

## **Social Media for You and Your Association Association Executives of North Carolina – April 2010**

### **Social Media Myths**

- It's a fad.
  - Watch this video and you'll see that it's not. Social Media Revolution video - <http://www.youtube.com/watch?v=sIFYPQjYhv8>
  - According to the Pew Research Center's Internet & American Life Project (11/09), 74% of all adults ages 18 and older are online. Of those, 47% use social networking sites, up from 37% in November 2008. 40% of adults 30 and older use social sites. 73% of adults 18 and older use Facebook, 48% use MySpace, 19% use Twitter and 14% use LinkedIn. (<http://www.pewinternet.org/Reports/2010/Social-Media-and-Young-Adults.aspx>)
  - Generation Y will outnumber Baby Boomers this year, and 96% of GenY have joined a social network.
  - If Facebook were a country, it'd be the third largest one, behind only China and India in population. It had a 40% increase in active users in the last six months.
  - 80% of companies use or plan to use LinkedIn for recruitment/hiring. When LI launched, it took 477 days to reach 1 million users, the last million took 12 days.
- It's for kids.
  - Fastest growing group on Facebook is age 45-54.
  - 40% of adults (30 and older) are using social networking sites. (11/09 Pew)
- It's all noise.
  - No doubt, there is a lot of noise and spam, but only if you are connected (or follow) the wrong people. Be selective about whom you connect with (or follow).
  - On Twitter, there is no expectation that following is reciprocal; it's perfectly fine to not follow people back.
  - On Facebook, if one of your friends is posting too much crap for your news feed, you can Hide the friend (place your cursor in upper right corner of their posting, and the Hide button will appear). If you are sick of seeing Farmville, quizzes and other application, you can use the same Hide button to hide them as well.
- It's all superficial.
  - It can be superficial, or not. That's up to you and those you're connected with. The key is your level of engagement. You can't cultivate relationships unless you interact with someone – comment on their page or posts, talk to them or retweet them on Twitter, or comment on their status or send them messages on LinkedIn.
  - Relationships can definitely be cultivated and strengthened by using social networking tools. I've seen it and I've experienced it.

### **LinkedIn - Best Practices for Personal Use**

1. Go to Profile → Edit Profile.
2. On the right, there is a blue bar showing *profile completeness*, and it will list suggestions on how to reach 100%.
3. Upload a photo, as professional as possible. Ideally this is the same photo that you will use for Twitter, Facebook (unless you prefer something more informal for that space), your blog and any other online communities you frequent. This helps establish recognition.

4. Your *Professional Headline* is by default your title in your current position, but you can change this to anything that better reflects what you do. Think of keywords since this is searchable by LinkedIn.
5. Websites – List your company website and your blogs. You can customize the descriptor by selecting *Other*.
6. Twitter – Add your twitter profile page if you have one.
7. Public Profile – Click on *Customize Your URL* and create an address that displays your name. This more concise URL will be easier to use on business cards and on other networking sites.
8. Add a *Summary* and *Specialties*. These are searchable areas so take full advantage.
9. Look over each editable area (especially *Education* and *Current/Past Positions*) to make sure you have completed all of them. Former colleagues will be able to find you easier if you include past positions.
10. Browse through the Applications to see if you would like to add any.
  - a. SlideShare – Share your PowerPoint presentations
  - b. My Travel by TripIt – share upcoming itineraries – great way to meet up with connections in other cities
  - c. Events – Find and share events that you’re attending
  - d. Reading List by Amazon
  - e. Huddle Workspaces – Online collaboration tool
  - f. Box.net – Share files online
  - g. Blog import – WordPress, Typepad (Blog Link)
  - h. Tweets – Displays your Twitter stream on your profile. I display my Twitter feed on my LI homepage but not my profile. I don’t want to create noise for my followers since many of my tweets are not about professional topics.
11. Get recommendations. Don’t be shy. Do it when someone’s memory is fresh.
12. *Interests* can give a glimpse of the whole person. It may differentiate you or help to create a tie to someone with similar interests.
13. Join groups. Go to Groups → Groups Directory to search for those that might interest you. ASAE and AENC have groups. You can customize your settings for each Group (go to the Group → More... → My Settings).
  - a. You can choose to display (or not) the group’s logo on your profile.
  - b. You can choose a daily or weekly (recommended) email summary of group activity, and specify an email address for each.
14. Add any credentials and awards to *Honors and Awards*.
15. Go to *Settings* at the top of the page. Go through all your settings so you understand how you’re really using LinkedIn, but here are some suggestions for focus.
  - a. Where there is an option to be visible to *everyone*, select *everyone*. This is a networking site, don’t hide.
  - b. Review *Receiving Messages* under *Email Notifications* to make sure it’s customized the way you wish.
  - c. *Invitation Filtering* – Leave it on *All invitations*.
  - d. If you would like to subscribe to the RSS feed for your network updates so you can view them in Google Reader, you can get the feed address in *Your Private RSS Feeds*.
  - e. *Personal Settings – Name & Location* – Make sure your full name is checked and not the first name/last initial.
  - f. *Connections Browse* – Allow (select *Yes*) your connections to see your other connections.
  - g. *Profile & Status Updates* – For *Publish profile updates, recommendations and companies you follow?*, select *Yes* because if you make significant changes to your Profile, for

example, new title or position, new honor, etc., wouldn't you want your network to know? However, if you are editing your profile and it's not newsworthy (but rather housekeeping), change this option to *No* before you do all that editing so you don't keep sending out announcements on Profile changes.

- h. *Profile & Status Updates* – For *Notify your connections of status updates?*, select *Yes* because this is a great way to stay visible and encourage engagement with your network.
16. Sending out Status Updates is a good way to let your network know what you're working on. Keep it professional; this isn't Facebook. Here are some prompts for update ideas: is writing ..., is reading ..., thinks that ..., is teaching ..., is looking forward to presenting.
17. Import your contacts (Yahoo, Gmail, Outlook, .csv file) every quarter so that you'll be notified of any of your contacts using LinkedIn.
18. Sending invitations to connect – Don't use the default message. Check on *Add a personal note with your invitation?* Show that you care about connecting enough to take a few seconds to personalize the message.
19. Everyone has a different connection philosophy. Some will only connect to those they know well; some to anyone they've ever met; some to those they only know online; and some to anyone in the same industry or city. When you get an invitation to connect, select either *connect* or *ignore*. Avoid selecting *I don't know this person* because if someone gets that label too often, LinkedIn will suspend their account. I don't want to punish someone just because they have a different connecting philosophy than me, so I don't select that option.

## Facebook Best Practices

1. Friending philosophy – Everyone has a different approach; do what feels right and know that you may change this approach over time, I did. My current approach: If I would have a beer with you in real life, I'll be your friend. I do friend people that I only know online, but they're people who I would have a beer with in real life; I know enough about them that I like them and want to know them.
2. Very important! Go to Accounts → Privacy Settings and check every single one. Facebook made changes to the default setting a few months ago (and will be changing them again in the near future). Your settings may have changed to a more public view without your knowing. Most people limit their activity to *Only Friends* unless they have some reason to share their private life with strangers.
3. You can also customize your Notifications so that you don't receive too many emails from Facebook about others' activities. Go to Account → Account Settings → Notifications.
4. You have two options for receiving your News Feed -- *Top News* and *Most Recent*. Top News is based on a Facebook algorithm; they will select news for you based on that, so you won't see everything. I use Most Recent.
5. You can hide applications (games, quizzes, snowball fights etc.) and/or friends. Place your cursor over the upper right corner of each news item and the *Hide* button will appear. Click on that and you'll have the options of hiding the person or the application.
6. Check *Edit Options* at the bottom of the News Feed page. It shows whom you have hidden (in case you want to bring them back). It also shows the number of friends that Facebook will display in your News Feed. Increase this number if it's too low – I believe the default is 200, so if you have more friends, you'll want to increase it.
7. Don't spam other pages, that is, don't promote your company's page (“Hi, please become a fan of our page.”) on someone else's page. That's obnoxious and bad form.

8. You can select a username -- like LinkedIn, a more concise URL for your Facebook profile -- at <http://www.facebook.com/username>.

### **Twitter Best Practices**

1. Set up a Twitter profile if only to reserve a good username. Keep your name as short as possible so it won't take up too many characters.
2. You will only see the tweets of people you follow (click Follow on their page). If they choose to follow you back, they'll see your tweets too. You don't need to follow back those that follow you. Be selective. You will receive an email when someone decides to follow you.
3. RT = Retweet – A way to share someone's tweet with your followers --> Good twitter karma.
4. DM = Direct message – Private tweet to a person who follows you. You can't DM someone who does not follow you.
5. Complete your profile – photo, full name, web site (blog, web site, LI profile), location (city, state) and bio. Bio is limited to 160 characters. Because I use Twitter for professional and personal reasons, mine is a mix. People will not follow you back if you don't have a complete profile.
6. Key to Twitter success – A mix of tweets, @'s and RTs. Do not self-promote more than 20% of the time. Mix it up. Give value. Sharing and giving credit is highly encouraged.
7. Whom to follow?
  - a. Blog authors – Check their blogroll and comments for other ideas.
  - b. Twitter lists
  - c. Hashtag users – People will add a hashtag (#aenctech) to their tweets about a conference and its content. Great way to find people and get sound bites from sessions. Use the Search function to find the twitterstream for a hashtagged conference. You can even subscribe to the search's RSS feed.
8. Use a third party application like Tweetdeck or Hootsuite to better manage your time on Twitter, make it easy to search for keywords or hashtags, and group followers.

### **Rules for the Road:**

1. Share what you know.
2. Share what you find, giving credit and thanks.
3. Be real – honest and genuine.
4. Be personable. Be yourself.
5. Add to conversations – comment and reply.
6. Social media karma – help others.
7. Don't self-promote too much.
8. Manage your time wisely.

**Social Media Glossary** - Go to <http://deidrereid.com/resources>

**Social Media Basics** – Subscribe to these blogs via an RSS feed. To learn more about how that works, watch these Commoncraft videos – [http://www.commoncraft.com/rss\\_plain\\_english](http://www.commoncraft.com/rss_plain_english) and <http://www.commoncraft.com/custom-video-google-reader-plain-english>.

- Chris Brogan - <http://www.chrisbrogan.com>
- Amber Naslund - <http://altitudebranding.com> - Check out her e-books too.
- John Haydon - <http://johnhaydon.com>

- Mashable - <http://mashable.com> - Social media news/tips, including basic How To posts

**Twitter** - For lots of good guidance and tips on Twitter, both basic and advanced, you can't beat <http://www.twitip.com>, an excellent resource created by Darren Rowse.

**Facebook** – The Facebook Help Center (<http://www.facebook.com/help>) and <http://mashable.com/guidebook/facebook> are great resources.

**LinkedIn** - The LinkedIn Learning Center (<http://learn.linkedin.com>) and Blog (<http://blog.linkedin.com>) are good places to start.

### **Listening**

- Google Alerts - <http://www.google.com/alerts>
- Social Mention - <http://www.socialmention.com/>
- Backtype - <http://www.backtype.com/>
- Twitter Search - <http://search.twitter.com/>

**Books** - These books will teach you and/or your organization how to be successful in the social media space.

- Trust Agents by Chris Brogan & Julien Smith
- Crush It by Gary Vaynerchuk
- The New Rules of Marketing & PR by David Meerman Scott

Twitter chat for association professionals (#assnchat) – Tues 2pm – Use TweetChat, search column in Tweetdeck/Hootsuite or search on Twitter web page to follow/participate in chat.

Twitter chat for event professionals (#eventprofs) - Tues 9-10pm and Thurs 12-1pm.

Engage365 – online community focusing on using social media for events – <http://engage365.org>

Young Association Professionals (YAP) – online community - <http://yapstar.org>

**Consultant, speaker and trainer on member/volunteer engagement and social media**

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