

# SOCIAL NETWORKING DFW HR ROUNDTABLE

Tips and tools for social networking in business

# Social Networking: What is it?

Social networking... It's the way the 21st century communicates today.

Want to know what it really means?



# Social Networking: What is it?

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- Social networking is the grouping of individuals into specific groups, with similar interests, backgrounds, etc.
- “Traditional” Social Websites allow the individual to do the grouping by building profiles which put them in the right group serving both the customer and the website. (Ex. FaceBook, LinkedIn)
- Some of these websites don’t lean as heavy on the profile and instead focus on the content allowing for “followers”. (Ex. Twitter, Youtube)

# Social Networking: What is it?

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- ❑ The lure is the ability to connect and reconnect.
- ❑ The business model...grow the user base and increase ad revenue. (hybrid offerings: subscription, micro-charging, virtual products, etc.)
- ❑ No fees...no friction!
- ❑ Ubiquitously accessible allowing ad opportunities for email, sms, mobile apps, video and more.
- ❑ Social networking is not new...hobbyists, clubs, Amazon.com sales recommendations, group newsletters, among others.

# Social Networking: What is it?

- According to Jody Nimetz, author of *Marketing Jive*, there are five major uses for businesses and social media:
  - to create brand awareness
  - as an online reputation management tool
  - for recruiting
  - to learn about new technologies and competitors
  - and as a lead gen tool to intercept potential prospects
- She forgot...(among others)
  - Customer acquisition
  - Product Announcement and Sales
  - Generate Ad revenue
  - Tom Sawyer Effect


# Social Networking: Closer Look.

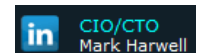
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## ▣ Various Focused Sites

- Business focused sites that build relationships.
- Relationship focused sites that build business opportunities.
- Micro blogging sites used to report, research and respond.
- Video sites providing compelling and viral messaging for entertainment, training and sales/marketing.

# Social Networking: Closer Look.

- **LinkedIn**  Business focus site that builds relationships.
  - Allows you to connect with past and present co-workers and contacts to build current and future opportunities.
  - Allows research on execs, employees and companies.
  - Marketing and branding opportunity with Company Page.
  - Every employee becomes an opportunity for referral. .
  - Strong group and referral community.
  - A must-have for every business.




# Social Networking: Closer Look.

## – Subscription Cost Model

	Business \$24.95 per month <a href="#">Upgrade</a>	<b>RECOMMENDED</b> Business Plus \$49.95 per month <a href="#">Upgrade</a>	Executive \$99.95 per month <a href="#">Upgrade</a>
Features			
Contact anyone on LinkedIn directly with InMail messages	3 InMails (\$30 value)	10 InMails (\$100 value)	25 InMails (\$250 value)
Find the right people faster with Premium Search	300 results per search	500 results per search	700 results per search
Bookmark profiles & organize your contacts with Profile Organizer	5 Folders	25 Folders	50 Folders
Ask for introductions to people inside target companies	15 Introductions	25 Introductions	50 Introductions
Get more insight on your contacts with full profile views	✓	✓	✓
See who's interested in your profile	✓	✓	✓
Open up to opportunities - let users reach you for free with OpenLink	✓	✓	✓
Get automated email alerts of people who match your search criteria	✓	✓	✓
Get the real story on any lead or candidate with Reference Search	✓	✓	✓
Get priority customer service	✓	✓	✓

# Social Networking: Closer Look.

-  The most misunderstood.
  - Microblog (140 characters)
  - If you are not using it to market your products, try using it for research first to help determine how you can use to market your company.
  - You follow friends and interests.
  - When someone enters info (tweets) it's friction-free to “retweet” becoming viral.

# Social Networking: Closer Look.

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## □

- Encourage customers to follow your company by leveraging website traffic and ALL employee emails.
- Monitor ([monitter.com](http://monitter.com)) your feedback and research your company and your competitors.
- Search for people organizations or companies.

# Social Networking: Closer Look.

- **facebook** How it can best be used for business.
  - ▣ Largest social network site. (expected to exceed 500 million this week)
  - ▣ Friends are suggested based on age, high school, and college.
  - ▣ **Facebook Pages** - Were created to give businesses their own profile allowing for “fans”. Once someone becomes a fan their friends see it. All activity post to mini feed for your friends to see.

# Social Networking: Closer Look.



## facebook

- **Groups** — Groups on Facebook are similar to Pages, but are meant to be built around a group of people rather than an individual business or brand.
- **Applications** — Facebook has a very powerful API that you can have developers write software for to help promote your business on Facebook. Applications give you full power to say or promote anything you want about your business, and use the social tie-ins provided by Facebook to do this. For instance, Visa created the “Visa Business Network” application, which takes information about users and allows them to better network with other small business owners. They even integrated with Facebook advertising by offering those that install the app a credit towards advertising on Facebook.



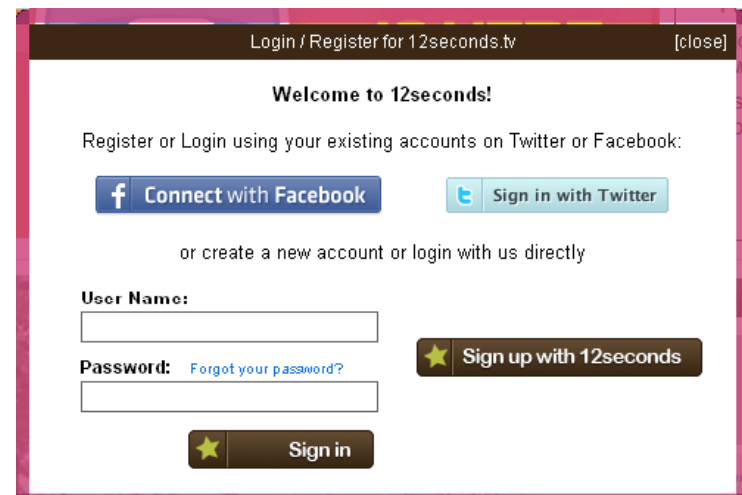
Choose a photo with your face from your profile or albums.  
Scale, move and rotate it to fit dancing Santa.  
Then send it to your friends and wish them Merry Christmas

Santa yourself is a very popular and simple application that allows the user to select any picture and create a dancing Santa to send to your friends and family. The application has over 1 million users every month.

# Social Networking: Closer Look.

## □ facebook

- **Facebook Connect** —Facebook Connect enables your website to easily integrate with Facebook. Now you can integrate Facebook into your login process, retrieve users' friend information, and even post data back to users' Mini Feed so all their friends can see their activity.



The screenshot shows a web browser window titled "Login / Register for 12seconds.tv" with a "[close]" button in the top right corner. The page content includes a heading "Welcome to 12seconds!", followed by the text "Register or Login using your existing accounts on Twitter or Facebook:". Below this are two buttons: "Connect with Facebook" (with a Facebook 'f' icon) and "Sign in with Twitter" (with a Twitter 't' icon). Underneath these buttons is the text "or create a new account or login with us directly". The form contains a "User Name:" label with an input field, a "Password:" label with an input field and a "Forgot your password?" link, a "Sign up with 12seconds" button (with a star icon), and a "Sign in" button (with a star icon).

# Social Networking: Closer Look.

## □ facebook

- **Advertising** — Powerful advertising engine that enables businesses to:
  - Specify a specific demographic
  - Determine how many people that demographic will hit
  - Advertise to that demographic.
- **Polls** — Facebook Polls are great for marketers looking to get a quick answer about a particular feature they'd like to implement, or just to find out information and opinions from a specific demographic.

# Social Networking: Closer Look.

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- **YouTube** - Using Video To Tell Your Story
  - ▣ Videos used to tell your story should be available on the company website and YouTube to support viral initiative.
  - ▣ Testimonial videos allowing your customer to tell their story is even more powerful.
  - ▣ Video - Should not be longer than 2 minutes.
  - ▣ Video is proliferating on the internet faster than any other technology.

# Social Networking: Closer Look.

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## □ YouTube

- Popular for training, product review/information, and company review and testimonial. (Cisco, Williams and Sonoma)
- Using the embed links from Youtube allow easy integration with website and helps SEO.

# Social Networking: Your Brand.

- **What Your Online Presence Says About You And Your Company.**
  - Developing a business presence online is an important strategic maneuver to help customers identify with you or your products and services and what you stand for.
  - An online presence not only helps to readily identify you with a particular niche, but also helps to build your reputation as well.
  - Creating a successful online presence is not a transformation that takes place overnight or one that once done, is done for good.
  - Instead it consists of of a series of [Internet marketing and search engine optimization](#) strategies utilizing using various techniques calculated to convey a consistent message to your market.
  - Whether it is through video's, content creation and distribution, article submissions, press releases, or a myriad of other promotional consistencies, repeated focused messages are being sent to potential customers. Invariably these messages are relating you and your business to a theme, niche, or a level of quality.

# Social Networking: Your Brand.

- **What Your Online Presence Says About You And Your Company.**
  - Over time these messages become embedded in the consumers mind and it is at that point that you or your business is the one that comes to mind whenever they are in need of your product or services.
  - However, before any of these marketing or optimization strategies can be developed or started, a determination must first be made as to what the message is you want your prospects to remember about you or your business.
  - This initial step is very important since all creation and optimization must be based around these determinations. You need to be right on target as to what it is you want your customers to be associated with.
  - More importantly, once this is established, that you and your business does everything possible to represent what it is you are trying to impress upon people and what it is you want them to remember that you stand for.
  - Developing a business presence online makes you and your business more credible and identifiable within your niche and to your potential customers. Both online Internet marketing and search engine optimization are very effective at improving your ability to do business on the Internet.

# Social Networking: Best Practices.

## □ Case Study : Einstein Bros. Bagels

- Einstein Bros. needed a way to promote its food and used Facebook to do it. Its social strategy campaign used targeted Facebook advertising to promote its free “bagel and schmear” offer. Initially, the company offered the free products to non-fans to create an interest from new users and to get them to “become a fan” of the restaurant. As the company gained fans, it switched tactics. To increase the likelihood of fan conversions, it required new users to become fans of the page before displaying the offer. This increased the fan base significantly for Einstein Bros. Bagels.
- The social strategy was a complete success and helped gain the company over 400,000 fans. The business page gained 250,000 fans in a single day. Since the offer was such a success, the bagel company decided to give away more offers for the remainder of 2010 to continue its marketing success.

# Social Networking: Best Practices.

## □ Case Study : Kohl's

- The targeted demographic of [Kohl's](#) social strategy were women between the ages of 25-54. Kohl wanted to develop a social networking forum that included the conversations of these women in their daily routines. The company coupled with [CafeMom](#), a leading social networking site for moms, to highlight its efforts.
- Kohl's gave moms a \$250 gift card and asked each one to use it to shop for her "favorite personal color." In return, the company asked participants to share their shopping experience on a blog post. The idea and the experience got moms talking and intrigued. Traffic spiked at the online Kohl's site. The strategy created more than just conversation. It helped establish brand awareness, brand association, and increased sales for the company.

# Social Networking: Best Practices.

## □ Case Study : IKEA Furniture

- [IKEA](#) used a compelling idea to attract customers to its brick-and-mortar establishment by using social strategy tools online. The company used photo tagging, which sparked a successful viral campaign. The promotion helped with a new store opening in Malmo.
- For two weeks, marketers followed the new store manager and posted status updates about his daily actions. In addition to showcasing the manager's personal life, the company showcased its furniture. There were 12 photos of the furniture showrooms uploaded to his profile and shared with the readers. IKEA gave away items in the showroom photos to the first person who tagged himself on any of the items in the photos. This created a tagging frenzy!
- As a result of this strategic move, the request for more IKEA furniture grew quickly. The campaign was an instant success with minimal expense. Additionally, the Facebook campaign caused quite a stir in the marketing community, gaining the attention of marketing specialists as examples of ideas to use in other marketing campaigns.

# Social Networking: Best Practices.

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- There are thousands of stories like these three.
- Key is to find what works for your company, which takes planning and brainstorming.
- Remember, think about what your target audience wants- and find a smart, witty or informative way to bring it to them.

# Social Networking: Metrics Links/Tips

## □ **Monitoring**

- Monitoring content online in a specific social network or community should be the first step in getting involved in social media. There are several free sites online which enable social network monitoring.
- [Addictomatic](#) does a multi-network search to pull up mentions of keywords from YouTube, Twitter, blogs, social bookmarking sites and more
- [IceRocket](#) enables searches of blogs, social networks and imagery, separating returns by tabs at the top of the page
- [Technorati](#) is a classic blog search for mentions of keywords or URLs linked to across the Web. Technorati Chart – search for blogs on a specific keyword, & compare conversations based on terms.

# Social Networking: Metrics Links/Tips

## □ **Monitoring**

- [Google Blog Search](#) uses the power of Google searching focused solely on blog content
- [Yahoo Pipes](#)
- [SamePoint](#) (link may not be working right now) – monitors conversations in all social media and set filters
- [SocialMention](#) – offers a “social rank” score and some top-level summary of sources of mentions
- [Google Alerts](#) - delivers realtime returns on keywords from blogs and news outlets
- [PostRank](#) – tracks re-sharing based on any original feed

# Social Networking: Metrics Links/Tips

## □ Monitoring

- [Google Insights for Search](#) – measures search volume and interest over time and by region
- [Trendpedia](#) – repeat of the Technorati compare chart
- [Trendrr](#) – specify data sources and customize the reporting you get to a much more robust level
- [Facebook Lexicon](#) – tracks conversations on Facebook walls

# Social Networking: Monitoring/Metrics

## □ **Metrics**

- ▣ Count number of fans/members/supporters
- ▣ Count number of posts/wall comments/discussion/forum topics within page
- ▣ Ratio of new members/fans/supports to people who left the group
- ▣ New members/fans/supporters who join per day/week/month
- ▣ If using Facebook, employ Insights (built-in metric program for organization pages only)

# Social Networking: Emerging Trends

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- Real Time - allows users to contribute content, which is then broadcasted as it is being uploaded - the concept is similar to live television broadcasts. Clixtr focuses on photo, Foursquare allows you to “check-in” to places they are frequenting at the moment, Yelp and Gowalla. Realtime conversations provide realtime advertising opportunities.
- Using Social Networks in science community.
- Teachers and students as a communication tool

# Social Networking: Emerging Trends

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- Social networks are being used by activists as a means of low-cost grassroots organizing.
- Another rise in social network use is being driven by college students using the services to network with professionals for internship and job opportunities.
- Micro video blogging, check out [www.12seconds.tv](http://www.12seconds.tv)



## Social Networking - DFW HR Roundtable

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