

# SOCIAL MEDIA OVERVIEW

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ART-4423 Branding  
FALL17

Paul and Sarah Edwards, Editor Jennifer Zaczek, *Social Media Marketing*, ©2011 BarCharts, Inc.  
Other online sources – see slides for citations

## REMINDER:

- Separate yourself from “you” as an individual and “you” as a business, even if you are going to work for some other larger company.
- Even people who seem to be posting themselves to the world and anti-corporation are ALSO A BRAND.
- You don’t really know them – you just think you do, exactly as to the plan.

- Overview
  - Brief History of Social Media
  - Types of Social Media Sites
    - Demographics
  - Key Terms
  - Business Netiquette
  - Time Cautions
  - Security Cautions
- The Main Players in 2017
  - Facebook
  - Twitter
  - LinkedIn
  - Instagram
  - Pinterest
  - Google+
    - YouTube
  - Snapchat
  - Niche Marketing (Behance, Dribbble)
  - Blogger
- *Next Lecture: Social Media Plan*

## Social Media

- Amplifies “word of mouth” marketing
  - What business says about something on social media platform can be immediately distributed, expanding interaction with customers and public
- Constantly evolving
  - Advances in technology
  - Competition among social media sites
  - Realization to keep their members, social media sites must constantly create new experiences for their users
- Social media is a conversational medium
  - But you must still be professional
  - Find a site that you feel comfortable with and that others in your industry or field are using

# Why It's Important to Humanize Your Brand on Social Media

157 SHARES



▲ Interesting 3

▼ Not Interesting



Jayson DeMers

MARCH 25, 2013 SOCIAL MEDIA 0

When social media networking sites began to really snowball and grow in popularity, businesses signed up for profiles as well because they didn't want to be left in the dust. However, as sites like Facebook and Twitter have evolved to be an integral part to how we communicate with friends, co-workers, colleagues, and even strangers, it's time for businesses to step up to the plate and smarten up their social media strategy and approach.

## 1. Investment in Social Media Will Become a Necessity, Not a Luxury

While I'd argue that investing time and resources into a social media strategy is most definitely a necessity in 2013, I believe the tipping point in public sentiment from 'should have' to 'must have' will occur in 2014.

Businesses are already coming to terms with the need to integrate their social media efforts with their content strategy, and are seeing the impact of social media in terms of lead generation, referral traffic, and revenue.

- Improved social signals (which are a factor in the search ranking algorithm).
- Company branding
- Improved brand awareness
- Word-of-mouth advertising
- Increased customer loyalty and trust
- Improved audience reach and influence

The Top 7 Social Media Marketing Trends That Will Dominate 2014.  
<http://www.forbes.com/sites/jaysondemers/2013/09/24/the-top-7-social-media-marketing-trends-that-will-dominate-2014/>

## CONSIDER DURING LECTURE:

- Network vs. Community?
- Big Business vs. Individual
  - To whom does this environment belong?
  - Who defines “the rules”?
- How can you be professional, but not bland and boring?
  - Even those you meet who seem to be themselves are still VERY considerate of who they “appear” to be.
  - EVERYBODY is a brand. Never be fooled.

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## THE PRIMITIVE ERA OF SOCIAL MEDIA

**Usenet 1979** Posts news to newsgroups

Late 70s, first site with Login option for interaction

**BBS (Bulletin Board System)**

**1980** CompuServe first chat introduced

Prodigy Communications Corporations pioneered online portals and online news

**1984**

THE HISTORY OF SOCIAL MEDIA

1979 Usenet

1980 CompuServe

1984 Prodigy

1990 AOL

1995 Netscape

1996 Hotmail

1997 Excite

1998 MSN

1999 Yahoo!

2000 eBay

2001 Amazon

2002 MySpace

2003 Facebook

2004 MySpace

2005 YouTube

2006 MySpace

2007 Facebook

2008 MySpace

2009 Facebook

2010 MySpace

2011 Facebook

2012 MySpace

2013 Facebook

2014 MySpace

### LAST NIGHT, COMPUERVE TURNED THIS COMPUTER INTO A TRAVEL AGENT FOR JENNIE, A STOCK ANALYST FOR RALPH, AND NOW, IT'S SENDING HERBIE TO ANOTHER GALAXY.

**NO MATTER WHICH COMPUTER YOU OWN, WE'LL HELP YOU GET THE MOST OUT OF IT.**

If you've got places to go, CompuServe can save you time and money getting there. Just access the Official Airline Guide Electronic Edition—for current flight schedules and fares. Make reservations through our on-line travel service. Even charter a yacht through "Worldwide Exchange." If your money's in the market, CompuServe offers a wealth of

prestigious financial data bases. Access Value Line, or Standard and Poor's. Get the latest information on 40,000 stocks, bonds or commodities. Then, consult experts like IDS or Heintold Commodities. All on-line with CompuServe.

Or if like Herbie, intergalactic gamesmanship is your thing, enjoy the best in fantasy, adventure, and space games. Like MegiWars, the ultimate computer conflict.

To get all this and more, you'll need a computer, a modem and CompuServe. CompuServe connects with almost any personal computer terminal, or communicating word processor. To receive an illustrated guide to CompuServe and learn how you can subscribe, contact or call.

**CompuServe**  
CompuServe Inc., Columbus, Ohio 43229  
**800-848-8199**  
In Ohio call 614-457-8500

Circle 113 on Inquiry card. An H&R Block Company **BYTE** May 1983 237



**LAST NIGHT WE EXCHANGED LETTERS WITH MOM, THEN HAD A PARTY FOR ELEVEN PEOPLE IN NINE DIFFERENT STATES AND ONLY HAD TO WASH ONE GLASS...**

**That's CompuServe, The Personal Communications Network For Every Computer Owner**

And it doesn't matter what kind of computer you own. You'll use CompuServe's Electronic Mail system (we call it Email™) to compose, edit and send letters to friends or business associates. The system delivers any number of messages to other users anywhere in North America.

CompuServe's multi-channel CB simulator brings distant friends together and gets new friendships started. You can even use a scrambler if you have a secret you don't want to share. Special interest groups meet regularly to trade information on hardware, software and hobbies from photography to cooking and you can sell, swap and post personal notices on the bulletin board.

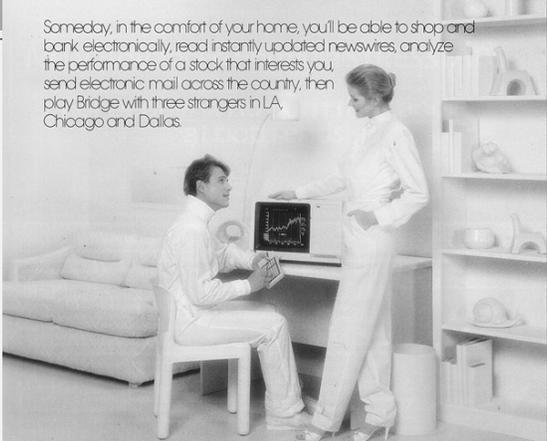
There's all this and much more on the CompuServe Information Service. All you need is a computer, a modem, and CompuServe. CompuServe connects with almost any type or brand of personal computer or terminal and many communicating word processors. To receive an illustrated guide to CompuServe and learn how you can subscribe, contact or call:

**CompuServe**  
 Information Service Division, P.O. Box 20212  
 5000 Arlington Centre Blvd., Columbus, OH 43220  
**800-848-8990**  
 in Ohio call 614-457-8660

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Circle 58 on inquiry card. BYTS January 1983 145

Someday, in the comfort of your home, you'll be able to shop and bank electronically, read instantly updated newswires, analyze the performance of a stock that interests you, send electronic mail across the country, then play Bridge with three strangers in LA, Chicago and Dallas.



**Welcome to someday.**

Someday is today with the CompuServe Information Service. CompuServe is available through a local phone call in most major U.S. cities. It connects almost any brand or type of personal computer or terminal with our big mainframe computers and data bases. All you need to get started is an inexpensive telephone coupler and easy-to-use software.

CompuServe's basic service costs only \$5.00 per hour, billed in minute increments to your charge card.

The CompuServe Information Service is available at many computer stores across the country. Check with your favorite computer center or contact CompuServe.

Welcome to someday.

**CompuServe**  
 Information Service Division, 5000 Arlington Centre Blvd.  
 Columbus, Ohio 43220 (614) 457-8660

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### THE MEDIEVAL ERA OF SOCIAL MEDIA

**1988** Introduction to Internet Relay Chat  
File sharing, link sharing & keeping in touch.

**NOVEMBER 1996** Introduction to ICQ  
Multi user messaging, Multiplayer games, made emoticons & abbreviations such as "LOL" and "BRB" became famous.

**1997** Six Degrees  
Glimpses of first social media resembling that of today's features like create profile & add friends.

**1999** Live Journal  
First to introduce dynamic content on the blogs and forum, create groups and interact.

### THE GOLDEN ERA OF SOCIAL MEDIA

**2001** Wikipedia  
The online free encyclopedia was launched.

**2002** Friendster  
Operated by allowing people to meet new people and increase their network.

**2003** Hi5  
Included photo sharing, user groups, social gaming and status update.

**2003** MySpace  
Private messaging, public comments posted to an user's profile, bulletins sent to friends.

**2004** The Facebook  
Opened only for the Harvard University students.

friendster<sup>beta</sup>

## Friendster Beta

The new way to meet people

**Friendster is an online community that connects people through networks of friends for dating or making new friends.**

You can use Friendster to:

- Meet new people to date, through your friends and their friends
- Make new friends
- Help your friends meet new people

Create your own personal and private community, where you can interact with people who are connected to you through networks of mutual friends. It's easy and fun!

Sign Up
Log In

[About Us](#) | [Contact Us](#) | [Store](#) | [Events](#) | [Help](#) | [Terms of Service](#) | [Privacy Policy](#)  
 Copyright © 2002-2004 Friendster, Inc. All rights reserved. Patent Pending.

[ thefacebook ]
login register about

Welcome to Thefacebook!

**[ Welcome to Thefacebook ]**

Thefacebook is an online directory that connects people th

We have opened up Thefacebook for popular consumption

You can use Thefacebook to:

- Search for people at your school
- Find out who are in your classes
- Look up your friends' friends
- See a visualization of your social network

To get started, click below to register. If you have already

Register
Login

about contact faq terms privacy  
a Mark Zuckerberg production  
Thefacebook © 2004

[ thefacebook ]
home search global social net invite faq

**Ben Moore's Profile**

**quick search**

My Profile [ edit ]

My Friends

My Groups

My Parties

My Messages

My Account

My Privacy

**Picture**

[Send Ben a Message](#)

[Profile HTML](#)

**Information**

**Account Info:**

Name: Ben Moore

Member Since: May 21, 2005

Last Update: July 19, 2005

**Basic Info:**

School: Puget Sound '09

Status: Student

Sex: Male

Residence: Todd 311

Birthday: 09/02/1986

Home Town: Shorewood, WI 53211

High School: Shorewood H '05

**Contact Info:**

Email: best@upstate

Screenname: Dawood

Mobile: 410.702.7406

Webistes: <http://www.dawood.com>

<http://www.livejournal.com>

<http://www.flickr.com>

**Personal Info:**

Looking For: Friendship

Interested In: Women

Relationship Status: In a Relationship with Pauline Belleville

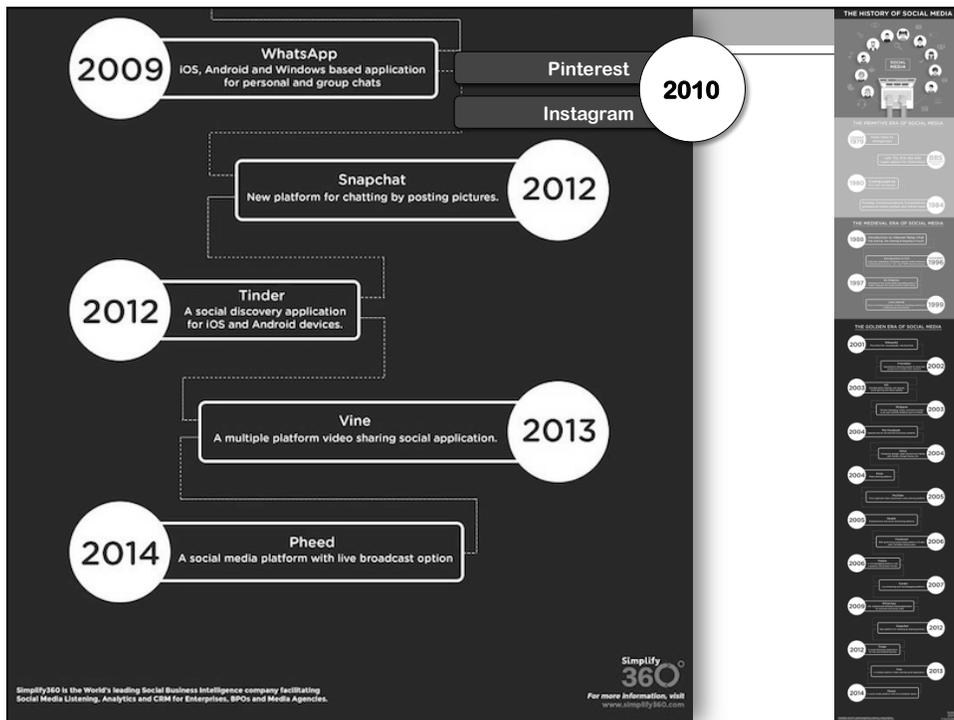
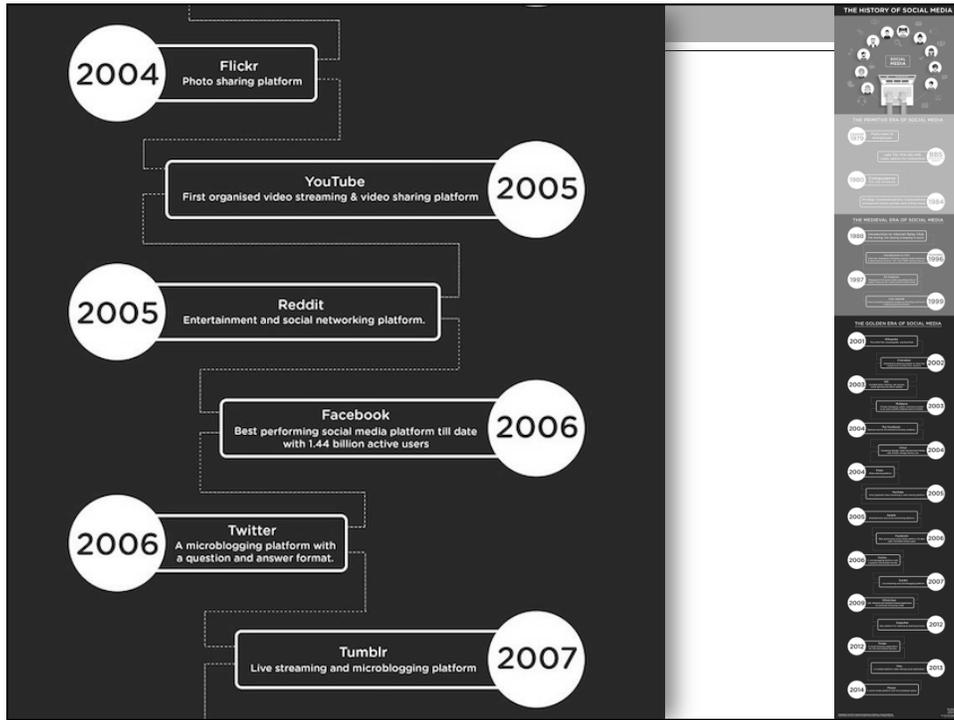
**Political Views:** Very Liberal

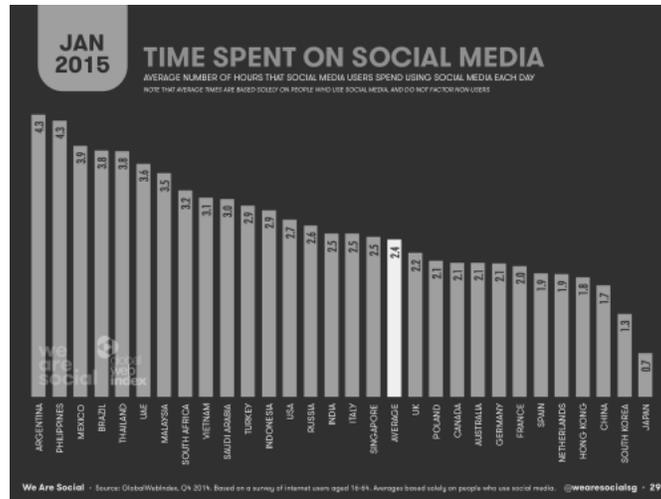
**Interests:** Film, Graphic Design, Vide Computers, Bowling, Dis Singing, Listening to Dis Sleazebag, Being Crazy

**Favorite Music:** Beck, The Beatles, The Phoenix, Paul Simon, Oz Radiohead, Red Hot Ch Day, Shyn, US, Zero 7

**Favorite Movies:** Office Space, Garden S Friendship of the Swain

8





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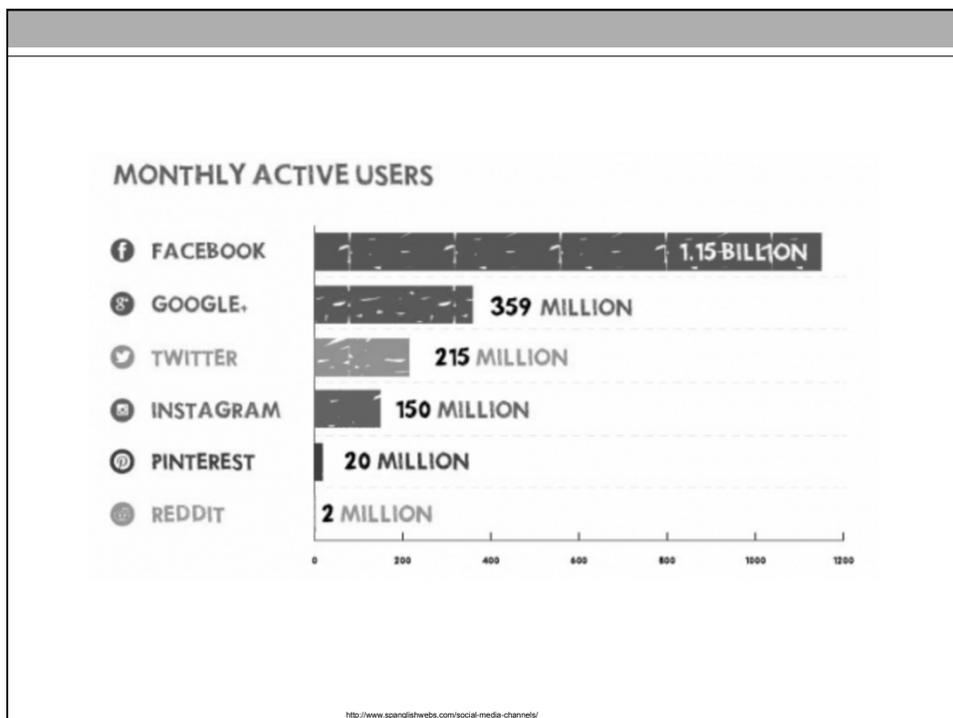
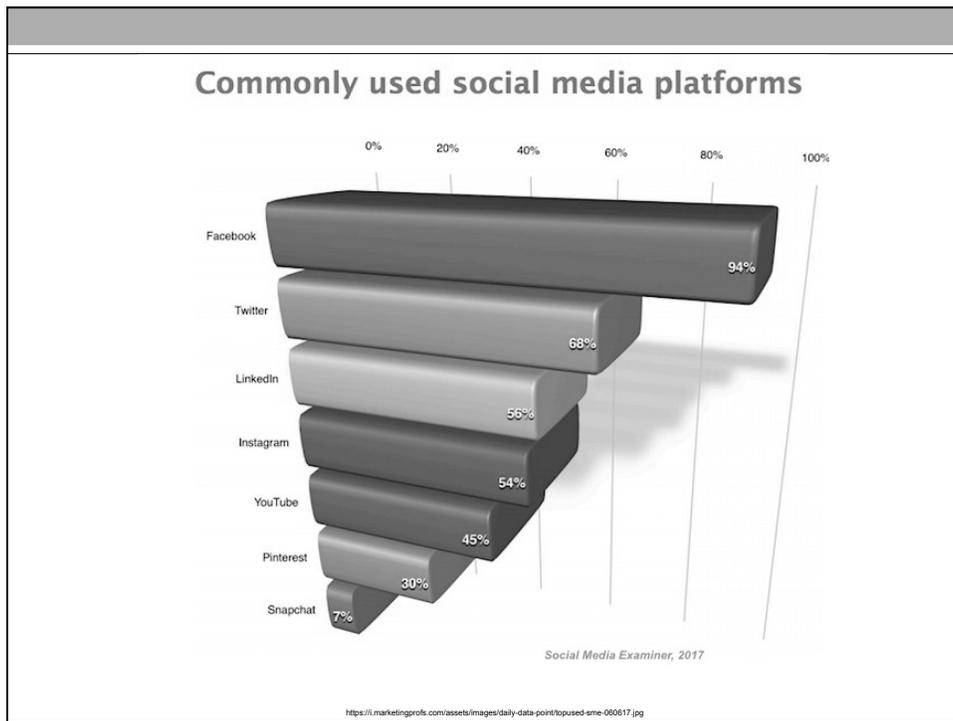
- **Multiuse**
  - Facebook, Pinterest, Google+, Tumblr (*like blog*)
- **Messaging**
  - WhatsApp, Skype, Messenger, FaceTime
- **General business**
  - LinkedIn, Twitter
- **Invitational**
  - Hub Culture, forums and groups that are invitation-only
- **Location-oriented**
  - Google Places, Foursquare, Gowalla, Yelp
  - Facebook, which integrates location through its Graph API
- **Specialized business or profession**
  - *To find specialized site, SocialMediaWebsites.com*
  - You can organize one on Facebook, LinkedIn, Ning, SocialGO, Wall.fm
  - ReverbNation, MySpace (now) are a few specialized for musicians
  - Behance and DeviantArt are examples for artists
- **Video and photo**
  - YouTube, Flickr, Vimeo, Instagram
  - Snapchat (*more than pictures and time-based, also explore news and live "stories" from around the world*)

## SOCIAL MEDIA EXPLAINED

	TWITTER	I AM EATING A #DONUT
	FACEBOOK	I LIKE DONUTS
	FOURSQUARE	THIS IS WHERE I EAT DONUTS
	INSTAGRAM	HERE'S A VINTAGE PHOTO OF MY DONUT
	YOUTUBE	WATCH ME EATING A DONUT
	LINKEDIN	MY SKILLS INCLUDE DONUT EATING
	PINTEREST	HERE'S A DONUT RECIPE
	LAST.FM	NOW LISTENING TO "DONUTS"
	GOOGLE+	I AM A GOOGLE EMPLOYEE WHO EATS DONUTS



PLEASE RESHARE! [JEFFNESTER.NET](http://JEFFNESTER.NET)



**Choose specific demographics to target.**  
 Figure out not only who has a need for your product or service, but also who is most likely to buy it. Think about the following factors:

- Age
- Location
- Gender
- Income level
- Education level
- Marital or family status
- Occupation
- Ethnic background

Dig deeper: Why demographics are crucial to your business.

**Consider the psychographics of your target.**  
 Psychographics are the more personal characteristics of a person, including:

- Personality
- Attitudes
- Values
- Interests/hobbies
- Lifestyles
- Behavior



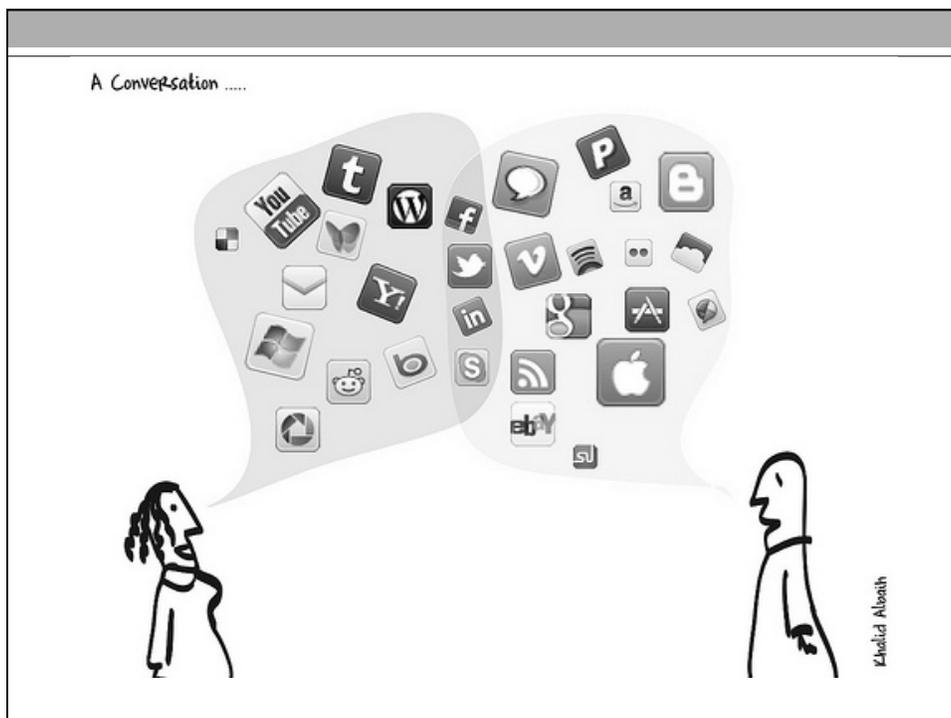
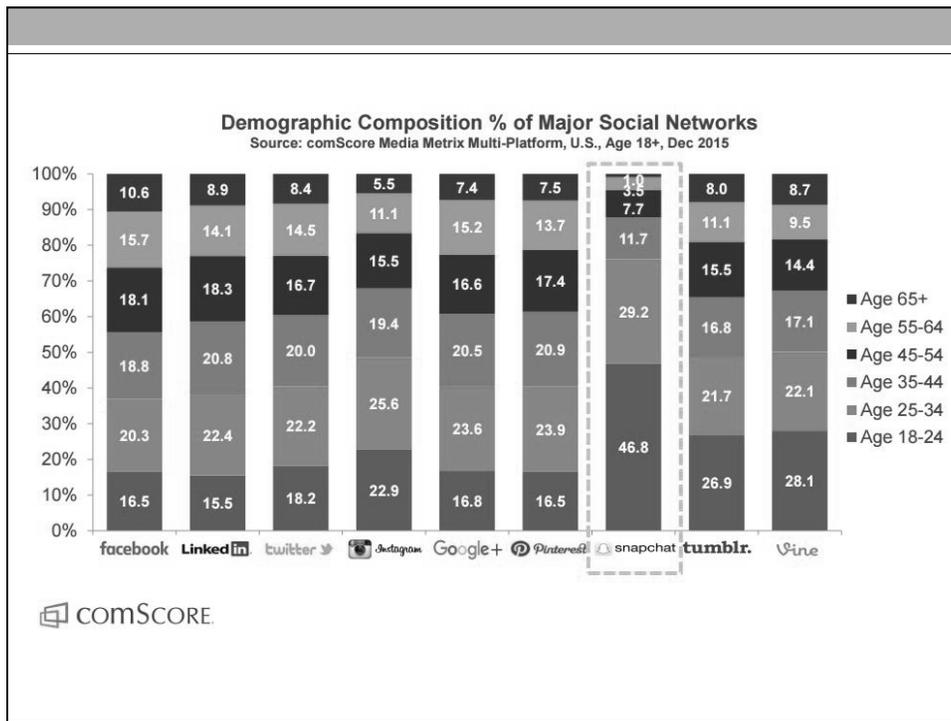
## Social Media Cheat Sheet

	f FACEBOOK	t TWITTER	i INSTAGRAM	s SNAPCHAT	v VINE	t TUMBLR	p PINTEREST
<b>What is it?</b>	The most well established social network. Facebook has broad reach globally and the most advanced targeting (pay (ads necessary))	Service that enables users to send and read short 140 character messages called "tweets". Very strong ad products and potential for wide reach. More niche and conversational audience with strong celebrity presence.	Online mobile photo/ video sharing and social networking service that lets users take pictures and videos. Instagram is owned by Facebook and is testing paid ads for selected companies in beta.	Photo messaging application. Users can take photos, record videos, add text and drawings and send them to a list of controlled recipients. These are known as "snaps". Users set a time limit for how long recipients can view their snaps (15 seconds) after which they will be hidden and deleted from Snapchat's servers.	Short form video sharing service, acquired by Twitter in 2012. Users can record and edit a second long looping video clips and share with followers.	Microblogging platform and social networking site owned by Yahoo. Allows users to post multimedia and other content to a short form blog. Users can follow other blogs, as well as make their blogs private.	Web and mobile app that offers a visual discovery, collection, sharing, and storage tool. Users create and share the collections of visual bookmarks, which are called boards. Boards are created by selecting on item, page, website and pinning it to a board. Used to design projects, organize events, or save pictures and save together.
<b>Who's on it?</b>	Everyone, however teens are using it less and more passively over time.	Most popular amongst Tech, Marketing, Entertainment and Political minded people.	Millennial parents, millennials, teens. Developing a more mainstream audience since Facebook acquisition.	Teens and Millennials, fastest growing app. Teens over index more strongly on Snapchat than any other app.	Popular amongst teens as well as college music performers and stop motion animation.	Teens and Millennials - Most popular amongst the fashion, art, and creative set.	Mostly women 25-54. Starting to gain traction amongst men.
<b>Monthly Active Users</b>	1.07 Billion	271 Million	200 Million	> 100 Million (est)	40 Million	43 Million	30 Million
<b>Content Strategy</b>	Strong Visuals, make sure less than 20% of image is text, so content can be approved for paid ads.	140 character limit, text based, image content, GIFs.	Strong Visuals with an artistic aesthetic.	Fun, behind the scenes content.	Quick open funny videos to leverage with Twitter audience.	Animated GIFs, witty bits of text, quote cards, short blog posts.	Strong Visuals, best if linked back to brand website.
<b>Paid Media</b>	Yes	Yes	In beta	In beta	No	Yes	Yes
<b>KPI's</b>	Shares, Comments, Likes, Impressions, Video Views, CTR, CPE, CPM	Retweets, Mentions, Favorites, Followers, Impressions, CTR, CPE, Hashtag reach	Likes, Comments, Hashtag reach, Impressions (paid)	Responses, Open Views, Screenshots Taken	Reviews, Comments, Likes (number of times a video is played)	Reblogs, Notes (comments)	Repins, Clicks, Comments

SEE NEXT 2 PAGES >>>

	 FACEBOOK	 TWITTER	 INSTAGRAM	 SNAPCHAT
What is it?	The most well established social network Facebook has broad reach globally and the most advanced targeting. Pay to play (paid ads necessary)	Service that enables users to send and read short 140 character messages called "tweets" - Very strong ad products and potential for wide reach. More niche and conversational audience with strong celebrity presence.	Online mobile photo/video sharing and social networking service that lets users take pictures and videos. Instagram is owned by Facebook and is testing paid ads for selected companies in beta.	Photo messaging application. Users can take photos, record videos, add text and drawings and send them to a list of controlled recipients. These are known as "Snaps" - Users set a time limit for how long recipients can view their Snaps (1-10 seconds) after which they will be hidden and deleted from Snapchat's servers.
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Paid Media	Yes	Yes	In Beta	In Beta
KPI's	Shares, Comments, Likes, Impressions, Video Views, CTR, CPE, CPF	Retweets, Mentions, Favorites, Followers, Impressions, CTR, CPF, Hashtag reach	Likes, Comments, Hashtag reach, Impressions (paid)	Responses, Open Views, Screenshots Taken

	 PINTEREST	 VINE	 TUMBLR
What is it?	Web and mobile app that offers a visual discovery, collection, sharing, and storage tool. Users create and share the collections of visual bookmarks, which are called boards - Boards are created by selecting an item, page, website and pinning it to a board. Used to develop projects, organize events, or save pictures and data together.	Short form video sharing service, acquired by Twitter in 2012. Users can record and edit 6 second long looping video clips and share with followers.	Microblogging platform and social networking site owned by Yahoo. Allows users to post multimedia and other content to a short form blog. Users can follow other blogs, as well as make their blogs private.
Who's on it?	Mostly women 25-54 Starting to gain traction amongst men.	Popular amongst Twitter users as well as comedians, music performers and stop motion animation.	Teens and Millennials - Most popular amongst the fashion, art, and creative set.
Monthly Active Users	30 Million	40 Million	43 Million
Content Strategy	Strong visuals, best if linked back to brand website.	Quick, often funny videos to leverage with Twitter audience.	Animated GIF's, witty bits of text, quote cards, short blog posts.
Paid Media	Yes	No	Yes
KPI's	Repins, Clicks, Comments	Repins, Comments, Loops (the number of times a video is played)	Reblogs, Notes (comments)



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## Customer Relationship Management (CRM)

- Techniques that use technology to relate to customers, clients, sales prospects, including tracking interactions, using purchase history to develop specific offers, and providing customer service and technical support.
  - Technology enables these processes to be automated, organized, and synchronized, and results to be measured.

## Followers

- People who subscribe to your updates.
  - Twitter and Google+ - “follower”
  - Facebook – “friends” or now also “follower”
  - LinkedIn – “connections” or “contacts”

## Influence

- The ability to produce effects on the actions, behavior, and opinions of others, such as getting them to visit places on the web without forcing or commanding them to do or think something.

## Buzz and Viral Marketing

- Ways that the web expands the effect of word of mouth and evolves from an information medium to primary means of social and business interaction.

## Really Simple Syndication (RSS)

- A technology that sends updates of blogs and news to bookmark or revisit your favorite sites to see if they have been updated.



## #Hashtag

- A hashtag is a type of label or metadata tag used on social network and microblogging services which makes it easier for users to find messages with a specific theme or content.
- Users create and use hashtags by placing the hash character (or number sign) # in front of a word or unspaced phrase, either in the main text of a message or at the end. Searching for that hashtag will then present each message that has been tagged with it.
  - “Began” with Twitter (concept existed before this, but used prominently in social media first by Twitter)





Like this infographic? You'll ♥ my classes: <http://socialmediaonlineclasses.com>

# Ultimate Guide to #hashtags

#hashtagprimer

## DEFINITION

- 1 #symbol used before a word
- 2 Created by users on twitter
- 3 Way to organize & search
- 4 Twitter hyperlinks hashtags
- 5 Used in media & by fans
- 6 Helps to brand a message
- 7 Provides colorful commentary
- 8 Identifies trending topics

## WHERE TO USE

- 9 TWITTER #ff
- 10 FACEBOOK #fbmarketing
- 11 INSTAGRAM #selfie
- 12 GOOGLE+ #branding
- 13 PINTEREST #location
- 14 GOOGLE SEARCH #topic
- 15 TUMBLR #tags

## HOW TO USE

- 16 No spaces in hashtags -
- 17 #socialmedia not #social media
- 18 Use at end of message
- 19 Abbreviate long phrases -
- 20 #tbt for Throwback Thursday
- 21 Create your own hashtags -
- 22 Audi created #WantAnR8
- 23 Use at events #SXSW15
- 24 Learn popular hashtags



## Social Bookmarking

- Tagging a website on a bookmarking website such as **Digg, Delicious, Reddit, StumbleUpon, Pinterest**, rather than on your personal Internet browser.
  - Also allows you to see what others have bookmarked and to filter items for browsing.

## Widget

- Application for running programs within programs or applets that enable performing a function or accessing a service. Widgets are used on web pages, blogs, and profiles on social media sites.

## User

- Someone who has an account on a social media site, a computer, or network with a username.

## Search Engine Optimization (SEO)

- The methods for increasing the visibility of a website so that people are more apt to find it through search engines.

## Profile

- The page on a social media site that has the personal information of the user.

## How your PROFILE PIC is damaging your online personal brand? *(because it has your real name with it!)*

**Using default or dummy pictures**

**Minor damage**

Your best looking picture is too old now. You don't own a very good camera. You like to take pictures only with your 2 Mega pixel camera phone. Err, whatever your excuse is you're being too lazy to get yourself or someone else to click a nice looking picture of you. Do it now. How long does it take?

**Using Unclear & Low quality picture**

**Moderate damage**

You don't have time or equipment or know someone who can take a good picture of you? Well, that's why there are professional photographers. Isn't it?

Spend some money if you have to, but get a professionally acceptable and good looking picture of you. Spending money on yourself is always a good idea.

**Using someone else's**

**Dual damage**

So what if it's your favourite actor or your son or daughter or your pet or a cartoon character or whoever - but not yourself. If you're public shy to put your own picture social network is not really a place for you. But if you're just playing around use appropriate areas to share other's pictures, such as add a photo to album or timeline but not to your own profile pic.

If you don't - You're either building or damaging someone else's brand. Either way, if you're posting fake pictures or someone else's as your profile picture - you're damaging your own brand!

**Using a rude picture**

**Severe damage**

If you are a rude person and if you are building your Personal Brand in this direction, then doing so may suit you. Otherwise you're just trying to behave oversmart. A decent profile picture is always a better option.

**Using a pornographic picture**

**Serious damage**

Unless of course you're in a porn industry or someone has hacked your account and uploaded a "P" Pic. It simply does not justify why ever you put a pornographic pic as your profile picture. You really don't want to come across as someone who is (well, do we have to literally write it down now?)...

Find us here: **LINKINGR**  
www.LinkinR.com

## How your PROFILE PIC is damaging your online personal brand? *(because it has your real name with it!)*

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**Using a rude picture**

**Severe damage**

If you are a rude person and if you are building your Personal Brand in this direction, then doing so may suit you. Otherwise you're just trying to behave oversmart. A decent profile picture is always a better option.

**Using a pornographic picture**

**Serious damage**

Unless of course you're in a porn industry or someone has hacked your account and uploaded a "P" Pic. It simply does not justify why ever you put a pornographic pic as your profile picture. You really don't want to come across as someone who is (well, do we have to literally write it down now?)...

Find us here: **LINKINGR**  
www.LinkinR.com

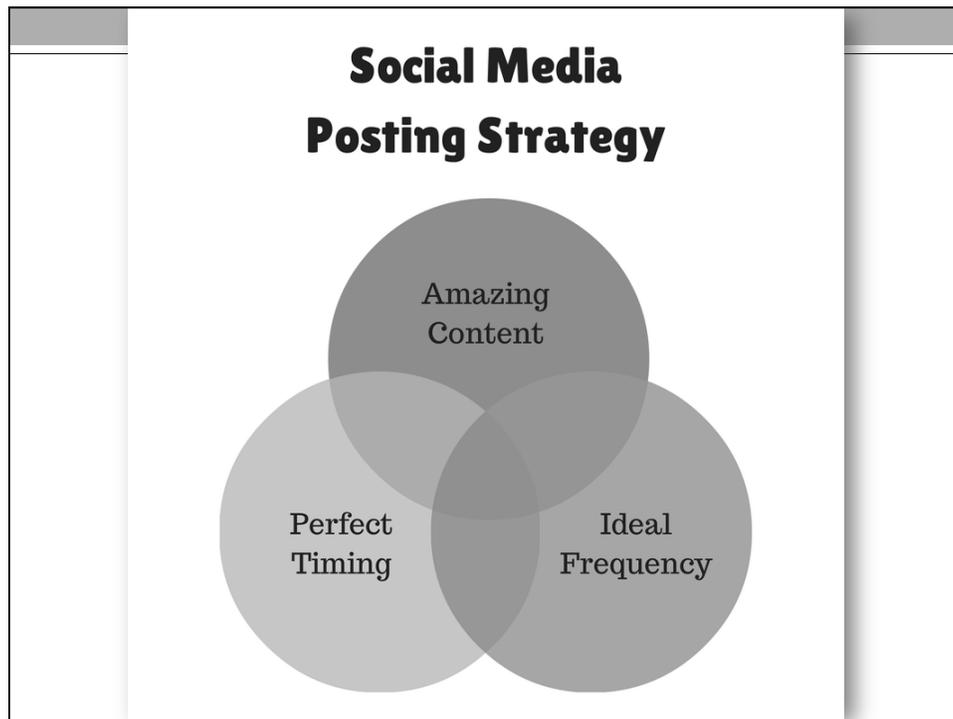
## Uniform Resource Locator (URL)

- The unique address for an item on the web.
- *You purchase a domain name and that is part of the URL.*
  - *Nikkiarnell.com is the domain name that I own.*
  - *The URL is http://www.nikkiarnell.com/*

The screenshot shows a web browser displaying a HubSpot blog post. The browser's address bar shows the URL: [blog.hubspot.com/blog/tabid/6307/bid/6126/The-Ultimate-Glossary-120-Social-Media-Marketing-Terms-Explained.aspx](http://blog.hubspot.com/blog/tabid/6307/bid/6126/The-Ultimate-Glossary-120-Social-Media-Marketing-Terms-Explained.aspx). The page features a navigation menu with links for SOFTWARE, ABOUT, CASE STUDIES, PARTNERS, PRICING, and BLOGS. A search bar and a 'SUBSCRIBE' button are visible in the header. The main content area displays the article title 'Social Media Definitions: The Ultimate Glossary of Terms You Should Know' by Carly Stec, dated August 24, 2015. The article includes a featured image of a person reading a book and a sidebar with social media sharing options (Twitter, Facebook, LinkedIn, Email) and a share count of 4,709.

- Overview
  - Brief History of Social Media
  - Types of Social Media Sites
    - Demographics
  - Key Terms
  - Business Netiquette
  - Time Cautions
  - Security Cautions
- The Main Players in 2017
  - Facebook
  - Twitter
  - LinkedIn
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  - Pinterest
  - Google+
    - YouTube
  - Snapchat
  - Niche Marketing (Behance, Dribbble)
  - Blogger
- *Next Lecture: Social Media Plan*

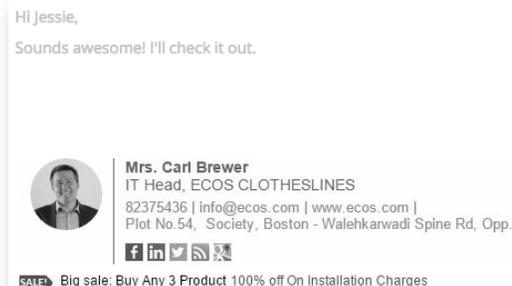
- Be professional, but not stoic corporate.
  - Only helpful and friendly, as well as interesting
- People may post things they would not say face-to-face
  - Avoid taking these comments personally
  - Be cautious with your reply
  - **But it is vital to be conversational**
- Your posts are public and if *anyone* is searching for you, your posts could be part of that evaluation.  
Offensive posts may be deliberately spread.



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Offensive posts may be deliberately spread.

- Keep your posts relevant to the network or forum in which you are participating and stay on topic.
  - If you spot an irrelevant topic, don't post a message in response.
  - When you post something valuable, people are likely to visit your site and share what you post with others.
  
- If you are asking for feedback or help, provide as complete a description of the idea or problem as possible
  
- There are different audiences for each social media site, but many people will belong to multiple media sites
  - Avoid posting the same message on multiple sites

- Avoid blatant selling - some will consider it spam.
  - Customers apt to not welcome it
  - Moderators of groups usually will delete the posts
  
- But your signature at the bottom SHOULD contain a link to your website
- **WiseStamp** (one example) allows you to create a signature for posts and emails with links to your social media profiles



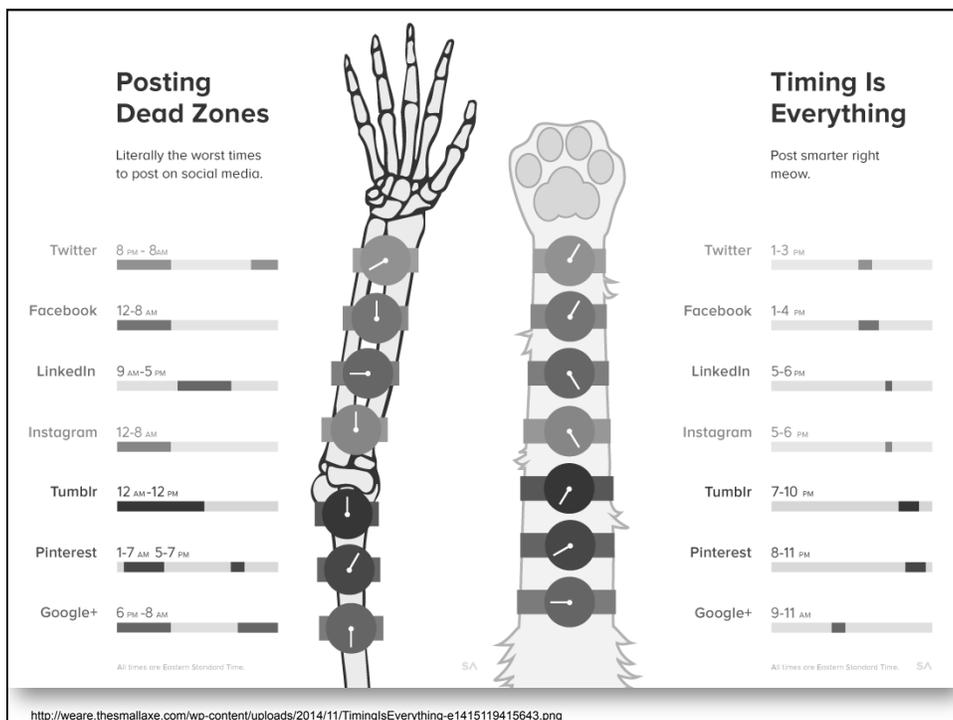
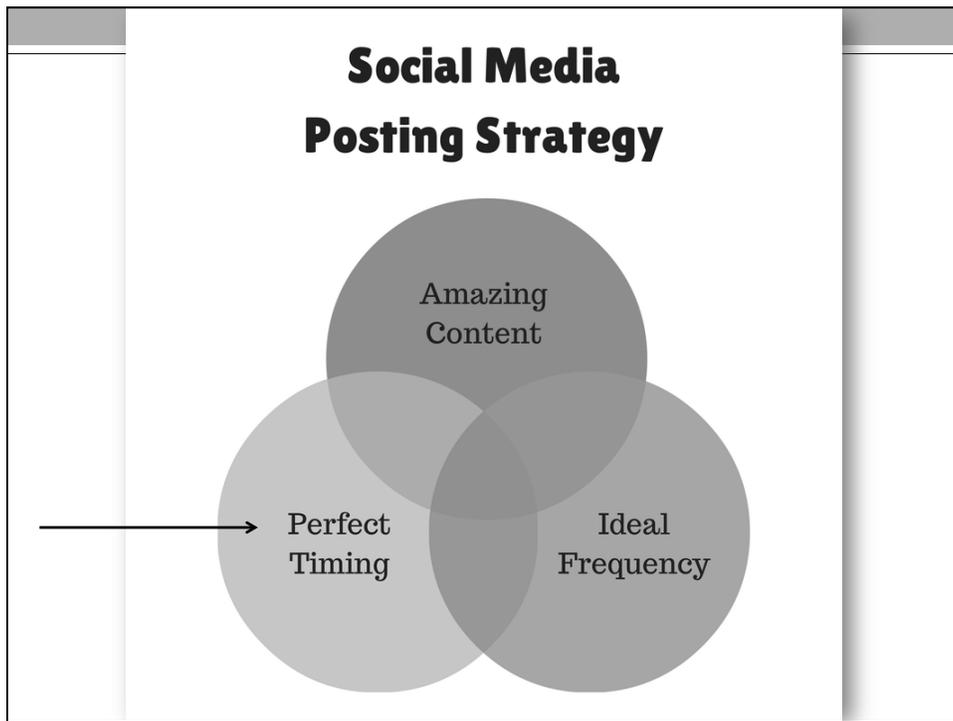
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- Social media requires time to do it well.  
It can be a time drain leading to social media overload.
- Keep in mind that some social media sites are better suited for certain posts. There are many overlapping users on social media sites. Obviously, these sites have different orientations.
  - FB would work better for businesses that sell to consumers
  - LinkedIn for B2B
- Accomplishing significant goals will require daily activity, so it is best to identify hours for social media activities.
  - Earlier in the day works best, population in greater in Eastern and Central time zones

- Social media requires time to do it well

• **Warning:**  
Building a social media site  
and then abandoning it  
conveys a negative message.  
If you cannot update it,  
delete it.

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### Posting Dead Zones

Literally the worst times to post on social media.

### Timing Is Everything

Post smarter right meow.

There are endless amounts of articles and research out there telling you when the best time to post on social media is to get the most bang for your buck. We've even covered [the topic](#) before! However, with ever-changing algorithms, the endless amounts of scrolling users are willing to do, and the ease of accessibility to social media throughout the day thanks to technology, it poses the question: does timing really matter?

Many times articles dictating when to post fail to consider networks, goals, and industry-specific needs. They also don't take into consideration the algorithm specific platforms implement to populate user Newsfeeds – particularly with Facebook. So when is timing important, and when is it more of an educated guess?

Pinterest 1-7 AM 5-7 PM

Google+ 6 PM -8 AM

All times are Eastern Standard Time.

Pinterest 8-11 PM

Google+ 9-11 AM

All times are Eastern Standard Time. SA

<https://www.customermagnetism.com/blog/timing-social-media-posts-matter/>

## Twitter

Twitter breaks away from the Facebook mold by presenting content and tweets in a chronological order on a fast-paced newsfeed. Depending on each user's follower feed, things can be shuffled along at a steady and speedy rate, and things can get missed easily. Does this mean that timing is important when it comes to posting tweets? Sort of. However, it's more advantageous to have a higher volume of tweets in the feed than it is to have the perfect timing. Since a vast majority of Twitter users have access to the platform via mobile devices, use of it throughout the day is more likely which means timing can be arbitrary.

The real wrench thrown in the timing plan here is the latest Twitter update that included "While You Were Away" tweets. Now you can see tweets you may have missed out on since your last visit at the top of your feed. Similar to Facebook's algorithm, this certainly effects the timing strategy and makes it a bit less relevant.

Hence, a social media PLAN.

- There are tools out there to help manage social media, often for a cost.\* *\*Most of these are big business, but still worth researching*
  - **Attentio** and **Twelfold Media** (formerly **BuzzLogic**)
    - Enable monitoring and tracking of what is said about your company, products, competitors, industry. *Big business.*
  - **Disqus** and **IntenseDebate** are comment systems that alert you of comments made on social media sites and allow you to respond via email or directly from smartphone
  - **HootSuite** and **TweetDeck** provide variety of tools for managing social media, including ability to schedule your posts ahead of time.
  - **Nimble**, **Salesforce**, and **Sprout Social** provide dashboards for social customer relationship management of multiple sites.
    - Enable you to monitor when your company or brand is mentioned on social media sites or in blog posts, reviews, news, and to manage conversations on sites from their dashboards while still allowing you to customize what you post.
  - **Later** (formerly **Latergram**) is great at scheduling image and video posts, but is still not as strong as Hootsuite for other platforms.



**B2B MEDIA MONITORING  
AND ANALYSIS THAT  
SORTS THE WHEAT  
FROM THE CHAFF**

Attentio brings together unique algorithmic text mining technology, and a proprietary database of the key movers and shakers in each industry to provide you with unparalleled insight.

[FIND OUT MORE](#)

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## What is Disqus?

Disqus is a networked community platform used by hundreds of thousands of sites all over the web. With Disqus, your website gains a feature-rich comment system complete with social network integration, advanced administration and moderation options, and other extensive community functions. Most importantly, by utilizing Disqus, you are instantly plugging into our web-wide community network, connecting millions of global users to your small blog or large media hub.

Disqus works on just about any type of website or blog and can be installed either with a drop-in code snippet or by using one of the plugins available on our [Install page](#). You can also customize and tweak Disqus for your website with extensive APIs and JavaScript hooks. Check out the [Quick Start Guide](#) or visit our [homepage](#) for more information and a demo of Disqus.

### The Comment System

Baked into Disqus' core is a powerful comment system that is designed to drive more participation and engagement on your site. Millions of people are already recognized by the Disqus system, making it easier for them to be part of your site's community.

### The Network

The Disqus network consists of millions of communities, over 60 million community profiles, and billions of conversations. There's a good chance that many of your visitors are already active community members on other sites using Disqus!

The profile system built into Disqus enables community members to manage their comments and community reputations across all the Disqus-enabled sites that they visit. Using these profiles, you and other visitors can find out more about the people participating on websites.

Disqus has extensive integration with popular social networks, such as Facebook and Twitter. With Disqus, people can quickly comment and share using an existing social network profile.

### The Tools

Having a popular community is hard to manage. Fortunately, Disqus also offers all of the right tools to make cultivating a large community possible. Within the admin section of Disqus, you'll find granular settings and best-of-class moderation tools.

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The screenshot shows a social media dashboard with three main sections. On the left, a Facebook post titled "HootSuite University Lecture Series - New Facebook Br" is visible. The middle section displays a Twitter wall post from HootSuite, dated April 03, 1:23pm, with the text "Our CEO shares some wisdom!". On the right, a profile view for Ryan Holmes (@rvolker) is shown, including his bio, location (Vancouver), and statistics: 15,929 Followers, 2,317 Following, 3,918 Updates, and 59 Retweets. The HootSuite logo is at the bottom right.

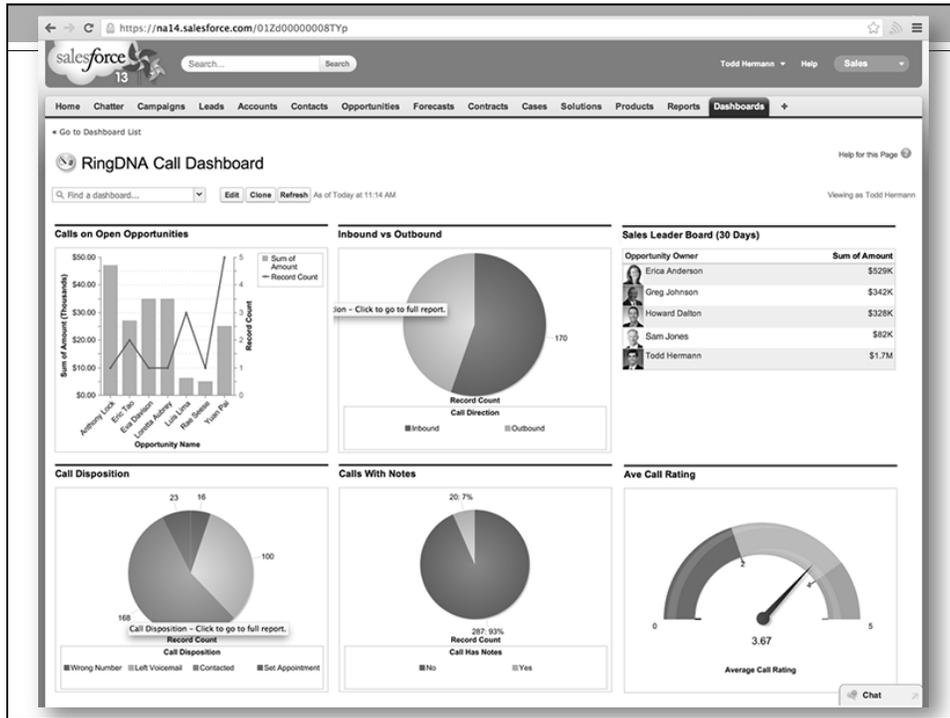
The screenshot shows the Hootsuite website landing page for the "Free" plan. The URL is https://hootsuite.com/plans/free. The page features a navigation menu with links for Products, Solutions, Plans, Customers, Resources, and About Us, along with a "Sign Up" button. A prominent banner reads "Do more with social media using Hootsuite Free" and "Manage multiple networks, schedule posts, and engage your audiences, all in one place." Below the banner is a "Get Started—FREE" button and a link to "Learn more about Hootsuite Free". The background image shows two people working at a laptop.

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The screenshot displays the Nimble dashboard for user Nick Sloggett. The interface is organized into several sections:

- Navigation:** Includes tabs for Today, Contacts, Messages, Activities, Deals, and Social. A search bar for contacts is also present.
- Today's Top 3:** A row of three contact cards for John Ferrara (CEO, Nimble), Jack Hoffman (CMO, TeleTechnology Co), and Eric Quanstrom (VP, Marketing, Nimble). Each card includes a profile picture, name, title, and a list of matched keywords.
- Top-Ranked Engagement Opportunities:** A list of four items:
  - Tim Vonville:** Wants to join your network. Matched keywords: Account Management, B2B, Field Sales, Fulfillment, PSL.
  - Bill Michaels:** Has a new job "CEO of Timony Sales". Matched keywords: Sales, Marketing, Social Media, CRM, Management, Lead Generation.
  - Thomas Clark:** Commented on your wall post: "Thank you, Neck!". Matched keywords: Design, Business, Startups, User Interface, Marketing, SEO.
  - Anton Zolton:** Has a birthday today! Matched keywords: Marketing, Sales, Leads, Data, UX, SEO, SMO.
- To-do Today:** A calendar-style view of tasks:
  - Overdue: Meeting With Chris
  - 12:00pm: Lunch at Umami Burger
  - 1:00pm: Review Jon's Deck
  - Today: Review Jon's Deck
  - Today: Team Prep Meeting
  - Add a New To-do
- Upcoming Deals:** A table showing deals for this and next month:

Timeframe	Deal Name	Value	Action
This month	Pearson Smith Account	\$15,000.00	explore
Next month	Pearson Smith Account	\$15,000.00	explore
- Other Engagement Opportunities:** A list of two items:
  - Timothy Marking:** Wants to join your network. Matched keywords: Design, Business, Startups, Funding, Marketing, Sales, Data.
  - Sandra Mcdaniels:** Started following on twitter. Matched keywords: Social Media, Marketing, Shopping, Advertising.



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The screenshot displays the Later.com website interface. At the top, there is a navigation bar with links for Pricing, Blog, More, Sign In, and a button for Create Account With Instagram. The main heading reads "#1 Marketing Platform for Instagram" with the subtext "Visually Plan & Schedule Instagram Posts". A prominent button says "CREATE ACCOUNT WITH INSTAGRAM" with a right-pointing arrow. Below this, a small line of text states "Free forever. Set up in minutes. No credit card required". To the right, a collage of social media posts is shown on a laptop screen, with timestamps like "10:00 AM | TUESDAY", "7:00 AM | MONDAY", "1:00 PM | THURSDAY", and "12:00 PM | FRIDAY".

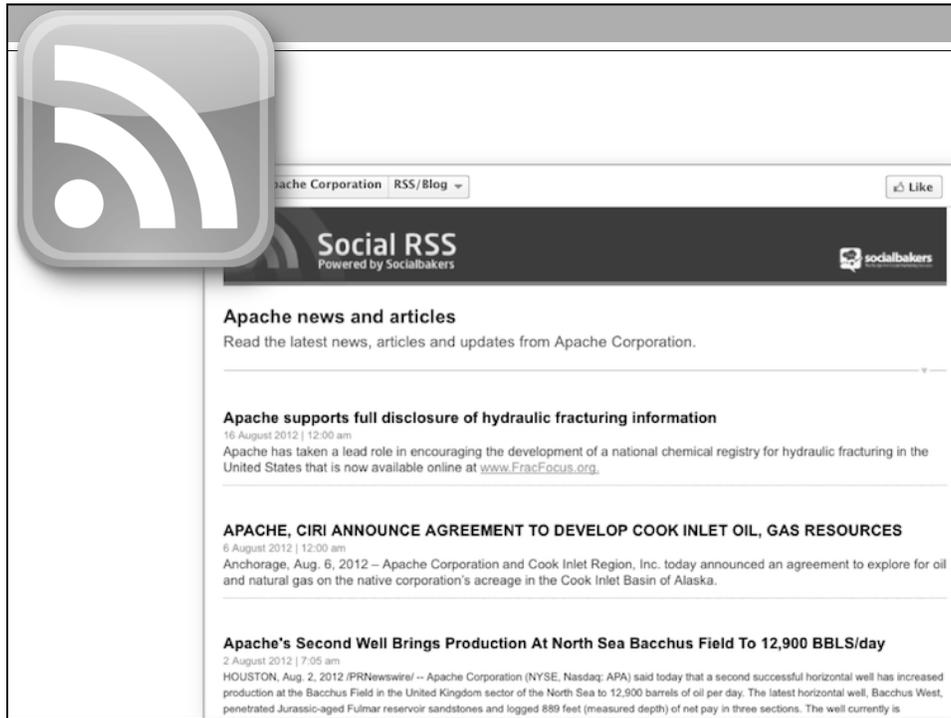
Below the main heading, there is a section titled "Plan all your visual content from photos to videos" with the subtext "Organize weekly and monthly visual content at a glance across social channels." This section includes two bullet points:

- Plan in calendar view: Preview posts as they'll actually appear
- Schedule across platforms: Queue up Instagram, Facebook, Twitter and Pinterest

A second "CREATE ACCOUNT WITH INSTAGRAM" button is located at the bottom of this section. To the right, a circular graphic shows a calendar view for "29 MON" with a "Today" button and a date range "May 29 - June 4, 2017". Below the calendar, there are preview cards for social media posts with timestamps like "10:00 AM | MONDAY" and "10:30 AM | TUESDAY".

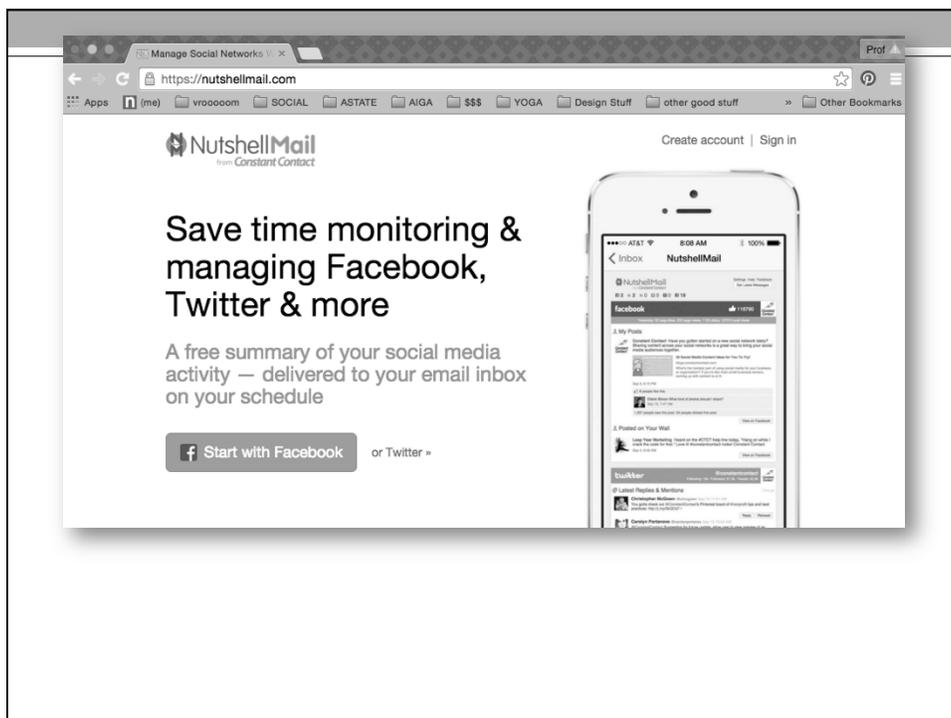
- Monitor what is being said about your company. These are free or low-cost:
  - **Google Alerts.** Delivered to your email for free.
  - **MediaFunnel** monitors your social media activity and offers a tool to turn tweets into leads of Salesforce.
  - **RSS Feeds** alert you to what others are writing about that is pertinent to your business. RSS feeds that you choose to subscribe to can be managed in a reader, such as Google Reader.
  - **NutshellMail** tracks your brand's social activity and emails summary to you
  - **Sendible** monitors blogs, news, comments, social networks and analyzes results, highlighting posts to which you should respond

Screenshot of the MediaFunnel website homepage. The page features the MediaFunnel logo, navigation links (Features, Pricing, By Industry, Blog, Tutorials, About Us), and a main section titled "Social Media Management Made Easy". This section includes a sub-headline, a brief description of the platform, four key features (Discover, Engage, Support, Market), and a "Try it for FREE >>" button. A computer monitor displays a social media monitoring interface.



The screenshot shows the Apache Corporation's Social RSS feed, powered by Socialbakers. A large RSS icon is overlaid on the top left. The page header includes "Apache Corporation RSS/Blog" and a "Like" button. The main content area is titled "Apache news and articles" and contains three news items:

- Apache supports full disclosure of hydraulic fracturing information**  
16 August 2012 | 12:00 am  
Apache has taken a lead role in encouraging the development of a national chemical registry for hydraulic fracturing in the United States that is now available online at [www.FracFocus.org](http://www.FracFocus.org).
- APACHE, CIRI ANNOUNCE AGREEMENT TO DEVELOP COOK INLET OIL, GAS RESOURCES**  
6 August 2012 | 12:00 am  
Anchorage, Aug. 6, 2012 – Apache Corporation and Cook Inlet Region, Inc. today announced an agreement to explore for oil and natural gas on the native corporation's acreage in the Cook Inlet Basin of Alaska.
- Apache's Second Well Brings Production At North Sea Bacchus Field To 12,900 BBLs/day**  
2 August 2012 | 7:05 am  
HOUSTON, Aug. 2, 2012 /PRNewswire/ -- Apache Corporation (NYSE, Nasdaq: APA) said today that a second successful horizontal well has increased production at the Bacchus Field in the United Kingdom sector of the North Sea to 12,900 barrels of oil per day. The latest horizontal well, Bacchus West, penetrated Jurassic-aged Fulmar reservoir sandstones and logged 889 feet (measured depth) of net pay in three sections. The well currently is



The screenshot shows the NutshellMail website, a service from Constant Contact. The page features the following content:

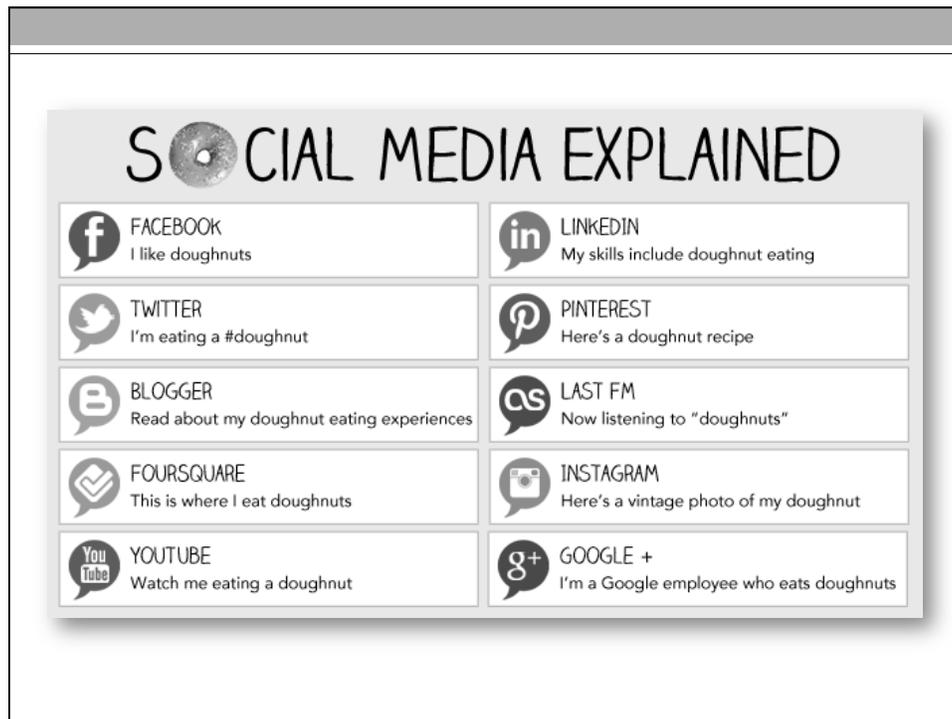
- Navigation: "Create account | Sign in"
- Logo: "NutshellMail from Constant Contact"
- Headline: "Save time monitoring & managing Facebook, Twitter & more"
- Text: "A free summary of your social media activity — delivered to your email inbox on your schedule"
- Buttons: "Start with Facebook" and "or Twitter »"
- Image: A smartphone displaying a social media monitoring dashboard with sections for "facebook", "My Posts", "Posted on Your Wall", and "Twitter".



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- Hackers and cyber thieves can compromise your accounts by enticing you to divulge your password or to click links that lead to sites that can infect your computer.
- To lessen the likelihood of this:
  - Take care in accepting friendship invitations from people you don't know, be careful about clicking links in messages
  - Use different usernames and passwords for each social media site
  - Reset your passwords regularly
  - Keep your antivirus software up-to-date
  - Be aware that the information you post on social media sites is visible and easy to find.

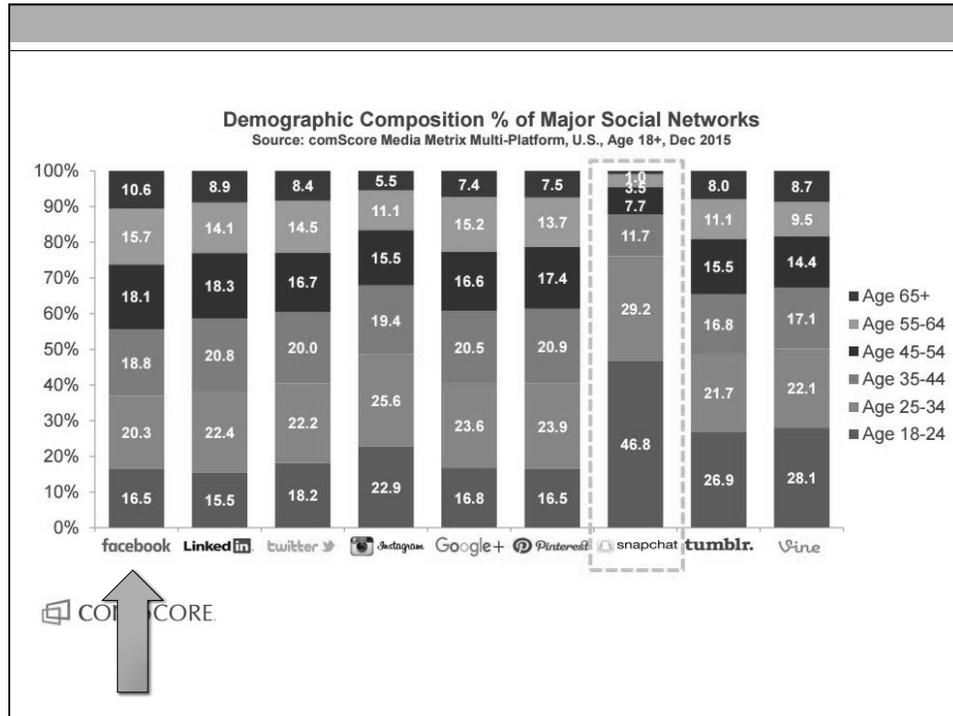
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	 FACEBOOK
What is it?	The most well established social network. Facebook has broad reach globally and the most advanced targeting. Pay to play (paid ads necessary)
Who's on it?	Everyone, however Teens are using it less and more passively over time.
Monthly Active Users	1.07 Billion
Content Strategy	Strong visuals, make sure less than 20% of image is text, so content can be approved for paid ads.
Paid Media	Yes
KPI's	Shares, Comments, Likes, Impressions, Video Views, CTR, CPE, CPF



## TIPS

- Separate your business and personal posts
- Make it easy to find your page (name)
- To keep the time you spend on FB manageable, plan certain posts for different days of the week
  - Such as tips on Tuesdays and updates on Thursdays
  - Most active times overall on FB are early morning, the hours before bedtime, and on weekends > have new posts ready for these times
- Pull in content from your website, customize your page by adding tabs.



## TIPS

- The more links you offer on your Facebook page, the more traffic you can generate
  - Use Facebook Insights to analyze trends in user growth, demographics, consumption of content, creation of content to see what's working and what's not
- Create a custom landing page for non-Facebook members to see appropriate page content; provide a call to action to "Like" the page
- Shorten your Facebook URL by:
  - Using FB's Memorable Web Address application
  - Using a service like TinyURL or bitly
  - Obtaining a domain name through a domain provider and forwarding the domain name to your Facebook page

- Engage your fans:
  - Acknowledge and interact with the people who go out of their way to post on your wall
  - Consider offering a monthly prize related to your product/service or promotional items
  - Feature particular customers each month.
    - This appeals to prestige and can encourage others to participate in hopes that they might be featured
  - Invite users to answer questions posted on wall
  - Share links to pertinent information
  - Use pictures (videos and podcasts) to capture attention and generate comments
  - Encourage customers to upload pictures
  - Integrate other social media streams into your FB page (tabs)
  - Provide compelling reason why users should Like your page

## GLOSSARY

- Profile
- Page
- Page “Like”
- Activity Log
- News Feed
- Post
- Comment
- Profile Picture vs. Cover Photo
- Share
- Event
- Group
- Friends
- Followers
- Chat & Message

## GLOSSARY

- **Sponsored Story**

- This is a message that comes from a friend about them engaging with a page, app, or event that a business, organization, or individual has paid to highlight.

- **Promoted Post or “Boost”**

- You can pay to boost a specific post so that it is shown to more friends or fans.

- **Post Clicks**

- The number of people who clicked on anything in your post. This could include someone clicking on an image with a “see more” call to action or a URL you included.

## GLOSSARY

- **Reach**

- The number of people who saw your post. This includes the number of people you reached through organic and paid reach.

- **Organic Reach**

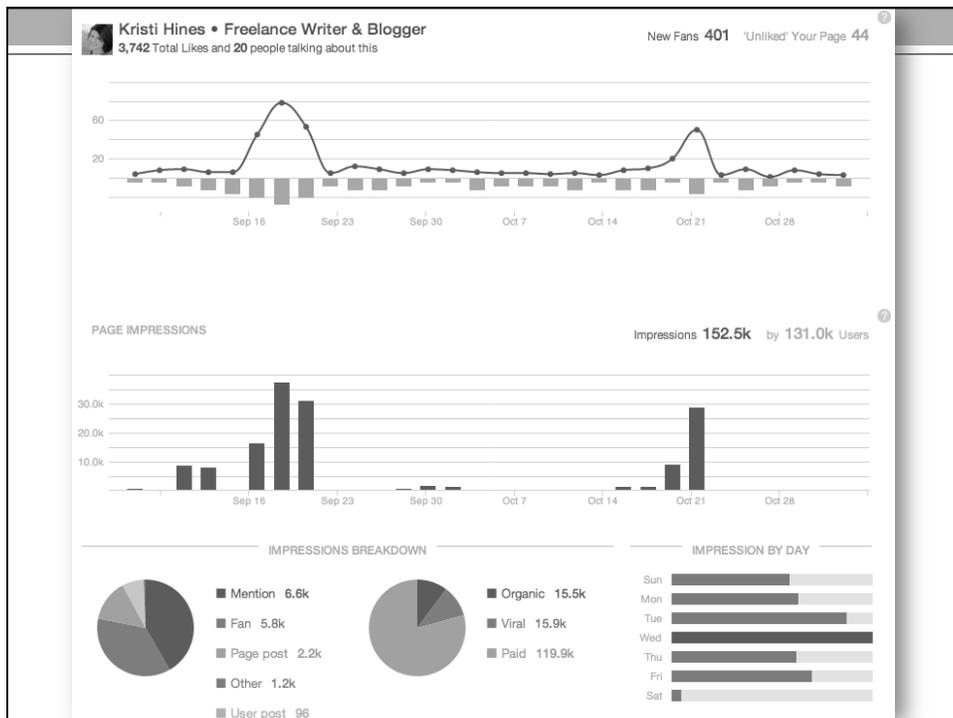
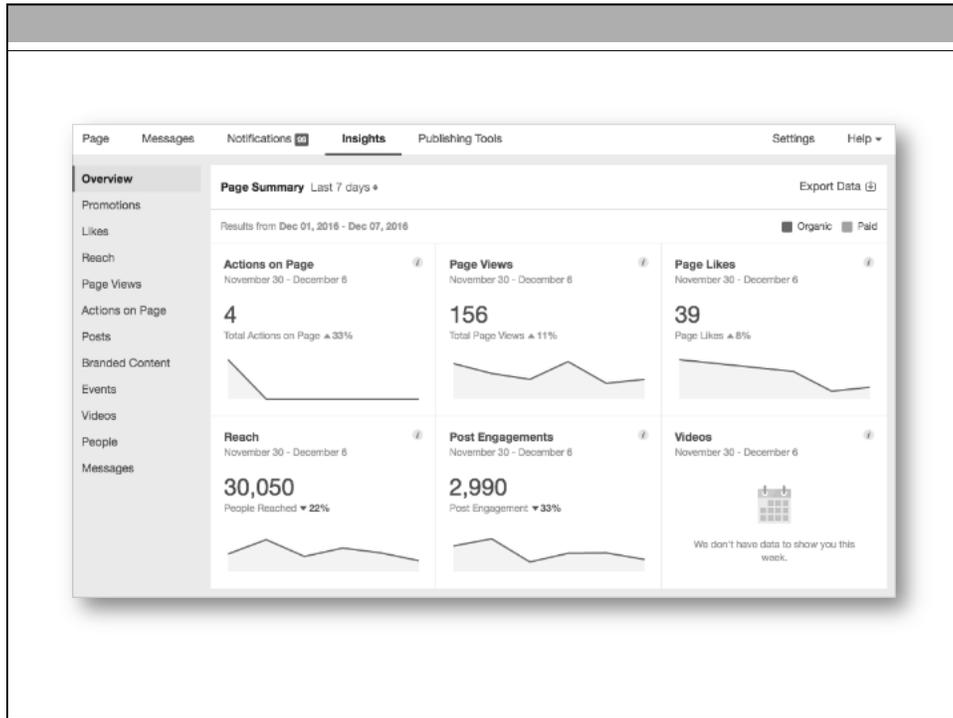
- The number of people who saw your post.

- **Paid Reach**

- The number of people who saw your post due to an ad you paid for.

- **Insights**

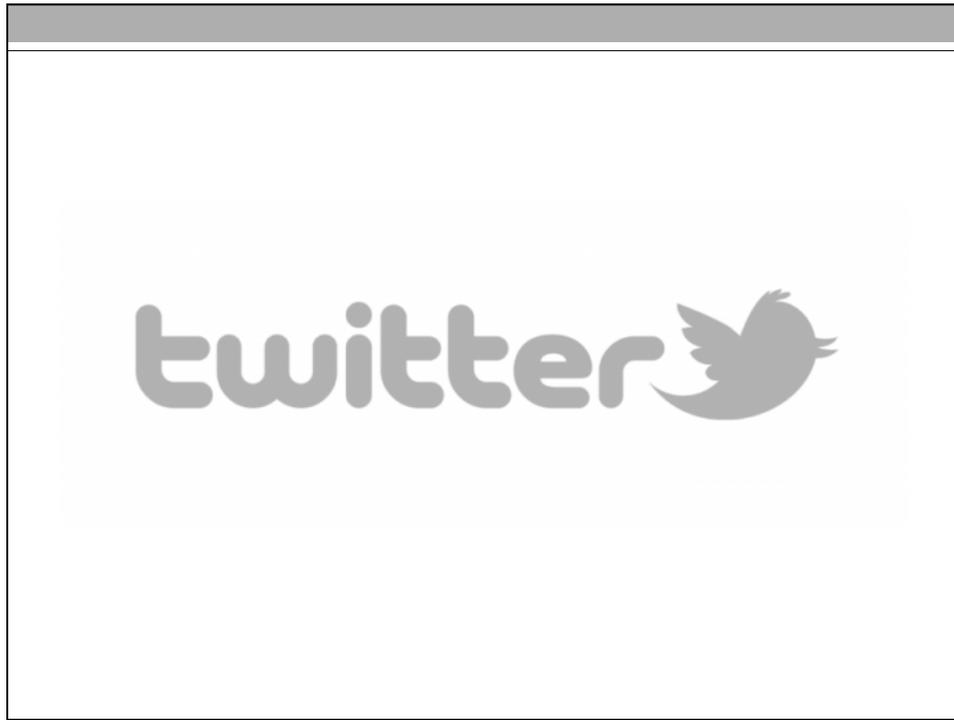
- This is your analytics hub. You can find all post and page analytics here.



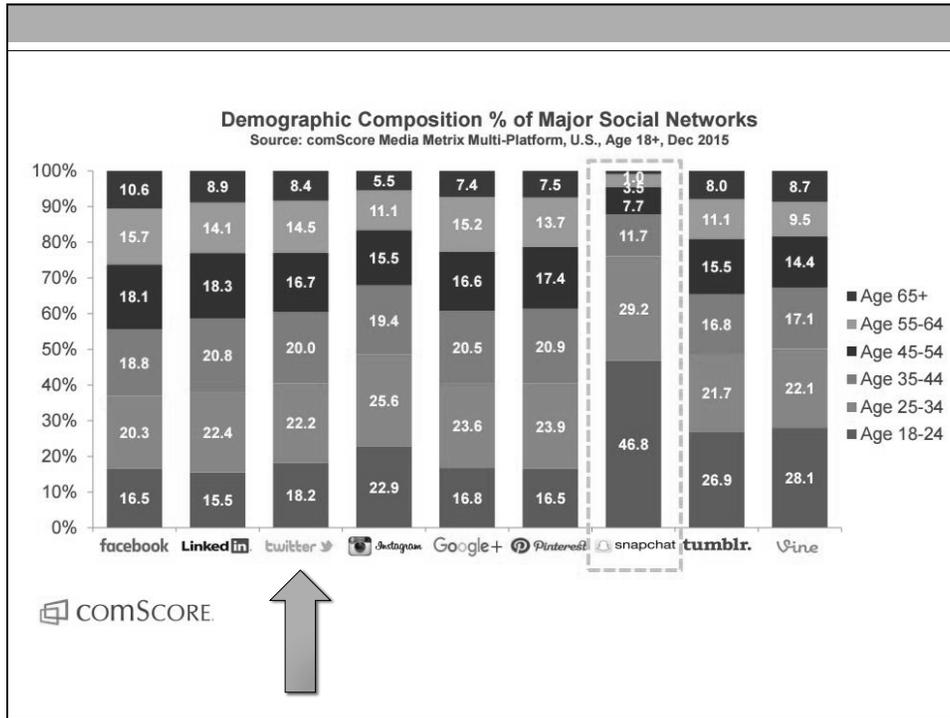
The screenshot shows a web browser displaying the Kissmetrics blog. The URL is <https://blog.kissmetrics.com/facebook-insights-and-analytics/>. The page features a navigation bar with links for PRODUCTS, PRICING, CUSTOMERS, ABOUT, and BLOG. Below the navigation is a search bar and a 'TRY KISSMETRICS' button. The main content area includes a sidebar with a 'FREE EMAIL UPDATES' form and a 'FREE WEBINAR' announcement for 'The ROI of Non-Promotional' on October 29th. The main article title is 'What You Need to Know About Facebook's New Insights and Analytics'. The article text states: 'Every Facebook page owner's first step for Facebook analytics should be their page's Insights. Facebook recently revamped Insights with the following sections of information about your Facebook page.' Below the text is an 'Overview' section with a sub-header: 'The Overview tab gives you the most important data about your page at a glance, including new page likes, post reach, and engagement for the last week.' A table of metrics is visible, showing Page Likes (3,742), Post Reach (177), and Engagement (28).

<https://blog.kissmetrics.com/facebook-insights-and-analytics/>

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  - Niche Marketing (Behance, Dribbble)
  - Blogger
- *Next Lecture: Social Media Plan*



	 TWITTER
What is it?	Service that enables users to send and read short 140 character messages called "tweets" - Very strong ad products and potential for wide reach. More niche and conversational audience with strong celebrity presence.
Who's on it?	Most popular amongst Tech, Marketing, Entertainment and Political minded people.
Monthly Active Users	271 Million
Content Strategy	140 character limit, text based, image content, GIFs.
Paid Media	Yes
KPI's	Retweets, Mentions, Favorites, Followers, Impressions, CTR, CPF, Hashtag reach



## TIPS

- While FB is known for helping people reconnect, Twitter functions to identify and connect people who have previously not known each other.
- While FB and LinkedIn are structured, Twitter is a malleable, multipurpose tool that you can tailor to your business's needs, making it the most useful social network for some businesses.

## TIPS

- Select a username that is the name of your business or variation of it
- Choose either your business logo or a photo of the person managing the Twitter account as the profile picture
- Salesforce for Twitter: capture, monitor, respond to messages of potential and existing customers

The screenshot shows a web browser window displaying the Salesforce AppExchange page for the application "Salesforce for Twitter and Facebook (v5.2.5)". The browser's address bar shows the URL: <https://appexchange.salesforce.com/listingDetail?listingId=a0N30000003HpEQEA0>. The page header includes the Salesforce logo, the app name "appexchange", and navigation links for "Apps", "Components", and "Consultants". A search bar and a "Log In" button are also visible. The main content area features the app's title, a description: "Connect your Salesforce CRM with Twitter and Facebook", a star rating of 4.5 (116 reviews), and a "Free - Details below" label. Below this, there are tabs for "OVERVIEW", "DETAILS", "REVIEWS (116)", and "PROVIDER". A "Save" button and a "Get it Now" button are present. The "App by Salesforce" section includes the text: "Connect Salesforce with social channels Twitter and Facebook. Monitor online mentions, connect with customers, and promote your brand." It also mentions "New version is 5.2.5." and provides an email address: "Please email support@salesforce.com for help with this package." A "Watch a Demo" button is located at the bottom left. On the right side, there is a preview image showing a screenshot of the application's interface, which displays a list of social media mentions or messages.

- Tweet content that is appealing to your followers:
  - Notice the form and content of the most popular tweets.
    - Use tweets containing links, usernames, hashtags or tweets posed as questions to increase the chance your tweets will be retweeted
  - Link to interesting news stories, articles, blog posts pertinent to your followers
  - Let customers know about upcoming sales, new services, recognition for your business, etc
  - Seek participation from followers through surveys, requests for feedback

- Obtain followers by including a link to your Twitter account in your email signature and on your business cards, website, other social media profiles
- Avoid impersonal tweets – be conversational
- Twitter members who mention your company in a tweet are looking for connection with your brand. Respond to their mentions or retweet the tweet to your followers.
- Use Twitter's search features to see what people are saying about your company. Not every mention will be a direct mention – search for your company's name.
- Bring more people into the conversation and attract more followers by installing your Twitter feed on your website or blog.

## GLOSSARY

- Twitter's 140-character limit for tweets is rooted in its origin as a text-based service: SMS messages have a 160-character limit, so tweets were limited to 140 (280 as of September) characters, leaving 20 for users' handles. But it's been years since most of us used text messages as our primary means of tweeting.

## GLOSSARY

- **Tweet**
  - As a noun, it means a message posted via Twitter of 140 or fewer characters;
  - As a verb, to post messages.
- **Feed/Stream**
- **Handle**
  - This is your "username" on Twitter that appears with an "@" symbol in front of it.
- **@:**
  - A symbol before a username (@username) to mention or reply to that user
- **Hashtags**
  - Although they were originally created and supported by Twitter, hashtags are now utilized on Facebook, Pinterest, Instagram, Vine, Google+, and Tumblr. A hashtag is a group of words or phrases (with no spaces), preceded by a # sign (i.e. #ONECON or #CCPin). It is used to tie various social media posts together and relate them to a topic. Topics are sometimes connected to an event, TV show, sporting event, or any happening or trend etc.

### Results for #recycle

Tweets · All ▾ Refine results



**Janiebt** JanieBT  
 @liprap 4 future reference RT @grist Soiled #diapers can now end up as roof tiles bit.ly/pvjoHh #recycle  
 4 minutes ago



**tashashoemake** tasha shoemake  
 I've observed that people driving a Prius are generally terrible drivers. And slow. #recycle #globalwarming #savethewhales #peace  
 7 minutes ago



**recybo** ReCycle By Ossy  
 #green #recycle #art Brooks Construction Unveils Industry-First HyRAP and a New Production Facility - ForConstructio...  
 ow.ly/1f5zik  
 14 minutes ago

Showing 1 - 25 of 4,038 hashtags

Hashtags	Tweets	Retweets	Impressions	Contributors
#measure	41,995 97.49%	10,906 59.59%	73,217,269 97.71%	10,744 96.78%
#googleanalytics	2,031 4.71%	1,321 7.22%	4,847,308 6.47%	1,626 14.65%
#webdesign	666 1.55%	357 1.95%	2,256,260 3.01%	505 4.55%
#analytics	1,762 4.09%	314 1.72%	1,726,538 2.30%	705 6.35%
#eMetrics	1,178 2.73%	301 1.64%	1,664,619 2.22%	298 2.68%

**Russell Simmons** @UncleRUSH

#IStandWithAhmed — stay strong little brother. you are a genius and we all support your incredible passion for innovation + technology.

9/16/15, 8:00 AM

1,951 RETWEETS 1,436 FAVORITES

**Google Science Fair** @googlescifair

Hey Ahmed- we're saving a seat for you at this weekend's Google Science Fair...want to come? Bring your clock! #StandwithAhmed

7:41 PM - 16 Sep 2015

4,736 4,002

Home Notifications Moments Messages Search Twitter

**Ahmed Mohamed** @IStandWithAhmed

The Official Twitter of Ahmed Mohamed

Instagram.com/official\_istan...  
Born on August 29

TWEETS 154 FOLLOWING 264 FOLLOWERS 115K FAVORITES 71

Tweets Tweets & replies Photos & videos

Ahmed Mohamed Retweeted

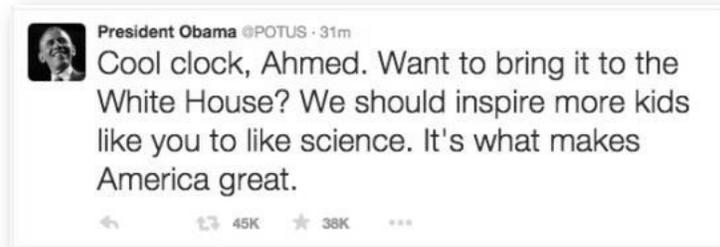
**Rep. Mike Honda** @RepMikeHonda - Oct 20

Proud of Ahmed. He'll make a fine engineer one day. He's welcome any day to visit #CA17, #SiliconValley and @NASA

Ahmed Mohamed, Rep. Mike Honda and Ames Research Center

This screenshot shows a Facebook news feed. At the top, there's a search bar and a user profile for Nikki Amell. Below that is a navigation menu with categories like FAVORITES, PAGES, GROUPS, APPS, FRIENDS, and INTERESTS. The main feed contains two posts. The first post is from UPROXX, dated October 20 at 10:35pm, with the headline "MOVING ON: The #ISlandWithAhmed train has found a happy ending..." and a photo of a young man with glasses. The second post is from Yahoo News, dated October 19 at 10:05am, with the headline "The clock-making teen at center of the #ISlandWithAhmed affair speaks to #YahooLive before heading to the first-ever astronomy night at The White House" and a photo of the same young man making a peace sign.

This screenshot shows a Facebook post by Mark Zuckerberg. The post is from 2 hours ago, located in Palo Alto, CA, United States. The text of the post reads: "You've probably seen the story about Ahmed, the 14 year old student in Texas who built a clock and was arrested when he took it to school. Having the skill and ambition to build something cool should lead to applause, not arrest. The future belongs to people like Ahmed. Ahmed, if you ever want to come by Facebook, I'd love to meet you. Keep building." Below the text, it shows engagement statistics: 455k Likes, 12k Comments, and 65k Shares. At the bottom, there are buttons for Like, Comment, and Share.



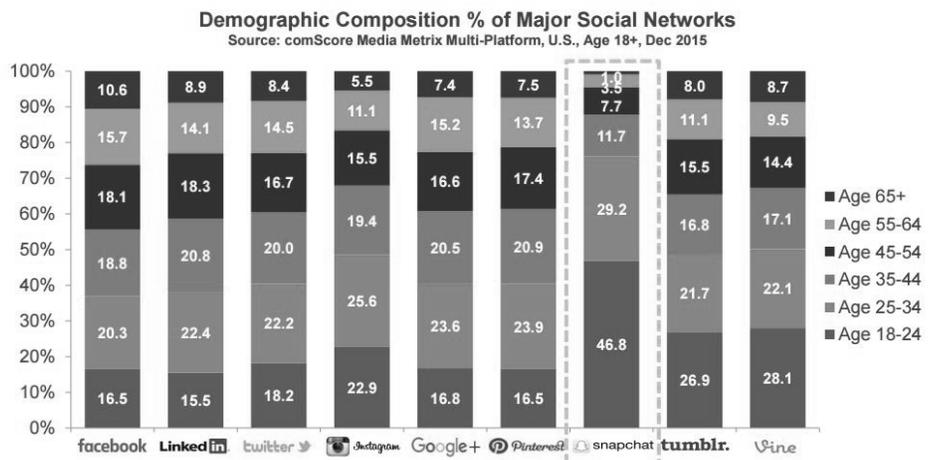
## GLOSSARY

- **Reply** – You can reply directly to a tweet. Only the people following you and the person you’re replying to can see your reply (unless you place a character before the handle at the beginning of the tweet).
- **Retweet** – A way to repost or share someone else’s tweet.
- **Favorite** – This functions just as a Facebook “like” does. You can also use this as a saving tool and go back to your favorites later.
- **Mention** – The act of including someone’s handle in your tweet. That person will then get a notification that they’ve been mentioned.

## GLOSSARY

- **Mention** – The act of including someone’s handle in your tweet. That person will then get a notification that they’ve been mentioned.
- **Direct Message** – This is the only way to talk to someone on Twitter privately. You can create these by either starting your tweet with “DM” or going to someone’s profile and using the “message” function.
- **Feed** – This is the first thing you see when you log in to Twitter. New posts from your followers are placed in your feed.
- **Followers** – These are the people who have followed your handle and can see your updates in their feed. You do not have to follow them in order for them to become your follower.
- **Following** – These are the people you follow so you can see their updates in your feed. They do not have to follow you for you to be able to follow them.
- **Trends** – The most commonly used hashtags at that present time are considered trends. They can also be made to pull from a specific location.
- **Lists** – Groupings of your followers that you’ve created and categorized so that you can find them easily.
- **Connect** – A tab where all mentions, replies, retweets, and favorites can be found.
- **Discover** – A tab to search for hashtags, handles, and keywords.

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  - Snapchat
  - Niche Marketing (Behance, Dribbble)
  - Blogger
- *Next Lecture: Social Media Plan*



comScore



## TIPS

- LinkedIn is orientated to businesspeople and professionals. Its 3 primary uses are:
  - To keep up with your industry or profession
  - To maintain business contacts
  - To find a job
- Basic membership – free; Premium members pay a monthly fee
- Ensure your profile is up to date and complete
  - Should give a true representation of your professional career and create a good first impression
  - Provide compelling information in your “summary”
- Having a company page will improve your business’s search engine results.

The screenshot displays a LinkedIn profile for Susan Ritmer, a User Experience Designer at Novella & Co. in the San Luis Obispo, California Area. Her profile includes a profile picture, a cover photo, and a summary of her professional background. A context menu is open over the 'Block or report' option, listing actions such as 'Suggest an update', 'Recommend', 'Endorse skills & expertise', 'Search for references', 'Share profile', 'Export to PDF', 'Flag as inappropriate', 'Remove connection', and 'Block or report'. The 'Block or report' option is highlighted.

**Susan Ritmer**  
User Experience Designer at Novella & Co.  
San Luis Obispo, California Area | Design

Current: Novella & Co.  
Previous: HATHWAY - Interactive Marketing Agency, G/D Independent - Various Clients  
Education: California Polytechnic State University-San Luis Obispo

500+ connections

Activity

Susan Ritmer is now connected to Casey Scofield, Global Creative Sukal, Senior Designer at Rosetta, and 2 other people. 10 hours ago

Susan Ritmer is now connected to Giana Ronzani, Project Coordinating. 1 day ago

Background

Summary

Multi-disciplinary graphic design professional with more than five years experience developing creative solutions to client objectives both on- and off-screen. Skilled in brand development from ideation to execution, I am able to produce strong, workable solutions across a wide range of media.

My comprehensive approach to design effectively balances research, conceptual development, strategic thinking, and creative implementation to consistently create unique, compelling design experiences. My client experience ranges from small, local start-ups, to multi-national corporations. I am a sound visual thinker, known for my clean style and passion for typography.

People You May Know

Anna Evans · 2nd  
Law Clerk at Bat Tzedek Legal Services  
Connect · 2

Matthew, keep up with relevant opportunities at Novella & Co.

Visit the careers page for Rosetta!

Visit Careers

You & Susan

Skills Views Connections

Improve your profile

Susan's Network

Company

93 Novella & Co.

## TIPS

- Join “groups” that fit your business interests.
  - Search groups from the Groups Directory, the “Groups You May Like” menu, and Featured Groups
  - Participate in the groups that you join. Follow group updates and discussions. Often, these discussions reflect trends and industry news.
- Start adding connections. Import contacts from Gmail and other accounts
- Make connections.  
The more connections, the bigger your network.

## TIPS

- Utilize the Events section to search for industry events or to promote your own event.
- Obtain recommendations and recommend others whom you have worked with, even if they have not asked for a recommendation

## GLOSSARY

- **Update** – Status updates and content that you post.
- **Profile** – Similar to a resume, you add information about you and your job history.
- **Company Page** – A place for businesses to include information about their business and create updates about their business and their industry.
- **Mention** – Just like Facebook and Twitter, you can mention others in your LinkedIn updates.
- **Connection** – An indicator that you and a person are connected to each other.

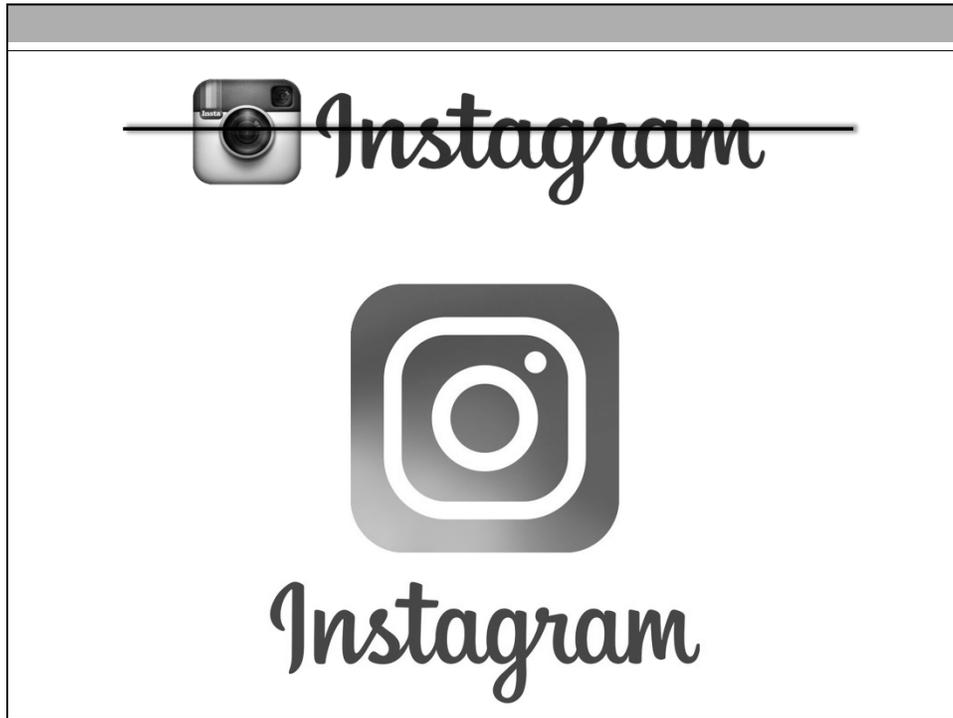
## GLOSSARY

- **Degrees** – This acts like 6 degrees of Kevin Bacon by showing you how you are connected to a person even if it's through a number of people.
- **Invitation** – Invite someone to join your network and connect with you.
- **Introduction** – A way to introduce yourself to those you are not currently connected to.
- **Groups** – These can be public or private, and can be created by an individual or company. It allows users to come together and talk about a specific subject on one page.
- **Network** – Your connections which also includes the connections of your connections.

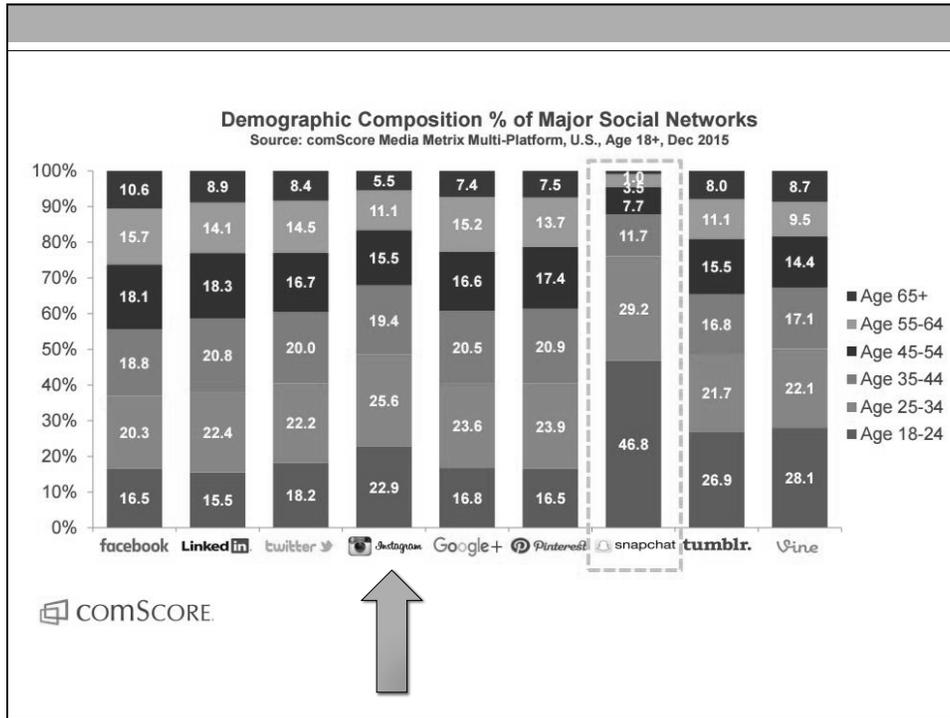
## GLOSSARY

- **Recommendation** – A way to recommend a friend/colleague, based on their professional experience, to anyone who views their profile.
- **Influencers** – Key and influential people in your industry that can provide you with great content.
- **LinkedIn Today** – A source for all of your industry news in one place.

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- *Next Lecture: Social Media Plan*



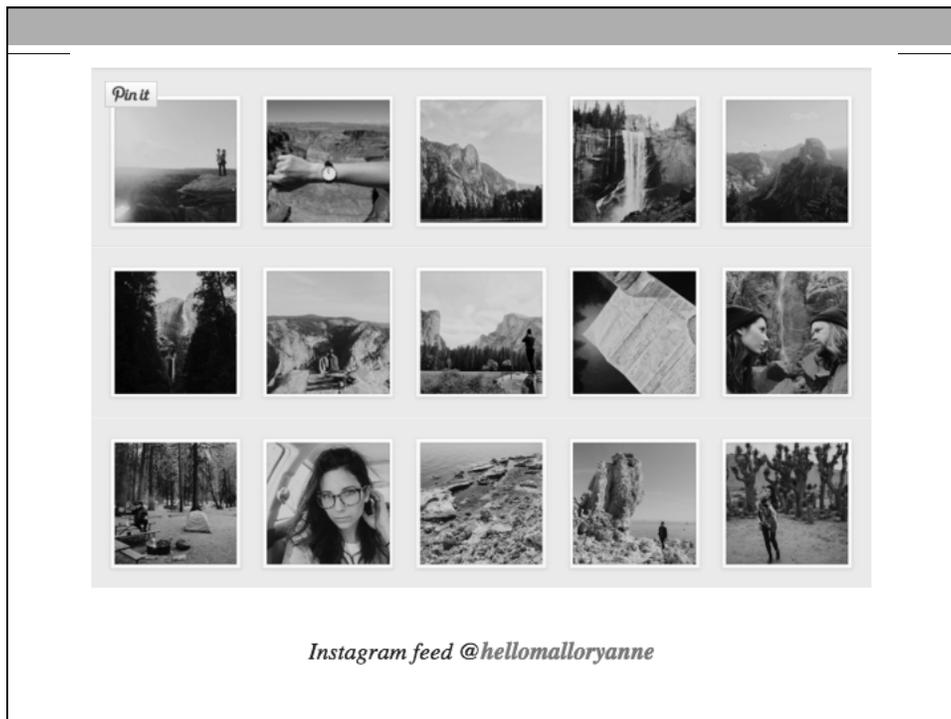
	 INSTAGRAM
What is it?	Online mobile photo/video sharing and social networking service that lets users take pictures and videos. Instagram is owned by Facebook and is testing paid ads for selected companies in beta.
Who's on it?	Millennial parents, millennials, teens. Developing a more mainstream audience since Facebook acquisition.
Monthly Active Users	200 Million
Content Strategy	Strong visuals with an artistic aesthetic.
Paid Media	In Beta
KPI's	Likes, Comments, Hashtag reach, Impressions (paid)



- “Instagram has certainly upped the ante for social sharing and visual storytelling; more than 75 million people are active on Instagram every day, sharing more than 40 million photos daily.”

<http://blog.latergram.me/essential-instagram-glossary/>





<http://www.socialmediaexaminer.com/13-instagram-marketing-tips-from-the-experts/>

- All of the following are quotes from individual experts. Please see the link to find out more from who said it.
- Not all may apply to you as an individual. See how they could help in planning future clients'/employers' strategies.

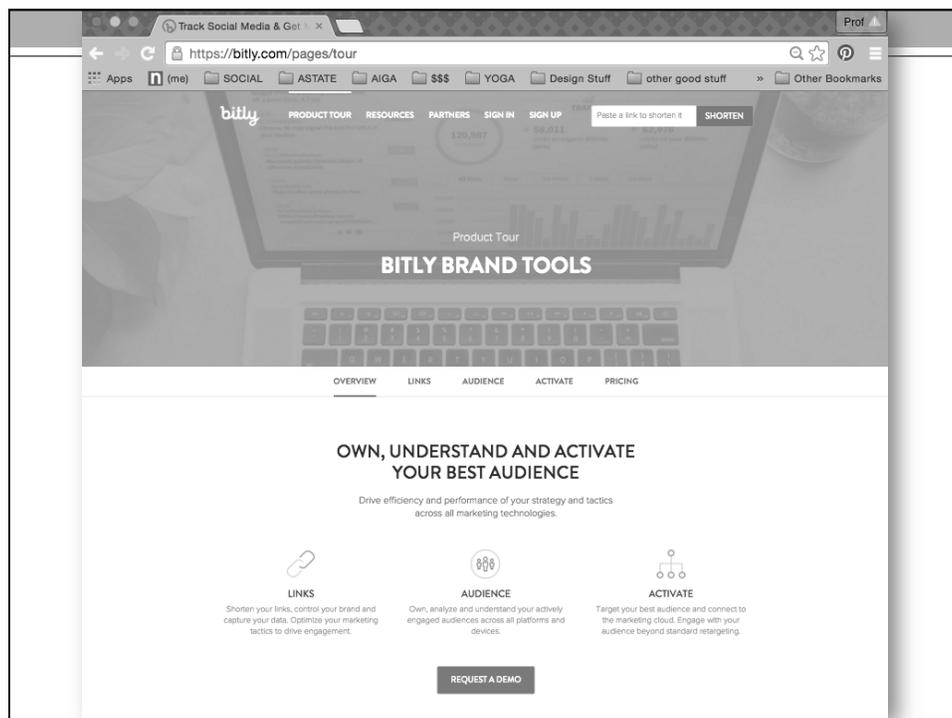
## 1 > Shoot Square

- Your Instagram feed is only as good as your photographs, so starting with high-quality photos makes your Instagram marketing more effective.
- One of the best ways to save time and compose better photos for Instagram is to shoot square photos. Many digital cameras and smartphones have this in their settings so it's really easy to do. This lets you save time on cropping and ensures that the essential elements in the photo won't be cropped out later.
- Because shooting photos inside the Instagram app can be limiting, I like to use Camera Awesome by the SmugMug team on my iPhone (also available for Android users). Using this app, you can take fantastic photos using the grid to follow the rule of thirds.



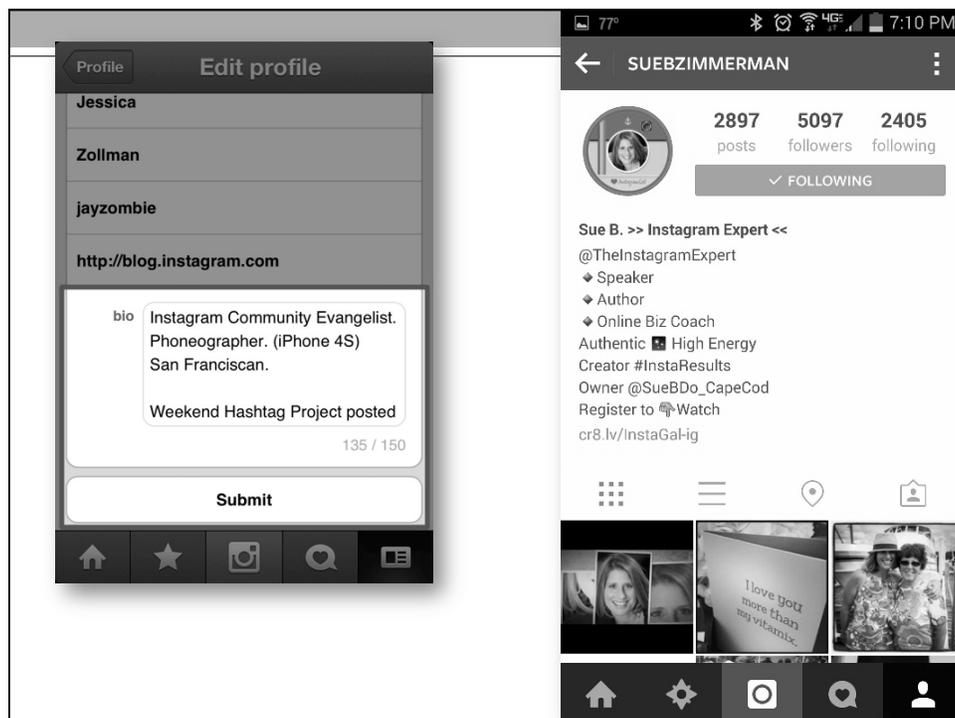
## 2 > Use a Customized Link Shortener to Track Traffic

- One of the most important things marketers need to know is how well their Instagram account is driving traffic and leads back to their website. Unfortunately, Google Analytics can't accurately track this traffic when users visit your website from your mobile Instagram account.
- To monitor accurate click rates, I recommend businesses use a customized bit.ly link (or a link from another shortener) exclusively for the URL in their Instagram bio.
  - Then you can check your bit.ly data to document how many clicks your Instagram account is actually sending to your website.
  - Create a different bit.ly link each time you change the link for a new landing page, campaign or default page to continuously track successful traffic leads.



### 3 > Be Strategic with your Bio Link

- For personal use, Instagram is fun and spontaneous. But if you want to use it as a marketing tool, you have to be a little more calculating with it.
  - I suspect the businesses that are really killing it on Instagram (like Nordstrom, Starbucks, Nike and others) plan their posts well in advance.
- If you're a smaller brand or a one-man show, you can still develop a great presence on Instagram.
- Use the link in your bio to connect to a landing page that holds the same posts you put on Instagram, and allows you to collect leads, promote your ecommerce site, gain subscribers to your blog, collect entries for a giveaway, etc.



## 4 > Cross-Promote Your Partners

- Cross-promote whenever you can! The trend on Instagram now is to share the love, so to speak, by tagging others or even by outright promoting other companies, products and services.
  - Locally we have restaurants that serve beer from the many craft brewers in the area. Both the brewers and the restaurants take full advantage of Instagram by tagging each other. The brewers also support one another with tap takeovers, which are rich grounds for Instagram photos and tags.
- The results are threefold: higher recognition for everyone involved, increased followers (who in turn tag the businesses during visits) and increased traffic and sales for the local businesses.

## 5 > Take Advantage of Trending Hashtags

- Users can now use Instagram's Explore feature to find posts related to trending hashtags such as #LoveWins, #CanadaDay and #FullMoon.
- If these trending tags are relevant to your brand, include them in timely posts to aid discovery.
- On the topic of search, Instagram also introduced the ability to search by emoji. If emojis make sense for your brand's strategy, be sure you're thinking about how they can be a great channel-appropriate way to convey what copy can't, but also how they can aid in discovery.

## 6 > Drive Instagram Users Into Your Marketing Funnel

- For most brands, getting a follow on Instagram is important, but it's just one step in the overall marketing funnel.
  - To move your users further down the funnel, you should consider identifying ways to capture your followers' email. One of the best ways to capture your followers' email is to ask for it.
- Share an image with a call to action in both the caption and visual telling users to click the link in your bio to download an ebook or sign up for a newsletter.
  - Once the user takes this action, you'll have the ability to engage with him or her on a one-to-one basis and take your connection to the next level.

## 6 > Drive Instagram Users Into Your Marketing Funnel

- To do this effectively, you should create a targeted landing page tailored directly to your Instagram following. Use messaging that references Instagram and shares a similar look and feel as your brand on this channel.
- From there, engage with your email subscribers by delivering them valuable and relevant information that will help move them down the funnel. Drive them to your blog posts and other social channels and keep them up to date with your product or service.

## 7 > Mix Videos with Photos

- Considering that a video can generate three times more inbound links than written posts, it's a valuable tool that can be used to engage fans, grow your following and drive traffic.
- As marketers, we all know that Instagram is about visual storytelling, but with a video you can actually bring your story to life. For example, take a look at Oreo or McDonald's and you'll see awesome examples of stop motion videos that feature a product at the center of the video, without coming across as a sales pitch.
  - The videos are fun, shareable and engaging, and with Instagram's video editing features they're super-easy to create. Simply hold down the Record button and pause when you want to shoot a different scene. Or you can upload a pre-made video.

## 7 > Mix Videos with Photos

- And if you don't want to include your product, you don't have to.
  - Encourage your fans to create their own videos and collect them on your page like GoPro does.
  - Or check out the most-followed brand Nike to see plenty of effective videos. This is a brand that has a really good grasp of what Instagram is all about: inspiring viewers by using powerful visuals that focus on the audience, not the product.
- The key here is to make it about your audience rather than your business, and you'll quickly see a surge in followers!

## 8 > Leverage Sponsored Ads

- Sponsored ads on Instagram are becoming a regular occurrence on people's timelines, whether it's one ad or multiple ads using the carousel element.
- This is giving brands a whole new dimension to target their audience. Before, only people following the account would see photo updates, whereas now brands can promote these to anyone within their target audience.

## 8 > Leverage Sponsored Ads

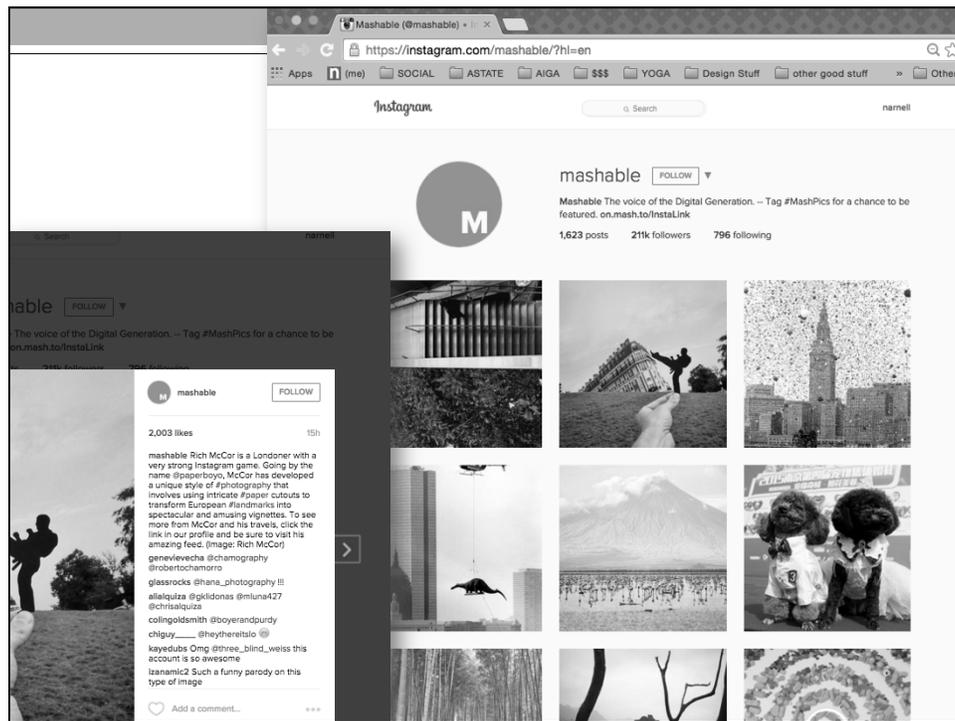
- Sponsored ads on Instagram are now starting to become a regular occurrence on people's timelines.
- These features are still in their infancy and only select brands working in partnership with Instagram are using them, but I expect this to take off dramatically with other brands.
- Marketers must be ready with content that is both engaging and created with a particular target demographic in mind. You'll also want to have multiple posts ready to target to different audiences.

## 9 > Direct Users to Your Most Valuable Content

- While Instagram now allows advertisers the ability to add clickable links in their carousel posts, URLs still aren't clickable in photo descriptions. Fortunately, there's a way to get around this so marketers can direct followers to their most valuable content. **Just utilize the link section of your Instagram account's bio.**
- You can choose to direct users to a permanent page, such as your website's homepage or your blog. But an even better option is to link to your most current content, whether that's an article, blog post or promotion.

## 9 > Direct Users to Your Most Valuable Content

- For example, take Mashable's Instagram account. In the description of their latest upload, users are encouraged to click through to the link in Mashable's Instagram bio. Clicking this link will take them to an article related to the Instagram photo.
- Remember that URLs to actual pieces of content tend to be lengthy, so consider using a URL shortening service to come up with a vanity URL.



## 10 > Use Sponsored Posts

- My number-one Instagram strategy for getting massive exposure and building a huge audience is to find large Instagram accounts that are already catering to your demographic and pay for sponsored posts on them. It's the cheapest CPM (cost per thousand impressions) of any ad platform right now.
- The fact is there are tens of thousands (if not hundreds of thousands) of Instagram accounts being built solely for the purpose of selling featured shout-outs to companies and brands.

## 10 > Use Sponsored Posts

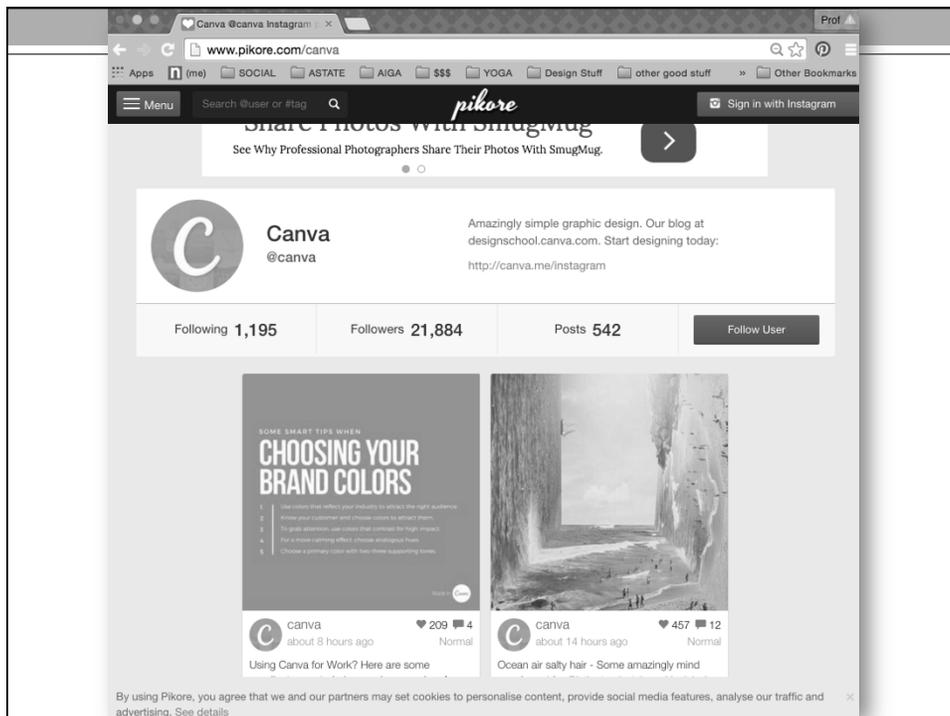
- Many times, one person runs multiple accounts that have hundreds of thousands of followers in a variety of niches like health, fitness, cars, sports, fashion, nutrition and many others.
- Once you find one that targets your ideal demographic and follow them, Instagram will show you “similar accounts.” You’ll know these accounts accept paid sponsored posts if they have an email address in the bio. Usually it will say something like “For Business Inquiries” as well.

## 10 > Use Sponsored Posts

- From there, email them (briefly) about your brand/company (the smart ones are also looking for a good fit) and ask for their sponsored post pricing.
  - Once you strike a deal with the account, make sure you review their past posts to see what type or style of photos receive the most engagement and consider this when you’re creating your ad image and copy.
- Your best bet is to link back to your Instagram account, instead of trying to send users directly to your website, since Instagram doesn’t allow linking in comments.
- Using this tactic makes it easy to gain thousands or tens of thousands of new followers in your target demographic overnight. The key now is cultivating these new followers with great content that appeals to them and slowly introducing them to your brand.

## 11 > Make Graphics Shareworthy

- Pairing images with captions is an effective way to engage your audience.
- For Canva's #dailydesigntips, we combine striking graphics with a piece of sharable content, like an inspiring quote or a practical design tip.
- Complete the image with a detailed caption and all relevant hashtags, and the entire combination results in a compelling post packed with nuggets of knowledge.



## 12 > Develop an Editorial Calendar

- While you can access Instagram from your laptop to engage with content from your followers, to update your account with new content you're confined to a mobile device such as your tablet or smartphone.
  - For those of you who work primarily from a laptop, making the switch to using a tablet or smartphone for posting to Instagram can be challenging; especially if you're trying to manage multiple Instagram accounts at once.

## 12 > Develop an Editorial Calendar

- To help make the transition to using a mobile device for posting much more convenient, I recommend creating an editorial calendar. [*=social media plan*]
  - Once you use your editorial calendar to plan out your Instagram posts. Then all you need to do is create your content and post it to Instagram – I prefer batching content because it helps save time.
  - You can choose to add these tasks to your to do list and post them from the native Instagram app or use some of the scheduling tools available to help.
- What's great about using this technique is that as your business grows and you use Instagram more, you'll be able to scale it up to meet the demands of your business.

## 13 > Partner With Instagram Influencers

- Find influencers within your specific vertical who will showcase your products in a fun and innovative way! There are more than 40,000 influencers on Instagram covering all verticals, including fashion, beauty, health and wellness, home décor, food and more.
- Instagram influencers are modern-day celebrities and are creating high-quality digital content. They have a large follower base and are trusted for their opinions on the latest products and trends. Align your brand with the right influencers and you can expand brand awareness and follower reach.

## 13 > Partner With Instagram Influencers

- There are many ways to work with influencers to promote your products. From contests to giveaways, find a unique angle on how you want to carry on the relationship.
  - My personal favorite contest is to tag a friend in the comment section. It's the Instagram version of word-of-mouth marketing. There are many different types of Instagram contests, including like to win, user-generated photos with branded hashtag or regram to win.
  - Make sure the influencer's Instagram post includes your brand's handle. The influencer can either tag it in the photo or in the social media copy. Ask the influencer to include any relevant calls to action as well. Common calls to action in Instagram marketing are Shop Now or Learn More on our Website.

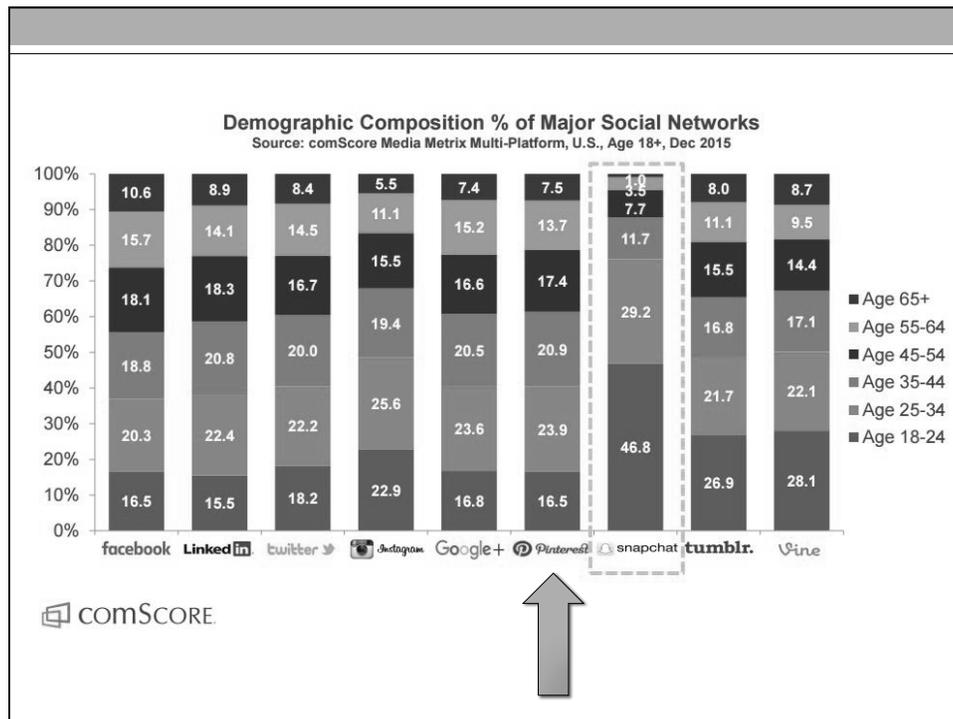
## 13 > Partner With Instagram Influencers

- By incorporating influencers and contests into your Instagram marketing strategy, you are tapping into two of the most powerful ways to find new users and convert them into customers.

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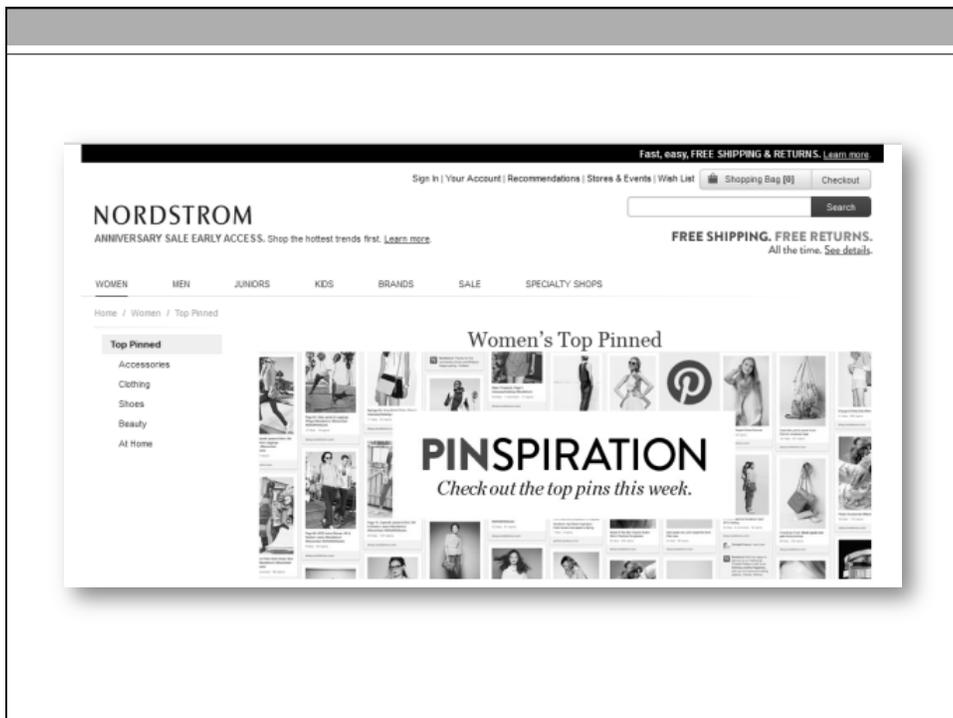


	 PINTEREST
What is it?	Web and mobile app that offers a visual discovery, collection, sharing, and storage tool. Users create and share the collections of visual bookmarks, which are called boards - Boards are created by selecting an item, page, website and pinning it to a board. Used to develop projects, organize events, or save pictures and data together.
Who's on it?	Mostly women 25-54 Starting to gain traction amongst men.
Monthly Active Users	30 Million
Content Strategy	Strong visuals, best if linked back to brand website.
Paid Media	Yes
KPI's	Repins, Clicks, Comments



## TIPS

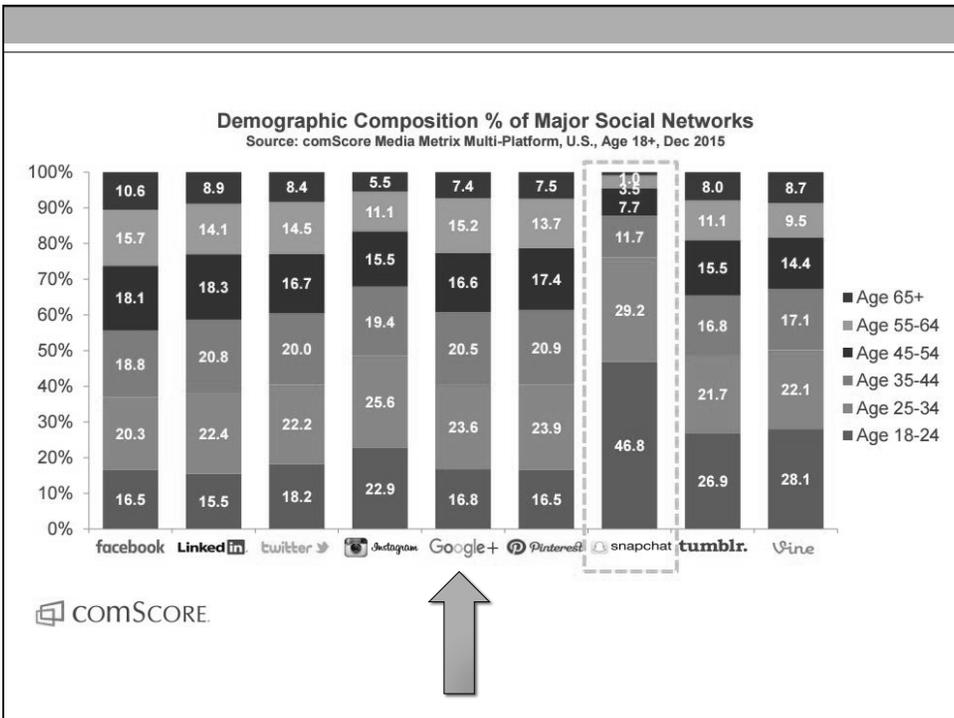
- How you can let fans or subscribers know your brand has Pinterest profile.
  - Tweet about Pinterest 2-3 times a week.
  - Post on Facebook once a week to once every two weeks.
  - Send an email mentioning Pinterest and feature a Pinterest profile widget at least once a month.
  
- In addition to social media promotion, optimize your website with a profile widget, 'follow us' buttons, and 'pin it' buttons on your images. And don't forget to take advantage of offline tactics like putting Pinterest promotional content in store.



## GLOSSARY

- **Pins** – An image uploaded (“pinned”) from any webpage or your own computer to a Pinterest board. All pins link back to their original source, so make sure you choose the right webpage.
- **Pinner** – The person behind the pins.
- **Repin** – The act of sharing someone else’s pin.
- **“Like”** – This functions just as a Facebook “like” or a Twitter “Favorite” does. It tells the pinner you enjoyed what they pinned.
- **Board** – A grouping of pins under a category you’ve created. It allows you to organize your thoughts, images, and websites.
- **Mention** – Just like on Twitter, Facebook, and LinkedIn, you can mention another pinner in a post. They will also get a notification about the pin.
- **Follow** – The act of following other pinners or just a couple of their boards. They do not have to follow you back for you to be able to follow them.

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## TIPS

- FindPeopleOnPlus.com to search for people based on various demographic information
  - Invite contacts from FB and Twitter to join you on Google+
- Your Google+ page should provide information about your business and services
- Link to your website
- Give customers the chance to chat live (Hangouts) with key people at your company

## Find & add people to circles

Share the right things with the right people, just like in real life. For example:

- Share jokes and secrets with your **Best friends** circle
- Put your most professional side forward when you post to your **Work** circle
- Show your team spirit with posts to your **Sports fanatics** circle

## Find & add people

Android app

Computer

Mobile browser

iOS app

## What happens when you add someone to a circle

- When you add someone to a circle, they may receive a notification [🔔](#) that you've added them. They won't see the name of the circle you've added them to.
- The person or page you added will be able to see anything that you previously shared with that circle. If that person adds you to their circles, posts you've shared with them may appear on their Home page.
- People you add may also be able to use Hangouts with you. [Learn who can use Hangouts with you 🔗](#).

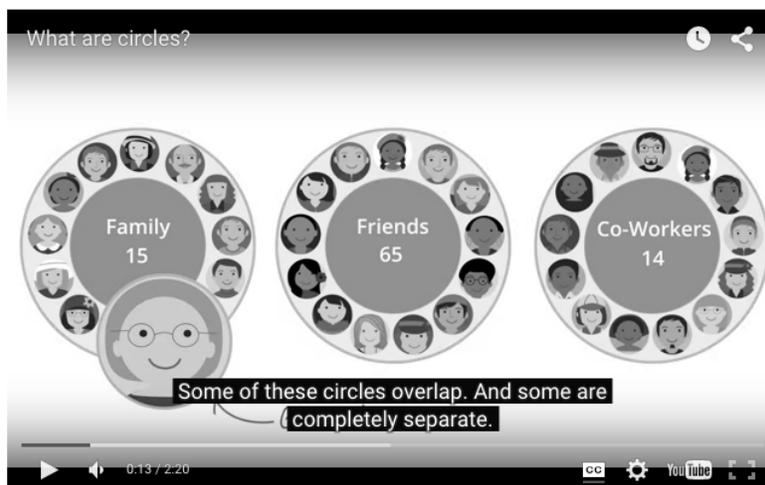
## Visibility of circles

- The people and pages you add to circles are publicly visible by default, but you can change who can see the people and pages you add [🔗](#). Depending on your settings, information about the people or pages you've added to circles may also appear in shared endorsements [🔗](#).

## Limits on circles

- You can add up to 5,000 profiles and pages across all of your circles.
- There is a daily limit for how many people and pages you can add to your circles. If you reach the limit, just wait a day to add more people or pages.

## What are circles?



## TIPS

- FindPeopleOnPlus.com to search for people based on various demographic information
  - Invite contacts from FB and Twitter to join you on Google+
- Your Google+ page should provide information about your business and services
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## GLOSSARY

- Profile, Page, Share, Comment, Tag, Stream
- **+1 Button** – This functions as a Facebook “like” button does. The +1 button allows users to indicate they appreciated your content.
- **Google Plus Bar (or Sand Bar)** – The Google Plus Bar is the gray bar that lives at the top of any Google property with your image and a drop-down arrow. This function allows you to share content from other Google properties
- **Sparks:** Filter and display stories about topics in which you’re interested

## GLOSSARY

- **Circles** – These are the categories you create to organize your followers and the people you follow. These categories can be anything you'd like them to be, but the most common examples include "Family," "Friends," "Work," "Local Businesses" etc. When posting content, you can choose to expose your content to the public, your Circles, or Extended Circles.
- **Extended Circles** – These are tricky because just like Facebook's algorithm, we're not quite sure how Google decides who to show your extended content to. Essentially, by sharing your content with your Extended Circles, your "friends of friends" MAY see your content.

## GLOSSARY

- **Local** – This one is huge for you and your business because 97 percent of consumers search for local businesses online. This means that your business information needs to be readily available to all search engines. A Local Google Plus Page allows your customers to find your hours, address, and phone number all in one place. This information is displayed within a Google Search, so you want to make sure your information is accurate and up to date.
- **Communities** – Google Plus Communities are created by brands or individuals to encourage conversations and share information around one specific topic or service.

## GLOSSARY

- **Hangout** – A Hangout is a video chat with up to 10 people at one time.
- **Hangout on Air (HOA)** – This is a Google Hangout that is “broadcasted” (on air), and can be watched both live on your Google Plus Page or after the Hangout. The finished product can be found on both your Google Plus Page as well as your YouTube page, which makes Hangout’s on Air a perfect content marketing platform for customer promotions via social media, email, and website.

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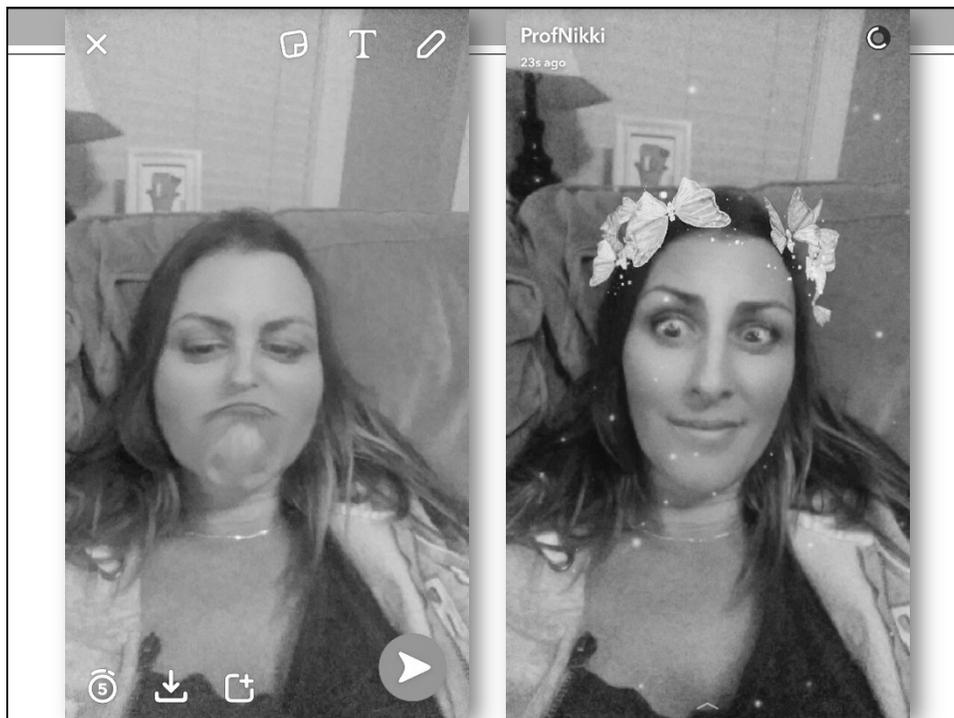
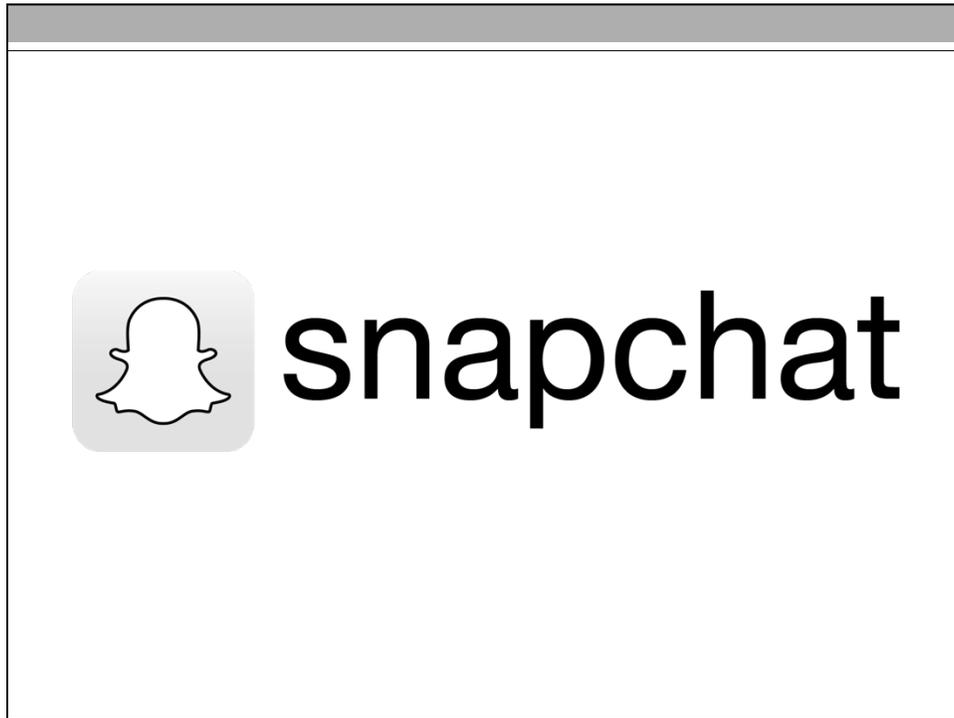
## TIPS

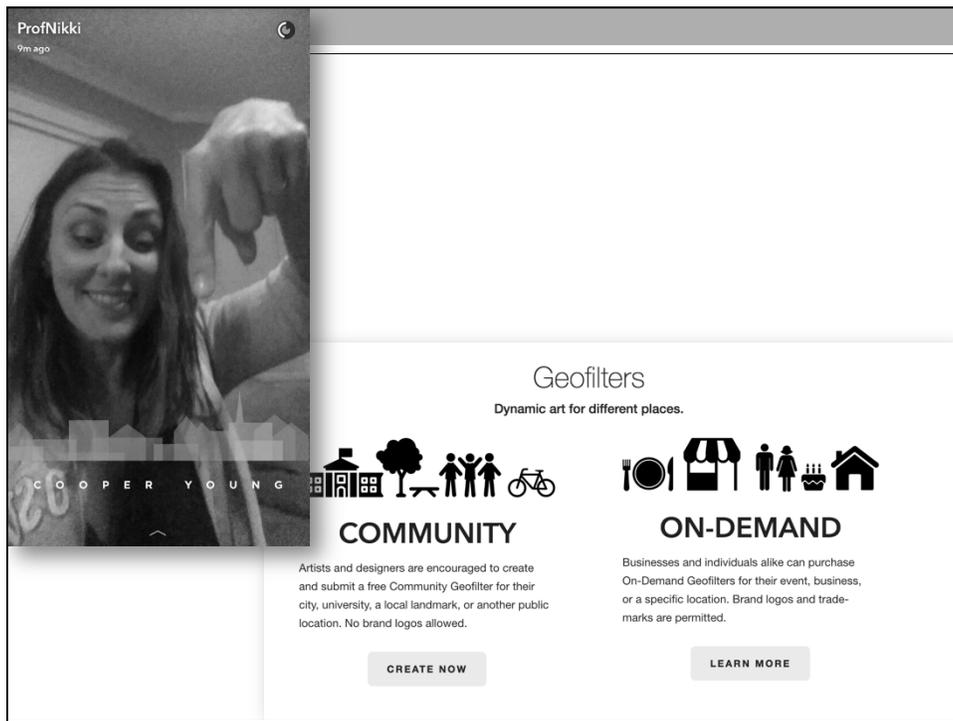
- Set up a brand channel for your business. A channel is an interactive landing page for your company on YouTube
  - Customize it with a banner, background, colors, etc. consistent with your brand identity
  - Create a username that represents your business or company
- Place your channel URL on your social media profiles and on marketing materials
- Tag videos so search engines can find them
- Place your logo and company contact information in all of your videos

## TIPS

- Post videos of customer testimonials, product demos, product reviews
- Feature or introduce staff members in your video
- Record step-by-step instructions for common customer questions
- Supplement a blog entry with a YouTube video
- Communicate with subscribers by posting bulletins – updates from your channel to your subscribers

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ProfNikki  
9m ago

Geofilters  
Dynamic art for different places.

COMMUNITY

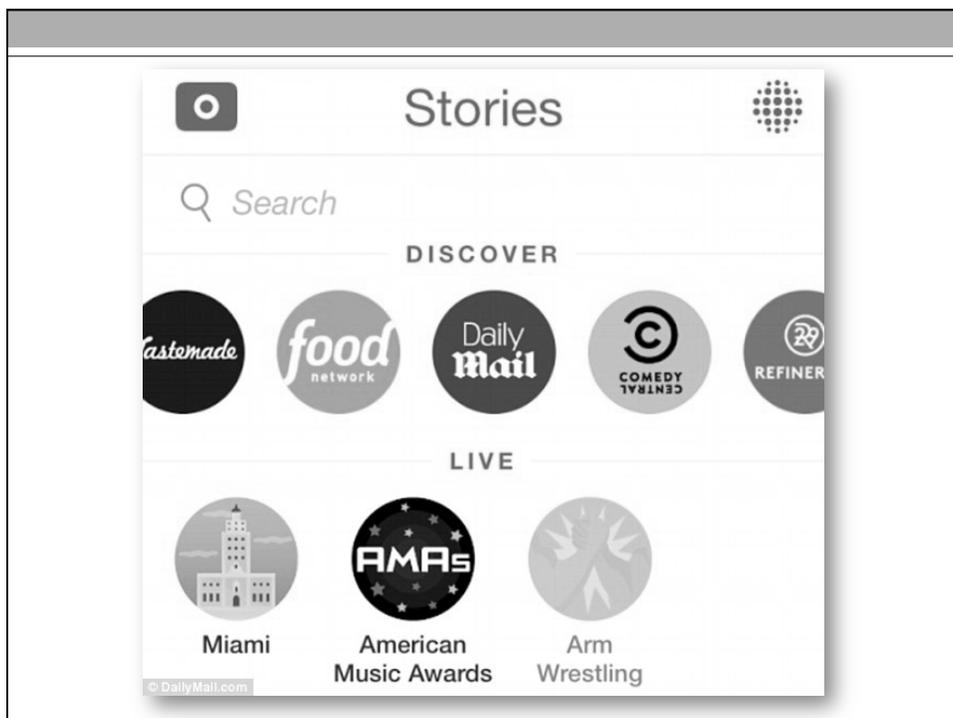
ON-DEMAND

Artists and designers are encouraged to create and submit a free Community Geofilter for their city, university, a local landmark, or another public location. No brand logos allowed.

Businesses and individuals alike can purchase On-Demand Geofilters for their event, business, or a specific location. Brand logos and trademarks are permitted.

CREATE NOW

LEARN MORE



Stories

Search

DISCOVER

fastmade food network Daily Mail COMEDY CENTRAL REFINER

LIVE

Miami American Music Awards Arm Wrestling

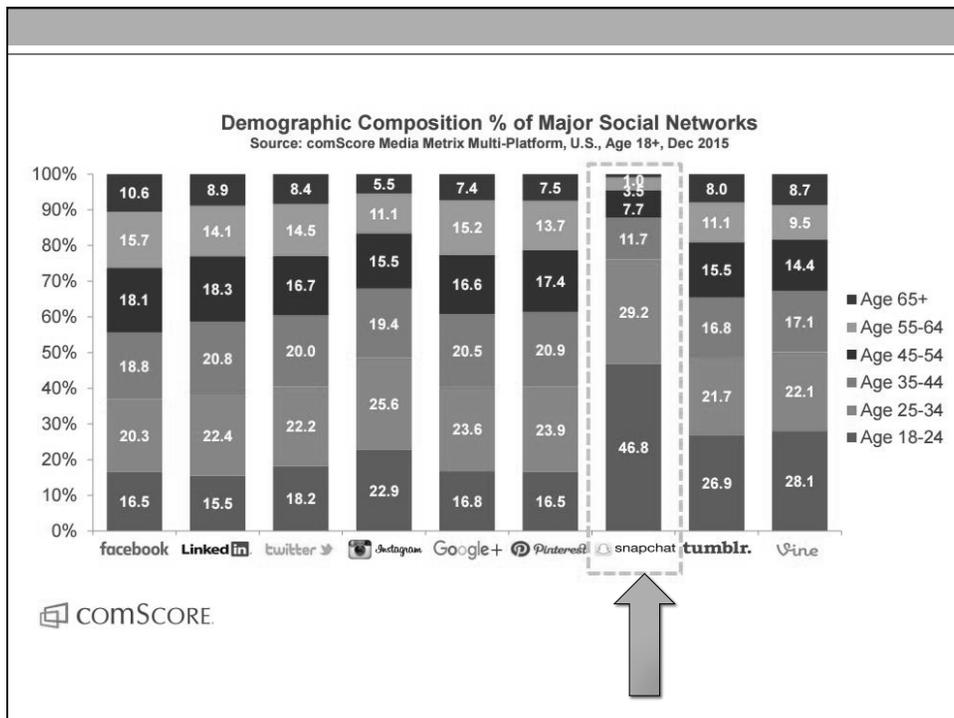
© DailyMail.com

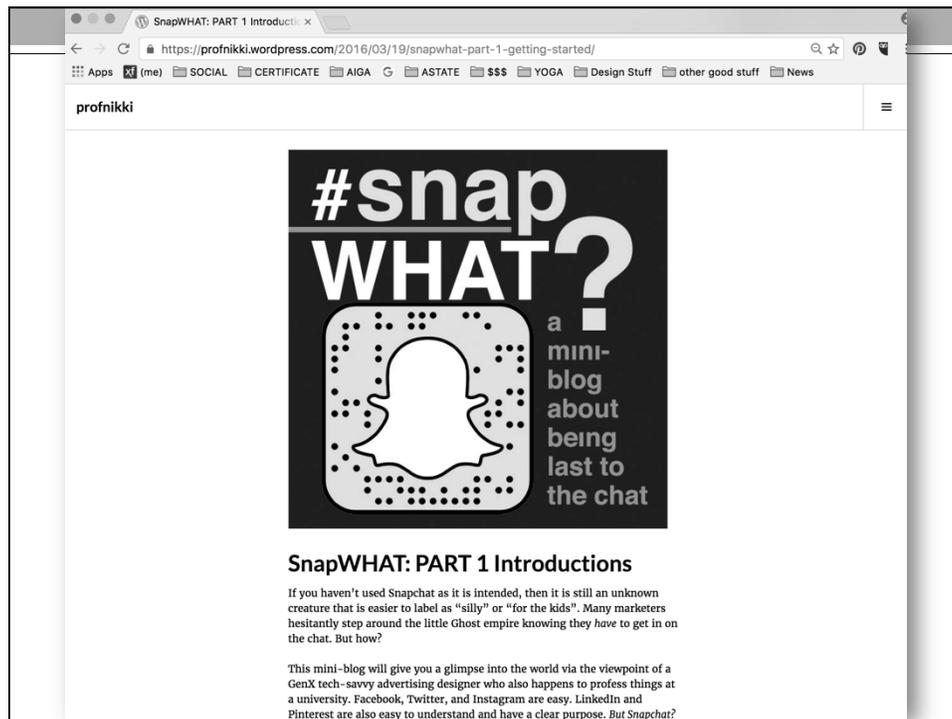
 SNAPCHAT	
What is it?	Photo messaging application. Users can take photos, record videos, add text and drawings and send them to a list of controlled recipients. These are known as 'Snaps' - Users set a time limit for how long recipients can view their Snaps (1-10 seconds) after which they will be hidden and deleted from Snapchat's servers.
Who's on it?	Teens and Millennials, fastest growing app. Teens over index more strongly on Snapchat than any other app.
Monthly Active Users	> 100 Million (est)
Content Strategy	Fun, behind the scenes content.
Paid Media	In Beta
KPI's	Responses, Open Views, Screenshots Taken

- “The big takeaway is: Snapchat is onto something, and it's much bigger than sexting. The service is a reaction to the saturation of social networking and the the dominant interaction modes on Facebook and Twitter.
- It's an immune response, nurtured in the tweeky rebelliousness of teenagedom, to the forces of Big Data, behavioral targeting, and the need to record every stupid little thing in the world.
- ...Snapchat might be the defining product of our technophilic, technoanxious age...

- ‘We’re building a photo app that doesn’t conform to unrealistic notions of beauty or perfection,’ he blogged, ‘but rather creates a space to be funny, honest or whatever else you might feel like at the moment you take and share a Snap.’...
- Kids — and increasingly, adults — want a space to play and experiment without everyone knowing about it.”

<http://www.theatlantic.com/technology/archive/2013/11/what-is-snapchat/281551/>

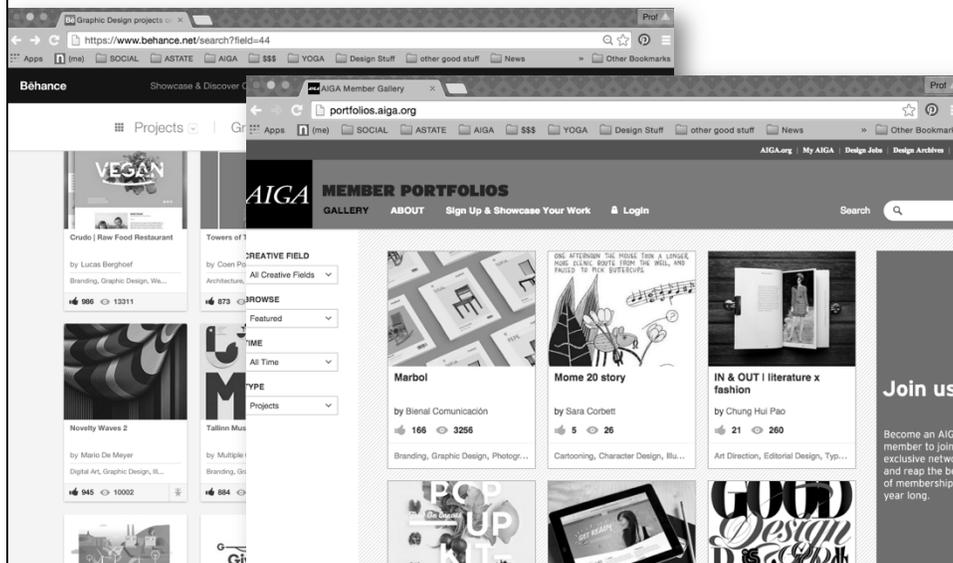




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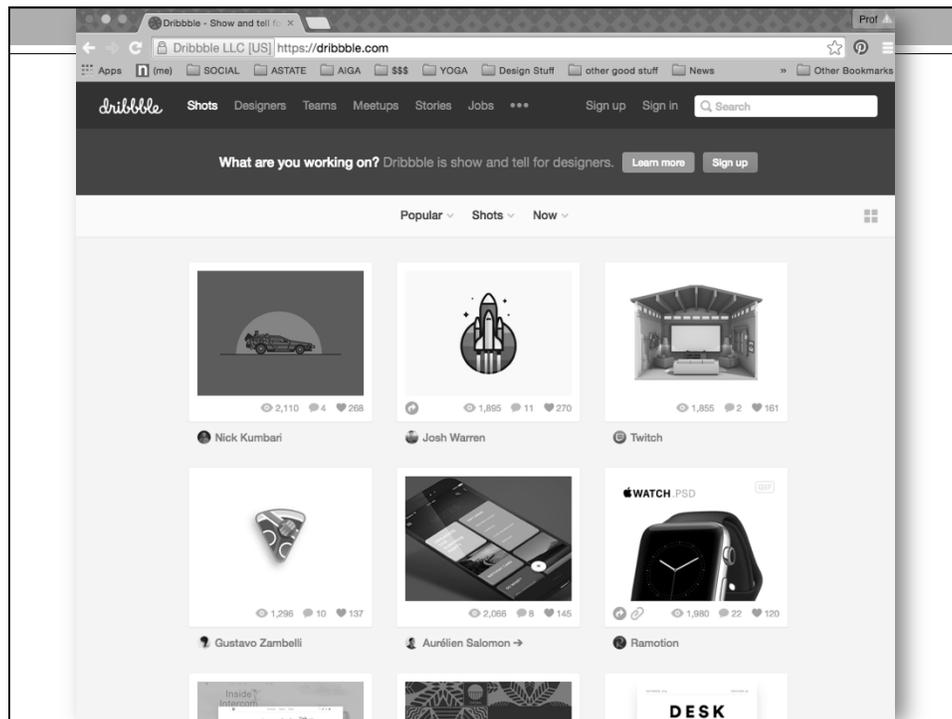
## Community (vs. “Networking”)



## REQUIRED

- It is required that you have your portfolio also up on Behance.
- If you are a paying member of AIGA, be sure to be part of the Member's Gallery.





## Niche Social Networks TIPS

- Use a niche social network to reach a narrowly targeted audience where strategic networking can help you connect with potential customers and business partners of all kinds.
  - A niche social network within your industry can work wonders to reach people of interest there.
- You can also look for niche sites where people come together around one of the core values or interests of your business. It's an easy way to find and connect with like-minded people for more strategic networking.
  - The easiest and fastest way to find these niche sites is likely to be a good old Google search.

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tumblr.



**Blogger**

## Blogging TIPS

- If you create a blog and maintain it regularly, you will have a marketing tool that makes you stand out
  - Provides an information platform where you can express your point of view and share information relevant to your business
  - Allows you to interact with your customers in a way that you cannot via company website (and not in sound bytes character limits)
  - Each new post is an opportunity to attract new search engines
- Low-cost marketing tool that will reinforce and enhance all other marketing you do
- Can be a substitute for traditional means like newsletter, article, news release

## Blogging TIPS

- Establish goal for your blog
  - To establish authority in your industry
  - To attract publicity
  - To develop leads for your business
  - To improve relationships with customers
  - To keep in touch with past clients and establish “top of mind” awareness
  - To produce revenue from advertising
  - To reinforce other marketing efforts
  - To substitute for more expensive means of marketing

## *More Blogging TIPS*

- Select as brief and descriptive title as possible, relating to blog content
- Pick a focus for your blog that will set you apart from others in your industry
  - To help refine your niche, read blogs in your industry or subject area
- Analyze how the most successful blogs in your industry are getting results and employ these techniques.
  - Unique contents. But also how it looks.

## *More Blogging TIPS*

- Blog posts can be short (2-3 paragraphs) to make quick reads and save time for you also.
- Decide how frequently you will publish posts and be consistent.
- Make it easy for people to login to the blog and leave comments, such as allowing them to login using their Facebook, Twitter, or LinkedIn account.
- Give readers the ability to do a full-text search of your blog site.
- Enable sharing on your blog
- Provide easy access to archives of previous posts
- Keep contents organized by categories and tags

## More Blogging TIPS

- Provide readers the ability to subscribe to your blog's RSS feed and/or allow them to subscribe via email and be alerted of new posts
- Conversational tone is best.
- Stay within the goals of your blog, but avoid boring readers.
  - Add variety of posts, including video, podcast, interviews, customer testimonials, etc.
- If you need content, consider hiring "guest" bloggers
- Track traffic on your blog using Google Analytics or similar
- Leave comments on most influential blogs in your industry. Include the link to your blog in your signature, but don't mention or reference your blog in the body of the comment.
- Avoid spam by installing a plugin
- If you find images or information you want to share on your blog, remember to link back to the original source

## BlogGING GLOSSARY

- **Blogroll:** A list of links to other websites or blogs the author finds interesting or feels that his/her readers might find worthwhile, usually located in a sidebar on the main page
- **Domain name:** Effective domain names incorporate search terms used by your customers, are memorable and pronounceable, and are reasonably short
  - .com, .org, .ca, .net
- **Editorial calendar:** A blog posting schedule to help bloggers consistently publish content
- **Hosted:** This is usually provided by a company that manages the entire blog for you. All you need to do is sign up and you can start blogging without worrying about setting up your own server or knowing how to code. An example of a hosted service is WordPress.com.
- **Self-hosted:** A self-hosted blog means paying a company like Digital Ocean to rent a server, then downloading some blogging software to install on your own. This option requires some basic technical skills to set up things like a database and custom domain name.

## Blogging GLOSSARY

- **Flat-file:** A flat-file CMS doesn't use a database to generate the site, instead relying on text files stored on the server to serve up pages. These sites are easier to move and manage because there are less moving parts.
- **Permalink:** A permanent link to an individual blog post. These are important to use if you ever need to link to a specific blog post.

## Blogging GLOSSARY

- **Plugin:** A programming script that adds features or functions to your blog; plugins can be installed to enhance usability
- **Simple Social** plugin adds sharing widgets and icons at the end of posts so that readers can share posts on various social media networks *That is common on almost everything nowadays*
- **Post:** A written and published entry on a blog

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**SOCIAL MEDIA PLAN**

Name (or Company Name, then Name)

**AUDIT:**

Other social media profiles share name?  
 What is the name? What is the type of social media?

Influencer Networks?  
 Brand Outposts?  
 Reputation Management?  
 Conversation and Engagement Activity?  
 Social Media Community?

Any other relevant information?

**2 SOCIAL MEDIA PLATFORMS:**

**REQUIRED: Twitter, LinkedIn, Instagram**

**OPTIONAL:** Facebook, Pinterest; blogging (Blogger, Tumblr) site if you're a strong writer. Behance is required for Portfolio class (FYI) and isn't the same interaction on social media as the required sites.  
**OTHERS:** Talk to Prof. Nikki with ideas. (Note: Snapchat is not allowed unless you have a really impressive argument.)

**EXPLAINED**

6 A #0000FF  
 /JS  
 RELEAT'D0001S  
 N1MGE PHOTO OF MY 0001T

You will create a new profile on each of these that has nothing to do with previously existing personal sites. If you already are conducting business on these sites, please speak with Prof. Nikki.

**BEFORE NEXT CLASS:**  
 Watch/Read all links on  
 our Facebook page.

**THIS IS REQUIRED.**

<b>OCTOBER</b>	15	16	17	18	19	20	21
		RETURNED to students				PDF Job Hunt Journal PREPARED in response to internet lecture <b>Due on Monday, Oct. 23rd</b>	
	22	23	24	25	26	27	28
	SUBMITTED to Prof. Tates		RETURNED to students Guest Speaker			IS SUBMITTED to Prof. Tates Web and Self-Promo lectures	
	29	30	31				
		RETURNED to students Prep and web samples <b>DUE</b>					
<b>NOVEMBER</b>				1	2	3	4
				ALL Sec 2 DUE: Sec. 2 should be at an Social Media Overview lecture		NO CLASS PDF of Job Hunt journal DUE	
	5	6	7	8	9	10	11
		Social Media lecture		Guest speaker		COMPLETED Interview Lecture notes 1pm Social Media Audit DUE Self-Promo sketches <b>DUE</b>	
	12	13	14	15	16	17	18
		Locally WinHome <b>DUE</b> Begin Brand Book		Social Media Photos and Step 1 DUE		Social Media Step 2 DUE (Post over break)	
	19	20	21	22	23	24	25
SOCIAL MEDIA SCHEDULED POSTS FOR ONE WEEK							
<b>DECEMBER</b>	26	27	28	29	30	1	2
		Self-Promo dummy <b>DUE</b> Budget 2 written DUE		All of Social Media DUE		Budget 2 DUE Self-Promo final DUE Website working files <b>DUE</b>	
	3	4	5	6	7	8	9
	Brand Book DUE Website live DUE					EDUC Branded 17 Edison Open to public 8:30-8:35pm	