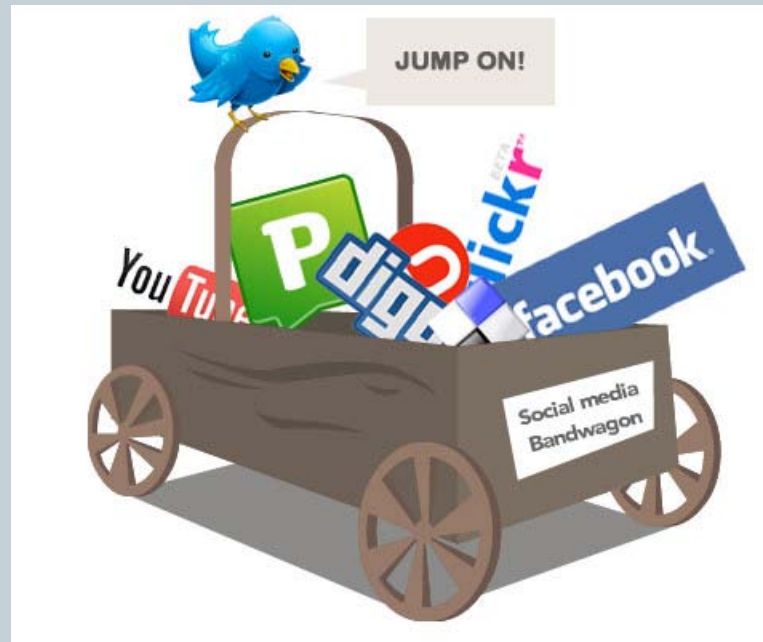


Social Media Topics



BY MGHURSTON CREATIVE SERVICES



Social Media Topics – MGH CS



- **What is Social Media?**
 - A way for people to connect and share information quickly online
 - ***Social Media** is media designed to be disseminated through social interaction, using highly accessible and scalable publishing techniques*
- **What is Web 2.0?**
 - Websites that incorporate content distribution and user generated content in their approach to engage and connect with their visitors
 - *Web applications that facilitate interactive information sharing, interoperability, user-centered design, and collaboration on the World Wide Web*

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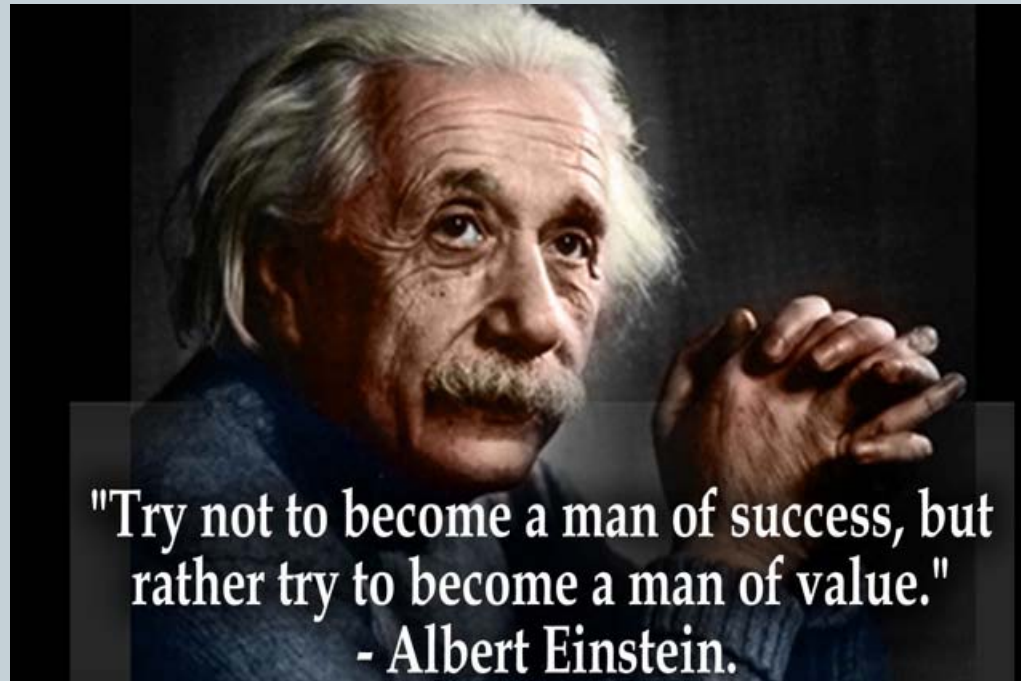
- **How do we profit from Social Media?**
 - Connect with colleagues to cultivate cross promotions
 - Free exposure – turn your followers and fans into an extension of your marketing department
 - A way to engage with your customers, respond to criticism and feedback
 - Offer contests to drive interest and generate exposure
- **Dell**
- **Best Buy**
- **Team San Jose**



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- I'll be a super star tomorrow
 - No, you probably won't
 - You need a strategy



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- **The Big Guys**

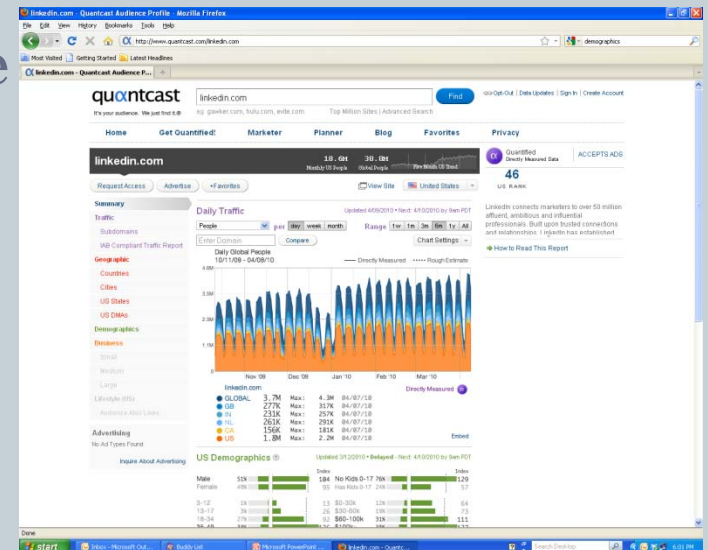
- Facebook - #1 overall users
- LinkedIn - #1 for “Business Professionals”
- Twitter - #1 easiest tool
- MySpace – becoming a niche for clubs, nightlife and musicians
- Bebo, Hi5, Orkut – going out
- Ning – newish kid on the block
- What about Buzz?
- What about Foursquare?



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- Who is your target audience?
- Demographics – April 2010 – Quantcast.com
 - LinkedIn – 38% of users make over \$100,000 a year
 - Facebook – 55% of users female
 - Twitter – 48% have no college degree



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- **Top Social Media Tools**
 - Social Oomph – automation and statistics
 - TwitterFeed – publish RSS feeds
 - FriendFeed – view all your feeds
 - Ping.FM – post to anywhere all at once
 - HootSuite – new kid to watch – all of the above

Social Oomph - Boost Your Productivity

Get the Complete Guide To Making the Most With Facebook

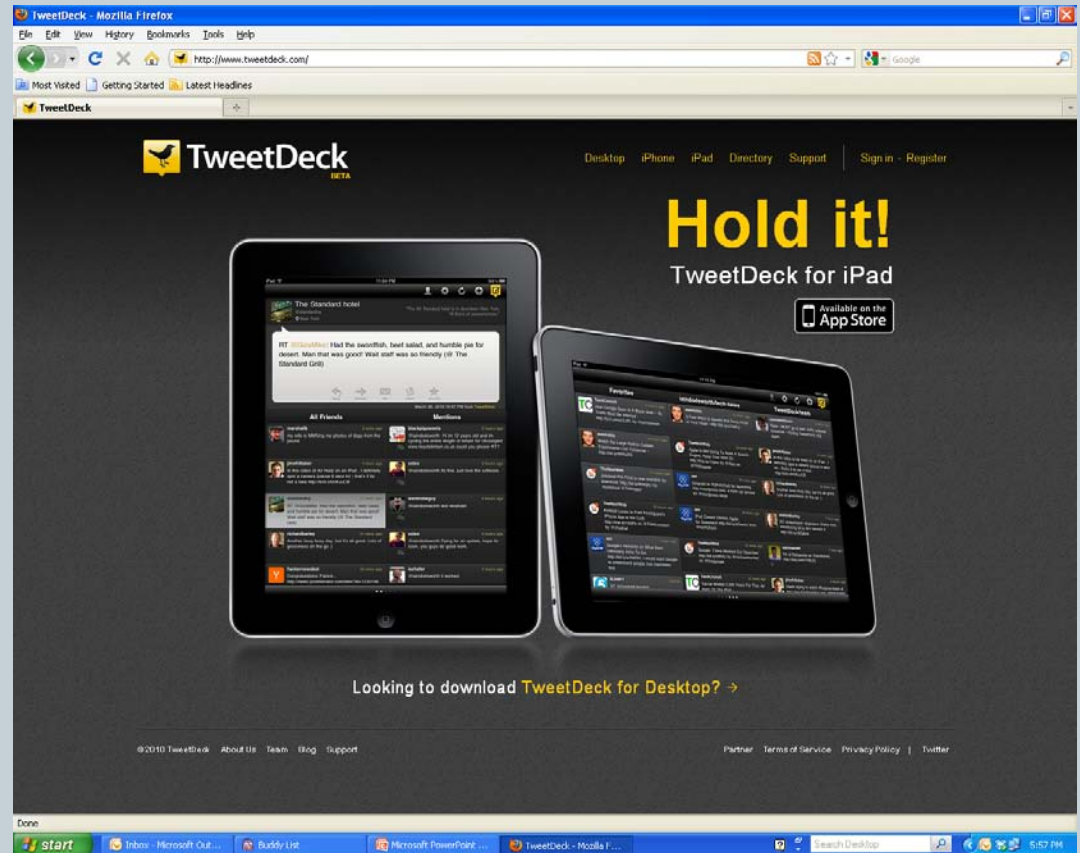
Join more than 1,800,000 satisfied users -> We are the trusted and preferred productivity solution for more than 212,490 Twitter accounts.

Feature	Free	Professional
Schedule tweets - Plan, set & forget tweets	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Track keywords - Empower yourself	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Extended Twitter profiles - Promote yourself	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Send and receive drafts - Save hours of typing	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Send DMs to new followers - Automate	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
dm by URL shortening - Track your DMs	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Follow those who follow you - Automate	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Unfollow those who unfollow you - Automate	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Visit new followers - Self-automation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
View @Mentions & Retweets - Efficient	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Purge your DM inbox - Keep it tidy	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

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- **Twitter Specific**
 - Twibes - Directory
 - Twellow - Directory
 - WeFollow - Directory
 - TweetDeck - Java
 - Nambu – OS X



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• Social Bookmarking

○ The Big Guys

- ✦ Delicious
- ✦ StumbleUpon
- ✦ Digg

○ Will it be relevant?

StumbleUpon.com: Personalized Recommendations to Help You Discover the Best of the Web - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.stumbleupon.com/

Most Visited Getting Started Latest Headlines

StumbleUpon.com: Personalized Rec...

StumbleUpon Join StumbleUpon Login

Discover Favorites Stumblers

Discover cool stuff personalized to you

StumbleUpon.com: Personalized Recommendations to Help You Discover the Best of the Web

Stumble! I like it! All Share Info Channels

Click the Stumble button to find stories, pictures, videos and more selected just for you! [Learn more](#)

What interests you? [See more topics](#)

- Animals
- Arts
- Bizarre/Oddities
- Books
- Cartoons
- Clothing
- Drawing
- Food/Cooking
- Gadgets
- Graphic Design
- Health
- Humor
- Internet
- Movies
- Music
- Mythology
- Online Games
- Philosophy
- Photography
- Psychology
- Science
- Self Improvement
- Shopping
- Travel

Start Stumbling >

The New York Times

"As you 'stumble' from site to site, you will feel as if you are channel surfing the Internet, or rather, a corner of the Internet that is most relevant to you."
- New York Times

Enhance your search results

Get the add-on

9,709,886 members

© StumbleUpon 2001 - 2010

Done

start Inbox - Microsoft Out... Buddy List Adobe InDesign CS4 Microsoft PowerPoint... StumbleUpon.com: P... Search Desktop 5:56 PM

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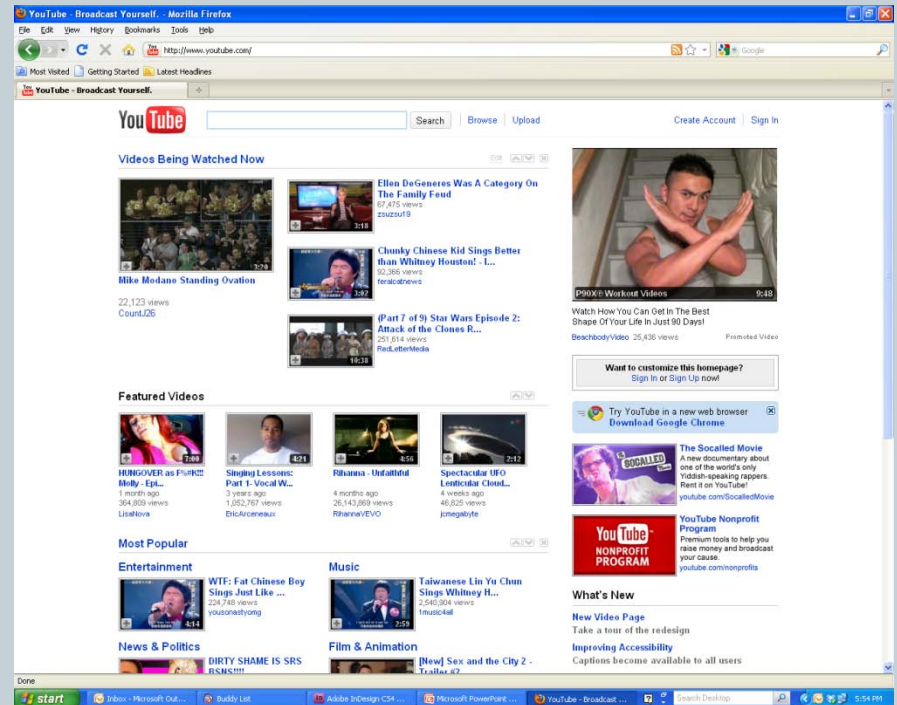
- Listen to customers & respond in constructive ways
 - Yelp
 - eCompliments
 - Google Reviews
- What people say matters

The screenshot displays the Yelp profile for Emile's Restaurant in San Jose, CA. The page includes the restaurant's name, address (546 S 2nd St), phone number (408) 299-1960, and website (www.emilesrestaurant.com). It also lists various amenities such as wheelchair accessibility, outdoor seating, and alcohol service. A prominent feature is the '61 reviews for Emile's Restaurant' section, which includes a 'Review Highlights' area with snippets of customer feedback and a 'Rating Distribution' chart. The chart shows a high percentage of 5-star reviews. The page also features a map of the restaurant's location and a list of nearby businesses.

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- **Additional Resources**
 - **Flickr & YouTube**
 - ✦ Important, but integrate it with your website
 - **Squidoo**
 - ✦ Easy way to increase link backs and easily monetized
 - **Wikipedia AboutUs.org**
 - ✦ Top ranks in search engines, provides a link even with nofollow tags
 - ✦ AboutUs.org removes nofollow tags for active users



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- **Additional Resources Continued**

- **Google Alerts**

- ✦ Track daily or weekly when people post about your business or topics you're interested in

- **Vflyers**

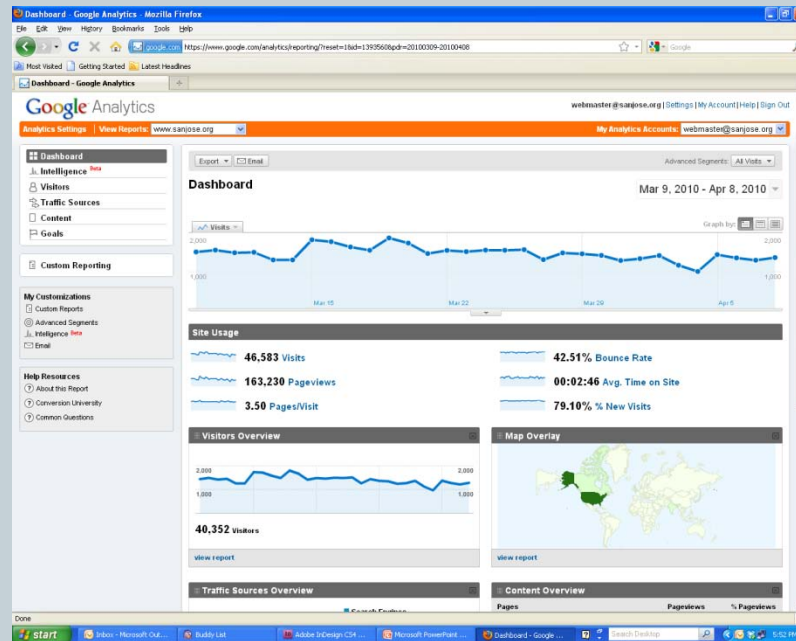
- ✦ Easily create e-flyers you can post and update on Craigslist, Backpage, and others



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- Metrics for ROI
 - Facebook Insights
 - Twitalyzer
 - Google Analytics – everyone should be using this



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- Q & A

- Thank you – visit me online at:

www.michaelghurston.com