

SOCIAL

MEDIA

III



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WHAT IS SOCIAL MEDIA

•Social Media is...

•User generated content that is shared between users with the purpose of consumption and interaction.

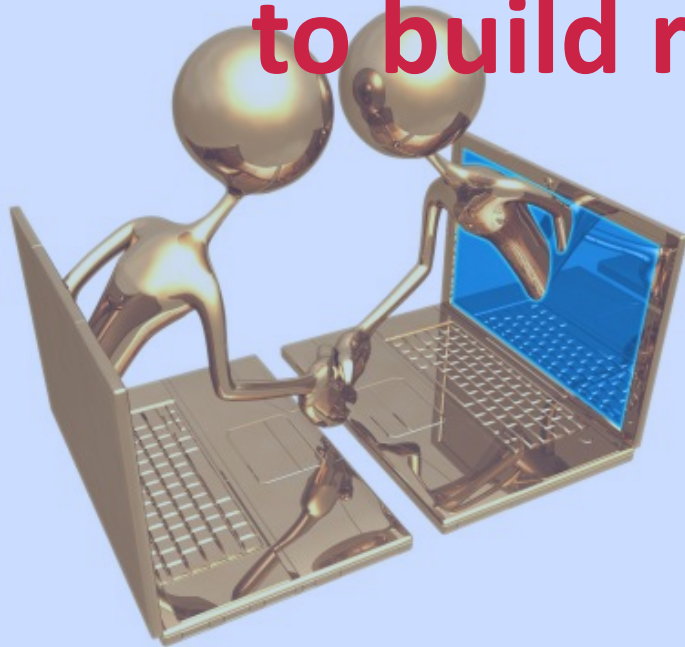
•The most important thing to remember about Social Media is that it is:



SOCIAL

THE ONE RULE OF SOCIAL MEDIA

Social Media is not designed to make you money, it is designed to build relationships!!!





In Web 2.0 terms, this would be **a website that doesn't just give you information, but interacts with you while giving you that information.**

This interaction can be as simple as:

- Asking for your comments or letting you vote on an article
- As complex as Flixster recommending movies to you based on the ratings of other people with similar interests.

Think of regular media as a one-way street where you can read a newspaper or listen to a report on television, but you have very limited ability to give your thoughts on the matter.



<http://youtu.be/QUCfFcchw1w>

Years to Reach
a Market Audience
of **50 Million...**



Radio

38 years

Years to Reach
a Market Audience
of 50 Million...



Television

13 years

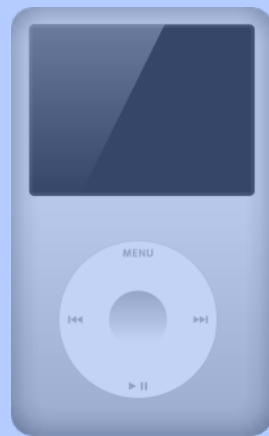
Years to Reach
a Market Audience
of **50 Million...**



INTERNET

4 years

Years to Reach
a Market Audience
of **50 Million...**



IPOD

2 years

Prefixes for bit and byte multiples				
Decimal			Binary	
Value	SI		Value	IEC JEDEC
1000	k kilo-		1024	Ki kibi- K kilo-
1000 ²	M mega-		1024 ²	Mi mebi- M mega-
1000 ³	G giga-		1024 ³	Gi gibi- G giga-
1000 ⁴	T tera-		1024 ⁴	Ti tebi-
1000 ⁵	P peta-		1024 ⁵	Pi pebi-
1000 ⁶	E exa-		1024 ⁶	Ei exbi-
1000 ⁷	Z zetta-		1024 ⁷	Zi zebi-
1000 ⁸	Y yotta-		1024 ⁸	Yi yobi-

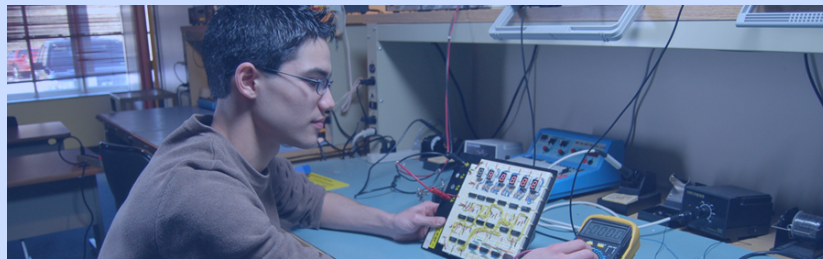
It is estimated that 4 exabytes (4.0×10^{19}) **of unique information** will be generated this year

The amount of new technical information is doubling every 2 years....



For Student starting a 4 year technical degree this means that...

By the end of their 4th year, everything they learned their first year is obsolete



SO WHAT DOES THIS TO YOU??

**It means if you are not already
on the bandwagon, then you
are behind your competitors
who are!!!**

IT'S TIME TO GET MOVING!!

Social Media Landscape

Expressing

Networking

Publication					Discussion			
Blog	Wiki	Microblog	News	Livecast	Forum	IM	Comment	3D

Search	Niche	BtoB	Mobile	Tools

Aggregation

Social Platforms

Content

Video	Photo	Music	Links

Social Games	Casual Games

Product	Place
Recommend	Suggestions
Share	Addresses
Events	Trip

Casual MMO	MOG	MMORPG

Sharing

Gaming



Social Media
2019 Original Media

DONE RIGHT

There are a few different ways you can correctly handle social media and incorrectly handle social media. Are you handling it correctly??

PERSONAL

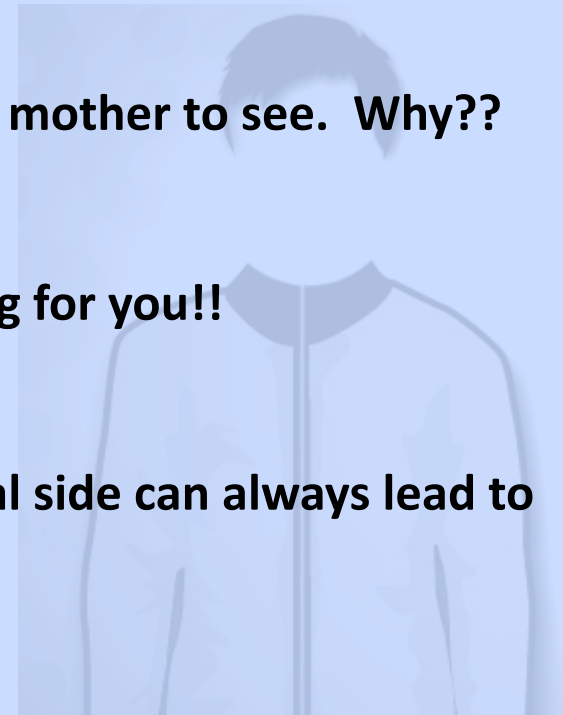


PROFESSIONAL



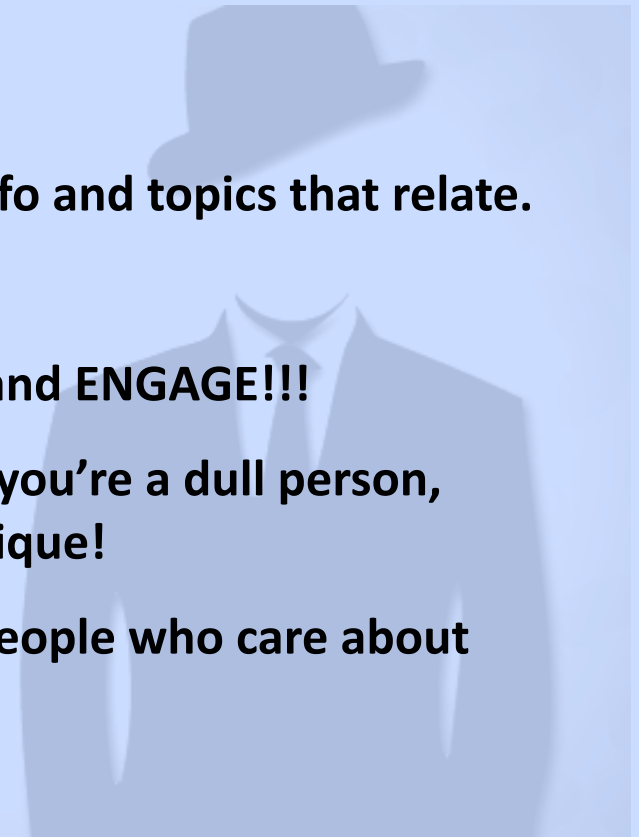
PERSONAL DO'S

1. **Maintain a healthy status on all profiles at all times. What does this mean?**
2. **Keep personal away from professional!!**
3. **Do not display anything you wouldn't want your mother to see. Why??**
4. **Be careful because you don't know who is looking for you!!**
5. **Be yourself but within moderation. Your personal side can always lead to your professional side!!**

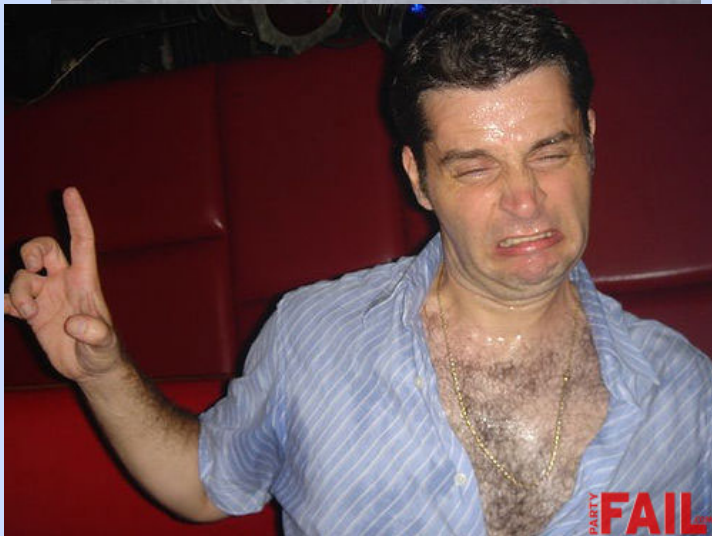


PROFESSIONAL DO'S

1. **Maintain an updated social appearance on any social site you commit to.**
2. **Remain professional at all times on professional sites! Personal views do not belong on professional sites unless your business relates to those views.**
3. **Post well and post often, but not too often!**
4. **Be the professional of your industry and share info and topics that relate.**
5. **Schedule out posts for consistency**
6. **Always be friendly, offer good customer service and ENGAGE!!!**
7. **Add flair to your social media platforms. Even if you're a dull person, doesn't mean your client is. Make yourselves unique!**
8. **BE AUTHENTIC!!! People want to interact with people who care about their concerns.**



PERSONAL DON'TS



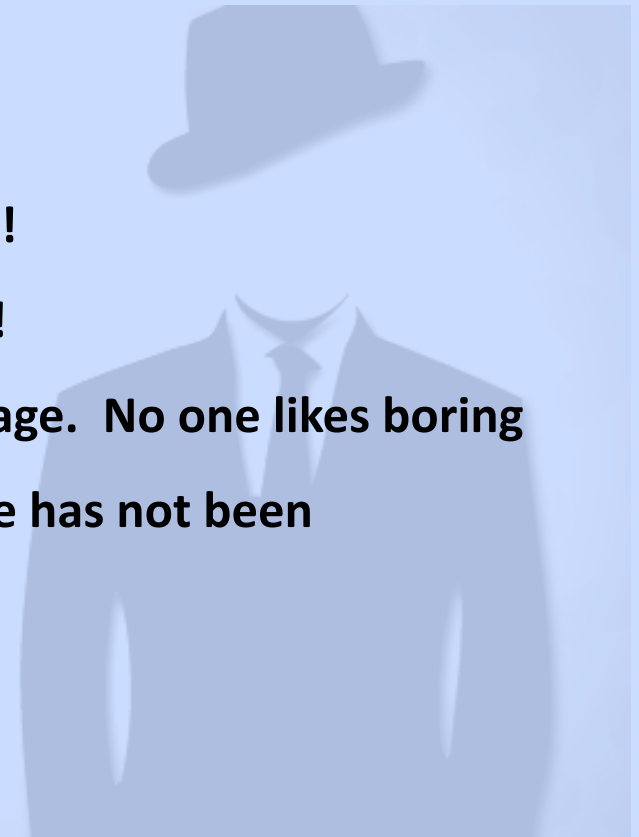
PERSONAL DO NOTS

1. **DO NOT** incriminate yourself!! Remember social media is **SOCIAL!!**
2. **Keep your own profiles private!! Do not allow anyone and everyone to see your information!**
3. **Do not friend your bosses or students if you feel you want to add personal and embarrassing information.**
4. **Do not make your profile pictures or cover photos private pictures. Everyone can see those.**
5. **No no-no photos at any time!! This is against social media policy.**
6. **Remember your personal social sites will eventually lead to your professional life so BE CAREFUL!!**



PROFESSIONAL DON'T

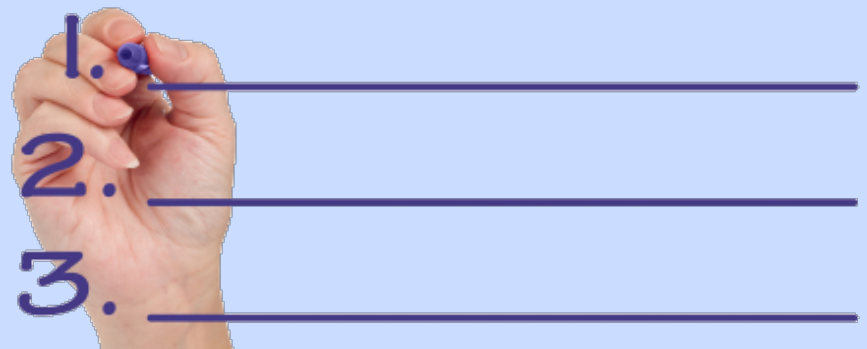
1. **DO NOT** create platforms and not attend to them!!
2. **DO NOT IGNORE PEOPLE!!!**
3. **Do not use your professional site for personal reasons!! No ranting!! No controversial postings.**
4. **No bad pictures of any kind!!**
5. **Do not post too little and do not post too much!!!**
6. **Make sure you know what you are talking about!**
7. **Don't forget to add personality to professional page. No one likes boring**
8. **Do not use your page to sell anything if your page has not been established!!**
9. **Do not bash competition on your page.**
10. **Be careful who you let post on your sites!!**



SCHOOL GOALS AND ACHIEVEMENTS

- **Who** do you want to reach?
- What do you want to be **known for**?
- Which **networks** are right for you?
- What **resources** do you have?
- How can we position you as the **experts**?
- Other goals?

Goals



1. _____

2. _____

3. _____

The logo for 'facebook 101' is presented in a 3D, blue, tapered rectangular shape. The word 'facebook' is in a lowercase, sans-serif font, and '101' is in a larger, bold, uppercase, sans-serif font. The entire logo is white and stands out against the blue background of the shape.

facebook 101

- Create a Facebook Page with Logo & Cover Photo
- What is Your School or Business About
- Curate content for your audience
- Schedule!!!
- Photo Albums!!!
- Get and Give Likes
- Own Your URL!!
- USE APPS!!!!



- Profile with a Picture
- Who to Follow
- How to Build a Following
- How to Post Effectively
- Schedule!!!
- Tweet, Retweet, Direct Message, @ Mention, and more Twitter Lingo
- STAY ENGAGED!!



- **What is Twitter?**

Every day, millions of people turn to Twitter to connect to their interests, to share information, and find out what's happening in the world right now. Anyone can read, write and share messages of up to 140 characters on Twitter.

- **340,000,000 Tweets per day**

- **200,000,000+ active users**

- It took Twitter three years, two months and one day to reach their first billion Tweets. Today, there are over a billion Tweets sent every three days. These Tweets represent conversations related to almost any topic imaginable.
- Businesses can also use Twitter to listen and gather market intelligence and insights. It is likely that people are already having conversations about your business, your competitors or your industry on Twitter.

Twitter Lingo



- **Mention - @username**
- **Retweet - RT @username**
- **Message - D username**
- **Hashtag - #topic**
- **Following**
- **Follower**
- **Full Glossary <http://support.twitter.com/entries/166337-the-twitter-glossary>**

Twitter Strategies



- **Follow useful people**
- **Follow your followers**
- **Keep lists**
- **Reply...a lot**
- **Retweet often...but be careful**
- **Be human**
- **Be helpful**
- **Don't be afraid to find the conversation!**
- **<https://twitter.com/search-advanced>**



- ⦿ How to Use as a Networking Tool
- ⦿ LinkedIn Professional Profile
- ⦿ LinkedIn Jobs and Resumes
- ⦿ LinkedIn Best Practices
 - ⦿ Growing your Personal and Professional Connections
 - ⦿ LinkedIn Apps and Special Features
 - ⦿ LinkedIn Groups – (Tax, Accounting, CPA)



KEEP IN MIND WITH LINKEDIN....

If people buy from and do business with people they like, trust, and connect with, keep in mind the following when making your first impression!



NO...NO..NO...NO...



How to Use as a Networking Tool

☉ Be Searchable

Users search LinkedIn by And much like a solid SEO campaign, you will want to choose keywords based on your company's products, services, location, or solutions to the problems your company helps to resolve. It is wise to include these keywords throughout your LinkedIn profile. Include these keywords in the following areas: headline, job description and summary.

☉ Direct Traffic

LinkedIn allows for multiple links to other websites. In addition to the reserved location for your Twitter profile link, it is important to include links to your company's website, blog and Facebook page. Of course, you can use the entire website URL, but a more effective method is to use a word or phrase that describes the site to which you are linking (known as "anchor text"), and let those words hyperlink to the site.

☉ Give it 100%

A LinkedIn page that is 100 percent complete is much more likely to rank well when being searched than one that falls short. If your page is not complete, be sure to fill in the vacant areas.

How to Use as a Networking Tool

⊙ Expansion

- As with any social network, you should be thinking of expanding your reach. So how do you do this on LinkedIn? The best way is to proactively invite “like-minded” individuals to join your network. You can connect by sending invitations to:
 - Twitter followers
 - Business contacts
 - Contacts in your email address book
 - Friends and family
 - People found through LinkedIn’s search toolbar

⊙ Be Knowledgeable

LinkedIn offers users the chance to be a go-to-resource in your business’ area of expertise. In the LinkedIn Answers section, you can find questions and conversations related to your business or industry. Once you locate a relevant question, you will want to do a bit of prep-work before composing your answer. First, conduct some basic research. Visit user profiles, search online, and understand the specifics of the problem referenced in the question. When you’re ready to answer, be sure to address the individual by name and include any possible links to solid resources (particularly your business blog, if you have written on the topic before). Give it 100%

How to Use as a Networking Tool

⦿ Ask Questions

Just as you can respond to questions asked by other LinkedIn users, you can also formulate your own questions. Be sure you ask questions that are compelling, thought-provoking, and related to your company's industry or area of expertise. By asking these types of questions, you'll be able to generate content for articles or even blog posts.

⦿ Get Connected Through Groups

Joining LinkedIn Groups is a great way to expand your network. Some groups are open to the public, while others require acceptance by an administrator. Choose groups that fit your company's niche and have active participants who share common traits. Once you have joined or been accepted, introduce yourself and begin engaging with the other individuals. It is important to stay active by frequently sharing links, commenting, and asking questions.

It is important to leverage LinkedIn as a networking hub for your small business by optimizing your profile, connecting with like-minded individuals and engaging in thought-provoking conversations through groups and questions. *Remember, LinkedIn is a social network...so get in there and introduce yourself!*

Pinterest

<http://youtu.be/oJzD4vF5dFA>

For Teachers...

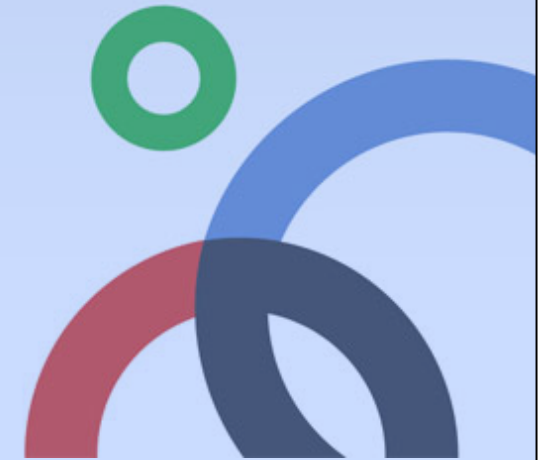
<http://youtu.be/iRPNEA3WhKA>

According to Google, the idea is to make sharing on the web more like sharing in real life. Essentially, the user experience is similar to that of Facebook (a news feed based on status updates and shared content, recommended friends, etc.), but the idea here is to make it easier to share content with specific sets of people (called Circles) instead of just publishing content on your wall for everyone to see.

Google+

Blogger™

YouTube



DID YOU KNOW.....

Google owns 23 out of the top 100 sites in the WORLD!!! Including YouTube and Blogger!!! Google Analytics is the most widely used tool for online tracking, and Google Alerts keeps you ahead of the curve!! Google is the most used search engine in the world!!! Even over Bing! And if you haven't used Google Chrome yet?? Watch out Internet Explorer and Fox Fire!!!

7 Steps to Creating a Google Plus Page for Your Business



⦿ Tied to a Gmail Account

- A Gmail allows you to have one email for all Google products including Android phones. If you don't have one GET ONE.
- Make sure you Gmail account links to your business if you are using it for a business.
- If Gmail is your personal Gmail, watch what the type of Gmail it is since it links to everything. For example if your Gmail is Crazyhotchick42@gmail.com you may not want to use this for business.

⦿ Create Your Google+ Page

Create your page. Go to this URL to create your business page on Google:

<https://plus.google.com/pages/create>

⦿ Pick Your Category

You'll have the option of choosing between a Local Business or Place; Product or Brand; Company, Institution or Organization; Arts, Entertainment, or Sports; or Other. I chose Company, Institution, or Organization for mine.

⦿ Title Your Page

Title your page to reflect your school. If you have multiple schools, then create multiple Google+ pages just like in Facebook. However, you will need separate Gmail accounts unlike Facebook.

7 Steps to Creating a Google Plus Page for Your Business



⦿ Complete the Profile

You can upload your logo, your headshot, or your product images to your profile, as well as videos. You can also write a short description of your business for your page. As a page, you can still do Hangouts and share posts. [Create Your Google+ Page](#)

⦿ Ugly URLs

Unfortunately, you can't create short profile URLs yet with Google Plus. So, you may have to buy a domain specifically for your Google page, or use a URL shortener service like Bitly.

⦿ Use as a Person or a Page

Similar to Facebook, you can switch between using your page and your personal profile to interact on Google Plus.

Only time will tell if this new option from Google will last, or if it will die a quick death like Google Buzz. Because it's relatively simple to set up your Google Plus page, what can it hurt at this stage?

7 Ways to Use YouTube in Your Business



⦿ A YouTube Channel for your Business

While it sounds like an obvious first step, I've come across many businesses that upload tons of videos on YouTube but don't even create a channel for themselves. Having a dedicated channel gets your business a lot of exposure and provides an innovative medium for you to keep your followers updated on your new offerings. YouTube offers a barebones channel so make sure to customize it to improve its appearance and include information about your business.

⦿ Tag Your Videos

It's crucial to tag your videos with the right set of keywords. Spending a fortune on creating impressive videos is of little use if they don't appear in YouTube search results. Judiciously choose your keywords based on your business product/ service offerings.

⦿ Soft Sell Your Videos

YouTube videos should not be used as a substitute for TV advertisements. In fact, if you hard sell your business on YouTube, your video is likely to be flagged as Inappropriate. Use your YouTube videos as an input to your marketing funnel. Promote your videos through your business website, blog, Facebook and Twitter profiles and highlight how convenient it is to use your products and services.

7 Ways to Use YouTube in Your Business



⦿ Video Promotion and Contests

Launching video contests and promotional campaigns is a great way to gain traction for your business. Encourage your Twitter followers and Facebook fans to participate in these contests and reward them with discounts and goodies – it pays in the long run!

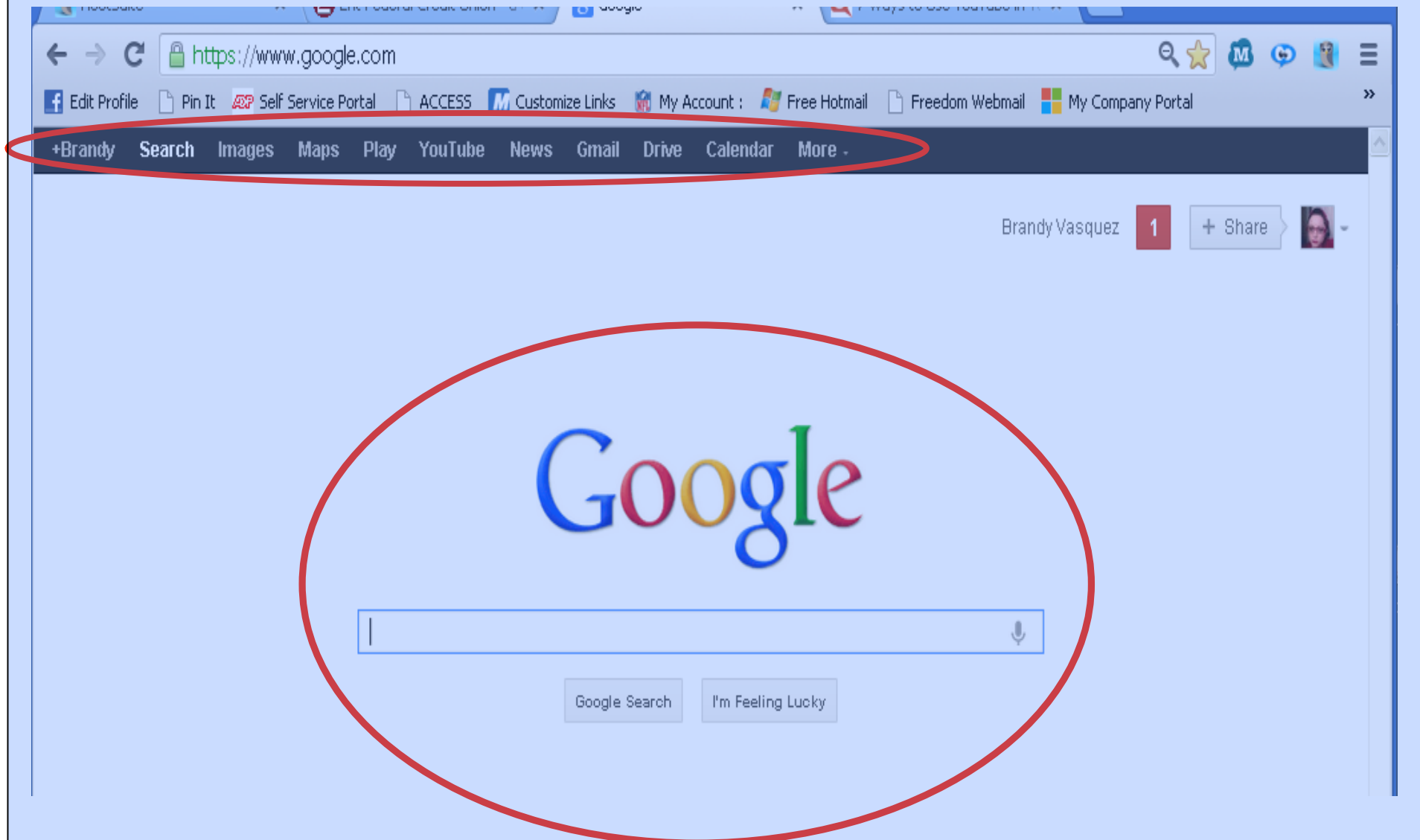
⦿ Playlists

Playlists are a great way to organize your collection of videos. For example, creating a separate playlist for each of your product offerings helps organize all your videos neatly. Moreover, it's a great convenience for users as they can see all videos using a single click rather than having to search and play each video clip individually.

⦿ Call to Action

People love to get involved on social networks and YouTube is no exception to that rule. A call to action inevitably gets people worked up to participate in discussions. There are a variety of ways in which your business can promote call to action for users such as Subscribe to my videos, Post your comments, rate this video, check out my channel etc. These can help drive traffic to your website and increase the overall reach of your offerings.

Google Tools You Should Be Utilizing!!!



How to Blog Effectively



⦿ Give Your Audience Exactly What it Says on The Title

⦿ Be Informative not Opinionated!!

Your blog post needs to be informative, the main reason people read online content is because they are looking for information. Try to add as much relevant information about the topic as you can however don't overload with technical terms

⦿ Keep it Simple & Get to the Point

Say what you need to say as simply as you can. Don't over explain yourself - too much explanation can either seem patronizing or self justifying



⦿ Tell the World and Promote Your Blog

⦿ It Might Sound Good to You but Not to Your Reader!

Just because you wrote the post it doesn't mean that it all makes sense.

⦿ Practice Makes Perfect!



40 Most Popular **Social Networking Sites** of the World

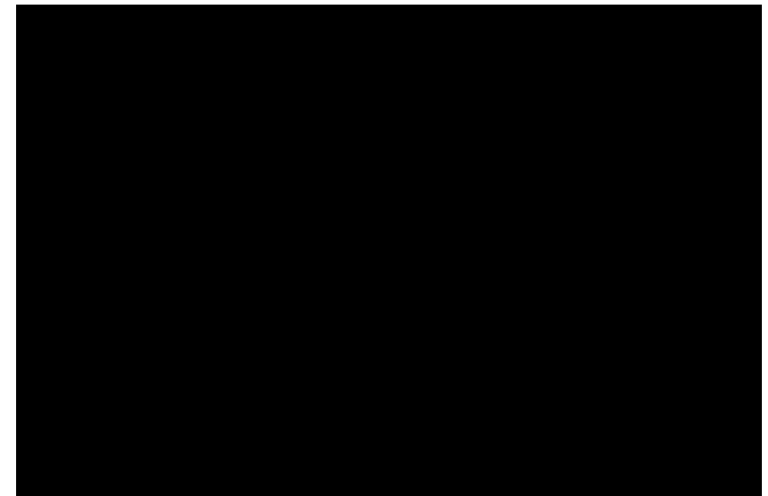
www.soravjain.com

TOP



10. **meet me** 😊 10,541,670 Visits
9. **myspace**®
a place for friends 10,941,526 Visits
8. **LinkedIn** 20,235,962 Visits
7. **TAGGED**™ 20,299,682 Visits
6. **Google+** 21,934,956 Visits
5. **Y!** Answers 23,063,168 Visits

4. **Pinterest** 24,1669,237



SOCIAL MEDIA TOOLS

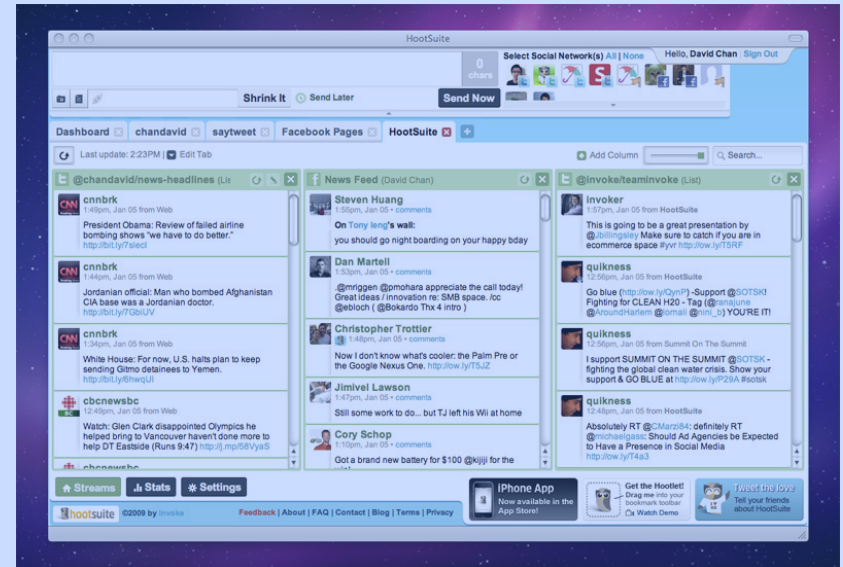
- Engagement Tools
- Monitoring Tools
- Mobile Tools



Engagement Tools

Engagement Tools are used for

- Posting
- Responding
- Scheduling
- Managing Contacts
- Analyzing Effectiveness



Options

- Hootsuite
- Tweetdeck

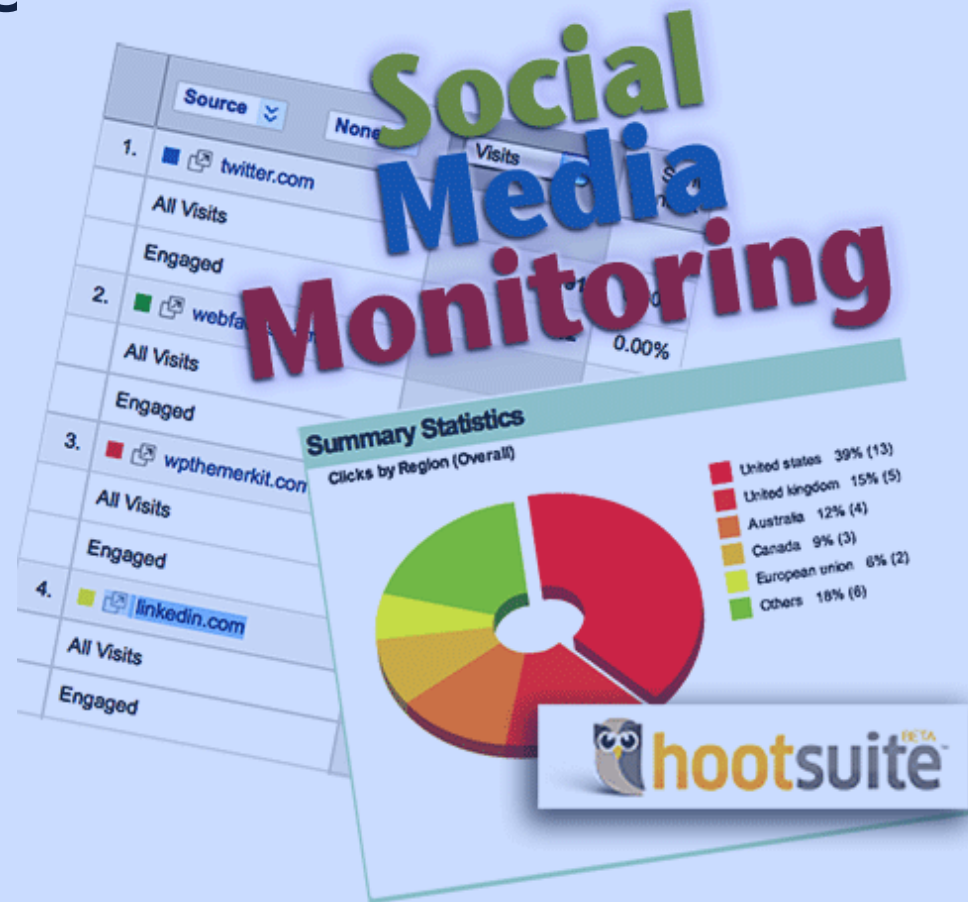


Monitoring Tools

For the toolbox

- Google Alerts
- Nutshell Mail
- Hootsuite Metrics
- Klout

Live look



Mobile Tools

- Twitter Text Alerts
 - Choose your updates
 - Choose your timeframe
- Mobile Apps
 - Hootsuite
 - Network Apps





**Thank You
for your
time!!!**

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