SOCIAL MEDIA
BOOT CAMP

May 2nd, 2012
AGENDA

- What is Social Media?
- Social Media Objectives
- Getting Started
- Best Practices and Basic Rules of Engagement
- Individual vs. Business Profiles and Accounts
- Facebook, Twitter, LinkedIn, and Google+
- Select Names and URLs
- Writing a Strong Profile and Page
- Choosing an Avatar or Profile Picture
- Standard Terms and Nomenclature
- Advanced Features
- Popular Social Media Tools
- Sharing Content, Updates, and News
- Newbie Mistakes and Blunders to Avoid
- Is Your Social Media Activity Working?
WHY SOCIAL MEDIA MATTERS

Why Social Media?

**IMMEDIATE**
Social technologies support real-time dialogue and feedback, allowing companies to be more proactive to potential opportunities and issues that may come up.

**BROAD INFLUENCE**
In 2010, 110 billion minutes were spent on social media sites. That’s 22% of all time spent online.

**FREE**
Most social media applications today cost nothing and add tremendous value that’s an attractive alternative for businesses looking to cut costs.

**CUSTOMER FEEDBACK**
From customer tweets about bad experiences or praise for a job well done, social media provides feedback from customers that businesses can use to improve customer service.

**EASY**
It takes practically no time to setup an account on social networking sites and applications. Best of all, it’s paperless.

**BRAND LOYALTY**
“At least half of Twitter and Facebook users said they had become more likely to talk about, recommend or purchase a company’s products after they began following the company on social media.” – eMarketer
WHY SOCIAL MEDIA MATTERS

Age distribution by social networking site platform

% of social networking site users on each site who are in each age group. For instance, 29% of MySpace users are 18-22 years old.

![Bar chart showing age distribution by social networking site platform](chart1.png)

Frequency of use for users of different social networking site platforms

% of users on the following social networking sites who use that site with the following frequency. For instance, 3% of MySpace users use the site several times a day.

<table>
<thead>
<tr>
<th>Frequency</th>
<th>MySpace</th>
<th>Facebook</th>
<th>LinkedIn</th>
<th>Twitter</th>
<th>Other SNS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Several times a day</td>
<td>3%</td>
<td>31%</td>
<td>3%</td>
<td>20%</td>
<td>15%</td>
</tr>
<tr>
<td>About once a day</td>
<td>5%</td>
<td>21%</td>
<td>3%</td>
<td>13%</td>
<td>17%</td>
</tr>
<tr>
<td>3-5 days a week</td>
<td>2%</td>
<td>15%</td>
<td>4%</td>
<td>6%</td>
<td>14%</td>
</tr>
<tr>
<td>1-2 days a week</td>
<td>17%</td>
<td>17%</td>
<td>18%</td>
<td>9%</td>
<td>16%</td>
</tr>
<tr>
<td>Every few weeks</td>
<td>12%</td>
<td>11%</td>
<td>28%</td>
<td>12%</td>
<td>19%</td>
</tr>
<tr>
<td>Less often</td>
<td>33%</td>
<td>5%</td>
<td>35%</td>
<td>23%</td>
<td>14%</td>
</tr>
<tr>
<td>Never</td>
<td>29%</td>
<td>1%</td>
<td>9%</td>
<td>18%</td>
<td>5%</td>
</tr>
</tbody>
</table>
WHY SOCIAL MEDIA MATTERS

US Internet users spend 3x more minutes on blogs & social networks than on email.

Nearly 2/3 of US Internet users regularly use a social network.

63% of companies using social media say it has increased marketing effectiveness—among other benefits.
WHY SOCIAL MEDIA MATTERS

HOW IMPORTANT HAS SOCIAL MEDIA BEEN FOR YOUR BUSINESS?

2007
- 2% Very Important
- 13% Somewhat Important
- 40% Somewhat Unimportant
- 19% Very Unimportant
- 26% Don't Know

2008
- 8% Very Important
- 13% Somewhat Important
- 34% Somewhat Unimportant
- 4% Very Unimportant
- 1% Don't Know

2009
- 4% Very Important
- 17% Somewhat Important
- 35% Somewhat Unimportant
- 43% Very Unimportant
- 1% Don't Know

In 2009, 43% of the business respondents recognized that social media implementation is critical to business strategies and marketing, compared to only 26% in 2007.

1/3 have already used social media to engage with their vendors

75% of their buyers are likely to use social media in the purchase process in the future
SOCIAL MEDIA IN B2C MARKETING

Facebook generates the most conversions for B2Cs.

"OUR COMPANY HAS ACQUIRED A CUSTOMER THROUGH THIS CHANNEL."
SOCIAL MEDIA IN B2B MARKETING

LinkedIn generates the most conversions for B2Bs.

- LinkedIn: 61%
- Company Blog: 55%
- Facebook: 41%
- Twitter: 39%

"Our company has acquired a customer through this channel."
SOCIAL MEDIA IN B2B MARKETING

HOW SOCIAL IS B2B?

Did you know that 61% of US marketers use social media to increase their lead-gen?

- 90% of B2B companies actively use Facebook
- 53% use Twitter
- 47% use LinkedIn
- 33% use other social media platforms

- 41% of B2B companies on Facebook report generating leads
- 2X the amount of leads/month for companies that use Twitter
- 67% more leads/month for companies who have an active blog
- LinkedIn generates more leads than Facebook, Twitter, or Blogging for B2B
SOCIAL MEDIA IN B2B MARKETING

BUSINESS.COM reports that

55% of B2B survey respondents search for information on SOCIAL MEDIA

SIRIUS DECISIONS says

70% of the buyer’s journey is complete before it gets to sales

3 KEY REASONS why your business needs SOCIAL SELLING

1. Your customers are already there.

2. Your competition is there, and if not, will be soon.

3. Your employees and new hires expect it.
A HUGE VARIETY OF SOCIAL MEDIA WEBSITES ARE AVAILABLE

- Blogs
- Social Networks
- DIY Networks
- Blog Communities
- Microblogs and Feeds
- Groups and Forums
- News, Bookmarks, and Tagging Websites
- Location and Review Websites
- Documents, Wikis, & Presentations
- Videos and Podcasts
- Images Sharing Websites
WHAT IS SOCIAL MEDIA?

- Is about how we speak
- Is about talking with people and not “at” or “to” people
- Is about joining and adapting
- Is about learning and teaching
- Is about sharing and engaging
- Is about interacting and connecting
- Is about showing your Sunday best and acknowledging when you’re not at your best
- Is about you, me, and anyone else we can reach and touch via the internet
WHAT SOCIAL MEDIA IS NOT

- Selling
- Preaching
- Hiding or protecting
- Embellishing
- Automating
- Pushing
- A quick fix
- Completely free
- Idiot-proof
TEN QUESTIONS TO ASK YOURSELF BEFORE GETTING STARTED

1. What are your objectives?
2. What type of user will you be?
3. What audience are you targeting?
4. Who is in control of social media?
5. Who is your social media champion?
6. What are your priorities?
7. What will you share (user-generated content)?
8. How will you measure success?
9. What are your goals for measuring success?
10. How will you measure results or ultimate success?
WHAT ARE YOUR OBJECTIVES?

- Increased branding
- Increased exposure to industry influencers
- Referral traffic to website
- Search engine optimization
- Increased event attendance and/or ROI
- New leads or prospects
- Better interaction with existing clients
- Awareness of internet chatter (+ and −)
- Enhanced community involvement
- Improved employee loyalty and retention
- Reputation Management
WHAT TYPE OF SOCIAL MEDIA USER ARE YOU GOING TO BE?

Average Users vs. Rebecca
WHAT AUDIENCE ARE YOU TARGETING?

- New prospects
- Existing customers
- Media
- Bloggers
- Prospective employees
- Local community
- Industry influencers and thought leaders
- Competitors
- Existing or future partners
- Potential investors
WHO IS IN CONTROL OF SOCIAL MEDIA ACTIVITIES?

- Define a social media lead for the organization
- Create an internal guide for employee usage when establishing individual profiles
- Monitor your organization’s corporate identity and personal profile listings
- Know how to deal with inappropriate content before it occurs
- Establish a process for addressing positive and negative feedback made via the web
- Establish a follow up process for inquiries made via social media accounts
WHO IS YOUR SOCIAL MEDIA CHAMPION?

- Organizations need a social media champion
- The champion is not the social media lead, it is the main face of the organization via social media channels
- Pick someone who has a nice headshot, is personable, and who can communicate well in writing
WHAT ARE YOUR PRIORITIES?

- Increased branding
- Increased exposure to industry influencers
- Referral traffic to website
- Search engine optimization
- Increased event attendance and/or ROI
- New leads or prospects
- Better interaction with existing clients
- Awareness of internet chatter (+ and -)
- Enhanced community involvement
- Improved employee loyalty and retention
- Reputation Management
- Media outreach
WHAT WILL YOU USE FOR YOUR USER-GENERATED CONTENT?

- Blog posts – your posts and others
- New apps and tools
- Articles and white papers
- Events – upcoming or past
- Recommendations
- Thank you’s and reviews
- Promotions
- Discounts or coupons
- Videos or podcasts
- Thoughts or comments
HOW WILL YOU MEASURE SUCCESS?

- Company mentions
- Media inquiries
- Diversified referral traffic to website
- Increase in referral traffic to website
- Improved keyword ranking in Google, Bing, etc.
- Increased event attendance
- New leads or qualified prospects
- Shorter sales cycles
- Better candidates for employment
- Better industry relationships
HOW WILL YOU MEASURE RESULTS OR ULTIMATE SUCCESS?

REVENUE
**BEST PRACTICES AND BASIC RULES OF ENGAGEMENT**

- Friday Follow (#FF) Twitter users that you respect and value as leaders or friends
- Do not misuse Twitter hashtags or you’ll use not only lose followers, you could be booted from Twitter
- Like links and status updates on Facebook that truly touch inspire or educate you
- Set up a real company pages (not profile) on Facebook, LinkedIn, and Google+
- Use a real picture of you or your company logo as an avatar
- Tweet or share your own content less often than you share other people’s content
- Retweet (RT) content and don’t try to take credit for content that isn’t your own work
- Thank people who RT your content or post comments that are positive
- Remember that everyone has an opinion and you cannot please every Twitter or Facebook user
- Don’t automatically post between Twitter and Facebook as it is both confusing and annoying to users
BEST PRACTICES AND BASIC RULES OF ENGAGEMENT

- Understand that four tweets per day is okay, but four Facebook posts per day is not.
- Embrace your competition on the social networks and you will pick up a few pointers and marketing tips.
- Never send sales pitches through Twitter DMs, LinkedIn email, and Facebook messages.
- Love your personal profile and company page and fill it up with great information, keywords, and content that matters.
- Encourage your employees to use social media, but empower them with instruction, best practices, and tools.
- Never drop the f-bomb or use profanity because you will offend people.
- Know social media takes time to learn and participate, so plan for it within your marketing budget or weekly schedule.
- Always make it easy for people to share your content and find profiles on your profile and/or your company page.
- Embrace the virtual you and know others will embrace you too.
DON’T BE "THAT GUY"
MISTAKES AND BLUNDERs: DON’T BE “THAt GUY”

- You Friday Follow (#FF) yourself
- You like your own posts or status updates on Facebook
- Customers or prospects have to friend your company to engage
- Your profile image is a ghost or a cartoon character
- You tweet only your own stuff, because you want to be genuine
- You’ve blocked your competition on Twitter
- You send sales pitches through Twitter DMs, LinkedIn email, and Facebook messages
- Your profile is bare intentionally, because you don’t want to give away too much information to the competitor
MISTAKES AND BLUNDERS: DON’T BE “THAT GUY”

- You have Twitter auto post or Facebook
- Your Twitter, Facebook, or LinkedIn status has “test” in it or HTML errors
- You’ve prohibited your employees from using social accounts
- You offer expert “tips” that were pulled from a blog post you wrote five years ago
- You tweet about an appearance at a major event or show and you forget the event’s hashtag or to even mention the event producer
- You drop the f-bomb occasionally and think it’s perfectly okay
- You view social media as a “time suck” and you refuse to participate
- You tell people to like your Facebook page, but forget to include the link
- Your website lacks links to your accounts or their smashed in on the footer
## INDIVIDUAL VS. BUSINESS

<table>
<thead>
<tr>
<th>Individual</th>
<th>Business or Corporate</th>
</tr>
</thead>
<tbody>
<tr>
<td>LinkedIn Profile</td>
<td>LinkedIn Company Page With Product or Service Listing</td>
</tr>
<tr>
<td>Facebook Profile</td>
<td>Facebook Page and Timeline</td>
</tr>
<tr>
<td>Twitter Account</td>
<td>Twitter Account</td>
</tr>
<tr>
<td>Google+ Profile</td>
<td>Google+ Brand Page</td>
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</table>
LinkedIn FOR B2B MARKETERS

LinkedIn is THE leader in serious business networking. Find out how to effectively use it as a B2B Marketing Platform.

BUILD a STRONG BRAND PRESENCE
1. Banner Logo
2. Product & Services
3. Followers
4. Recommendations
5. Video
6. Special Offer
7. Analytics
8. Add your blog

SHARE AN UPDATE STATUS
- Blog Posts
- Announcements
- Webinars
- Others

BECOME AN EXPERT?
90 million plus users
FIND OPEN QUESTIONS IN YOUR DOMAIN. POST GREAT CONTENT. GOOD ANSWERS GET RATINGS

700 thousand plus Groups in the English Language

YOU CAN OWN AND/OR MANAGE
- 10 GROUPS
YOU CAN BE A MEMBER OF
- 50 GROUPS
YOU CAN BE A MODERATOR OF
- 50 GROUPS
LinkedIn

- Create an individual profile and keep it up to date
- Optimize your individual profile with keyword rich content
- Create a thorough summary for your profile
- List your specialties with keywords and phrases that match common search words
- Add your skills to help highlight your full capabilities
- List your websites and/or blogs
- Integrate your profile with Twitter and your blog’s RSS feed
- Rearrange your profile blogs to highlight your strengths
- Create a vanity URL for easy sharing
- Set up a company page on LinkedIn
- Create compelling descriptions for your company page’s products and services
- Share news and content via LinkedIn status updates
LISTEN

- Listen for comments about your company or brand
- Encourage dialogue by asking and answering questions
- Recommend others and don’t be afraid to request recommendations for yourself or your services
- Make new connections whenever possible
- Add your events to LinkedIn’s event database
- Encourage new connections by promoting your individual and company profile through non-LinkedIn efforts
- Use LinkedIn plugins for your website
- Comment on and/or like other people’s content or messages
- Avoid selling or spamming
- Discuss upcoming events and mingle well before you arrive at a physical venue
OPTIMIZED LINKEDIN PROFILE

Rebecca Gill
Founder and President of Web Savvy Marketing
Greater Detroit Area | Marketing and Advertising

Summary
Rebecca has a well-rounded business background that began back in 1994 when she graduated from Central Michigan University’s School of Accounting. Upon receiving her degree, she began her career as an Operations Manager at Lowry Computer Products and focused on developing her skill-set in core business activities such as inventory management, purchasing and vendor negotiations, customer service, and accounting information systems.

Rebecca’s expertise quickly began to develop a much broader scope as she joined Technology Group International (TGI) as a Senior Consultant where she further cultivated her love of technology and strengthened her abilities in the project management, training, and consulting of ERP software solutions.

After leaving TGI she joined Delphi’s Safety and Interior division as a Sales Manager and led the pursuit of new business opportunities with the General Motors and DaimlerChrysler. While at Delphi she received the division’s top sales award for achieving excellence in sales and customer satisfaction.

In more recent years Rebecca rejoined TGI’s as Vice President of Marketing. In this role Rebecca greatly expanded TGI’s branding and industry presence through the creation and execution of a strategic and highly focused Internet marketing campaign.

Unable to quench this desire for technology-based marketing, Rebecca left to start her own Internet marketing firm in 2009. Rebecca manages Web Savvy Marketing's day to day activities and the team of WordPress coders, graphic designers, and internet marketers.

Skills & Expertise
- Wordpress Design
- Wordpress
- SEO
- Blog Marketing
- Keyword Analysis
- Organic Search
- Social Media
- Online PR
- Online Marketing
- Website Promotion
- Website Development
- Web Design
- Local Marketing
- Social Media Marketing
- Content Marketing
- SEO copywriting
- ERP
- Internet
- Web Development
- B2B Marketing

Groups and Associations:
Search Engine Marketing Professional Organization, SEMPO, American Marketing Association, AMA, Michigan Council of Women in Technology, MCWT, Automation Alley, Lakes Area Chamber of Commerce, BBB, Girl Scouts of America
OPTIMIZED LINKEDIN PROFILE

President & Founder
Web Savvy Marketing (Sole Proprietorship)
(Sole Proprietorship: Marketing and Advertising Industry)
July 2009 – Present (2 years 1 month) | Commerce Township, Michigan

Web Savvy Marketing offers online promotion and marketing to small to mid-market companies throughout the United States. Services include WordPress consulting, website design, web promotion, search engine optimization (SEO), social media marketing, copywriting, and email campaign management.

Services are available and priced based on a project, monthly retainer, or based on hourly consulting rates.
Rebecca has 2 recommendations (1 co-worker, 1 client) including:
1st Rick Hawkyard, Video Editor - Production Designer, Lurn/JuluQ, Inc.
1st Gabriel Ramos

Vice President of Marketing
Technology Group International (Private: Broadband/Computer Software Industry)
July 2003 – July 2009 (6 years 1 month) | Toledo, Ohio Area

Responsible for managing traditional and Internet marketing activities for enterprise developer. Responsibilities include marketing, public relations, event management, content development. Authored TGI's Software Selection Tool Kit, as well as published number of articles in both technical and industry specific publications.
Rebecca has 1 recommendation (1 co-worker) including:
2nd Dave Litzenberg, Vice President of Sales, Technology Group International

Sales Manager
Delphi Corporation (Private: Automotive industry)
May 2000 – July 2003 (3 years 3 months) | Troy, Michigan

Responsible for large account management and future product sales to OEM customers such as General Motors and Daimler-Chrysler. Product knowledge includes safety and interior system products which include airbags, seatbelts, instrument panels, and steering wheels.
LinkedIn Questions

Rebecca Gill’s Questions & Answers
Show: Questions (9) | Answers (30 most recent)

What are your favorite websites for Internet Marketing and SEO tips?
Asked by Derrick H. (3rd) | 1 month ago in Internet Marketing | Closed
Rebecca Gill’s answer:
My list: Search Engine Land Danny Sullivan Matt Cutts SEOmoz Google Webmaster Tools Blog & YouTube channel Twitter Follow the right people on... see more

Is there Internet Consultant/s & Expert/s who guarantee to get new customers and provide their services on profit sharing basis..?
Asked by Nawal Kumar Roongta (2nd) | 1 month ago in Sales Techniques | Closed
Rebecca Gill’s answer:
There are a lot of consultants who will work on “pay for performance” contracts, but be careful. The true experts receive monthly retainers or project... see more

Best managed/automated Wordpress hosting provider for a company site
Asked by Eugenio La Masa (3rd) | 1 month ago in Web Development | Closed
Rebecca Gill’s answer:
Eugenio, I’d suggest Blue Host. I am a Word... see more

What are some quality ways to get new customers?
Asked by Bob K. (GROUP) | 8 months ago in Internet Marketing | Closed
Rebecca Gill’s answer:
I'd highly recommend adding a Tweetmeme button to your own and in other... see more
Links:
http://tweetmeme.com/about/reTweet_button

Rebecca’s Q & A
Expertise in
- Computers and Software (1 best answer)
- Enterprise Software (2 best answers)
- Inventory Management (1 best answer)
...and 4 others

9 Questions - 30 Answers
LINKEDIN COMPANY PAGES

Web Savvy Marketing is a boutique Internet marketing company based in the metro Detroit, Michigan. Web Savvy Marketing is focus on providing exceptional WordPress website design, organic SEO, and social media marketing to small businesses and mid-market companies. Services are available on an hourly basis, short-term project-based contract, as well as long-term retainer engagements.

Specialties

Page Views

Unique Visitors

Graphs showing page views and unique visitors over time.
LINKEDIN SERVICE PAGES

Let Us Find Your Marketing Mojo - And Let Us Inspire You

Web Savvy Marketing has 26 followers

Web Savvy Marketing Product and Service Spotlight

6 Products & Services
3 Recommendations

3 people in your network recommend Web Savvy Marketing

Kevin King (kevin@transformationpoint.com) Founder & CEO at Transformation Point, Inc.
Recommends SEO Consulting

Curtis Vreeland Chapter Leader at Slow Food Harrisburg
Recommends WordPress Website Design

Eric Kimberling President at Panorama Consulting Solutions
Recommends WordPress Website Design

Web Savvy Marketing Products and Services 1,118 impressions

WordPress Website Design 2 recommendations

Our web design process is documented and managed in Basecamp, an online project management solution. We not only give you access to Basecamp, we’re going to assign you deliverables in it to keep everything on-time and on-budget.
Building Your Business with Facebook Pages
FACEBOOK PAGES

- Know your customer
- Create a cover photo
- Add apps to augment your page’s functionality
- Integrate Twitter, YouTube, eNewsletters, etc.
- Be relaxed and stay light in your discussion
- Share news, content, and exclusive offers, discounts, or information
- Add events
- Update your timeline
- Like other pages
- Customize your logo and add pictures
- Create a vanity URL
FACEBOOK PAGES

- Share content from other Facebook brands or users
- Use the @ sign to tag a page or person
- Encourage fan participation and feedback
- Promptly address and respond to both positive and negative feedback
- Strive to build new connections
- Encourage new fans to “like” your promoting your page through non-Facebook efforts
- Use Facebook plugins for your website
- Encourage check-in’s at your office or store
- Review your Facebook metrics and fine-tune your Facebook marketing for the greatest results
SAMPLE FACEBOOK PAGE

- Custom logo image
- Appropriate images in header
- Contact information
- Custom tabs and apps
SAMPLE FACEBOOK PAGE

Content Sharing

Likes

Recommendations
FAVORITE FACEBOOK APPS

**RSS**
Use RSS Feed to display your website or blog's posts to your Facebook fan page. Simply give your Facebook feed URL & it will bring your posts inside Facebook. 
Go to App - Edit Settings - Link to this Tab

**NetworkedBlogs**
Bring your blog to Facebook, and Facebook to your blog. Supports multiple blogs, RSS and ATOM feeds, and fan/business pages. The best to import your feed. Get your blog networked with the largest blogger community on Facebook. 
Go to App - Edit Settings - Link to this Tab

**YouTube for Pages**
YouTube for Pages is the easiest way to showcase your YouTube videos on Facebook. The application allows you to choose the videos you'd like to showcase and takes just minutes to set up. Plus, you can customize the look and feel to fit your brand. 
Go to App - Edit Settings - Link to this Tab

**Constant Contact Labs – Join My Mailing List**
Helps Facebook users interested in your business or organization to join your Constant Contact contact lists. 
Go to App - Edit Settings - Link to this Tab

**Poll**
This is the premier polling application on Facebook. Create polls for your Facebook pages and personal profile pages. Very simple and easy to use. Check it out! 
Go to App - Edit Settings - Link to this Tab
FAVORITE FACEBOOK APPS

Career Help! – FBML
Add advanced functionality to your Page using the Facebook Static FBML application. This application will add a box to your Page in which you can render HTML or FBML (Facebook Markup Language) for enhanced Page customization.
Go to App - Edit Settings - Link to this Tab

Tweets To Pages
Tweets To Pages is the easiest way to bring Tweets onto Facebook. The application allows you to pull tweets based on multiple user names and search terms, supports republishing, and takes just minutes to set up.
Go to App - Edit Settings - Link to this Tab

Events
With Facebook Events, you can organize gatherings and parties with your friends, as well as let people in your community know about upcoming events.
Go to App - Edit Settings

Photos
With Facebook Photos, you can upload an unlimited number of albums to your Facebook profile. You can reorder photos, rotate them, and tag your friends in them.
Go to App - Edit Settings - Link to this Tab

Reviews
With reviews, your fans and customers can leave honest opinions about your business. Reviews lets your prospective fans know what to expect with you, and can influence people interacting with your business.
Edit Settings - Link to this Tab
FACEBOOK RESOURCES

http://www.facebook.com/FacebookPages
FACEBOOK RESOURCES

Facebook Badges
Share anywhere on the web

Profile Badge
Share your Facebook information on other websites.

Like Badge
Show off your favorite Pages on your website or blog.

Photo Badge
Share your Facebook photos on other websites.
Follow your interests

Instant updates from your friends, industry experts, favorite celebrities, and what's happening around the world.

Search Twitter
TWITTER

- Know your audience (Twitter is much different than Facebook)
- Be authentic
- Schedule time for Twitter – the more you tweet the more followers you receive
- Share news, content, and exclusive Twitter offers, discounts, or information
- Retweet other people’s content or messages more than your own
- Avoid selling or spamming
- Discuss upcoming events and mingle well before you arrive at a physical venue
- Build lists and populate them often
TWITTER

- Take the time to learn the rules and guidelines set forth by Twitter
- Listen for comments about your company or brand
- Encourage dialogue by asking questions
- Promptly address and respond to feedback, questions, or comments
- Encourage new followers by promoting your profile through non-Twitter efforts
- Use Twitter plugins for your website
- Believe in Twitter karma
- Say thank you to tweeps and/or brands
**STANDARD TERMS AND NOMENCLATURE FOR TWITTER**

- **Tweet** – Posting a message or status update to Twitter. Tweets will show up in the activity stream of those who follow you on Twitter or who search for words used within your individual tweets.

- **@+ name** – The command which allows tweets reference a specific Twitter user. The @ sign proceeds the username (i.e. @WebSavvyMrkting).

- **Following** – You choose to receive someone’s updates via your stream.

- **Twitter Followers** – People who choose to receive your updates via their streams.

- **Bots** – Computer generated profiles who auto follow and spam users

- **Direct Message** – Also referred to as a **DM**, these are private messages sent between two Twitter users.

- **Block** – Preventing someone from following you.

- **Favorites** – A public area or list that allows you to save your favorite tweets.
STANDARD TERMS AND NOMENCLATURE FOR TWITTER

- **Fail Whale** – A message received when too many people are tweeting.
- **Hashtag** – The # next to a word allows for conversation tracking via a link. You can click on #WordPress and view all recent tweets associated with this hashtag.
- **Twitter Lists** – A way to segment Twitter users into groups. Each Twitter profile will show the lists this user is assigned to and provide a link to the Twitter user who cultivated the list. Lists are Twitter karma and a great way to categorize Twitter users.
- **Retweet** – Also known as a RT, retweets are more Twitter karma. Retweeting means you are sharing someone else’s tweets with those who follow you. People like to be retweeted.
- **Trending Topics** – Trending topics are the most-discussed terms on Twitter at any given moment.
- **Tweetup** – A face-to-face gathering of those who tweet. These are typically localized events.
Avatar (no egg)
Full bio with hashtags and URL to website
Good mix of following, followers, and listed
Good use of Lists for to enhance search and Twitter karma
GOOD TWITTER

@JimBarBagallo
"To not blog, is to give up." Great post. RT @WebSavvyMrktng: The Indisputable Power of the Blog Post http://bit.ly/nvtDuH
14 Jul

@TJList
Nice work! RT @WebSavvyMrktng: Just relaunched our website w/ a theme built on #genesiswp from @StudioPress. Beautiful!
http://ow.ly/5AeYm

@howelltracks
@WebSavvyMrktng and Jamie Larsen saved my blog!!!! THANK YOU INFINITY!!!!!!!
14 Jul

@DawdaMann
Great #bloggingbootcamp with @WebsavvyMrktng! Many thanks to Rebecca Gill for setting up the @DawdaMann #environmentallaw blog.
5 Jan

@Bethany
One Girl Trucking has a new look! Special thanks go out to @WebSavvyMrktng! #webdesign #socialmedia #awesome
#yourboard
22 Nov

@BrianGardner
Great new business site designed by @WebSavvyMrktng -- www.green-power-tech.com/ #genesiswp
19 Apr
BAD TWITTER
Millions are in uproar in #Cairo. Rumor is they heard our new spring collection is now available online at http://bit.ly/KCairo -KC

I find it ironic that Detroit is known as the #motorcity and yet no one here knows how to furnish drive

@RepWeiner @GennetteNicole
http://yfrog.com/h25m3luj
7 hours, 13 minutes ago reply
TWITTER RESOURCES

Guidelines & Best Practices
- The Twitter Rules
- Following Rules and Best Practices
- Automation Rules and Best Practices

Safety Center
- Safety: Keeping Your Account Secure
- Safety: Abusive Users
- Safety: Parent and Teen Tips
- Safety: Fake Twitter Emails
- Safety: Private Information

Reporting Violations
- How To Report Violations
- Flagging Media Violations
- How To Report Spam on Twitter
- My Account Has Been Compromised
- My Account is Compromised/Hacked and I Can’t Log In!
- My Account is Suspended
- How to Report XSS, API, and Other Security Vulnerabilities

http://support.twitter.com/groups/31-twitter-basics
TWITTER RESOURCES

http://twitter.com/about/resources/widgets/
FAVORITE TWITTER LISTS

- **WeFollow** by WeFollow
  A user powered Twitter directory.

- **Listorious** by Sawhorse Media
  The directory of the most awesome lists on Twitter
  read and write access · Approved: Mon Nov 09 2009 09:42:51 (EST)

- **Twellow** by the producers of WebProNews.com
  Twellow is the premier directory service for Twitter, allowing users to easily find and follow those people who matter most to their particular interests.
  read and write access · Approved: Wed Nov 10 2010 10:50:12 (EST)

- **TweetFind.com**
  twitter directory

- **Twibes**
  Twibes lets you vote for your favorite tweeters, create groups, and manage your followers.
  read and write access · Approved: Wed Dec 08 2010 09:29:57 (EST)

- **Twubs** by 360Hubs Inc.
  twubs.com is a groups solution based on the tweets, users and content around hash tags.
  read and write access · Approved: Wed Jan 26 2011 07:22:06 (EST)
GOOGLE+

- Just launched summer of 2011
- Company pages are now available and typically called Brand Pages
- Uses existing Google profile account
- Don’t follow or like, but put in circle
- Profiles can circle anyone, but Brand Pages can only circle other brands or people who circled them first (yes this does stink)
- Uses a + sign to tag users in updates
- Integrates +1 sharing feature
- Share content with your entire circle or group
- No vanity URL option, but you can create a temporary one at [http://gplus.to/](http://gplus.to/)
GOOGLE+

- **Pros of Using Google+**
  - Great for SEO and link building
  - Great for altering results for the connected Google search users
  - Visibility is much easier since it is new and the user population is still small

- **Cons of Using Google+**
  - Very limited usage as of yet
  - The limited circle options for brands makes it difficult to actually grow your circle
  - So far limited actual website traffic arriving directly from Google+
GOOGLE+ BRANDS

Web Savvy Marketing

Introducing Hans: A WordPress Real Estate Theme
Earlier this month we launched a new premium WordPress theme designed for individual realtors, real estate companies, and home builders. The new real estate

Web Savvy Marketing

Just launched a new website for Heritage and York Financial at http://www.heritageandyork.com/. This is a custom WordPress theme designed on the Genesis Framework from StudioPress. It’s also responsive,
GOOGLE+ PROFILES AND BRAND PAGES ARE VERY SIMILAR

Basic information

Link building (SEO)

Recommendations
GOOGLE+ STREAM

Wptuts+ 11:49 AM - Public
Quick Tip: Visual Editor - Change Full Screen Width and Match Theme Style

When writing long articles the full screen mode comes in handy. But it is annoying when the results look different than in the editor.

Add a comment...

The New York Times 11:02 AM (edited) - Public
We had so much fun during our N.F.L draft video hangout last week that we’re hosting another one on Monday, April 30 at 12 p.m. Eastern Time! It will last about 30 minutes. If you are available at that time and would like to participate...
A WORD ABOUT KLOUT

Web Savvy Marketing is a web design and SEO firm specialized in WordPress + Genesiswp. We love socialmedia + Michigan. Tweets by @RebeccaGill.

Influences 266 others

Influential about 20 topics
- WordPress
- SEO
- Social Media

Your Klout Score:

40.05

The Klout Score measures influence on a scale of 1 to 100. Learn more.
SELECTING NAMES AND URL’S

- If possible, always select a vanity URL
- Facebook and LinkedIn both allow this option, but it is not automatic
- Stay consistent to make it easy for people to locate your profiles
- Utilize as much of your company or personal name as possible <OR> if personal make it unique and something easy to remember
- Your name is your online brand so don’t go overboard on creative aspects or it will cause confusion and dilute your overall brand
WRITING A STRONG PROFILE AND PAGE REQUIRES PREPARATION

- Short bio for you and your company
- Employment history
- Educational information
- Product or service descriptions and hyperlinks
- Website, blog, and social profile hyperlinks
- IDs and passwords for other social accounts
- RSS feed
- Professional photo of you and your company logo
- Associations, achievements, and awards
- Keywords, keywords, keywords
DON’T FORGET TO GO MOBILE
ADDITIONAL CONSIDERATIONS

- Always have social links readily available on your website (preferably in the header)
- Include social media links in your email signature
- Always reach out and connect to people when you meet them in person or virtually
- Use social media websites as a research tool to investigate prospects or poll users
- Use social media to keep up to date on your industry and partners
- User social media to keep up to date on your competition
FOUR POINTS TO REMEMBER ABOUT SOCIAL MEDIA MARKETING

1. **Listen before you speak.** Twitter, Facebook, LinkedIn, and Google+ all work differently and what is acceptable on one website is not necessary “cool” on the other. Listen and watch, even stalk if you must. But don’t do anything before you’re comfortable.

2. **Figure out who your target market is before you engage.** Figure out the social landscape of your industry, customers, and prospects before you jump in fully. Check out your competitors, your local audience, and your industry gurus.

3. **Create some good content.** Yes social media is about sharing, but it is also about providing value. You need to create your own content, as well as share other people’s content.

4. **Give social media time.** You won’t be a social media superstar overnight, so take a deep breath and sit back and relax. You’ll soon realize Twitter is cool, online chats offer great insight, and you can actually obtain revenue via LinkedIn, Twitter, or Facebook.
IS YOUR SOCIAL MEDIA ACTIVITY WORKING?

- Featured in May 2011 edition of Wired Magazine
- Showcased in Detroit2020 launch
- Increased ranking on keywords
- Increased website traffic
- Improved and built strong industry relationships
- New clients obtained
- Great WSM team members found
HOW DO YOU KNOW IF YOUR SOCIAL MEDIA ACTIVITY IS WORKING?

| Source/Medium                          | 1   | 2   | 3   | 4   | 5   | 6   | 7   | 8   | 9   | 10  | 11  | 12  | 13  | 14  | 15  | 16  | 17  | 18  | 19  | 20  | 21  | 22  | 23  | 24  | 25  |
|---------------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| (direct) (none)                       |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| google / organic                      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| studiopress.com / referral            |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| web-savvy-marketing.com / referral    |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| t.co / referral                       |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| google.com / referral                 |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| zimbrul.visibi.com / referral         |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| facebook.com / referral               |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| quora.com / referral                  |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| bing / organic                        |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| googleads.g.doubleclick.net / referral|     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| stumbleupon.com / referral            |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| sys-con.com / referral                |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| strategygraph.com / referral          |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
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