

Social Media & Networking

Blogging and Twitter for Business



Emily Paterson, Captico.com



Welcome to the New Economy

Some fundamental truths:

- The Internet is the ultimate social-democratic society
- Old advertising model is crumbling, we need an alternative.
- Your personal sphere of influence has a monetary value.

If you don't add real value,
you will sink like a stone.



The New Law of the Jungle

○ **Reciprocal**



○ **Authentic**

○ **Transparent**

○ **New**

"Social Media" is a tool that...

- ✓ enables interaction with customers, peers, & competitors.
- ✓ builds your credibility, your influence, and your brand.



- Contribute **real value** to the conversation
- Social media should NOT be used to direct-sell
- Consumers are highly skeptical & sophisticated

BLOG 101

BLOG



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Why Blog?

Support your business

- Engage with your audience
- Establish yourself as an expert
- Build your brand
- Bring customers back
- Fresh content gives you higher page rank



A Successful Blog

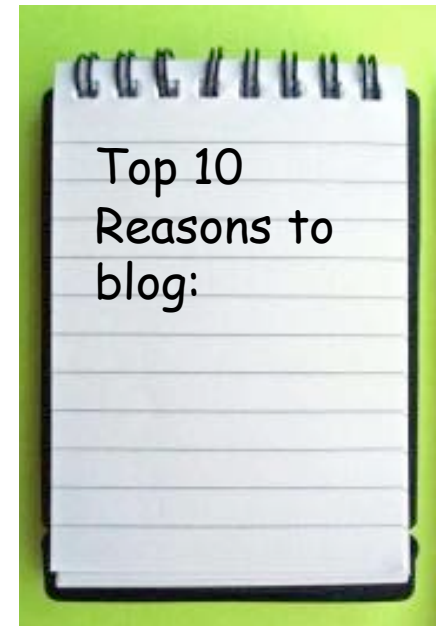
**What do you
know well?**



**What is
popular?**

What to blog

- 1 in-depth post per week, 2 shorter posts
- Content, Content, Content!
 - Numerical lists, such as top 10 lists
 - Videos (YouTube)
 - Images
 - “How-to” guides
 - Easy-to-read/white space
 - New ideas get higher page rank
- Remember your audience



Engage your Audience



- Engagement is not a one-way street
- Create dialogue, not monologue
- Respond to comments
- Link, link, link!

Blog Resources

- Images:

 - Flickr

 - Stock.Xchng

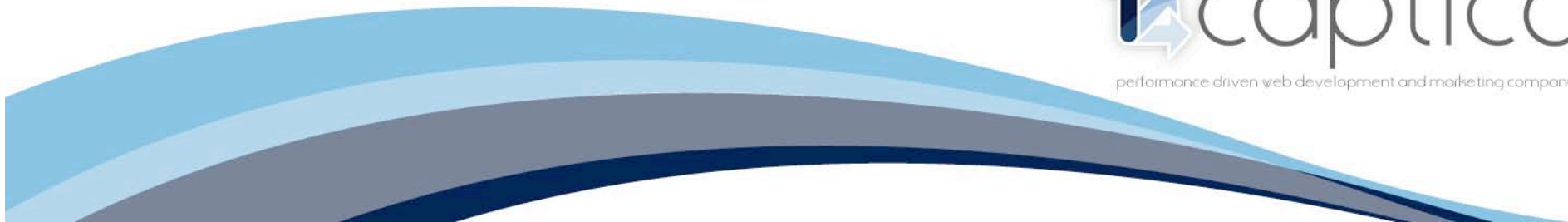
 - FreeFoto

- Video: YouTube

- Trends:

 - Google.com/trends

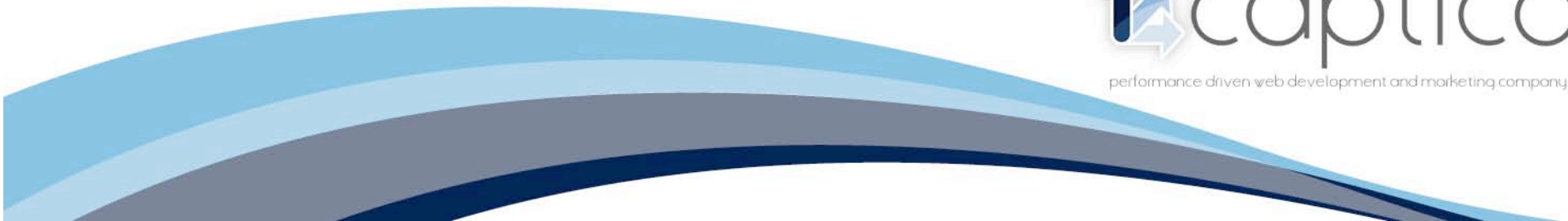
 - PopURLs.com



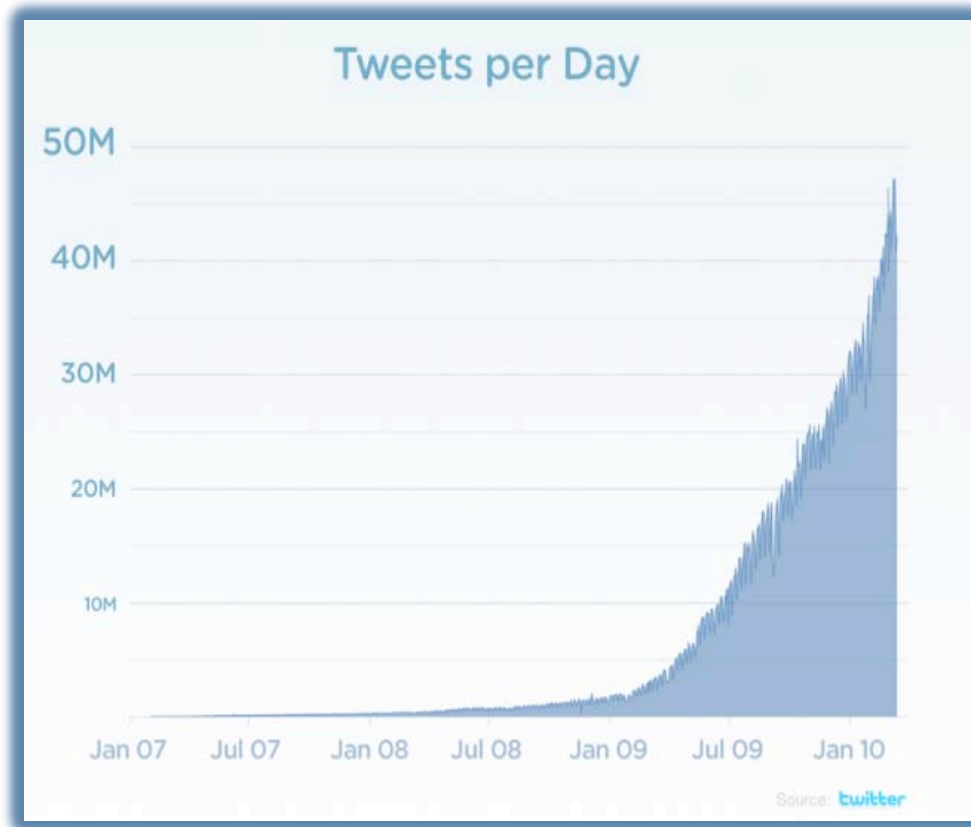
TWITTER

twitter

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Twitter growth



- Grew by 1,400% in 2009
- 1 Billion tweets a month
- 50 Million tweets a day
- 75 million users
 - Compare to Facebook's 350 million users
- Dalai Lama started tweeting on Mon. In 24 hours he had 70,000 followers.

A Twitter Revolution, Literally



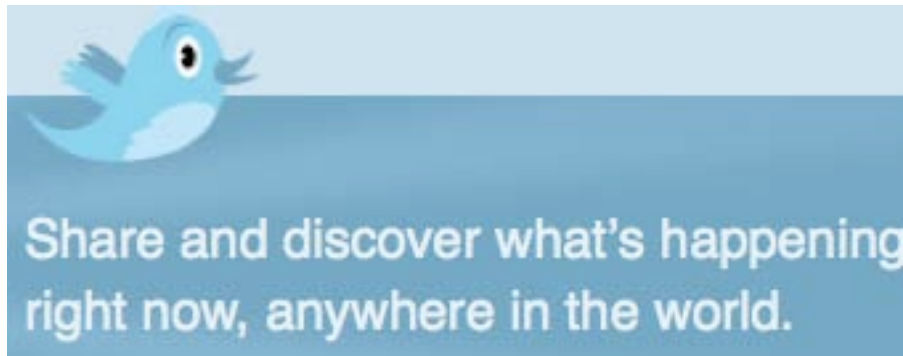
Twitter: the micro-blog

- 140 characters
- Multimedia
- What's happening?
- Public
- Industry-specific



what's
happening?

Same Rules Apply



Same rules apply as blogging

- Fresh content
- Be authentic!
- Provide information & value
- Be relevant to your audience

What is a Tweet?



- Anything in **red** is clickable
- URLs are clickable if you add: **http://**

Anatomy of a Tweet



TEDNews

- @
- #
- [http://](#)

.@jamie_oliver's #TED Prize Talk has been translated in to 29 languages incl Arabic in 2 wks. <http://on.ted.com/89pK> Thank you translators!

about 1 hours ago via HootSuite

Anatomy of a Tweet



- #
- RT
- @
- [http://](#)

The [#TED](#) folks have posted video of my talk on energy and environment here – <http://bit.ly/c3xlji>

11:57 AM Feb 18th via web

 [nothingbutnets](#) RT [@unfoundation](#): Big news -- AMERICAN IDOL to benefit [#UN](#) Fdtn Fund for [#Haiti](#) next Thurs 2/25 on FOX! Read more: <http://ow.ly/18EsM>


9:44 AM Feb 18th via HootSuite

Retweeted by [BillGates](#) and 82 others

Anatomy of a Tweet



aplusk

 *Verified Account*

- @
- http://

RT @msfd RT @TechCrunch Mobile Roadie Now Creates Apps For Android Ecosystem – <http://tcrn.ch/b4ActY> by @leenarao

about 4 hours ago via Brizzly

Useful Tools

- List function
- Twitpic.com
- Bit.ly
- Twitdir.com



- Hashtags.org
- Search.twitter.com
- Tweepchat.com
- Tweetdeck

Remember...



- 4:1 Rule of thumb: 4 informative tweets to 1 self-promoting tweet (NOT direct sales pitch)
- Balance the number of followers and following
- Relevant/interesting/informative/witty tweets
- Ask questions
- Respond to others who interest you

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