

Using Social Media Effectively

Ashish Kulkarni

Glasgow Business Network

Before we start

- In this presentation, I am assuming that you already know about or are registered on various Social Media Websites such as FaceBook, Twitter and LinkedIn.
- In case you are not already registered and are looking for help, I can show you a few things outside this presentation.
- The goal of this presentation is to help you get further with FaceBook, Twitter and LinkedIn.

What is Social Media?

- In the past decade, there has been an insurgence of web applications that allow visitors to contribute and manage content.
- Different websites have different target audiences.
- Different websites have different capabilities.
- One common feature is that most basic features are available for free.

2 types of Social Media Websites

Professional

- LinkedIn

Personal

- Facebook
- Twitter
- Bebo
- MySpace

The end goal

- Allow end users to setup and manage their profile
- Invite people
- Search for people
- Connect with people
- Exchange messages with people
- Publish updates.

Using Social Media for Business

- Before we approach Social Media for commercial gain, we need to understand how it works.
- It is not a TV Channel allowing you unlimited free advertisements.
- It is a channel for connecting with people. And to use it for business, you still need to keep focus on people.
- If you constantly bombard people with adverts on Social Media, they will switch off.

So how can we use Social Media?

- There are 3 simple principles of using Social Media for Business:
 - Engage
 - Entertain
 - Educate

Engage

- Find the right people to connect to.
- Send appropriate connection request.
- Accept appropriate connection requests.
- Once accepted, send a simple “Thank You”.
- Find out about them.
- Forward their important and interesting updates on.
- Reply to their updates and direct messages.

Entertain

- Make sure what you put out is interesting or important or both, to your audience.
- Once people respond, respond back.
- If their response is negative, still respond professionally.
- Let your personality show.
- Sometimes, these updates may have nothing to do with business. That's ok.
- If it is going to be hurtful, harmful or untrue, don't say it.

Educate

- Spend time to create good quality articles with good entertainment value.
- These need to be geared up towards proving that you are an expert.
- You may have to give good free advise away in these articles. Think of it as investment.
- Avoid monotonous articles or articles that are so profound or boring that people cannot or will not engage with you.

FaceBook

- Over 500 million users worldwide.
- Allows profile management, connecting with others, status updates, sharing images, video, links.
- Allows responding to status updates, images, video and links.
- Also allows creation of Pages, Groups, Events, Adverts and Applications.

Overview of FaceBook

Twitter

- Over 190 million accounts
- Allows profile management, connecting with others, status updates, sharing images, video, links.
- Allows forwarding status updates, images, video and links.
- Allows responding to status updates, images, video and links.

Overview of Twitter

LinkedIn

- Over 90 million users worldwide.
- Allows profile management, connecting with others, status updates, joining groups and engaging with group members.
- Allows responding to status updates.
- Also allows creation of Company Profile, Groups, Events, Adverts and Applications.

Overview of LinkedIn

Windfall usecases

Overview of Social Media Tools

- TweetDeck
- Ping.fm
- SocialOomph

Summary

- Social Media is here to stay
- People are already using it
- Some people are also using it for business
- It is about engaging with people and entertaining / educating them using infotainment.