

Staying Connected

social Media and Networking

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Why are you here?

- Boredom?
- Looking for a magic wand?
- Addicted to the Interwebz?
- You want more business!
- Feel a need for training!

Scope

- Identify the direction(s) you want to take.
- Act positively to that end.
- Avoid most of the pitfalls!

Not on the Menu

- Webizines (important!!!)
- SEO
- Web Tricks
- Ways to cheat

What is Social Media?

- Web based (pull not push)
- Interactive
- Dynamic
- Cumulative
- FUN!!!

Social Media Sites

- Facebook (MySpace)
- YouTube
- Twitter/Digg
- Blogs
- Forums

Facebook

- Let's Get Started
 - Fan Page (nothing personal)
 - Admins
 - Logos
 - Profile!!!

Facebook

- What to do
 - Attract Friends
 - POST PICS POST PICS! (tag!)
 - Playful posts
 - What you saw/did/made
 - Connect to Twitter

Facebook

- Pitfalls (Don't dos)
 - Spam! Don't post specials etc.
 - Negative Posts (or allow them)
 - Tag excessively
 - Games
 - Ignore

YouTube

- What to do
 - Post any video
 - Stage videos
 - Post links on Facebook
 - Post links on Forums
 - Promote videos about you!!!

YouTube

- Pitfalls (Don't dos)
 - Illegal Activities
 - Copyrighted Media
 - Harassment

Twitter

- Should be connected from other Media (Don't waste time)

Forums

- Tribal Mentality
 - The Tribe Loves to have fun
 - The Tribe Rewards its own
 - The Tribe Protects its own
 - The Tribe is Joinable
 - The Tribe requires TIME!

Forums

- Get started
 - Join one or more forums
 - Fill out your profile
 - Add an avatar & pic
 - Post an Introduction
 - HAVE FUN

Forums

- Social Integration
 - Fun to be around
 - Focused on others
 - Show up for events
 - Quick to apologize
 - Quick to defend others

Forums

- Pitfalls to Avoid
 - Lying (not even a little bit)
 - fight/attack/flame
 - Spam
 - Repeat, repeat, repeat
 - Misspell words

Forums

- Pitfalls to avoid (cont)
 - Mention competition
 - Posting incorrect info
 - Defending Yourself
 - Threats
 - Rumors

Forums

- UserCP (Control Panel)
 - Bookmark
 - Access the forums
 - Subscribe to forums/threads
 - Access to Edit signature, Friends, User Groups, Profiles, etc

Forums

- Signature Lines
 - These are your ads
 - Contact info (including webz)
 - Make it fun
 - Promote an post or thread
 - Promote an event or product

Forums

- Recruiting Fans
 - Post Pics (Facebook?)
 - Bribery (not imaginative)
 - Contests
 - Promote their Forum(s)
 - Support their Forum(s)

Forums

- Handling negative comments
 - Don't ignore them
 - Agree with them
 - Disagree with them
 - Call in your Cavalry (Fans)
 - REPORT!!!

Forums

- PoV Warriors (InterZealots)
 - Do not engage
 - Call in your Cavalry
 - Report Posts
 - Do not engage

Forums

- Is Advertising worth it?
 - Great for Branding
 - Not great for Selling
 - Best if you are part of the Tribe

Forums

- Options for your own Forum
 - Build/Host
 - Piggyback

Outside the Box

- Press Releases
 - Commercial
 - Free
- Consumer Shows
- Groupon
- Craigslist

Retrospect

- It takes time and effort
- Utilize your resources
- Ask for advice and help early
- Be patient!!!

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