

Social Media Hands On – Presented by Jeff Spokes

Facebook

Facebook had 600 million unique users as of January 2011. More than 700,000 local businesses have Facebook Pages. More than 2.5 BILLION photos are uploaded to the site each MONTH. Need we say more?

Create an Account: www.facebook.com. Fill out your profile. Start Posting. Upload Photos.

Create a Fan Page:

Go to “Ads and Pages” lower left. Click PAGES lower left. Click CREATE PAGE upper right. Follow instructions.

“Suggest to Friends” – (upper Right of Fan Page) to get people to be a FAN. Facebook has an iphone app and a Blackberry app.

View our page by searching “TruePresence Baltimore” in Facebook. Or www.facebook.com/truepresencebaltimore.

Twitter

The author of the book "Twiterville, How Businesses Can Thrive in the New Global Neighborhoods," has come up with six ways for businesses to make the micro-blogging service work for them. In a nutshell: as a continuous newsletter; as a talent recruiter; as a platform on which to piggyback; as a niche audience finder; as a virtual marketplace; and as an image changer.

Create an Account:

www.twitter.com Create an account. Fill out your profile. Start Tweeting! www.SEARCH.twitter.com. Search Hash Tags #ravens. For you with Blackberries – twitterberry. Check me out at www.twitter.com/jspokes.

(link your Facebook account to Twitter so Facebook posts show on twitter:

<http://www.facebook.com/twitter/>)

Social Media Hands On – Presented by Jeff Spokes (Continued)

LinkedIn

Connect with business people.

Create an Account: www.linkedin.com Create an account. Upload your resume. Fill out your profile. Find Groups you want to be part of – check mine. Write and Answer Questions. Get referred to people in your network you want to reach – great for Sales People.

Writers – use as a source for stories.

Businesses – use as a source for recruitment.

Create a Business Page:

Go to COMPANIES – upper right “Add a Company”. Follow instructions! Follow company and then promote to others.

My profile: <http://www.linkedin.com/in/jeffspokes>

Foursquare

Connect with people on the move.

Create an Account: www.foursquare.com Click JOIN NOW to create an account.

Create a Business Page:

Lower right – MERCHANTS – “Attract and Retain Followers” or BRANDS. – follow instructions to claim your venue.

Or the old-fashioned way – E-Mail: jspokes@truepresence.com!

YouTube.com

Create an account with your Google Password

Create a Business Page:

Log in and go to My Channel (upper right under your login name). Update theme, load background, update colors. Make sure to link to your website. Of course, add videos with links to your website.