

# SOCIAL MEDIA WORKSHOP



TENBY TECHNOLOGIES  
...BUILDING BUSINESS ON THE INTERNET

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# Social Media Topics

- ◆ Social Media In General
- ◆ Practical Techniques for:
  - ◆ Pinterest
  - ◆ Facebook
  - ◆ Linkedin
  - ◆ Twitter

# Should You Use Social Media?

## Pros

- ◆ It can reach many people
- ◆ It can reach specific categories of people
- ◆ It is usually free
- ◆ It can be very cost-effective

## Cons

- It can be time consuming
- It requires a “personality”
- It requires that you manage your online reputation
- Results can be short lived

# Use Social Media Only If....

1. it makes financial sense for your business,
2. you enjoy social media,
3. and, you will do it consistently.

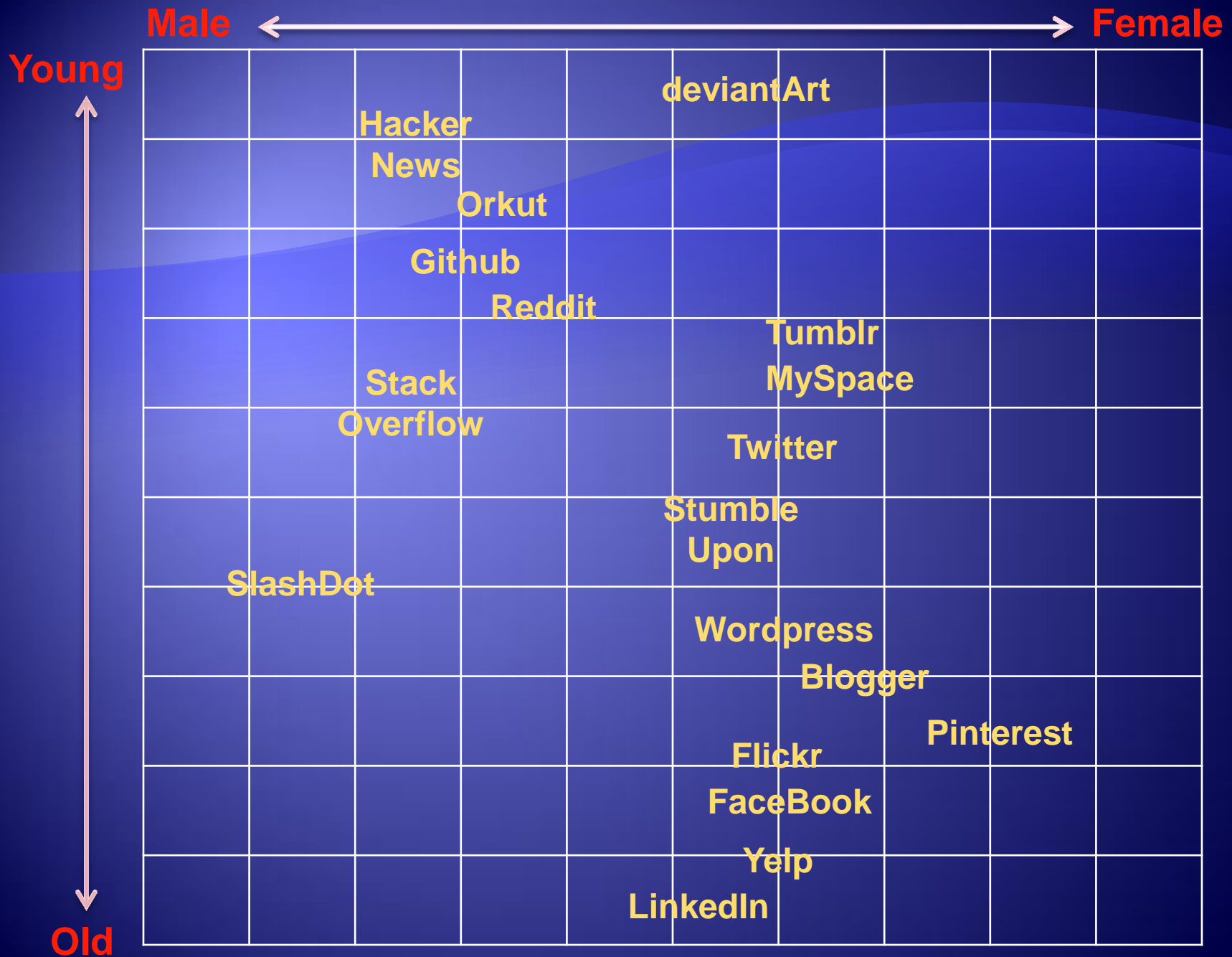
# Using Social Media For Business Is All About...

- Building an audience who is open to buying your product or service
- Engaging the audience so they do buy
- Maintaining an on-going relationship so they will buy again and recommend you to their friends

Social Media is more like talking with someone than traditional advertising, like newspapers, radio, billboards, yellowpages, TV, etc.

# Select The Right Social Media Platforms For You & Your Business

1. Which Social Media Platforms do your customers use?
2. Which Social Media Platforms can you use most effectively?
3. Start with 1-2 platforms that fit best



# Develop Your Social Media Personality

How do you interact with your customers in person?

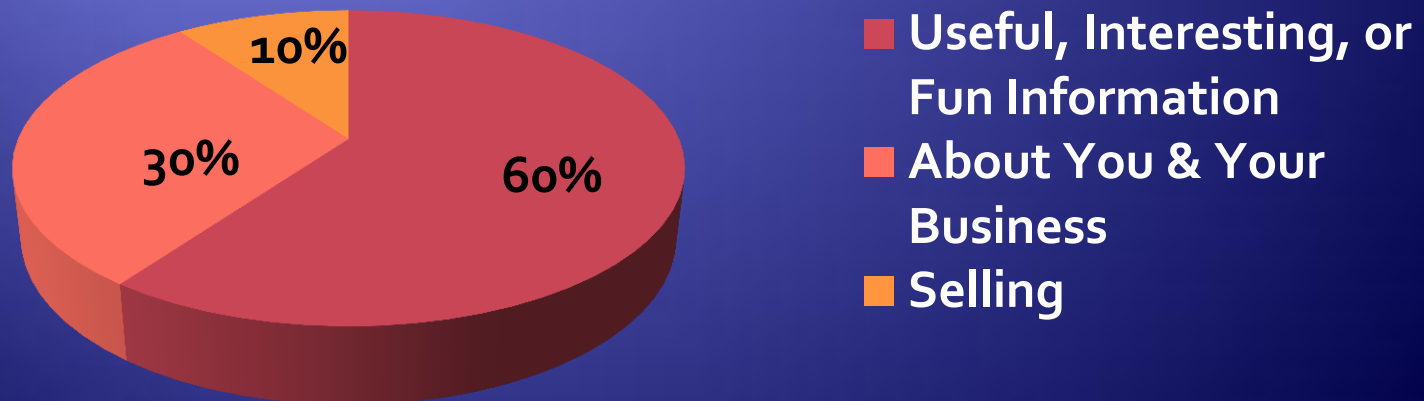
How do you want your business to be viewed by your customers?

Happy – Friendly – Cheerful  
Somber – Respectful - Earnest  
Dynamic – Cutting Edge – Innovative  
Stable - Reliable – Trustworthy  
Low Cost – Best Value – Bargain  
High End – Exclusive – Prestige



# What Should You Post?

- ◆ Create an editorial calendar
  - ◆ Holidays
  - ◆ Local events
  - ◆ Business events
  - ◆ Plan your social media campaigns



# You Will Be Judged...

You will be judged by how you interact with people

- ♦ Play well with others
  - ♦ Ask questions, Post comments, Like comments
  - ♦ Keep political and religious comments to a minimum
  - ♦ Be tolerant of non-native English writers
- ♦ Be helpful to others
- ♦ Use your best business manners at all times

# Your Social Media Plan

- How much time, money, & effort will you budget for Social Media?
- ◆ Goals:
  - ◆ How will you measure your effectiveness?
  - ◆ It will probably take 2-6 months to develop a useful audience.



10 Ways to Keep a Toddler Busy, without Buying New Toys



Katie Reed via Maggie Snyder onto Kids' Stuff



Popsicle Stick Christmas Nativity



Chris Reineke via Bree Anderson onto crafts



always.



Amanda Carr via Brooke Allen onto Quotes



ingodesign, etsy

E by IngoDesign



Lucy Van Pelt via Tatjana Topalov Cvetinovic onto pretties



Kids file folders for K-12 to hold memorable school items and showcase that years school photo.



Linda Singleton via Liz Douglas onto Products I Love

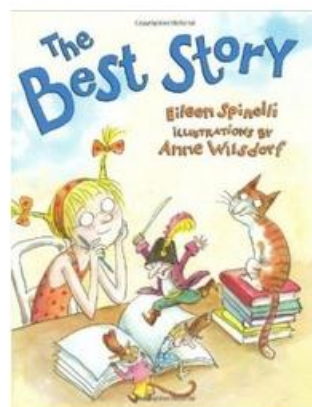


10 Essential Singing Tips

Julianna Morlet: My Top 10 Essential Singing Tips



Sharon W. onto Singing Tips & Exercises



The Best Story - great for teaching where writer's get their ideas. In the end, the main character learns that the best story comes from your heart. After reading it, give each student a paper heart and they fill it with words/pictures of the things/people they love.



Melinda Stewart-Huffman via



@Pottery Barn Kids Girls Bedroom



Farida Khan via The TomKat Studio onto Home



I really love these



Alana Thomas onto Products I Love

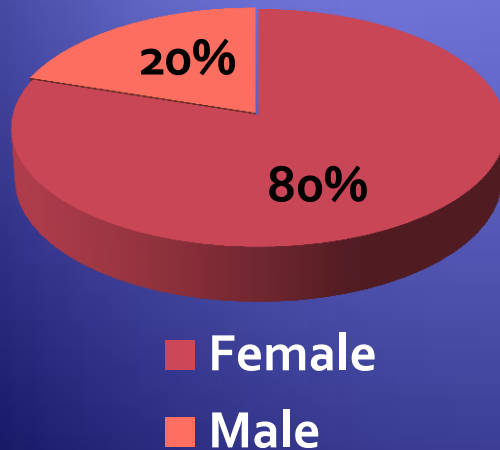


Put drops of acrylic paint inside clear bulbs, then shake. (totally doing this for my christmas tree this year!)

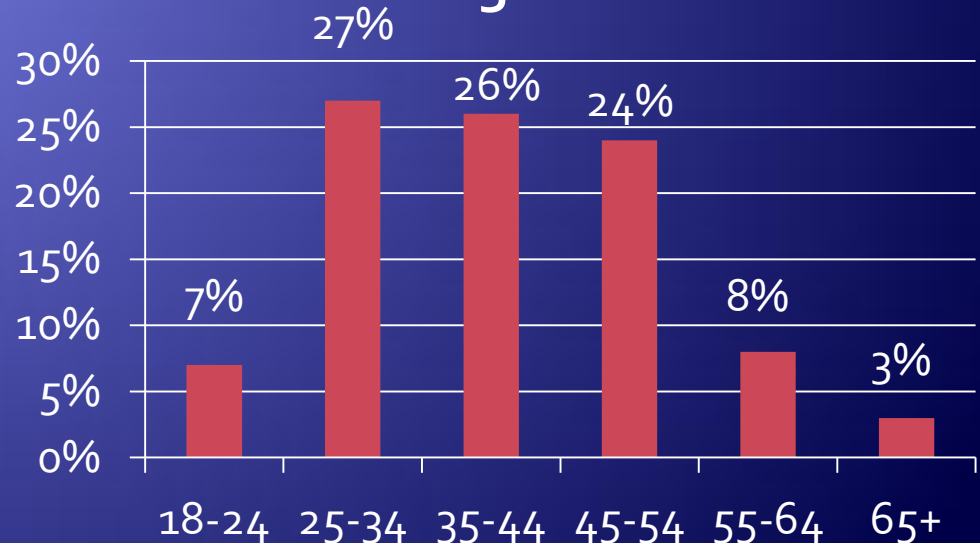
# Pinterest

- ◆ Pinterest is an online “pin board” of pictures
- ◆ 12 million users, up 3000% in last 12 months
- ◆ It is the newest & least developed of the 4 platforms

Members



Ages





# Pinterest Strategies



- ◆ Fill out your profile
- ◆ Create boards on topics you are passionate about, not just about your business
- ◆ Follow everyone you know:
  - ◆ Your customers
  - ◆ Your FaceBook friends
  - ◆ People you email
- ◆ Pin consistently (5-6 days per week)
  - ◆ Pin any number of pins /day, but not more than 8 pins at one time

# Pinterest Strategies



- ◆ Follow your competitor's followers
- ◆ Follow people who meet your demographic, geographic, psychographic requirements
  - ◆ Use Pinterest search to search for these people
- ◆ Repin popular pins
  - ◆ Search for pins by keyword and look for the ones with the most repins
- ◆ Pin infographics

# Pinterest Strategies



- ◆ Create your own new, unique content to pin
  - ◆ Optimal image size is 600 pixels wide by 800 pixels high (or higher)
  - ◆ Include your business name, URL, or email address in your images
- ◆ Invite people to pin on your boards
  - ◆ When someone repins your pin, check them out, follow one of their boards, then invite them to pin on the board they repinned from.



# Pinterest Strategies



- ◆ Be particular about when you pin
  - ◆ Your pins won't remain visible for long. Pin when your audience is online.
  - ◆ Mon-Fri: 9-10am, 1-3pm & 7-9pm, Sun: 7-9pm
- ◆ Who sees your pins?
  - ◆ People who follow you see all your pins.
  - ◆ Some people who you follow may see some of your pins.
  - ◆ Other people may see your pin, if Pinterest selects your pin



Tenby Technologies

Timeline

Now

Manage Page



tenby technologies

building internet business solutions

Tenby Technologies

106 likes · 11 talking about this · 0 were here

Web Design

3758 Boatman's Point, Belleville, IL.

(618) 799-9757

Closed until tomorrow 8:00 am - 5:00 pm

Photos

Events

Notes 10

Likes

Status

Photo / Video

Event, Milestone +

Write something...



Tenby Technologies

11 hours ago

Does this slide make sense? Will people understand this? We are working on a presentation about Internet Marketing & Social Media for SIUE next week.



65 Friends

Like Tenby Technologies











+56

Recent Posts by Others on Tenby Technologies

See All



The Reading Focus Cards

@ You may very well already know about this, but just in April 30 at 12:06pm

Recommendations

Write a recommendation...

Likes

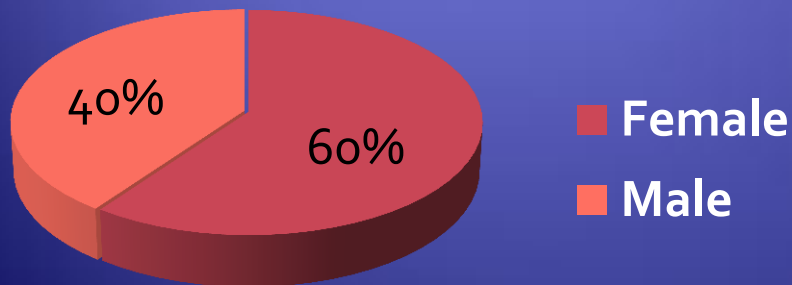
See All

# Facebook

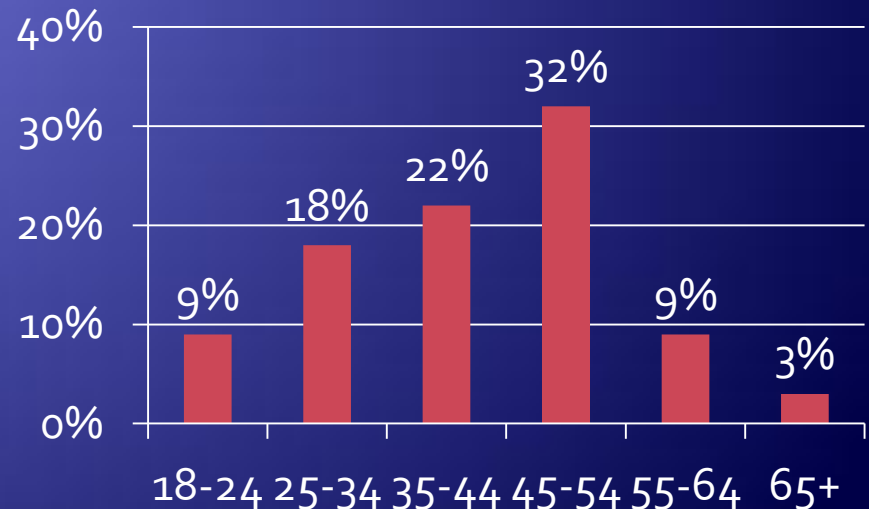
The largest social media platform, with 1 Billion active users.

1 out of every 7 people in the world uses Facebook.

Members



Ages



# Who Sees Your Facebook Activity?

- ◆ You can control who is permitted to see your posts, but not who will see your posts
- ◆ In general most of your friends will see most of your posts (Edgerank)
- ◆ Most of your friend's friends will see your posts if your friend comments or shares your post, but not if your friend just likes your post

# Facebook Strategies

- ◆ Create a Page for your business
  - ◆ <http://www.facebook.com/about/pages>
  - ◆ Don't create a group
- ◆ Invite your friends to like your business page
- ◆ Friend your customers, potential customers, including your competition's customers with your personal Facebook account & invite them to like your business page

# Facebook Strategies

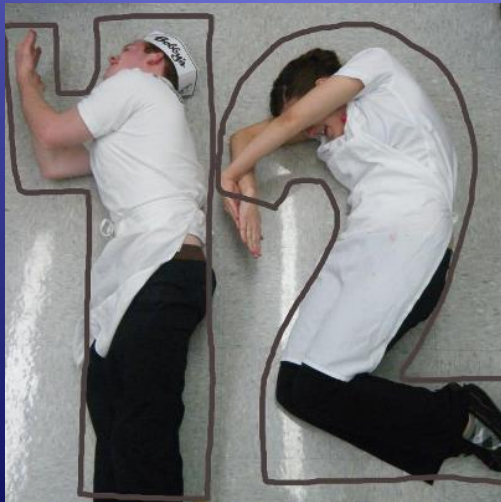
- ◆ Post status updates, photos, videos, polls, events, milestones on your business page
- ◆ Like other business pages
- ◆ Add pages to your page's favorites



# Facebook Strategies



- ◆ Post to your business page regularly
  - ◆ 1 – 4 times per day, Monday – Saturday
- ◆ Include interesting & fun posts consistent with your social media personality.



# Facebook Strategies

- ◆ Ask questions
- ◆ Tag people in your pictures or ask them to tag themselves
- ◆ Reward supporters, recognize customers
- ◆ Host contests, quizzes, and puzzles
- ◆ Get personal



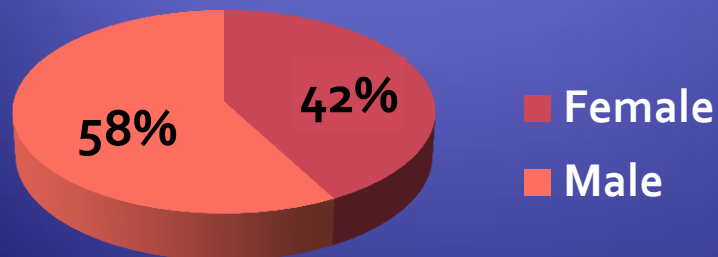
# Facebook Examples

- ♦ Very image focused: [Red Bull](#)
- ♦ Very interactive: [Uno Chicago Grill](#)
- ♦ Very stylish: [Clarisonic](#)
- ♦ Fun focused: [Zappos](#)

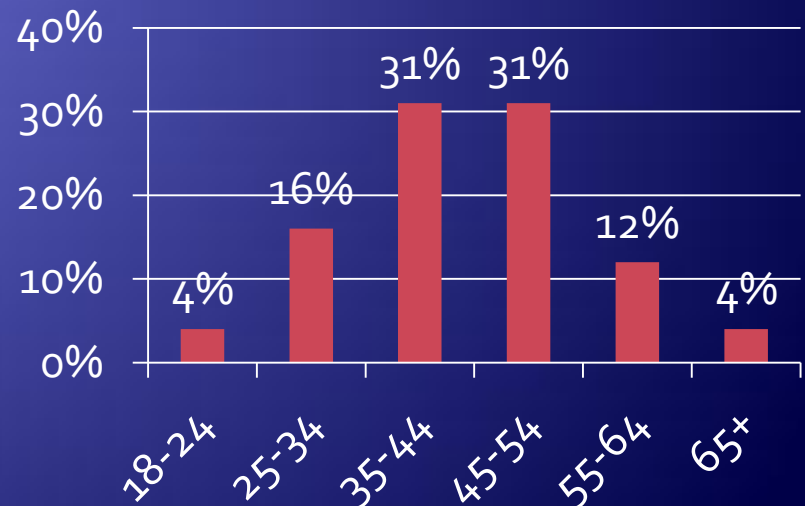
# Linkedin

- ◆ LinkedIn is like Facebook for business people
- ◆ 175 million members

Members



Ages



[Master's w/ Advanced SEO - Get a Master's in Internet Marketing. w/ classes in SEO. Learn more now!](#)



Share an update

Attach a link



Share

All Updates ▾



**Kim Sjerven** has a new profile photo

Like • Comment • Send a message • 17 minutes ago



**Marcel Brown**

After my article talking about shared data plans, I wanted to follow up with a potentially money-saving tip. Whenever I visit a client, I always check to make sure their phones are using Wi-Fi at their home or workplace. I've noticed that a large number of people do not make... more



**Save Money With Wi-Fi**

marcelbrown.com • After my article talking about shared data plans, I wanted to follow up with a potentially money-saving tip. Whenever I visit a client, I always check to make sure their phones are using Wi-Fi at their home or workplace. I've...

Like • Comment • Send a message • Share • 2 hours ago



**Jeremy Nulik** has an updated profile (Headline, Experience)

Like • Comment • Send a message • 2 hours ago



**Madelyn Oliver** is now following Citi.

Like • Send a message • Find more companies to follow • 4 hours ago

PEOPLE YOU MAY KNOW



**Joe Dunne**, Ruler of All I Survey

Connect



**Jan Roberg, EA**, Owner, Roberg

Tax Solutions

Connect

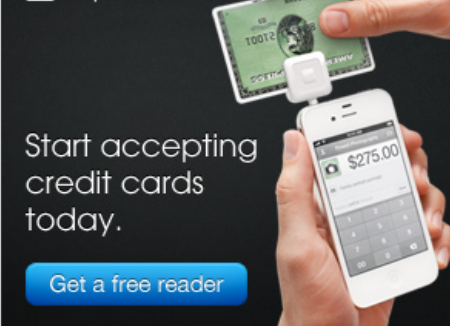
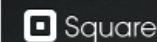


**Graziano Camanzi**, President

at Overquaranta srl

Connect

[See more »](#)



WHO'S VIEWED YOUR PROFILE?

7

Your profile has been viewed by 7 people in the past 15 days.

12

You have shown up in search results 12 times in the past 7 days.

YOUR LINKEDIN NETWORK

464

Connections link you to 4,723,360+ professionals

# Linkedin Strategies



- ◆ Connect with people you know & people you want to know:
  - ◆ Your customers, potential customers, your competitor's customers, potential partners
- ◆ Join Groups
  - ◆ Choose groups that interest you & groups your customers have joined or would join

# Linkedin Strategies

- ◆ Grow your list of connections (200+)
  - ◆ Add connections from the people you email (be careful)
  - ◆ Participate in groups (maximum 50) & invite group members to connect
  - ◆ Search the list of your 2<sup>nd</sup> level connections
- ◆ Recommend, endorse, & congratulate others

# Linkedin Strategies

- ◆ Post interesting, useful, or fun status updates & group discussions
- ◆ Create your own groups
  - ◆ Create a group that will attract potential customers



Web Design &  
Internet Marketing

www.TenbyTech.com  
info@TenbyTech.com

**Lynn Slackman**  
View my profile page

582  
TWEETS

208  
FOLLOWING

143  
FOLLOWERS

Compose new Tweet...

Who to follow · Refresh · View all



**Bing** @bing  
Followed by Shelly Wolfe and others  
Promoted · Follow



**Sublime St. Louis** @SublimeStLouis  
Followed by Lisa Bertrand and other  
Follow



**LU Comm School** @LUCommSchoc  
Followed by Nicholle Hinkle and other  
Follow

Browse categories · Find friends

Trends · Change

#NYSEbell Promoted

Jon Jay

#Jets

#tlchat

#12in12

Facebook

Halloween

Starbucks

Gossip Girl

Matheny

© 2012 Twitter About Help Terms Privacy  
Blog Status Apps Resources Jobs

## Tweets



**Conversocial** @conversocial  
Our Definitive Guide takes you through every step of Social Customer Service - and it's free to download! [bit.ly/T623AQ](http://bit.ly/T623AQ)  
Promoted by Conversocial  
Expand



**St. Louis Cardinals** @Cardinals  
"One of the best catches I've seen. I think it's his best catch of the year." - Mike Matheny on Jon Jay's catch  
Expand



**Guy Kawasaki** @GuyKawasaki  
Wonky protein makes sperm tails shorter [is.gd/XGsUCC](http://is.gd/XGsUCC)  
Expand



**Cards LockerPulse** @CardsPulse  
STLtoday.com: With a show of force, Cards tie series [bit.ly/TnQrJD](http://bit.ly/TnQrJD)  
Expand



**Cards LockerPulse** @CardsPulse  
Yahoo! Sports: Cardinals rout Nationals 12-4, tie NLDS 1-all (The Associated Press) [bit.ly/PQJOf](http://bit.ly/PQJOf)  
Expand



**Cards LockerPulse** @CardsPulse  
Yahoo! Sports: Cards crush Nats to tie playoff series (Reuters) [bit.ly/PQJOtd](http://bit.ly/PQJOtd)  
Expand



**Cards LockerPulse** @CardsPulse  
Yardbarker: Beltran homers twice for Cards in win [bit.ly/PQJOcX](http://bit.ly/PQJOcX)  
Expand



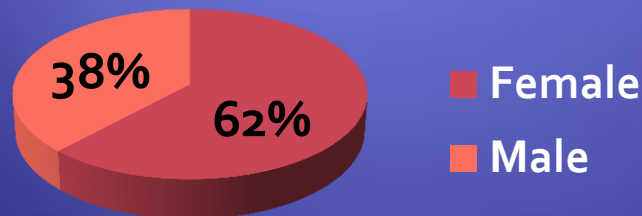
**Cards LockerPulse** @CardsPulse  
Cardinal Beat: With a show of force, Cards tie series [bit.ly/PQJM4w](http://bit.ly/PQJM4w)  
Expand

# Twitter

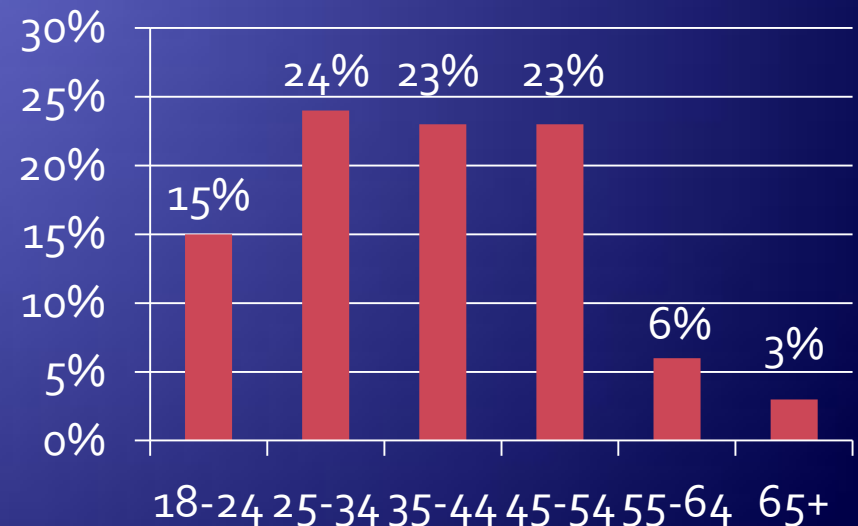


- ◆ Twitter is more like public texting than traditional advertising.
- ◆ 500 million users

Members



Ages





# Twitter Strategies



- ◆ Twitter is the most conversational of the social media platforms.
- ◆ Twitter followers will tolerate more posts than any other social media platform  
... they will also read fewer of your posts.
- ◆ If you expect followers to read your tweets, you must read their tweets & reply, ie. carry on a conversation.

# Twitter Strategies



- ◆ Create your audience with good interactive communication.
- ◆ Share useful & fun information, limit sales messages.
- ◆ Join a hashtag community conversation, then create your own community.
- ◆ Follow the people you know & want to know.
- ◆ Unfollow people who don't follow back

# Twitter Tools



- ◆ **Cleanup Non-Followers:** FriendOrFollow, TwitCleaner
- ◆ **Website for Your Tweets:** Twylah
- ◆ **Analysis:** SocialBro, Tweriod
- ◆ **Wordpress Plugin:** Display your tweets on your blog
- ◆ **Monitor:** Twilert

# Example Social Media Campaign

**Scenario:** You have an big sale coming up in 2 months

1. Write a blog post about preparing for the sale
2. Along with your regular postings you include posts about sales preparations (snippets of the blog verbiage & photos in Facebook, Twitter, Pinterest, and LinkedIn that link back to your blog)
3. You update your blog with progress reports on preparations, posted also to social media.

# Example Social Media Campaign

4. Start running a countdown to the start of the sale.
5. Start leaving hints about new products.
6. Ask viewers for feedback on preparation.
7. Big sale unveil , ask people to share your sale announcement
8. Progress reports on how the sale is progressing. Include pictures of the sale with people tagged
9. When sale completes, post thank you 's.

# Thank You For Attending Our Workshop

- ◆ All slides will be available on our web site
  - ◆ [www.tenbytech.com/other](http://www.tenbytech.com/other)

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tenby technologies  
[www.tenbytech.com](http://www.tenbytech.com)  
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# Bonus Material

- ◆ Google Plus
- ◆ HootSuite
- ◆ Basics of
  - ◆ Pinterest
  - ◆ Facebook
  - ◆ LinkedIn
  - ◆ Twitter

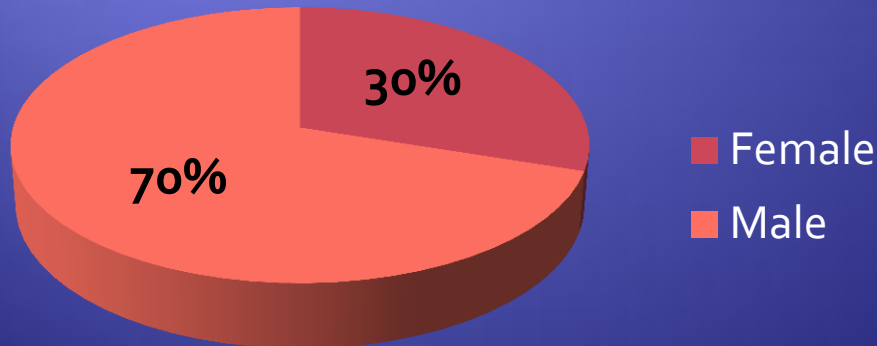
# Google Plus

Google Plus is Google's version of Facebook

170 million user

[plus.google.com](https://plus.google.com)

Members





# Why is Google Plus Important?

Google uses Google Plus to help it rank websites and populate search results.

Social interactions help Google determine the importance of websites and provide content for search results lists.

# HootSuite



- ◆ HootSuite.com helps you manage your social media presence
- ◆ Helps you post to multiple social media sites simultaneously
- ◆ Helps you queue-up posts for later delivery
- ◆ Can provide some rudimentary analytics on who is seeing your posts.

# HootSuite Basics

- ◆ Create an account
- ◆ Connect HootSuite max 5 social media platforms, one per tab
  - ◆ Setup max 10 “streams” per tab
- ◆ Post messages to any or all social media platforms
- ◆ Queue messages for later delivery
- ◆ Designate others to help with your social media posting
- ◆ HootSuite does not support Pinterest

# Pinterest Basics



- ◆ You can:
  - ◆ create a collection of pictures called a “board”
  - ◆ “pin” a picture on one of your boards
  - ◆ “follow” someone else’s boards
  - ◆ “follow” one board
  - ◆ “like” someone else’s pin
  - ◆ “re-pin” someone else’s pin
  - ◆ comment on a pin

# Facebook Basics

- ◆ Create a Personal Account
- ◆ Friend people and pages
- ◆ Post status, photos, videos, polls
- ◆ Like, share, & comment on posts

# Linkedin Terminology

## ◆ Connections

- ◆ 1<sup>st</sup> Level Connections: People you have connected with & can communicate with
- ◆ 2<sup>nd</sup> Level Connections: People you can invite to connect
- ◆ 3<sup>rd</sup> Level Connections: You can invite some of these people to connect
- ◆ Out of Network: You can not invite these people to connect

# Linkedin Terminology

- ◆ Groups:
  - ◆ Discussion forums formed around a common theme
  - ◆ You can invite fellow group members to connect
- ◆ Profile
- ◆ Jobs
- ◆ News
- ◆ Answers
- ◆ Skills & Expertise



# Linkedin Basics

- ◆ Fill out your profile as if you are filling out a resume
  - ◆ Photo, experience, skills, education, recommendations, organization memberships, and interests
- ◆ Add your company to LinkedIn
  - ◆ Overview, products & services, & careers
  - ◆ Use keywords for SEO

# Twitter Terminology



- ◆ **Tweet**: 140 character message sent to all of your followers.
- ◆ **Retweet (RT)**: Reposting a message
- ◆ **Direct Message**: a message sent to a specific follower.
- ◆ **Follower**: Someone who subscribes to see your tweets
- ◆ **Following**: When you subscribe to see someone else's tweets

# Twitter Terminology



- ◆ **Hashtag #**: A way to group tweets together by topic (#stl, #cardinals)
  - ◆ [Hashtags.org](http://Hashtags.org), [trendsmap.com](http://trendsmap.com), [tagdef.com](http://tagdef.com), [whatthetrend.com](http://whatthetrend.com)
- ◆ **Lists**: A way of grouping people you are following.
- ◆ **Trending Topics**: A word or phrase tweeted frequently