



Getting Your Feet Wet With Social Media

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Springfield Chamber of Commerce
HEROweb Marketing & Design

Thanks to the Springfield Chamber!



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Goals for This Presentation

- Give you an overview of the key components of Social Media
- Provide you with the knowledge to assess which of these activities makes sense for your business
- Give you steps you can take to get started with Social Media

There is a compelling and important value of Social Media that goes beyond business. However, today's presentation is focused on business.

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Key Questions

- How are your Social Media activities connecting to the goals of your business?
- Have you developed a clear strategy?
- Which avenue(s) do you choose to participate in?
- Will the effort you put in produce a return for your business?
- How do you measure success?

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Working Definition of Social Media

Using technology to build
conversations that create value

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Underlying Themes of Social Media

- Create Valuable / Interesting / Engaging (VIE-able) content
- Build essential relationships
- Take part in a rich two-way conversation

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Syndication

A precursor to the current Social Media movement is the shift from "This is my stuff, hands off" to "Please take my stuff... and share it"

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Ways You Can Utilize Social Media

- Build your personal brand
- Build Thought Leadership/demonstrate expertise
- Connect with others in your industry
- Connect with prospective employees/employers
- Broadcast announcements
- Seek out and research potential customers
- Deliver customer support
- Get feedback
- Communicate your message using rich media (photos, videos, audio)

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Key Technologies to Understand

- Blogging: <http://www.wordpress.com>
- Microblogging: <http://www.twitter.com>
- Social Networking/Community: <http://www.facebook.com>
- Social Networking/Profile : <http://linkedin.com>
- Social Bookmarking: <http://stumbleupon.com>
- Online Media Sharing: Video/Photos: <http://flickr.com>
<http://www.youtube.com>
- Podcasting: <http://www.podbean.com/>
- Wikis: <http://www.wikipedia.com>
- Others: Discussion groups, virtual communities,
- And don't forget: Your Website!!!

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Developing a Winning Strategy 1

Lay the Groundwork

- Develop a website or blog that serves as a hub
- Develop a related presence on other social media sites that feeds into your hub

Set Your Focus/ UVP

- Determining what value you have to share and how to best share it

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Developing a Winning Strategy 2

Define your Engagement

- Personal or business tone?
- What is your comfort level for sharing?
- How widely are you going to cast your net?
- In which arenas will you communicate?

Assess Your Target Audience

- Are they using social media tools?
- When are they active?

Decide How You Will Measure Success

- Ideally use web analytics programs to measure traffic
- Track the number of followers/fans you gain over time
- Survey customers to find out the impact of social media on their decisions

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How Do You Get Started Participating in Social Media?

Technical skills and requirements

- Minimal skills for basic participation
- Slightly more skills needed to utilize images, audio, and video

Time involved?

- Start Up
- Ongoing

Steps to get going

- Refer to the handout for basic instructions
- If you don't have a blog, start a free one
- Pick one other medium and focus on it

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Managing Your Efforts

- Set a schedule
- Build your posts and activities around your focus
- Plan and map out your posts ahead of time
- Practice before you publicize
- Seek help and observe closely

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Examples of Success with Social Media

- BestBullySticks @bestbullysticks
- Nu-U Salon and Spa @mariaw1
- John Tuggle LearningGuitarNow.com

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Time to Get Social!

- Social Media is not an abstract concept that has potential for the future. It is happening right now.
- Start participating with a specific strategy.
- Once you get your feet wet, assess whether a more developed Social Media plan makes sense for your business.

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