

# Social Networking For Biz

Should you? Why? How?



# What is Social Networking?

- A social network service focuses on building online communities of people who share interests and/or activities, or who are interested in exploring the interests and activities of others.



# What is Social Networking?

- FaceBook



# What is Social Networking?

- FaceBook
- MySpace



# What is Social Networking?

- FaceBook
- MySpace
- Twitter



# What is Social Networking?

- FaceBook
- MySpace
- Twitter
- Twibs



# What is Social Networking?

- FaceBook
- MySpace
- Twitter
- Twibs
- LinkedIn



# What is Social Networking?

- FaceBook
- MySpace
- Twitter
- Twibs
- LinkedIn
- YouTube



# What is Social Networking?

- FaceBook
- MySpace
- Twitter
- Twibs
- LinkedIn
- YouTube
- Bebo



# What is Social Networking?

- FaceBook
- MySpace
- Twitter
- Twibs
- LinkedIn
- YouTube
- Bebo
- Digg



# What is Social Networking?

- FaceBook
- MySpace
- Twitter
- Twibs
- LinkedIn
- YouTube
- Bebo
- Digg
- TripAdvisor



# What is Social Networking?

- FaceBook
- MySpace
- Twitter
- Twibs
- LinkedIn
- YouTube
- Bebo
- Digg
- TripAdvisor
- Epinions



# What is Social Networking?

- FaceBook
- MySpace
- Twitter
- Twibs
- LinkedIn
- YouTube
- Bebo
- Digg
- TripAdvisor
- Epinions
- Network For Good



# What is Social Networking?

- FaceBook
- MySpace
- Twitter
- Twibs
- LinkedIn
- YouTube
- Bebo
- Digg
- TripAdvisor
- Epinions
- Network For Good
- Yahoo! 360°



# Why would you use it for biz?

- Build Customer Loyalty



# Why would you use it for biz?

- Build Customer Loyalty
- Increase visits to your web site



# Why would you use it for biz?

- Build Customer Loyalty
- Increase visits to your web site
- Build inbound links



# Why would you use it for biz?

- Build Customer Loyalty
- Increase visits to your web site
- Build inbound links
- Keep Mindshare



# Convinced?

- Remember the “Cocktail Party” Rule!



# Start by lurking

- Remember the “Cocktail Party” Rule!
- Start by lurking.



# Then what?

- Open an account.



# Then what?

- Open an account.
- Have a plan.



# Then what?

- Open an account.
- Have a plan.
- Answer: “Why are you doing this?”



# But HOW do I...?

- Be true to who you are.



# But HOW do I...?

- Be true to who you are.
- Hedgehog!



# But HOW do I...?

- Be true to who you are.
- Hedgehog!
- Be transparent.



# But HOW do I...?

- Be true to who you are.
- Hedgehog!
- Be transparent.
- Respect your customers.



# But HOW do I...?

- Be true to who you are.
- Hedgehog!
- Be transparent.
- Respect your customers.
- Don't make promises you can't keep.



# Set Your Goals

- Reach customers directly



# Set Your Goals

- Reach customers directly
- Push your brand



# Set Your Goals

- Reach customers directly
- Push your brand
- Online Public Relations



# Set Your Goals

- Reach customers directly
- Push your brand
- Online Public Relations
- Market Research



# Set Your Goals

- Reach customers directly
- Push your brand
- Online Public Relations
- Market Research
- Event Marketing



# Set Your Goals

- Reach customers directly
- Push your brand
- Online Public Relations
- Market Research
- Event Marketing
- Retail Sales Promotions



# Set Your Goals

- Reach customers directly
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- Online Public Relations
- Market Research
- Event Marketing
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- Recruitment



# Set Your Goals

- Reach customers directly
- Push your brand
- Online Public Relations
- Market Research
- Event Marketing
- Retail Sales Promotions
- Recruitment
- Publishing

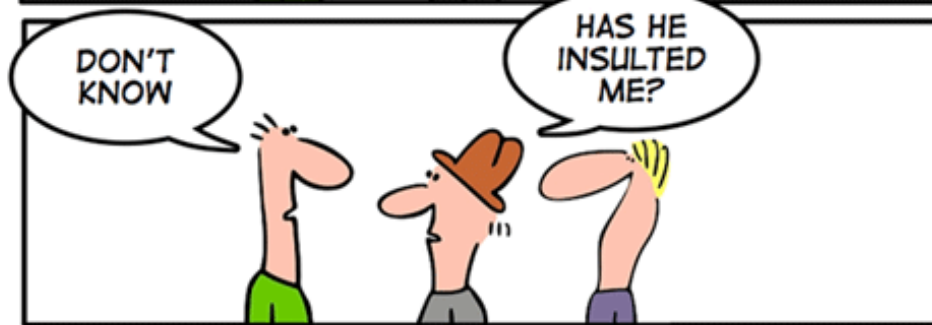
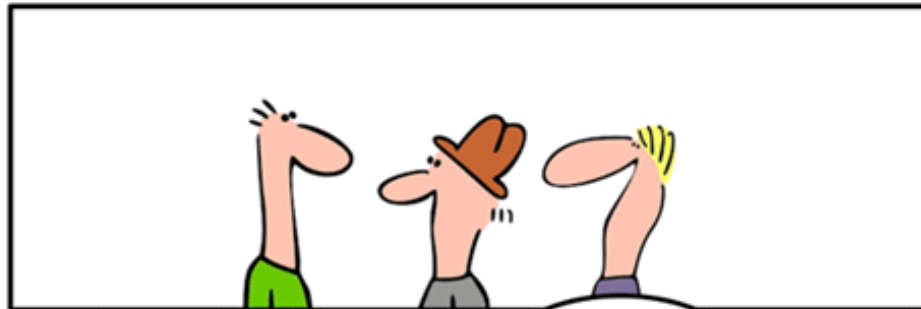
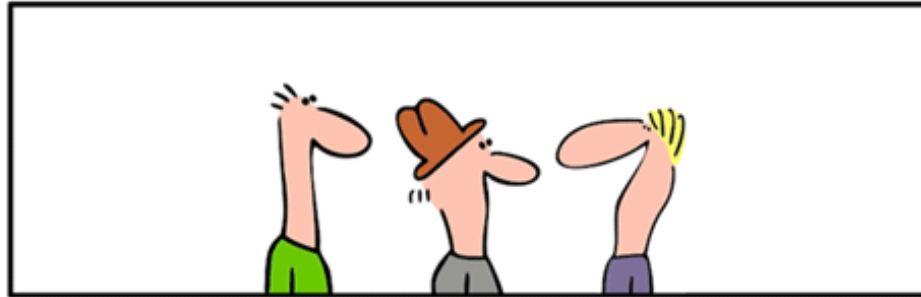
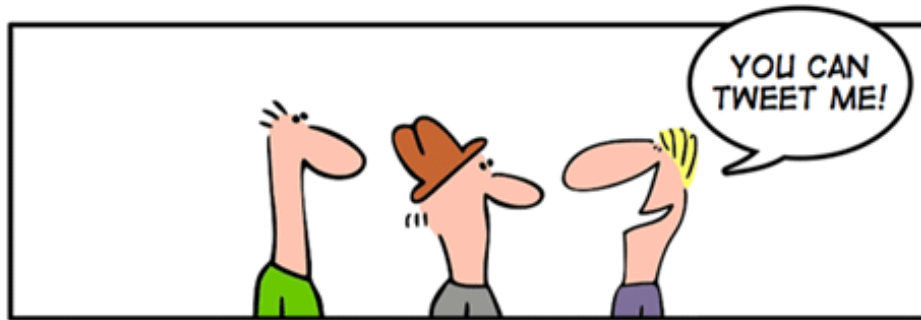


# But SHOULD you?

- The real question is...

*How involved* should your business become in this technology?





geek and poke

*IT'S A LONG WAY TO MAINSTREAM*



APRIL 2012,  
COLUMBIA  
UNIVERSITY...

AND  
THIS YEAR'S  
PULITZER  
PRIZE FOR  
INVESTIGATIVE  
TWEETING  
GOES TO...



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Thanks for your time!

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