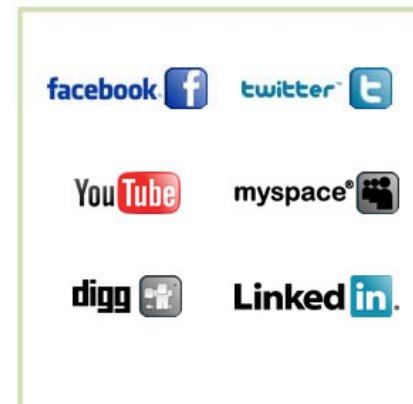


Social Networking 102



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.***
- ***Social Network Platforms:***
 - Facebook
 - Twitter
 - LinkedIn
 - YouTube
 - Digg
 - MySpace
 - And others



Social Networking 102



Why Your Business Needs It

- ***Benefits of using Social Networking***
 - ***Increase Brand Awareness: finding groups that would either be interested in your product or similarly minded business that you could network with or use their services.***
 - ***Customer Engagement***
 - ***Reputation management***
 - ***Client Retention***
 - ***Access to the social world and its inherent value; the cool factor, everyone is using it***
 - ***The Viral Effect; its taking word of mouth to another level***
 - ***Customer feedback***

Social Networking 102

Why Your Business Needs It



- **Facebook**

- **A social networking website that is operated and privately owned by Facebook, Inc. Users can add friends and send messages, and update their personal profiles to notify friends about themselves. Additionally, users can join networks organized by city, workplace, and school or college.**
- **January 2009 Compete.com study ranked Facebook as the most used social network by worldwide monthly active users, followed by MySpace.**
 - More than 500 billion active users today.
 - 50% of users login everyday.
 - According to Facebook statistics Facebook users spend over 700 billion min/month on the site.
 - Recent study by Aberdeen group said that the top companies are using social networking sites like Facebook to achieve improved interactions with customers. Studies revealed that companies that use social-networking are 17 times more likely to improve customer satisfaction than companies who don't.
 - Security:
 - **TRUSTE certified/ www.facebook.com/security**
 - **70 different translations on the site**
- **Getting started:**
 - **Free account: *can either be a personal or a business account.***
 - ***Sign in details: Name, e-mail, optional b.day & gender.***
 - **Product information/ what it features:**
 - ***Personal homepage: news feed, personalized feed on his/her updates. Profile; information that is chosen to be shared such as: interests, education, background, contact information.***
 - ***Core applications: post pictures, events, videos, groups, and links to other pages.***
- **Mobile Facebook**
 - **150 million active users accessing their Facebook through their mobile device**
 - **Users who use mobile Facebook are twice as active then non-mobile users.**

Social Networking 102



Why Your Business Needs It

- **Twitter**
 - A free social networking and micro blogging service that enables its users to send and read messages known as *tweets*.
 - Tweets are text-based posts 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 using twitter:**
 - Brand your business
 - Helps build traffic to your site and allows people on Twitter to re-tweet your tweets hitting 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. It's mainly used for professional networking. As of 10/2009 LinkedIn had more than 50 million registered users, spanning more than 200 countries and territories.
 - **Benefits using LinkedIn:**
 - People with more than 20 connections are 34 times more likely to be approached with a job/ business opportunity than people with less than 5.
 - People use the site when they are searching for someone to do business with, to hire, or to reconnect with a former colleagues or businesses.
 - Improve your page rank 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 a personal profile more present, remember people do business with people not businesses.

Social Networking 102



Why Your Business Needs It

- ***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 and 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 using YouTube:***
 - Inexpensive and/or FREE.
 - 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 band/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 & 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 using Digg:***
 - Most popular social news site on the net
 - Can drive a lot of traffic to your blogs/ articles if the article makes it to their main page.
 - You can get feedback about your post, people will either dig it or vote it down, and either way this is a valuable feedback from the people that can help you improve your product, writing, service.

Social Networking 102

Why Your Business Needs It



- ***Conclusion - Why traditional business should care***
 - **Business may be about finances and the bottom line, but rally, it's about customers. It's about pleasing customers, acquiring new ones, and connecting with them. For brick-and-brick mortar businesses or companies that focus on production, social media is an excellent way to connect with customers and businesses.**