

# LEADER & Social Media

Notebo... LEADER

Created: 7/12/2011 7:59 PM

Updated: 7/12/2011 8:52 PM

Tags: LEADER

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Facebook - <https://www.facebook.com/LouisianaLEADER>

Best Uses - Connect with and engage your target audience.

Facebook is the number one social network in the world, with more than 600 million people using the service and a growth rate of nearly one million users per day. Facebook features 3 entities: individual profiles, groups, and pages.

- Profiles - This entity is how each individual signs up for the service, identifies himself or herself, and interacts with others. When 2 individual profiles friend one another, they have equal access to each other's streams of information. When 2 individuals connect on Facebook, they are considered "friends."
- Groups - Groups can be started and joined by any individual around any topic or interest. Examples would include, "Join this group and I will lose lose weight," "Elect Ted Smith for governor," etc. Many use Facebook groups for internal communication among employees, departments, clubs, or other groups of people. Groups can be public, private, or secret.
- Pages - Also known as "fan pages" or "business pages," pages are intended to be the official representation and voice of companies, non-profits, brands, governments, celebrities, and other public figures. This is where there is the most opportunities to build a responsive, transparent, engaging brand for customers and prospects. Facepages operate similarly to individual profiles, with a few exceptions. First, pages are one-way connections --- when an individual connects to a business page, he has access to the business's stream, but the business does not have access to the individual's stream or data. Second, pages have increased Web functionality --- applications can be aded to a business page to replicate just about anything a business would want on its website. Third, the terminology is different for pages. When an individual connects to a page on Facebook, he "likes" the business, public figure, or other entity represented by the page, as compared to becoming "friends" with the individuals.

In February 2009, Facebook added the function to "like" any content your friends or fan pages shared. This "lightweight" action allows people to express approval of or endorse content without having to type a full comment to say "I like this." The "like" button encourages greater interactivity, and with every click on Like, it give your friends, and Facebook a better picture of who you are and what content you find valuable.

Twitter - @La\_LEADER

Best Uses - Consumer insight, customer service, real-time communication

Twitter was born in 2006, and media and celebrities have helped drive the network to more than 200 million users worldwide. There are 3 types of ways to share on Twitter:

- General updates - also known as "tweets," thse messages go out into the stream of

everyone who's signed up to follow your account.

- @Replies - Such messages are meant to get the attention of one or more accounts on Twitter without bother other users.
- Direct messages - private messages between 2 accounts, similar to text messages.

Twitter's conversations are typically much more public than Facebook. While people on Facebook mostly share with friends they know, very few Twitter users keep their updates private. Because of this, marketers are able to search conversation on Twitter and see all the conversations currently taking place. Twitter search is like the Google of conversation and provides insight to countless companies.

### **YouTube - LEADER does not currently have a YouTube account**

Best Uses - Demonstrate corporate culture or product uses.

YouTube, owned by Google, is one of the largest search engines in the world in its own right. The website is the largest video-sharing one in the world, with hundreds of millions of videos housed on servers and millions more added each month. Use YouTube to showcase your corporate culture, coolest products and services, and expertise so that when people search for keywords related to your business, your videos will appear. YouTube advises

- Content is more important than production quality --- a good flip cam will do.
- Short and sweet is usually better - 30 to 90 seconds per video.
- Have fun - show your organization's personality.
- Don't just post to YouTube --- post video to Facebook and other sites.
- Answer people's comments.

### **LindedIn - [http://www.linkedin.com/company/610560?trk=pro\\_other\\_cmpy](http://www.linkedin.com/company/610560?trk=pro_other_cmpy)**

Best Uses - Recruitment, retention, industry collaboration.

The largest social network that's strictly professional, LinkedIn boasts more than 100 million users, in a space that is not for sharing pictures of your kids or talking about sports or music. LinkedIn, when used properly, is a recruiter's dream. In addition, LinkedIn can be used to position your company as the single best place to work in the industry. It is also especially useful for marketers in the business-to-business space.

### **The Blogosphere - <http://latalking.wordpress.com/>**

Best Uses - Connecting more deeply to your target audience; positioning yourself as a thought leader in your industry.

A blog is a website or part of a website that features articles or entries displayed in reverse chronological order. There are more than 150 million blogs in the world. In order to be successful with a blog, you need to provide valuable content for your target audience, write consistently (at least twice a week), and provide a truly interactive atmosphere. Many company blogs are unsuccessful because they are updated infrequently, and too often they are updated with press

release-like broadcast material, rather than valuable resources or content. With a blog, you have the opportunity to include longer text updates than you are able to through Facebook or Twitter, as well as incorporate photos, videos, polls and other multimedia. You can also tell stories at your own pace and on your own terms.

Five reasons your company should be blogging:

1. Extend the conversation - a corporate blog is the perfect outlet for long-form communication with your audience and/or clients. Twitter and Facebook are ideal platforms for quick, short-form messaging, but a blog allows you to really dive into the topics and trends that matter in your industry. Also, blogging aids you in being transparent and providing the "insider look" your audience craves. A blog stands as a channel for sharing in-depth ideas, practices, and stories that make your company unique . . . and amazing.
2. Attract future customers - Think of your company's blog as a cost-effective extension of your sales calls or advertisements. Twenty-first century consumers have come to expect the brands they purchase from to be available to them in the online social world, and having a corporate blog where they can research and interact with you is one of the first steps to take.
3. Attract future employees.
4. Position yourself as a leader - As a brand, you want to be seen as innovative --- a thought leader in your industry. Blogging allows you to share your company's best ideas and intelligent commentary for what's happening in your space. Having a well-written blog will help you stand out from, or above, your competitors. By allowing multiple people to contribute either posts or simply ideas for the posts, everyone in your company has a voice.
5. SEO (search engine optimization) - Ideally, blogs are updated regularly, which inherently lends itself to SEO. HubSpot has reported that companies that have active blogs receive 55 percent more traffic. Once you post the content on your blog, it will live there indefinitely. Someone searching for a specific topic can stumble upon a post from months, or even years ago. The content continues to work for you long after it's been published.

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Source (and for more information): *Likeable Social Media: How to Delight your customers, Create an irresistible brand and Be generally amazing on facebook* by Dave Kerpen