

SOCIAL MEDIA BASICS

Well the day has come – a website is not enough – Social Media is the newest “trend” and this chart will make you and your business “trendy”. How do you begin? This chart will help steer you in the right direction.



SOCIAL MEDIA SITE SYNOPSIS

POSITIVES

NEGATIVES

HOW TO GET THIS PARTY STARTED



FACEBOOK

Facebook is a social utility that connects people with friends and others who work, study and live around them. People use Facebook to keep up with friends, upload an unlimited number of photos, post links and videos, and learn more about the people they meet.

Creating a FANPAGE is great for brand exposure. Even if you are the “product”. Could be a good place for that media “personal touch” and good customer contact. Can post text, pictures, and video. Optional messages on fan page can be activated vs the default home page. Can use your company logo as the cover photo, posts get indexed, find old friends and colleagues.

FANPAGE and PERSONAL page can be difficult to manage. Really MUST invest in proper set up. Depending on privacy settings, all friends could see all things. If activating messages you can be inundated with requests for everything under the sun. Your pictures could be misused. Your friends can and will tag you in photos, though you can remove yourself later. Not always easy to manage friends.

First, set up your personal profile, get familiar with Facebook. Second, after you are familiar with how to post, how to comment, how to like, how to chat, how to post a picture, how to set up privacy settings... then create a Fanpage. Add logos, company information, pictures, videos, events, and don't forget the link back to your website. It's a good idea to join groups that are compatible with your brand or industry.

RECOGNIZE THE SIGNS:

Like lets others know you like their post. **Poke** is a way to get someone's attention like tapping them on the shoulder and saying “Hey”. **Status** is a way to put a thought out to the world – this can be text, picture, video. **Tag**, who's who in a picture.



GOOGLE+

Google+ makes connecting on the web more like connecting in the real world. Share your thoughts, links and photos with the right circles. Use easy video chat to strike up conversations with as many as nine people at once. Get everyone on the same page with fast, simple group chat.

Allows for “Circles” so your personal life and your business life can stay separate or intermingle just a bit. Cool 9 person “hangout” rooms, as either text only (Messenger) or video (Hangouts). Even has a game room. Great SEO boost, segment your audience by identifying how you interact with them.

Not so great for business application, as very few clients/customers are using Google+, social dash boards are not integrated yet, still fairly coming into its own, must manage from Google.

Google rolls out changes daily – so I predict today's negatives will be tomorrow's positives and perhaps set the standard.

Google walks you through the process with their step-by-step guide. You can customize your public image. Then – create separate ‘circles’ that you designate who will go where. Attach your Google+ page to your website by use of the Google+ badge. When done with the set up – commence posting!

RECOGNIZE THE SIGNS:

Circle is a group of people you've added as contacts. **Green** button is a post that is public. **Blue** is only seen by people in your circles. **Hangout** is a group of up to 9 that you can connect with via chat or video – real time. Google+ **Share** button to encourage visitors to share your content with their friends.



TUMBLR

A feature rich and free blog hosting platform offering professional and fully customizable templates, bookmarklets, photos, mobile apps, and social network.

One hip, slick and cool micro-blogging site. Create your own theme then post any manner of photosets, videos, audio clips, links, quotes etc. Email posts directly to your mobile phone. Great community, can customize like you want, very visual, easy to set up.

Finding people to follow, very young community, can't contact fellow bloggers, no option to import address book.

Read all info on this first – and plan – the set up is easy, however you are actually going to choose a theme in the set up process. When done start posting. The average Tumblr user creates 14 original posts each month, and reblogs 3. Half of those posts are photos. The rest are split between text, links, quotes, music, and video. Then reblog others and hope they reblog you :)

RECOGNIZE THE SIGNS:

Dash is short for Dashboard, the main place for blogs you are following. **Heart** symbol, like a post. **Tag** is a way to categorize posts. **Reblog**, if you like it to your blog!!



TWITTER

Twitter is a service for friends, family, and co-workers to communicate and stay connected through the exchange of quick, frequent messages. People write short updates, often called “Tweets” of 140 characters or less.

Simple, easy to make new contacts, huge community, allows quick response to your customers, clients, even friends. Excellent for brand exposure, can build loyalty and relationships.

Can only use 140 characters, tweets are literally a moment at a time, must shrink links. Has a big drop off rate of followers so any promotion must find the right balance between good content and just spamming, if something goes bad – it can literally become a viral storm.

First step: create your Twitter name. Make it easy – your name or your brand. Then work on your twitter page, then start posting – remember 140 characters – this includes spaces. Spread the word: start to find your friends and follow them. Tip – Be sure to keep up on who is following who – if you follow someone and they don't follow you back after awhile – drop them.

Scoop - Using #ff (or #followfriday) in a tweet along with 1 or more @names means you recommend those people as worth following.

RECOGNIZE THE SIGNS:

@ Reply – this is in front of their name. **RT** – retweet means this is a repost – we like these 😊 **DM** – Direct Message between you and one of your followers. **#** – hashtag categorizes tweets and groups them together.



YOUTUBE

YouTube is a video-sharing website where users can upload, share, and view videos.

Free, largest viewership, will show almost any type of video, membership is easy, excellent site for tutorials, reviews and demonstrations, very SEO friendly, can be embedded in any website.

Competing videos will appear while your video is watched, ads can appear in your video, no choice of thumbnail shot, no easy customer service.

Before setting up your new account, ask yourself if your company has videos and will you be updating them and adding more? If the answer is yes – Rock on if the answer is no – leave YouTube alone. Once you have set up the account – set up a YouTube channel and make your page look as nice as possible, then upload your video. Share a link to your video on your Fanpage and Twitter Accounts. You can also embed the video from YouTube on your website.

Scoop - I hope you get comments, if you do, 'like' or comment in return on these testimonials to connect with your visitors.

RECOGNIZE THE SIGNS:

Use **Like** or **Unlike** to vote videos up or down. **View** is the number of times your video has been watched by visitors.



DIGG

Digg is democratizing digital media. As a user, you participate in determining all site content by discovering, selecting, sharing, and discussing the news, and videos that appeal to you.

Brands and Businesses can be seen which means tons of views, content discovery – the most interesting go to the front, great for SEO, Gives some insight into what people consider newsworthy at the moment, as stories are submitted by users. Recently updated to allow more social interaction/commenting.

No customer interaction. Not as useful as it once was (user base in decline).

Create a profile, read posts on the site, 'digg' or 'bury'. Now... you post your story and hope others... digg it! Tip – use unique and catchy headlines and great content. You want other users to 'digg' your post. Post a link from digg everywhere you can on facebook, twitter, your website – goal is always – to drive traffic to the article.

RECOGNIZE THE SIGNS:

Digg means you like it. Top News refers to the main page that displays the most shared stories.

KNOW YOUR AUDIENCE



20 MILLION MONTHLY VISITORS



901 MILLION USERS



40 MILLION MONTHLY VISITORS



15 BILLION MONTHLY VISITORS



140 MILLION USERS



490 MILLION MONTHLY VISITORS