


The Power of Social Media: Gaining the competitive edge through LinkedIn, Twitter, and Facebook!

**The Power of Social Media:
Gaining the competitive edge
through LinkedIn, Twitter and
Facebook!**

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Presentation at: <http://bit.ly/socialmediapower>



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What is Social Media?



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Types of Social Media

- Communication**
 - Blogs: [Blogger](#), [LiveJournal](#), [TypePad](#), [WordPress](#), [Vox](#)
 - Internet forums: [vBulletin](#), [phpBB](#)
 - Micro-blogging: [Twitter](#), [Plurk](#), [Pownce](#), [Jaiku](#)
 - Social networking: [Avatars United](#), [Bebo](#), [Facebook](#), [LinkedIn](#), [MySpace](#), [Orkut](#), [Skyrock](#), [Netlog](#), [Hi5](#) (website)
 - Social network aggregation: [FriendFeed](#), [Youmeo](#)
 - Events: [Upcoming](#), [Eventful](#), [Meetup.com](#)
- Collaboration**
 - Wikis: [Wikipedia](#), [PBwiki](#), [wetpaint](#)
 - Social bookmarking: [Delicious](#), [StumbleUpon](#), [StumbleUpon](#), [Google Reader](#)
 - social news: [Digg](#), [Mixx](#), [Reddit](#)
 - Opinion sites: [epinions](#), [Yelp](#)
- Multimedia**
 - Photo sharing: [Flickr](#), [Zoomr](#), [Photobucket](#), [SmugMug](#)
 - Video sharing: [YouTube](#), [Vimeo](#), [Rever](#)
 - Art sharing: [deviantART](#)
 - Livecasting: [Ustream.tv](#), [Justin.tv](#), [Skype](#)
 - Audio and Music Sharing: [imeem](#), [The Hype Machine](#), [Last.fm](#), [ccMixter](#)
- Entertainment**
 - Virtual worlds: [Second Life](#), [The Sims Online](#)
 - Online gaming: [World of Warcraft](#), [EverQuest](#), [Age of Conan](#), [Spore](#)
 - Game sharing: [Miniclip](#)

Source: [Wikipedia](http://snurl.com/dja7p): <http://snurl.com/dja7p>
 • How Accurate: *Essentially same as Britannica!*
 • Nature, 2005

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Major Social Media Tools

- LinkedIn
- Twitter
- Facebook
- Slideshare.net
- YouTube
- Flickr
- Blogging

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Major strategies



- **Profiles:** Create great profiles...*Everywhere!*
 - LinkedIn, Facebook, Twitter, Google, Plaxo, etc.
 - Local (Google, Bing, Yahoo)
 - <http://www.locallytype.com/pages/submit.htm>
 - Yellow page sites for businesses. 
- **Create content** and keep creating, e.g., blog, ezine articles...
- **Announce** what you created: Status updates.
- **Comment:** Leave valuable comments everywhere.
- *Show what you know...*
- **Just do it!**

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• Photo: <http://www.flickr.com/photos/stefanomaggi/3684775327/>

LinkedIn



- Create great ("killer") profile & leverage it:
- LinkedIn Profile Extreme Makeover:
 - <http://bit.ly/4jUe1>
- Ten Ways to Use LinkedIn to Find a Job:
 - <http://bit.ly/nJW8X>
- See Summary of Chuck Hester's
 - <http://www.linkedin.com/in/chuckhester/>
- Answer Questions (and Ask intelligent ones)
 - Become known as Expert with "Best Answer(s)"
- Use LinkedIn's Advanced Search
- *Link to your Slideshare.net presentations!*
 - <http://learn.linkedin.com/apps/>

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How to search LinkedIn like a database

- "current * distressed" "www.linkedin.com/in/*" site:linkedin.com
 • <http://bit.ly/4uQIHR>
- "current *** problems" "www.linkedin.com/in/*" site:linkedin.com
 • <http://bit.ly/1JyEO5>
- Or just use LinkedIn's advanced search:
<http://www.linkedin.com/search>

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Facebook

- **Person:** Create great profile
 - Ten Ways to use Facebook to find a job:
<http://bit.ly/4gw0Tf>
 - Update & show what you know.
- **Business:** Create fan page & leverage
 - <http://bit.ly/777oyT>
 - <http://bit.ly/7qpCQZ>
 - Converse, engage, content, Suggest Friends.
- No advanced search, but Google soon?
 - architect "manhattan beach" site:www.facebook.com
<http://bit.ly/7nYnaj>

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Facebook: Privacy Settings

- *Check your privacy settings!*
- **Profile:** Posts by me → everyone.
- **Contact info:**
 - Strategy: Allow everyone to request "Friend" & allow all friends to see emails addresses, etc.
- **Applications and websites:**
 - What your friends can share about you...
- **Search:** Public search results → everyone.

Photo: <http://www.flickr.com/photos/mikevgottawa/533355476/sizes/l/>
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Twitter 

- Micro-blog: 140-character "tweets" (posts).
- Bio: 160-character Bio/profile.
- Photo: Just you!
 - Not too whimsical or at weird angle.
- How to find a job on Twitter
 - <http://mashable.com/2009/03/13/twitter-jobs/>
- Use valuable/interesting tweets
- Can't think of any? → <http://alltop.com/>
 - Search for your industry/expertise...
- Overview: <http://bit.ly/Twitter-overview-article>

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Twitter: Who are you, da da, da da, da da da da...



- Anonymous Twitter names
- Autorespond (No!):
 - "Thank you for following me..."
- Spam bots
- Spam links (yikes!)

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Twitter Bio/Profile Searches

- **TweepSearch:** <http://tweepsearch.com/>
 - Search: architect "beverly hills" OR hollywood
- **Twellow.com:** <http://www.twellow.com/>
 - Search: architect hollywood

Strategies

- **Job seekers:** Search for people/positions in companies interested in.
 - Follow them and listen to their conversations. What's going on?
- **Businesses:** Find potential clients/types & Where they are online.
 - View profiles & groups they belong to: www.Pipl.com & www.Whozat.com
 - Comment with solutions to problems in groups, if appropriate.

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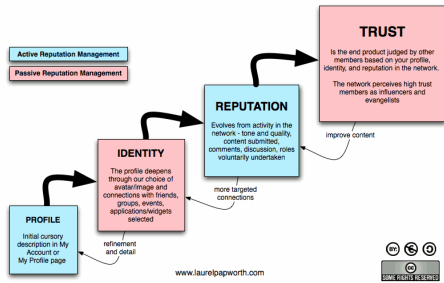
What is Social Media REALLY about?

- Disclosure
- Transparency
- Authenticity
- Trust

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Social Reputation

SOCIAL WEB - REPUTATION MANAGEMENT CYCLES

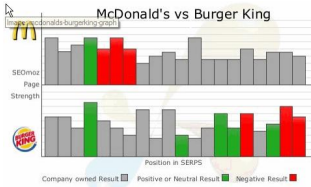


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<http://www.flickr.com/photos/silkcharm/2681008129/>

Who cares about Social Reputation?

- McDonald's: Could have anticipated "Super Size Me" trend



- Source: <http://www.distilled.co.uk/blog/>

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Attribution

FlickrStorm (<http://www.zoo-m.com/flickr-storm/>) is an online search tool that helps you find high-quality, CC licensed Flickr photos, and automatically generates an appropriate attribution.

Searching for the keyword "leaves" using FlickrStorm basic search returns a range of search results, including the image on the left.

Notice the site includes an attribution for the selected image in the bottom right hand corner.

Although the attribution is very short it provides access to all the information requested by the CC license ([and more](#)) by using clever linking.

File:Creative Commons and Commerce.ogg
From Wikipedia, the free encyclopedia

File history File link

Attribution-NonCommercial-NoDerivs

- Attributing Creative Commons Materials:
 - <http://www.wikihow.com/Attribute-a-Creative-Commons-Licensed-Work>
 - <http://www.creativecommons.org.au/materials/attribution.pdf>
- Flickr Storm: <http://www.zoo-m.com/flickr-storm/>
 - See Advanced Search drop-down menu for CC options
- Creative Commons and Commerce (Wikipedia) - VIDEO: http://en.wikipedia.org/wiki/File:Creative_Commons_and_Commerce.ogg

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Flickr Strategy

- Upload nice* "Photos" (e.g., PowerPoint slides illustrating great points re: your area of expertise) to Flickr.
 - * Graphics/Photos people (recruiters) would want to find & share.
- Use your name as Flickr account name.
- Use nice headshot (recruiters would like). *Just you!*
- Fill-out bio/profile & include links to you, your website, or your resume.
- Title photos well: Use keywords for field/expertise.
- Tag photos well: Use keywords for field/expertise.

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What's a Keyword/phrase?

- Word or phrase people would most likely search for.
- Use Google Adwords Keyword Tool to see what people are searching for.
 - <https://adwords.google.com/select/KeywordToolExternal>
- Use terms and synonyms for your expertise.
- Synonym finder: <http://VisualThesaurus.com>
- Use the most likely terms recruiters will use to find you and your expertise (in your Bios/Profiles, Tags for graphics/photos, Resume, etc.)

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Google Profile

- www.google.com/profiles
- Personal Branding Using Google Profiles
- <http://bit.ly/24R4ZQ>
- Karl's Google Profile
 - Want others? Search, or just put their *FirstnameLastname* at end of Profile link above
 - <http://www.google.com/profiles/karlkasca>

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Comments

- Strategy:
- Find blogs, forums, etc. and leave valuable comments on them.
- "Show what you know"...
- "Listen" to community & if links are acceptable, leave link to your site/profile.
- Google Blog Search:
 - <http://blogsearch.google.com/>
 - Use "Advance Search" for in blog title/post
- Forum search: Omgili: <http://omgili.com/>
- Yelp or review sites: But to share your value/knowledge

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Who's Interviewing/You?

- If you have a person's NAME:
 - Pipl.com: <http://pipl.com/>

Quick Facts
Eisenstadt was the source of the rumor that Sarah Palin had... www.designline.com
In exposing the hoax, I stated then that, "In all likelihood, 'Martin Eisenstadt' is some kind of leftst prankster who sees his hoax as a... www.gm.tv
Martin Eisenstadt is the pseudonym of an anonymous writer who hoaxed major media organizations, posing as an adviser to the McCain campaign... www.zimbo.com
Eisenstadt is to countless political pundits... www.wklo.com

- Search their name "in quotes" on Google:
 - "Lastname, Firstname" OR "Firstname Lastname" OR "Firstname Middleinitial Lastname" OR "Firstname Middlename Lastname" OR Firstname asterisk Lastname, e.g.,
 - "eisenstadt, martin" OR "eisenstadt, marty" OR "martin eisenstadt" OR "marty eisenstadt" OR "martin eisenstadt" OR "martin * eisenstadt" <http://bit.ly/6XJvo8>
 - Interview of Mirvish & Gorlin: <http://bit.ly/HTgOs> (See: Pt. 2)

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Search: Craigslist like a database

- Use Google Toolbar's "site search":
- Local:
 - "aerospace engineer" site:losangeles.craigslist.org
 - <http://bit.ly/7i6aiq>
- Nationwide:
 - "below cost" site:*.craigslist.org
 - <http://bit.ly/81NkJ6>
- More on how to do this: <http://bit.ly/2UypbM>
- Use similar strategy for Social Networking sites

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How to search MySpace like a database

- Google search:
 - 18..34 female "los angeles" site:www.myspace.com
 - <http://snipurl.com/jipkn>
- Google search:
 - pasadena "18..35 years old" OR "18..35 / male" OR "18..35 / female" "occupation * entrepreneur" site:www.myspace.com
 - <http://bit.ly/1TrXH4>
- Google search with more focused/precise demographic (e.g., African-American ethnicity/descent):
 - "los angeles" "female * 18..35 years old" OR "18..35 / female" "ethnicity * black" site:www.myspace.com
 - <http://bit.ly/1QkkYh>


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What do I do right now?

- Create profiles and start connecting/conversing:
 - LinkedIn
 - Twitter
 - Facebook (personal and/or fan page)
 - Google
 - Local page sites (for businesses)
- Take **Jungian Online Personality/Career** (interests) Test: <http://bit.ly/JungTest>
 - *Find your passion and/or niche!*

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 **Blogger**

And in your spare time...

- **Blog:** Create a blog on Blogger/Blogspot
 - <http://bit.ly/How2SetupQuickEasy-Blog>
- **YouTube** Videos: How-To's are great!
 - "Show what you know"...
 - Can use Jing: <http://www.jingproject.com/>
- **View:** 90-second (viral) video:
 - <http://TheSolutionMovie.com>
 - Download free report: "77 Great Tips of Internet Marketing" & 11-part eCourse
- See free Sample articles/videos: http://bit.ly/IOP_Sample-Articles
- *And go on from there... Best success!!!*

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Last slide, but not least

- **Email**
 - Just ask... (*everyone you've ever known!*)
 - But don't spam them.
 - Be earnest.
- **Ok, it's not Social Media, but it works.**
 - **Or is it?** His email has links to:
 - LinkedIn
 - Twitter

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