

Social Media Resources April 2010

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Quick facts (from Forrester Research, January 2010):

- 70% of adults online are at least spectators in social media
- 60% of web users visit social networking sites or maintain profiles
- 24% publish blogs, video or creative content

The big three social networking sites for professionals:

- Facebook: <http://www.facebook.com/>
- LinkedIn: <http://www.linkedin.com>
- Twitter: <http://twitter.com/>

Coming up:

- Foursquare: http://foursquare.com/learn_more
- Ning networks: <http://www.ning.com/>

How to use them:

- Facebook pages (for business):
<http://www.facebook.com/groups/create.php#!/help.php?page=904>
- Facebook ads:
<http://www.facebook.com/help/?faq=15220#!/help/?search=ads>
- Ning networks: <http://bit.ly/abDbGB>
- Twitter hashtags: <http://bit.ly/9A7RsT> and
http://wthashtag.com/Main_Page
- Twitter lists: <http://listorious.com/>
- Twitter analytics: <http://bit.ly/apW8Po>
- Twitter for business: <http://bit.ly/c3vyxs> and <http://bit.ly/ai6z0F>
- Twitter account management: <http://cotweet.com/> or
<http://twhirl.org/> or <https://easytweets.com/>
- Online promotions & sweepstakes tool: <http://wildfireapp.com/tour>
- Social media analysis and monitoring service:
<http://www.villageworks.net/services/social-media-sidekick/>

Things to remember:

- Social media is social – you need to engage in a conversation.
- Social media sites are public. If you wouldn't want Grandma to read it, don't post it!
- Participate online by leaving comments and joining communities. It will raise your search profile.
- If you want to control your message, you need your own site and host.
- Social media is here to stay, but the tools may change. Understand the strategy behind the implementation first, then choose the tools to use.