

The Social Media Manual:
**A Guide on using Social Media to grow
your business.**

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Foreword:

As we all know by now, adapting to changes around us can be a difficult task. A lot of times, we don't necessarily realize how becoming set in our own way's can really have a negative impact on our own personal growth. This book aims to teach you the importance of overcoming our fear of technology and how to adopt social media into our lives. In doing so, it can lead towards better interaction with people and open the door for increased opportunities in our homes as well as well as in business.



By now you've probably got a lot of thoughts and questions running through your mind.

- What is social media?
- What is social networking?
- Where will I find the time to do social media?
- How can I use it to benefit myself or my business?

These are all perfectly valid questions – in fact, we've all been through this situation before. Just like anything in life though, if we learn to get outside of our comfort zone and to overcome our fears; ultimately, we will end up further ahead.

As more and more people come to the realization that we are shifting towards a more socially connected society, we begin to learn more about the people we are connected with -- what our friends are doing, what they like, the type of music they listen to and so on! This new paradigm shift also helps us to connect with others as well – through a mutual acquaintance, a shared love of a book, a movie, a product, etc...Not only do we now have more possibilities to meet people, but this also opens up the door for us to connect with them on a number of different levels – as a friend, as a business associate, and as a customer.

"The value of having a social media presence is in the trust you can inspire in current and potential customers"

So let's begin by hopping on the social media bandwagon, so that you can not only understand how important developing a social connection with others is, but also how you can use it to your advantage to further your own goals and agendas.

You've probably heard the phrases social media and social networking tossed around loosely. These terms are very similar, but have very different connotations. Take a moment and read about each one and their importance so that you have a better understanding of the role that each one plays and how to use them, as they will be mentioned extensively throughout.

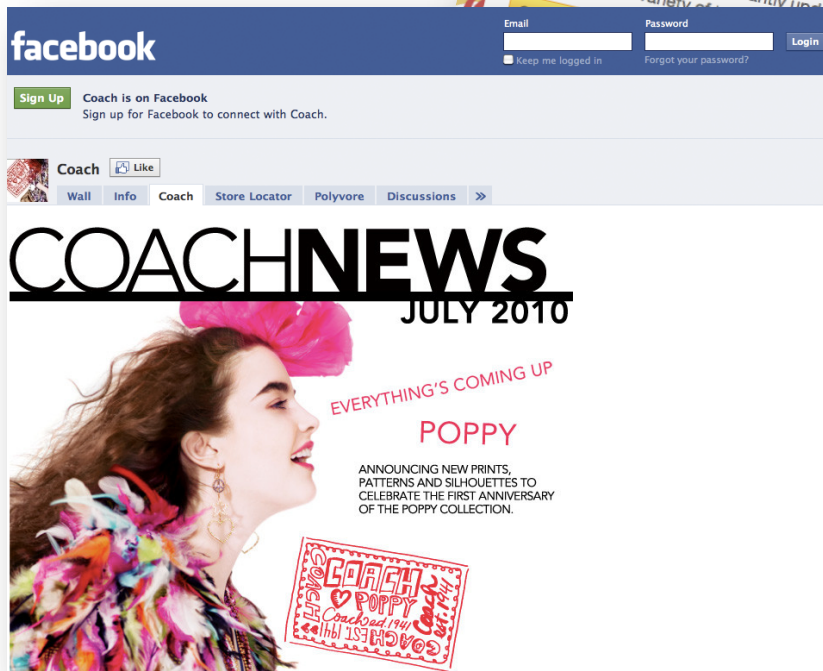
What is social media?

Social media is an umbrella term – it is essentially media like words, pictures, videos and audios, which you can share with others in an interactive way.



Social media is a form of social interaction using highly accessible and scalable publishing techniques. Because of this, social media networks have evolved. These are places where you can share this content with others in real-time. We're talking names like *Facebook*, *Twitter*, *ma Chatterbox*, *Foursquare*. Don't worry though if these names seem foreign, we'll cover those here shortly.

It is through these networks which both large and small companies have begun to embrace as a means of sharing their content and essentially, their message with others. For instance, today, many of your favorite popular brands are utilizing social media to reach out to existing and new customers to interact with them – and to increase the strength of their connection with them through their own brands.



As social media continues to grow, the ability to reach consumers globally has also increased. Sites like the micro-blogging service, Twitter, has expanded its global reach to Japan, Indonesia and Mexico in only a few short months. This means that brands are now able to advertise in multiple languages and therefore reach a broader range of consumers faster. Social media has now become the new "tool" for effective business marketing and sales as the primary way to connect with friends, family and customers.



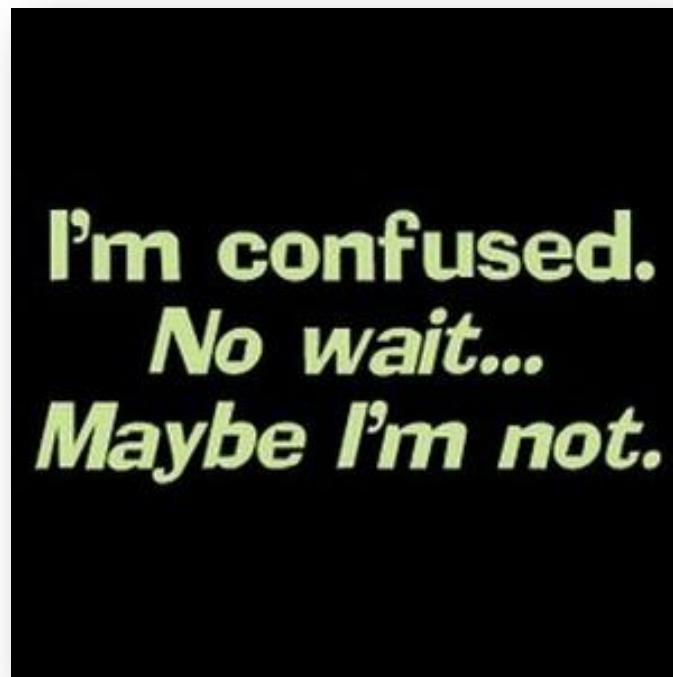
What is Social Networking

The other phrase that we mentioned was **social networking**. Social Networking is the process of taking social media and using it to network with others. It's the way the 21st century communicates today. For those that want a more in-depth definition, social networking is the grouping of individuals into specific groups, like small rural communities or a neighborhood subdivision, if you will. Although social networking is possible in person, especially in the workplace, universities, and high schools, it is most popular online.



As mentioned, social networking often involves grouping specific individuals or organizations together. While there are a number of social networking websites that focus on particular interests, there are others that do not. The websites without a main focus are often referred to as "traditional" social networking websites and usually have open memberships. This means that anyone can become a member, no matter what their hobbies, beliefs, or views are. However, once you are inside this online community, you can begin to create your own network of friends and eliminate members that do not share common interests.

While you as individuals can join a social network – like *Facebook, Twitter, ma Chatterbox and Foursquare*, know that businesses are also joining and adopting social networking into the work-place as well. By combining individuals with a business, this helps to bring everyone in-line with one another – by letting the business know how the customer feels about a product or topic, and also what things they like, dislike, etc...so that they can get exactly what they want and the business can create a more personalized approach by making existing customers feel valued and new customers eager to connect with them because they have demonstrated that they value their customer.



While we've answered what social media and social networking are, you're probably still thinking -- this is great, but **why should I care?** Looking at the bigger picture, social media and social networking sites are beginning to influence individuals as well as business owners like never before.

For individuals, they can use these new tools to connect with other like-minded people that share a common interest with them to forge new bonds. For business owners, it allows them to reach out to their best customers or even a new demographic of customer to create a more personalized customer – where you are able to tailor your business towards each individual person.

So now do you realize why you should care? If not, mull over these reasons why you should care!

1. According to the Forrester Group, 3 out of 4 Americans use social media today.
2. 2/3 of the global internet population visits social networks - Nielsen 2010.
3. Visiting social sites is now the 4th most popular activity online, ahead of personal e-mail. - Nielsen 2009.
4. *"Technology is shifting the power from the editors, the publishers, the establishment, the media elite. Now it's the people who are in control."*
~Rupert Murdoch, Global Media Entrepreneur
5. There are 100,000,000 YouTube videos viewed each day.
6. 5,000,000,000 minutes are spent on **Facebook** each day.
7. If Facebook were a country it would be the 8th most populated country in the world.
8. "For companies resistance to social media is futile. Millions of people are creating content for the social web."

“Your competitors are already there. Your customers have been there for a long time. If your business isn't putting itself out there, it ought to be.”

Business Week 2009 (AD Business week cover)

Despite the fact that we've moved towards a more socially connected society, where businesses can really get to know their customers – simply by connecting with them through social media, many people still don't seem to get it. Previously, you had to do market research and have lots of questionnaires completed just to get an ideas of who your customers really were. Today, businesses can gather all of this information simply by putting themselves out there.



Instead of making excuses, as business owners, why you won't adopt social media into your plan or the areas you're afraid of – like someone stealing customers away, etc...learn to embrace it instead. You've already taken the first step by becoming a business owner. If you can provide customers with a good personalized shopping experience from you, there won't be a need to worry about them leaving for another better business. You've got a customer for life – provided you, the business owner, keep them happy.

Through social media and the ability to get to really know your customers, this should be an easy task to accomplish. All you need to do is listen to them and deliver what it is that they want, not what you want them to have.

Take a look at these key components to running a successful business – are you doing these? If not, what areas are holding you back or need to be improved upon?

Take a moment to ponder these areas and write down a list of steps you can take to incorporate these components into your business.

5 key components to running a successful business

1. Know what you sell and know where to get it.
2. Use social media to connect and learn more about your customers
3. Send a consistent message
4. Lead by example, motivate your team
5. Offer great customer service

***“While many people think that they’re doing everything they can to communicate with their friends and customers, remember, you can never do too much with social media.*”**

1. Know what you sell and know where to get it.

Have you ever been to a store and been lost as to where the batteries are versus the groceries and paper towels? Know what you sell and know where to find it. This way when someone comes to you with a question about a product, be ready to point them in the right direction or to recommend alternative products. How can you sell products you don’t know about?

Look at who your customers are and focus on learning about a select group of products that they are most interested in – not what you are most interested in selling them. Listen first and ask questions second. By doing your homework and knowing your products, you can get yourself on the right path towards being able to sell practically anything.

2. Use social media to broaden your connections and learn more about your customers.

Who is your customer? Is it the gentleman looking for an HDTV or a business owner just looking to sell a product? As we mentioned earlier, if you can connect with someone and provide them with a great experience, they will always come back to you regardless of if someone else can offer them a similar product. So make the best first impression with them that you can! The great thing is that social media sites like *Facebook* and *ma Chatterbox* allow you to do this – by letting you search for people that have listed say the same college, a favorite sport, movie, book or quotation.

Once you've found what you feel is a meaningful connection, don't just ask them to connect with you. Send them a message – tell them what it is that drew you to them. They'll appreciate you in the end, and maybe even recommend additional groups you should become a part of or events as well – ultimately leading you to more connections and more possibilities as business owners.

3. Send a consistent message.

Doesn't it irritate you when you tell someone one thing and then have to go back and correct yourself because you didn't get the facts straight? Not only is this important as a business owner because it establishes credibility, but it also creates a weak connection with your friends, family and customers. Before you speak, double-check what you are saying and look at where the source came from. Did it come from Bobby Joe who heard it from her sister's brother's cousin's niece or did it come directly from the company? The more accurately you can be with your messages, the more people will come to you as a reliable source.

4. Lead by example.

In life, who do we most often gravitate towards? Those that have been successful. One tip for business owners is to follow other examples of successful business owners or companies – learn what they did, what it was that drew you specifically towards them. Do you think that Under Armour, maker of athletic clothing and apparel said let's go follow Joe T-shirt? No. Instead, they set their sites on a loftier goal, Nike, a company with a similar business model that also makes athletic gear. They took this similar model and built their own business around it, improving on certain areas, all the while using Nike as their pinnacle to where they wanted to get to.

Many of today's great leaders have done the same thing. They have followed

others that have been successful and then communicated this to others, so that they then become the leader that others gravitate towards.

5. Offer great customer service

The last area that business owners need to be aware of is customer service. As an online reseller, customers have many different places to go to get what they need. You could have everything they want, but if you can't respond in a timely manner or don't know your products or services like it is your job, they may simply walk...their web browser to another online business.

“For many of us that interface with the public – whether through a website or in-person, one thing to remember is that customer service is a key component towards a repeat customer.”

Here are some suggestions on ways to help ensure that your customer service is great customer service. If you see a customer need's your help, as a business owner, take a few extra minutes to help them. A happy customer is a repeat customer! Even though you may have other appointments, make each customer feel important. They'll thank you in the end, by shopping through you!

Tips for great customer service

- Hold meetings for more personal one-on-one instruction for those that need it.
- Make yourself available to answer questions.
- Share press releases and related news about products, services and specials you feel your customers are interested in.
- Provide timely responses to emails, phone calls or online messages that you receive. The typical response time should be between 24 and 48 hours.
- If you're going on vacation, check with your customer beforehand if there is anything you can help them with.

Teamwork makes the dream work – the social media revolution!

Now that you've received a crash course in what social media and social networking are and the roles that they each play towards helping you build a successful business, you're probably wondering how can you possibly get all of this done. Sure, you could hire a team – but that isn't always practical.



What if you can still do all of this, but have a new way of distributing this information, getting feedback, listening to what your customers have to say, and make changes immediately, instead of when someone becomes unhappy or you are in crisis mode? What if you can talk to your customers everyday to build loyalty, without having to depend solely on client dinners, group meetings and outings?

Hopefully by now, you understand what your role is as a business owner – to build relationships with people and then to connect them with products based on a shared interest.

Let's get started learning how to tackle this task and to make it easier to manage by utilizing social media and social networking with your business.

Take a moment and watch these two short videos on the social media revolution and it's global impact. It is quite staggering to know that just a few short year's ago, social media didn't exist. Today, it is included in nearly everything that we do – at stores, in schools, even at restaurants. Social media is allowing us to create a more tailored and personalized approach for each customer.

Social Media Statistics & Facts 2010 video

Watch the video: <http://bit.ly/9NZ07z>



Social Media Revolution Video

Watch the video: <http://bit.ly/bQB9zP>



Socialnomics video

Watch video: <http://bit.ly/9VaZre>

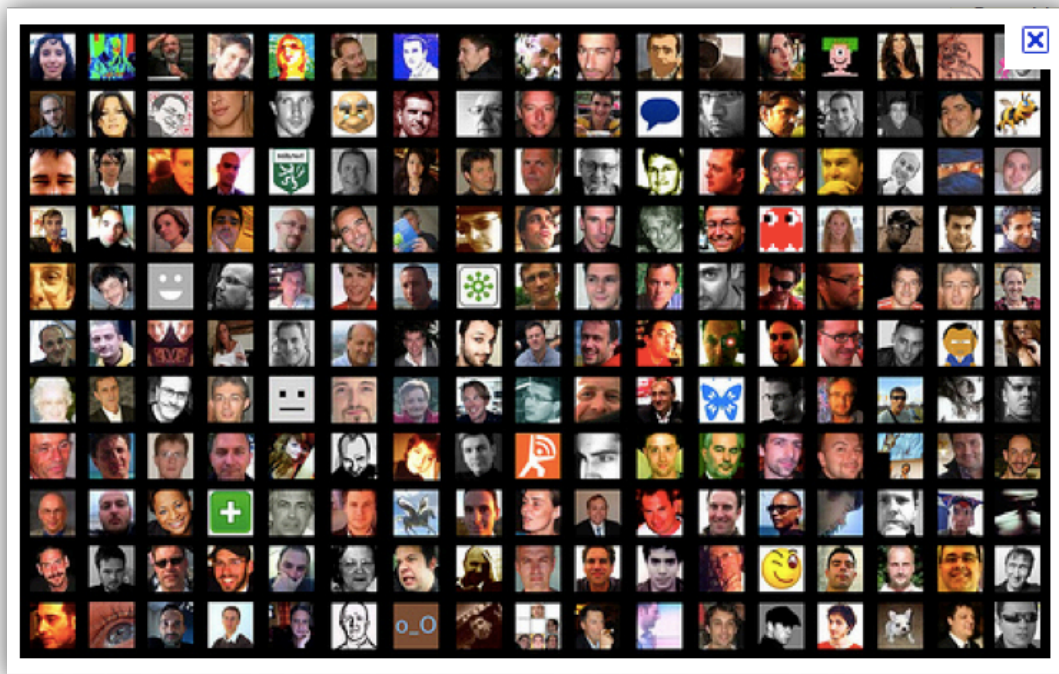


Why Do You Need to Join a Social Network?

Sure, we can throw out a bunch of fancy numbers and tell you that social media is the wave of the future, but there are many compelling reasons why you need to join a social network.

1. Meet New People and Prospects:

This is the main reason social networks were created; so people can meet and [find new friends](#). On just about every social networking site you can browse the network and meet new people. You can find people of every kind from all over the world. Or you can just focus on meeting certain types of new friends.



2. Find Old Friends

You've probably lost contact with someone in your life. Now is your chance to find them again. It could be a friend from high school, someone you used to work with, or just about anyone. Using social networking sites you can type in the name of your friends and find them if they're on that site. The great thing is that as we mentioned, social networking sites allow you to save time as well, because rather than meeting to have a cup of coffee, you can connect with old friends and see what all is going on in their life simply by looking at their photos, videos, work experience, etc... that they've shared on a social networking profile.

3. Social Networking Groups

Another great thing about social networking is that it helps you bring together people who want to bring about change. Most social networks offer you the ability to connect with an existing group. If one doesn't exist that you like, feel free to create your own! Talk about a great feeling knowing that you are the group leader of a cause you are passionate about.

There can be groups on anything. Maybe you have a child with autism and you want to talk to other people who have children with autism. Right away, you've plugged into a network where you'll meet others that share a common interest. As is the case with traditional means of meeting people, there is no need to break out the ice-pick, the ice-breaker has already been broken, which will allow you to jump right into conversation with others because you all share a common bond.

4. Increase Awareness

Social networking sites can help your organization increase awareness about an issue, find signatures for a petition, and encourage supporters to take action. Moreover, by building up a network of contacts on a social networking site, non-profits for instance, can leverage the tools' viral abilities to quickly spread messages and alerts to a wide audience beyond their immediate community of supporters. Rather than organizing a local rally and spending copious amounts of money on flyers, through social media, you can gather supporters long before you have printed your first flyer.

5. Interact with Customers

Making the changes needed to your existing social networking techniques and adapting to your market will give you a better reach to a new market audience each and every month. Make it a point to set up one of the social networking links on your company site or if not, at least create a blog that is updated monthly with news and fresh content. Solicit questions from your repeat customers and please remember, testing and re-testing various techniques is part of the process – what worked for one person may not necessarily work for you because you may have a different customer demographic in your business.

6. Use Facebook For Your Business Outreach

Use Facebook's networking system to build a page that carries news about your business or company. Apart from this, you should also engage in various 'Events' and add them to your network. Are you holding an online event to bring together customers that need help? If so, create a **Facebook** event and invite certain people or invite everyone to take part in your event. Spend a couple of hours a week understanding what works and what your customers want to know. Invite as many like-minded people to join your group or your event as you can. Start locally... then move your reach as your customers become more global. In doing this, you'll increase your networking opportunities.

7. Utilizing Twitter To The Fullest

If you weren't aware, Twitter is the fastest growing business tool on the Internet. What most people don't know is that your messages (called "tweets") are searchable. What this means is that say for example, I entered "Shop Christian www.shopchristian.com and get paid cashback" – anyone looking for "Shop Christian" through a Google search would have the opportunity to see my tweet in real-time, included in Google's search results. Since Twitter is more real-time as opposed to a website, which could be old and outdated, my Twitter message could end up bringing more traffic to my site just because of a message I posted 2 minutes prior. It's mind-boggling!

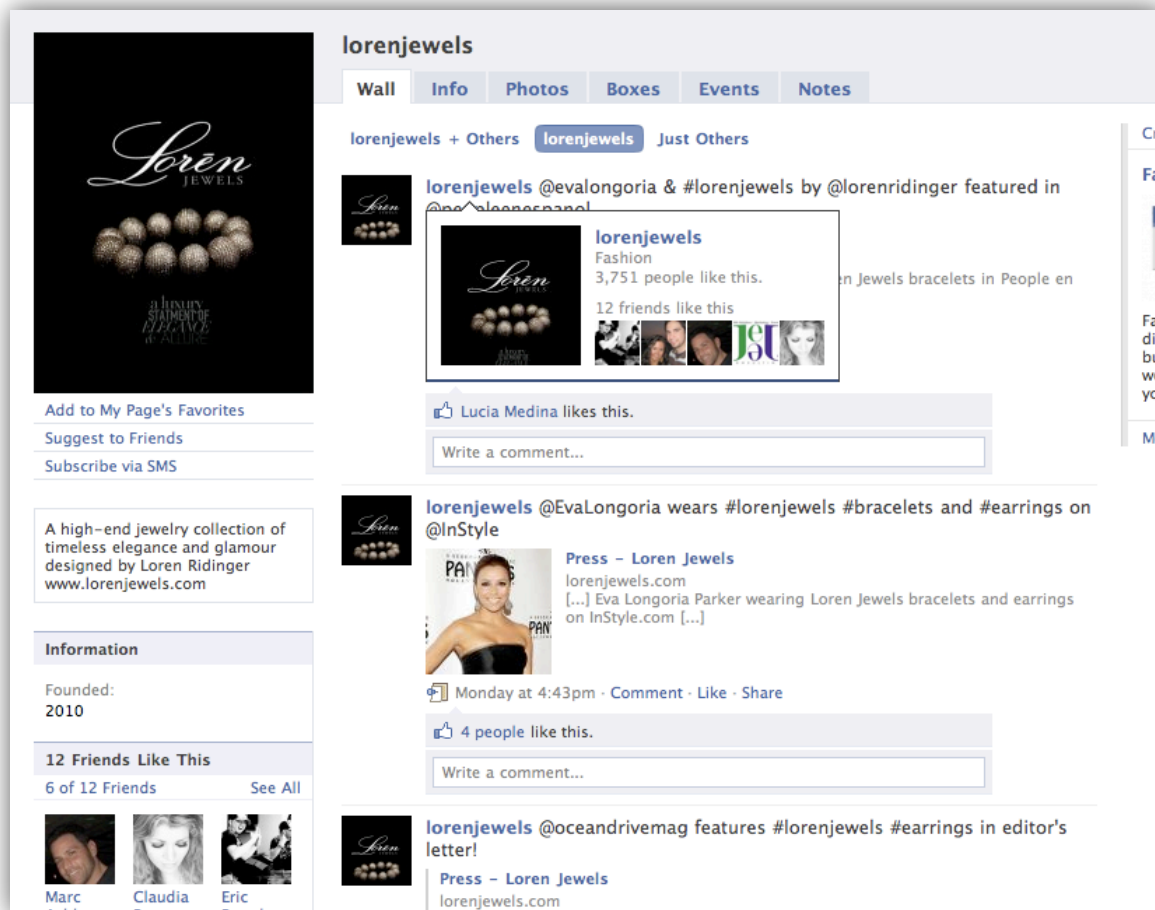
You can use various tools to establish direct links with your potential customers and provide existing ones with instant updates on new products, features and services. It's no secret that, in time, using [Twitter](#) will generate traffic in droves to your website because it operates in real-time.

8. Keep An Eye Out For The Experts

Look out for seasoned professionals in your niche field. I am a huge believer that it's not the "gurus", or "so called gurus," that should be followed but the ones that make sense. **My tip:** just because they have a huge following does not, necessarily mean they know what they are talking about. NO, it just means they know how to market themselves. Watch them; see how they attract readers and followers in all the social networks. I can assure you: it's all about confidence, knowledge and the will to make things happen. Are you this types of person?

Social Networking and Marketing

The Internet has brought media to a global audience now social networking has become a paradigm shift. Social Networking has become a media platform accessible to anyone, opening doors to companies, increasing brand awareness throughout and the opportunity to interact directly with existing customers and to prospect new ones. So how can you improve your social networking skills and improve your overall marketing campaigns?



([Loren Jewels Facebook Fanpage](#))

Marketing and branding are essential to a good social media strategy. Not only do they help you create a professional looking business, but they also create visibility, brand awareness, and consistency throughout your social networks. Below are a few ways that you should be implementing in your social media marketing campaigns.

Ways to Market Your Business Through Social Media

1. Have a clear website that establishes value and helps customers weave your brand into their own story.
2. Create content in the form of blogging, guest-blogging, webinars, whitepapers, e-books, presentations and videos to help educate the market. Use social networking to help further your social media to create better brand awareness.
3. Develop relationships and increase your outreach. As a result of your social networking listening, discovery and engagement, you will undoubtedly form relationships with other thoughtful leaders with whom you can collaborate on content with, form guest-blogging relationships, create podcasts and strengthen your current knowledge. We have started many of our professional relationships on Facebook and Twitter, which have led to in-person meetings, client relationships, co-creation of content, consulting engagements, jobs, etc
4. Events -- online as well as offline -- are also great awareness vehicles and can take the form of attending and speaking at conferences, sponsorships, and producing your own productions. Social media can help further the cause and should be used to drive awareness, collect content input from the public, and provide ways for people in your network to meet in person. Take the time to produce good content around the event. Interview people you respect and with whom you have built online and offline relationships with. Then use this social media content which you've gathered from your event to help drive responses via social networking sites.
5. Then of course, there is social media itself, which is a must for any brand building effort. Your social networking strategy should include actively monitoring [Twitter](#), [Facebook](#), blogs, discussion forums and other outpost communities with the sole purpose of learning, engaging and forming relationships to help bring exposure to your brand and ultimately increase sales.

Similar to marketing, sales should be about building relationships via social channels and growing them into offline relationships. Conversely, when meeting someone in person, you can keep the relationship warm via social channels until you see them again.

You should also be using social networking listening techniques to gather intelligence around your customers and prospects' businesses to help drive better and richer conversations.

For example, listening to self-help audiobooks is great for motivating you to take action. You aren't necessarily copying their techniques; rather, you are using them to foster growth through your own channels.

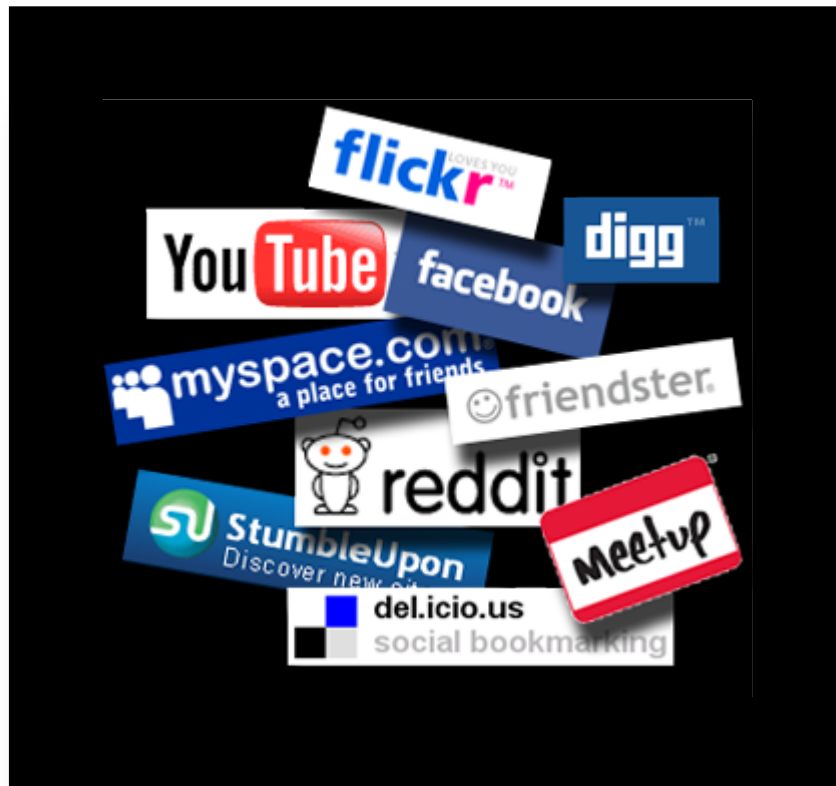


Why Should You Develop a Social Networking Strategy?

To develop any business strategy — be it marketing, sales, or operational — you must ask yourself what are you doing, what kind of environment are operating in, and what are your goals. Only by drilling down to the very essence of your organization can help you develop a plan for moving forward. Developing a social networking strategy follows the same pattern — *it's essential you know what you are doing, how you are doing it, and most importantly, why you are doing it.*

Millions of businesses have jumped on the social networking bandwagon over the past 12 months, but many of them do not know why they have a Facebook account or why it is so important that they have a presence on Twitter.

Even those companies that have dedicated personnel in-house to work on their social media presence often struggle to justify the investment -- all they know for sure is that they ought to be participating in social networking by creating social media, often to coincide with their Search Engine Optimization (SEO) efforts. This mindset means that money and effort is being extended with no means of tracking progress, measuring return, or monitoring conversions.



Social networking in 2010 can be much more than ‘ought to be participating’ or ‘no idea why we are on Facebook.’ 2010 can be the year that your organization develops a definitive strategy on social networks with a clear vision about what, where, and why you are participating. As part of this, specific goals and objectives must be defined and a means of tracking progress towards should be implemented.

Here’s why:

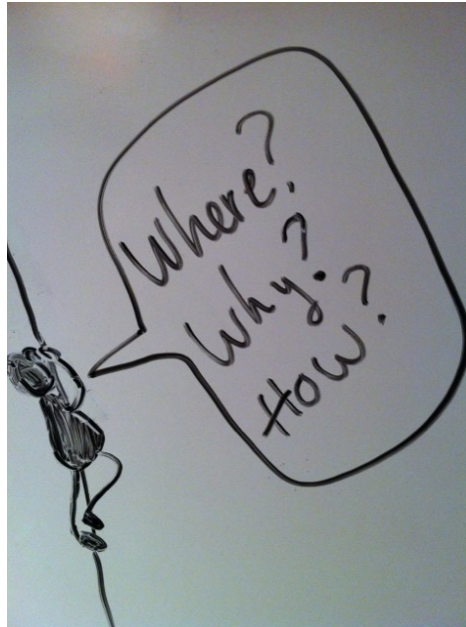
1. **Social networking** is essentially an extended conversation with your customers – past, present, AND future. The ability to partake in a conversation and listen to a respondent is one of the easiest features of social networking to embrace. It’s also

one of the hardest, because to have value, your conversations (known as social media), should be between your client base both existing and future. To make that happen, you will first need to determine who your clients are and where they are at online. One easy way to do this is to check your website analytics account (like Google Analytics) and see which social media sites are directing traffic to your site. Look for forums, blogs, **Facebook** groups, Twitter, etc. Initially you may want to go back every week to check if your numbers improved. This will help you to develop your understanding of where your clients really are, and where you need to be.

2. Social networkings is a cheaper alternative to traditional advertising for brand-building opportunities. With everyone struggling to move forward and power through the economic recession, pricey newspapers and TV ad spot advertising may be out of the budget for 2010. That presents a problem if you're operating in a competitive market where brand presence and brand penetration is crucial. Think about it – if you can't afford to keep up your brand placement through offline media, chances are your brand recall will fall. While using social networks for direct sales very rarely brings in results, taking to blogs and keeping your Twitter updated with product-related news, special offers, and exclusive discounts will bring home the bacon. If you plan your presence properly, your brand building will create brand loyalty.

3. Social networking can help you identify small problems before they become bigger ones. What is the first thing you know about a problem with your business? Is it when retail numbers fall because of a not very well received collection? Or is it when your new customers can't find the color or size they need? Used correctly, social networking will give you a birds-eye view of these roadblocks before they happen, allowing you to navigate around them. Make a commitment to solicit feedback from your social networking followers and work this into your social media strategy for 2010. It could be something as simple as a once-a-month open invitation for feedback or as complex as polls, test screenings of new products/menus/locations. It may even mean you commit to having one person monitoring activity online full-time for mentions of your products and brands. Popular brands like Coach and Coca-Cola do this very successfully – their dedicated social media personnel keep an eye on forums, blog conversations, Twitter streams, and comments online to identify annoyed clients and address their concerns and grumbles before they become an even bigger, more widespread problem.

Now you know what you should be aiming to do, but how do I finalize it into a strategy that can be communicated to all of my team members? Here's how to compile your strategy. This is the why, how and where...



Why? How? Where?

1. The Why

Sit down with your team and identify your goals for social networki-g. Ask each person in-turn as an organization, what you should be seeking to achieve from your social networking presence. It may be any of the points above or something entirely new. Write them down in order of importance. You now have your goals – - the things you need to be working towards, now start to develop them.

2. The How

Now that you know what you want to achieve and why, how can it be done? Again, go around the table and ask your friends for input. How can the things you need to get out of your social networking activity be made a reality? If you want to solicit feedback, for example, how will you do it? If you want to build your brand, how will it be done? Will you use polls and questionnaires or will you ask your marketing team to craft a series of incentives purely for your followers on social networks?

3. The Where

You know what you want to achieve and you have a plan for achieving it. The final piece of the puzzle is to decide which sites you're going to unleash your social networking strategy on. A good tip is to start small, particularly if you're new to

social networking, rather than trying to spread yourself too thin over every possible blogging site or forum you can find, identify 5 to 10 social networking sites that are referring traffic to you and use the information to pick your core sites from those referrals.

Finally, don't forget the most important aspect of your new social networking strategy — the measurement of progress. There's no point having goals if you don't track how close you are to achieving them, so invest some time in deciding exactly how you will measure the success of your social networking activities and what forms of social media work best at helping you get closer to your goals.



Now that you know the what, the why and the how, you can begin applying these techniques to your own business. Here are a few reasons why businesses should join social networks and how they can benefit from using them.

Why Companies Should Join Social Networks and How They Can Benefit From It!

Change Your Networking Techniques

The first thing companies should understand is their market. For example, what makes your customers loyal? Is it your service, your product, both? Second is to find out where your customers are from? Ask them to link to you on the various social networking sites by placing a Twitter, Facebook, and/or Digg button. This will give you a basis in better understanding who your current customers are and which ones are missing. This is a great starting point for making positive change happen.

Use LinkedIn For Maximum Marketing Advantage

LinkedIn is currently the hub of marketing and affiliate activity on the Internet. To some it may seem intimidating, but it is very easy to use. You can create a large following that can be channeled into business contacts and a potential customer base. If you are part of an existing business, create a space on LinkedIn, so that as your business can grow as well and the exposure it deserves.

Make The Most of Applications And Widgets

Almost all social networking sites offer applications and widgets that can be incorporated into your existing blogs and websites. These plug-ins can help promote a business when used properly. Twitterfeed for example, is one such application that can be used to channel new blog posts from your blog directly to your Twitter profile automatically, saving you time and yet still allowing you to access the vast number of Twitter users. This same idea can also be used on Facebook as well to keep people that are interested in your Facebook page for your business, aware of what is going on. Combine all three together (Blog, Facebook and Twitter) and you have a solid recipe for success at reaching current customers as well as prospecting new ones. All you need to add in is the content (social media).

Use Only A Few Networks

Once you are comfortable working and using at least three different networks, then you can test out and try others. But don't take on too many; it will become

overwhelming. Personally, I think that if you spread yourself too thin, you won't master any of them. Remember that change is key here, and with change comes the responsibility of figuring out your strategies.

Be Careful on What You Post

How many times have we heard some stupid stunt by an employee or employer? Keep your personal life out of social media. No one really cares but your close circle of friends; remember that the world is not as forgiving as you are, or as your family members might be.

Understand that you are using social media as a networking tool for your business promotions. The effectiveness will always reflect back on your participation. Never waste time posting personal deals on your social networking accounts. You should concentrate on exposing your business and build your brand recognition online.

Make The Most Of Forums

If you have a unique selling point, you should use some forums to highlight them. Comment on blog posts. If your comments are relevant and useful, this is a great way to build recognition and respect for what you have to say and for your company. Posting links to your blog on these forums is another great way to show your commitment to the topic or service you offer.

Privacy

This is an important factor that most people seem to forget. Make the best use of the privacy settings on your social networks. Setup your email filters, decide who you want in your network and make sure to block out people you do not want to connect with. Keep in mind that you should filter your invitations very carefully - carelessness can lead to a loss of a potential customer if you connect with the wrong person.



Now that we have covered social media and networking tactics and how you can utilize a number of them to grow and build your business as well as your customer base and customer list, it is important to know how to actually use many of the popular social networking sites today and to understand why you should be using them. This way you ensure that your time is being put to good use and your business begins to work on its own. By learning the basics, it will get you a step closer towards creating a more powerful marketing strategy not to mention, impact your brand as well as your sales because of the exposure you're giving it.

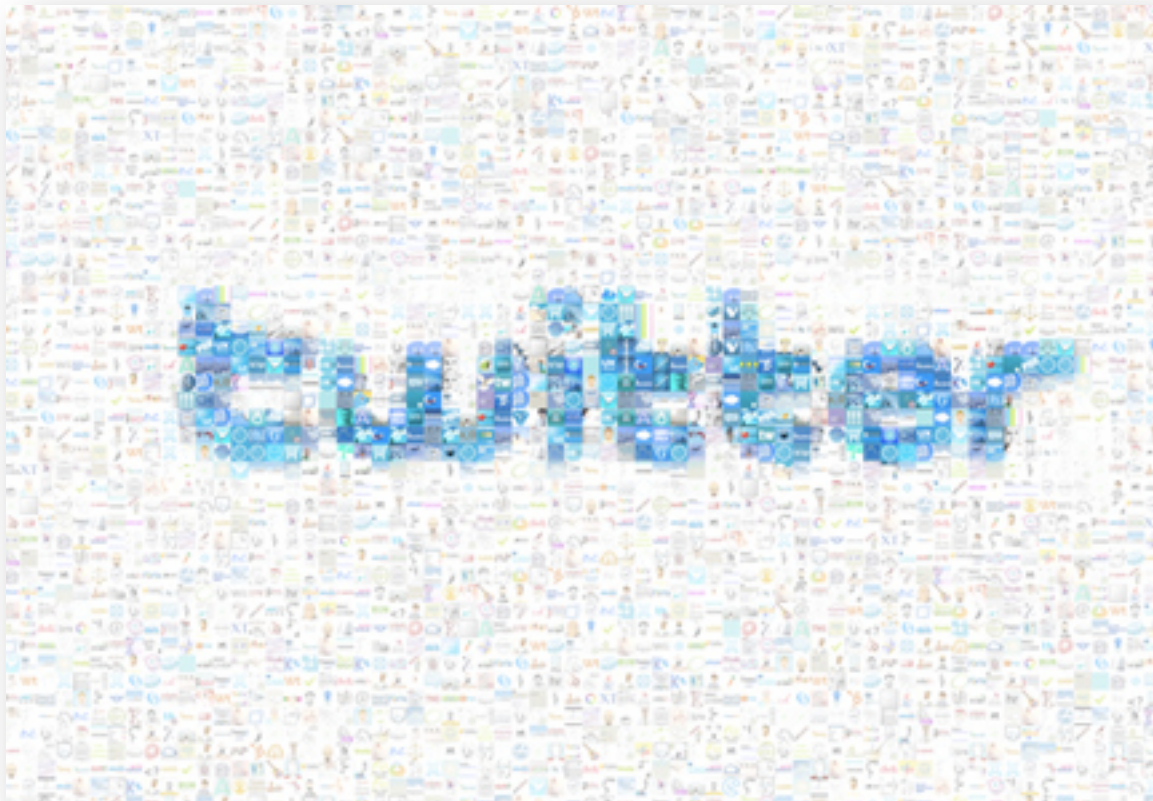


Social Networking 101: Which site are you on?

Since its inception, social networks have helped to drive sales for many of today's Fortune 500 companies – in fact, many companies are using it as a cost savings strategy because it works (and it works well). Customers have also seen the benefits, as businesses have begun to tailor their products and their deals more towards the customer. Whether you're a large business or a small one, one thing is certain, to use social networking in your business, all it takes is willpower and a desire to create meaningful content (known as social media) that you want to make people aware of.

Looking to learn more about the most popular social networking sites that are sweeping the Internet? Check out these recommended sites you should be a part of to help grow your business.

Twitter – What is it and how do I use it?



What is Twitter?

Twitter is a micro blogging service, containing very limited messages also known as “tweets”, which are messages that are restricted to 140 characters or less. The

popular micro-blogging service is designed for people who want to keep people informed on what is going in their life or in their business.

What can Twitter Do For You?

Twitter has proven to be incredibly addictive and for business owners extremely valuable. Twitter isn't only fun, it has proven to be very important and an easy way to find new users and customers and to cater to them. A powerful networking tool and an excellent way of picking up information, Twitter can help you build deeper relationships with partners, clients and other entrepreneurs. For instance, it has extended our own reach of brands, making the name of our business known to many people. It has also brought advice and suggestions from experts that read my tweets which we never could have reached normally. In addition, unlike normal Google searches, which can contain outdated content, Twitter “tweets” are indexed in real-time, meaning they can show-up in search results the minute you search for something. This means you are getting the most current up-to-date information as it happens.



How to Get Started on Twitter

The image shows the Twitter sign-up page. At the top left is the Twitter logo. The main heading is "Join the Conversation" with a link "Already on Twitter? Sign in." to the right. Below the heading is a checkbox "Already use Twitter on your phone? Finish signup now." The form consists of several fields: "Full name" with the value "natalia diaz" and a green "ok" button; "Username" with the value "nataliadiaz1" and a green "ok" button; "Password" with masked characters and a grey "Too obvious" button; and "Email" with the value "natalia@marketameric" and a red "should look like an email address" button. Below the email field is a checkbox "Let others find me by my email address" which is checked, with a note "Note: Email will not be publicly displayed". There is a "Terms of Service" section with a "Printable version" link and a scrollable text area containing the terms. Below this is a "Create my account" button and a checkbox "I want the inside scoop—please send me email updates!" which is checked.

1. [Sign-up for a Twitter account.](#)
2. Select a username and password
3. Enter your e-mail address
4. Click on create my account

** Make sure you use your real name or your business name – depending on what your branding strategy is geared towards. If you are building a business, use your company name – remember to include a logo for your company.*

Sample Twitter users:

- <http://www.twitter.com/nataliaroks>
- <http://www.twitter.com/ckarasiewicz>
- <http://www.twitter.com/jrridinger>
- <http://www.twitter.com/kanyewest>

Sample Twitter products and companies:

- <http://www.twitter.com/lorenjewels>
- <http://www.twitter.com/isotnix>
- <http://www.twitter.com/sesamestreet>
- <http://www.twitter.com/disney>

Select a username that is inline with your overall branding strategy. If you are promoting a business, create a Twitter account for your business. If you are promoting yourself, create an account for yourself. Don't mix the two together, they can confuse people about what it is you are actually offering.

Adding a Photo to your Profile

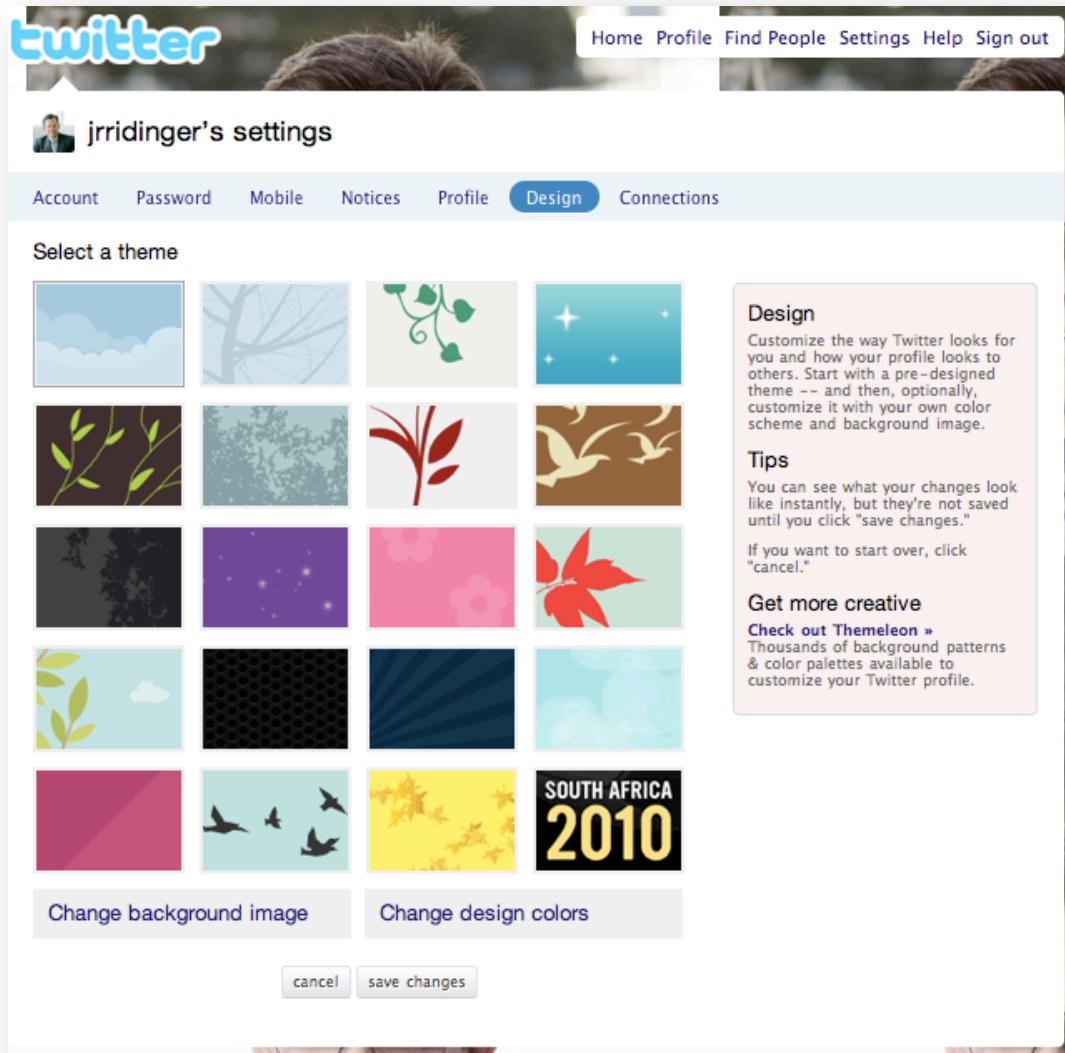
The screenshot shows the Twitter settings page for a user named 'nataliaroks'. The 'Profile' tab is selected. The profile information is as follows:

- Picture:** A photo of a woman with long brown hair. Links for 'Change image' and 'Delete this image' are visible.
- Name:** natalia diaz. Instruction: 'Enter your real name, so people you know can recognize you.'
- Location:** outerspace. Instruction: 'Where in the world are you?'
- Web:** http://www.lorenjewels.i. Instruction: 'Have a homepage or a blog? Put the address here. (You can also add Twitter to your site here)'
- Bio:** entrepreneur. I have a degree in creativity and an MBA in talent. Instruction: 'About yourself in fewer than 160 chars.'

On the right side, there is a 'Profile' section with explanatory text and a 'Tips' section with advice on profile information. A 'Save' button is located at the bottom of the form.

1. Login to your Twitter account
2. Click on Settings
3. Select "photo"
4. Click "change image"
5. Upload a new image – a recommended size is 200x200 (or a square)
6. When you're finished with your photo, click the save button.

Adding a Background to your Profile

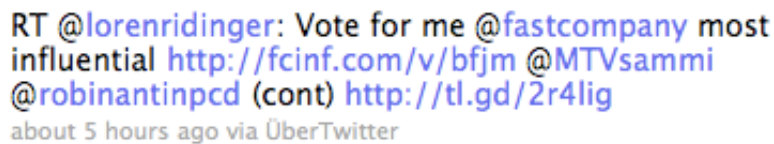


1. Login to your Twitter account
2. Click on Settings
3. Select "design"
4. Choose a pre-existing image. If you like, you can upload your own.
 - o Note: you can also change the design colors by clicking the 'change design colors' option.
5. If you would like to add your own background, click "change background image" and upload a new background – the recommended size is 1600x1200.
6. When you're finished with your background, remember to click the save button.

Why do I need a background or a profile picture?

1. Personalization and expression: It's a chance to express yourself and who you are. Are you an artist, a musician, a blogger, or a cook? Do you love Apple computers or the beach? A new backdrop can really help people understand who you are and why they might want to connect with you.
2. Contact information: Your Twitter background can also contain your contact information. Twitter limits you to one website and a 160 character bio. Go outside and add more by building this into your background.
3. Personal branding: Having your contact information, your face, or any additional bio information within your background is a common practice. It helps potential followers understand what you do and why do it. Take the time to provide these, so that Twitter users can get a better idea as to who you are.
4. Artistic creativity: Twitter is a great opportunity to push the limits of your talents and to express yourself. Showoff who you are or what your business is.

Types of Tweets



RT @lorenridinger: Vote for me @fastcompany most influential <http://fcinf.com/v/bfjm> @MTVsammi @robinantinpcd (cont) <http://tl.gd/2r4lig>
about 5 hours ago via ÜberTwitter

You'll often hear the term "tweet" mentioned a lot around Twitter users. What this is is essentially you writing a message. Other terms that you may hear mentioned are direct messages (DM) and re-tweet (RT). What do all these mean?

Direct messages (DM)

A **DM** is a "direct message" which you send to anyone in your network who is also following you. To do this, you simply login to your Twitter account and write what it is that you are currently doing.

To send a direct message, simply login to your Twitter account and in the "What's Happening" box, start off with DM – which stands for Direct Message.

Sample direct message:

(@Nataliaroks is following @ckroks and @ckroks is following @Nataliaroks)

DM @ckroks great job with the social media presentation.

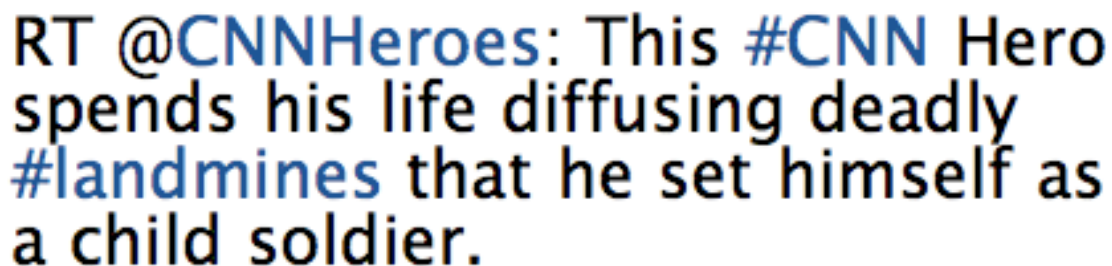
This will send a private message from @nataliaroks to @ckroks

Re-tweet (RT)

Retweeting is how Twitter users share interesting tweets from the people they are following. Think of it like passing on a note. They copy and paste the original tweet and add RT in front of it. This gives credit to the original person that wrote the tweet, Users usually put “RT” plus the originator’s username at the beginning of the tweet.

Sample re-tweet:

RT @ckroks working on the social media manual for #marketamerica

A screenshot of a Twitter re-tweet. The text is displayed in a white box with a slight shadow. The re-tweet text reads: "RT @CNNHeroes: This #CNN Hero spends his life diffusing deadly #landmines that he set himself as a child soldier." The words "RT", "@CNNHeroes", "#CNN", and "#landmines" are highlighted in blue. Below the text is a URL: "http://on.cnn.com/b5ZJ4a". At the bottom left of the box, it says "about 11 hours ago via txt" in a smaller, grey font.

RT @CNNHeroes: This #CNN Hero spends his life diffusing deadly #landmines that he set himself as a child soldier.

<http://on.cnn.com/b5ZJ4a>

about 11 hours ago via txt

You are allowed to follow anyone who is on Twitter and doesn’t have their account protected (if their account is protected, you will need to get their permission to follow them). Only those people you follow will show up on your profile page. Today, “tweets” have evolved to more than everyday experiences and have taken shape in the media industry to promote and target viewers, share links to interesting content, trending topics (which are denoted with a #hashtag – like #marketamerica) and most importantly, offer real-time accounts from people who are in the midst of a newsworthy event, crisis or natural disaster.

What is a #hashtag?

One of the most complex features of Twitter for new users to understand is the hashtag, a topic with a hash symbol (“#”) at the start to identify it. Twitter hashtags helps spread information on Twitter while also helping to organize it.

The #hashtag is a favorite tool of conferences and event organizers, but it’s also a way for Twitter users to organize themselves (provided everyone agrees to append a certain #hashtag to tweets about a specific topic). By doing so, it becomes easier to find topics on Twitter using <http://search.twitter.com>. Twitter #hashtags also help you appear as a trending topic for other Twitter users so that they can then follow you. Overall, this will help you gain more followers in the process.

Sample hashtag:

Get paid to shop with #marketamerica and earn #cashback

Tips for Effective Twittering

Check your Twitter morning, noon and night. Or, at least three times per day at first. This is so that you can familiarize yourself with the site. Once you get used to checking it and reading updates, you'll see that you don't have to make a huge time investment to become involved.

What is the first thing you do when you go to a networking event? If you know someone, you walk up to that person and let them introduce you to the people with whom they're talking, right? You find something in common with whom they're talking with, right? You find something in common with those people and you engage in conversation. At some point during the conversation, you decide if these people are going to refer business to your (or vice versa), if you're going to do business together, or if you are going to just become friends.

The same philosophy works in social networking. You are building your community in order to gain referral sources, prospect for your business, recruit talent and find like-minded people who help grow your knowledge base and wisdom.

With direct analytics you can find your target, your competitors or industry experts. Below are some tools to begin building your community.

- **Twellow:** is a directory of public Twitter accounts, with hundreds of categories and search features to help you find people who matter to you. Once you register, you can update your profile and categories, add links to your other social networking profiles, and create an extended bio. You can also search for people in your city, state, region, industry, or by job title. By adding all of this personal information, you have the opportunity to leverage and grow multiple networks at the same time.
- **MrTweet** helps you to discover people, enhance your existing relationships and be discovered by other people
- If your target audiences are business owners and leaders, then **ExecTweets** is the tool for you to use. It allows you to search by industry and follow people who are on Twitter that are good targets for your brand.
- Download desktop software, such as **TweetDeck**, **Hoot Suite** and **Peoplebrowser**. As you begin to follow people, you'll create groups to keep track of them. Your groups may include competitors, industry reporters, employees, referral network, clients/customers, vendors and/or industry organizations. These tools also help you manage multiple accounts – say a Twitter account and a Facebook page at from one location.

By using these tools, following 10-30 minutes a day and beginning to network, you'll be building your community in now time. If you look at this as a way to get the word out and about the great things you're doing (initially) and more as a way to network and find new relationships in order to meet your business goals, you'll see the value of social media in a month or less. You'll be building a community of friends who would want to help spread the word about the great things you're doing.



Now that we covered Twitter basics 101, it is important to know how to enhance your Twitter game, gain more followers, raise brand awareness and prospect new customers. Below are some helpful tools that will help you build a following.

Ways to Enhance your Twitter Game

1. Explain to your followers what re-tweeting is and encourage them to retweet your links: Retweeting pushes your @username into foreign social graphs, resulting in clicks back to your profile. Track your retweets using retweetist.
2. Fill out your bio. Your latest tweets and @replies don't mean much to someone that doesn't know you. Your bio is the only place you have to tell people who you are. Also, your bio is displayed on your Twitter's suggested user page.
3. "link it up." Put links to your Twitter profile everywhere. Link it to your facebook, blog, email signature, and everywhere else you live online.
4. Bring your twitter account into the physical world. Every time you speak to someone ask them if they have a twitter account, tell them to follow you, put them on your business cards, figure out a way to broad cast it.
5. Take pictures. Pictures are heavily retweeted and spread around. The picture from US Airways Flight 1549 has been viewed 350,000 + times. For mobile pics use iPhone, Droid or Blackberry apps such as Twipic, Tweetie or Twitterific, both which support on the go uploading.
6. Start a contest. @jasoncalacanis offered a free macbook air if he reached the #1 most followed spot. That never happened, but Jason added thousands of followers. Don't be afraid to promote yourself.
7. Follow the top twitter users and watch what they tweet. Pay attention to the type of content they sent out and how they address their audiences.
8. Reply to/ get involved in #hashtag memes. search. twitter.com lists that hot "trending topics". Look for the #hash topics and jump in on the conversation.
9. Track your results. Twitter Counter will show you how many new users you're adding per day and Qwitter will email you when someone unfollows you after a tweet.
- 10.If you have a blog, run a Twitter contest on your blog. This one strategy will

drive a lot of followers in a small amount of time. But it highly depends on what you are giving out.

- 11.If you have a website or a blog, display the follow me button at the top or any other highly visible regions.
- 12.You can also use your twitter profiles URL, while commenting on other blogs.
- 13.Use your twitter ID in your email signature, so that your business partners or others will get to know that you are also using twitter.
- 14.Print the twitter profile URL on your business card.
- 15.Invite all of your friends in your Gmail, Yahoo!, AOL accounts, etc...
- 16.Use a custom background for your twitter profile. This will show that you are a professional and chances are there, a visitor to your profile may turn into your follower.
- 17.Try to involve in a conversation with people having more number of followers. When the famous person replies to your tweet, his followers see your twitter ID. If they find it an interesting conversation they may start following you and the conversation.
- 18.You can ask other twitterers to recommend you to their followers and you can recommend them to your followers.
- 19.Remember you have 5 to 7 seconds to convert a visitor into follower, so make your profile as good as possible.
- 20.Ask questions: By asking questions you can easily start the conversation with any stranger make sure that you ask an easy question so people can answer you and you can start the conversation with them.
- 21.If possible teach your friends what re-tweeting is. By this, if your followers start re-tweeting your tweets, then your ID will again appear in front of your followers and you will get more exposure.
- 22.Being a celebrity doesn't hurt ... but just being yourself brings followers that actually care about what you are saying and they are much more valuable.

Thoughts on Using Twitter for Business by Chris Brogan

1. Build an account and immediately start using Twitter Search to listen for your name, your competitor's names, words that relate to your space.
 - a. (Listening always comes first.)
2. Add a picture. Because we want to know who you are.
3. Talk to people about THEIR interests, too. I know this doesn't sell more widgets, but it shows us you're human.
4. Point out interesting things in your space, not just about you.
5. Share links to neat things in your community. (@wholefoods does this well).
6. Don't get stuck in the apology loop. Be helpful instead. (@jetblue gives travel tips.)
7. Be wary of always pimping your stuff. Your fans will love it. Others will tune out.
8. Promote your employees' outside-of-work stories. (@TheHomeDepot does it well.)
9. Throw in a few humans, like RichardAtDELL, LionelAtDELL, etc.
10. Talk about non-business, too, like @astrout and @jstorerj from Mzinga.
11. Instead of answering the question, "What are you doing?", answer the question, "What has your attention?"
12. Have more than one twitterer at the company. People can quit. People take vacations. It's nice to have a variety.
13. When promoting a blog post, ask a question or explain what's coming next, instead of just dumping a link.
14. Ask questions. Twitter is GREAT for getting opinions.
15. Follow interesting people. If you find someone who tweets interesting things, see who she follows, and follow her.
16. Tweet about other people's stuff. Again, doesn't directly impact your

business, but makes us feel like you're not "that guy."

17. When you DO talk about your stuff, make it useful. Give advice, blog posts, pictures, etc.
18. Share the human side of your company. If you're bothering to tweet, it means you believe social media has value for human connections. Point us to pictures and other human things.
19. Don't toot your own horn too much. (Man, I can't believe I'm saying this. I do it all the time. – Side note: I've gotta stop tooting my own horn).
20. Or, if you do, try to balance it out by promoting the heck out of others, too.
21. You don't have to reply to every @ tweet directed to you (try to reply to some, but don't feel guilty).
22. Use direct messages for 1-to-1 conversations if you feel there's no value to Twitter at large to hear the conversation (got this from @pistachio).
23. Use services like Twitter Search to make sure you see if someone's talking about you. Try to participate where it makes sense.
24. 3rd party clients like Tweetdeck and Twihirl make it a lot easier to manage Twitter.
25. If you tweet all day while your coworkers are busy, you're going to hear about it.
26. If you're representing clients and billing hours, and tweeting all the time, you might hear about it.
27. Learn quickly to use the URL shortening tools like TinyURL and all the variants. It helps tidy up your tweets.
28. If someone says you're using twitter wrong, forget it. It's an opt out society. They can unfollow if they don't like how you use it.
29. Commenting on others' tweets, and retweeting what others have posted is a great way to build community.
30. Twitter takes you away from other productive work.
31. Without a strategy, it's just typing.

32. There are other ways to do this.
33. As Frank hears often, Twitter doesn't replace customer service (Frank is [@comcastcares](#) and is a superhero for what he's started.)
34. Twitter is buggy and not enterprise-ready.
35. Twitter is just for technonerd.
36. Twitter's only a few million people.
37. Twitter works swell as an opinion poll.
38. Twitter can help direct people's attention to good things.
39. Twitter at events helps people build an instant "backchannel."
40. Twitter breaks news faster than other sources, often (especially if the news impacts online denizens).
41. Twitter gives businesses a glimpse at what status messaging can do for an organization. Remember presence in the 1990s?
42. Twitter brings great minds together, and gives you daily opportunities to network with new and exciting people across the Internet.

Facebook, a social network, has revolutionized the Internet and the way we interact with each other. The social network phenomenon has over 500 millions users worldwide, it has become an integral part of our daily life, jobs or day to day business. Facebook isn't just for teens and young adults in fact the average age on Facebook is 35. This has become a wonderful and practical way for people of all ages to keep in touch on a regular basis. Friends and family can now connect with each other in a network of relationships, send emails, play trivia quizzes and games, share photos & events, prospect new customers, post new products and so much more.

Facebook - What is it and how do I use it?



What is Facebook?

Created in February 2004, with more than 500 million active users, Facebook is a social networking website that allows people to interact, socialize, reconnect and share information with one another.

A social networking website launched in February 2004, with more than 500 million active users as of July 2010. Users can add people as friends and send them messages, and update their personal profiles to notify friends about themselves.

The website's name stems from the colloquial name of books given to students at

the start of the academic year by university administrations in the US with the intention of helping students to get to know each other better and interact amongst college students. Facebook allows anyone of age 13 or older to become a member of the website.

Why Should I have a Facebook Account?

Facebook has over 500 million active users with numbers rapidly growing. It is the third most trafficked website in the world (behind Google and Yahoo) and the most trafficked social media site in the world.

Think your customers aren't on Facebook? There are thousands of work-related, collegiate, and high school networks. More than two thirds of Facebook users are outside of college and as we mentioned, the fastest growing demographic is those 35 years and older. While Facebook started off as a community for college students, it has expanded far beyond that and you will be hard-pressed to find a demographic not yet represented among Facebook's 500 million active users.

What is a Facebook wall?



The image shows a screenshot of a Facebook wall for the band Linkin Park. At the top, the name "Linkin Park" is displayed in a grey bar. Below this, there are navigation tabs for "Wall", "Info", "Music", "Store", "The Catalyst", and "Photos". Underneath the tabs, there are buttons for "Linkin Park + Others", "Linkin Park", and "Just Others".

The first post is from "Linkin Park" and is dated "09.14.2010". The text of the post reads: "Recording A THOUSAND SUNS. Don't forget to pre-order at linkinpark.com." Below the text is a small photo of a person in a plaid shirt. Underneath the photo, it says "3 hours ago · Comment · Like · Share". Below that, it says "10,344 people like this." and "View all 1,146 comments". There is a text input field with the placeholder "Write a comment...".

The second post is also from "Linkin Park" and is dated "09.14.2010". The text of the post reads: "Stream our new song 'The Catalyst' now on MySpace." Below the text is a small photo of the Linkin Park logo. Underneath the photo, it says "18 hours ago · Comment · Like · Share". Below that, it says "11,440 people like this." and "View all 1,489 comments".

A wall is a section on your profile where others can write messages to you or leave you gifts, which are icon-like small images. The wall is a public writing space so others who can view your profile can also see what has been written on your wall. You can change which Facebook friends can view your profile in the Privacy Settings area.

When someone writes on your wall, you will also receive an email, telling you that they wrote on your wall, so that you can visit Facebook respond directly back to the friend who left it using the "wall-to-wall" mode.

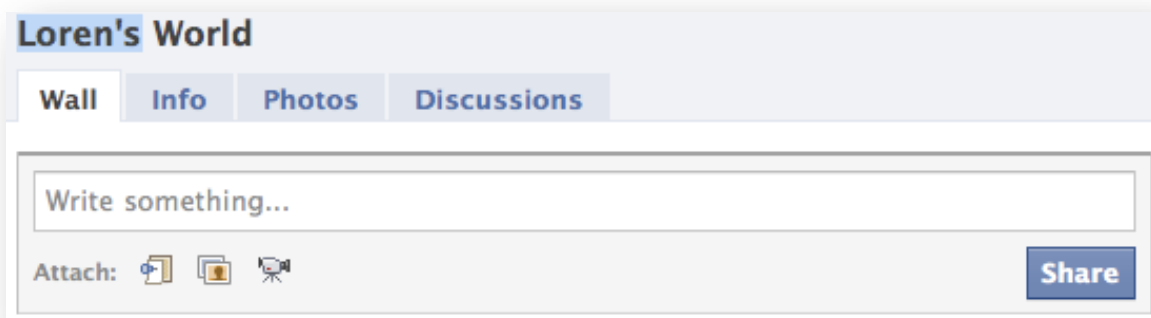
What is a Newsfeed?

A newsfeed is a collection of updates from all of your Facebook friends. It show's updates from your friends in chronological order (newest first). You can view this by clicking on the Facebook logo – when you are logged in. This area show's what your friends are currently doing or what they have recently posted. It can include:

- A new update about something they are doing
- New photos they have uploaded
- A new video they added
- Links that they shared, etc...

What is A Status Update?

A status update is essentially “what is that person currently doing.” Sometimes, it can be a quote, a joke, the fact that they are in a layover at the airport, etc...Status updates can be where you include links, photos, videos, etc...



Facebook Profile vs. Facebook Page



***Facebook profiles are for people, pages are mainly for businesses or public figures with a large following.**

People vs. business Profiles

Facebook profiles are intended for people, not businesses. It's actually against the [Facebook terms](#) to use a profile for a business. If the Facebook team finds your profile setup like this – posing a business as a Facebook user, it's possible they may delete your entire profile. So much for all your hard work getting friends!

SEO

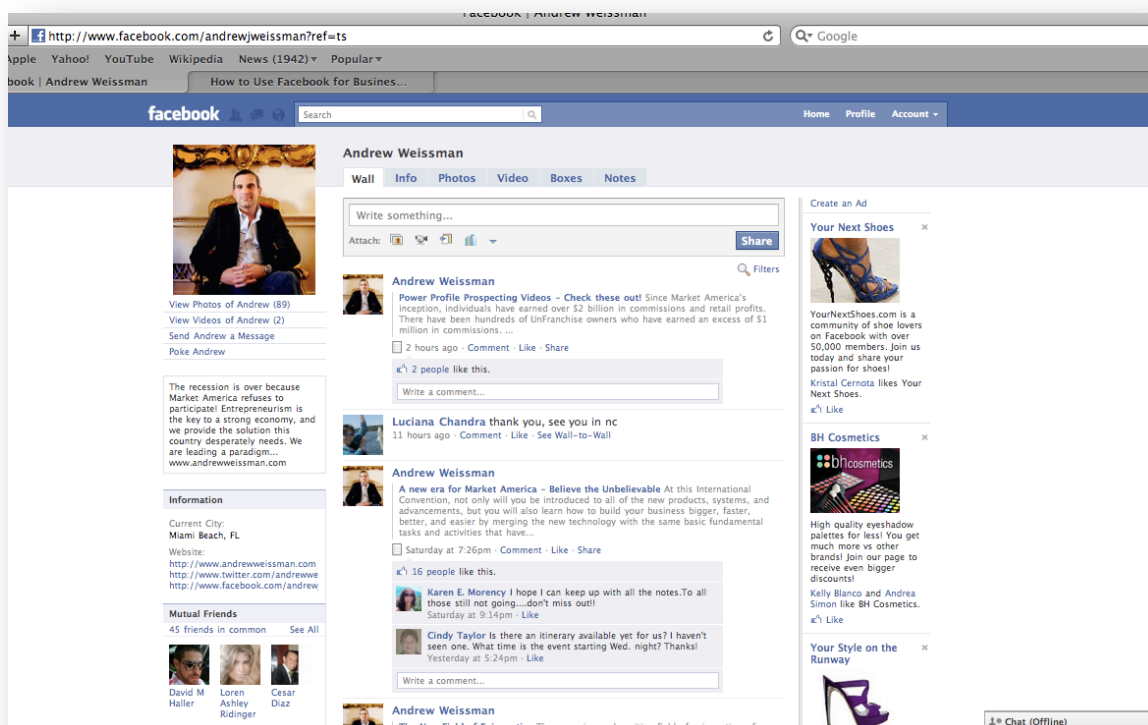
Your Facebook page can be a part of your overall Search Engine Optimization strategy. Why is that you ask? It's because Facebook pages are indexed by search engines, while profiles are not.

If you're like most business owners, you want as many people as possible to find you online. If you setup a profile in your business name, you're not maximizing your exposure. Sure, your Facebook friends will be able to see your information,

but new people won't find you all that easily because for Facebook profiles, you need to first accept someone. With Facebook pages, people can see your information without having to be accepted. This is done by clicking the 'like' button on a Facebook page.

Fans vs. Friends

Pages can have an unlimited number of fans. Profiles on the other hand **can only have 5,000 friends**. If you're trying to build your business, why limit yourself? It only makes sense to choose the option that allows you to grow and to have more people get on your bandwagon.



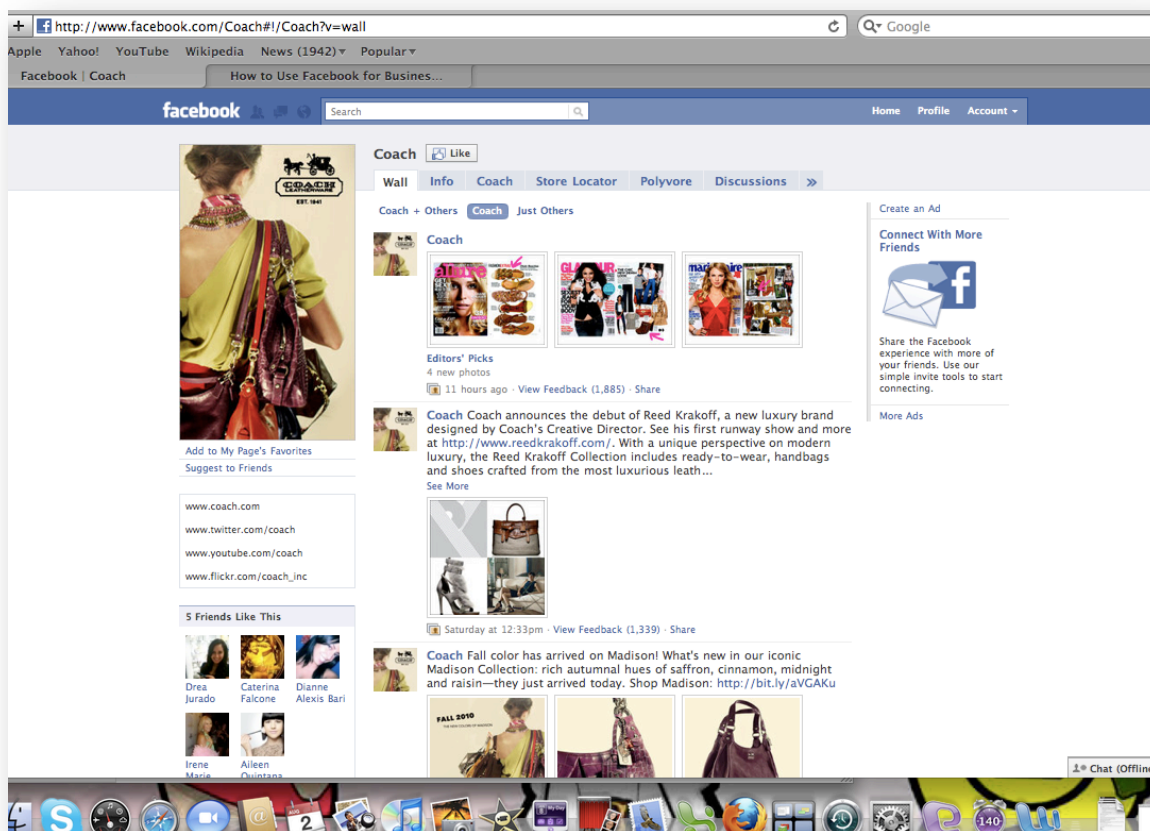
(Facebook Profile for [Andrew Weissman](http://www.facebook.com/andrewweissman))

Personal Profile

As you might expect, the personal profile on Facebook is primarily for personal interactions. In fact, Facebook frowns on creating personal profiles for businesses, non-profits and brands (that's what pages and groups are for on Facebook).

There are clearly benefits to setting up and using a personal profile on Facebook for your business networking. Making your business known to your family, friends and colleagues is a no-brainer. *Most people don't see Facebook as a business networking site and will be turned off by aggressive networking. But you should definitely list your business under 'Work Experience' and should feel free to mention your business and relevant opportunities in your status updates, notes, photos, videos, etc...

Facebook Pages



(The Coach Facebook page has over 700,000 followers)

Facebook Pages

Facebook offers pages for a “celebrity, band or business”—basically any entity that’s not a single person (businesses, non-profits, websites, bands, sports teams, etc.) as well as personalities that are larger than life. How do you know if you’re larger than life? If you have more than 5,000 friends (or “fans”) and you can’t add anymore, then you’ll want to start a page (personal profiles are capped at 5,000 friends as we mentioned).

This is really where most businesses and business owners will want to pour their time and effort. Pages on Facebook are set up very much like personal profiles except the basic information is different—and varies depending on which category you select (restaurants can list hours, parking and nearby public transportation; websites cannot). As an added benefit, pages have a few extra communication tools, along with the ability to update all your fans with targeted messages.

The image shows a screenshot of the Skittles Facebook page. At the top, there is a navigation bar with tabs for Wall, Info, Mob the Rai..., Skittles, Video, and Polls. Below this, there are buttons for 'Skittles + Others', 'Skittles', and 'Just Others'. The main content area displays several posts from the Skittles page, each with a Skittles logo and text. The posts include: 'If Skittles had an anthem, what would it be?' (10 hours ago, 5,126 likes, 3,986 comments), 'I don't trust penpals unless they're pens.' (Yesterday at 11:06am, 11,032 likes, 1,709 comments), 'Next time you're at the barber, ask them to give you the Medusa.' (Saturday at 11:53am, 7,946 likes, 1,490 comments), 'Had such a crazy week, my stunt double hired a stunt double.' (Friday at 11:47am, 6,459 likes, 874 comments), and 'What's "Taste the Rainbow" in every language? Translate the Rainbow.' (July 29 at 11:58am, 8,101 likes). On the left side, there is a section for 'Add to My Page's Favorites' and 'Suggest to Friends', followed by 'Taste the Rainbow.' and links to Twitter and the Skittles website. Below that, it says '3 Friends Like This' and shows profile pictures of Christian Rolando Arevalo, John Jaramillo, and Joey Diaz. At the bottom of the left sidebar, it says '7,700,418 People Like This' and shows profile pictures of Tiffany Cook, Jake Simsik, Erica Davis, Kendria, Kaila, and Kurt. On the right side, there is a 'Create an Ad' button and a 'Connect With Mo Friends' section with an envelope icon and text: 'Share the Facebook experience with mo your friends. Use ou simple invite tools t connecting.' and a 'More Ads' link.

(Candy-maker, Skittles, has over 7 million people that 'like' their Facebook page)

Now you know the difference between personal profiles and pages on Facebook (and where to invest your time for your business), let's take a look at some benefits to having a Facebook page for your business.

The Value of a Facebook Page

Facebook pages can be thought of in much the same way as normal profiles on the site.

- A brand or celebrity page.
- Ability to have friends and add photos and videos – just like on a personal profile.
- Ability to write on someone's wall.
- Communicate by “updates” which show on the update tab or a person's newsfeed if they like your Facebook page.
- Pages can also add applications like personal profiles can.

Example of a Facebook page: Market America

<http://www.facebook.com/marketamerica>



The screenshot displays the Facebook interface for the Market America page. At the top, there's a blue navigation bar with the Facebook logo, a search bar, and links for Home, Profile, and Account. The page header for Market America includes tabs for Wall, Info, Events, Download ma..., Earn Cashback!, and Photos. The main content area features a post from Market America with the text: "Market America #mauctions from #marketamerica starts off strong with huge day of bids! Check out some of the great deals people won!" followed by a link to a blog. Below the post are several comments from users like Donna Winstead-Marinelli and Nicki Bondy Mace. The right sidebar contains a "Create an Ad" section and a "Facebook Pages" section with a description of how Facebook Pages help discover new artists and businesses. The bottom of the page shows a chat window and a "Chat (Offline)" button.

Pages have two areas to write one; one where the page owner can write on and update fans – the second, where fans can comment on the page owners post -- the

comments area. Like a Facebook personal profile, pages have tabs that can contain additional information that you want to convey to the people that like your page.

The image shows a screenshot of a Facebook profile page for Christian Karasiewicz. The browser address bar shows the URL <http://www.facebook.com/christian.karasiewicz?ref=ts>. The page features a profile picture of a man in a tuxedo, a cover photo, and a navigation menu with tabs for Wall, Info, Photos, Boxes, Links, and My Flickr. The main content area includes a post creation box with the text "Write something...", a "Share" button, and a "RECENT ACTIVITY" section listing updates such as "Christian is now friends with Todd McCombs and 3 other people." and "Christian commented on Michelle Valentine's link." The right sidebar contains advertisements for "USA - Credit Card Reform" and "Love Fishing?". The bottom of the page shows a chat window with the text "Fashion Has F... Us!" and a "Chat (Offline)" button.

(Facebook personal profile page for [Christian Karasiewicz](#))

Setting Up a Facebook Profile

Setting up a [Facebook](#) profile is essential to help you network with existing friends and new ones. The information that you provide in your profile is used to recommend your profile to other Facebook users. It is also used for Facebook pages (Facebook for businesses and celebrities), which will be covered later on in this manual. When you setup your Facebook profile, be sure to share pertinent and accurate information. This way you can be connected through your hobbies, activities, education, employer, etc...

Follow these steps to set up your own Facebook profile

facebook

Email Password [Login](#)

Keep me logged in [Forgot your password?](#)

Facebook helps you connect and share with the people in your life.

Sign Up
It's free, and always will be.

First Name:

Last Name:

Your Email:

New Password:

I am:

Birthday:

Why do I need to provide this?

[Create a Page](#) for a celebrity, band or business.

English (US) Español Português (Brasil) Français (France) Deutsch Italiano العربية हिन्दी 中文(简体) 日本語 >

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1. Fill out the information under the **Sign-Up** section then click on the sign-up button.
2. Make sure to enter the security check text then click on sign-up.

Sign Up
It's free, and always will be.

Security Check
Enter **both** words below, separated by a space.
Can't read the words below? Try different words or an audio captcha.



Text in the box:

[◀ Back](#) [Sign Up](#)

By clicking Sign Up, you are indicating that you have read and agree to the [Terms of Use](#) and [Privacy Policy](#).

3. Confirm your e-mail address.

Confirm Your Email Address

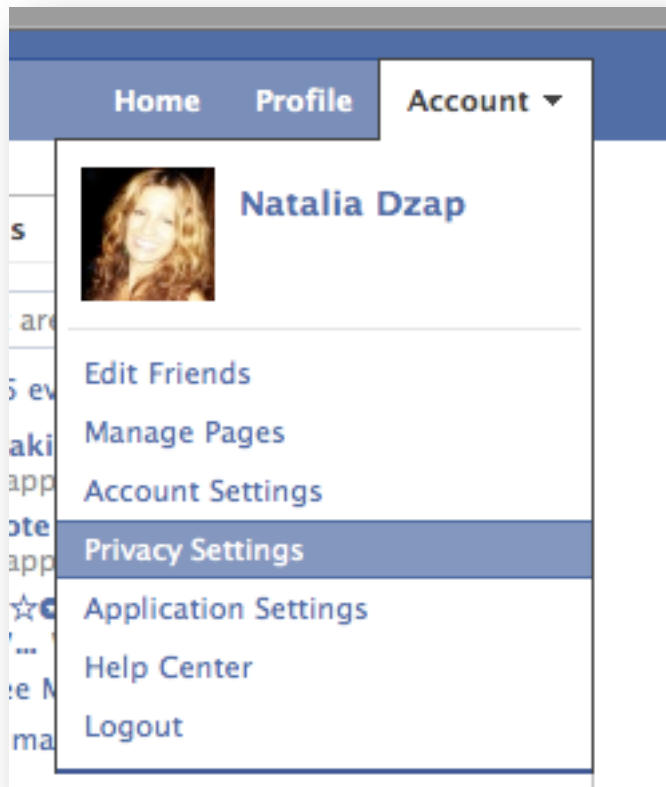
Thanks for signing up on Facebook! We just sent you a confirmation email to lisa.smith@yahoo.com.

Click on the confirmation link in the email to complete your sign up.

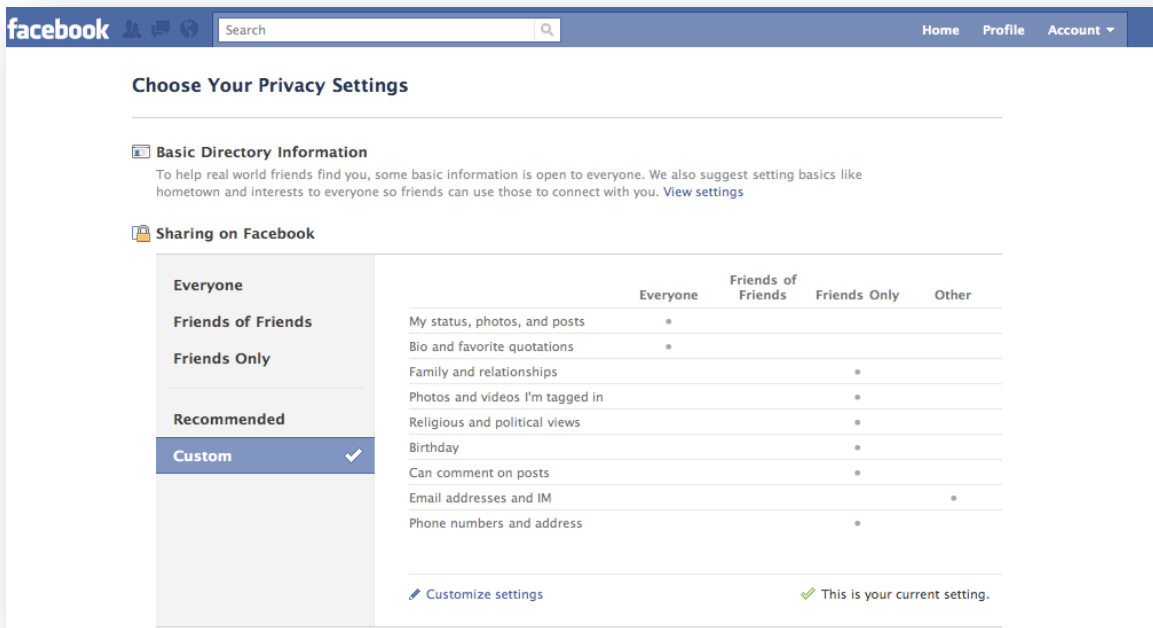
[Go to Yahoo! Mail now](#)

As you create your Facebook profile, you may wonder who can see it. By default, your confirmed friends and people in your networks that you are connected with can see this basic information. Sensitive areas like your contact information, such as a phone number, email address, etc... will be available only to your confirmed friends by default.

To make changes to your privacy settings go to the “Account” section on your Facebook and click on privacy settings.



Once you are in the privacy setting areas, choose the options of who you want to share your information with. You have the option to share your profile with your friends only or let everyone see your profile. You can also delve further into this and customize all of your settings for individual users.



Editing Your Profile

To edit your profile, click on Profile tab located on the blue bar at the top of the page. Next, click on Edit My Profile under your photo in the top-left corner.

The page for editing basic information looks like this:

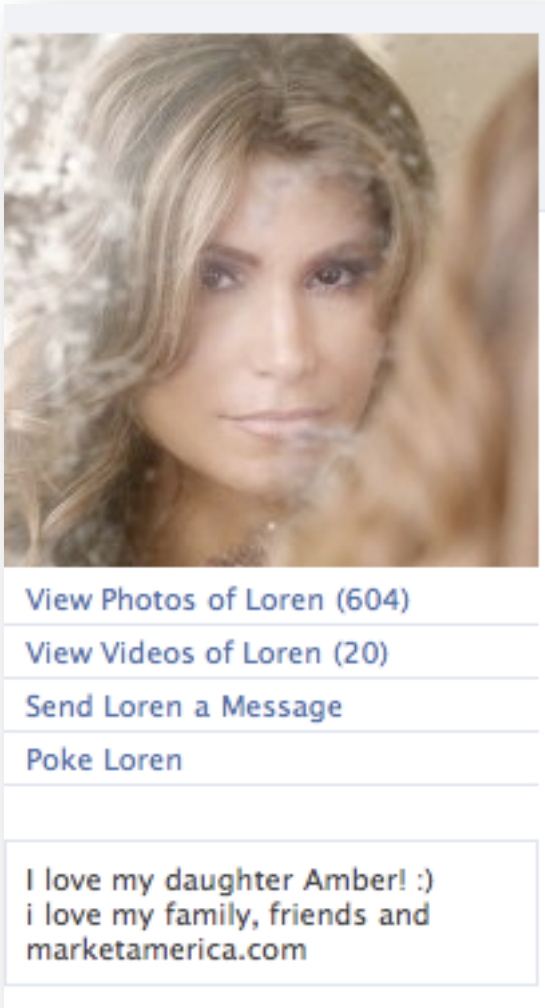


The screenshot shows the Facebook profile page for Natalia Dzap. The profile picture is a woman with long, wavy brown hair. The page is set to the 'Info' tab. The 'About Me' section includes fields for Birthday (May 22), Looking For (Friendship, Networking), and Current City (Miami, Florida). The Bio section contains the text: 'entrepreneur who loves fashion, social media and art. A brand identity expert, publicist, web designer and environmentalist.making a change'. The 'Work and Education' section lists the College as 'School of Visual Arts, NYC '99' and 'FIT NYC 02'. The 'Likes and Interests' section shows 'Music' with a list of artists: Alejandro Sanz Oficial, Jay BAPE, DJ RASCAL, Madonna, Linkin Park, and Coldplay. There is a small profile picture of Alejandro Sanz Oficial next to the music list. On the left side of the page, there are links for 'View Photos of Me (13)', 'View Videos of Me (2)', and 'Edit My Profile'. Below these links is a quote: 'the future belongs to those who believe in the beauty of their dreams -eleanor roosevelt'. At the bottom left, there are sections for 'Information' and 'Friends', both with pencil icons for editing.

- You will see the pencil icons next to each section in the Info area which you can edit. Select each one and change the information. Remember to click the save button when done with each section.
- **About Me:** this section is considered your basic information, date of birth and bio about you.
- **Work and education:** list your colleges that you attended. This section will help recommend others that also attended these schools.
- **Likes and Interests:** What are your hobbies, favorite movies, music, television shows, etc...By adding this information, Facebook then recommends not only people, but pages, groups and events to you that you

may not have been aware of.

Adding a Profile Picture



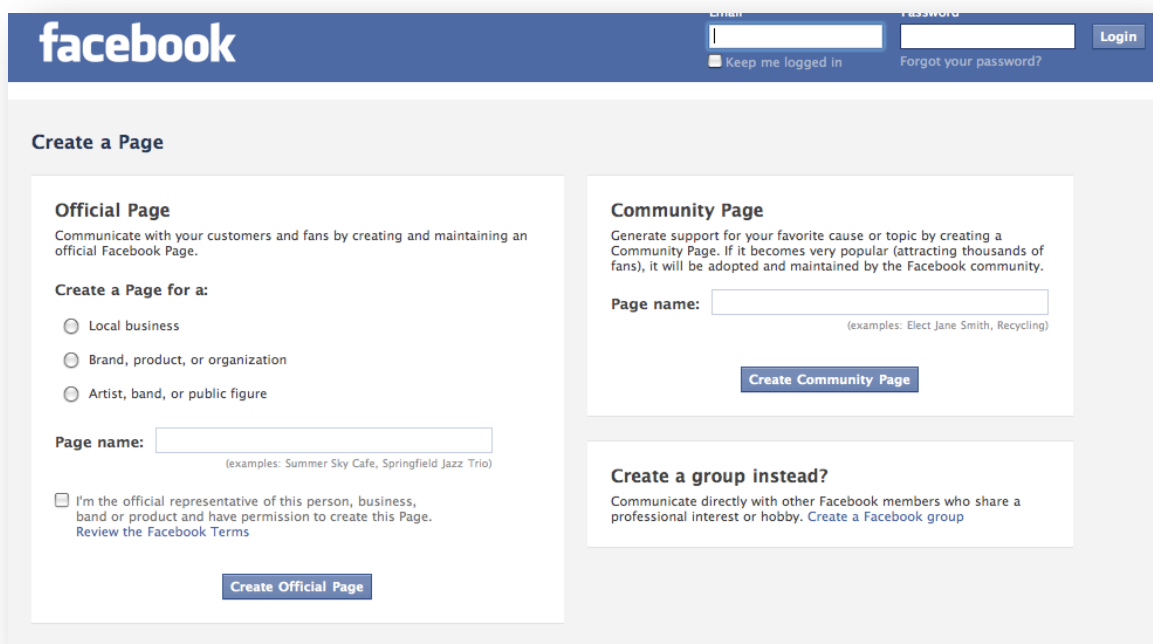
- Your profile picture is another way that people can identify you, especially if you have a common name like John Smith. To edit your profile photo:
 - a. Login to your Facebook account
 - b. Click on the edit my profile link
 - c. Select 'profile picture'
 - d. Upload a new photo or take an existing one from your computers webcam.

*Always consider who will see your profile picture. By default, a small picture will appear in search results that are visible to all Facebook users.

Setting Up a Facebook Page

On the homepage of [facebook.com](https://www.facebook.com), you will find the following line right below the sign up button and click on “Create a Page,” you will be asked to login and then be directed to begin creating your first Facebook page for your business.

Create a Page for a celebrity, band or business.



The screenshot shows the Facebook 'Create a Page' interface. At the top, there is a blue navigation bar with the Facebook logo on the left and login fields (Email, Password, Keep me logged in, Forgot your password?, Login) on the right. Below the navigation bar, the main content area is titled 'Create a Page'. It is divided into three sections: 'Official Page', 'Community Page', and 'Create a group instead?'. The 'Official Page' section includes a description, radio buttons for 'Local business', 'Brand, product, or organization', and 'Artist, band, or public figure', a 'Page name' input field with examples, a checkbox for 'I'm the official representative...', and a 'Create Official Page' button. The 'Community Page' section includes a description, a 'Page name' input field with examples, and a 'Create Community Page' button. The 'Create a group instead?' section includes a description and a 'Create a Facebook group' button.

1. Decide what type of page you want to create.
 - a. We recommend creating just one page for your business, as users can filter what items they want to see.
2. Give the page a name
 - a. Be sure not to use a copyrighted word.
 - b. Once you set the name of a Facebook page, you cannot change it, so be sure you check spelling, grammar, trademarks, etc...
 - c. Select that you agree to Facebook's terms and click 'create official page'
 - d. You now have your first Facebook page for your business!

Sample Facebook Pages

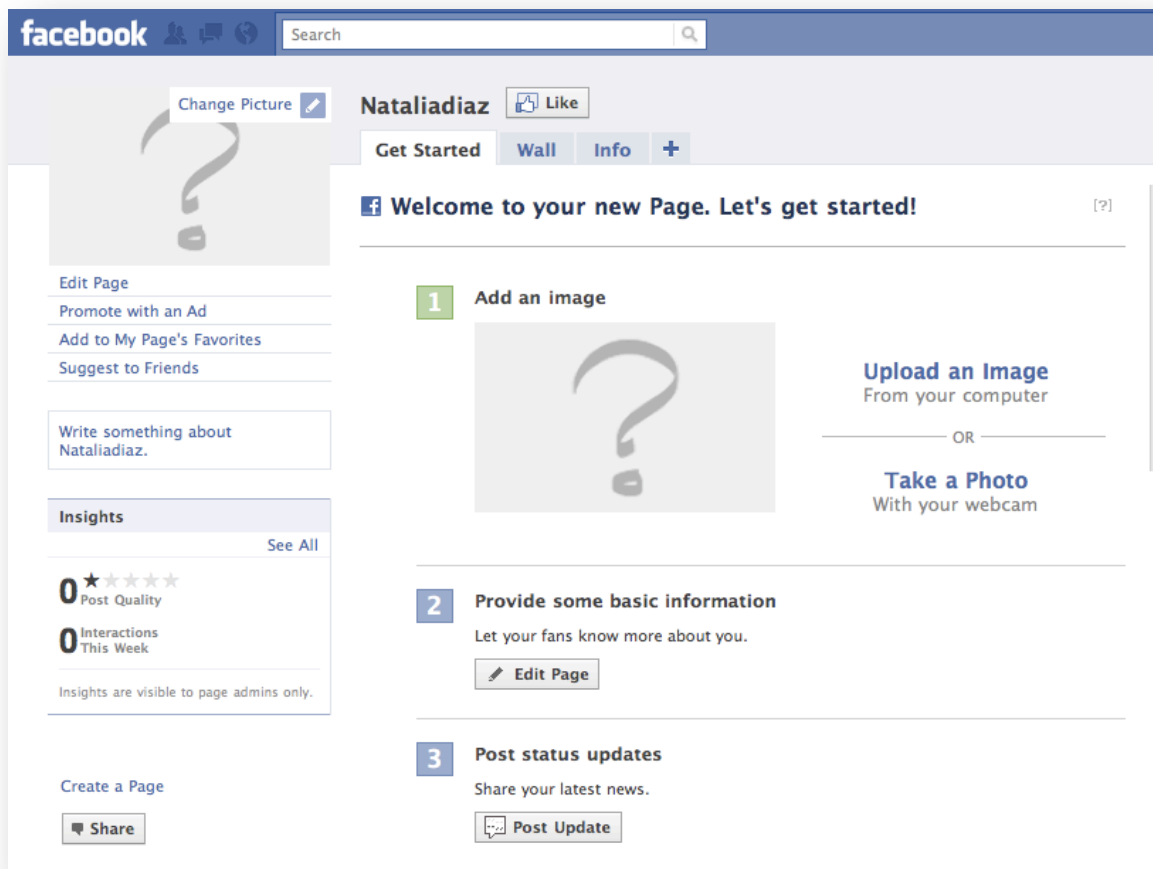
- Public Figure: Loren Ridinger has a Facebook page
 - <http://www.facebook.com/lorenridinger>

The screenshot shows the Facebook profile of Loren Ridinger. The profile picture is a close-up of her face. The cover photo is a blurred image. The page header includes the Facebook logo, a search bar, and navigation tabs for Wall, Info, My Flickr, YouTube, Notes, and Events. The main content area features a post from Loren Ridinger, dated 19 hours ago, with the text "so excited about the MA international convention...". Below the post is a "What's on your mind?" text box and an "Attach" button. The left sidebar contains options to "Edit Page", "Promote with an Ad", "Suggest to Friends", and "Remove from My Page's Favorites". It also includes a bio: "I am the Senior Vice President of Market America." and an "Information" section with details: "Affiliation: Market America", "Location: Greensboro, NC, 27409", and "Insights" with a "See All" link.

- Website/brand: Loren Jewels has a Facebook page
 - <http://www.facebook.com/lorenjewels>

The screenshot shows the Facebook page for Loren Jewels. The profile picture is a black square with the "Loren Jewels" logo and a row of jewelry. The cover photo is a black square with the "Loren Jewels" logo and a row of jewelry. The page header includes the Facebook logo, a search bar, and navigation tabs for Wall, Info, Photos, Boxes, Events, and Notes. The main content area features a post from Loren Jewels, dated yesterday at 1:37pm, with the text "@paulinarubio and @lorenjewels by @lorenridinger featured in @peopleenespanol's september issue!". Below the post is a "What's on your mind?" text box and an "Attach" button. The left sidebar contains options to "Edit Page", "Promote with an Ad", "Suggest to Friends", and "Remove from My Page's Favorites". It also includes a bio: "A high-end jewelry collection of timeless elegance and glamour designed by Loren Ridinger" and "www.lorenjewels.com" and an "Information" section with details: "Founded:".

Once you have selected and filled in all of your information, you will be taken to the following page:



Take some time to update your Facebook page. Remember, you should be sure to include the following minimal information before asking your friends to join your new page.

- Picture
- Website link
- Information about your business and what it is that you do

You can always go back and edit this information by clicking 'edit page' located underneath your Facebook page's photo. Be sure you click save once you're done editing.

Advanced Facebook Techniques

Outside of connecting with people and networking for your business, here are a few advanced techniques that you should try and master to really utilize Facebook to its fullest potential.

Sending Messages Through Facebook

In addition to helping you to network with other users on Facebook, Facebook also serves as a great tool for communicating with people. Through Facebook, you can send and receive messages to people you're connected with. If you're not connected with a friend on Facebook, you can add them as a friend and send them a message as well so that they can accept your friend request. Once they have done this, you can then send messages back and forth – and view one another's profile.

Below are instructions on sending messages to your Facebook friends. Be courteous and don't spam others. If you don't know someone that sent you a message, you can always click on their name – to see their profile.

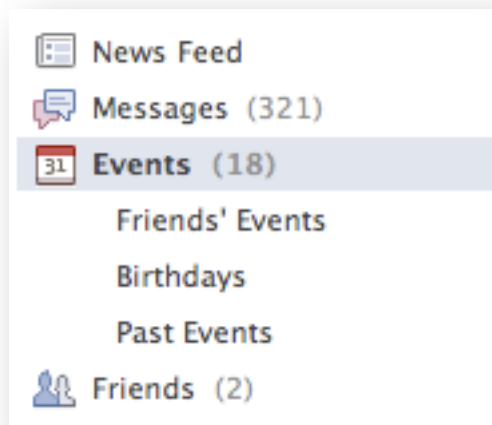
1. Login to your Facebook profile.
2. From your dashboard, find the "Friends" link on the left side of your [computer screen](#). When you're taken to the next page, look to the left of your screen again and you'll see a link titled "Lists." If you've never created lists in Facebook, you'll have to create them in order to send mass e-mails.
3. If you want to send a mass e-mail to all of your friends, create a list of your friends.
 - a. You can create multiple lists if you'd like, so that you can mass e-mail certain groups of individuals, such as family, potential customers or colleagues.
4. Click on the "Create a list" link to the left of your screen, and name the list in the small pop-up box. Next, add the friends you'd like to include in that list, saving it after you've finished.
5. After creating your lists, visit your inbox using the Messages icon at the top of your screen. Once you click this icon, you'll see a link that says "send a new message." Click this and begin entering your Facebook friends's name or select a list you would like to message. Enter any pertinent information in the body of your email – even include a website link and hit send. You've now just sent a message!

Creating An Event on Facebook

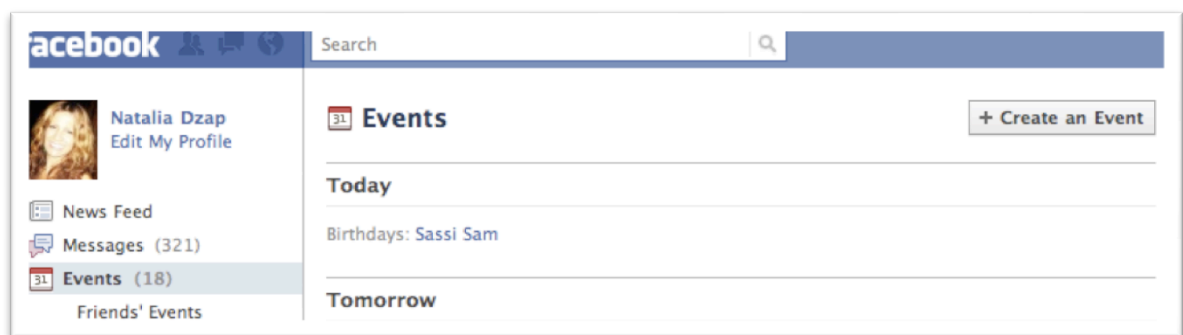
Sending events can really be useful for people as well as business owners looking to easily notify their people on Facebook.

To create an event, follow these steps:

1. Login to your Facebook profile
2. Go to the left section of your Facebook home page (to get there, click the Facebook logo in the top left corner). You will see an events calendar icon.



3. The events page will open, where you can click “create an event.”
4. Enter in the necessary information for your event and select who all should be sent the event.

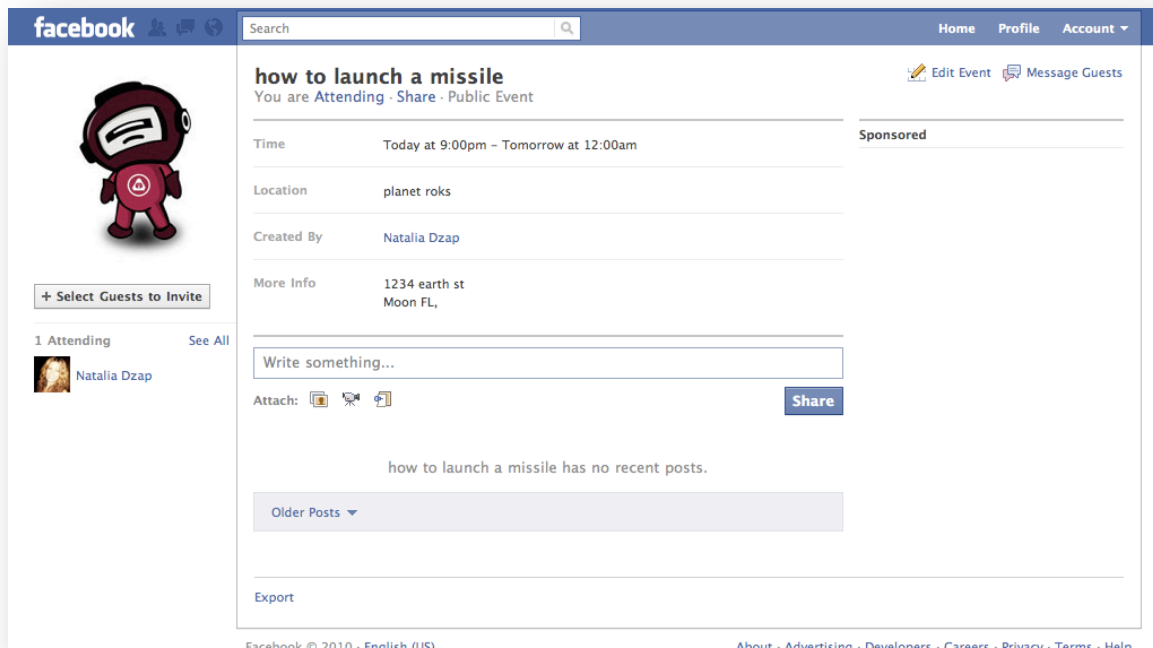


*Be sure to complete all of the appropriate information so people know what your event is about.

1. When is the event
2. What are you planning?
3. Where is the event?
4. More information such as a street address

5. Who's involved -- select your guests
6. Upload an event image
7. Create the event!

Your event page should look like this – and your friends that you've invited to attend the event will be notified. Once they respond that they are attending your event, this information will show up on your newsfeed, as well as your friend's newsfeed.



Some people wonder if all this social networking is really making us more social — we're just sitting in front of our computers, after all. But Facebook, the web's largest social network, plays host to 3 million event listings each month. And these are offline events, ranging in size from small, friendly get-togethers, to company picnics, to enormous political protests.

Tips for creating an event:

Open – Open events can be seen by anyone, and anyone can RSVP or invite others to the event, regardless of whether they had been invited in the first place.

Closed – Anyone can see that a closed event exists, but the event details can only be read by those who have been invited, and guests will need to be invited in order

to RSVP. Guests may request invitations.

Secret – Secret events are only seen by those invited (so they won't show up in the newsfeeds of those who are attending), and only invitees can RSVP. This is probably a good idea if you're planning a surprise party.

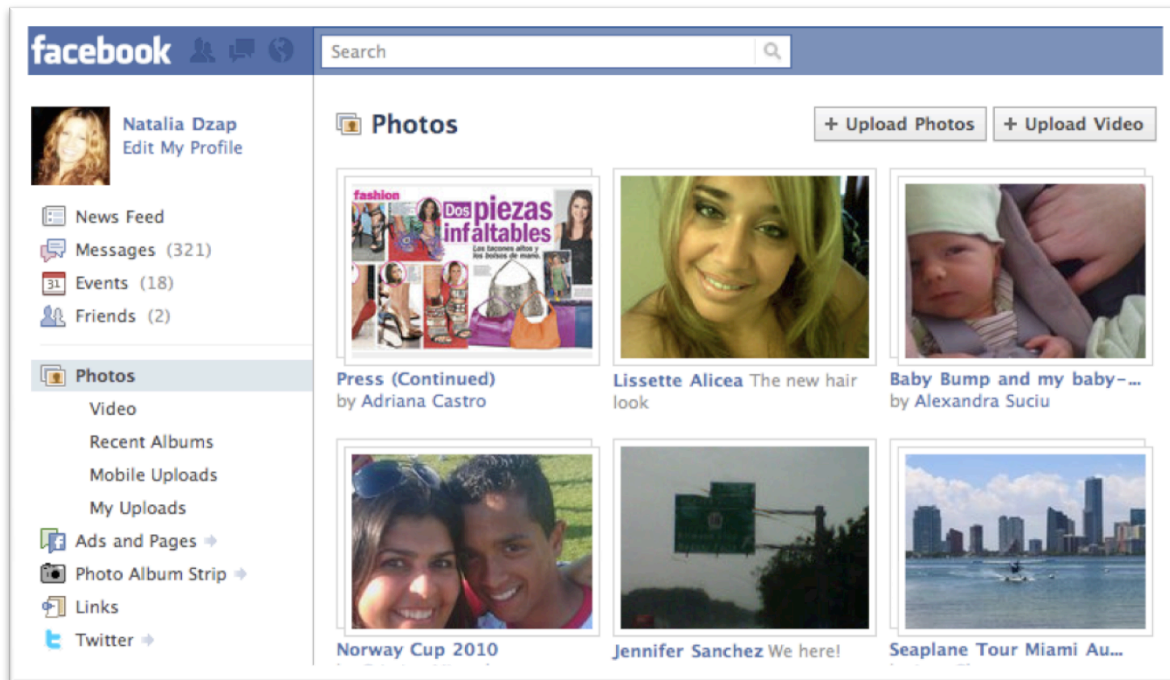
Enable the event wall – This option adds a message wall to your event page. It's a good idea to include a message wall if you want people to be able to post reasons why they can or can't come to the party, or be able to ask questions.

Enable the event photos, videos, and links – You can also allow people to post photos, videos, and links to your event page. This is great for certain types of events — such as posting pictures of your mailbox so guests know which driveway is yours for a party, or posting links to articles about a specific topic for a political rally, or videos of a band for a concert.

Without the personal note, your friends will receive an email invite (assuming they have the application set to send emails for new event invitations (this is the default behavior) that says, simply, “[Your Name] has invited you to “[Event Name]” on [Date] at [Time]” These emails aren't, well, very inviting. By including a note, you can add some extra information about what your event is and why people should come.

You can change any of the details of your event after you have already published it and you can invite more people later. If someone has declined an invitation you sent them once, then you will not be able to invite that person again to that event.

Adding Photos On Facebook

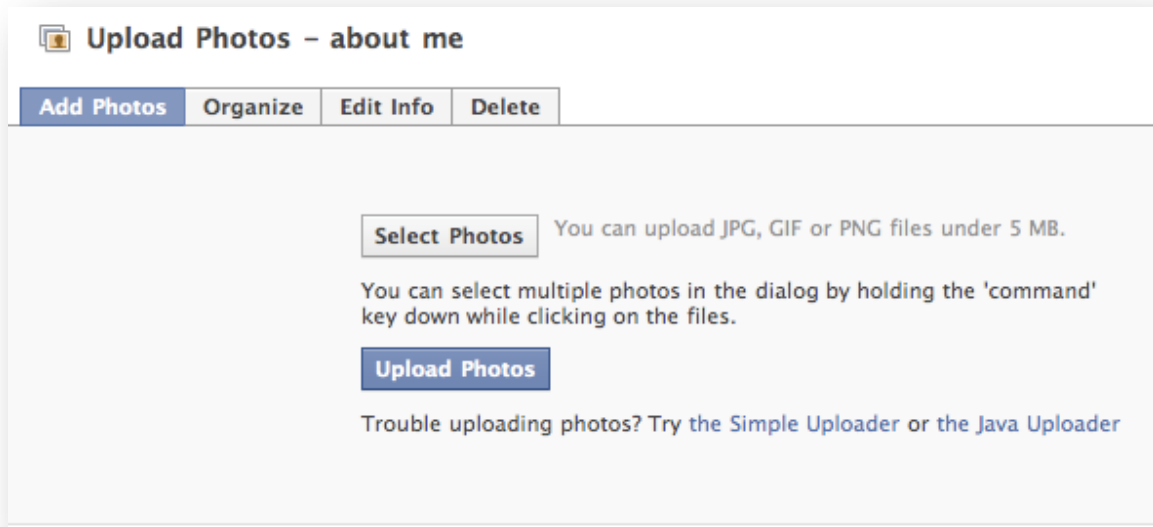


Adding photos on Facebook are important for a number of reasons. Not only do they make a profile or a page more inviting, but they also have a way of piquing your curiosity. In-turn, this can enhance your business and get people to ask more questions. Remember, you're aim is to connect with them first and then bring this person into the fold for business.

How to add photos

1. Login to your Facebook profile
2. Go to the left section of your Facebook homepage (you can always click the Facebook logo to access this page).
3. Click Photos on the lefthand side
4. Select upload photos
5. Enter an album title along with a location
6. Determine who all can view the photos you will be uploading
7. Create your photo album

*Once you have completed these steps, you will be prompted to upload your photos.



Note: You can tag people in a photo simply by viewing the photo and looking in the lower right corner for “tag this photo.” You will then be asked which of your friends you want to tag. When you’re done, click “done tagging” and your friends will be notified that they were tagged in a photo.

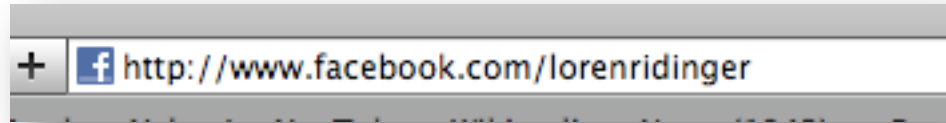
Connecting your Facebook Page to Automatically Update Twitter

To help save you time in updating a Facebook page as well as a Twitter account, consider connecting the two together. To do this, follow these steps.

1. Login to your Facebook profile
2. Visit <http://www.facebook.com/twitter>
3. Click ‘link to Twitter’ – you will be prompted to login to your Twitter account.
4. Click on Edit Settings to set what items get posted to Twitter when you update your Facebook page.



What Is A Vanity URL?



A vanity URL is a custom URL or domain name, created to point to something to which it is related and indicated in the name. In many cases, this is done by a company or a business to point to a specific product or advertising campaign or to share the links with your friends.

Creating a custom Vanity URL is a necessary component in your overall branding strategy. To setup your own custom Vanity URL, follow these steps.

1. Login to your Facebook profile
2. Visit <http://www.facebook.com/username/>
 - a. Here, you can create a Vanity URL for both your Facebook profile as well as for any Facebook pages which you are an Administrator for.

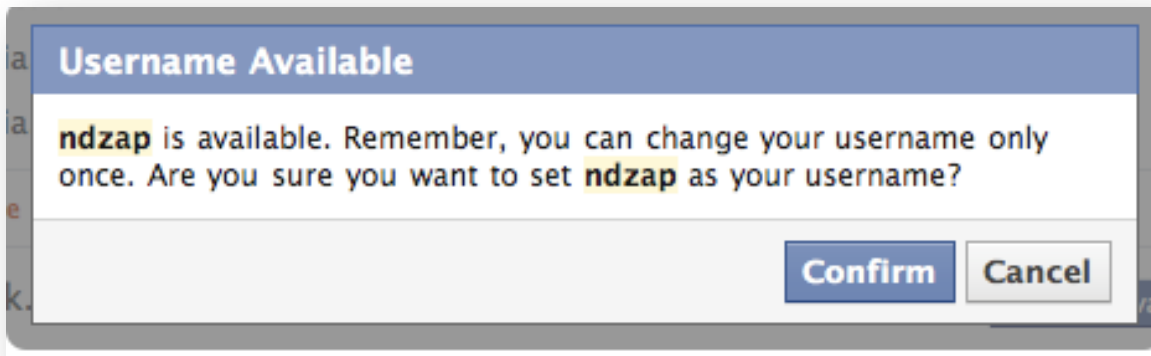
Now you can have a username for your Facebook profile
Easily direct friends, family, and coworkers to your profile with a Facebook username. Here are some suggestions, but feel free to type in one of your own. You will not be able to edit or transfer this username once you set it.

<input checked="" type="radio"/> natalia.dzap	<input type="radio"/> ndzap
<input type="radio"/> natalia.dzap1	<input type="radio"/> ndzap1

[▼ More](#)

facebook.com/natalia.dzap [Check availability](#)

Once you check for availability, you will see the following screen,



* Note that you can only set your username for your profile or your page once.

Vanity URL Tips

In order to set the Facebook vanity url for your fan page, there are several things which need in place beforehand.

1. You need to be administrator for the page you want to set a URL for
 - a. If you created the page, you are automatically an Administrator
2. You need to know which name you want for that page or profile. Remember, once you set the username, you cannot change it.
3. Choose a username that is as close as possible to your public figure or business name (e.g. AshtonKutcher, PizzaHut).
4. If you own the rights to a given name, make it your username so that others cannot take it.
5. Usernames can only contain alphanumeric characters (A-Z, 0-9) or a period (".").
6. Choose a username you will be happy with for the long term. Usernames are not transferable.

Additional Tips for a Successful Facebook Page

Assuming you have the basics down and have both a profile (for yourself) as well as a page for your business, you're probably wondering how do you go beyond "being on Facebook" to building your business and increasing traffic to your page?

1. Make your profile interesting. Your profile is a major weapon. If you only have a profile or a page, but you do not update it with social media (videos, photos, status updates, etc...), you will have a difficult time growing.
2. Give enough background information on yourself or your business.
3. Keep your page relevant especially if you have a page for your business.

Post news, photos, links to deals and anything you feel your customers and fans of your page would like to see.

4. Make sure your information on Facebook is up to date because it might be the first point of contact for all those searching you online.
5. A Facebook page is supposed to be engaging. Develop a schedule of the content you want to post and when.
 - a. Watch what content your fans comment the most on and be prepared to respond to their comments. This way they feel connected with the business owner.

YouTube – What is it and how do I use it?



What is YouTube?

YouTube is a video sharing service where users can upload videos and share them with the world. Videos (in the form of social media) can include anything you like, just so long as it is original content.

What can YouTube Do For Me?

YouTube has proven to be an extremely successful model at helping to launch overnight stars. Did you know that pop-singer; Justin Bieber, was discovered on YouTube. If you've got a webcam (and most computers do), smartphone or video camera, you can record your own content (called social media), which you can then share throughout various social networking sites like Facebook, mySpace, My Chatterbox and Twitter. By sharing your video for the entire world to see, not only does it open up the possibility to reach a wider audience, but you may attract new customers as well as a larger following as a result.

Justin Bieber - ONE TIME Official Video



★★★★☆ 6,623 ratings

538,363 views

(Pop singer, Justin Bieber was discovered by Usher after he posted a video on YouTube. Today, he has one of the largest followings on the Internet.)

How to Get Started on YouTube

1. [Register on YouTube](#). Be sure to confirm your email address. This way you can begin favoriting, commenting and subscribing to videos that you like.
 - a. When you are asked to name your channel, consider your overall branding strategy and use something as close as possible to your business name. This helps keep your branding strategy consistent.
2. Subscribe to your favorite videos on YouTube by clicking the ‘subscribe’ button. You will then be notified anytime your favorite channel posts a new video.
3. Keep an eye on related videos that appear next to the video you’re currently watching to help expose you to similar videos that you want to share with people.
4. Sign-in and comment on a video you like or click the “share” link to post this video to your Facebook or Twitter accounts or to email it to your friends.

The important thing to remember about social media (like YouTube videos) is that

they help give people an indication of the type of person that you are and what you like. By sharing videos, it helps let people learn more about you, which will help to strengthen your connection with them.

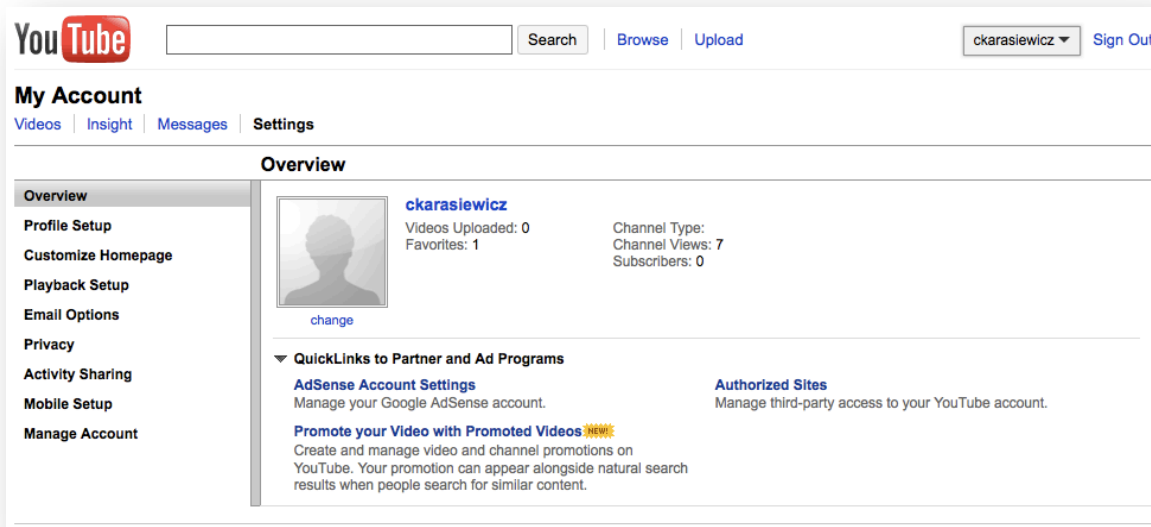
Take a moment and check-out these great YouTube tips for using YouTube to not only find content to share, but also how to increase the effectiveness of your videos that you post.

YouTube Tips

- YouTube is the #2 search engine on the Internet – behind their big brother, Google.
- Add subtitles to your videos to make-up for poor audio quality.
- YouTube includes a tool to easily add annotations (pop-up messages on your videos) to direct people to a website you want them to visit. **Note:** don't overdo the annotations. Consider adding just a few to your videos.
- If you allow comments, be sure you monitor them so you don't offend your viewers. This can be set for each video that you post on YouTube.
- Engage with your community. Check out other people's YouTube channels and favorite them. This way, you are collaborating socially with other artists who have similar content.
- Organize your YouTube content by creating playlists. For example, if you offer How to: videos, make a playlist so that it doesn't look like that is all that you offer on your channel.
- Don't overtag your videos. Tagging videos on YouTube is extremely important because they help people find your videos. Be sure to include 5-10 tags that include your company name, along with tags focusing on what the video is about.
- Include your website address in the video description. This way you increase your chances of getting people back to your website.
- Promote your videos everywhere! Everytime you post a video to YouTube, be sure to also share it with the Facebook and Twitter crowds as well as on ma Chatterbox and via email. This way you are reaching out to people and not waiting for them to come to you.
- Use YouTube's free analytics tool to help you find out more about the people viewing your videos, where they came from, etc...
- Don't forget about your YouTube channel. YouTube is a great social media tool to allow you to share what you're most passionate about. Figure out what video content you want to post and create a schedule. This way you continue fostering a relationship with your viewers and potential customers.
- Don't copy someone else's work. If you like a video, favorite it so that everyone else can be exposed to this awesome content. If you are looking to create your own video, use another persons's creation as a guide for helping you to create your own masterpiece.

How to setup your YouTube profile and upload a video

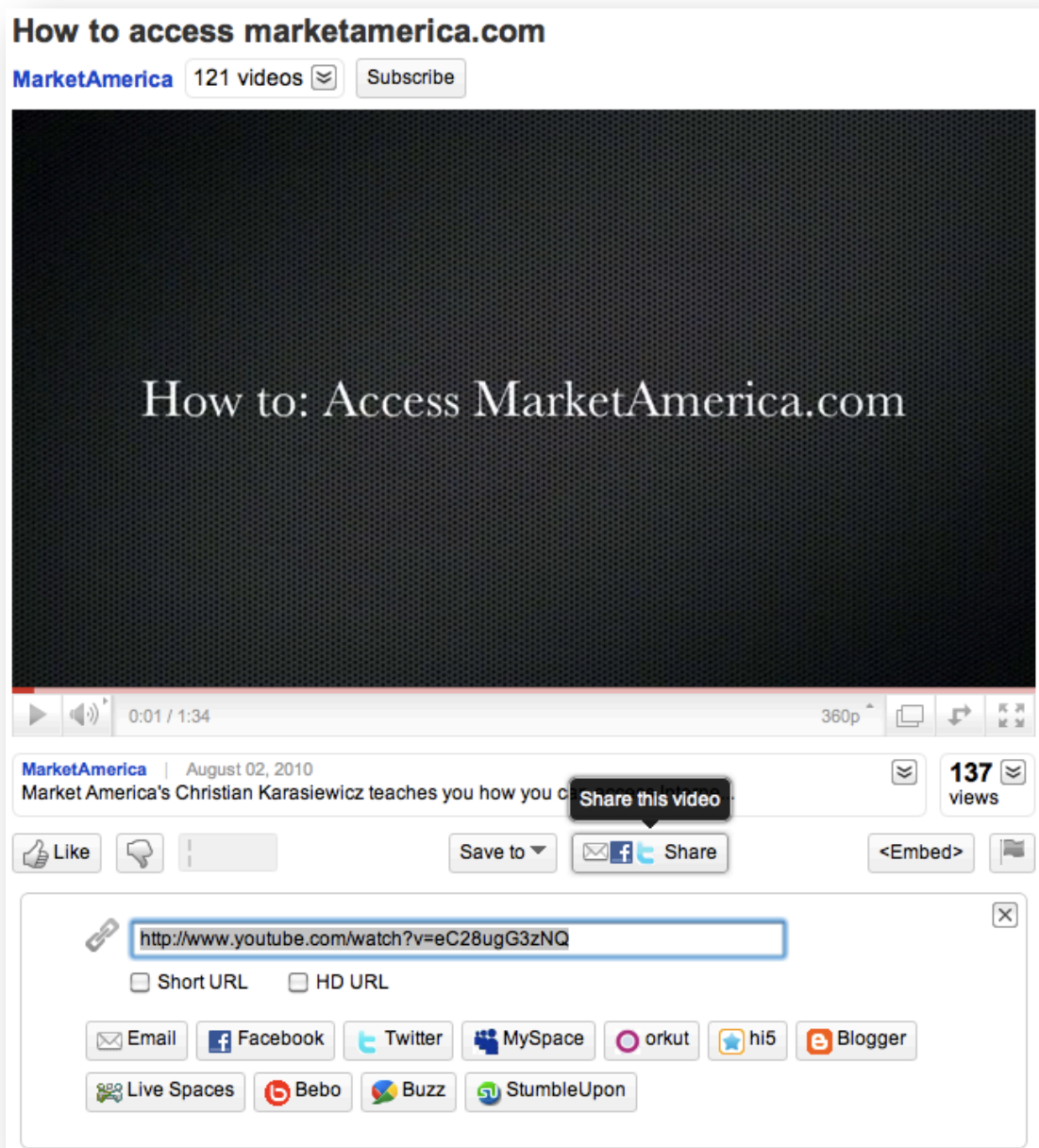
1. Login to your [YouTube](#) account
2. Click on the name of your YouTube channel which you created when you initially registered.
3. In the 'overview' section, click on "change" to add in your own personal image to your YouTube channel.
4. Continue going through the remaining sections to customize your profile to your liking.
5. When you're ready to upload a video, click the 'upload' link at the top.
 - a. Select the video you want upload or record one directly from your computers webcam.
 - i. Videos must be less than 2 GB
 - ii. Videos cannot be longer than 15 minutes
 - iii. Videos cannot contain copyrighted music or content
 - b. Remember to add in a relevant title
 - c. Add in a video description and include you website address so that viewers can get to your site.
 - d. Include 5-10 tags related to your video.
 - e. Remember to click the 'save' button.
 - i. Note: Videos can take up to 24 hours to appear on the site.
 - f. Share, share, share on your favorite social networking sites and with your friends and customers.



How to share a YouTube video

There are two ways to share a YouTube video. **One way** is to share it right from YouTube on Facebook, Twitter, or via email. The **second way** is to embed a video on a website.

Sharing a link to a video on Facebook, YouTube, via email, etc...from YouTube



The screenshot shows a YouTube video player interface. At the top, the video title is "How to access marketamerica.com" by the channel "MarketAmerica", which has 121 videos and a "Subscribe" button. The video player itself shows a dark screen with the text "How to: Access MarketAmerica.com". Below the video, the player controls show a progress bar at 0:01 / 1:34 and a resolution of 360p. The video information section includes the channel name "MarketAmerica", the date "August 02, 2010", and the video title "Market America's Christian Karasiewicz teaches you how you c". A "Share this video" button is highlighted. Below this, there are buttons for "Like", "Dislike", "Save to", and "Share". The "Share" button is open, showing a list of social media sharing options: Email, Facebook, Twitter, MySpace, orkut, hi5, Blogger, Live Spaces, Bebo, Buzz, and StumbleUpon. The video URL "http://www.youtube.com/watch?v=eC28ugG3zNQ" is displayed in a text box within the share menu.

1. Login to your [YouTube](#) account
2. Click on the video you want to share
3. Select your favorite social network. You will be prompted to login to this account or copy the website link to the video and share it with others.
4. Add in a personal message and click the share button.

Embedding a video on Facebook, YouTube, via email, etc...from YouTube

The screenshot shows a YouTube video player interface. At the top, the video title is "How to access marketamerica.com". Below the title, the channel name "MarketAmerica" is displayed with "121 videos" and a "Subscribe" button. The video player itself shows a dark screen with the text "How to: Access MarketAmerica.com". Below the video player, the video title "Market America's Christian Karasiewicz teaches you how you can access Interne..." is visible, along with "137 views". There are buttons for "Like", "Comment", "Save to", "Share", and "<Embed>". The "Embed" button is highlighted, and a code box is open, showing the following HTML code:

```
<object width="640" height="385"><param name="movie" value="http://www.youtube.com/v/eC28ugG3zNQ&hl=en_US&fs=1"></param><param name="allowFullScreen" value="true"></param><param name="allowsriptaccess"></param></object>
```

Below the code box, there is a note: "After making your selection, copy and paste the embed code above. The code changes based on your selection." There are also several checkboxes for customization: "Include related videos" (checked), "Show border", "Enable privacy-enhanced mode [?]", and "Play in HD".

1. Login to your [YouTube](#) account
2. Click on the video you want to share
3. Click the 'embed' button at the bottom of the video
4. Customize what items you want to include in your video (change the color surrounding the video, show related videos, etc...)
5. Copy the code and paste it into your website or blog.
6. People that visit your website can now view your video on your website without having to go to YouTube each time. The channel who's video this is from will earn credit for someone viewing their video.

10 Tips on Using YouTube for Business

1. Yelp.com and CitySearch both maintain that having a YouTube video on their listing for your company doubles the likelihood that the visitor to your listing will take some kind of action. A poorly created video will not produce these kinds of results and might have a negative effect. Put yourself out there for others to find you. A good video will help attract people to get to know you and your business.
2. Not every business, but most, will generate more customer calls and decisions to shop if the client has a reason to trust you. People tend to trust you more when there is permanent information online. You can increase this when you let people see why you are passionate about something, so consider putting together a brief video about your business and sharing it with others.
3. The Internet is hungry for information. If your YouTube video has information that your client base is seeking, they will find the video when they search.
4. YouTube has a search function. If you do a good job of titling your video, creating a good description with your website links, and provide relevant keywords in the title, description, and tags, your potential customers will find you through a simple Google. They may also find you because you were related to other videos they were watching. If you post no content, how will anyone ever know you exist? Word of mouth these days goes beyond a phone call.
5. YouTube videos show up on Google searches. If you create a great video and add in a relevant title, description and tags, you can show-up higher than a \$5,000 website.
6. By adding YouTube videos to your Google Maps Local Business Center listing along with Yelp.com and others, you improve your ranking on those local search engines, which helps improve your overall pagerank.
7. You can add your YouTube video to your website as a website link, like this (<http://www.youtube.com/watch?v=eC28ugG3zNQ>) or embed a video on your site as we mentioned above. By putting the video on your website, you generate far more chances of it being seen. This also helps to build trust with a customer and helps increase their decision to shop with you.
8. You can add your YouTube video to your blog, your Facebook profile or Facebook page and can also tweet about it on Twitter. Doing this helps increase awareness about your company and opens up the door for more exposure for your business.
9. Daily Motion along with Vimeo and other video sharing sites similar to YouTube may pick up your video as well and add it to their listings. To get ahead of the game, find other video sharing sites in addition to YouTube and post content there as well. This way you broaden your reach.
10. A single YouTube video can result in the sale of a product. The only cost is your cost to create the video. Consider this free advertising for your business.

Flickr – What is it and how do I use it?



What is Flickr?

Flickr is a photo sharing service where users can upload photos and share them with the world. Photos (in the form of social media) can include anything you like, just so long as it is original content.

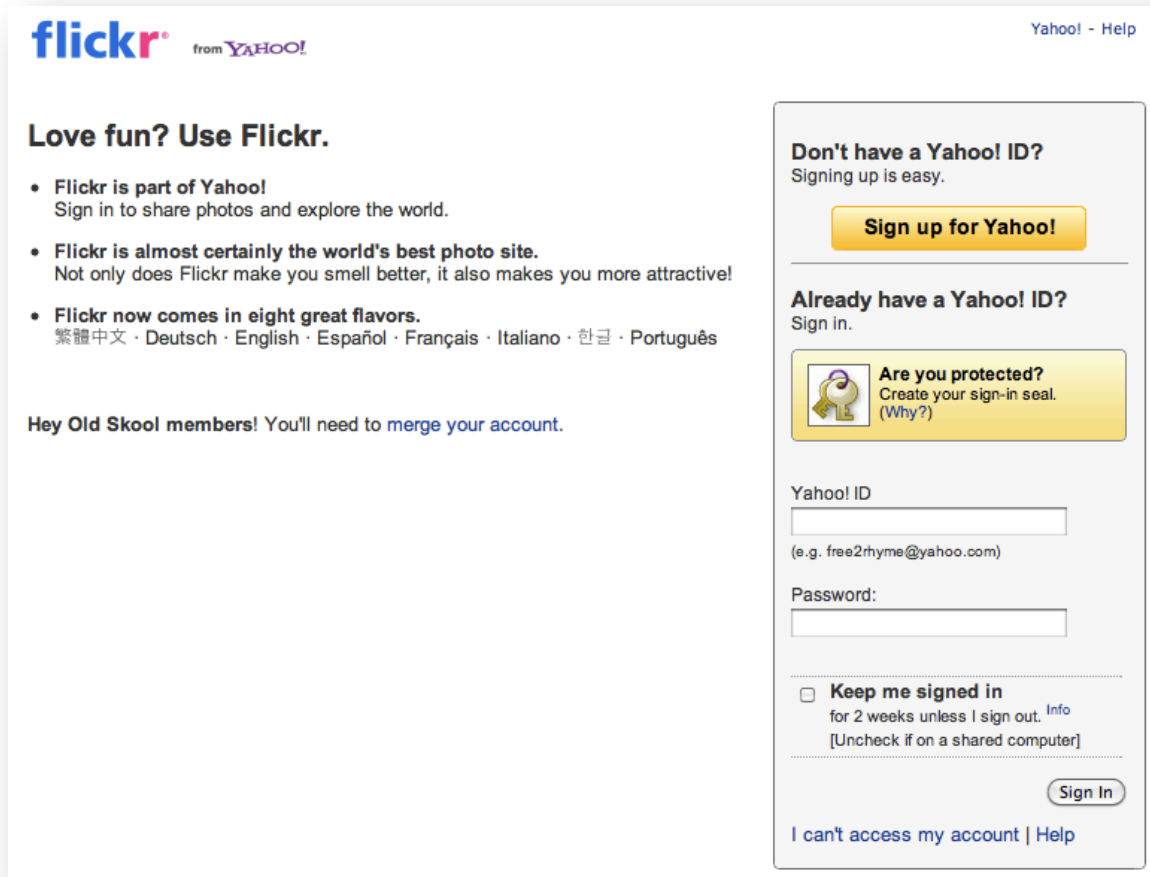
What can Flickr Do For Me?

Flickr has proven to be an extremely successful model for sharing photos and bringing about a heightened exposure towards an artists work. All you simply need is a camera and an idea as to the types of photographs you want to take. Like YouTube, photos shared on Flickr are considered another form of social media. By putting this content up on Flickr and then sharing it with the world through various social networking sites like Facebook, ma Chatterbox and Twitter, you not only have a great means of exposing your photos, but also what it is that you do whether you're an artist, musician or a business owner.

By sharing your photos for the entire world to see, not only does it open up the

possibility to reach people looking for photographs, but you also have the chance to attract new customers to your business because they wanted to learn more about a product that you may have photographed.

How to Get Started on Flickr



The screenshot shows the Flickr sign-up page. At the top left is the Flickr logo with "from YAHOO!" underneath. At the top right is a link for "Yahoo! - Help". The main heading is "Love fun? Use Flickr." followed by three bullet points: "Flickr is part of Yahoo!", "Flickr is almost certainly the world's best photo site.", and "Flickr now comes in eight great flavors." Below this is a message for "Old Skool members" about merging accounts. On the right side, there are two options: "Don't have a Yahoo! ID?" with a "Sign up for Yahoo!" button, and "Already have a Yahoo! ID?" with a "Sign in." section. The sign-in section includes a "Are you protected?" warning, input fields for "Yahoo! ID" and "Password", a "Keep me signed in" checkbox, and a "Sign In" button. At the bottom of the sign-in section are links for "I can't access my account" and "Help".

5. [Sign-up for a Flickr account](#). Be sure to confirm your email address. This way you can begin using your account.
 - a. **Note:** there are two types of Flickr accounts offered. The free version limits the number of photographs you can upload per month and doesn't allow you to track which photos were viewed the most. The second type of account is a pro account. A Flickr pro account allows you to upload an unlimited number of photos and let's you see statistics on who is viewing your photos along with what photos were viewed the most and more. Like the YouTube channel we mentioned before, naming your Flickr account is also important. Keep it in-line with your branding strategy so that your account is consistent with your other accounts.
6. Once you've created your account, decide how you want to organize your photos. Flickr uses Collections and Sets to organize photos. Take a look at

the [Market America Flickr account](#) to get an idea how best to organize your photos.

7. Begin uploading your photos
 - a. Download the [Flickr Uploadr](#) for a faster way to upload and organize a lot of photos at one time.
 - b. This tool allows you to include a title, description along with keywords for multiple photos.
8. Once you've added all of the relevant information for your photos (like a title, keywords, a description along with your website address), you're ready to share your photos with the world!
9. To share your photos from Flickr, simply copy your "photostream" link and paste it wherever you want someone to see it.
 - a. To share it on Facebook, click the "share a link" icon and paste the website link to your Flickr photostream.
 - b. If you only want to share a particular collection, browse to that section and share the website link.
 - c. For Twitter users, [visit Twitter](#) and login to your account to tweet out a message along with a [shortened URL](#).
 - d. If you are an ma Chatterbox user, you can [import your photos directly into ma Chatterbox from Flickr](#).

The important thing to remember about Flickr is that if you include a relevant description and your website link, along with relevant keywords, someone may find your site just because of how you listed your photos.

Using Flickr is imperative for all business owners as it exposes you to everyone on the Internet searching for photos. This will provide business owners with a number of benefits that will help propel their business to new heights.

- Increased traffic to your site
- Better branding visibility for your business
- More opportunities to reach new prospects
- More chances to expose the business (leading to more opportunities for sales).

Social technology trends to watch out for:

The following topics are trending right now, will they stick in the near term future remains to be seen. Regardless, they can serve an immediate benefit to keep you and your business ahead of the curve for growth.

- **Social shopping** – [ma Network](#) bridges the gap between social media and online shopping with one easy and simple interface that let's you search, shop, save and share. With ma Network, a Facebook application, you can tap into Facebook's existing 500 million users to prospect, recruit, and sell more products.

The screenshot shows the maNetwork Facebook application interface. At the top, it features the maNetwork logo with the tagline "Built On Product. Powered By People.®" and an "Invite Friends" button. Below the header, there's a navigation menu with links for Home, Browse/Shop For Products, Hot Deals, You'll Love this!, News Feed (14415), Wall (1742), My Favorites (2), Events, Friends (1335), Favorites, Potential Referrals, Logoff from Portal, Set Profile, and About. A search bar prompts the user with "What are you looking for at Market America today?".

The main content area is divided into two columns. The left column is titled "Why People Love Market America Products" and shows 5 of 308 reasons. It includes testimonials such as: "I have asthma & since using the health products it no longer effects, I also have it easier getting m. (Bonnie Rumrill)", "the products are so great and by following the system, I will achieve my time and financial freedom.. (Joanne Kuang)", "MA offers 2-3 yrs to leverage time makes ongoing income rather than to trade time make linear income. (Zu Yang)", "The products are backed by science - I plan to live a long healthy life to be with my grandchildren!. (Brenda JM Sabin)", and "I see a great improvement in my mother's back condition with the isotonix, less pain and more energy. (Maureen Dorion)".

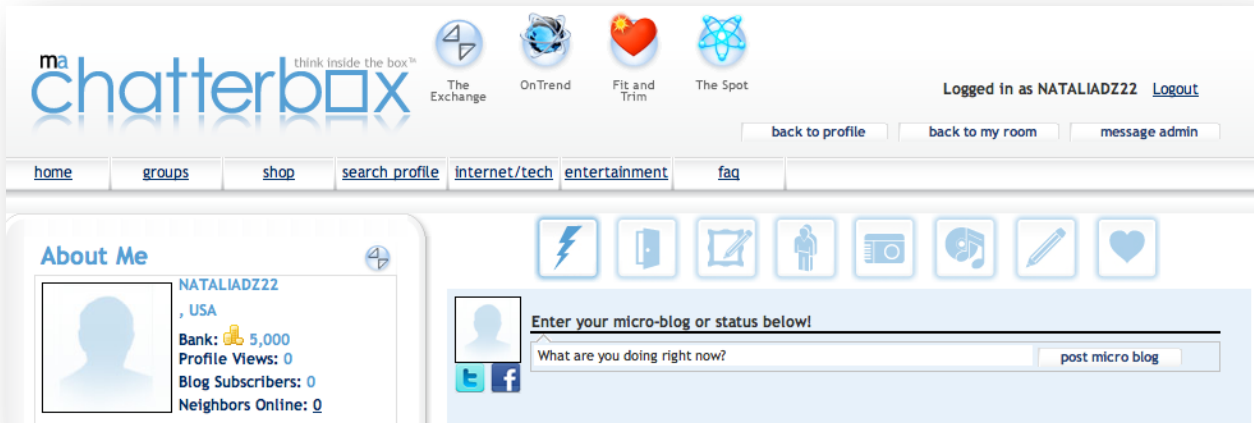
The right column is titled "Recommendations for You" and shows 6 of 20 products. It features two product recommendations from MarketAmerica.com: "Motives® Dual Perfection Pressed Powder" (Starting at \$25.00, Buy it Now, Cashback: \$0.50) and "Motives® Luminous Translucent Pressed Powder" (Starting at \$21.00, Buy it Now, Cashback: \$0.42). Each recommendation includes a product image and a "View Full Text" link.

Below the testimonials, there is a "News Feed" section with a filter set to "24 of 14415+ News" and a "24 hours" time filter. It shows recent activity: "Welcome 廖俊勝 to maNetwork. 28 minutes ago", "Welcome Jason M Goode to maNetwork. 1 hour, 12 minutes ago", and "Jim Zielinski liked the product Heart HealthT Advanced Co-Q10 (Cardiovascular....)".

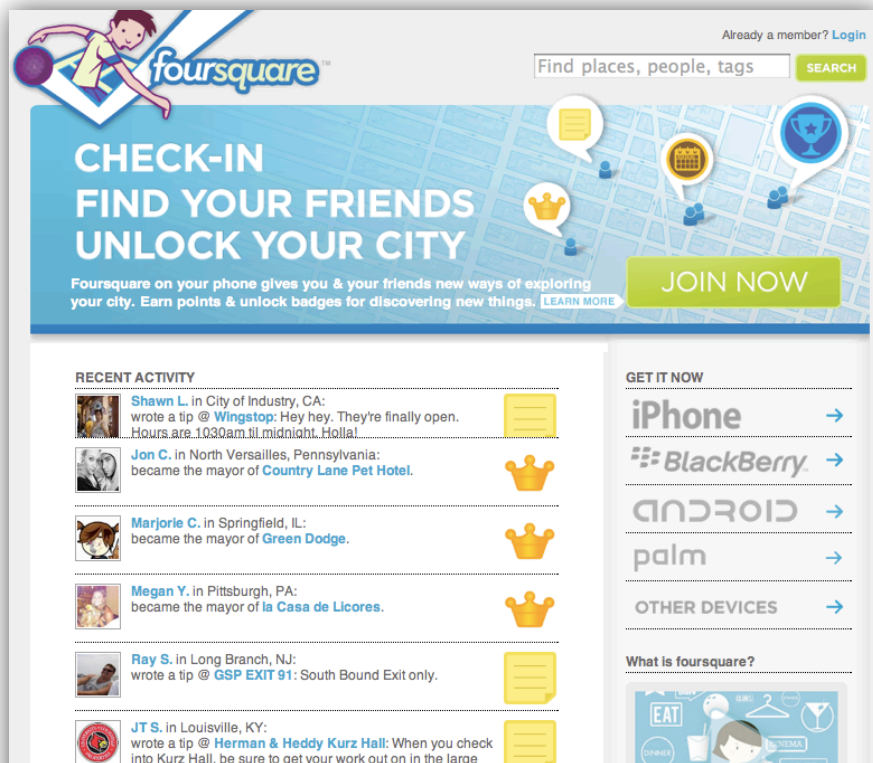
The screenshot shows a Facebook post by Loren Ashley Ridinger. The post includes a profile picture of Loren, her name, and the text: "Win a \$100 giftcard to @shopbop in my #giveaway on @myfashioncents http://bit.ly/mfcsb via ma Chatterbox - on Monday clear". Below the post, there are navigation buttons for Wall, Info, Photos, maNetwork, My Flickr, Events, and a plus sign for more options.

Below the navigation buttons, there is a section titled "Market America" with a link "Click here to go to Market America Network". Underneath, it features the heading "Why People Love Market America Products" and a testimonial: "I can do most of my shopping on online right from my home and be able to save money at the same time. (Jason Terwilliger)", "Market america and everything and everyone in this company makes me happy. It is 'JOY' to be part of. (Pat Reddy)", and "I see a great improvement in my mother's back condition with the isotonix, less pain and more energy. (Maureen Dorion)".

- **Social networking hubs** – As a social media hub, [ma Chatterbox](#) enables you to integrate your Facebook and Twitter profiles into your ma Chatterbox account. This way you can update statuses on all sites with one simple click. With a new website launching soon, be sure that you have an ma Chatterbox account.



- **Location, Location, Location** - everything online is moving towards location-based services. Twitter let's you attach your location to a tweet, Foursquare helps you find and meet with others that are in the same area. Expect “location-based” services to start popping up everywhere, with businesses even getting on-board to offer deals to people that are in the area to help attract them in.



- **Mobile payments** - Yet another trend in social world of mobile is the ability to both make and take payments right from the phone. A startup company called Square, recently unveiled a dongle (aka plug-in for your smartphone or iPad) which will let you take credit card transactions right on the device. While this is an emerging trend, definitely look for it in the next year, as Visa is getting into the game too, with stated intentions to continue pushing forward aggressively in the mobile payment arena. PayPal too has a popular mobile payments app for the iPhone, Android and BlackBerry platforms.



- **Mobile video** – The advent of 3G networks worldwide, the rising demand for mobile video services and the enormous growth of video on the Internet is creating major new revenue opportunities for both mobile network operators and application developers. By providing video-enabled media servers and gateways that allow the creation of video and other mobile interactivity applications, as well as connectivity to existing and new mobile devices, expect to see a trend towards video recording on your mobile phone and uploading capabilities to the web within seconds.

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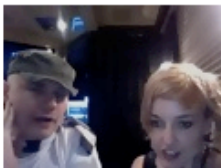


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John Mayer's backstage dressing room tour



Celebrating a soccer victory

Now that you're well-versed in the power of using social media to impact your social networking accounts. The techniques and technology provided in this manual will enable you to grow your business to new levels.

With a basic knowledge and understanding, you can utilize these tools to help you take advantage of the millions of users that are already using these sites each and every minute.

After you feel you have mastered all of these strategies, begin trying new things by posting different types of social media (status updates, photos, videos, links to products, etc...) on each account. Study what works and what doesn't – and remember to network, network, network.

By connecting with people, it can lead you to more people as well as newfound friends, products and most importantly, new customers for your business. There is no wrong or right way to use social networks. The key is to put yourself out there and expand your brand awareness so that you can expose your business and products to more people faster.

Got a question that you didn't see answered in this manual? Email us at **internetmarketing@marketamerica.com**.

Happy networking!



Christian Karasiewicz and Natalia Diaz