



## Social Media: Level I Basic

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# What are we talking about?



- Social media is a shift in the way users discover and share information.
- A fusion of sociology and technology, social media turns monologue into dialogue
- Your personal network and social capital are part of your product / service.
- Marketing becomes more conversational.

# What are your tools?



- Business networks: LinkedIn, Spoke, Zoominfo, Naymz
- Social Networks: Facebook, Orkut, MySpace
- (Micro)blogging: Twitter, FriendFeed
- Video hosting: YouTube, Vimeo, Revver
- Pick the tools that integrate well in your personality, culture and workflow.

- Who and what are you: define your alter-ether personality?
- Company profile / Employee Profiles: consistent, polished message across the board
- Consistent naming
- Leverage the platforms as SEO of your team profiles, company profile
- LinkedIn: if you do nothing else

# Overwhelmed?



- Inventory your resources
- Where are your customers?
- What do you have time for?
- Organizational placement: Let culture and workflow be your guide
- Policy and Guidelines



- Twitter: JTNaylor
- [Linkedin.com/in/jennifertnaylor](https://www.linkedin.com/in/jennifertnaylor)
- [YouTube.com/user/jtnaylor](https://www.youtube.com/user/jtnaylor)
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