

Social Networking 101



FACEBOOK, LINKEDIN, TWITTER, OH MY!



Today



- Describe SN/SM
- Where does SN/SM fit into your marketing plan
- Learn about success stories
- Discuss ways *not* to use it
- Learn about major social media sites

What is social media?



“It is the ability to connect and communicate with people who *want* to hear you at little to no cost.”

Wow, I'd really like something fabulous to wear for tomorrow night.

We have fabulous one-of-a-kind vintage feather headbands . You need one.

Is Social Networking for You?



- Who is your market/audience & why?
- What's your message?
- What do you want people to do when they read your message? What's the call to action?



Success Stories



- Marshall County Economic Development - <http://www.opportunitymarshall.com/>
- RowanWorks Economic Development - <http://www.rowanworks.com/>

How *Not* to use Social Networking



- Be careful with the power you yield
- Be careful what you say and who you say it to
 - Fed Ex speaker
 - Business Plan Pro
 - Cisco Fatty
- No hard selling!
- If you put yourself out there, ensure you respond in a timely manner

LinkedIn.com



- The most business oriented of all social networking sites
- Allows users to create a virtual “trusted network”
- LinkedIn was officially founded in 2003.
- Value
 - Be found by people in your network who are looking for organizations like yours
 - Find prospects or partners for yourself (or clients)
 - Find employees
 - Create groups

LinkedIn.com Stats



- LinkedIn has over 43 million members in over 200 countries and territories around the world.
- A new member joins LinkedIn approximately every second, and about half of our members are outside the U.S.
- Executives from all Fortune 500 companies are LinkedIn members.



Facebook.com



- The “mullet” of the social networking world. Mixes the personal & the professional.
- Allows users to
 - create profiles for themselves & connect with “friends” who they then give “status updates.”
 - Create fanpages for their organizations and gain “fans” who they then give “status updates.”
 - Began at Harvard in 2004. Opened to anyone in 2006.
- Value - Market your community and assist your clients in marketing their services

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

facebook



Facebook Stats



- 250+ million active users, with 120+ million users log on to Facebook at least once each day
- More than 2/3 of users are outside of college , with the fastest growing demographic being those 35+ years old
- People who use Facebook on their mobile devices are almost 50% more active on Facebook than non-mobile users.
- More than 15,000 websites, devices and applications have implemented Facebook Connect since its general availability in December 2008

Facebook Privacy



- Use the “settings”, “privacy settings,” “profile,” options to restrict who sees your profile, basic information, status, photos, etc.
- Think twice about giving your birthdate with year.
- ***These settings fail for some people.***

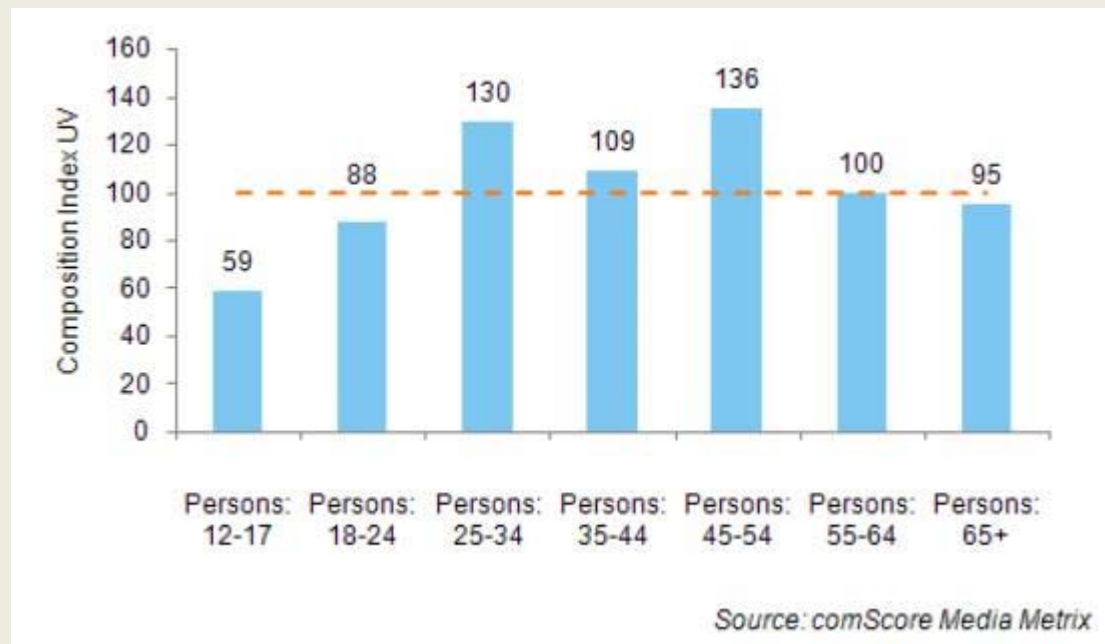
Twitter.com



- Reminiscent of an old-style cocktail party – mingle & mix with whomever you want.
- Real-time, short messaging service where users answer “What are you doing” in 140 character “tweets” that their “followers” see.
- Launched in August 2006
- Value
 - Market your community and assist your clients in marketing their services
 - Recruit employees



Surprising Twitter Demographics, April 2009



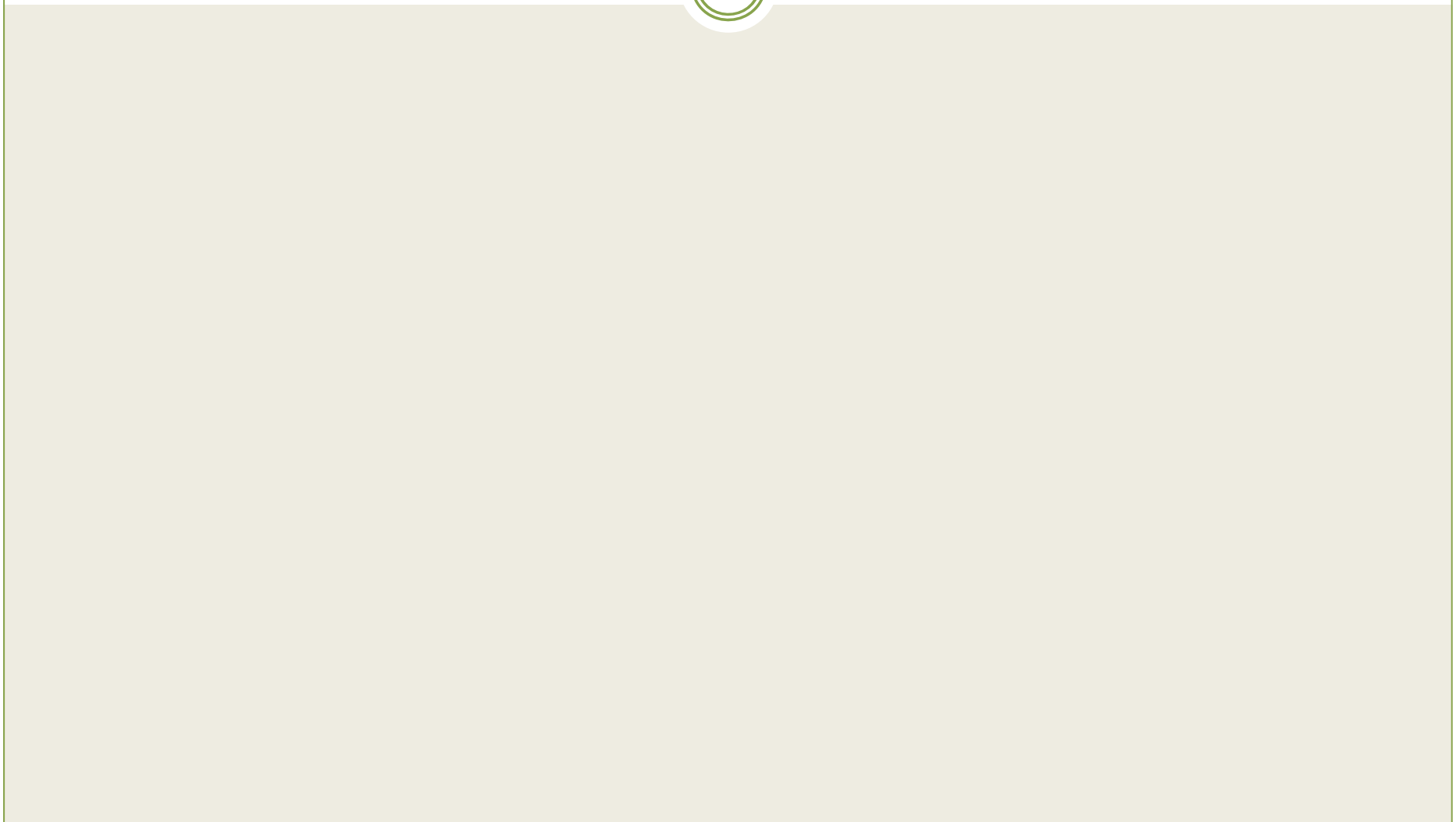
Social Media Helpers & More



- **Helpers**

- [Ping.fm](#)
- [Tweetdeck.com](#)
- [Tweetlater.com](#)
- [Twellow.com](#)

Q & A



Contact



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