

“Getting Your Feet Wet With Social Media” ~ Resources and Instructions~



Important Links and Resources

Download the PowerPoint of this presentation at:

<http://www.hero-web.com/social-media-09/>

Articles about Social Media

We have put together some detailed articles to help you get started with Social Media. These articles are geared toward beginning users:

<http://www.hero-web.com/social-media-articles/>

Blogs to check out that focus on Social Media

There are hundreds of blogs that focus on Social Media. Here are highly respected blogs:

<http://www.mashable.com>

<http://chrisbrogan.com>

<http://www.ducttapemarketing.com/blog/>

Have More Questions? Find HEROWeb Marketing & Design at:

<http://www.hero-web.com>

<http://blog.mightymerchant.com>

<http://www.twitter.com/mpstearns>

<http://facebook.hero-web.com>

And there is always email!

mps@hero-web.com

A Few Things to Consider Before Getting Started

1. Most social media services allow you to upload a photo. Take the time to find a photo that works well at a small size. Using a consistent photo across your social sites can be a good strategy.
2. Think about what you are trying to project about yourself and your business. Every website where you participate allows you to include a profile of yourself. You often have a limited space to make an impact.
3. Realize that the web is a very public medium. Each social site affords some level of protection and privacy. Take some time to understand the public accessibility of the information you post and realize that your thoughts and ideas could reach a large audience.

Blogging

A blog is a fundamental component of a powerful social media strategy. There are many options to start blogging. A free and easy option is to start a blog at <http://www.wordpress.com>. In literally less than 5 minutes and no cost you can be up and running with your own blog. Here is how to get started:

1. Go to <http://www.wordpress.com> and click Start Now.
2. Follow the on-screen instructions.
3. Confirm your account via an email you will receive.
4. Log into your new account.
5. Think of something very profound (or incredibly simple) to say and publish your first blog post!

Facebook

1. Go to <http://www.facebook.com> and sign up for an account.
2. Confirm your account and continue with the on-screen steps for creating your profile. If you are still a little hesitant about what you are getting yourself into, you can skip the initial prompts to connect with other users.
3. Post a few status updates to see how Facebook works.
4. Once you feel comfortable with what you are doing, start searching for friends to connect with.
5. If you are a business owner, create a Company Page. This page be separate from your personal account and will give you an opportunity to promote your business.
6. Look for opportunities to join or create Groups. There likely are Facebook groups in your area of interest in which you can participate.

Twitter

1. Go to <http://www.twitter.com> and sign up for an account.
2. You will receive an email confirmation.
3. Update your Twitter profile. As with all social media profiles, it is a good idea to link back to your website.
4. Start posting to Twitter. You have 140 characters to work with. Think of it as Haiku for the web.
5. Once you feel comfortable with what you are doing. Start searching for people to follow. Using a service like <http://www.twellow.com> is a good place to start.

Monitoring Your Reputation – Google Alerts

A significant piece of social media strategy revolves around how to get maximum exposure through Google. To make the most of Google's services, sign up for a free account and see what Google has to offer. One service we recommend is Google Alerts, which will notify you when Google finds information on the web about a search term that you are interested in.

1. Create a Google Account if you haven't already done so.
<https://www.google.com/accounts/>
2. Go to <http://www.google.com/alerts>
3. Specify a search term for each of your alerts, a reporting frequency, and your delivery email address.

LinkedIn – Develop Business Connections

1. Go to <http://www.linkedin.com>
2. Enter the information in the Join LinkedIn Today box and confirm your account.
3. Follow the on-screen instructions for filling out your profile.
4. Include information on your current and past positions. Be sure to include a link to your various websites.

5. Search for contacts you already know who have LinkedIn accounts. You can load your Outlook or Gmail address books into LinkedIn. You can also search by organization.
6. Invite people to link with you. Linking with others is a central component to LinkedIn and is as easy as a few clicks of the mouse.
7. Write recommendations of others in your LinkedIn network. And, ask others to recommend you.
8. Use LinkedIn Answers to post and answer questions.
9. Join LinkedIn interest groups. Many groups are focused around industries and geographic locales.

Other Social Media Sites

There are many other Social Media sites you can use. Almost all of them involve the same flow: creating an account, setting up your profile, and starting to post content. Have fun with your social media experimentations. We look forward to seeing you online!