

Social media for equality bodies



What is social media?



A screenshot of a tweet from Avinash Kaushik (@avinash) on Twitter. The tweet text reads: "OH: Social media is like teen sex. Everyone wants to do it. No one actually knows how. When finally done, there is surprise its not better." The tweet has 119 retweets and 130 favorites. The interface includes a profile picture, name, handle, a dropdown menu, and a 'Follow' button. Below the text are icons for Reply, Retweet, Favorite, and More. At the bottom, there is a text input field for replying to @avinash.

 **Avinash Kaushik** 
@avinash

  Follow

OH: Social media is like teen sex. Everyone wants to do it. No one actually knows how. When finally done, there is surprise its not better.

 Reply  Retweet  Favorite  More

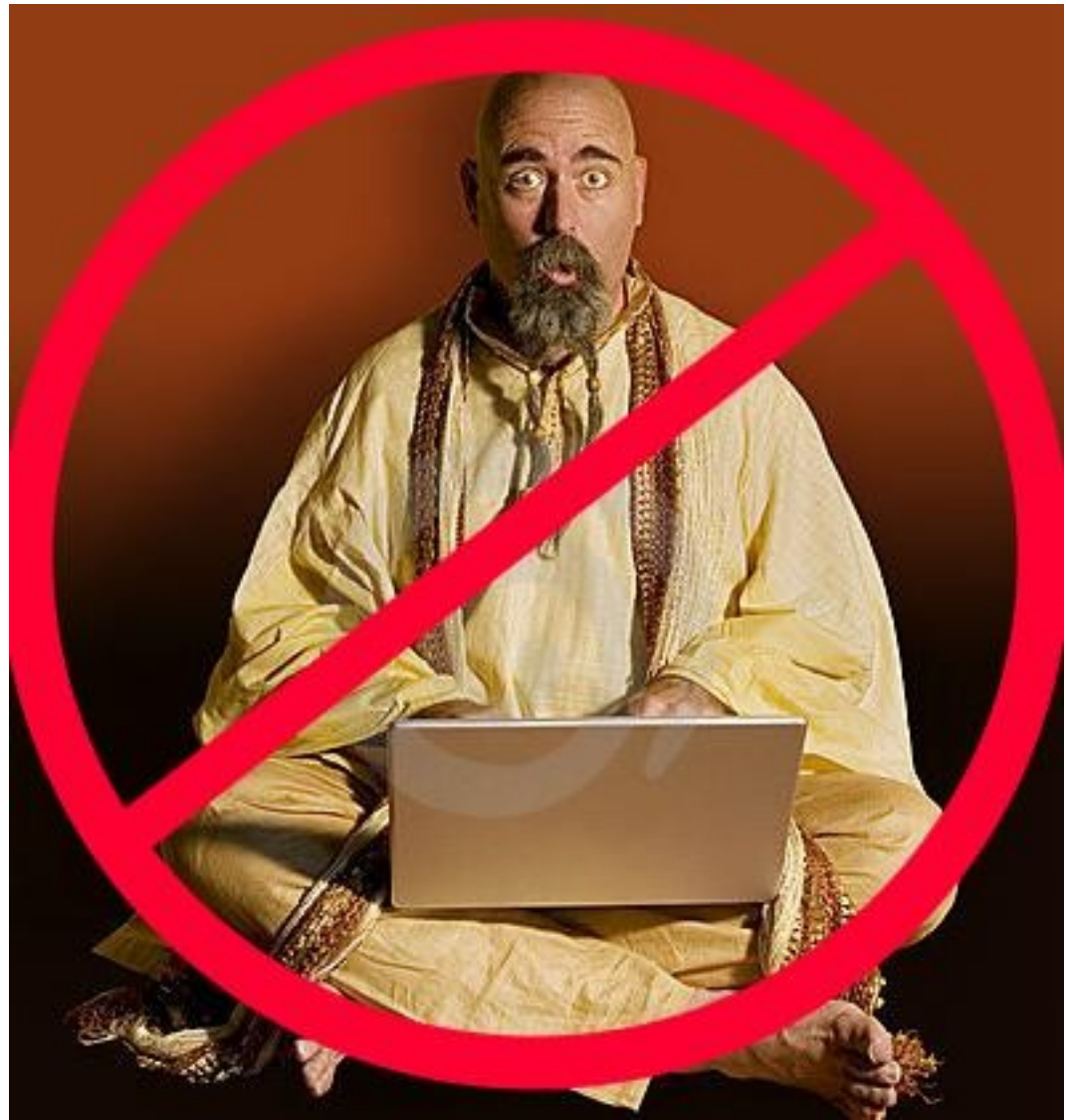
119 RETWEETS **130** FAVORITES

8:39 PM - 2 Mar 09

Reply to @avinash

Before we start: we're not gurus

- ▶ 1997: HTML
- ▶ 1999: first on-line communities
- ▶ 2000: blog
- ▶ 2006: Facebook
- ▶ 2007: Web 2.0
- ▶ 2007-11: EA (Jarda)
- ▶ 2007-9: mBank (Adam)
- ▶ 2009-11: Ataxo/H1.cz (Adam)
- ▶ 2011: Influencer.cz (Jarda)
- ▶ 2012: BabelGuide (Adam)
- ▶ 2012: BMW CZ (Adam)
- ▶ 2014: ROI Hunter (Adam)



We are social media „realists“

- ▶ Most of the companies and organizations (big and small) somehow use social media already – most because „you should do that“
- ▶ Most of them suck at it
- ▶ The great examples are rather exceptions
- ▶ Social media is often not enough connected to all the other aspects of your organization

- ▶ Social media is not „for free“: it takes time and it takes money. But it can definitely be ROI positive :)

Once upon a time ... 2004

[thefacebook]
login register about

Email:
Password:
[register](#)
[login](#)

Welcome to Thefacebook!

[Welcome to Thefacebook]

Thefacebook is an online directory that connects people through social networks at colleges.
We have opened up Thefacebook for popular consumption at **Harvard University**.

You can use Thefacebook to:

- Search for people at your school
- Find out who are in your classes
- Look up your friends' friends
- See a visualization of your social network

To get started, click below to register. If you have already registered, you can log in.

[Register](#) [Login](#)

[about](#) [contact](#) [faq](#) [terms](#) [privacy](#)
a Mark Zuckerberg production
Thefacebook © 2004

And in 10 years...



Lot of people feel an unhealthy addiction to social media (pic via Tom Ollerton - @mrtomollerton)

Adam Zbieczuk & Jaroslav Faltus - Social media for equality bodies

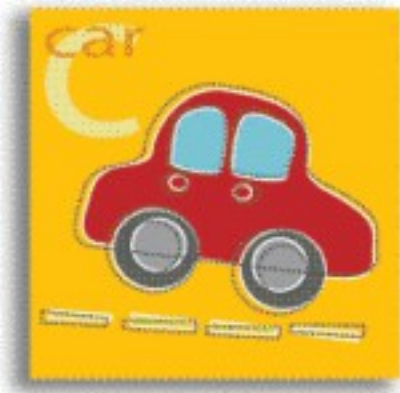
Revolution?

- ▶ Internet was different 15 years ago, one huge dating site of kinds; everyone having their „on-line“ identity, avatars and nicknames. There is no „on-line“ space today. You are one person, constantly on-line...
- ▶ Social networks keep alive connections you already have, every 'like' is a mean of sympathy: „I know you and I still care“.



Change in communication model

- ▶ Vin Crosbie and his metaphore of movement as a mean of communication



Land = one to one, interpersonal communication, possible even without technology (but it changes it)

Sea = one to many, mass communication, technology changes it totally

Air = many to many, impossible without technology

Social capital

poverty

social



social capital

ARUP

- ▶ FB saves time. Really. It allows a truly „many-to-many“ communication. Just keep the flow and you can keep a network of thousands alive.

- ▶ Reading
- ▶ Ads
- ▶ Speech
- ▶ Web pages
- ▶ Professionals
- ▶ Owning

Web 1.0

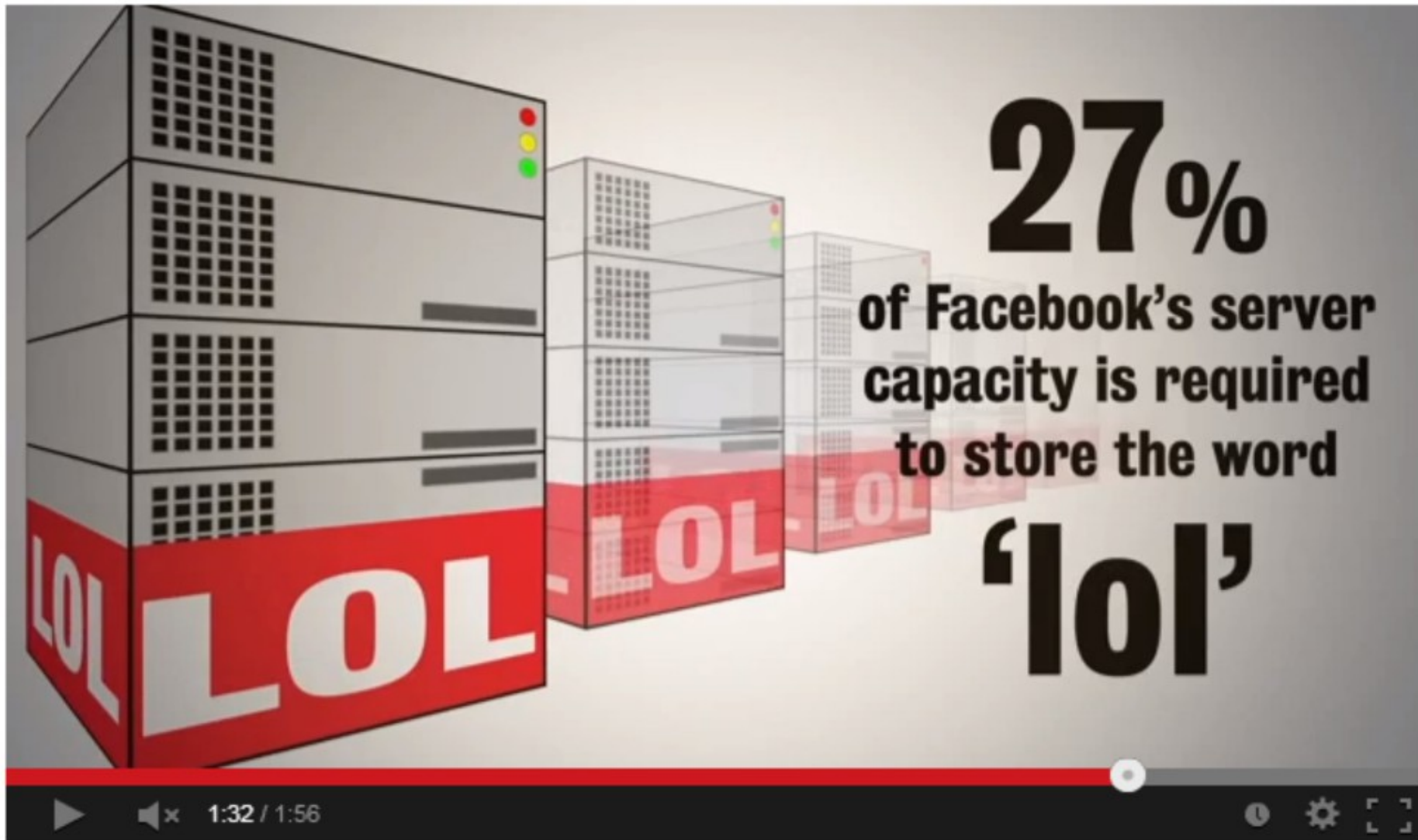
- ▶ Writing
- ▶ Recommendations
- ▶ Conversation
- ▶ Web services
- ▶ Amateurs
- ▶ Sharing

Web 2.0

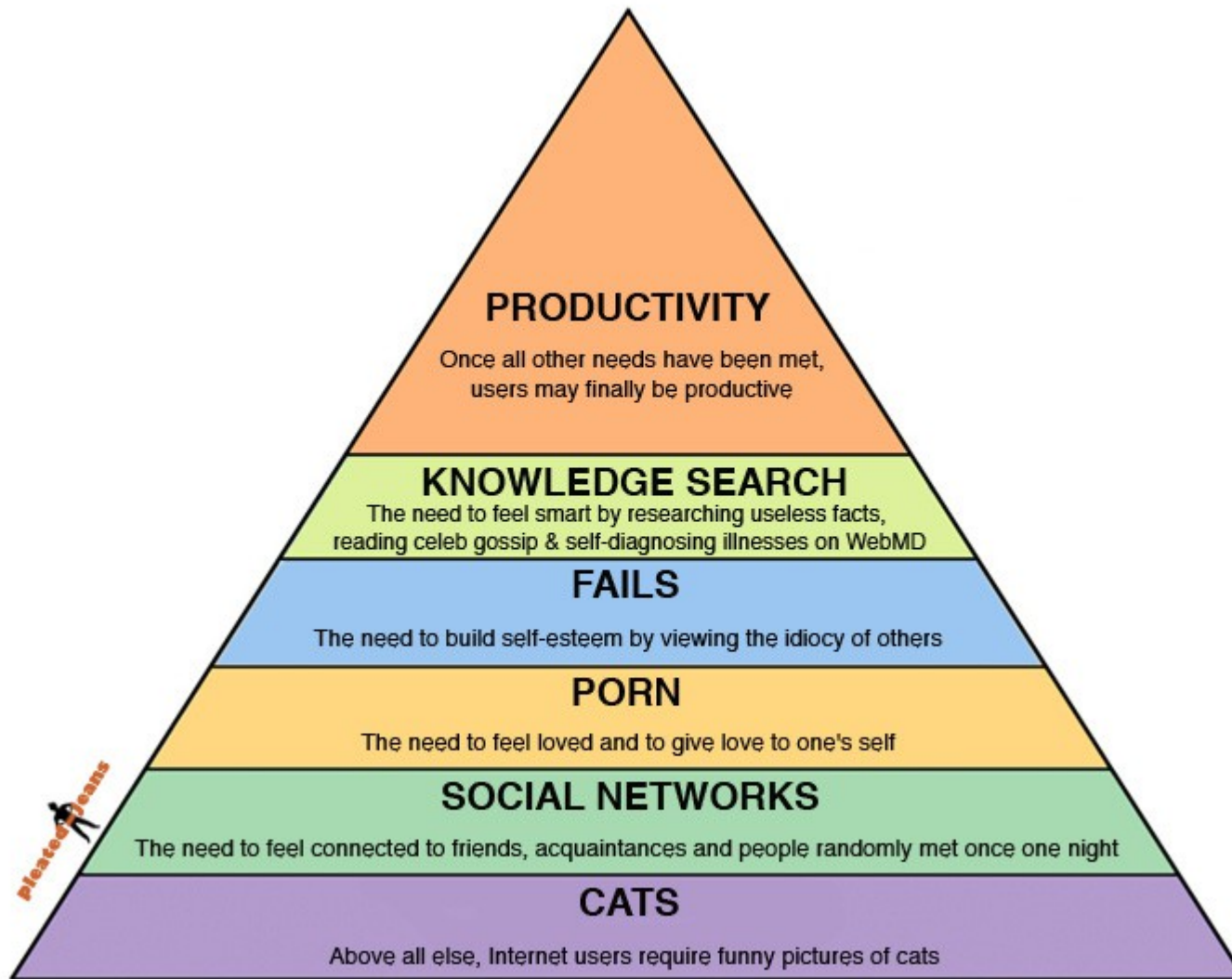
Social media revolution?



Or just another bubble?



Maslow's Hierarchy of Internet Needs



- ▶ We use FB because of friends, fun, trivia, games... Everybody has their own FB. So which one is yours?
- ▶ And what about the way FB is used by your target audience?

Few Facebook facts



- ▶ Founded **2004**
- ▶ Translated in **80+** languages
- ▶ More than **1,5 billion active** users (more than 1,25 billion on mobile)
- ▶ Over 1B logging **daily**
- ▶ Income Q2 2016: \$6,44 B
- ▶ Doubling the share on the on-line ads market every two years
- ▶ Share maximum price \$130+

2004

1 million accounts

2007

50 million accounts

2010

500 million accounts

2013

>1 billion accounts

Who are the Facebook users? (DE)

13 – 17 - 6,6 %

18 – 24 - 22,3 %

25 – 34 - 28,9 %

35 – 44 - 18,1 %

45 – 54 - 14,7 %

55+ - 9,4 %

(source: Facebook, November 2015)



women : men

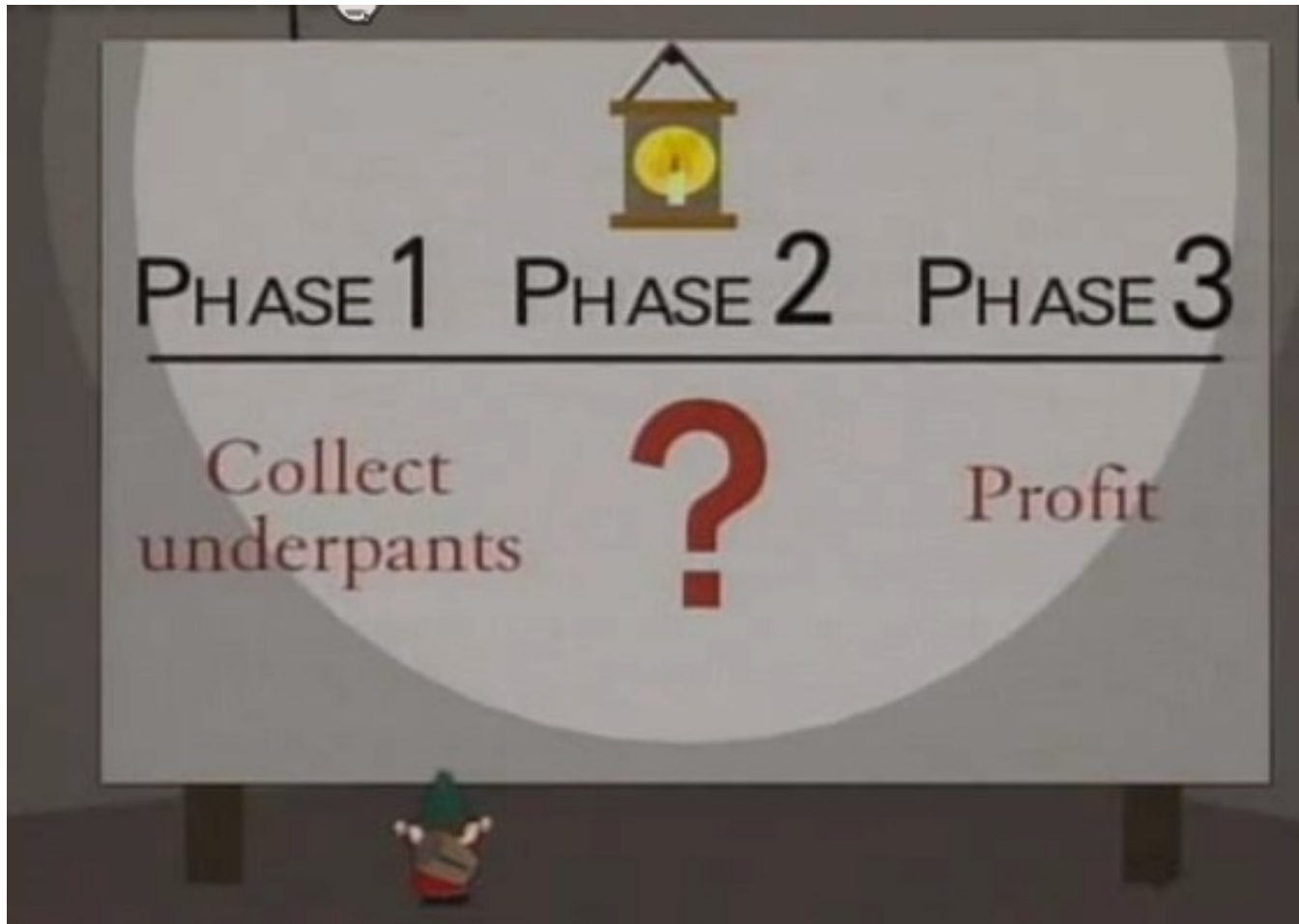
48,3 : 51,7



Strategic thinking

- ▶ Define your **goals**
 - ▶ You want to **reach the public**
 - ▶ Boost the **traffic** of your site?
 - ▶ Have active **conversations**?
 - ▶ Find **ambassadors**?
 - ▶ Hire **employees**?
- ▶ Find “pirates” within your company & influencers, people with wide existing social media following
- ▶ Settle the responsibility
- ▶ Do have a content plan that can be accessed / edited by everybody interested
- ▶ Think „presence“ not „campaign“





**Way too many people believe:
social media = collecting Facebook likes → profit**



The core problem: organizations don't get what is the revolutionary thing about it. It goes THROUGH everything you do. Do you plan to have a „telephone media guru“ position? Don't call it a „social media strategy“. Think communication plan and goals and fit social media rather as a layer. Think 'social transformation'.



**Social media touches
(almost) everyone.**

**So you shall get them on
board. Trust them.
Empower them. Let them
know you care.**

First your own people!



Best social media guy: one who is popular, knows the organization, has enough competence and is passionate about the tasks!

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Facebook training is not that important. Being honest and real is much more than knowing what time of day is the best to post.

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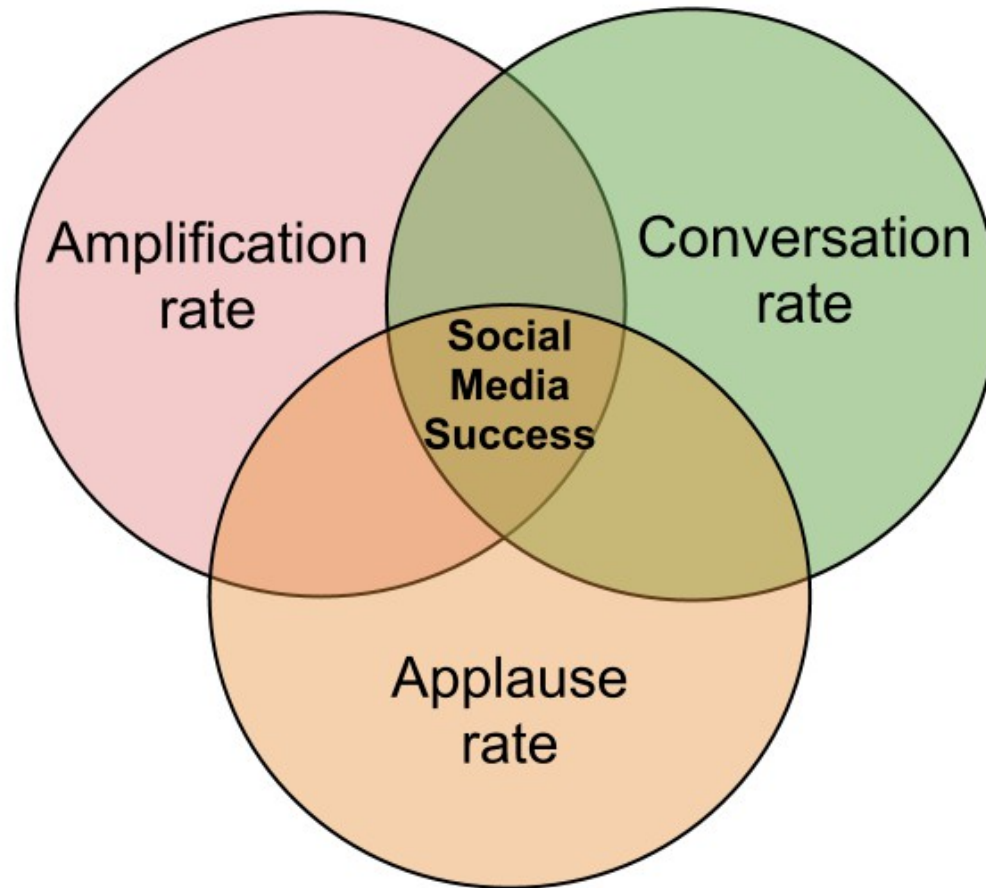
Setting up social media

- ▶ Identification of roles: WHO?
- ▶ Org, chart: WHICH LEVEL?
- ▶ Flow: WHO to WHOM?
- ▶ Situation analysis: WHAT IF...?

Result: Clear setup, who is working on what, who has the responsibility and what happens in different cases

- ▶ Make social priority, give it a chance to change things
- ▶ It is good to have internal set of rules („codex“) - the more „normal“ people can take part in social media, the more successful social media programs
- ▶ Recommended read: [Social Media ROI](#) O. Blanchard

Metrics: true engamenet



So called „variant zero“

- ▶ What happens when people look for you on FB?
 - ▶ Finding un-official pages?
 - ▶ Getting no replies?
 - ▶ Minimizing possible damages?
- ▶ Don't waste too much time with thinking about it. Basically anything will do. That's what most of you have anyway.
- ▶ Be fast to answer
- ▶ Doesn't make you really win, but the chances are you do not lose much.
- ▶ It's cheap.

2 basic options to win on FB

▶ 1) winning through **organic reach**

- Takes a lot of time
- You must know very well your target audience
- You need Luck
- In the end, it's not for free anyway

▶ 2) **performance model**

- Based on paid reach
- You have to learn about FB Ads & analytics
- Outsourcing is less problem than in the organic way

Facebook – not just a social network



Facebook is more – a parallel structure within the internet knowing more about us than we usually realize. And... it goes deeper.

Video: the next frontier



Not fans of video? You should start taking it seriously. It wins the internet – by large. There are differences though...

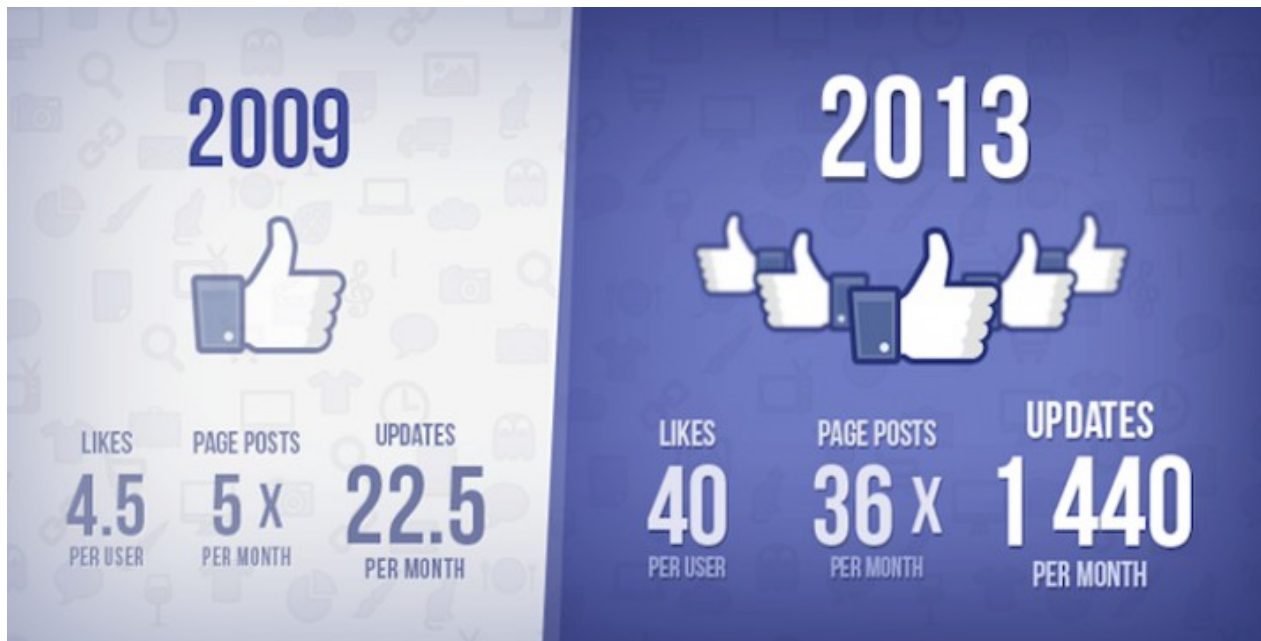
Facebook – not just a social network



Facebook is more – a parallel structure within the internet knowing more about us than we usually realize. And... it goes deeper.

The tough fight for attention

- ▶ It is not because „FB is evil“ - it makes sense



- ▶ How many pages do you like?
- ▶ What to do to make people see my posts?

4 organic reach ingredients

- ▶ Cool / humour part – must look good, call to action, shock, simply get the attention of your audience
- ▶ Care / useful part – helping, selling, showing you care
- ▶ Trendsurfing / real time marketing – soc.media IS news
- ▶ Personality / uniqueness – it still must be you

Listen first – join the conversation – let people tell your story – promote and 'sell' afterwards!



BMW Česká republika
 Liked · 5 August

Fanouři v Polsku poslali jednoduchý návod, jak si vypěstovat vlastní BMW – stačí pořádně zalévat 😊 (a zdá se, že v různých stádiích se mění i kola!)

Tag photo Add location Edit

Like · Comment · Share · Edit

2,157 people like this. Top Comments

770 shares

Jakub Žižka Jdu vyhrabat bednu ze starejma BMWčkama.. 2002 Turbo atd. 😊 Asi budu zahradník.
 Unlike · Reply · 74 · 5 August at 12:55
 4 Replies

Jakub Křenek KIA MOTORS Czech byla první 😊
<https://www.facebook.com/photo.php?fbid=10151708173933189&set=a.337404758188.1567.52.333677018188&type=1&theater>

Timeline Photos
 Podívejte, jak si naše fanynka Kamila Hrubešová doma úspěšně vypěstovala Kia Optimu 😊
 bv: KIA MOTORS Czech

Write a comment...

Be cool, be funny, but branded. Use UGC. Check videos by [Duval Guillaume Modem](#) (to see what they do in order to get people share it) or [Epic Bus Ad](#) - everything must be cool!



Zachraňte Markétu



Moravská zemská knihovna

November 21, 2013

Zachraňte Markétu - sdílejte tento obrázek.

Markétin příběh:

Markéta přišla v sobotu 23. 11. 2013 do knihovny. Plánovala studovat jako každou sobotu ve 4. patře MZK. Když ale zabrala za dveře, zjistila, >>> že je knihovna zavřená <<<. To jí trochu naštválo, nestačila se ale zlobit dlouho, protože v tu chvíli jí praštil do hlavy jeřáb, který zrovna vyměňoval prasklé okno v pátém poschodí knihovny.... [See More](#)

Like · Comment · Share

Soňa Příborská, Eva Vichová, [Top Comments](#) · Jolana Navratilova and 68 others like this.

95 shares

[Anna Ogrocká](#) Tak to byste při té příležitosti na ta okna mohli konečně nalepit nějaké samolepky chránící ptáky před nárazem do skla. Abyste nemuseli odklízet z té červené stříšky mrtvé sýkorky.

[Like](#) · [Reply](#) · November 21, 2013 at 12:22pm · Edited



Write a comment...



Everything can be boring. Or not. This simply says: The library is closed on Saturday...

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1

Poznámka k objednávke od zákazníka

Myslím, že som už prekročil 100 objednaných a doručených kníh v Martinuse. Mohli by ste mi na obalku balíka nakresliť delfína? Dakujem :)

2



Like

Comment

Tag Photo



Martinus.sk

Martinusák Martin si prijal k svojej stej objednanej knihe delfína. A tak ho dostal. 😊

From: Martinus.sk's Photos in Timeline Photos

How to sell perfect customer care on FB.

CHCI, ABY V KNIHOVNĚ:
 Dnes 14.11.2013 ráno 21 hodiny
 kašlal nějaký pán tak, že jsem to
 slyšela i přes špunty.
 Nešlo by s tím něco udělat?
 Děkuji

www.mzk.cz/prani-stiznosti

**KAPKY PROTI KAŠLI
 od nynějška
 k dispozici
 na pultu
 v 6. patře**

<http://www.duha.mzk.cz/blog/splnena-prani-mzk>

Moravská zemská knihovna
 November 22, 2013 · Edited ·

Dotaz čtenářky: Dnes, 14. 11. 2013 okolo 21. hodiny kašlal nějaký pán tak, že jsem to slyšela i přes špunty. Nešlo by s tím něco udělat? Děkuji.

Naše odpověď: Milá čtenářko, je nám moc líto, že Vám někdo takto narušil večerní studium v knihovně. Pokud se bude podobný příklad opakovat, tak od nynějška jsou v 6. patře u infopultu k dispozici kapky proti kašli, které si můžete zdarma vypůjčit v případě, že vás nebo někoho jiného trápí kašel. Doufáme, vám to v případě potíží pomůže.

Dodatek: Tak kapky se za pultem bohužel moc dlouho neohřály, ale na případné kašlaly tam čekají alespoň sladké hašlerky. — at Moravská zemská knihovna.

Like · Comment · Share

Hana Nemčičová and 281 others like this.


50 shares

Write a comment...

Having a great ad or contest is fine. Taking care of your clients 24/7 actually makes them satisfied. Check [KLM Surprise](#).


 Jägermeister s uživatelem Martas Danecek
22 červenec · 



 To se mi líbí  Komentář  Sdílet

To se líbí 2.322 uživatelům. Nejvíce relevantní -

Sdíleno: 126x

 SNICKERS® 
@SNICKERS  

Hey @luis16suarez. Next time you're hungry just grab a Snickers. #worldcup #luisuarez #EatASNICKERS



RETWEETS 45,467 FAVORITES 20,737 

10:26 PM - 24 Jun 2014

Facebook is here and now – and this can be used for your own purpose. Memes? Hot news? Or just first snow in the city?

14. 2.

Tolik důvodů slavit!

1. koná se Mezinárodní den darování knih 
2. roku 1876 si Bell nechal patentovat telefon 
3. roku 1368 se narodil ZIKMUND (český král) 
4. roku 1919 se narodil ZIKMUND (český cestovatel) 
5. roku 2005 byl spuštěn You  Tube

Vyberte si vy sami,
co chcete dnes oslavovat!



 Moravská zemská knihovna
February 14

Je nám jasné, že na vás dnes ze všech stran tryskají srdíčka, ale my říkáme: VYBERTE SI VY SAMI, CO CHCETE DNES OSLAVOVAT! Důvodů je spousta:

14. 2. je International Book Giving Day - co takhle darovat knihu někomu blízkému, nebo zkrátka tomu, komu se bude hodit - více informací na: <https://tackk.com/ibgd>


14. 2. si Alexander Graham Bell nechal patentovat telefon - co si takhle v MZK půjčit nějak... [See More](#)

Like · Comment · Share


 93 people like this.

Top Comments ▾

 45 shares

 Li Du Koukalová je tam chyba - to není Zikmund, ale Zmikund 😊

Like · Reply ·  1 · February 14 at 8:32pm

 Moravská zemská knihovna V opráscích určitě 😊
Like · February 14 at 9:27pm

Write a comment...

**You've heard 'think out of the box' thousand times.
But actually it does really work.**

...když se... Foto je... občas... dokud... NO, něco na tom bude 😊.. Jo a musím říci, že dělat hospodářství dřívě, bylo daleko těžší. Dnes jsou na vše stroje, dřívě byly potřeba hlavně svaly :)))) Ještě, že tomu tak bylo, jinak bych nikdy nehrál NHL. Práce na statku byla taková dřina, že hokej byl oproti tomu jako dovolená :)))) Jen jsem zvědavý co bude, až to rodiče nebudou moci dělat? Že bych začal jezdit kombajnem?:) A už vidím ten výraz nějaké slečny, až se jí zeptám : nechceš se mnou jet na ... A ona mi skočí do řeči a vykřikne - na Seychely? A já- ne, na pole u Kladna :)))))) no necháme se překvapit, co nám život nadělí.



👍 Like 💬 Comment ➦ Share

Pavlina Louzenska, Ondra Raska and 110,990 others like this.


Most Relevant ▾

Facebook page of our most famous ice hockey player, Jaromír Jágr. It works in a different way than those of other sport stars. Because it is managed by him on his own.


People want to follow people

Ghita Ciobanul Timeline Recent Like

nu merea liftul o trebuie sa urc pe jos




Like · Comment · Share 10,906 232 39



Like · Comment · Share 7,131 232 16

Ghita Ciobanul February 25

cine nu-i gata il iau cu lopata



Behind the scenes

- ▶ Be personal, tell them who you are, sign your messages
- ▶ A true brand ambassador does not deny her/himself
- ▶ Show the backstage

air/bank Air Bank přidal(a) nové fotky (5).
23 září v 15:33 · Upraveno ·

Aktualizace: fenka už je doma se svou paničkou, děkujeme všem, kdo pomohli! 😊

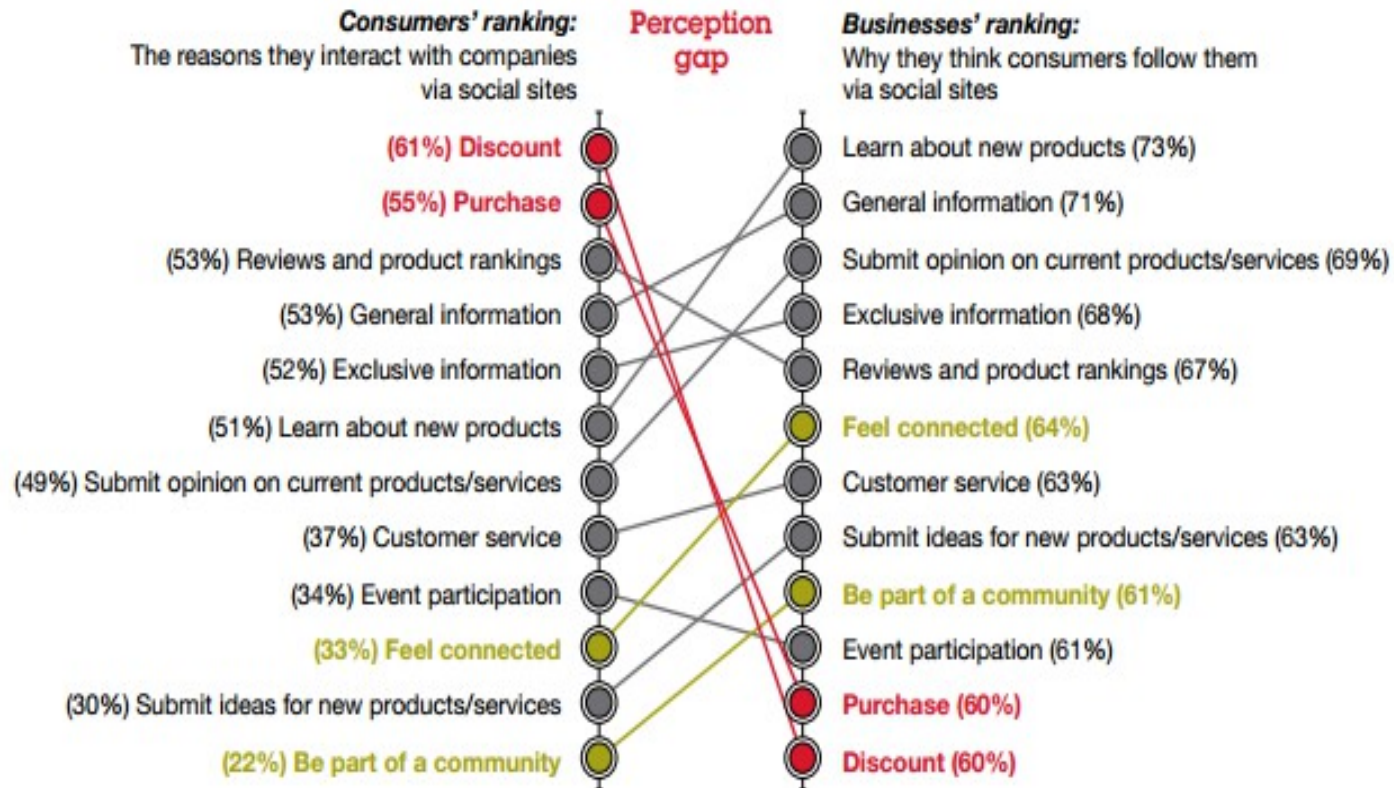
Jihlaváci, moc vás prosíme o sdílení. Do naší pobočky v City Parku dnes přiběhla tahle zatoulaná fenka, hned jsme ale zjistili, že kvůli založení účtu to nebylo. Hodinku pobyla s námi na pobočce, pak si pro ni přijela odchyťová služba. Pokud znáte majitele, vyřídte mu prosím, že fenku najde v nejbližším útulku. Děkujeme za sdílení a doufáme v dobrý konec!

air/bank **bank** můžete mít rádi **bank**

Talk about your audience / use their stories and experience

- ▶ Creativity is key when you are finding stories for your brand to tell. Look to your audience when seeking inspiration.
- ▶ You can do three things at once: get engagement, create content and let the voice of discriminated hear
- ▶ Sexisms campaing in Czech republic as an example: Sexismy.cz
- ▶ Easy web to post your story (when and how you experience sexism) – then anonymously publish it
- ▶ Simple format like „Humans of new york“ / illustration photo only

What do they want?



Find out and deliver in time!

Status updates = the key

- ▶ People do NOT usually visit FB pages (if they do visit yours, it is a huge advantage)
- ▶ Newsfeed has the same size, but it is going to be more and more complicated to get there: people have more friends, like more pages that post more often, plus there is the ads...
- ▶ So called EdgeRank: 1) your historical relation towards a page 2) your social graph 3) the type of content (video get better score) 4) the site you link to 5) time – and thousands of other factors in play :)
- ▶ Lot of inactive fans = big problem
- ▶ Not getting the reach? Ask somebody successful or pay for it – there is not much more you can do

When you cannot make it without \$\$\$



Why FB Ads are super cool

- ▶ Not every ad is viral
- ▶ Most of them is not – and it doesn't mean it doesn't work
- ▶ Do not pay for fans – pay for real actions
- ▶ You don't invest in a channel because it's cheap, but because it's efficient
- ▶ You can target through interests, e-mails, phone numbers, website visitors, lookalike audience and more
- ▶ Create mobile ads, use local awareness (where possible)
- ▶ Get to know Business Manager & Power Editor

Facebook Ads

- ▶ Not just the boost post anymore
- ▶ What can you target: [mapa](#)
- ▶ Where are the ads: RHS, Newsfeed (desktop / mobile)
- ▶ What to optimize for: impressions, clicks, conversions, installation, leads, video views
- ▶ What is IN an ad: link, text status, event, picture, video, app click, dynamic product
- ▶ What can you use: Ads Manager, Power Editor, 3rd party tools ([Quaya](#) – cheap, Adespresso, Perfect Audience)

Facebook Ads



Big brother FB: <https://www.facebook.com/ads/preferences/edit/>

Facebook Ads

- ▶ Start with your own site:
- ▶ WCA (Website Custom Audience) = users that visited my site (using Facebook pixel)
- ▶ CA (Custom Audience) = e-mails / phones I have
- ▶ LA (Lookalike Audience) = similar to existing public
- ▶ Remarketing is very relevant
- ▶ To manage FB assets on a pro level, you have to create Business Manager: <http://business.facebook.com>
- ▶ It is important to UTM tag the ads to be able to measure the results (independently on FB – e.g. GA)

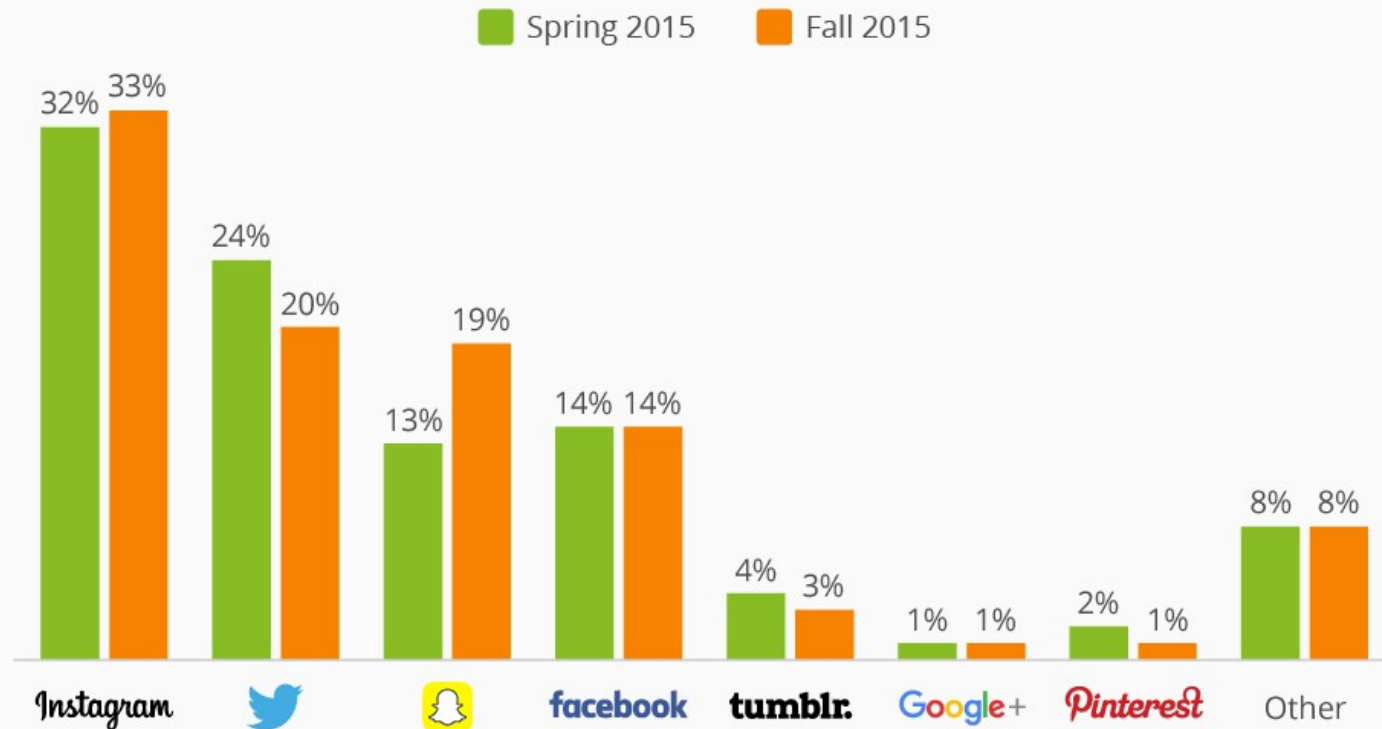
There are many soc. media sites



Teens aren't crazy about FB

U.S. Teens Love Instagram

% of U.S. teens who consider the following social networks the most important



CC BY ND
@StatistaCharts

n = 9,400 teens with an average age of 16 years
Source: PiperJaffray

statista

Instagram

▶ In general:

- You have to have a great visual, use influencers
- Find your hashtags (e.g. using [Iconosquare](#))
- Downloading pictures – e.g. Downloadgram.com
- Using hashtags right
- Very active users (600k MAU = 400k DAU)
- Two kinds of influencers:
 - Seeders
 - Content creators

Instagram

- ▶ Variety, 8/2014
- ▶ Teens prefer YouTubers to 'normal' celebrities



<u>instagram</u>	<u>vadimek</u>	<u>dominikamyslivcova</u>
<u>leosmares</u>	<u>dararolins_vermi</u>	<u>mileycyrus</u>
<u>gogomantv</u>	<u>rytmusking</u>	<u>zdenekpiskula</u>
<u>terihodanova</u>	<u>you.bo</u>	<u>therock</u>
<u>bennycristo</u>	<u>danbilzerian</u>	<u>deniskubik</u>
<u>petrlexa</u>	<u>jmenuju_se_martin</u>	<u>caradelevingne</u>
<u>majkspirit</u>	<u>bagarovamonika</u>	<u>katyperry</u>
<u>shopaholicnicol</u>	<u>stejkstudio</u>	<u>sharlotaofficial</u>
<u>gabriellehecl</u>	<u>e2cz</u>	<u>petralovelyhair</u>
<u>exploited_</u>	<u>justinbieber</u>	<u>cristiano</u>
<u>jirkakral</u>	<u>beyonce</u>	<u>tlustejkarl</u>
<u>selenagomez</u>	<u>fallenkaa</u>	<u>simonakrainova</u>
<u>fit.recepty</u>	<u>lucylucpug</u>	<u>tvtwixx</u>
<u>johnnymachette</u>	<u>getthelouk</u>	<u>victoriassecret</u>
<u>taylorswift</u>	<u>arianagrande</u>	<u>makyna016</u>

Most followed Instagram accounts in CZ (source: FB, 11/2015)
Turquoise: „traditional“ celebrities, yellow: „youtubers“, green: „international“

Personal profiles simply work

Jan Budař Timeline Recent

Add Friend Follow

Followed by 2,341 people

FRIENDS · 4,890 (23 Mutual)

Tento uživatel neodepisuje na zprávy.
Peter Pea

Jaroslav Faltus

Daniel Dočekal

Olga Zbránek Biernátová

Honza Šmikmátor

Jiri Honzirek

Ondřej Kobza

Jiri Hlavenka

Adéla Ježková

PHOTOS

Jan Budař
August 22 at 11:47am · Instagram · 🌐

Dnes solo koncert v #cafefara v Klentnici - krásná Pálava a krásný Budař. Od 20:00. [Www.cafefara.cz](http://www.cafefara.cz)

iPad 11:11 cafefara.cz

Kavárna Ubytování Kuchyně

CAFÉ FARA

JAN BUDAŘ

Osobitý umělec se představí v roli písničkáře, baviče a klaviristy.

Zobrazit mobilní verzi webu

5000 friends limit? So what. Turn on „Followers“. Much better reach than in case of Pages → Win

Adam Zbieczuk & Jaroslav Faltus - Social media for equality bodies

Groups can bring you A+ engagement

The screenshot displays the Facebook interface for a group named "Co čteme". The top navigation bar includes the user's name "Adam", the "Home" button, and notification icons. The left sidebar lists various navigation options such as "Edit Profile", "News Feed", "Messages", "Events", "Photos", "Ads Manager", "ROI Hunter", and "Saved". The main content area features a cover image with a quote: "We need to make books cool again. If you go home with somebody and they don't have books, don't fuck them." Below the cover image, there are tabs for "Discussion", "Members", "Events", "Photos", and "Files". A search bar is present for "Search this group". The main content area shows a post by "Jane Tejero" with the text: "Zazněla tu otázka jaké je nejhorší filmové zpracování knih a já bych ráda položila otázku opačnou ... Jaké se vám zdá nejlepší filmové zpracování knih?". The right sidebar shows "MEMBERS" (19,992 members) and "DESCRIPTION" (Zde můžete sdílet své čtenářské zážitky - co ...).

Using Facebook for discussions? Not really on Pages. Groups give you the true discussion and there are surely many groups out there, you might join. Or create your own.

Facebook – interest lists

- ▶ Using Interest lists help you filter out specific pages and users – skipping the FB algorithm altogether (you don't need to be a fan)

You find them in the left menu:

<https://www.facebook.com/bookmarks/interests>

Search: <https://www.facebook.com/addlist>

- ▶ Can be private, for friends or public
- ▶ Examples: [Social Media CZ](#), [FB Experts & Resources](#),

Twitter

- ▶ The fastest channel
- ▶ The top of the information pyramid
- ▶ The platform of choice for US/UK/Japan
- ▶ Easy to start conversation with strangers
 - that might be actually really important
- ▶ Useful tools: FollowerWonk.com, Twittercounter

BEST practices for you BUSINESS twitter account

Build your following, reputation, and customer's trust with these simple practices

Twitter connects business to customers in real-time. Business use Twitter to quickly share information with people interested in their products and services, gather real-time market intelligence and feedback and build relationships with customers, partners and influential people. From brand lift, to CRM to direct sales, Twitter offers business a chance to reach an engaged audience.

RESPOND
Respond to the compliments and feedback in real time.

ASK
Ask question of your followers to glean valuable insights and show that you are listening.

REWARD
Tweet updates about special offers, discounts and time-sensitive deals.

LISTEN
Regularly monitor the comments about your company, brand, and products.

DEMONSTRATE LEADERSHIP
Reference articles and links about the bigger picture as it relates to your business.

SHARE
Share photos and behind the scenes info about your business. Even better, give a glimpse of developing projects and events. Users come to Twitter to get and share the latest, so give it to them!

CHAMPION YOU STAKEHOLDERS
Retweet and reply publicity to great tweets posted by your followers and customers.

ESTABLISH THE RIGHT VOICE
Twitter user tend to prefer a direct, genuine, and of course, a likable tone from your business, but think about your voice as you Tweet. How do you want your business to appear to the Twitter community?

460,000 new sign-ups daily **155,000,000** Tweets per day **200,000,000+** registered users

LinkedIn



- ▶ Not sure about number of users vs. Number of active users (and what does that mean anyway)
- ▶ Most used professional network; other: Xing (DE), GoldenLine (PL), ViaDeo (FR, ES)
- ▶ Becomes your: Contact list, Networking tool, company promoter, hiring platform and more
- ▶ Jan Vermeiren: [How to really use LinkedIn](#)

LinkedIn

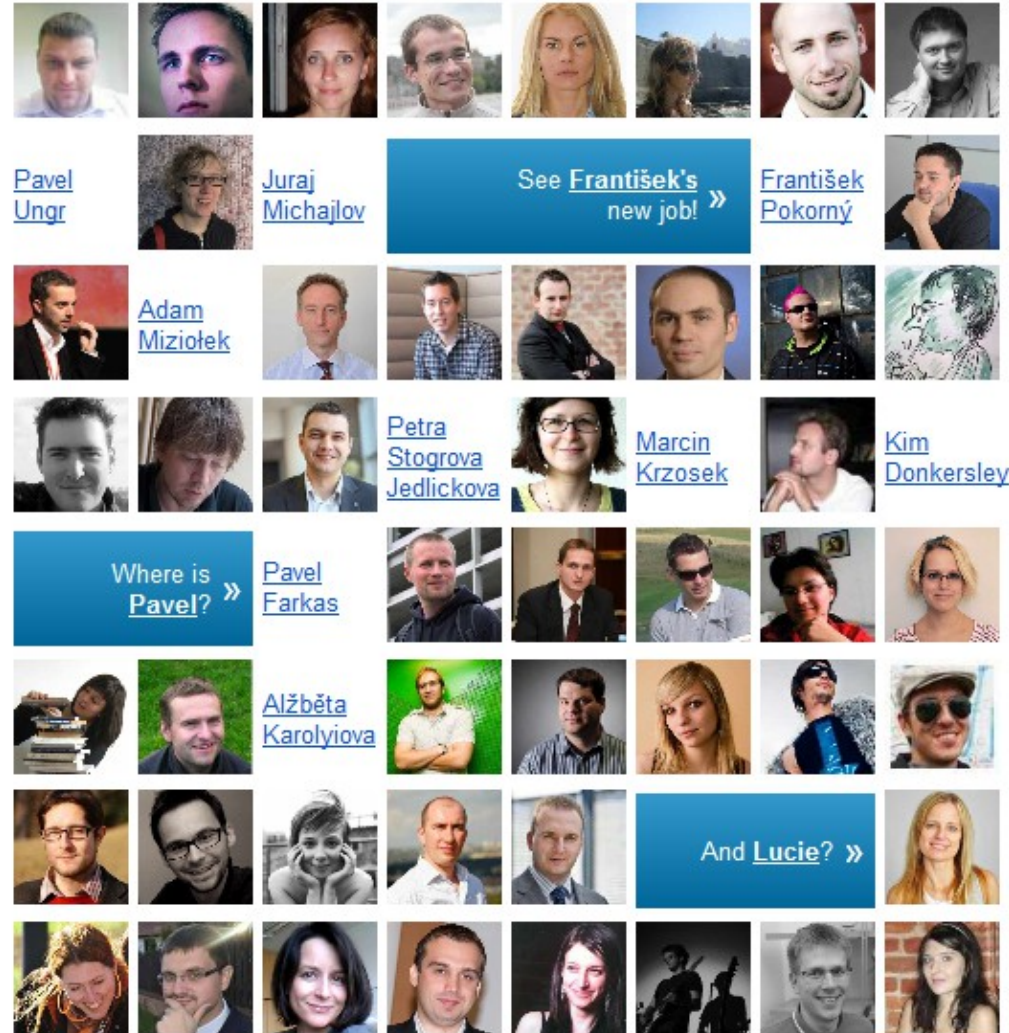


- ▶ Profile should be in English
- ▶ Realize there are actually two profiles: the one shown to your connections and the public profile
- ▶ You can add images, presentations and more
- ▶ Don't forget about the photo
- ▶ Use it to learn about others (pro tip: [Rapportive](#))
- ▶ Paid version is not necessary

Hi Adam,

2011 was a year of change. 231 of your LinkedIn connections started something new. Here they are:

Click to view their new titles



Business cards?

- ▶ Self-serviced contacts
- ▶ Whom to connect through
- ▶ Who recommends whom
- ▶ You can see who checked your profile
- ▶ Ads? Not really... but you can use e-mails from LinkedIn to create razor precise targeting on FB

Thank you!

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You can find us here:

