

Small Business Association (SBA) and Small Business Development Center (SBDC) presents:

## **Social + Media = What exactly?**

July 29, 2009 presenters:

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**Social Media Definition:** *Content created by people using highly accessible and scalable publishing technologies. It is intended to facilitate social networking*

Flickr & YouTube (Video and picture sharing) (Example Search: Will it blend? video)

Technorati (Blogging)

Twitter (Micro-blogging)

Wikipedia (Collaborative Encyclopedias)

RSS Feeds (Content Distribution—meant to be shared further than your website)

Digg (Content Ranking/Rating)

StumbleUpon and Delicious (Social Bookmarking)

Newsvine (News Aggregators)

LinkedIn (Now there is an HR application)

Facebook/MySpace/Friend Feed (Social Networking)

Ping.FM (this application will update all your status' in one place)

### **Study from Anderson Analytics in July, 2009:**

61% of social media users are under 35

55% are female

Under age 35, people use social networks for fun

32% of males use social media for business/career contacts and only 22% of females use for business (more for social reasons)

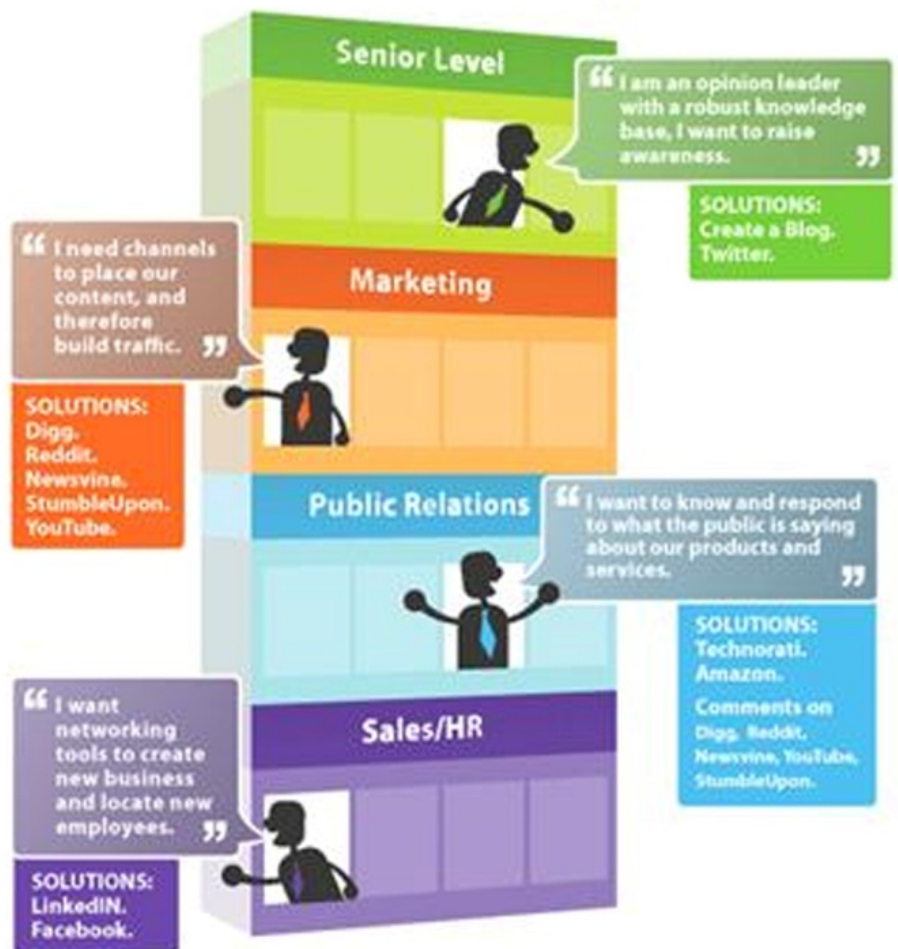
75% said Facebook was most valuable network

63% of businesses have increased their social media budget.

**Benefits of Social Media:** Social Networks are free—but there is a time commitment. It can increase the effectiveness of your Search Engine Optimization. It widens your reach and extends your traditional marketing. The power of consumer feedback/recommendations can add believability to your product: they're real and legitimate.

**Possible Negatives of Social Media:** Negative social media can spread too: Dominoes pizza video got 1 million views within 24 hours. The time commitment of a blog account, Twitter account, Facebook, etc. can be overwhelming.

# Social Media in the Workplace



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## **Why Social Media?**

Social Media is growing.

Your competitors are in the game.

Conversations are happening.

The time to act is now.

Turn your Time into Dollars.

Google will like you more.

Widen your Reach.

Earn Legitimacy.

Stand out from the crowd.

## **What is recommended for a small business to get started?**

1. Don't be afraid to lead. Define your Approach.
2. Define your goals.
3. Develop a strategy.
4. Define the message.
5. Know your customer.
6. Listen and respond.
7. Engage.

Choose your cocktail. Don't retrofit your plan to what your customers actually want. Do the research.

Would an email blast be better? Facebook? Link to your blog? Twitter?

## **More free tools to get started:**

### ***Google Alerts:***

As Google crawls the web, it searches for the terms you defined and sends you updates as new posts happen. (Google will search the web for your name, your company name, your competitor, etc.)

### ***Twitter Alerts:***

Search.twitter.com – Anytime their brand is mentioned, it feeds to their email

# What's the Correct Cocktail?

