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# SOCIAL MEDIA

good news / bad news

# BAD NEWS





Technology is  
*confusing...*

*...and you're  
busy, right?*

Gowalla - RT @EvilPRGuy The only piece of #SXSW swag I kept is this @Gowalla Passport. The design is lovely. <http://twitpic.com/4dmlli> <-- aww, thx!

Flickr photo by aearchie

# GOOD NEWS



*Business hasn't changed...*

*...the tools have.*



Flickr photos by Loz Flowers, denzombie and Witer

# HUGE AUDIENCE

It's about building relationships and engaging with people

*It's not* all about selling...

...although that will happen!

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

facebook®

800,000,000+

The Twitter logo, featuring the word "twitter" in a bold, lowercase, sans-serif font followed by a black silhouette of a bird in flight.

twitter

200,000,000+

The LinkedIn logo, featuring the word "Linked" in a bold, black, sans-serif font followed by the word "in" in white lowercase letters inside a blue square, with a registered trademark symbol.

LinkedIn®

135,000,000+



# READY?

My goal:

provide perspective, motivation and a practical approach



Baby  
steps!

Flickr photo by raruschel

# YES, IT WORKS

15 minutes to national exposure (hair salon article)

Relationship building (Patrick/Matt/James/Tana) *...and you!*

Paying clients and speaking engagements

**facebook**

# QUICK POLL

How many of you use Facebook?

# WHY FACEBOOK?

800,000,000+ reasons (lots of eyeballs!)

It's where **trust**-based relationships are made

It's a great platform to reach an audience

# 3,000,000+

Number of businesses on Facebook

Go where the eyeballs are!



# QUICK POLL

How many of you use Twitter?



**WHY?**



Flickr photo by tj scenes

# CONVERSATIONS!

200,000,000+  
million each day!



# HUH?

the language of Twitter

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# QUICK POLL

How many of you use LinkedIn?

# SHAKE SOME HANDS

Google yourself

LinkedIn is your online résumé

Extend your professional reach, get referrals

# OVERWHELMED?

# START HERE

Are you interested?

Pick a platform and observe

What are your goals?

*(hint: it's not the number of "Likes" or "Followers")*

# THE 30 MINUTE PLAN

5 minutes 5 times per week

# THE 30 MINUTE PLAN

Browse daily, post at least once per week

Identify one opportunity per week and reach out

Engage and interact

**...but don't overthink it!**

# QUICK TIPS

Don't worry about Likes or Followers

Add links to your email signature, website, marketing materials, etc.

Become the expert in your channel market

Write articles and hold webinars and share the news via social

Engage with prospects and clients where they are (*Like, Follow, etc.*)

There's a world of opportunity out there, explore it

**...because social media isn't going anywhere!**



# STILL OVERWHELMED?

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