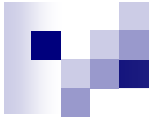


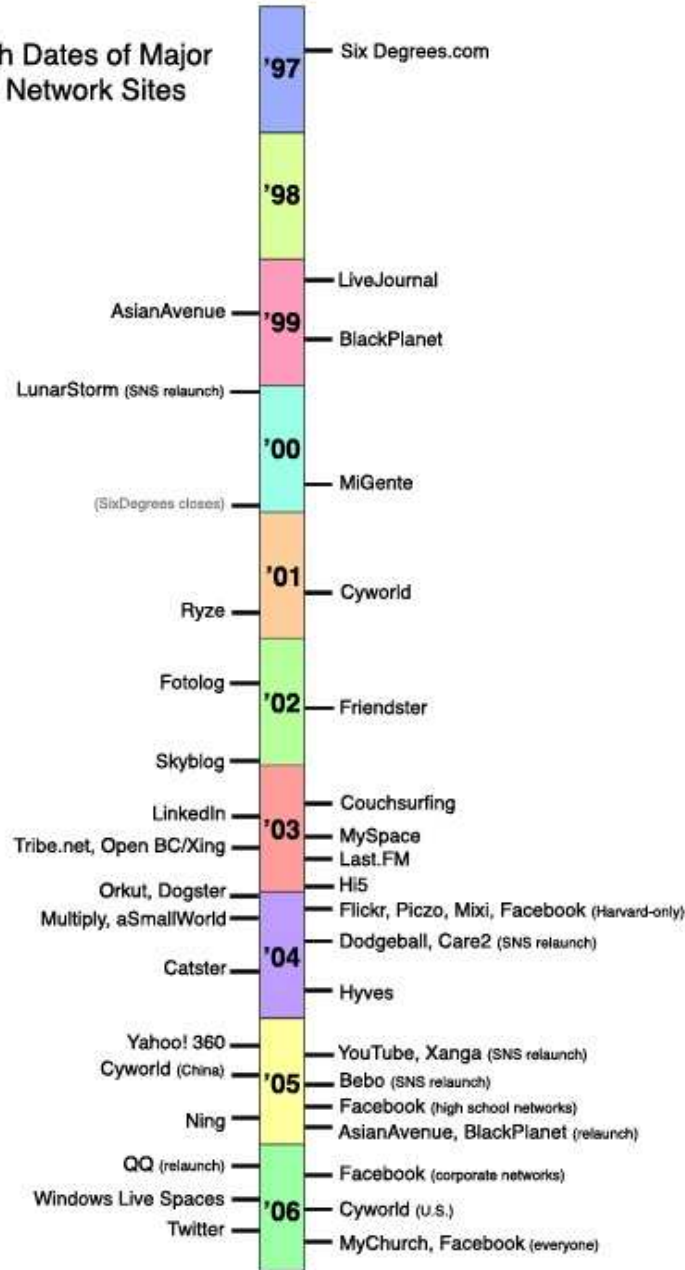


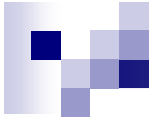
Social Networking

Stats &
Business Best Practices



Launch Dates of Major Social Network Sites



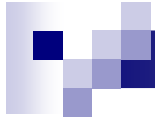


Monthly page views (in millions) for social network sites



Data source: Google Ad Planner

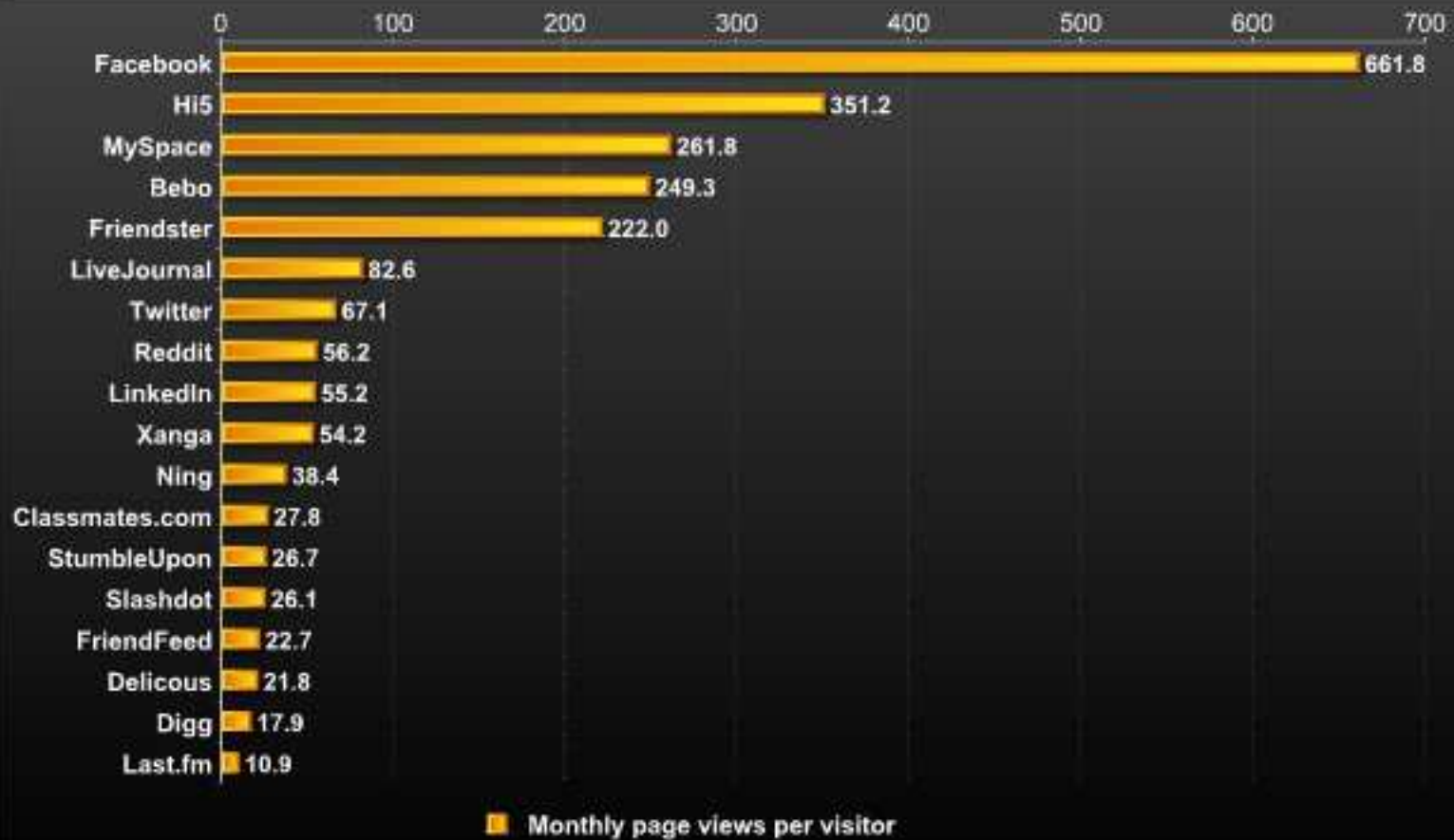
www.pingdom.com



Annual Facebook Page Views

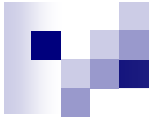
37,400,000,000,000

Monthly page views per visitor for social network sites

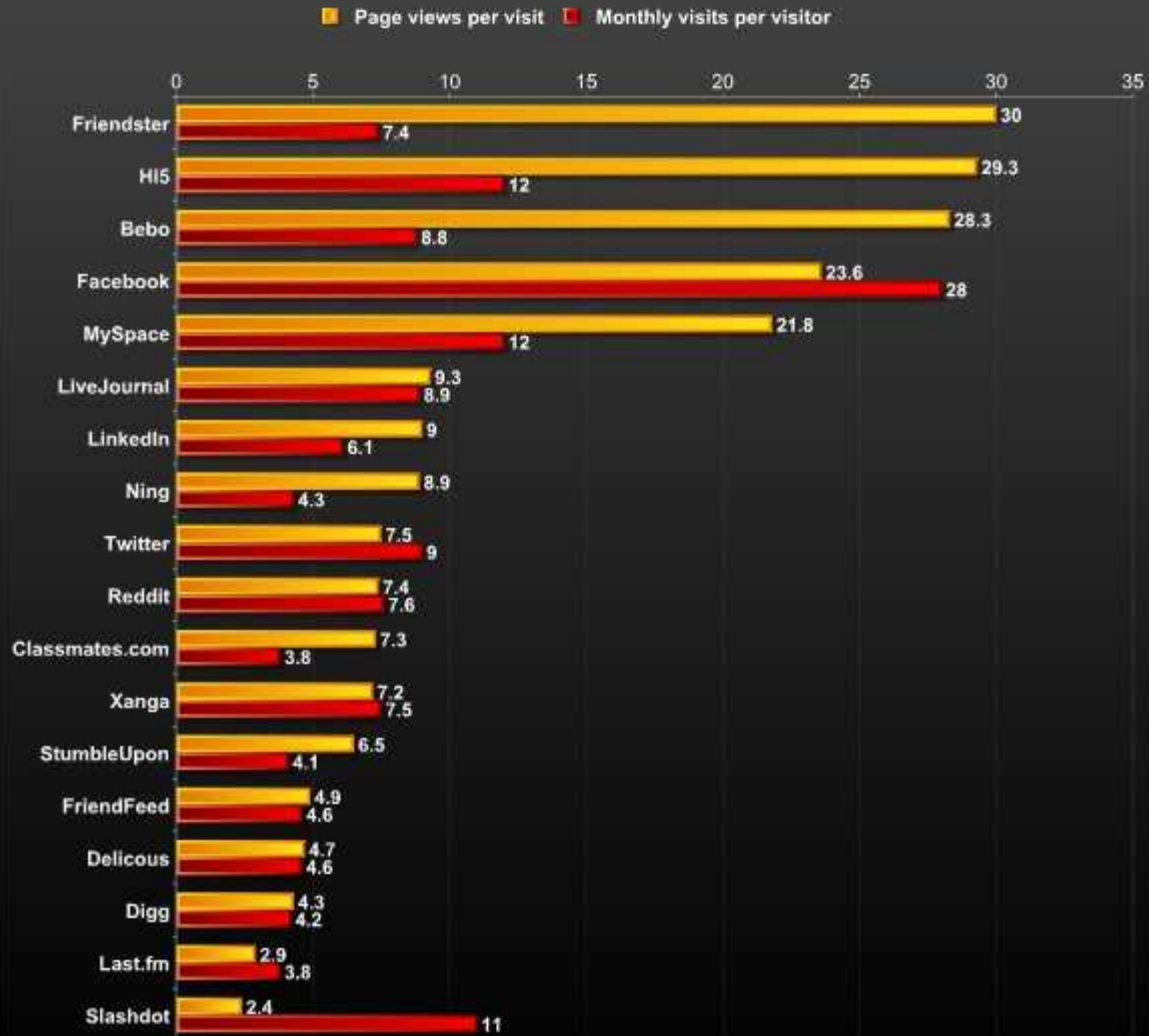


Data derived from Google Ad Planner

www.pingdom.com



Site visit stats for social network sites



Data derived from Google Ad Planner

www.pingdom.com



What to Do on Facebook

- Advertising – very easy to set up
 - Demographics
 - Geography
 - Keywords
 - Affiliations (such as foodies, mentions of liking coffee, only engaged women, etc)



Research Your Audience

■ Who's on Facebook

- Women
- Teens
- African Americans
- More \$
- Households with Teenagers
- Not College Graduates



Create a Facebook Fan Page

- Set up is very easy.
- Create or put established apps on your page
- Use Facebook Connect to move apps to your site (like CNN did during Obama's inauguration)



Facebook Best Practices

1. Populate your company page with a constant flow of industry news as well as news from the company.
2. Upload videos and photos of your company's products, people and activities.
3. Create invites and post information for events that the company is organizing or participating in, such as webinars, conferences, tradeshow or speaking engagements.
4. Join network and industry groups related to your company's business.
5. Refrain from engaging in games/applications that are not related to your company, as they will clutter your page and distract your audience.



Facebook Best Practices

6. Sync your Facebook updates with other social media, such as Twitter, LinkedIn or a company blog.
7. Consider conducting a contest or giveaway that only friends/fans can enter to win – encouraging them to invite friends or spread the word about your Facebook presence.
8. Use the Notes application as a blogging tool, which can be connected to an existing blog or updated independently.
9. Create a Discussion Board to engage your friends/fans in conversations about topics related to your company.
10. Develop Facebook Ads that are targeted specifically at your ideal customer/



What to do with a Facebook Fan Page

- Keep people up to date, like [Stephan Pastis](#)
- Create a resource, [like Dell](#)
- Embrace existing groups, [like Coke](#)
- Find your key demographic and funnel them through your network, [like Victoria's Secret PINK](#)



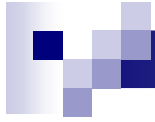
What not to do on Facebook

- Sell, not listen.
- Treat it like a short-term campaign.



No Need to Get Complicated

- Just look at [what IKEA did](#)



LinkedIn

- What is LinkedIn?
- Who's on LinkedIn?



LinkedIn – a Professional’s Tool

- Add news feeds to your profile for a steady stream of fresh content
- Automatically update your blog on LinkedIn (there’s an app for that!)
- Update status (directly or through tools like Twitter)
- Conduct polls (free within your network, small fee outside your network)
- Join groups and interact (free and fun – good networking, too)
- Share slide presentations (there’s an app for that too!)



LinkedIn – a Company Tool

- Create discussion groups or participate in discussion groups that represent your prospects or customers
- Post/invite for company events, webinars, conferences, etc.
- Post industry news and information on your profile, as well as in discussion or member groups
- Leverage for new business development – advanced search functions enable you to pinpoint decision makers at target firms
- Bypass the recruiter - post job openings directly or search for the perfect candidate



LinkedIn – a Company Tool

- Your company profile will feed Wikipedia!
- Answering questions will promote awareness!