

Social Networking 101

Intro & Why your business needs it.



What is Social Networking?

- A **social network service** focuses on building and reflecting of social networks or social relations among people, e.g., who share interests and/or activities. A social network service essentially consists of a representation of each user (often a profile), his/her social links, and a variety of additional services. (Wikipedia Jan 2010)

Social Network Platforms

- Facebook
- Twitter
- LinkedIn
- YouTube
- Digg
- MySpace
- And others (but those are the biggies)



Facebook



- is a [social networking](#) website that is operated and privately owned by Facebook, Inc. Users can add friends and send them messages, and update their personal profiles to notify friends about themselves. Additionally, users can join networks organized by city, workplace, and school or college.
- A January 2009 [Compete.com](#) study ranked Facebook as the most used social network by worldwide monthly active users, followed by [MySpace](#).

Benefits of Facebook

- You can have both a personal Facebook account and a business one and they can be completely separate entities.
- You can make personal connections and then suggest to them to become a “fan” of your business page.
- You can find potential clients and/or business connections via the group pages – finding groups that would either be interested in your product or similarly minded businesses that you could network with or use their services.

Twitter



- is a free social networking and microblogging service that enables its users to send and read messages known as *tweets*. Tweets are text-based posts of up to 140 characters displayed on the author's profile page and delivered to the author's subscribers who are known as *followers*. Senders can restrict delivery to those in their circle of friends or, by default, allow open access. Users can send and receive tweets via the Twitter website, Short Message Service (SMS) or external applications. While the service itself costs nothing to use, accessing it through SMS may incur phone service provider fees.

Benefits of Twitter

- It can be used as a search tool, an up to the minute updated search tool, if something is going on in the world Twitter users are probably Tweeting about it.
- It helps you to brand your business – an online brand is made up of your website plus all the other online networks you may have and Twitter will just help you reinforce your brand.
- It can help you build traffic to your site and people on Twitter can ReTweet your Tweets so it hits a larger base of people. Google Analytics can show you who you are getting traffic from and Twitter will show up if you use it.

LinkedIn



- is a business-oriented social networking site. Founded in December 2002 and launched in May 2003, it is mainly used for professional networking. As of October 2009, LinkedIn had more than 50 million registered users, spanning more than 200 countries and territories worldwide.

Benefits of LinkedIn

- People with more than twenty connections are thirty-four times more likely to be approached with a job/business opportunity than people with less than five.

Read more: http://blog.guykawasaki.com/2007/01/ten_ways_to_use.html#ixzz0d5Zn4siq

- People use LinkedIn when they are searching for someone to do business with, to hire, or to reconnect with former colleagues or businesses.
- Improve your pagerank on Google and search engine results, it can help both your personal ranking and your business ranking. If you are unsure why you should make your personal profile more present, remember people do business with people not businesses.

YouTube



- is a video sharing website on which users can upload and share videos. Unregistered users can watch the videos, while registered users are permitted to upload an unlimited number of videos.
- In October YouTube hit 1 billion views per day and as of January 2010, 10% of all internet traffic is YouTube traffic!

Benefits of YouTube

- It is inexpensive or free, even if you hire someone to set it up for you and do uploads and videos for you it is still cheaper than traditional methods of advertising.
- It can go viral – if it is interesting or elicits an emotional response from viewers they will most likely forward it on to contacts so your brand/company will get more viewers and traffic to your site.
- You own your own channel and when viewers are there to get more information you have a link directly to your website that can increase traffic and Google rankings at the same time.

Digg



- is a social news website made for people to discover and share content from anywhere on the Internet, by submitting links and stories, and voting and commenting on submitted links and stories. Voting stories up and down is the site's cornerstone function, respectively called *digging* and *burying*.

Benefits of Digg

- Is the most popular social news site on the net.
- Can drive a lot of traffic to your blogs/articles if it makes it to the main page.
- You can get feedback about your post, people will either Digg it (thumbs up) or vote it down – either way this is valuable feedback from people that can help you improve your product/service/writing.

MySpace



- MySpace became the most popular social networking site in the United States in June 2006. According to [comScore](#), MySpace was overtaken internationally by its main competitor, [Facebook](#), in April 2008, based on monthly unique visitors.
- As of January 2010 MySpace gets a lot of traffic for musicians and movies.

Benefits of MySpace

- People you may never have reached can be found here due to accessibility of a MySpace account.
- If you do music, comedy, movies, or other artforms you can have impressive music files/flash/movie clips/pictures to display on your profile.
- People with shared interest can find your site and be potential customers or business partners.
- If you have a cause or need to raise awareness about something MySpace is a great platform to do that as you can reach a large range of people.

Why Traditional Businesses Should Care

Business may be about finances and the bottom line, but really, it's about customers. It's about pleasing customers, acquiring new ones, and connecting with them. For brick-and-mortar businesses or companies that focus on production, social media is an excellent way to connect with customers and **businesses.** (American Express Open Small Business)

Real life examples of social networking success

1. A customer signed up for social networking and his networks were created Nov. 23, 2009.
2. He found LinkedIn to be his preferred social network.
3. He added more content to his profile that was already set up, and became a member of groups and associations that were in his line of work.
4. He then started contacting people from these associations to link up with and in approximately 2 months had over 250 connections! How easily could you do that in person? Probably not even possible – but on social networks – welcome to the social networking world!
5. He posted his blog to his profile so that his connections could stay informed of his work and drive business to him.
6. Keep in mind he is only using 1 of his six social networks, imagine if he started using the others what kind of impact that would be!

Impressed Yet? If not you should be....



Ideas



There are boundless ideas out there of how to use social networks to enhance and build your business, brand name, products and services.

- One author used Twitter in a unique way – created separate Twitter accounts for each of the characters in the book and proceeded to have conversations between them – you would follow the characters to have an in depth/backstage view of story.
- Users have started or promoted their businesses on Facebook – had a personal page and then created a “fan” page or business page and then promoted their page to all of their contacts – contacts would now receive info every time the user posted content to their business page – this in turn prompted “Facebook friends” to forward the “fan” page to secondary contacts or friends of friends which in turn grew the businesses network.
- Users on YouTube create video blogs of their lives, business, pets, you name it it’s probably out there and there is always an audience to capture. Users have gotten much success video blogging as it adds the personal element – viewers will click on website link just to learn more about the blogger and their products or services.
- A musician created a profile on MySpace Music and promoted his music to potential album buyers all over the country and internationally. He had a professional web design company create the profile so that even though he was just starting out, it looked like he was already a successful musician. By having a professional looking page he was able to get noticed and sell more albums than if he was just a random, unknown musician.

Questions?

