

# Leveraging Social Media to Generate Business



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People have used social media  
longer than you think.



**OUR FIRST BLOGGER SAID:**

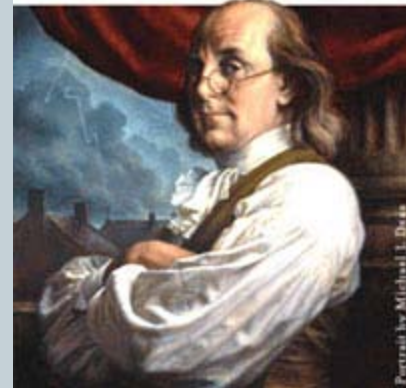
**“BE CIVIL TO ALL; SOCIABLE TO MANY;  
FAMILIAR WITH FEW; FRIEND TO ONE;  
ENEMY TO NONE.”**

**- BENJAMIN FRANKLIN**

# Blogger Benjamin Franklin



- He possessed the quintessential blogger spirit:
  - He printed **regular installments** of Poor Richard's Almanack
  - **Sharp** and **witty** mind and a love of things social
  - He loved to **share his thoughts** on any number of subjects.
  - He loved to stir the pot...and he loved **debate**.



# Social media is just another form of communication



**“COMMUNICATION: A PROCESS BY WHICH INFORMATION IS EXCHANGED BETWEEN INDIVIDUALS THROUGH A COMMON SYSTEM OF SYMBOLS, SIGNS, OR BEHAVIOR; ALSO : EXCHANGE OF INFORMATION”**

**- MERRIAM-WEBSTER DICTIONARY**

# We are always communicating



- Telephone
- E-mail
- Snail mail
- Fax
- In person – interpersonal, group
- Mass media – print, TV, radio, Internet
- Intrapersonal – we talk to ourselves

# Social media is communicating



- **SOCIAL MEDIA**

- **Content**

- ✦ Published
- ✦ Opinions, insights, experiences and perspectives
- ✦ User-created video, audio, text or multimedia

- **People**

- ✦ Individuals
- ✦ Businesses
- ✦ Groups

- **Tools**

- ✦ Internet and mobile based
- ✦ Online spaces
- ✦ 24-7

- **Interaction**

- ✦ Sharing
- ✦ Discussing
- ✦ Social environment
- ✦ Exchanging
- ✦ Engaging
- ✦ Peer-to-peer

# Social media is communicating



## Social Media Landscape



# Social media landscape



- 200 million Facebook users
- 6 billion YouTube views per month
- 12 million regular twitter visitors
- Pew Internet Reports on Adults with Social Networking Sites
- Businesses should be a part of the network – if they aren't, their competitors will be.

# How do we use social media effectively?



**“SOCIAL MEDIA IS NOT A MEDIA. THE KEY IS  
TO LISTEN, ENGAGE, AND BUILD  
RELATIONSHIPS.”**

**– DAVID ALSTON, OF SOCIAL MEDIA  
MONITORING FIRM RADIANT6**

# Using social media effectively



- **“The most basic and powerful way to connect to another person is to listen. Just listen.” - Rachel Naomi Remen**
- **“When people talk, listen completely. Most people never listen.” - Ernest Hemingway**
- **Listen, listen, listen**
  - Passive communication
  - Find your audiences – location, location, location
  - Twitter: look at popular topics

# Using social media effectively



- “Good communication is as stimulating as black coffee” - Anne Morrow Lindbergh
- Content, content, content
  - How you write quality content?
    - ✦ Make it relevant
    - ✦ Have a personality
    - ✦ Keep it short
    - ✦ Get clicked
  - Use the 80-20 rule
  - Be real: transparency = trust
  - When in doubt: read what others are writing.

# Using social media effectively



- **“If content is king, conversation is queen.”** – John Munsell, CEO of Bizzuka
- **Start conversations, engage your audience**
  - Evangelism
  - The cocktail party/networking event
  - **“Tell me and I forget. Teach me and I remember. Involve me and I learn.”** - Benjamin Franklin

# Using social media effectively



- “[Social media is part of] the findability department. The marketing department is dead.” – Todd Defren, principal for SHIFT Communications
- **Findability**
  - “Google it” – how we find our information today
  - SEO/SEM – improves our findability
    - ✦ Keyword-rich content
    - ✦ Regular posting
    - ✦ Links
    - ✦ Forward friendly

# Using social media effectively



- **“New marketing is about the relationships, not the medium.”** – Ben Grossman, founder and chief strategist for BiGMarK
- **People, people, people**
  - The heart of social media – any communication
  - Relationships
  - Community

# Let's Get Real!



**“WORK IS EITHER FUN OR DRUDGERY. IT  
DEPENDS ON YOUR ATTITUDE. I LIKE FUN.”**

**- COLLEEN C. BARRETT**

# Let's Get Real



- **I don't have enough time**
  - “To live is so startling it leaves little time for anything else.” - Emily Dickinson
  - Find your priority.
  - Make it a natural extension of what you do.
  - Go mobile.

# Let's Get Real



- **I don't want to mix personal and professional.**
  - We mix personal and professional in most conversations we have anyway
  - Enhance relationships

# Let's Get Real



- I don't have anything to say.
  - Don't say anything.
    - ✦ “Men are born with two eyes, but only one tongue, in order that they should see twice as much as they say.” - The Week Magazine
    - ✦ “Wise men talk because they have something to say; fools, because they have to say something.” - Plato
  - Engage by reading only
  - Cocktail party/networking event
  - When was the last time you wrote a letter to the editor?
  - What you say may be more important than you think. (But remember the 80-20 rule.)

# Practice makes perfect



**“WHEN YOU ARE NOT PRACTICING,  
REMEMBER, SOMEONE SOMEWHERE IS  
PRACTICING, AND WHEN YOU MEET HIM HE  
WILL WIN.”**

**- ED MACAULEY**

**“HABITS ARE FIRST COBWEBS, THEN  
CABLES.”**

**- SPANISH PROVERB**

# Start engaging in social media today



- **What you're already doing.**
  - Reading blogs
  - Watching YouTube
  - Writing or reading Amazon.com reviews
- **Register for facebook.**
  - Become friends with 15 people.
  - Become a fan of 5 organizations or causes.
  - Read their conversations for 10 minutes a day.
- **Become a twitter follower.**
  - Read the tweets of who you're following for 5 minutes a day.

# Practical Applications



**“SOCIAL NETWORKING THAT MATTERS IS  
...PEOPLE ACHIEVE THEIR GOALS.”**

**- *SETH GODIN***

**“KNOWING IS NOT ENOUGH; WE MUST  
APPLY!”**

**- *GOETHE***

# Practical Applications



- **Have a plan**
  - Be clear about possibilities and opportunities
  - Focus your conversation – know your brand
  - Set content goals
  - Identify evangelists
- **Augments marketing strategy**
- **Use Facebook/Twitter to update stakeholders about new projects**
- **YouTube/Flickr project diaries**
- **Dialogue with people affected by development**

# Resources



**“I QUOTE OTHERS ONLY IN ORDER THE  
BETTER TO EXPRESS MYSELF.”**

**- MICHEL DE MONTAIGNE**

# Resources



- **Mashable** ([www.mashable.com](http://www.mashable.com)) - #1 blog on Web 2.0 and social media
- **Dosh Dosh** (<http://doshdosh.com>) – making \$ using social media
- **Technorati** ([www.technorati.com](http://www.technorati.com)) – blog search engine
- **275 Twitter Apps** ([www.squidoo.com/twitterapps](http://www.squidoo.com/twitterapps)) – directories, trackers, integration, etc.

# Food for Thought



**"SOCIAL MEDIA IS LIKE TEEN SEX.  
EVERYONE WANTS TO DO IT. NO ONE  
ACTUALLY KNOWS HOW. WHEN FINALLY  
DONE, THERE IS SURPRISE IT'S NOT  
BETTER."**

**- *TWEET FROM GOOGLE'S ANALYTICS  
EVANGELIST, AVINASH KAUSHIK***