The Social Media Kit

7 easy to follow guides
to understanding and using
Social Media



by Joselin Mane

Social Media Kit Table of Contents

The following is a group of Social Media PDF guides that will help you better understand social media. Here is a brief description of the pages included in this kit. :

1. Very Basic Overview - This pdf highlights Social Media at a very high level to give you a sense of the big picture.

2. Basic Overview - This pdf highlights Social Media as a whole to give you a more detailed perspective on how Social Media fits together.

3. Social Media 5 Phases - This pdf highlights the 5 phases of social media and their importance.

4. Social Media 5 Actions - This pdf highlights the 5 actions, in order, that you should take to immediately start leveraging Social Media.

5. Social Media Google Services - This pdf highlights how you can use free Google services to streamline your Social Media activities.

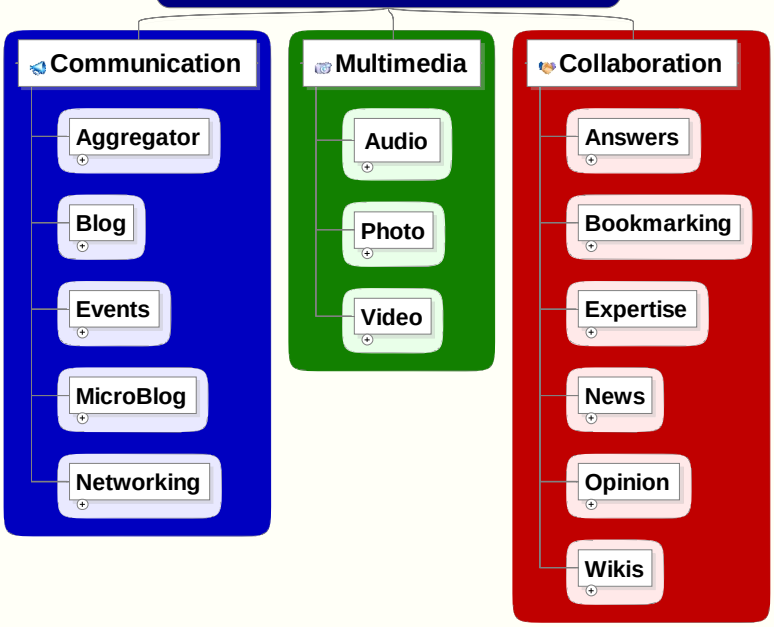
6. Social Media Who's Who - This pdf highlights 5 individuals that are leveraging Social Media successfully.

7. Social Media Case Studies - This pdf highlights 5 major brands that are leveraging Social Media successfully,

What's missing? What would you like to know more about? Please email me any suggestions you have that will make Social Media easier to understand and use.

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Social Media Very Basic Overview*



Here are few definitions you might not be familiar with:

Aggregator - Collects & consolidates updates from multiple social websites such as blog entries, social bookmarking websites, social networks, etc in a single location for easy viewing.

Blog - Derived from weB LOG, is an easy to update website that is usually used to provide individual commentary/news on a subject via text, photos, videos, and/or audio.

Bookmarking - A method to store, organize, search, manage and share web pages on the Internet.

Collaboration - A process where two or more people work together toward a common goal which is generally to determine the best product or service.

Mircoblog - Same as blog except entries are limited to usually 140 characters and generally submitted by text message, instant message, and/or the web and is ideal for updates while mobile.

Networking - An online membership website that focuses on building online communities of people that share the same interests and/or activities.

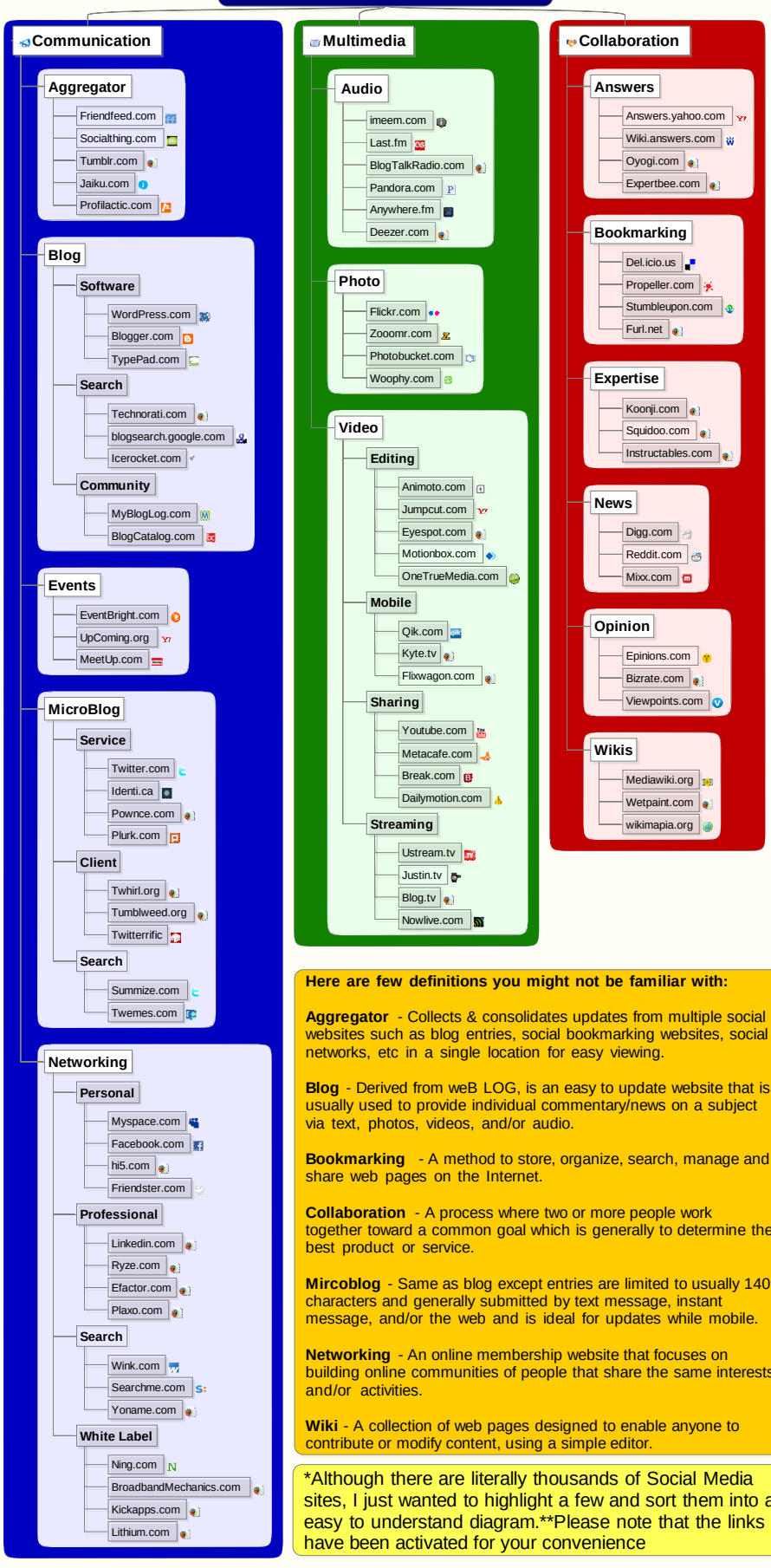
Wiki - A collection of web pages designed to enable anyone to contribute or modify content, using a simple editor.

*Although there are literally thousands of Social Media sites they all seem to fall into these basic categories. I just wanted to highlight a few and sort them into an easy to understand diagram. If you get familiar with these categories it will be easier to determine what each site does and how you can best use it.

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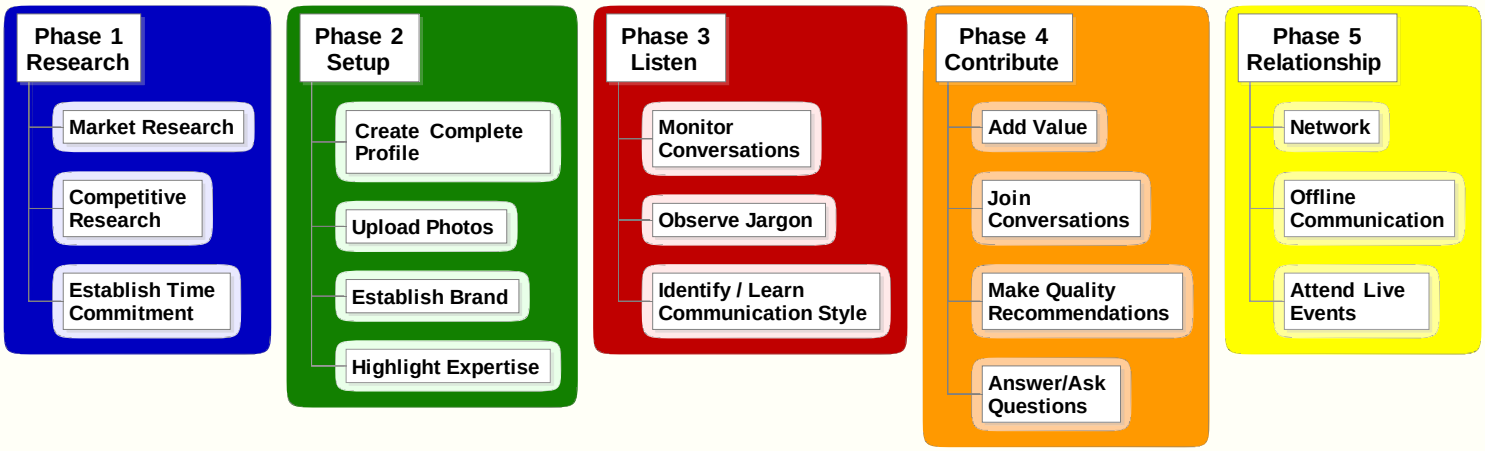
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Social Media 5 Phases Overview*



Here are the 5 phases that will help you to enter social media and grow your business quickly and efficiently :

1. Research - Determine where your marketplace tends to gather online. Use Google Alerts & Google Reader to get a sense of the sites that your marketplace is using. Myspace, Facebook, & Twitter are currently the most popular Social Media sites, however make sure to do the necessary research not only on your marketplace, but also your competition and your industry. Lastly commit to a certain amount of time to social media everyday. Social Media is about relationships and they take time to build.

2. Setup - Every site has its profile requirements and protocols so make sure you are familiar with what it takes to complete the entire profile. Take 5-10 mins to look at existing profiles so that you get a sense of what creating a complete profile entails and what a good profile looks like. They generally tend to request your name, location, age, photo, website, hobbies, books, etc. Make your profile reflect your brand either personal or professional. Also make sure that the profile highlights your expertise and has links back to your main website and an easy way to contact you.

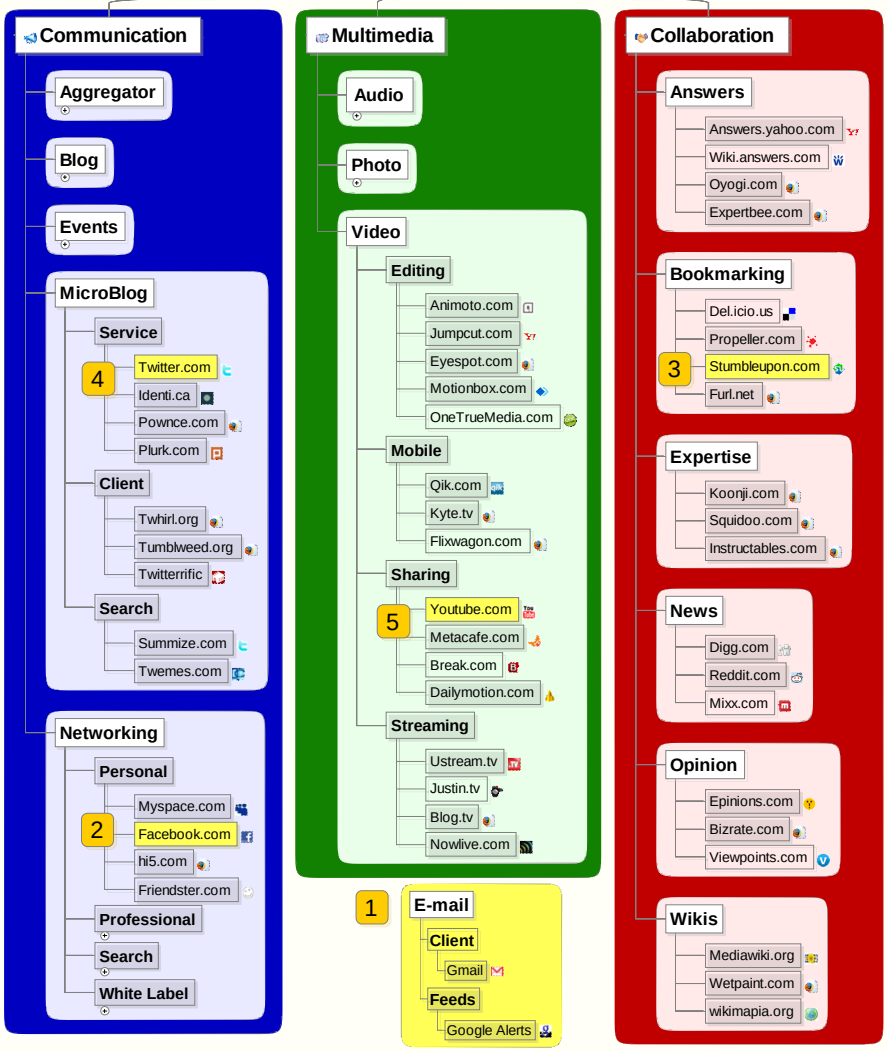
3. Listen - This is one of the most essential phases because if skipped or done wrong it can dramatically hinder your brand and/or reputation. Since each site has its own method of communication, it's critical to follow the communication protocol of the social media tool you select. So take time to learn the proper communication style, the language used, and the tone of the group or site.

4. Contribute - The best way to establish your creditability and reputation within any social media site is to focus first on providing consistent value. Each site is different, but as a rule of thumb to follow regarding sharing your recommendations is for each link to one of your products/services you should promote at least 5 products/services created by someone else.

5. Relationship - The essence of Social Media is relationships. Since people do business with people they know, like and trust, social media is the ideal and fastest method to expedite the relationship building process. The key is to leverage the social media site for information about the person, that's why it's important to have a complete profile. Just as you will be looking at their profile, they will be looking at your profile. The next step is to email or chat with them to see if there are areas where you could assist them or develop a mutually beneficial relationship. And lastly make sure to attend as many live events as you can because nothing beats meeting in person.

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Social Media 5 Actions Overview*



Here are the 5 Actions that will help you start your Social Media Portfolio:

1. Setup Gmail / Google Alerts - Use Gmail as the primary e-mail account for all things Social Media. It will collect, store & consolidate updates from all social media websites in a single location for easy viewing. Use Google Alerts to stay up to date on your industry, your brand, the competition and your niche.

2. Create Social Networking Profile - Facebook - Use Facebook to network with other like minded individuals. Focus first on a personal profile and later on a profile for you business. It is setup to easily store information in a variety of formats i.e. text, photos, videos, and/or audio.

3. Create Social Bookmarking Account - StumpleUpon - Use StumpleUpon to store, organize, search, manage and share web pages on the Internet.

4. Create MicroBlog Account - Twitter - Use Twitter to listen to what your marketplace, competition, prospects and clients are saying. Initially focus on just following and listening to people and/or businesses. Later we will focus on contributing to the conversations. *Note that conversations are limited to usually 140 characters and generally submitted by text message, instant message, and/or the web and is ideal for updates while mobile.

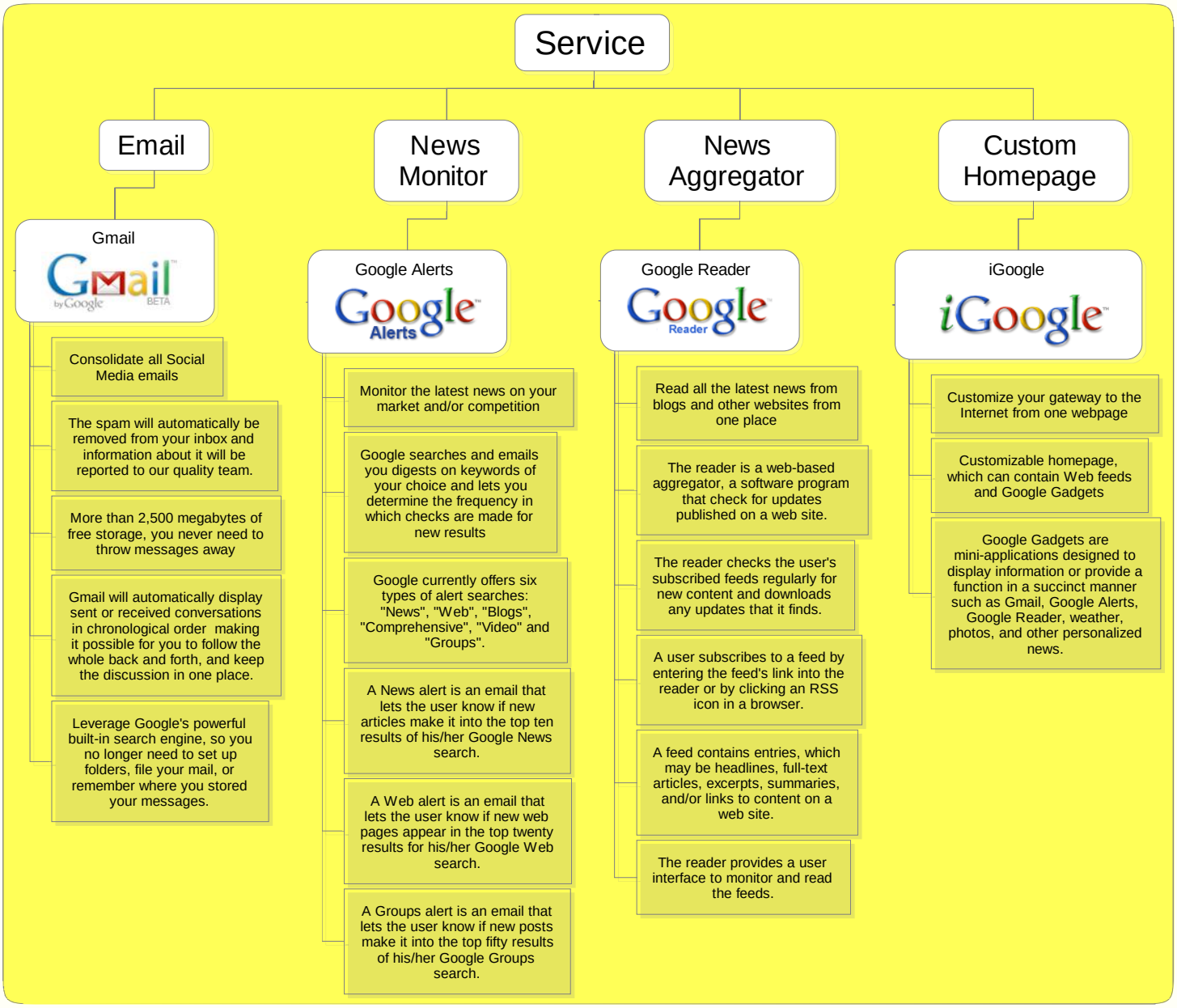
5. Create Video Sharing Account - Youtube - Use Youtube to view what the marketplace, competition, prospects and/or clients are watching, commenting on and rating.

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Social Media Google

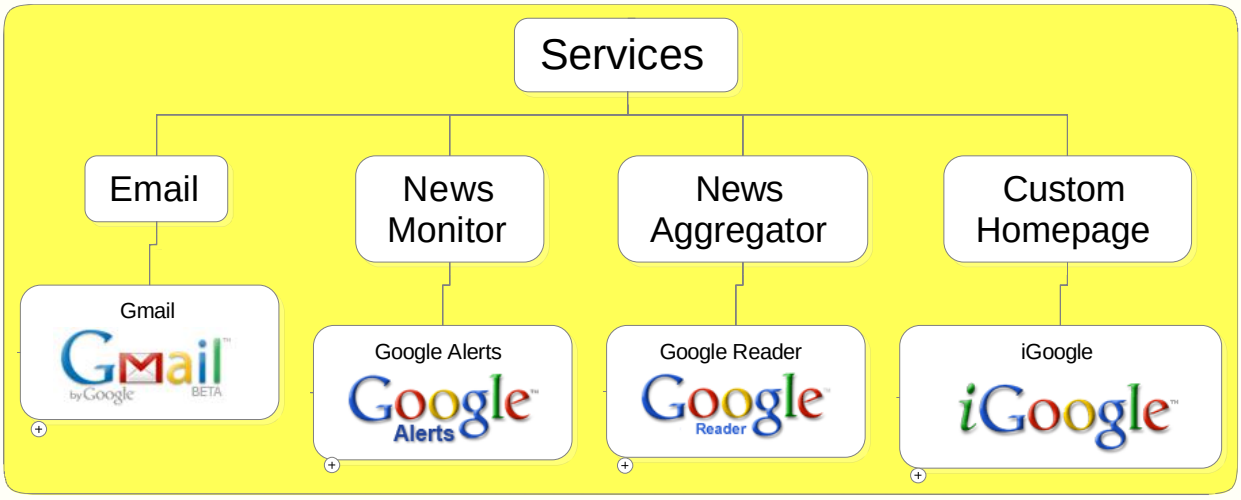


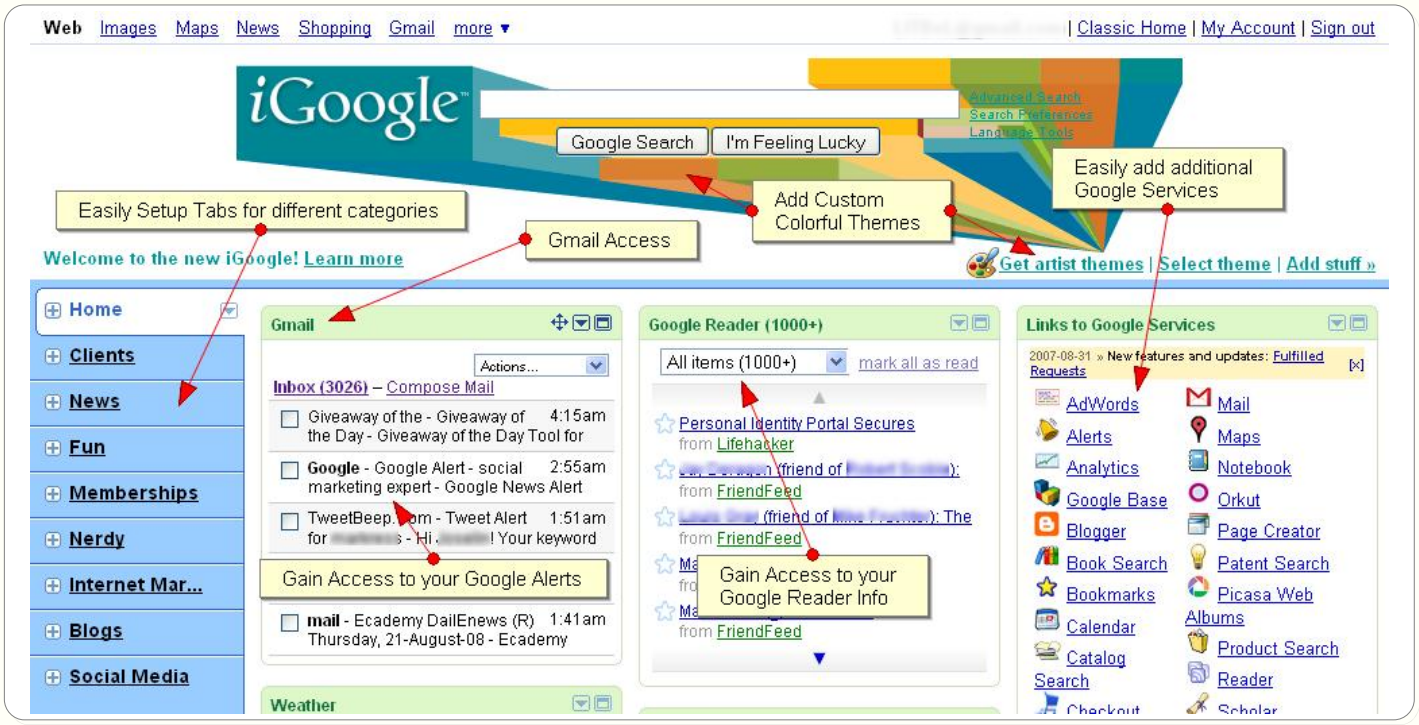
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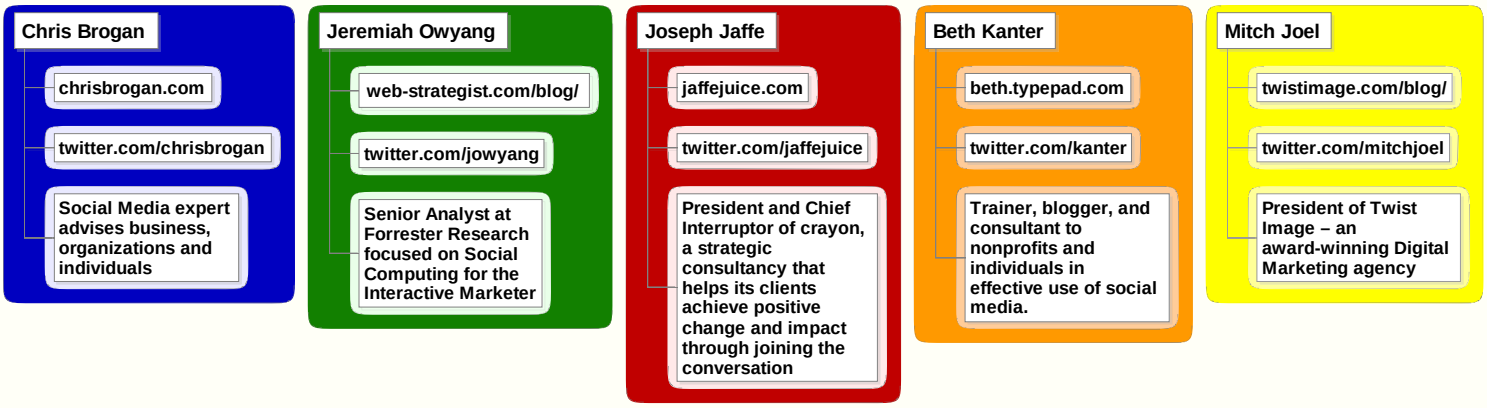




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Social Media Who's who



Here are the 5 people that will help you to leverage social media and grow your business quickly and efficiently :

1. Chris Brogan - He advises businesses, organizations and individuals on how to use social media and social networks to build relationships and deliver value. Considered to be the Must Follow Social Media expert, he has been leveraging Social Media for the last 10 years. He is also the cofounder of the PodCamp new media conference series, exploring the use of new media community tools to extend and build value. Chris Brogan's complete bio .

2. Jeremiah Owyang - Ranked the #1 analyst to follow out of 122 active researchers in social media. He discusses how web tools enable companies to connect with customers. As a very active blogger, posting as frequently as 4 times a day, he continuously provides research, both free and paid, on how to best leverage social media. Jeremiah Owyang's complete bio .

3. Joseph Jaffe - He provides daily and weekly commentary respectively on all things new marketing. Crayon's client engagements include The Coca-Cola Company, Panasonic, American Airlines, Audi, Kraft Foods, Starwood Hotels and ooVoo. His podcast was voted a Readers' Choice Award as "Best Marketing Podcast" by MarketingSherpa. He is also author of best-selling " Life after the 30-second spot" and "Join the Conversation ". Joseph Jaffe's complete bio .

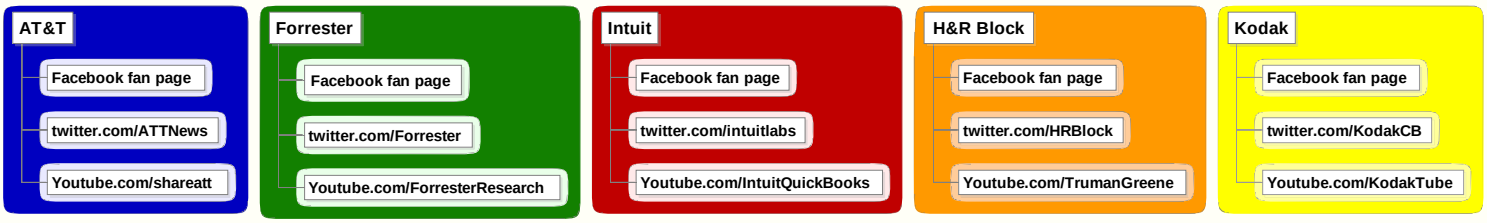
4. Beth Kanter - Beth's expertise is how to use new web tools (blogging, tagging, wikis, photo sharing, video blogging, screencasting, social networking sites, and virtual worlds, etc) to support nonprofit. Her blog is a place to capture and share ideas, experiment with and exchange links and resources about the adoption challenges, strategy, and ROI of nonprofits and social media. Although her focus is in nonprofit her research can also be applied businesses, organizations and entrepreneurs. Beth Kanter's complete bio .

5. Mitch Joel - Marketing Magazine dubbed him the, "Rock Star of Digital Marketing" and in 2006 he was named one of the most influential authorities on Blog Marketing in the world. Google selected him to explain online marketing to the top retailers in the United States (including Wal-Mart, Costo, Sears and Sephora). He speaks frequently to diverse groups like The Power Within, Google, Shop.org, Visa, Microsoft and has shared the stage with former President of the United States, Bill Clinton, Anthony Robbins and Dr. Phil. Mitch Joel's complete bio .

*There are many, many people and organizations that focus on Social media. In this document I have highlighted 5 People that not only research Social Media but also use Social Media everyday. They provide practical advice on what works and in many instances provide case studies that you can immediately implement into your business.
**The bios above are from each experts website.
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Social Media 5 Case Studies



Here are the 5 case studies of major brands that are leveraging social media :

1. AT&T - Using social media to primarily promote its entertainment sub brand called "blueroom", AT&T has created a presence in a variety of social media properties. Although only three social media profiles are listed above, AT&T has several accounts in a variety of different social media sites. They also cross promote their other sub brands when appropriate. They are most active within Youtube where they have branded their channel, have uploaded over 150 videos, have over 220 subscribers, about 70 friends and subscribe to other channels. Their videos not only get viewed, the highest being more than 50,000 views they also get high ratings and many comments.

2. Forrester - Forrester has several social media accounts but they primarily focus on connecting with their market via their blogs, they have 12 traditional corporate blogs, as well as twitter, their microblog, which has close to 2,400 followers. Their facebook page is also very active and has over 1,200 fans. Also note that Jeremiah Owyang, a Senior Analyst focused on Social Computing, is ranked the #1 analyst to follow out of 122 active researchers in social media, click here for source.

3. Intuit - Not only does Intuit have 25+ employees leveraging twitter it was very creative with one of it's Youtube channels. They created a contest on their TurboTax Tax Laugh Youtube channel. To qualify, an amateur comedian just needed to submit a 3 minute video about taxes and reference "TurboTax is easy". Among other things they offered $10,000 for the grand prize winner and received several Youtube honors including #13 Most Viewed (All Time) - Sponsor & #42 most subscribed (all time) - Sponsors. Here is link to their TaxLaugh Youtube channel.

4. H&R Block - Since all their business is done between Jan-Apr, their social media efforts need to be highly optimized. They have various social media accounts that they leverage for only the first 4 months of the year. They not only had a facebook fan page but also developed several widgets to increase brand awareness. They offered free tax advise via facebook and twitter. Also, similar to intuit, they highly leveraged Youtube. In H&R Block's case, after running a very successful contest the previous year, they decided to use a character named Truman Greene (his real name) to promote their product in the social media space. Note that the year they ran the contest the video received almost 2 Millions views which held the Youtube home page record for most views at the time. Here is a Youtube link to a very detailed analysis on how H&R Block leveraged Social Media this past year.

5. Kodak - Kodak has a variety of social media profiles and seem to more mainly focused on their blog, both traditional and micro. They also obviously highly leverage their photo sharing profile. They have a nicely branded facebook fan page and a Youtube account which are both gaining momentum. Although they seem to be in the early stages of social media adoption they have a great opportunity to really engage their market with the right effort. Keep an eye on them.

*There are many organizations that leverage Social media. In this document I have highlighted 5 major brands that not only leverage Social Media but also use Social Media everyday to grow their business. I recommend visiting each social media site listed above to get a better sense of how each company is using social media to speak to their customers.
**Here is a link to a page that lists 200+ Brands that either use or have been abused by social media because they weren't proactive. Note just because a brand is using social media doesn't mean they are using it correctly. Social media is about conversations so companies that leverage social media profiles to facilitate conversations are more successful than those that just have a social media profile.
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