



social media for small & medium sized businesses

For companies that are taking their first steps into the realm of social marketing/networking, this report will provide answers to some of the more frequently asked questions about structure, focus, and best practices on some of today's most visited and dynamic social media websites.



iAdvertizing
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2010-2011 Edition

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introduction

Not too long ago, I was reading that there is a **major shift from traditional “outbound” marketing to a more “non-traditional inbound” marketing dynamic.**

Now, the immediate question is: “what is the distinction between “outbound” and “inbound?”

Traditional marketing is considered outbound and is therefore “interruptive” by nature. As a traditional full-service advertising agency, we know this for a fact; one of our primary tasks has been to come up with new and inventive ways to present our client’s products such that the presentation is more interesting than the thought that is currently occupying their mind.

Review the following “traditional” types of marketing, and you’ll note that the common denominator is that each requires the target individuals to **stop** or **interrupt** what they’re doing in order to listen to, view, or otherwise absorb the message:

- 
- ☀ E-mail
 - ☀ Telephone Solicitation
 - ☀ Print Ad
 - ☀ Broadcast Commercial
 - ☀ Direct Mail
 - ☀ Radio

Now, keep in mind that consumers are always going to want to hear about the best products and services available to improve the overall quality of their lives. However, the accepted delivery methods are changing on an almost hourly basis. You are now, in effect, asking permission to interact with them, and they in return (if done correctly) are asking to hear what you have to say.

Not only has the interpersonal dynamic changed, but also, these new social media delivery methods are greatly helping the budgets of the advertisers.



first step

When initially approaching a “social media” strategy, the first question that must be asked is **“What do I want to achieve from this endeavor?”** For most, the answer is going to be: “to gain more business.” As a business professional, you’d be crazy if it weren’t.

However, you must realize one major thing: social media is **“social.”** Now, that may seem *beyond* obvious, but here’s what we mean: businesses and executives that engage in social media do so “at their peril” if they don’t fully understand that the wrong approach can—and will—lead to more damage than benefit.

So with that warning out of the way, keep this in mind as you proceed into the realm of social media:

You must be willing to **provide the community with something of value** to not only gain their following, but also to exhibit that you and your company are trustworthy—not like so many others who have come before you who were only looking to **“take.”**



2.

second step

Now that you have the right mindset, you must decide **how** you're going to **approach entry into social media**...meaning: what is it that sets you apart from others within your same competitive set.

Let's say for the purposes of this paper that you're a Real Estate Agent or Broker ...are you a first-time home buyer specialist? ...do you specialize in working with high net worth buyers and sellers? ...perhaps you're a new construction specialist? The key is to not be a "jack of all trades." This is troublesome for many companies and individuals since we're taught not to "pigeonhole" ourselves. Instead, we attempt to cast our nets as far and wide as we can in order to gain the most business from the most referral sources.

Social media is different! You can not and **will not be seen as an "expert"** if you're just putting out **common, run-of-the-mill information** to communities of millions of users. You need to put out information that is not only targeted, but is also useful to folks.

Seems like a pretty tall order doesn't it? Well, it is and it isn't at the same time...

2.

It's difficult because, like anything else you do in marketing, you need to "**work it.**" If you're going to garner a loyal following, you must provide people with a steady stream of information upon which to feed. Provide stimulating thoughts, anecdotes, and opinions that they otherwise might not encounter.

It's easy because, as a professional, **you have access to online information**, forums, articles, and publications that can easily be linked to through Twitter or Facebook. In just a few short minutes a day, these online publications and other resources can provide you with an easy and effective method of keeping your information updated and relevant. The key to this type of updating is that you **must read** the information to find the gems that will enhance the lives of your community's readers; don't just parrot common knowledge that everyone will likely take for granted.

third step

Finally, you must take a really hard critical look at yourself. Now, what we mean by this is that **you need to determine how you want to be viewed by people** in these online communities.

For example, if you're an executive, you don't want to post about such superficial things as what you had for lunch or the details your daily errands—unless, of course, something exceptional and interesting occurred from the otherwise ordinary. Think of it this way: **here is an amazing opportunity to put a face on your brand**, whether individual or corporate.

Will what you're posting assist in humanizing and putting the best face on your brand? This is the purpose that should be first and foremost every time you sit down to engage in social media interaction or marketing.

For how many decades have companies longed for consumers to see them as “people” behind the brand? How many billions of dollars have been spent on commercials and other advertising messages about “we're the people of _____”? *(Fill in any company name, and you're almost guaranteed to get it right...)*

Now, **for the first time in history**, you can not only *tell* consumers who you are, but you can also **show** them...through social media networks.



**ok, enough already...
let's get started...**



Twitter

In some circles, Twitter has been called the “telegraph system of the new millennia.” It is simply a **“real time” delivery method** where **in 140 characters or less** you can **let people know about what you’re doing, share links to online resources**, and **pass along information to a vast sea of people**.

On the surface, many people don’t really “get” Twitter. Many ask why they would want to know what other people (famous or not) are doing and—more importantly—why anyone would want to know what they’re doing.

At first, they won’t care...it’s like walking into a party with about 20 million strangers. **In order to get noticed**, you’ll want to find high profile individuals at that party who share your interests. By being around those people (who have undoubtedly attracted others you’d like to know because you all share interests), you will by default attract others who share common interests with you. Begin “following” some of these people. Many will then begin “following” you (some out of courtesy and some out of genuine interest).

From this point on, you will need to supply these followers with tidbits of interest that show who you are, what interests you, and how you or your company can be a valuable asset to know.



With Twitter, you can perform **three basic tasks**:

- ❑ Send a public message to the overall “Twitterverse”
- ❑ Send a public message to an individual subscriber
- ❑ Send a private message to an individual subscriber

From **a business perspective**,
you can achieve many different goals:

- ❑ **Promote** your company and/or brand
- ❑ **Reach out** and communicate with your customer base
- ❑ Use **what people are saying** on Twitter about your company or product as direct, raw feedback; providing you with information similar to that of a focus group
- ❑ **Create buzz/excitement** about upcoming events or products
- ❑ **Assist your employees** in acting as ambassadors to the general public
- ❑ Help **promote your own personal content** such as blogs, press releases, or podcasts
- ❑ **Develop relationships** with media personnel to be able to get newsworthy company information to the general public much more quickly.

Basic “Twitter-ology”

Username

The nickname you select and use to represent yourself on Twitter (better to use something that relates to you or your company).

Follow

To subscribe to another user’s updates on Twitter. When “following” someone, their updates will appear on your Twitter page.

Follower

Someone who has subscribed to receive your updates (your updates appear on their Twitter page).

To Follow Back

A reciprocal following of someone that has followed you. In many cases, to “follow back” is good form and is appreciated by followers. This practice will do a lot to grow *your* followers on Twitter.

Update / a.k.a: “Tweet”

A short message sent via Twitter that answers the question “what are you doing?” in 140 characters or less. Tweets can be posted from the text box on your “home” Twitter page or from many, many other available means, such as cell phone texts, stand-alone applications on your computer desktop or mobile devices.

@Reply

A public message posted by one Twitter user to the attention of another by putting **@username** (a “@” symbol immediately followed by the username; no spaces) in the body of your update/“tweet”. Usually done to respond or reply to another’s “tweet” so that they and others might see it.

DM / Direct Message

A private message sent from one Twitter user to another by either clicking the “message” link on their profile or by starting a “tweet” with **D username**. Direct Messages can only be seen by the user it was sent to; they do not appear on any public pages. **You can only send DM’s to people who have chosen to follow you.**

Tweet -up

An event specifically organized by and for groups of Twitter users to meet together in person, socialize and network.

#Hashtag

Common subjects, events or other topics of interest mentioned in a “tweet” can be “tagged” (categorized/labeled) for easy searches and aggregation by others by combining a “#” symbol with a word, acronym or phrase (**#topic**) in the “tweet” message

RT / Re-Tweet

“Re-tweeting” is forwarding someone else’s tweet from your own account because you found significant value in it and wish to share it with your own followers. When you “re-tweet” another’s message, it is common courtesy to attribute its source by including “**RT @sourceuser**” in the message.

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about 8 hours ago from web

HOW REDEED ARE MARKETERS TO THE iPhone?
<http://adage.com/14069>
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What are you doing? 140

Latest Really interesting excerpt (shared with our team) from Ad Age about upcoming Social Media Play 4 Play models. www.iAdvertizing.com/news about 7 hours ago

update

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- hachable** NBC Debuts "Community" On Facebook - <http://bit.ly/1407266>
- HelpOthersBlink** No man is good enough to govern another man without that other's consent. - Abraham Lincoln
- NicheVetusa** <http://www.OutcomesInfo.com> PPC Marketing Manager Derek Paylor explains how smarttargetingsuper.com can give you. <http://bit.ly/1407266>
- ReportSource** Be & Source: High achievers, health & fitness experts & Christianville experts needed for radio talk shows

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Following Followers Friends

Tweets 158
Favorites



Setting Up a Twitter Profile

✓ account type

First you need to **decide whether you want a “personal” or a “company” account**. Here at iAdvertizing, **we recommend both**.

We each maintain a corporate account that links to our own blog posts, interesting industry-related articles that we find, and experiences that we believe will be of benefit to our followers. On the other hand, we also have additional personal accounts meant for our own friends and family where we can tweet about items that are not work-related and would not likely fit in with our overall corporate message. This separation makes it so that there is not too much “personal” data that makes it into the iAdvertizing information stream, and our team members have the necessary room to enjoy Twitter on a personal level.

With a company account you can:

- Keep your customers up to date on upcoming events, products, service offerings, and PR.
- Promote your own blog content
- Recognize achievement within the company
- Broadcast philanthropic events that you sponsor



- ❑ Provide interesting messages from executive team members
- ❑ Position your company as a “brand leader” through continuous information sharing of a specific topic or set of topics.

With a personal account you can:

- ❑ Update people on what you’re thinking and doing.
- ❑ Share unusual and relevant information
- ❑ Put a good face on your company (especially for small businesses)
- ❑ Allow people to see different sides of your personality

✓ **username**

When setting up your Twitter account, **one of the most important considerations will be your Username or “Handle.”** Our recommendation is using either: your actual name, a variation on your name, or a combination of your name and company. Since this username is how you will be known through Twitter, putting yourself forward as “who you are”—and not as some fictitious pen name or character—will immediately give the community a feeling of trust...that you’re not looking to hide anything.

Remember: this is networking, and people network with real people and real companies—not alter egos. Also, being “transparent” with



your true identity will be beneficial should you attend any conferences where other Twitter users are in attendance.

✓ **profile**

Now that you have a username, you'll want to **optimize your profile listing**. It is important to personalize this as much as possible before heading off into the realms of Twitter.

Again, people like **authenticity**. In your profile, you can reference your company, your position, a company blog, provide a city and state of reference, along with referencing other sites where you have profiles such as LinkedIn™ or Facebook™.

start “tweeting”

Once you're finished with the profile you're ready to Tweet...but what will you Tweet about?!?

Here are some ideas:

- ❑ **Observations:** What are you doing, thinking, feeling, or observing?
- ❑ **Actions:** Where are you going, who will be in attendance, when is it taking place?
- ❑ **Promotions:** Blogs, events, news articles, etc..



- ❑ **Links:** interesting content others have provided online that will be of interest to the type of people that you would like following you.
- ❑ **Messages:** Send private or public messages to people within Twitter.

interesting links

There are several links that we've taken note of and believe can be both entertaining and useful for Twitter users:

➡ <http://www.bingtweets.com>

This site uses the new Microsoft search engine, *Bing*, and combines any search result with live feed tweets from twitter. One part of the page will contain the search results from Bing while a streaming column on the left side of the page will provide the scroll from Twitter. Fantastic to see what Twitter users think about any subject. NOTE: If people in your company are using Twitter, it must become common knowledge that they understand that sensitive material can and will be seen by your competitors. You must make them aware of this because many people do not make the connection that literally millions of individuals can see what they're tweeting. They must be aware and safeguard valuable information.



➡ <http://twitter.grader.com>

This is a free resource offered by HubSpot that enables the site visitor to receive a grade (on a scale of 1-100) on his or her Twitter account. The site also provides optimization suggestions to improve the grade.

➡ <http://www.geochirp.com>

This is a free resource that enables the user to see, geographically, where the Tweets about his or her company are coming from.

➡ <http://search.twitter.com>

Another free resource that provides a search function for people that are tweeting about specific words. It's an easy way to find people talking about topics that you are interested in.

a final thought about Twitter

Don't just follow people on twitter for the sake of following them. And do not have just a few people following you while you're following thousands. Such an imbalance of followers to "followed" will make you appear less legitimate ... perhaps a spammer...perhaps worse. Only follow a few a day...let your network grow at a steady and sustainable rate.

Facebook

For those who know anything about social media, it's certainly no newsflash that the most populated social networking/media website in the world is Facebook, With hundreds of millions of viewers and billions of posts monthly, Facebook has indeed become the meeting and greeting place of the new millennia. Facebook's attraction to all age groups is based on its straight-forward appeal of being able to connect with past and present friends and family members, its ease of use and the simplicity of registering and getting started.

Registering to use Facebook is quick and easy; all it takes is a valid email address and a password of your choosing. It will take you all of 5 minutes to sign up.

Once you've registered, you've got to make the same decision you did with Twitter:

am I using Facebook for business, pleasure, or both?

On a personal level, Facebook is absolutely amazing for connecting with old friends (you simply won't believe who will find you and who you will find), but if you're using Facebook as a business tool, you'll want to set up a separate **"page"** under your business name.



The reason for a separate business account is—and this is extremely important—once you’ve accepted someone as a **“friend” on Facebook**, that person **can see anything you post** on the site. If you get into a dialogue about that crazy spring break trip you took back in college, all of the people in your group of “friends” can see your responses.

Do you want your business contacts to know what you were doing on South Padre Island, in March of '87? Probably not!

If you want to play on Facebook and find old friends, then please set up a personal account, but if it’s for business, set up a business page... **and as with any social media, pay attention to what you post.**

So, let’s look at business applications...the most obvious of which is the “become a fan” page. This is a page where you can invite friends, clients (past and present), employees, partners, referral sources, etc. to become a “fan” of your company or brand. The “fan” page is a designated area where you can provide information about your company, upload photos, post comments, announce upcoming events, and most importantly pose questions about various aspects of your company and receive raw feedback from people within the fan community. Be conscious, however, that you’re going to receive what anyone wants to write, and like with Twitter, others are going to be able



to see it. Now, if this worries you, simply set the fan page settings to private...that way it's not an "open" forum which would be available to anyone who wanted to join.

Fan groups can also be public or private a group allows you (the administrator or creator of the group) to determine who gets in. The safety of this is appealing to many, however, you will significantly restrict the number of members you will garner over time.

Some various features of fan groups and fan pages are as follows:

✓ email vs. updates

As long as a group is under 5,000 members, group administrators can send messages to the group members that will appear in their inboxes. Page administrators can send updates to fans through the Page, and these updates will appear in the "Updates" section of fans' inboxes. There is no limit on how many fans you may send an update to, or how many total fans a Page can have.

✓ user control

Groups offer far more control over who gets to participate. Permissions settings make it possible for group admins to restrict access to a group, so that new members have to be approved. Access to a Page, however, can only be restricted by certain ages and locations. Again, this makes groups more like a private club.



✓ applications

Pages can host applications, so a Page can essentially be more personalized and show more content. Groups can't do this.

Facebook do's & don'ts

DO...

✓ **Start a fan group** for your business, and aggressively invite your business contacts to join.

Facebook allows you to send messages to your entire fan group. If you've got 300 business contacts in your group, you can reach all of them in one move, every time you've got something useful to say.

✓ **Fill your page** with pertinent links, videos, and simple comments.

Keep the content fresh—you don't know who's looking, or when. If nothing has changed in a month, your members will lose interest and leave.



✓ **Respond to any posts** on your fan page, and also to any **messages** you receive, whether **on your “wall”**, or **in your Facebook inbox**.

This is just common courtesy, but it’s also good advice. You need to keep the lines of communication open...how would you feel if you asked a business person for help, only to be ignored? You’ll need to sign in to your account regularly to see if anyone has been trying to reach you.

✓ **Send regular messages** to your business contacts.

Don’t overload your contacts, but keep in touch. Every now and then, send a helpful piece of advice, or just say “hello.” There’s not much sense in having Facebook contacts...if there is no contact.

✓ **Add a photo** to your profile.

It’s the “worldwide web” ...in time, your connections may very well come from all parts of the globe. Without a picture, you’re just a font.

✓ **Respond to group invitations, event invitations, friend suggestions, etc.**

On your profile page, you may see an invitation to join a group, or connect with someone. Make a decision and give an answer—even



if you turn someone down, that's much more acceptable than simply leaving an invitation sitting.

✓ **Pay attention to the friend and group suggestions on the right side of your page.**

As you begin to show patterns by adding friends and joining groups, Facebook will begin to suggest friends to add and groups to join. **Pay attention**—they may introduce you to key contacts! Facebook is enormous at this point; odds are that there are key members of your industry just sitting out there, waiting to meet you online!

✓ **Add a personal message to any friend requests you send out.**

Make sure you add a quick line, like, "I'm Bob, from Real Estate Company Number 42. Facebook suggested I add you as a friend...I'm hoping you'll accept."

If someone you weren't familiar with abruptly asked you to become friends with no further explanation...what would you do? But if that same person explained that they are in your industry, and the most powerful social network in the world thinks maybe the two of you should meet...*then* what would you say?



DON'T...

✘ Don't **hard-sell** in a group message.

If you joined a group online, and all they ever said to you was, “**FREE SHIPPING! TODAY ONLY!**” ... would you even consider that a group? That's a commercial; this is relationship building—don't do that.

✘ Don't mix **personal** with **professional**.

You may build close relationships with some of your business contacts—and that's great—but do not send them cute little messages via your business account. If you do that, every business contact you've got can see what you've sent. You may embarrass or offend someone, no matter how harmless your intentions.

If you've got a more personal message to deliver to a business contact, use “Send a message”, which makes your message visible only to the recipient.

✘ Don't **blast** your **competition**.

It's a small world—if you take a shot at someone online, it *will* follow you. Someone on your list is bound to know someone who knows someone, etc, and before you know it, your message has spread like wildfire ... and it will trace right back to your “enter” key.



✘ Don't go anywhere near your computer if you're in an altered state.

If you're overtired...intoxicated...weeping over horrible news...**do not touch your keyboard!** Anything you post will be viewable by all of your contacts...this is a quick way to end a business relationship.

✘ Don't use your business account to take silly quizzes, play games, or join celebrity fan clubs.

It's 2 PM...you just took a ten minute break, and you're ready to get back at it...and the account you've been wooing online is reading, "*Bob Smith just completed level 42 in Facebook's Super Karate Monkey Death Car Game*"—**bad idea.**

advertising on Facebook

As you become comfortable with Facebook, you may wish to advertise your business on the site. There are now more than two hundred million registered Facebook users worldwide. Facebook allows you to target your ad to specific demographics, based on geography, interests, age, income, etc.—it's remarkably powerful once you've refined your online business message.

Build your friends list, utilize your business fan group, and stay active on the site. At this point, Facebook is the most powerful online



social network in the world, if you're going to make it a business tool, you've got to "show up for class." Sign in often and participate—join groups that interest you, ask questions, and be a resource for others.

You can literally find any demographic group on Facebook at this point. Just get started and stay active; you will not only find the answers you're seeking, you may also find the questions you should have been asking in the first place.





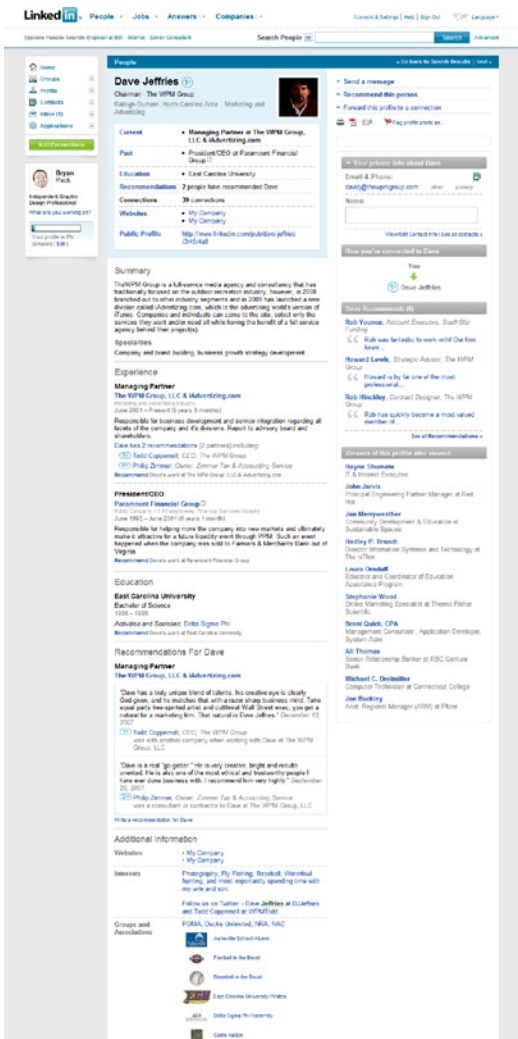
LinkedIn

LinkedIn is **the “all business” side** of social media! If you really want an online networking experience where the social aspect is all but eliminated, LinkedIn is your resource.

On the surface, that may sound appealing, and some may think that LinkedIn is all they need. We do not advocate an “either/or” approach when it comes to social media, but rather that the best social media plan for your business is the one that not only incorporates the use of the three sites contained in this document, but also **others such as Digg, StumbleUpon, personal blogs, etc.** The three contained in this report are simply a way to get started and offer the best return on time investment for businesses looking to get started in social media.

Back to LinkedIn...

LinkedIn is all about leverage—leveraging relationships. You will see primary, secondary, and tertiary level connections in LinkedIn. You will be amazed that even with as few as 30-40 direct links (“friends” if you were on Facebook), you can have in upwards of **one million** connections through the first three levels of connectivity...each of your friends can have hundreds of direct connections of which you are



just one. It's truly amazing to see who knows whom and how they're connected.

Like Twitter and Facebook, it's **very easy to register** with LinkedIn. Once you do, you can immediately begin requesting people **"link"/"connect"** you. They must approve your link request, just as individuals must approve your "friend" request in Facebook.

Another similarity to Facebook is that you should also **provide a personal message** in your link request to folks...perhaps reminding them of how you know them...where they may have met you...how it may benefit you both to be linked to each other. Please note, however, that inviting a total stranger to connect is frowned upon. When a request to connect is generated, the recipient is given the choice to accept your request, to archive the request, or to click, "I don't know this person." Just a few "I don't know" responses *will get your account restricted*.

As your LinkedIn network grows, you'll have access to **statistical breakdowns**, showing you which industries make up the largest percentage of your extended network (your contacts, their contacts, plus their contacts—three steps away from you). You also see which cities around the world make up the largest percentage of your network, and which are growing fastest in your group.



LinkedIn do's & don'ts

DO...

✓ **Invite** every useful business contact from your email database to connect.

Your network will spread quickly, on a global level. You'll be amazed to see just how small our world has become. Though you may have never been there personally, don't be surprised if someplace like Brazil takes root and grows quickly in your network.

✓ **Provide recommendations** for the business contacts that have done well for you in the past... and **ask them to do the same.**

The more referrals, the better... they will be read by recruiters and prospective clients.

✓ **Search** the groups' directory regularly

Join the groups that interest you or pertain to your industry. The discussion forums offer tremendous insight—and, of course, you can meet like-minded professionals quickly through these groups.



✓ Utilize the **“answers” forum.**

Here is where you can ask or answer questions from all members of your LinkedIn network. If you’ve got an extended network of thousands from throughout the world, the odds say someone you’ve bumped into will be able to help you with whatever problem you need to solve.

✓ **Update your status regularly.**

It’s a simple sentence: “What are you working on now?” When you provide a fresh update, LinkedIn will notify all members of your network; anyone who’s online at the time will see your name and your update right on their home page. This will increase profile views and, no doubt, increase interaction with others on the site.

✓ Pay attention to **“Who’s read my profile?”**

On the right side of your page. This feature will not identify individuals by name, but it will tell you what industry, and what city recent viewers were from. For instance, “Your profile was viewed by someone in a leadership position, in the packaging industry, in the Minneapolis area.”

✓ **Update your reading list, if it will help you.**

If you’ve been reading strictly for entertainment, LinkedIn may not be the place to list your recent favorites. However, if you’ve read a



good business book recently, let your network know about it... again, it will increase profile views, bringing you extra attention.

DON'T...

✘ Don't join an "Open Networker" group, unless you're prepared to fill your network with people you've never heard of.

These groups are filled with recruiters, multi-level marketers, and people who must have too much time on their hands. If you join one, in a matter of weeks, these are the types of folks your network will consist of.

✘ Don't treat LinkedIn like a game.

This community was designed for professional networking. If you try to use it to meet celebrities or force your way into new circles, you can do great damage to your career—and faster than you think.

✘ Don't tell the LinkedIn community you're looking for a new job opportunity unless you are prepared for someone at your current company to see this.

LinkedIn has been around for several years now, and it's a fishbowl—if you post your intentions, your boss or HR Department will know you're searching almost immediately.



✘ Don't use LinkedIn as the forum to introduce your hot new "instant cash generator."

If you decide to pursue a side business, that's fine ... but if you start using LinkedIn to recruit professional acquaintances into your new enterprise, you are **spamming**, which will stick to you like glue. This may be the fastest way to shrink your LinkedIn network—people will drop you to avoid the hassle.

wrapping up

Now... what you've just read is a very basic overview of the three main social media sites today. Some social networking/media experts have coined the phrase "**Flash Mob**" when it comes to these three sites and the activity surrounding them—meaning that there is currently a mob of people (primarily media driven) that are quickly flowing into these sites without really having a plan or a strategy... they're simply going there because their competitors, friends, and co-workers are.

As a marketing/advertising agency, we've seen this phenomena for decades: one business will advertise in a certain place for no other reason than because their competitor did...regardless of their competitor's success. *This is foolish!*

You *must* have a plan; you must be dedicated to putting in some time each week for updates and to grow your community. Give back to the population in such a way that they *want* to be near you. By having a plan and establishing a routine, you will see benefits. It won't happen overnight—like with all good business, there are no shortcuts—but **your reward will be equal to your effort.**

to recap the benefits of social media for businesses...

Social Media is good for:

- ✓ **Influencing Brand Reputation** (*by helping your brand become "personal"*)
- ✓ **Increasing Brand Awareness**
- ✓ **Improving Your Search Engine Rankings** (*over time*)
- ✓ **Increasing Your Web Traffic**
- ✓ **Generating Leads**
- ✓ **Increasing Online Sales**

Finally, something that has always been true, but never more so than it is today, is that idea that **"your brand is not what you say it is, it's what they say it is."** **"They"** are online, **"they"** are on these sites, and **"they"** now have the knowledge and platform from which to broadcast any message **they** want about **your** company.

You should be there as a part of the community to help ensure that **they** know the people behind the brand and that **they** are getting the **right message** to broadcast!