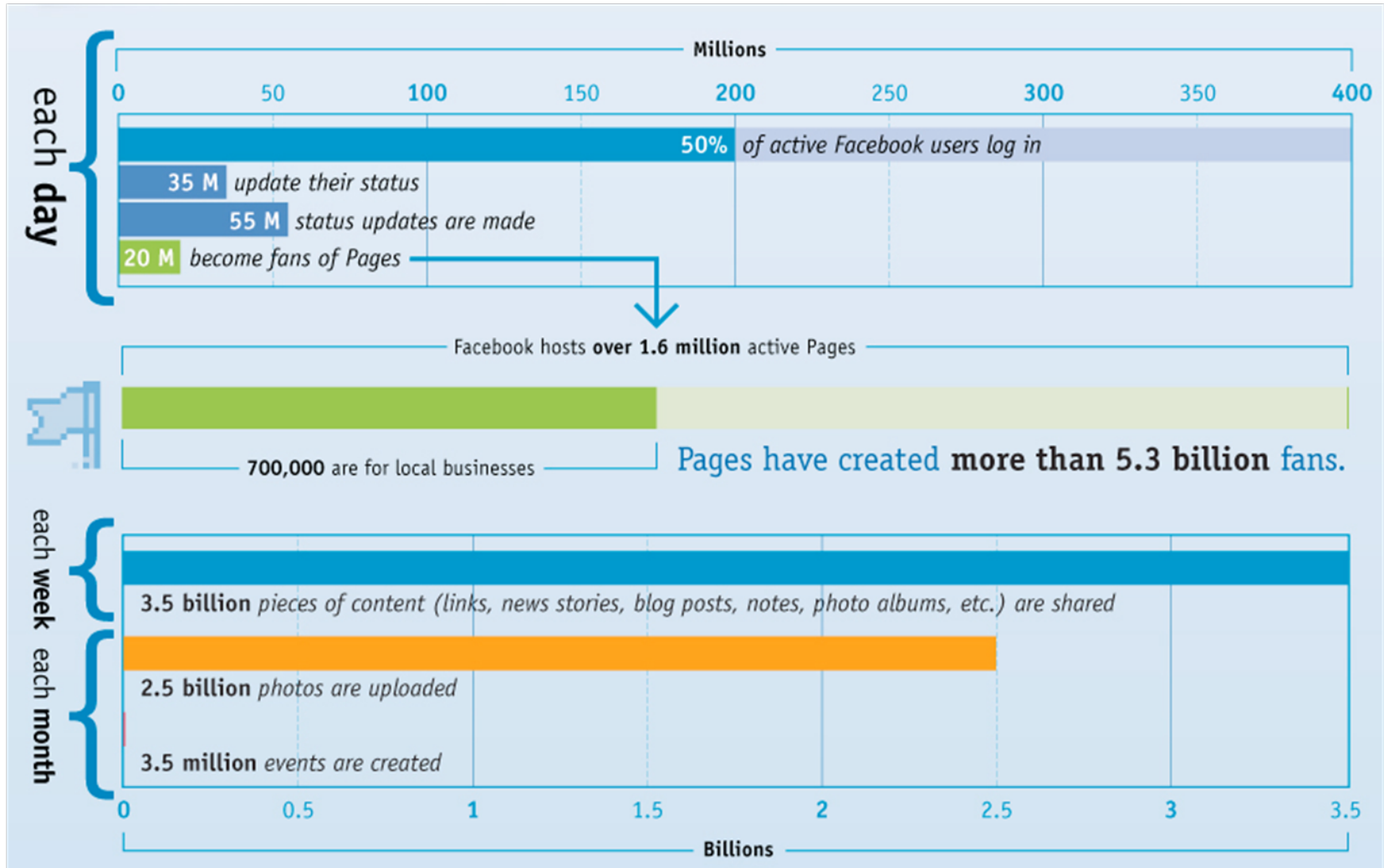
Source: mashable.com, Feb 2010



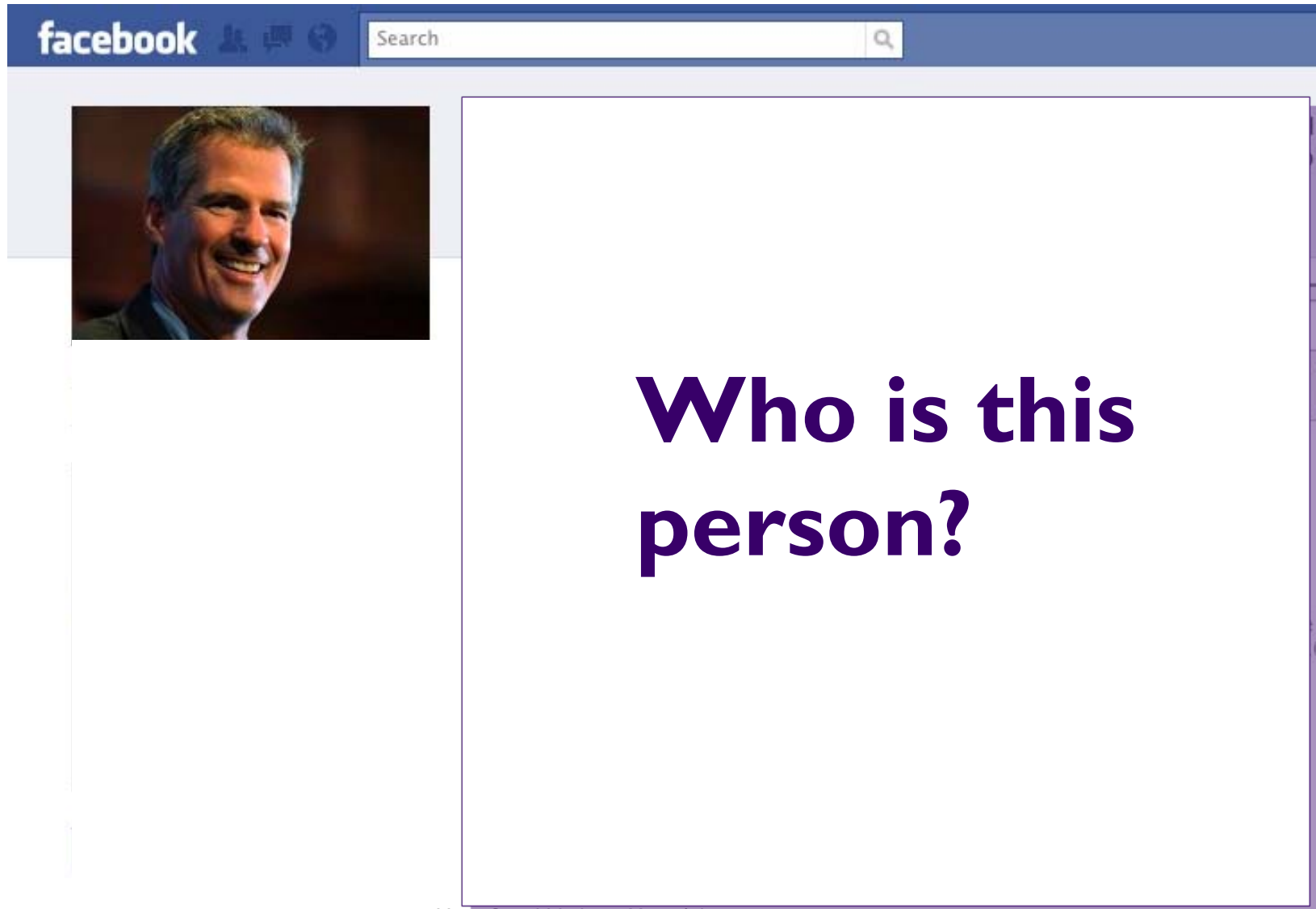
- Understand the difference between a profile, a page and a group
  - ◆ Profile = describes you
  - ◆ Page (aka “Fan Page”) = describes your business
  - ◆ Groups = targeted community of like interests
- Know your audience
- Carefully select your privacy settings
- Make your profile searchable
- Mix your status updates with professional and personal information
- Make “Friends” in your industry
- Participate in relevant pages and groups

- Start a group or page
  - ◆ Bring like-minded people together
  - ◆ Share ideas, videos, photos, links
  - ◆ Start discussions
- Build awareness with “fan” pages
- If you use facebook for your profession or company, decide if you should keep your personal profile private
- Start or create events – promote on your page
- Feed for other social media outlets

# Typical Facebook Activity

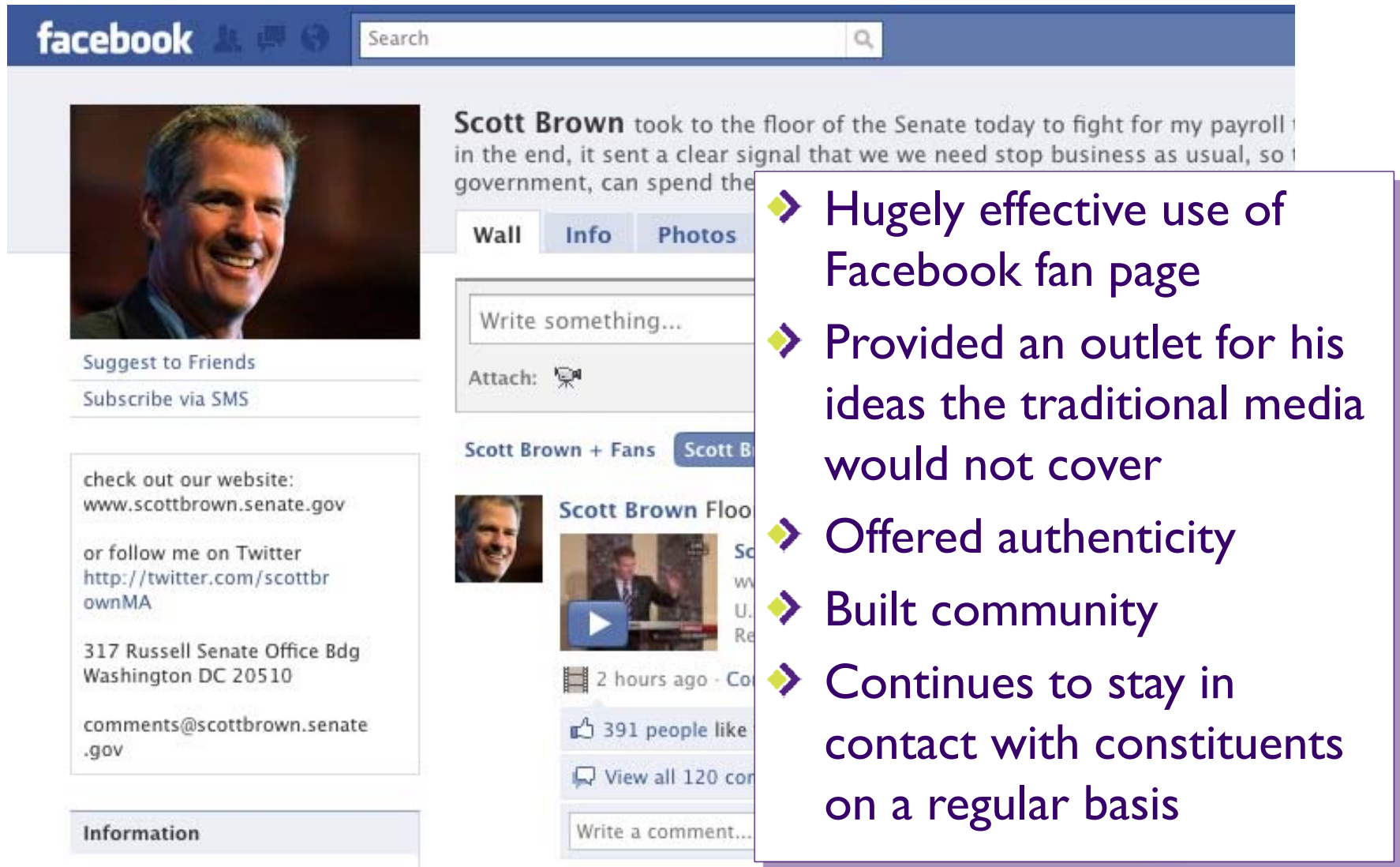


Source: mashable.com, Feb 2010



The image shows a screenshot of a Facebook profile page. At the top, there is a blue navigation bar with the Facebook logo and a search bar containing the word "Search". Below the navigation bar, on the left side, is a profile picture of a middle-aged man with short, light-colored hair, smiling. The main content area of the profile is a large white rectangle with a thin purple border. Inside this rectangle, the text "Who is this person?" is written in a large, bold, purple font.

# Case Study



The image shows a screenshot of a Facebook profile for Scott Brown. The profile picture is a smiling man. The cover photo is a video thumbnail of him speaking at a podium. The post text reads: "Scott Brown took to the floor of the Senate today to fight for my payroll... in the end, it sent a clear signal that we we need stop business as usual, so... government, can spend the...". The post has 391 likes and 120 comments. A callout box on the right lists four key points about the page's effectiveness.

facebook

**Scott Brown** took to the floor of the Senate today to fight for my payroll... in the end, it sent a clear signal that we we need stop business as usual, so... government, can spend the...

Wall Info Photos

Write something...

Attach:

Scott Brown + Fans **Scott B**

**Scott Brown Floor**

2 hours ago · Co

391 people like

View all 120 cor

Write a comment...

- Hugely effective use of Facebook fan page
- Provided an outlet for his ideas the traditional media would not cover
- Offered authenticity
- Built community
- Continues to stay in contact with constituents on a regular basis

# Why Use Twitter?

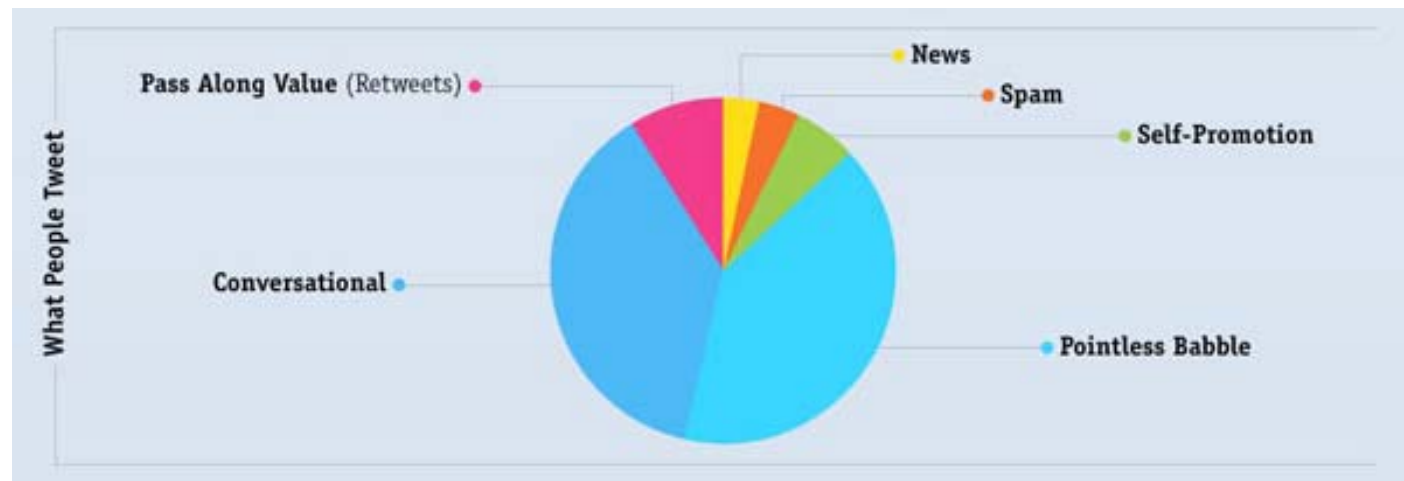
- Motivations are mixed
- Learn from others
- Get information in a timely fashion
- Connection with lots of people
- Generate new business
- Increase awareness – personal or company
- Boost your ego with lots of followers

The Twitter logo, consisting of the word "twitter" in a lowercase, rounded, blue font.

- Claim your name
- Fully complete your bio
- Add a photo
- Edit your twitter background
- Learn the lingo
- Find followers

## Mix up your tweets!

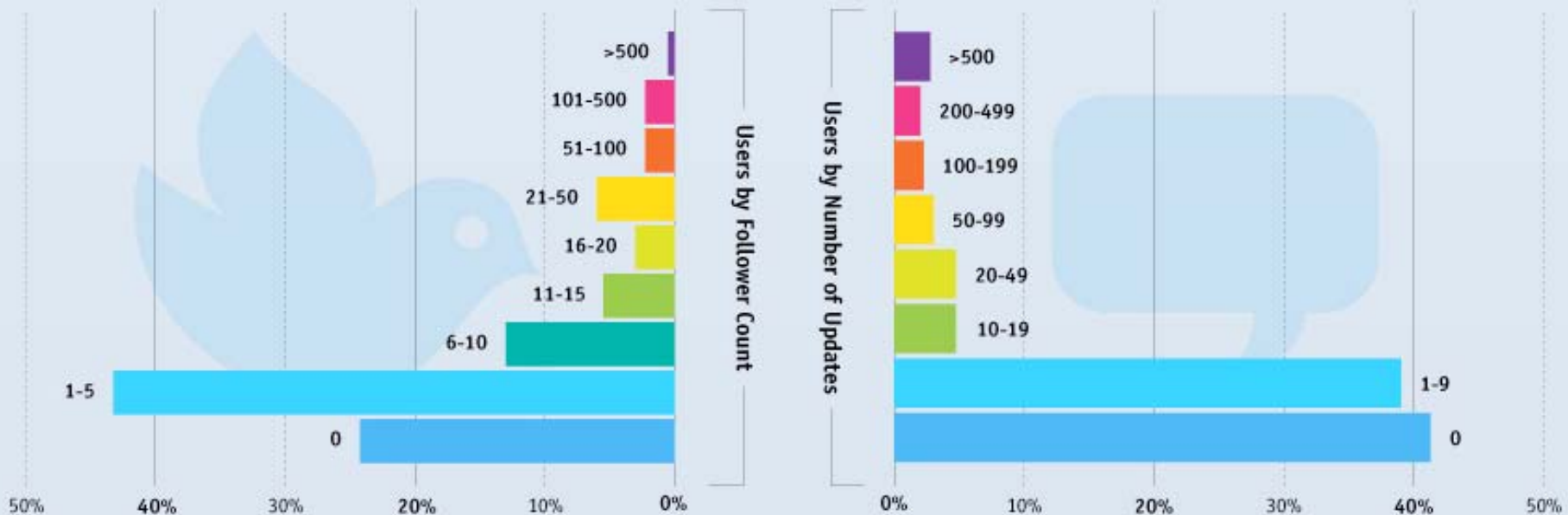
- All about you
- Ask questions – poll the public
- Answer questions
- Be a citizen journalist
- Forward links
- Spread the word



Source: mashable.com, Mar 2010

# Twitter Reality

- As of Dec 2009 there were 80+ Million twitter users
- Small percentage of people have largest number of followers
- People with most followers, tweet/update most often
- Opportunity exists to leverage the popularity of twitter

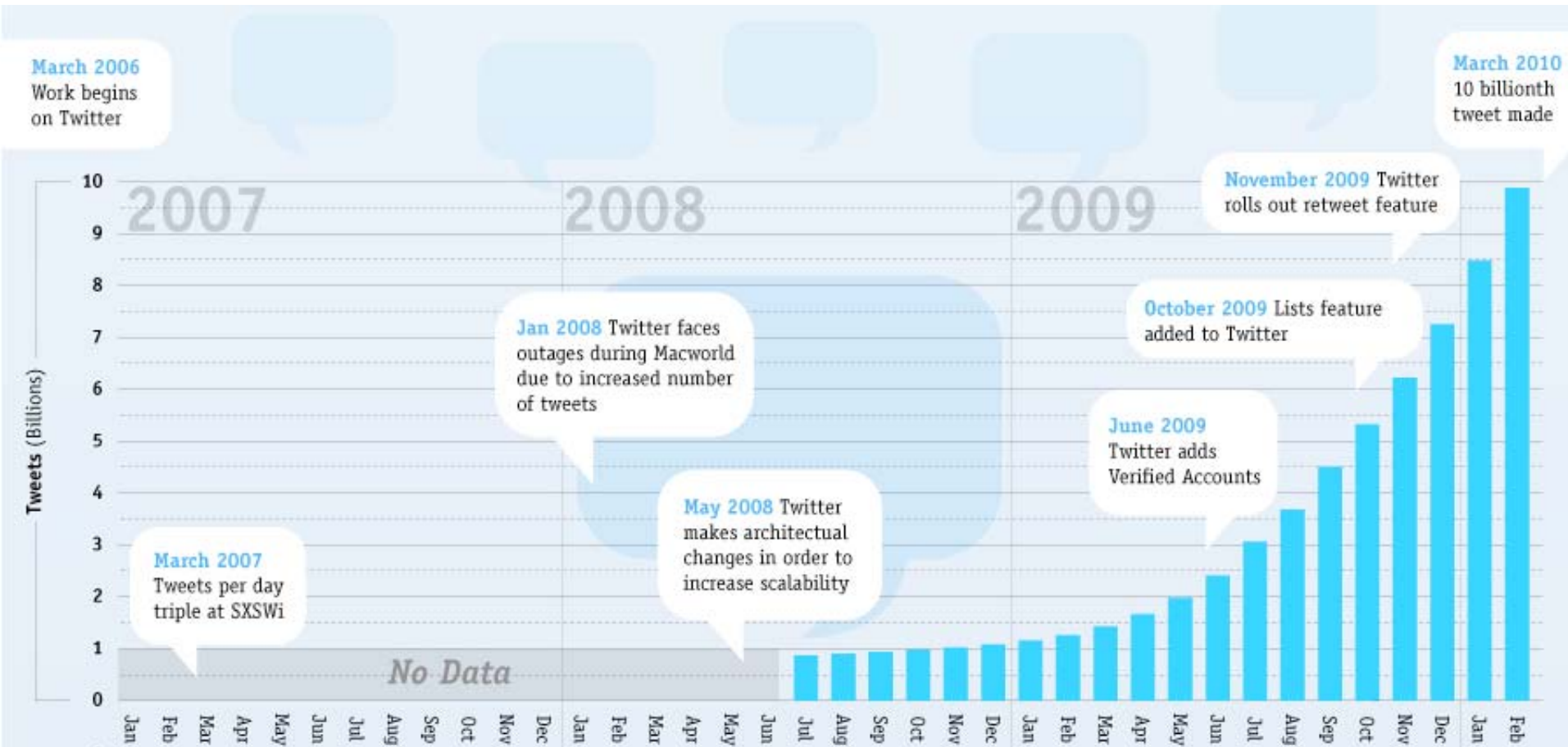


Source: mashable.com, Mar 2010

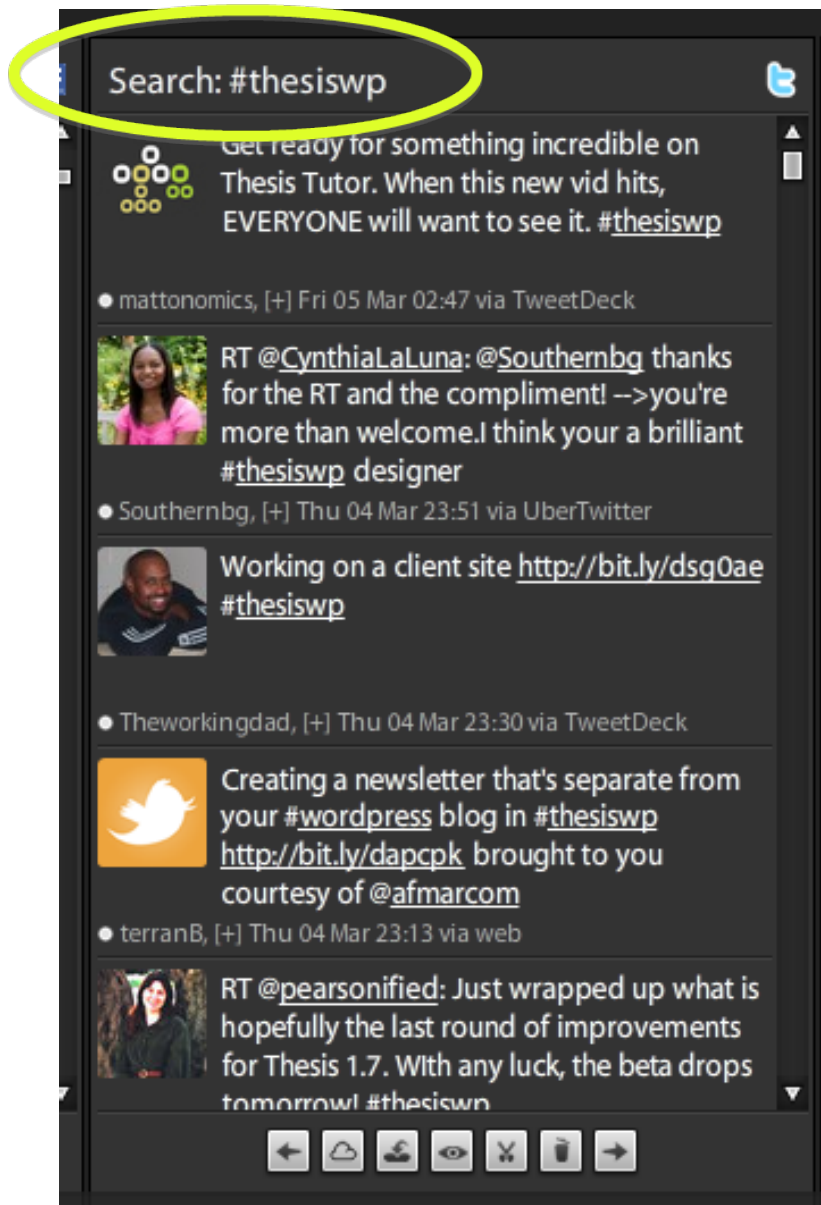


- Among the top 5 US social networking sites
  - Twitter generated the most visitor growth during 2009 - The number of unique visitors to Twitter reached 18.1 million in December, up 579% from 2.7 million in December 2008.
- Timely research
  - ◆ Use hashtags
  - ◆ Use twitter search – [search.twitter.com](http://search.twitter.com)
- Spread the word
- Start following the followers of people you follow

# The Path to 1 Billion Tweets



Source: mashable.com, Mar 2010

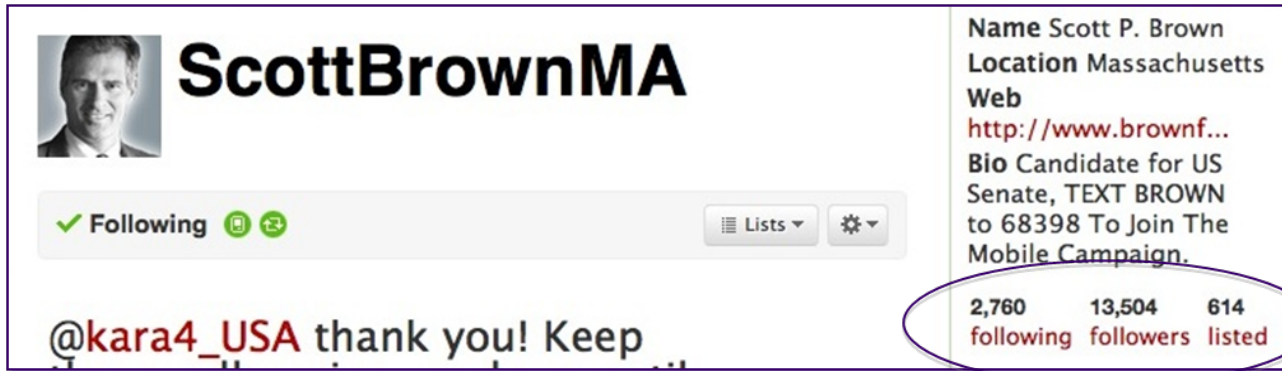


## Personal experience: Developing new website

- Wordpress Theme “Thesis”
- Used hashtag #thesiswp in tweetdeck
- Found developer
- Located tons of tutorials
- Learn from others daily

# Twitter Comparison

## Election Night Stats:



**ScottBrownMA**

✓ Following

Name Scott P. Brown  
Location Massachusetts  
Web <http://www.brownf...>  
Bio Candidate for US Senate, TEXT BROWN to 68398 To Join The Mobile Campaign.

2,760 following 13,504 followers 614 listed

@kara4\_USA thank you! Keep

Following: 2,760  
Followers: 13,504



**MarthaCoakley**

✓ Following

Verified Account

Name Martha Coakley  
Location Massachusetts  
Web <http://www.martha...>  
Bio Candidate for U.S. Senate representing Massachusetts

2,775 following 4,359 followers 351 listed

Thank you for your support and hard work throughout this

Following: 2,775  
Followers: 4,380

# Putting It All Together

The screenshot shows the OpenTable website interface. At the top, the OpenTable logo is on the left, and the text "Restaurant Reservations - Free • Instant •" is on the right. Below the logo, the page is titled "Boston Restaurants, New England Restaurants". There are two main search sections: "1 Select Location" with a dropdown menu showing "Boston (233)" and a link "See other U.S. cities"; and "2 Refine Search Criteria" with input fields for "All Boston Neighborhoods" and "All Cuisines", a "- OR -" separator, and an "Enter Restaurant Name" field. Below these is a link "See all Boston restaurants (53)".

Below the search sections, there are several promotional boxes. On the left, a "Welcome, Diana" box shows "900 Dining Points" and "No Upcoming Reservations". In the center, an "OpenTable Diners' Choice" box features a 4-star rating and the text "Boston's best restaurants, based on thousands of OpenTable diners". Below this is a "Boston" section with "Refine Location: Boston, Boston Suburbs". On the right, there are two "Best Service" boxes. The first lists "1 L'Espalier", "2 Rows Wharf Sea G", "3 o ya", and "4 Atlantic Fish". The second box is partially visible and lists "1 L'Espalier", "2 Rows Wharf Sea G", "3 o ya", and "4 Atlantic Fish".

At the bottom left, there are sections for "Offers and Events in Boston / New England" with links for "Easter Brunch & Dinner" and "Restaurant Week Boston".

## Opentable.com

- Solicit restaurant reviews

## “Dining Check” blog

- Includes tips, news, Chef highlights, restaurant technology and more

## Facebook fan page

- Community discussion
- Share reviews

## @opentable on Twitter

- Share tips and news
- Respond to issues

# Why use LinkedIn?

- Build a live community
- Stay top of mind with your customers and prospects
- Locate potential customers
- Network with past and present colleagues
- Find your next job
- Hire your next employee
- Attract more business



- Find people you know & learn advanced search
- Personalize your URL
  - ◆ [www.linkedin.com/in/YourNameHere](http://www.linkedin.com/in/YourNameHere)
- Include your new URL in your email signature
- Add a photo to your profile
- Send connect requests regularly
- Fill in profile completely, use keywords, don't hide
- Link to yourself
- Update your status and/or profile often
- Use LinkedIn apps – SlideShare, BlogLink, others

- Set weekly/monthly goals
  - ◆ Connect with 5 new people
  - ◆ Write recommendations for 5 connections
  - ◆ Have coffee with 5 old colleagues
- Join groups in your area of interest
  - ◆ Ask questions
  - ◆ Provide answers
  - ◆ Learn from others
  - ◆ Post news
- Create a company profile

**People,  
Knowledge,  
and Opportunities  
are at your  
fingertips!**



# Case Study

- One of the Top 20 websites in US
- Looking for new ventures
- Contacted via InMail by owner of two real estate-related websites
- First contact in June – deal complete in August
- **Bottom line** - LinkedIn makes you and your company visible to people and opportunities you are unaware of – uncovering “hidden opportunities”

The Weather Channel Company Profile | LinkedIn

Welcome, Marty Foltyn · Add Connections · Settings · Help · Sign Out

Basic Account: Upgrade

Home Profile Contacts Groups Jobs Inbox (44) More...

The Weather Channel Last edited by Senior Vice President, weather.com and Consumer Applications

Comprised of more than forty unique weather enterprises, The Weather Channel Companies is the preeminent source for weather information and its impact on our lives. Since 1982, The Weather Channel employees have utilized our proprietary technology to produce and deliver over 10,000 location specific domestic forecasts each day via all types of media. Worldwide, our highly rated... see more

**Current Employees (500+ total, 1 in your network)**

- 2nd Dan Agronow, SVP/CTO through Ron Milton
- Terrance Roper, TV Producer
- melissa squaires, Director, Pricing and Inventory
- Mike Jones, Director, Financial Reporting
- Stacey Langford, Team Lead Commercial Operations

See more >

**Former Employees**

- 2nd Vicki Hamilton, SVP, Enterprise Digital Operations & Performance at Turner Broadcasting Several Positions (to January 2005) through Ron Milton
- 2nd Todd Daniell, Vice President of Software Architecture at Weather Decision Technologies Inc. Mobile Development (to December 2009) through Claude Steinmayer

**New Hires**

- Stacey Hecht, Online Sales Associate was Social and Emerging Digital Media Planner at Kinesis - last month

**Related Companies**

Career path for The Weather Channel employees

before: • CNN • Turner...

after: • Turner... • CNN

See more >

**Key Statistics**

Top Locations

- Greater Atlanta Area (500+)
- Greater New York City Area (65)

Headquarters Address

HQ Region	Greater Atlanta Area
Industry	Broadcast Media
Type	Privately Held
Status	Operating
Company Size	600 employees
Founded	1982
Website	http://www.weather.com

More info >

Common Job Titles	Account Manager	6%
	Producer	6%
	Meteorologist	4%

- Google alerts
  - ◆ Email updates on topics of interest to you
- Blog search
  - ◆ Technorati, Google blogs, Blogpulse
- Social Monitoring
  - ◆ Hootsuite, tweetdeck
- Other tools:
  - ◆ Ping.fm, Friendfeed, FeedBurner, and MANY more...

## Check Out: iGoogle



The screenshot shows the iGoogle homepage with a sidebar on the left and a main content area on the right. The sidebar includes options to sort by (Hottest, Most users, Newest) and narrow by category (All categories, Editor's picks, Celebrity picks, News, Tools, Communication, Fun & Games, Finance, Sports, Lifestyle, Technology, Politics). The main content area features several gadgets, each with an 'Add it now' button:

- Daily Literary Quote** By ModeRoom Press: The popular Daily Literary Quote Gadget from ModeRoom Press. Preview literary history. Photos of writers included. Enhance your knowledge of quotes for your Google homepage. <http://www.dailyliteraryquote.com/>
- CNN.com**: CNN.com delivers up-to-the-minute news and more. <http://www.cnn.com/>
- Official YouTube Gadget**: Browse, search and watch YouTube videos right from your iGoogle page. <http://www.google.com/>
- Google Calendar**: The Official Google Calendar Gadget. <http://www.google.com/>
- How to of the Day**: Learn (and occasionally laugh) with wikiHow's articles with step by step images and videos. Like a how-to manual. <http://www.wikihow.com/>

## ➤ Necessary to compete in the 21<sup>st</sup> century

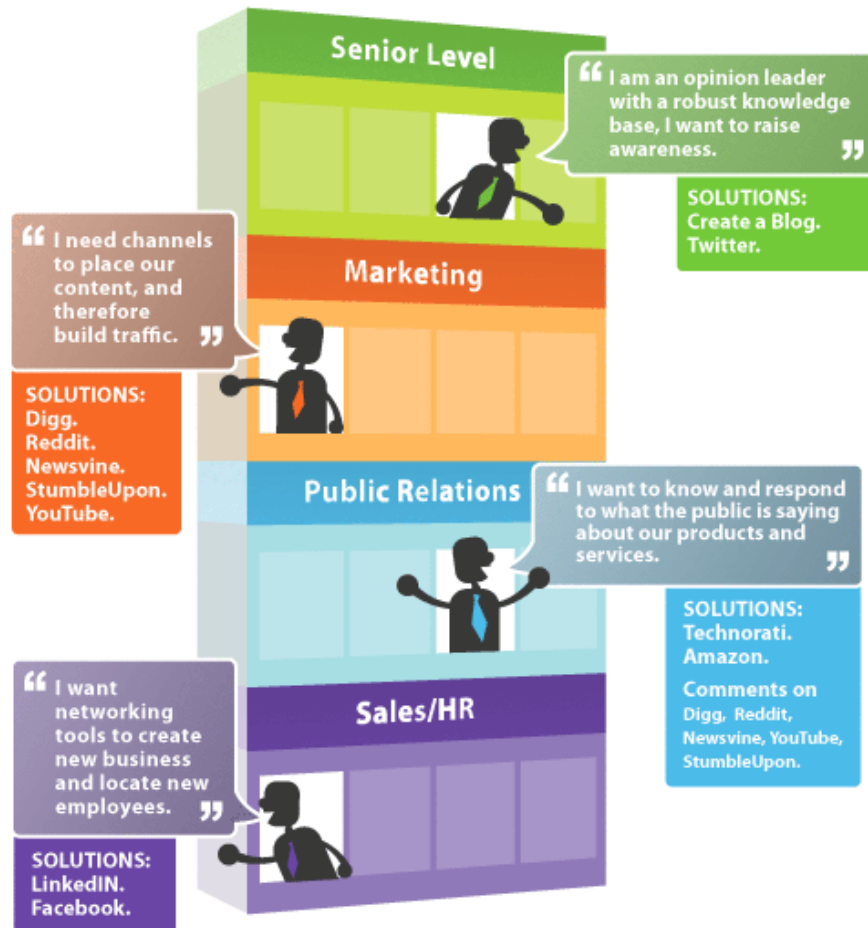
- ◆ Who is the competition?
- ◆ How are they working?
- ◆ Where is the information?
- ◆ What will get the job done?



Source: [telegeography.com](http://telegeography.com)

# Social Media Tips for the Enterprise

## Building a Company with Social Media



- Incorporate standards
- Develop approval processes
- Manage corporate reputation
- Consider operation impacts
- Set project priorities
- Remember compliance

# How to Engage

- Develop your plan of action to approach senior management
  - ◆ 4Ps (product, price, place, promotion)
  - ◆ 4Cs (communities, content, conversations, commitment)
- It's a big world out there
- Keep professional goals in mind
  - ◆ Personal/professional overlap
- Keep those ducks in a row
  - ◆ Measuring is key
  - ◆ Timing is everything
  - ◆ Knowledge is power
- Focus your sights on the long-term



# Remember. . . .

- 95% of new media users believe companies or brands should have a social media presence
- 89% believe that they should interact with their consumers in this space



Source: [theconversationprism.com](http://theconversationprism.com)

## ➤ Social media resources

- ◆ [www.igoogle.com](http://www.igoogle.com) - manage your activity from one place
- ◆ [www.mashable.com](http://www.mashable.com) - The Social Media Guide
- ◆ [www.copyblogger.com](http://www.copyblogger.com) - great resource for blogging
- ◆ [www.blogpulse.com](http://www.blogpulse.com) - automated trend discovery for blogs
- ◆ [www.linkedinintelligence.com](http://www.linkedinintelligence.com) - all things LinkedIn
- ◆ <http://www.facebook.com/help/> - How to use facebook
- ◆ <http://twitter.com/help/start> - How to use twitter

## ➤ Top storage bloggers – do a google search, there are many to pick from - both vendors and others

## ➤ Contact us:

- ◆ Diana Eastty – [diana@easttymarketing.com](mailto:diana@easttymarketing.com)
- ◆ Marty Foltyn – [mfoltyn@channelchargers.com](mailto:mfoltyn@channelchargers.com)

- Please send any questions or comments on this presentation to SNIA: [trackprodev@snia.org](mailto:trackprodev@snia.org)

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