

E-Book and Workbook



Social Media

CREDITS

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CHAPTER 1: WHAT IS SOCIAL MEDIA?

What is Social Media?

From updating long distance friends about life, to blogging about a new way to cook lasagna, social media is a fast growing form of communication in today's society. Ask almost any teenager how many hours they spend on Twitter and Facebook and the responses will be surprising. High school students are spending more time on these networks than watching television. Even the digital immigrants (normally those older than thirty, who have not grown up in the generation of advancing technology) who are new to this model of networking are jumping on board. But what exactly is this new and popular digital media and how will it impact your small business?

It is difficult to have one solid definition of the term social media, due to the various forms that it can take. In order to provide general ideas of what social media is, here are a few examples of how others define it. Andreas Kaplan and Michael Haenlein, authors of *Users of the World*, define social media as 'a group of internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content.' Blogs attempt to define social media too, one in particular called "PR Meets Marketing", a blog that is listed on the Advertising Age top 500 blogs. "Social media is when you and I use online applications, such as Twitter, LinkedIn, Facebook, etc. to create, share, and distribute content (e.g. Video, blog posts, etc.). If Social Media is the tool, then Social Media Marketing is the toolbox. From

my perspective, Social Media Marketing leverages social media to achieve key marketing objectives and engage in conversations with key constituents."



[<http://prmeetsmarketing.wordpress.com/2010/06/24/social-media-marketing-strategy-101-definitions>]

By way of these two definitions, social media is essentially the use of technology combined with social interaction to create value. It is a social instrument of communication that provides businesses with new tools to use for marketing potential.

What are the Different Types of Social Media?

In recent years, there is no doubt that the popularity of using social media to create buzz and to use as a marketing tool has grown exponentially. In an increasingly digital world, the Internet itself has become a marketing tool to network and grow a customer base at no or minimal cost. As the television has democratized experience or the printing press democratized learning, the Internet

democratizes (and socializes) information. Certainly Facebook is seen as synonymous with being “the social network”, and absolutely, it is a big fish, but it is a big fish in a huge pond. Before we begin evaluating which type of social media is best for your business, we will examine what types of social media are available and provide a little insight on how they could help your business. (Also, if at any time you get frustrated with the social media jargon, please refer to the glossary at the end of the e-book)



Blogging is an underused form of networking that is easy to start and a great way to build a vast networking community. Not only are blogs good to advertise business and create buzz, they allow customers to access and share specific information about a particular product or service. Blog spots such as blogger.com, Xanga.com, and wordpress.com make it easy to sign up for and join a blogging community. Blogging is essentially posting your thoughts on a given topic, and the writing can be as academic or casual as would seem appropriate for the blogging community. Most blogs are available to anyone who uses the World Wide Web. Blogging can be a great way to

comment and reach out to business professionals in the field. Blog subjects are endless so as a small business owner, you will most certainly be able to locate information and professionals writing on your topic of interest. In fact, there is a blog dedicated to social media marketing on <http://www.scottmonty.com/>.



Twitter is another very popular social media network.

Twitter involves ‘tweeting’ information to an audience of followers. ‘Followers’ will be notified whenever tweets are made, via the Twitter app on their Smart Phone or by going to twitter.com. In March 2011, there was an average of 460,000 accounts created per day...that’s almost fourteen million new users in one month! [http://blogs.forbes.com/oliverchiang/2011/01/19/twitter-hits-nearly-200m-users-110m-tweets-per-day-focuses-on-global-expansion/] The marketing potential of using Twitter is great, as tweets could notify customers of special deals, announce milestones to the public, and create buzz for a company. Essentially, Twitter does what an advertising flyer could do without the cost of paper, and at the speed of pressing a “tweet” button. However, Twitter requires a concise message as there is a limitation of 140 characters per tweet.



Facebook is certainly one of the most recognized forms of social media.

It is well known for its extensive networking possibilities. However, there are also many ways a small business could use Facebook to market their products or services. Facebook involves creating a profile page, where you can update happenings

within the company on a “wall” of posts. It is a multi-modal page, where visuals and pictures can be paired with texts. Facebook users also have the option to “like” a company’s page. When a person “likes” a business, they get updates on their ‘news feed’, which is a list of dates that they see when they first log on, or in other words, that person’s “breaking news”. Companies can also pay to advertise on the individual users’ personal page. With over 1.32 Billion registered users, Facebook is one of the largest social networks available online. If used effectively, imagine the marketing potential!

While these are some of the heavy hitters in the social media realm, there are literally hundreds of other forms that exist on the Internet.

Videos can receive national attention and many musicians famous today got their start on the video network. Justin Beiber found fame through YouTube.

Groupon.com is a site where users can type in their city and get coupons for the best deals in that city. You don’t have to limit yourself to one form of social media; many can interact and interconnect to form an even greater web of marketability. First, take a deep breath and know while the magnitude of the social media network may seem overwhelming, there are various forms that social media can take. Your business may only take on one or two social media sites, but by choosing the right ones your small business can benefit significantly.



On **Youtube.com**, members can post videos for the world to see.



Dr. Irena Vaksman opened up a dentist office and is using social media as a great means for advertising.

Social media and dentistry don’t necessarily go hand in hand, but one [San Francisco dentist](#) has forged an impressive social media campaign to raise awareness of her recently launched practice. She has a [Twitter profile](#), a [Facebook page](#), a [YouTube channel](#) and a [website](#). Dr. Vaksman’s husband, lawyer Robert Vaksman, has been the strategist behind her social media efforts. Robert says that his wife is confronted with the challenge of practicing in a building that houses hundreds of other dentists that have more established practices. He says that it’s a no brainer to be looking at as many social channels as possible for marketing efforts.

While the practice is still young, the Vaksmans say that they are seeing patients and potential patients begin to communicate with them on the Facebook page, which has currently 11,648 likes (2014). Vaksman will publish her Yelp reviews from patients on the site as well as YouTube videos containing educational content about dental procedures. On Twitter, she engages with customers by providing tips, useful information, and links to interesting articles. She has currently 1,200 followers.

In October 2010, Dr. Vaksman signed up for a Groupon deal in San Francisco, and received 320 new patients because of the deal, which was for a patient exam and x-ray. The Vaksmans say that the deal propelled the five-month-old business in the right direction and boosted its patient base significantly. Robert is also looking into partnering with Facebook campaign startup Wildfire to set up a promotional sweepstakes for the practice’s Facebook page. [<http://techcrunch.com/2010/07/17/how-social-media-drives-new-business-six-case-studies/>]

Is Social Media Worth My Time?

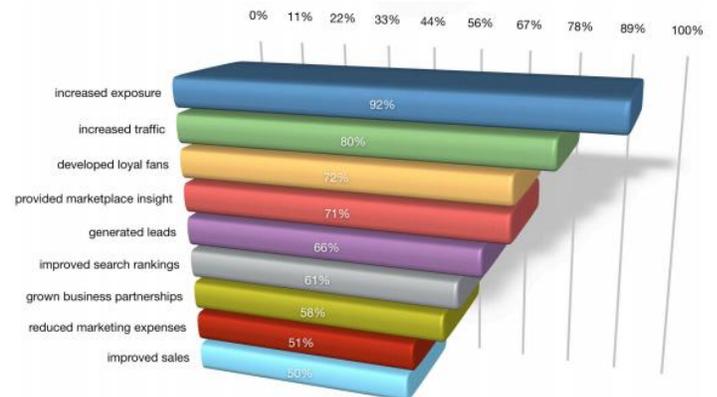
As with anything that is new and requires change, there is sure to be skepticism. Time is valuable to any person, business owner or not, so what makes social media worth the extra few hours a week? To answer that question with a question, have you ever searched for that perfect media outlet? Finding the right outlet can cast a net with the wide demographic at a cost effective price, increase company visibility and can provide grounds for conversation between consumers and customers. Social media can provide all of these, but choosing the correct social media for your business is imperative. This is what we will cover in the next chapter. For now; let's examine how social media can prove to be worth your time.

Demographically speaking, social media as a whole is home to consumers of various ages, genders, ethnicities, family sizes, social classes, and income levels. Different social media sites attract a variety of demographic groups. This wide demographic variety provides for potential new markets to enter and existing markets to build upon.

A majority of social media sites are free, so the cost of startup is inherently minimal. Of course, the cost of facilitating and planning is not included in the site cost. If the site is not free, then there is usually a free trial period. For example, a social media site called Ning, which was once free, now has a tiered pricing structure. They do, however, offer a 14-day risk free trial. There is minimal financial risk involved in trying a social media site to see if it works for your business, but as they say, nothing ventured is nothing gained. When you determine which outlet is best for your company, it is

important to review any start-up or monthly costs. According to the 2014 Social Media Marketing Industry Report, "For people just beginning with social media (less than 12 months of experience), 51% spend 5 or fewer hours per week. However, of folks who have been doing this for 2 years or longer, at least 65% spend 6 hours or more per week on social media activities." This seems to be the natural trend among businesses that are involved in social media sites.

Among all other factors that make social media worth the time, visibility is above all the most abundant factor. The figure below shows that "A significant 92% of all marketers indicated that their social media efforts have generated more exposure for their businesses."



[<http://www.socialmediaexaminer.com/SocialMediaMarketingIndustryReport2014.pdf>]

Perhaps the most advantageous point of using social media is the ability to communicate with existing and potential customers. Conversation can provide information about consumers not otherwise easily obtained. This is the necessary B to C communication that business still thrives on. Through conversation, your business gains a persona; just remember to be active in the conversation.

Top Five Reasons the answer may be 'Yes'

5. It is the networking tool of today. Although a phone call or a face to face meeting is still the key to interpersonal relations and customer service, social media has made the web a global marketing tool.

4. You will stand out. According to a 2010 Regus survey, only 35 percent of businesses use social media marketing. As this e-book will point out, there are a lot of businesses that are missing out on a great tool.

3. You can connect with a younger audience. The upcoming generation of consumers (the digital natives) are the ones that are making these forms of social media so popular. Master it as a marketing tool, and you are opening yourself up to a whole new market.

2. It is virtually free. Free is good, right? For most all forms of social media, including Facebook and Twitter, there is no cost to create an account and do the basic things to market a product or service.

1. It will save you time. Tweets, blog posts and status updates on Facebook are "published" instantaneous. What would normally take you hours to create, such as a flyer or handout would take seconds on some of the social media outlets. And as we all know, time is money.

How has Social Media Changed the Face of Marketing?

Quite simply, social media has changed the well-known 4 P's of marketing (Price, Place, Production, and Promotion), into the 4 C's of social media marketing (Content, Context, Connection, and Community). Content is most related to the P of Product. The product decision for marketing is the brand name and the decisions for the quality and functionality. Content involves putting value into the way you use social media for your product. This allows everyone to be creative when publishing and distributing the multimedia content, just remember that the content should still work to meet customers' needs.

The next C is Context, which can associate to the P in Price. Different pricing objectives are a way for

people to discover and put value to your product. Context should add value to your product. Context is putting the content into perspective and the way one will perceive it. For example, if you are advertising about a nursing home, you don't want to use Facebook where the major age demographic is from 15-25. You need to follow the same basic rules of regular marketing to create the type of content your customer expects in social media.

The next C is Connections much like the P in Place. "Your typical Place decisions are distribution channels, market coverage, sales channels, order management. To put these decisions into the context of Connections will give you a different perspective on this subject. Distribution becomes networking, channels become links, market coverage becomes search engine optimization and sales channels become social networks. Business is about connections and there are no better tools to establish new connections, than the tools you can find in the social media sphere." [www.MarcCampman.com]

With social media, the place is now a digital location, rather than being a physical location. As a business owner, you still have to decide how large of a market you would like to aim for. A large net can be cast, but you have to keep in mind the audience and your ability to connect with a widespread audience.

The final C is Community related to the P for Promotion. Promotion is all about building an online community. A business needs to look at promotion through the consumer's eye and think about what they want from social media. In most cases, consumers are looking to network with others through the major social networks. When you listen and participate in discussions with the community, it will help keep your community active and involved.

Summary

Whichever way one defines social media, it is a new form of marketing that is beginning to take hold of the business world. Change is often difficult to a company that has had success marketing with other materials, and certainly, it is important not to discount the value and personal nature of a flyer or brochure. However, with the variety of forms of social media combined with the cost and time-saving positives associated with this digital form of marketing, social media is something your company should consider implementing into its existing marketing strategy. Our next chapter will help you determine your market and figure out which form of social media is right for you. But for now, I'm going to tweet about finishing the first chapter, which will trigger a confirmation email so I know my tweet has sent, as Twitter feeds my Tweet to Facebook as well. That's right, social media is interconnected. Read on!

My Business Questions

1. How do the four C's (Content, Context, Connection, and Community) fit in my company? Are any of them currently lacking?
2. How big of a net are you attempting to cast into the market of the digital world?
3. What are my first impressions of social media and the larger networks? (Facebook and Twitter)
4. Think about the statement, "Social Media democratizes Marketing". Do you agree or disagree?
5. Based on your new knowledge of Social Media, how do you see it working for your company?

CHAPTER 2: WHAT FORM OF SOCIAL MEDIA IS RIGHT FOR MY COMPANY?

Decoding the Conversation Prism

Now that you know what social media is, how many options there are, and the great impact it can have on your small business, how do you get started? The first step to getting started is figuring out what form of social media is right for you. Use the Conversation Prism on the following page to start.

A common misconception of social media is that all social media sites have the same end purpose. Not so fast, my friend. The conversation prism that is presented here shows how social media sites can be broken down and categorized, putting an end to the misunderstanding that all social media sites are identical.

The conversation prism you see here sorts and categorizes many of the major social media outlets in a flower-like structure. Each “petal”, if you will, is color-coded, grouped into larger divisions and contains the most known social media applications in said division. When initially attempting to understand a graphic like the conversation prism, it is important to not get caught up with the amount of activity presented within the graphic, rather focus on the “petals” individually.

Think of it this way. Each petal of the flower is a different type of conversation. For each type of conversation that can occur, there are different social media tools that can be utilized. With a total of 24 petals in all, there must be more than Facebook and Twitter to take advantage of, right?

For example, the conversation prism has separated Facebook and LinkedIn; two popular social media sites that most would assume accomplish the same task. Facebook is listed as a “Social Network” and LinkedIn as an “Interest and Curated Network”. Use the writing on the outside of each petal to figure out which sites you should be researching for market potential...Time to start the conversation!

Why Should I Use This Form of Social Media for My Company?

There are some other things your business should consider when choosing a social media outlet. The first thing to consider is **Time**. You should take time to consider before you give time to a new form of marketing. You should have an end goal, including who you want to reach and the leads you want to create. To start off, look at what type of business you have. For example, is it a niche market? What type of industry or area of interest are you representing? You should concentrate on your industry and refer back to the conversation prism to pinpoint the type of social media to use. For example, a restaurant can look into Facebook and Twitter to stay connected with their local customers and remind them of specials. Restaurants can also use Foursquare so that those who check-in can receive special coupons and discounts.

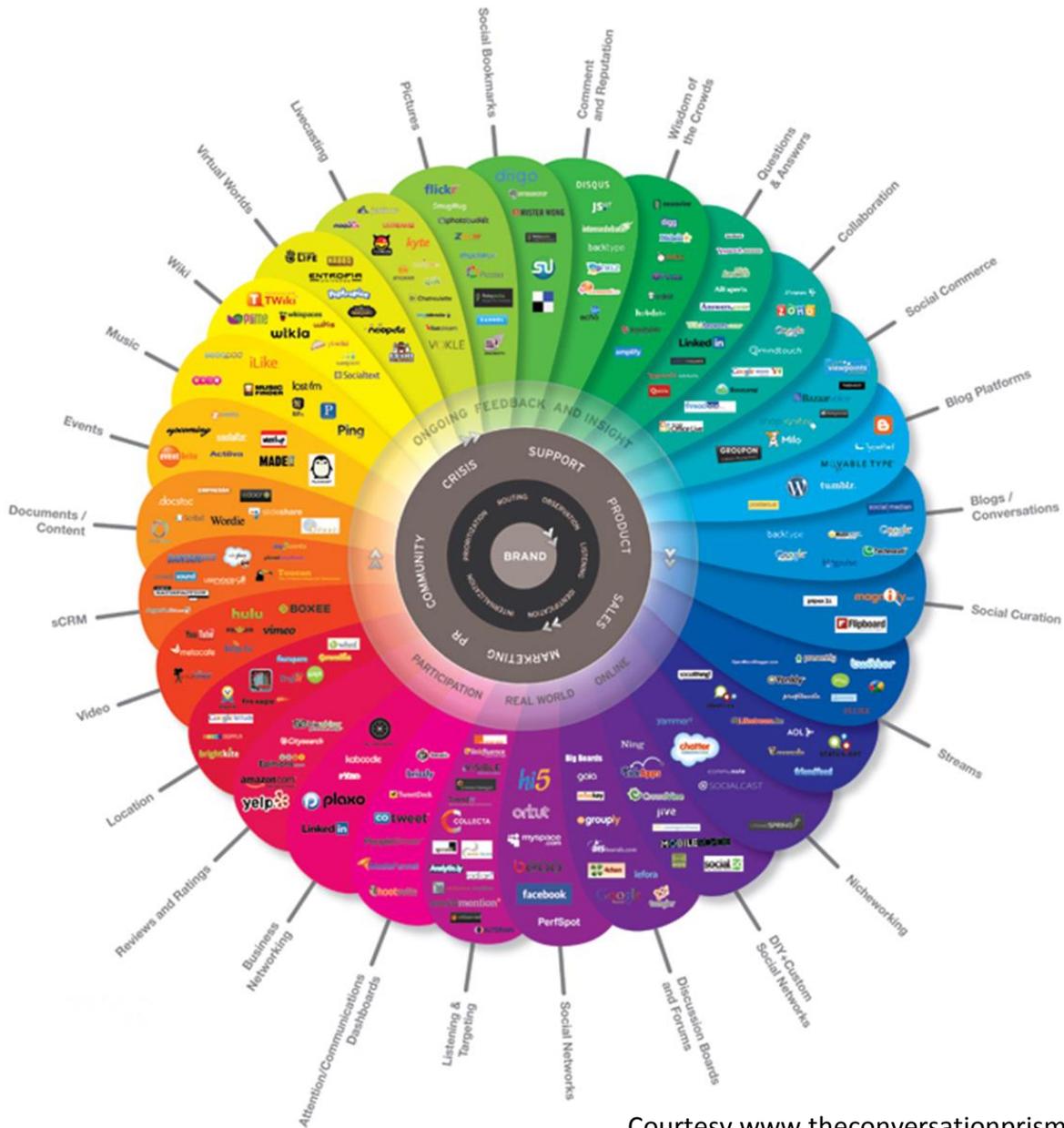
Demographics of your target market are usually what determine which social media site the business should use. Some demographic factors to consider are age, gender, education level and their

income. [http://www.singlegrain.com/blog/choosing-the-most-efficient-media-strategy-for-your-business/]

specific outlet. Ask customers how they heard about you and your different promotions.

After figuring out what your target audience likes to use, take advantage by signing up to that

The Conversation Prism Revealed



Courtesy www.theconversationprism.com

Emerson Salon used Social Media to create a new business model.



In 2008, when co-owners Matt Buchan and Alex Garcia decided to buy and makeover a hair salon in Seattle, Washington, which they renamed [Emerson Salon](#), they decided that the Internet would be an important focus for their business. Little did they know that two years later, 75% of their business would be sourced from [Facebook](#), [Twitter](#) and their [blog](#). After talking with these savvy entrepreneurs, it was obvious that they had created a whole new business model in the hair and beauty industry, in which social media was king. Social media is so powerful in their salon that Buchan noted that, “it’s rare for even a walk-in customer to come in and not have read our blog or seen our tweets.”

Buchan and Garcia have lent tremendous efforts towards building an online community while keeping up with the latest trends. You can measure their efforts by taking a look at their [website](#). Right away, they have links to all of their social profiles, links to all of their stylists’ social profiles, their blog feed, and a button where users can book their next hair appointment online. Even more impressively, after booking an appointment, a user can share their appointment with friends on Twitter or Facebook. Since introducing social media into the mix, traffic to their website has more than tripled. It’s no wonder the salon believes so strongly in the power of connecting.

Lastly, Emerson Salon makes it a point to stay involved with the local community and build a place where customers can gather for just about anything. Buchan elaborated that, “whether it’s talking about the next local street fair, things we are passionate about (like [Lost finale](#)), or just our latest hair cut special, social media is a great place to engage the community.” [<http://mashable.com/2010/06/02/small-business-social-media-success-stories/>]

Demographics Graphics

These are just a few examples of different outlets that can be used. MySpace has long held a reputation for being the ‘musician’ social networking site. [<http://www.inc.com/guides/using-social-networking-sites.html>] LinkedIn is a business-networking site, helpful if the business wants to let their audience know about upcoming job positions and get answers from experts in the industry.

[<http://www.revenews.com/rachnasundaram/which-social-media-channel-does-your-business-need/>]

Blogs are a good community to get involved in if you have a niche market. Regardless of which social media outlet you choose, you must first repeat after me: “The point of social media is to be social.” To just create a

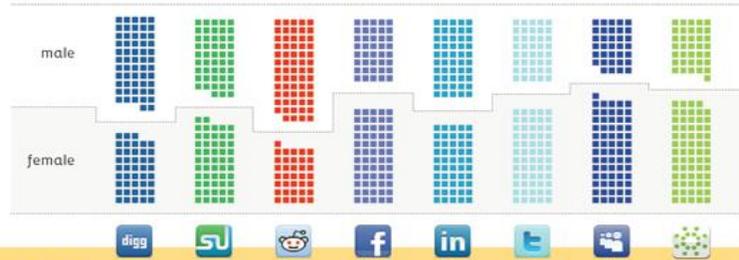
page or an account in one of the many social media sites and expect immediate success is unrealistic and will lead to disappointment. It will take time to build a following. That’s why you need to stay active in the medium you choose...it’s your chance to be a digital social butterfly! View the link below for more information on popular social media demographics.

[<http://www.openforum.com/articles/improve-your-social-media-strategy-by-paying-attention-to-demographics-laura-aronsson-and-bianca>]

At this point, we recommend you fill out our social media strategy worksheet on pages 40-45 in our accompanying workbook. It will help you think about important questions you should be asking yourself before creating an account.

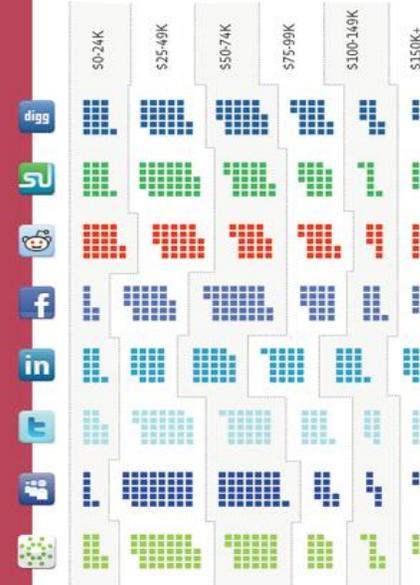
KEY
■ = 1%

*"Be civil to all;
sociable to many;
familiar with few;
friend to one;
enemy to none."*
Benjamin Franklin

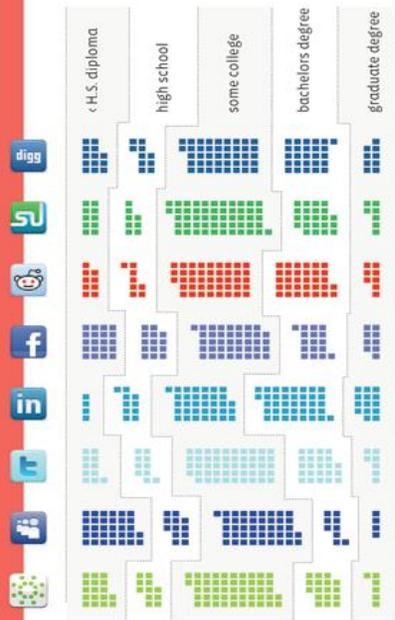


By Gender

By Income Level



By Education Level



Source: Google Ad Planner Data



By Age



- DIGG** the latest news headlines, videos and images
- STUMBLEUPON** personalized recommendations to help you discover the best of the web
- REDDIT** what's new online!
- FACEBOOK** connect and share with the people in your life
- LINKEDIN** relationships matter
- TWITTER** share and discover what's happening right now, anywhere in the world
- MYSPACE** a place for friends
- NING** create and discover Ning social networks for your interests and passions

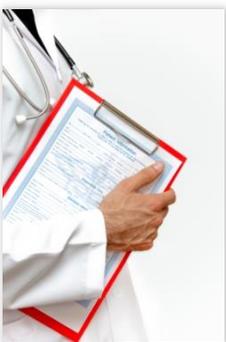
[<http://blog.hubspot.com/blog/tabid/6307/bid/5965/The-Ultimate-List-300-Social-Media-Statistics.aspx>]

Doctor Von Networkstein, S.M.E. (Social Media Expert)

Need help pairing your business with a social media outlet? Don't worry, the doctor is in. Take a look at these three scenarios and the prescriptions involved for social media success. Try to take a similar approach when 'diagnosing' your business's social media concerns.



Anita Cupcake: Hello doctor. I am a fledgling baker who owns a small bakery and am looking to expand my market. I am located in a college town, and most of my business comes from the college students, through birthday parties and other celebrations. Business is especially difficult over the summer, when students go home for break. Is there a way to use social media to boost sales over the summer?



Doctor VN: Ah, I see the classic case of the stagnant summer. Your market is mostly a younger crowd, but in the summer you have to rely on locals. I would start by creating an account on Yelp. Yelp is a well-known review site where consumers can comment on the quality of

a product or a service. It is sorted geographically. Create a Yelp account for your business, and ask customers to review your bakery on Yelp. (Perhaps

give an incentive such as a free pastry if they can prove they reviewed) If your business lives up to the quality you promote, then these reviews should help boost business through word of mouth. The site is well trafficked and has a wide age demographic. Don't forget to set up a Facebook page for when the kids come back!

Marissa Mudbath: Good day, Doctor. I have just opened a spa business in a populated city. There is a lot of competition in my area, but there are also a lot of people...I am looking for a competitive edge. We are also the only spa service in a ten mile radius that offers a complimentary 10 minute massage with

spa treatments. How can I stand out?

Doctor VN: Ah yes, Wallflower Syndrome...your business just isn't standing out in a densely populated area. I would start by creating an account on Groupon.com. Groupon is a site where companies post coupons that are available in whichever city you are located. 77% of its users are women (your presumed target market with the spa), and almost 30% make an income of over \$100,000. You can post coupons for your business...perhaps you consider the massage a free service, but why not create a coupon on Groupon's site where you include a free 15 minute massage on a Monday or Tuesday or whichever days are the slowest? These buying deals will help promote your business and gather a customer base. Keep in mind that your business should be able to accommodate a rush of customers, or else you are potentially looking at the side effects of a new headache!

Lathe McMilling: Hello Doctor, I own an established machine shop, specializing in custom products such as specialized valves and metal tubing. I have a consistent customer base but am looking to expand and create more business. I do a lot of subcontracting work. Is social media an option for me?

Doctor VN: Interesting, very interesting. I know, a lot of manufacturers think that social media is simply something for small businesses offering a product or service, but this is simply not true. Take mfgpartners.net, for example. This is a social network website specifically for machine shops. It is a site where you can advertise your machine shop, and contractors can submit RFQs, which are then matched with registered shops. It is a site that is advertised on 700+ blogs and 175 websites, surely to create some more business for your machine shop. The expanse of social media is amazing. Regardless of your business, do a search online combining the service offered with 'social media' and there is a great chance you will get a hit.

BuzzBuilding

Want to create some Buzz? Consider using more than one form of social media--Whoa now, hit the brakes. It's hard enough to maintain one site, and

now you are talking about more than one networking site? Yes, it is certainly a possibility, and it can absolutely boost business even more. We call it the **BuzzBuilder** strategy. Sure, you can have one Facebook page that advertises weekly specials through status updates, but you can also advertise a Twitter account on that same page. ('Follow us on twitter!' Followed by your twitter username) and all of a sudden, you've reached a new mobile market. It can go the other way too, if you advertise your Facebook page by "tweeting" about it. All of this can start by advertising either account on a blog. The key is to try to get as many outlets as possible, building buzz that will ultimately link the consumer from one network to another. Although more maintenance will be required, it will ultimately lead to a larger web to catch more customers. There are also social media management sites, such as Hootsuite.com, which offer timed postings to multiple social media sites. Management sites will most often charge a fee, however the convenience of pre-scheduling posts for all of your small business social media needs may be worth the cost.

Before you go to the next chapter, we recommend you fill out the checklist and goal sheet on pages 46-48 of our workbook. It will help you make sure you truly are ready for the social media market.



Butter Lane used different types of Social Media to add to their Marketing Strategy

If there’s a cupcake bakery out there with a knack for social media, it’s [Butter Lane](#). Not only are they on [Facebook](#) and [Twitter](#), but they also run a [Yelp](#) offer and manage their Yelp venue page, maintain a blog on [Tumblr](#), run group-buy specials on [Groupon](#) and [LivingSocial](#), and have a special on [Foursquare](#).

How do they keep up with all of it? Co-Owner Maria Baugh said she and her team are avid users of [Postling](#), a social media management tool that allows businesses to see all of their brand activity on various social media platforms all from a single interface. Baugh noted, “It has a dashboard where we can see on one screen the most recent tweets, Facebook posts and Yelp reviews. And simply click one button to reply to any post immediately. For small businesses that are strapped for time, a tool like Postling offers a one-stop place for staying in contact with customers.

For Baugh, the focus for Butter Lane will always be on perfecting their products and delivering excellent customer service. She stressed that: “Obviously it’s crucial to make a great product, but it’s also extremely important to give the customer a great experience. It’s so incredibly simple, yet it’s so often overlooked. Go the extra step with service and you’ll win customers for life. Social media helps us do this in a variety of ways. Yelp particularly is very helpful for us to monitor our customer service and make sure our staff is going above and beyond. We take all of the reviews very seriously and have made modifications to both staff and product based on Yelp reviews over the months.” [<http://jerichotechnology.com/marketing/social-media-nothing-succeeds-like-success/>]

Summary

So let's go back to the title of the chapter, "What form of social media is right for my company?" Ultimately, it will depend on three main things: what type of product/service your company offers, who your target market is, and what kind of time you can dedicate to marketing on social media. There is no one recipe for success. Do research on the areas of the conversation prism that you believe your company matches with. Just be sure to look for any underlying costs or percentages of sales that some sites may have. Also, consider a BuzzBuilding strategy if you are looking to expedite the effect of the media. Look into social media management sites to streamline your message while you cover all of your social media sites in an organized and planned manner. If you know your company, then you will know your market.

My Business Questions

1. What long and short-term goals am I considering when planning my social media strategy?
2. Which petals of the Conversation Prism are most relevant to my company's strategy?
3. Is my digital target market the same as my current target market? Is it larger? Smaller?
4. Are there multiple social media outlets that I can use to build buzz?

CHAPTER 3: WHAT IS THE SOCIAL MEDIA PROCESS?

Driving Toward Success: Action Verbs Your Company Needs to Know



The speedometer above can be used to help your company follow its progress, attempting to tackle the process one action verb at a time.

Plan: Planning social media use is just as important as planning a market strategy for your actual business. Refer to the Target Market section on page 1 of our workbook when planning out your strategy. What are your goals? When are you going to be ready to launch? Where will your focus be? Who is your target market?

Listen: Before getting involved and starting your own conversations, you need to know what others are talking about. Consider using tools that can actually track this for you, such as Alltop.com, which generates topics from the top blogs around the world.

Join: In order to join, you should have someone with expertise in your company to be the representative. It is good to have a knowledgeable and proficient writer to provide the right feedback and conversations with your target audience. It is recommended not to try too many social media sites at once; instead, try a few and see which works best for your specific business and target audience.

Engage: This begins the implementation phase. Post blog comments, update your profile, find friends, etc. Get the conversations started about your small business. [<http://mashable.com/2008/07/10/how-to-develop-a-social-media-plan/>]

Network: Use this to find contacts that are interested in your company where you could create potential relationships. Use social media sites to create events and other offers that will help you gain some face-to-face interaction.

Build: “Build”, as in build relationships. Interact, respond, market, and gain trust with your target market.

Manage: Keep track of when and how often you are going to post on your site. Make sure you are doing it enough to keep their attention with enthusiasm and professionalism.

73% of US Companies use Social Media Tools for marketing purposes.

Social Media Management

So you've created a Facebook page, Twitter account, and LinkedIn biography, now what? "Why aren't people coming to my site", you may ask. Don't worry; the hardest part is out of the way. Determining your digital market and picking out the form of social media is the most tedious part of the process. However, as the last action verb of our "driving towards success" module states, it's time to manage the social media beast. Now, you get to play with the tools that these networks have to offer. Again, the point of social media is to be social. Your page cannot just sit there and expect traffic without additional effort.

What kind of things can you do daily and weekly to create more traffic on your page or site? First of all, Facebook offers status updates. There is a box on your page where you can post anything you desire. From a marketing standpoint, you could advertise a sale, a special product, or an upcoming event.

instantly on their news feeds. So how do you get people to 'like' your page? First of all, you can post signs in your establishment that recommend that your customers 'like' your business on Facebook. This is a common term for the Facebook user, so if this is your market they will know what it means.

In addition, when your designated social media person creates an account, it is important that they get as many friends as possible. They can then recommend to their list of friends that they 'like' your business's Facebook page. Those friends can then send recommendations to their friends, and away the rolling snowball goes. In addition, you can create 'events'...upcoming one-day sales, specials, or promotions, just to name a few. You can then invite your list of friends to the events. Make the event 'open', and they can successively invite friends. The hope is that by creating weekly statuses or events, you will keep consumers connected to your business, and they won't want to miss out on any deals!

Idea Paint Used Several Social Media Outlets as part of their Marketing Strategy.



Idea Paint is a Boston-area startup that sells paint that turns surfaces into dry-erase boards. The company uses social media throughout its sales and marketing process. The company blog, where employees publish videos, images and stories of product installations, is the hub of Idea Paint's social media activity. The company uses Twitter and Facebook to share content published on the blog — then to listen to, respond to, and interact with the community that content engages.

Marcus Wilson, Idea Paint's head of marketing, says this system gives the company a level of customer intimacy and global reach that was unheard of 10 years ago. What's this mean in terms of business results? Social media is now one of Idea Paint's largest sources of leads and traffic — and it is growing steadily. Meanwhile, the company's Twitter and Facebook reach grew 70% in Q1 2010, and is expected to grow an order of magnitude in Q2.

The same strategy goes for tweeting or blogging. Tweeting or blogging only a few times and then attempting to get a following is a wasted effort. Find the appropriate blogs, and try to post on them once or twice a week. Scan LinkedIn questions from your network and respond when appropriate. Scan Delicious, Digg, and Mix Popular and select bookmarks for content ideas and trending topics. Join one Twitter “Trending Topics”, if appropriate—search.twitter.com shows these in real time. The ultimate point is that to be successful on social media, the upkeep and time to advertise must be there. As Leo Burnett says “Advertising says to people: ‘Here’s what we’ve got. Here’s what we will do for you. Here’s how you get it.’” The principles remain the same, only the medium has changed.

Combining Social Media and Traditional Marketing

Social media and traditional marketing (flyers, business cards, etc.) can work together if initiated effectively. A business shouldn’t eliminate or lessen their traditional marketing just because they have implemented a social media strategy. When using traditional media, the business is in charge of when a customer will be reached. With Social Media, the customer is in charge of when to interact with a business. Social Media allows a business to be in touch with customers almost instantaneously.

Follow Us Tweet Us, Add Us, Read Our Blog



Sometimes, to get your social media strategy started, you have to market your social media presence. Have a ‘like us on Facebook’ at the bottom of a traditional marketing flyer. Mention a Facebook or Twitter account on a business card, or say something like, ‘Find out about exclusive specials by becoming a fan of our Facebook page!’ You want the customer to recognize your advertisement whether it is on television or on your Facebook page or blog.

Make sure your messages between your social media and your other marketing strategies are consistent, familiarity of a service or product is essential. Traditional forms of advertising, such as television, radio, newspaper, magazine, etc. link to social media. Social media posts will draw attention to your business.



If it is not stated on traditional marketing, most people will not go out of their way to find it. Displaying the link draws a customer’s attention and they will be more willing to go check it out. Consider putting your social media presences on your website. Look up any major company, and you will find links to their different social media pages. Another idea to integrate social media and traditional marketing would be to add it on

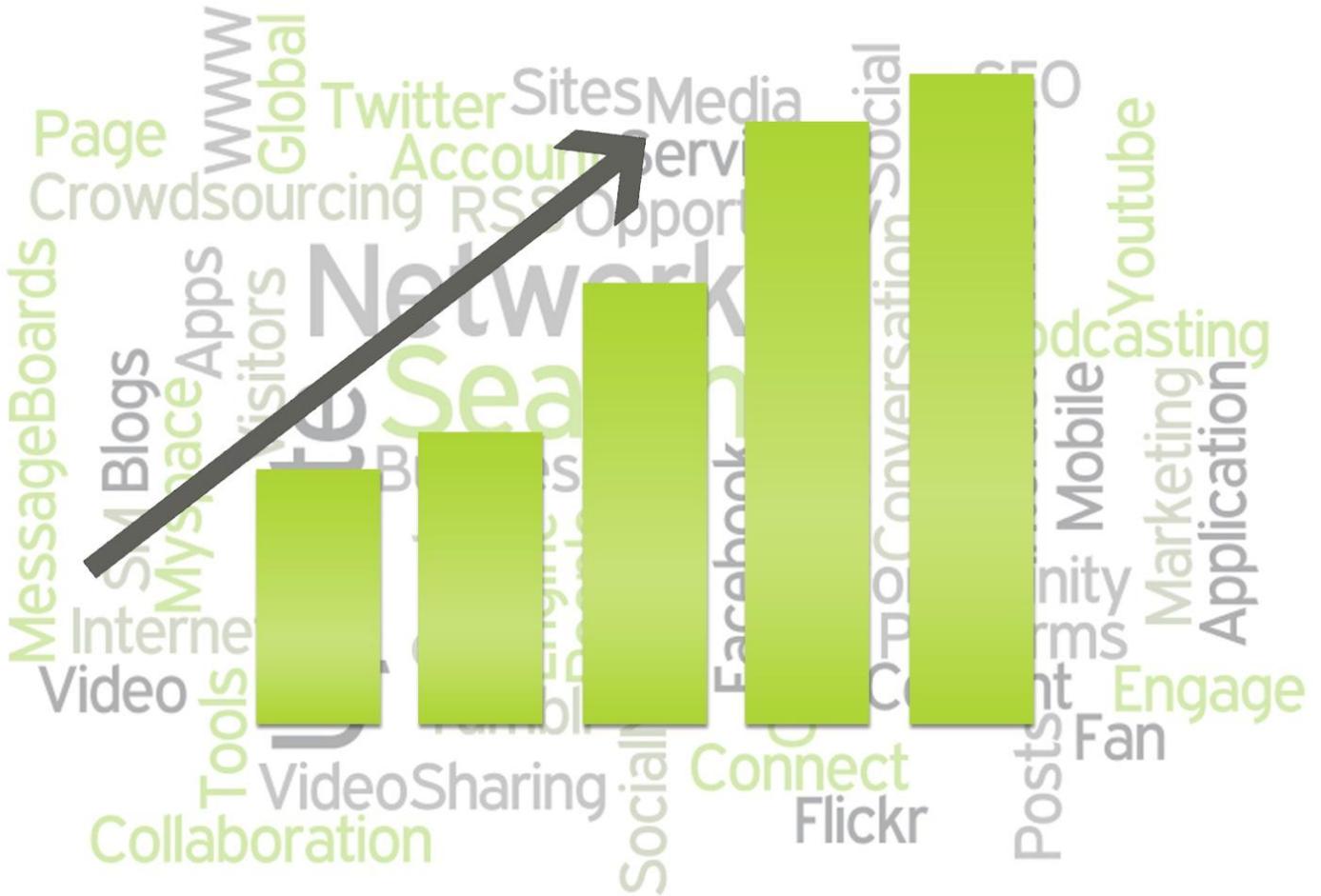
business cards, resumes, promotional items, and for your sites.

Summary

People often see social media as just the product of a successful Facebook page or a strong Twitter following. However, as this chapter emphasizes, the social media strategy is just as much about the process as it is about the product. Setting realistic time goals and dedicating a sufficient amount of hours are essential to a social media marketing strategy's success. Persistence is a key feature to any part of a business, and social media is no exception. Even if the going is slow at the beginning, make sure you stick with your plan and see it through to get an accurate assessment of what social media can do for you.

My Business Questions

1. Which one of the action verbs in the "Driving Towards Success" does my company deem most important?
2. What current marketing tools do I currently have that could be connected with a social media strategy?
3. What current sales or specials could I market through events on social media?
4. Does my competition employ social media market strategies?



Chapter 4: How do I Measure my Company's Success in the Social Media Market?

CHAPTER 4: HOW DO I MEASURE MY COMPANY'S SUCCESS IN THE SOCIAL MEDIA MARKET?

Determining Return on Investment [ROI]

So how do you measure the success of your social media marketing plan? It really depends on what your goals were when you filled out the market assessment survey. Was your goal to draw more traffic to your website? Did you hope to have an increase in sales over the next month? Was your goal to get 500 people to 'like' your Facebook page, or was your goal simply to create a social media marketing strategy to supplement an already powerful "traditional" marketing plan? Much like

creating a social media marketing strategy is a process, measuring your ROI can be a lengthy procedure as well. Attempting to measure the success of a social media strategy in the first two weeks will yield an inaccurate, and usually an unpleasant, result. The best way to measure your progress is to look at your goals through six-month and one-year scenarios. This will give your strategy time to grow and yield results. Success, however your company defines it, should strongly influence your company's marketing strategy.

Expert Laser gives a 'crash course' on Social Media Marketing, leading to some strong ROI.



Expert Laser is a 20-year-old toner cartridge manufacturer based in Southbridge, Mass. Their newly hired graphic designer, Nathan Dube, 26, came up with the social media inspiration to create buzz for their company. He created a 'destroy your printer' contest, where companies could take out their frustrations on jammed printers by creatively destroying them, and then subsequently posting the videos of the printer destruction on Youtube.

"We really didn't expect any new business directly out of it," Mr. Dube said. "Our goal was more to drive people to our Web site and raise awareness, but we have gotten new customers from it." And, yes, back by popular demand, it's become an annual event. Winning the second annual Destroy Your Printer Contest in 2010 was Matt Soper, an independent marketing professional. His 15 minutes of YouTube fame came when he pushed a full-size copier off the roof of an old mill building in Southbridge. The printer destruction also got the attention of Recycler Magazine, which did an article on the contest. That led to Mr. Dube sharing with the editor that Expert Laser offers managed print services. The Youtube views helped gain visibility to his company, with a direct link to his company's page posted on the winning video. [<http://boss.blogs.nytimes.com/2011/02/28/taking-a-crack-at-social-media/>]

10 Ways to Measure Social Media for Your Business

We've compiled a list of ten possible ways to measure ROI in social media. See below and measure your business's success accordingly. Once you have evaluated your ROI strategy, use the activity log to keep track of your numbers.

1. *Customer engagement*
2. *Sales and Profits*
3. *Search Marketing and Rankings*
4. *Traffic and Conversation Reach*
5. *Brand Sentiment*
6. *Public Outreach*
7. *Lead Generation*
8. *Customer Retention*
9. *Cost Savings*
10. *Employee Recruitment*

Customer engagement

Customer engagement is a great way to see the effects of social media on a business. Track this success by seeing all of the conversations that are produced through your social networking site. Do people comment on posts, tweets, and events? How many followers do you have? Do you have customer ratings?

Sales and profits

Social media not only helps you with online presence, but generates more cash inflow from customers. The simple way to track this is by creating a cash flow chart, and to see if your

numbers have gone up since creating a social network.

Search marketing and rankings

Search Engine Optimization increases your exposure and traffic. It allows you to see how people were directed to your site. When people are searching for different things that your company may offer, your keywords come up in search engines and draw people in. Consider adding an analytics package to your web page to see if your site traffic is fluctuating.

Traffic and conversation reach

Traffic and conversations are great ways to keep your social media site(s) working. Having a lot of traffic encourages others to go to your site and provide more conversations. Look at your blogs and see how many views they are getting.

Brand sentiment

In social media, customers want to recognize the brand that they like and are willing to follow. Having a positive association on social media helps customers recognize who the brand really is and why they are following it. Measure this by keeping track of the 'likes' and positive comments about brand representation from customers and employees.

Public outreach

Social media allows people to personally get in touch with your company, and may also help interconnect other forms of relationships through social media. Is there an increase in people coming into your store?

Lead generation

Social Media has a huge concentration on gaining leads for a company. As mentioned above, there are ways to track leads a business may get through various networks. Have you connected with other companies, suppliers, and customers? Make sure you ask how people have found out about your services.

Customer retention

If you keep customers engaged and willing to come back to see what else is going on, the business will see results. Are you getting repeat customers? Are the customers you attract through social media advertisements coming back on other days?

Cost savings

As many people know, marketing outlets can get expensive. This is one of the greatest advantages to using social media: many sites are free. It does take time for someone to keep your network up to date, but the majority of the sites are free to use, which means no cost marketing. Consider the minimal cost of social networking against the cost of other marketing materials. Is there a significant enough increase in business to continue with the networking?

Employee recruitment

Employee recruitment can work, especially if you have a great management program. It is always good to have current and past employees' opinions on the company because they are on the inside and know what's going on.

To fill out an activity log to record your ROI, go to page 49 of our workbook.

When to Change Your Social Media Marketing Strategy

In the case of poor ROI, even after an extended period of time, how do you know when to stop dedicating hours towards your social media marketing strategy? This is best assessed on a case-by-case basis. Some possibilities to consider before you contemplate dropping your strategy:

- Have you set a realistic timeline to give success a chance?
- Have you been consistently updating your page, keeping your customer base informed?
- Have you been asking customers how they have found out about your company, to see if your social media marketing plan is reaching them?
- Have you done research on the social media market your demographic frequents the most?

If you can confidently answer 'yes' to most or all of these questions, and still have not seen an increase in business and/or PR, then it is probably the best idea to re-examine your current strategy and either attempt to adopt a new strategy, or refer back to the traditional methods of marketing. As popular as social media is, it is not for everyone, which is why it is important to do research on your target market(s) to see if there is a need to fulfill before dedicating valuable time.

Summary

Return on Investment is an essential step in determining whether or not something is working in a social media strategy. ROI in social media is more than just dollars and cents; it is a combination of 'measuring' buzz and exposure. If given the right amount of time to get accurate analysis, the ROI should yield telling results on the success of your current strategy. After the initial six months, you should track social media ROI quarterly. If your company plateaus, look for new ways of incorporating social media, or adding another networking site. There are always many options to advance your strategy and increase your ROI!

My Business Questions

1. Which "return" am I most concerned about with my social media strategy when measuring ROI?
2. How does having a social media presence change my business's outlook on ROI?
3. How will I implement a system where I can track whether or not customers are learning about us through social networks?
4. What do I consider 'success' when measuring my social media ROI six months from now?



Chapter 5: Social Media Security and Responsibility

CHAPTER 5: SOCIAL MEDIA SECURITY AND RESPONSIBILITY

This final chapter is on security and responsibility, something that we felt is necessary to highlight in this book. Security is something that is often overlooked, but could easily derail an effective social media strategy if it is not dealt with carefully. Many of these tips may seem like common sense, but it is important to remember and utilize them. since this part of the process is the most delicate, as well as one of the most important!

Security

Password Creation

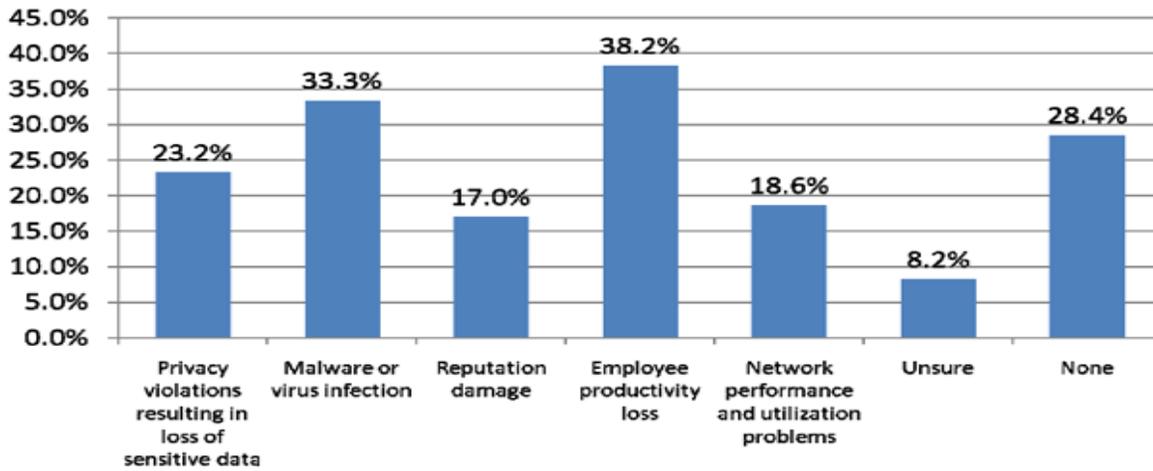
The Internet does not discriminate against any individual, regardless of their intentions. Thinking worst-case scenario when laying out your marketing strategy is a good way to cover your bases, especially if someone were to attempt to hack into your site. These hackers will often utilize already available public information to figure out an individual's password. Many times, passwords are just too simple and show little to no thought put into their selection. It is important to remember that the password you choose is safeguarding a great deal of important information, most of which you wouldn't want anyone outside of your company to be able to access.

When creating a password, take note of the character minimum. Generally, the minimum character limit is 6 or 8, but that is the minimum, not a required number. Going over the minimum is encouraged, but creating a password that is too long can be easily forgotten. Although it is encouraged to make a complicated password,

writing it down so you can remember defeats the purpose of a secure password as it is now visible. But having a password that is too simple, such as "password", is just as pointless. Balance of difficulty and ability to remember is key. We also recommend having a diverse mix of capital and lowercase characters, as well as numbers and symbols if permitted. Having numbers take the place of letters is a great way to increase password security. For instance, O=0, L=1, E=3, A=4, S=5. For example, "Password" would become "P455WORD".

Last but not least, remember to change your password routinely, ideally about every 6 months. Changing your password too often can lead to confusion, but doing so every 6 months allows for enough time in between passwords and provides security. Also, be very careful about who knows your passwords. Say you reveal the password to an employee that you later have to let go because of budget constraints. That employee now has your social network as a platform to vent on, and could single handedly destroy a networking page. Be very cautious and selective in handing out your password, only giving it to trusted people who will promote your company in positive way, regardless of what may happen in the future. If your business decides to use a social media management site, there will be no need to ever disclose any exact passwords, only one password for the social media management site. This will create accountability for your employees and will simultaneously limit everyone's exposure to the social media sites themselves. [<http://www.testfreaks.com/blog/information/facebook-hacked-avoid>]

Has your business ever experienced any of the following as a result of social media use by employees? (Please check all that apply)



20

www.pandasecurity.com

PANDA
SECURITY

Ways to Avoid Facebook Hackers

Other than creating a strong password, there are additional common mistakes to avoid in social media in order to ensure page security. One of the ways hackers are able to get into pages, especially on Facebook, is through applications. If you want to join a certain application on your account, you must first confirm that you are letting a third party view your information. You must be certain that before you add an application, you make sure that it is secure. You want to have Facebook friends to help generate buzz, but make sure that the people you friend are actual individuals. People with strange names or with profile pictures of scantily dressed girls are probably profile accounts for hackers. When someone requests to be your friend, you have the option of viewing their profile. This is a way you can screen these potential 'friends'. Furthermore, if you can't figure out the problem, you can go to www.facebook.com/help,

where someone can help you diagnose the problem.

Social Media Responsibility

Your Facebook/Twitter/Blogs are up and running. You have dedicated the time, effort, and manpower to keep the posts and updates coming. Before you get too confident, type "social media irresponsibility" or "social media fires" into any search engine and you'll find over 100,000 hits on each topic. Just as social media is a tool that can give your company excellent global publicity, it can just as easily give you poor exposure, much like our case study in this chapter shows first-hand. It only takes one bad comment or misinterpretation for your social media marketing strategy to come crashing to the ground. Every week, it seems like some employee or teacher is being fired because of comments that go out over the social medium. This is NOT the place to vent after a hard day at work.

Personal and company social media sites should be kept completely separate, and those commenting on their personal sites should recognize that their comments will reflect on the company, especially if they site their workplace anywhere on the personal page.

The previous part of this chapter on security is so important because in the social media world, if something is posted under your company's name, it is automatically assumed that your company is the one that posted it. Your updates, pictures, and tweets are a representation of your company, so make extra sure that your password is kept a secret and known only by the people who will be updating the pages or profiles. It is recommended that you have a two-person system with your social media strategy; one person to come up with what will be posted, and the other to proofread it for any errors or inappropriate material. The second person should also check for an absence of bias, another important thing in today's social media world. Assume when creating publicity for your site that someone will try to interpret something in a negative way. Don't give them that option; always double-check your text and marketing for any

possible misinterpretation. The goal is to find a balance between something that will build buzz and something tasteful and tactful in your approach.

In addition, when selecting the social media "expert" for your company, it is important to make sure they can effectively write in an expository style. Misspellings or poor grammar can set a bad first impression with the consumer, so always have someone proofread what is going out on the web. Just remember that with great power comes great responsibility, and that you are responsible for maintaining your company's image. As the case study below highlights, it is important to have the procedures in writing. We recommend that before you create your social media outlets, that you pen a 'policies and procedures' for your company regarding its use of a social media strategy. Things such as what should be posted, who should be posting it, and how often it should be posted should all be highlighted in this document. It should then be signed by all parties for recordkeeping purposes.

Price Chopper employee's rogue tweet brings bad publicity to company's image.

Social media became social distortion for the supermarket chain Price Chopper after a representative of Price Chopper's customer service department got into a personal tweeting dispute with a Syracuse-area customer. Now the Twitter chatter is going viral. The dispute erupted after the customer posted a tweet on Price Chopper's Twitter page that criticized the supermarket chain. A Price Chopper employee reacted by contacting the customer's employer and requesting he be disciplined. The tweet reads in part, "Every time I go into a @PriceChopperNY I realize why they are not @Wegmans. Tonight — bare produce areas" and a picture of a sign that the customer thought showed poor store organization.

The dispute reached blogospheric heights because the customer was a friend of a professor and social media expert at Syracuse University. The professor said his friend approached him last week after a representative of Price Chopper contacted that person's employer about the tweet. The professor then put the whole affair in a blog, with a photo of a Price Chopper supermarket with "fail" stamped on it. The customer did not wish to reveal his name in The Post-Standard because of his employment situation, Rotolo said. Within two days, the blog received over a hundred comments from other people. Heidi Reile, director of consumer insights at Price Chopper, commented "This associate had no responsibility for, or permission from, Price Chopper to address customer complaints or the customer's employer. This is why we knew nothing about it when it was tweeted at us today. We are sorry for this unfortunate incident, and we are working to take the appropriate actions to repair the trust that has been compromised by this associate." The 'associate' was then dismissed from Price Chopper. [<http://www.inquisitr.com/85501/price-chopper-twitter-debacle/>]

Summary and Conclusion

The network of social media is huge, and so is the opportunity involved with it. Hopefully, you now have a much better idea of the opportunity, time commitment, and process involved with incorporating a social media marketing strategy into your business. The giant social media environment, while intimidating, can be broken down into manageable parts for even the smallest businesses. Before you decide to implement a social media strategy, make sure you discuss the advantages and potential pitfalls with all of the decision makers of your company. It is best to go into this opportunity well-prepared and with everyone on the same page. Thank you for using this e-book! We would love to hear your opinion on it. Please, [click here](#) to complete our 3 minute survey. We are always looking for new ways to help small businesses improve, so any feedback is invaluable! But now that you have finished the e-book, there's one thing left to do: GET SOCIAL!

My Business Questions

1. Who in my company will be responsible for routinely changing passwords?
2. Who will be in charge of proofreading and screening updates for any posts and tweets?
3. How many people in my company will I reveal my password to?
4. What is my plan B if someone hacks into my account?

Workbook



Social Media

INTRODUCTION

Use this workbook as a guide to help target your online market, determine what forms of social media will be most advantageous to your social media marketing strategy, set your objectives, suggest your company's capacity for change, and predict what kind of time commitment will be necessary for the most potential of success. These are all questions you need to ask yourself before you dedicate the time and energy to transition into social media.

Read the "Things to Consider" after each section to get a better idea of how your answers will shape social media within your business. Once you complete the survey, put it somewhere in safekeeping to reference when defining your social media presence.

SECTION ONE: TARGET MARKET

Who do you want to reach with your new media efforts?

What does your target audience know or believe about your organization? (Quality product, customer service, daily specials, etc.)

What key points do you want to make to a new market, one unfamiliar with your company?

What media tools is your target using? Describe based on direct observation, primary research, or secondary research.

Things to Consider: Regardless of what form of media you use to advertise a product or service, the target should always be the first thing on the mind. Social media may be convenient and fast, but if not connected to the target market will go unnoticed.

SECTION TWO: OBJECTIVE

What do you hope to accomplish by using social media?

Describe how your social media objective links to your organization's mission.

Things to Consider: Social Media, while new and exciting, should not take away or diverge from your company's core values. It is there to enhance and advertise to a global audience what already makes your company unique.

SECTION THREE: INTEGRATION

Use the Conversation Prism, and target one or two of the “slices” related to your business. Research some of the networks within. Which are most prevalent to your business?

How will you get your organization to embrace your new media strategy?

What tactics and tools do you have the capacity to implement?

Things to Consider: As we’ve stated over and over in this book, there are a lot of media outlets. After discovering your target market, it is essential to know what network(s) they are using. Just like you wouldn’t advertise paintball equipment with flyers in a nursing home, you wouldn’t advertise electric wheelchairs on a network with a younger demographic like Facebook.

SECTION FOUR: PROCESS OF CHANGE

What is the rate of change your business can tolerate?

Who will implement your organization's new media strategy?

Will your content updates depend on any other resource or person?

Things to Consider: There will often be resistance to change, especially with the “if it ain't broke, don't fix it”. But often the biggest changes lead to the biggest successes. Set realistic time goals, and give your company time to buy into a social media strategy. Make sure you are well versed in the advantages before you pitch it to them.

SECTION FIVE: TIME

How many hours do you plan on dedicating per week towards updating media content?

Will this amount of time change once the network has been established?

Things to Consider: The point of social media and social networking is to be social, so it is important to be able to commit time to updating content each week. An inactive account is as good as a flyer with no print on it. Know what time you can realistically commit before you commit it!

SOCIAL MEDIA CHECKLIST

Before you can wrestle the opportunistic bear known as social media, you must prepare yourself for the task ahead. To help clarify how you can prepare yourself to take on such a task, we have developed a checklist.

- On average businesses spend 6 hours a week involved in social media. I have the time to dedicate to social media each week.
- Upkeep in social media is a make or break circumstance, therefore, a dedicated employee, whether it is I or another employee is dedicated to the task of maintaining social media.
- Results should not be expected immediately; therefore dedication to social media is a must. I have the dedication to social media beyond a six month period.
- I have a dedicated, organizational website to link to in my social media site(s).
- I have a dedicated e-mail address for social media, to keep the clutter under control.
- The conversation prism has been evaluated and the conversation type identified.
- In connection with the conversation type, the social media outlet(s) has/have been identified.
- In choosing social media outlets, I understand and have examined the possibilities of buzz building and the opportunities it presents.
- I have intently listened to conversations in the identified outlet(s) and I am positive I have chosen correctly to reach my target market(s).
- I will incorporate buzz building into my social media strategy, taking advantage of the network created within.
- Facebook is just the tip of the social media iceberg. My strategy contains more than just a Facebook page with subsequent updates.

GOAL SHEET

Preparation Goals

Social media can be quite overwhelming, especially when utilizing the buzz building technique mentioned earlier. To keep things professional, you must make sure you are prepared and organized to maintain and utilize all social media aspects to their full potential. List preparation goals you have or will implement to keep on track.

Preparation Goals

Time Allocation Goals

On average companies are spending 6 hours a week utilizing social media. Some may use less, some may use more, but in most cases it is not how much time you spend, but how much time you spend wisely. List your time allocation goals below.

Time Allocation Goals

Social Media Outlet Goals

As seen in the conversation prism, there are many options when it comes to social media outlets, so many in fact that it may be difficult to decide which is best for you. Through the information provided in this e-book and personal research conducted, the decision should be narrowed down if not finalized. What goals do you perceive when choosing the social media outlets you did?

Social Media Outlet Goals

ROI Goals

Measuring social media success can be tough and unorthodox. Although the information has not yet been presented, the idea here is to assume how social media would be measured. By listing your ROI goals associated with your social media strategy, you can then compare what you initially predicted below with what actually holds true in measuring ROI for social media. With that please list the ROI goals you have in association with your social media strategy.

ROI Goals

ROI ACTIVITY LOG

Traffic

The number of followers, fans, friends, etc. says a great deal about your company and its vision, not only in social media, but in reality as well. These people who join your page, or follow your comments are indeed your customers, or potential customers, of your product or service. Without the friends, the fans, or the followers, what is social media? However, the number of people who join your page, or follow you, is not the only element that must be evaluated. There is much more that is encompassed in measuring ROI within social media, and although the traffic is a starting point, it is not the final destination.

- **Number of users** (friends, fans, followers, etc): _____

Notes

Time

Commitment and time can make or break a social media venture. As stated earlier the average amount of time spent by businesses on social media weekly is six hours. Of course, when first starting out that number may be less, but as you gain more experience that number should grow. Remember that an equal balance between creation and conversation is necessary.

Metric	Result
Hours spent working with social media for business purposes (weekly)	
Hours spent in maintaining social media (changing information, creating pages, etc.)	
Hours spent conversing with users within social media (posting, chatting, tagging)	

Notes

Involvement

Possibly the most important element in social media success measurement is how much the business is involved in the process. It is one thing to create a page in a social media client, but if there is no activity, or interest presented by the business, why should there be interest supplied by the consumer? The more involved you are with social media the greater the return as far as customer conversation, feedback, and overall involvement, which can lead to greater retention, loyalty and even new leads.

Metric	Result
Number of positive comments or reviews	
Number of reply's to positive comments or reviews	
Number of negative comments or reviews	
Number or reply's to negative comments or reviews	
Number of negative issues resolved using social media	
Number of updates (status updates, tweets, blogs posts, etc.)	
Number of multimedia updates (videos, sound clips, etc.)	
Number of photos posted by you or your business	
Number of tags utilized (Facebook tags, Twitter hashtags, etc.)	
Number of posts tagged with your business	
Number of photos tagged with your business posted by someone else	

Notes
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SEO Ranking: Before and After

The use of social media can vastly improve your SEO ranking, of course it is not the end all be all way to do so, but it certainly can help raise your businesses awareness across the web. Be sure to keep a tally of the before ranking as to compare with the after ranking and check improvement. Keep in mind that results will not be immediate, but as users start to view and link your page, your ranking will improve.

Metric	Result
Google search rank <u>before</u> social media implementation	
Google search rank <u>after</u> social media implementation	
Yahoo! search rank <u>before</u> social media implementation	
Yahoo! search rank <u>after</u> social media implementation	
Bing search rank <u>before</u> social media implementation	
Bing search rank <u>after</u> social media implementation	

Notes

Website Traffic: Before and After

Remember that social media should not be the only web presence your business has. All businesses should have a website that they can link on their social media site to improve traffic. After all, the business's website is where a majority of the product information is provided and possibly even where the product or service can be purchased. The idea is to involve the consumer/customer, and then lead them in the general direction of where they can take action, if they haven't already.

Be sure to keep a log of activity before and after social media implementation so that it is clear whether or not social media is improving your site traffic. Remember that results will not be instantaneous, so take measurements once every two weeks or so to provide better insight.

- Site traffic before _____ and after _____ social media implementation

Notes

SOCIAL MEDIA “GET STARTED” GLOSSARY

Below are some key terms and explanation of popular networking sites that your company should know! The content of this glossary are reprinted from <http://blog.hubspot.com/blog/tabid/6307/bid/6126/The-Ultimate-Glossary-101-Social-Media-Marketing-Terms-Explained.aspx#ixzz1NBxc47JA>

A

Application Programming Interface (API) - An API is a documented interface that allows one software application to interact with another application. An example of this is the Twitter API.

Avatar - An Avatar is an image or username that represents a person online within forums and social networks.

B

BackType - BackType is a social media analytics company that helps companies measure their social engagement. Previously the service started as a blog comment search engine.

Bit.ly - Bit.ly is a free URL shortening service that provides statistics for the links users share online. Bit.ly is popularly used to condense long URLs to make them easier to share on social networks such as Twitter.

Blog - Blog is a word that was created from two words: “web log”. Blogs are usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video. Entries are commonly displayed in reverse-chronological order. "Blog" can also be used as a verb, meaning to maintain or add content to a blog.

Blogger - Blogger is a free blogging platform owned by Google that allows individuals and companies to host and publish a blog typically on a subdomain. Example: yourblogname.blogspot.com

Blog Talk Radio - Blog Talk Radio is a free web application that allows users to host live online radio shows.

BoardReader - BoardReader is a free search engine that allows users to search for keywords only in posts and titles of online forums, a popular forum of social networking.

Boxee - Boxee is a social video application that allows users to watch online videos on their TVs and computers. Users can share and watch videos from a variety of online videos sources for free.

C

Chat - Chat can refer to any kind of communication over the Internet, but traditionally refers to one-to-one communication through a text-based chat application commonly referred to as instant messaging applications.

Collecta - Collecta is a real-time search engine that includes results from from blogs, microblogs, news feeds and photo sharing services as they are published.

Collective Intelligence - Collective Intelligence is a shared or group intelligence that emerges from the collaboration and competition of many individuals and appears in consensus decision-making in social networks.

Comment - A comment is a response that is often provided as an answer or reaction to a blog post or message on a social network. Comments are a primary form of two-way communication on the social web.

Compete - Compete is a web-based application that offers users and businesses web analytics and enables people to compare and contrast the statistics for different websites over time.

Craigslist - Craigslist is a popular online commerce site in which users sell a variety of goods and services to other users. The service has been credited for causing the reduction of classified advertising in newspapers across the United States.

Creative Commons - Creative Commons is a nonprofit corporation dedicated to making it easier for people to share and build upon the work of others, consistent with the rules of copyright. It provides free licenses and other legal tools to mark creative work with the freedom the creator wants it to carry, so others can share, remix, use commercially, or any combination thereof.

D

Delicious - Delicious is a free online bookmarking service that lets users save website addresses publicly and privately online so that they can be accessed from any device connected to the Internet and shared with friends.

Digg - Digg is a social news website that allows members to submit and vote for articles. Articles with the most votes appear on the homepage of the site and subsequently are seen by the largest portion of the site's membership as well as other visitors.

Disqus - Disqus is a comment system and moderation tool for your site. This service lets you add next-gen community management and social web integration to any site on any platform.

DocStoc - DocStoc is an online sharing service for documents. Users can view, upload, share and sell documents.

E

EventBrite - Eventbrite is a provider of online event management and ticketing services. Eventbrite is free if your event is free. If you sell tickets to your event, Eventbrite collects a fee per ticket.

F

Facebook - Facebook is a social utility that connects people with friends and others who work, study and live around them. Facebook is the largest social network in the world with more than 500 million users.

Facebook Friend – A person or company who is a ‘friend’ with your company can now see the events, statuses, and pictures posted by your company. There are restrictions you can set as to who can see what part of your page.

Facebook Like –When someone ‘likes’ your page, friends of that person can see the page and ‘like’ it as well. Once a person likes your page, they will see statuses and events on their own news feed.

Firefox - Firefox is an open-source web browser. It has emerged as one of the most popular web browsers on the Internet and allows users to customize their browser through the use of third-party extensions.

Flash Mob - A flash mob is a large group of people who assemble suddenly in a public place, perform an unusual and pointless act for a brief time, then quickly disperse. The term flash mob is generally applied only to gatherings organized via telecommunications, social media, or viral emails.

Flickr - Flickr is a social network based around online picture sharing. The service allows users to store photos online and then share them with others through profiles, groups, sets and other methods.

Forums - Also known as a message board, a forum is an online discussion site. It originated as the modern equivalent of a traditional bulletin board, and a technological evolution of the dialup bulletin board system.

Foursquare - Foursquare is a social network in which friends share their locations and connect with others in close physical proximity to each other. The service uses a system of digital badges to reward players who “checkin” to different types of locations.

G

Google Buzz - Google Buzz is a social networking and messaging tool from Google, designed to integrate into the company's web-based email program, Gmail. Users can share links, photos, videos, status messages and comments organized in "conversations" and visible in the user's inbox.

Google Chrome - Google Chrome is a free web browser produced by Google that fully integrates into its online search system as well as other applications.

Google Documents - Google Documents is a group of web-based office applications that includes tools for word processing, presentations and spreadsheet analysis. All documents are stored and edited online and allow multiple people to collaborate on a document in real-time.

Google Wave - Google Wave is a collaboration tool developed by Google as a next-generation solution to e-mail communication. A wave is a live, shared space on the web where people can discuss and work together using richly formatted text, photos, videos, maps, and more.

Gowalla - Gowalla is a social network in which friends share their locations and connect with others in close psychological proximity to each other.

Groundswell - A social trend in which people use technologies to get the things they need from each other, rather than from traditional institutions like corporations. (Charlene Li and Josh Bernoff, Groundswell, pg. 9)

H

Hashtag - A hashtag is a tag used on the social network Twitter as a way to annotate a message. A hashtag is a word or phrase preceded by a "#". Example: #yourhashtag. Hashtags are commonly used to show that a tweet, a Twitter message, is related to an event or conference.

hi5 - hi5 is a social network focused on the youth market. It is a social entertainment destination, with a focus on delivering a fun and entertainment-driven social experience online to users around the world.

HootSuite - HootSuite is a web-based Twitter client. With HootSuite, you can manage multiple Twitter profiles, pre-schedule tweets, and view metrics.

HTML - HyperText Markup Language (HTML) is a programming language for web pages. Think of HTML as the brick-and-mortar of pages on the web -- it provides content and structure while CSS supplies style. HTML has changed over the years and it is on the cusp of its next version: HTML5.

I

Inbound Marketing - Inbound marketing is a style of marketing that essentially focuses on getting found by customers. This sense is related to relationship marketing and Seth Godin's idea of permission marketing. David Meerman Scott recommends that marketers "earn their way in" (via publishing helpful information on a blog etc.) in contrast to outbound marketing where they used to have to "buy, beg, or bug their way in" (via paid advertisements, issuing press releases in the hope they get picked up by the trade press, or paying commissioned sales people, respectively).

Instant Messaging - Instant messaging (IM) is a form of real-time direct text-based communication between two or more people. More advanced instant messaging software clients also allow enhanced modes of communication, such as live voice or video calling.

J

Joomla - Joomla is an content management system (CMS) which enables users to build websites and online applications.

K

Kyte - Kyte is an online and mobile video application that provides video hosting and stream for both recorded and live video feeds.

L

Lifecasting - Lifecasting is a continual broadcast of events in a person's life through digital media. Typically, lifecasting is transmitted through the Internet and can involve wearable technology.

Like - A "Like" is an action that can be made by a Facebook user. Instead of writing a comment for a message or a status update, a Facebook user can click the "Like" button as a quick way to show approval and share the message.

Link Building - Link building is an aspect of search engine optimization in which website owners develop strategies to generate links to their site from other websites with the hopes of improving their search engine ranking. Blogging has emerged as a popular method of link building.

LinkedIn - LinkedIn is a business-oriented social networking site. Founded in December 2002 and launched in May 2003, it is mainly used for professional networking. As of June 2010, LinkedIn had more than 70 million registered users, spanning more than 200 countries and territories worldwide

Lurker - A lurker online is a person who reads discussions on a message board, newsgroup, social network, or other interactive system, but rarely or never participates in the discussion.

M

Mashup - A content mashup contains multiple types of media drawn from pre-existing sources to create a new work. Digital mashups allow individuals or businesses to create new pieces of content by combining multiple online content sources.

MySpace - MySpace is a social networking website owned by News Corporation. MySpace became the most popular social networking site in the United States in June 2006 and was overtaken internationally by its main competitor, Facebook, in April 2008.

MyPunchbowl - MyPunchbowl.com is a social network that facilitates party planning and provides members with ideas, invitations, favors, gift registries, photo/video sharing, and more.

N

News Reader - A news reader allows users to aggregate articles from multiple websites into one place using RSS feeds. The purpose of these aggregators is to allow for a faster and more efficient consumption of information.

Newsfeed - A feed on a person's Facebook homepage. It includes statuses of other friends, links posted, and general news. If a person 'likes' your company, your updates will show up on their newsfeed.

Newsvine - Newsvine is a social news site similar to Digg in which users submit and vote for stories to be shared and read by other members of the community.

O

Opera - Opera is an open-source web browser. While not as popular as Firefox, Opera is used as the default browser on some gaming systems and mobile devices.

Orkut - Orkut is a social networking website that is owned and operated by Google. The website is named after its creator, Google employee Orkut Büyükkökten. Although Orkut is less popular in the United States than competitors Facebook and MySpace, it is one of the most visited websites in India and Brazil.

P

Pandora - Pandora is a social online radio station that allows users to create stations based on their favorite artists and types of music.

Permalink - A permalink is an address or URL of a particular post within a blog or website.

Podcast - A podcast, or non-streamed webcast, is a series of digital media files, either audio or video, that are released episodically and often downloaded through an RSS feed..

Posterous - Posterous is a blogging and content syndication platform that allows users to post content from any computer or mobile device by sending an e-mail.

PostRank - PostRank monitors and collects social engagement related to content around the web. Essentially it helps publishers understand which type of content promotes sharing on the social web.

Q

Qik - Qik is an online video streaming service that lets users to stream video live from their mobile phones to the web.

Quantcast - Quantcast provides website traffic and demographics for websites. The tool is primarily used by online advertisers looking to target specific demographics.

R

Real-Time Search - Real-time search is the method of indexing content being published online into search engine results with virtually no delay.

Reddit - Reddit is similar to Digg and Newsvine. It is a social news site that is built upon a community of users who share and comment on stories.

S

Scribd - Scribd turns document formats such as PDF, Word and PowerPoint into a web document for viewing and sharing online.

Search Engine Optimization - Search Engine Optimization is the process of improving the volume or quality of traffic to a website from search engines via unpaid or organic search traffic.

Second Life - Second Life is an online virtual world developed by Linden Lab that was launched on June 23, 2003. Users are called "residents" and they interact with each other through avatars. Residents can explore, meet other residents, socialize, participate in individual and group activities, create and trade virtual property and services with one another, and travel throughout the world.

Seesmic - Seesmic is a popular desktop and mobile social application. Using APIs, Seesmic allows users to share content on social networks such as Twitter and Google Buzz from the same application.

Sentiment - Sentiment is normally referred to as the attitude of user comments related to a brand online. Some social media monitoring tools measure sentiment.

SlideShare - SlideShare is an online social network for sharing presentations and documents. Users can favorite and embed presentations as well as share them on other social networks such as Twitter and Facebook.

Skype - Skype is a free program that allows for text, audio and video chats between users. Additionally, users can purchase plans to receive phone calls through their Skype account.

Social Media - Social media is media designed to be disseminated through social interaction, created using highly accessible and scalable publishing techniques.

Social Media Monitoring - Social media monitoring is a process of monitoring and responding to mentions related to a business that occur in social media.

StumbleUpon - Free web-browser extension which acts as an intelligent browsing tool for discovering and sharing web sites.

T

Tag Cloud - A tag cloud is a visual depiction of user-generated tags, or simply the word content of a site, typically used to describe the content of web sites.

Technorati - Technorati is a popular blog search engine that also provides categories and authority rankings for blogs.

TweetDeck - TweetDeck is an application that connects users with contacts across Twitter, Facebook, MySpace, LinkedIn and more.

Tweetup - A Tweetup is an organized or impromptu gathering of people that use Twitter.

Twitter - Twitter is a platform that allows users to share 140-character-long messages publicly. User can "follow" each other as a way of subscribing to each others' messages. Additionally, users can use the @username command to direct a message towards another Twitter user.

Twitter Search - Twitter Search is a search engine operated by Twitter to search for Twitter messages and users in real-time.

Tumblr - Tumblr lets users share content in the form of a blog. Users can post text, photos, quotes, links, music, and videos from your browser, phone, desktop, or email.

TypePad - TypePad is a free and paid blogging platform similar to Blogger. It allows users to host and publish their own blogs.

U

Unconference - An unconference is a facilitated, participant-driven conference centered on a theme or purpose. The term "unconference" has been applied, or self-applied, to a wide range of gatherings that try to avoid one or more aspects of a conventional conference, such as high fees and sponsored presentations.

USTREAM - USTREAM is a live interactive broadcast platform that enables anyone with an Internet connection and a camera to engage to stream video online.

URL - A URL is most popularly known as the "address" of a web page on the World Wide Web, e.g. <http://www.example.com>

V

Video Blog - A video blog is a blog that produces regular video content often around the same theme on a daily or weekly basis. An example of a successful video blog is Wine Library TV.

Viddler - Viddler is a popular video sharing site similar to YouTube and Vimeo in which users can upload videos to be hosted online and shared and watched by others.

Vimeo - Vimeo is a popular video sharing service in which users can upload videos to be hosted online and shared and watched by others. Vimeo user videos are often more artistic and the service does not allow commercial video content.

Viral Marketing - Viral marketing refers to marketing techniques that use pre-existing social networks to produce increases in brand awareness or to achieve other marketing objectives through self-replicating viral processes.

W

Web Analytics - Web analytics is the measurement, collection, analysis and reporting of Internet data for purposes of understanding and optimizing web usage.

Webinar - A webinar is used to conduct live meetings, training, or presentations via the Internet.

Widget - A widget is an element of a graphical user interface that displays an information arrangement changeable by the user, such as a window or text box.

Wiki - A wiki is a website that allows the easy creation and editing of any number of interlinked web pages via a web browser, allowing for collaboration between users.

Wikipedia - Wikipedia is a free, web-based, collaborative, multilingual encyclopedia project supported by the non-profit Wikimedia Foundation. Its 15 million articles (over 3.3 million in English) have been written collaboratively by volunteers around the world, and almost all of its articles can be edited by anyone with access to the site.

WordPress - WordPress is a content management system and contains blog publishing tools that allow users to host and publish blogs.

X

No Listings

Y

Yammer - Yammer is a business communication tool that operates as an internal Twitter-like messaging system for employees within an organization. It is used to provide real-time communication and reduce the need for e-mail.

Yelp - Yelp is a social network and local search website that provides users with a platform to review, rate and discuss local businesses. Over 31 million people access Yelp's website each month, putting it in the top 150 U.S. Internet websites.

YouTube - YouTube is a video-sharing website on which users can upload, share, and view videos. Three former PayPal employees created YouTube in February 2005. In November 2006, YouTube, LLC was bought by Google Inc. for \$1.65 billion, and is now operated as a subsidiary of Google. YouTube is the largest video sharing site in the world.

Z

Zoho - Zoho is a suite of online web applications geared towards business productivity and collaboration.

Zoomr - Zoomr is a online photo sharing service similar to Flickr.

For more web related terms and definitions, visit:

<http://blog.hubspot.com/blog/tabid/6307/bid/6126/The-Ultimate-Glossary-101-Social-Media-Marketing-Terms-Explained.aspx#ixzz1NBxc47JA>

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