



# Social Networking Disclaimer

1. Information overload
2. Beware “experts”
3. Legal and privacy issues
4. Explore, ask, and listen to intuition



# Survey Audience

1. Who uses/used social media?
2. Horror stories?
3. Success stories?



# Agenda



1. What is Social Networking?
2. Why use it?
3. How to use it? and who should?
4. Privacy and legal issues
5. Examples & discussion

# What is Social Networking?

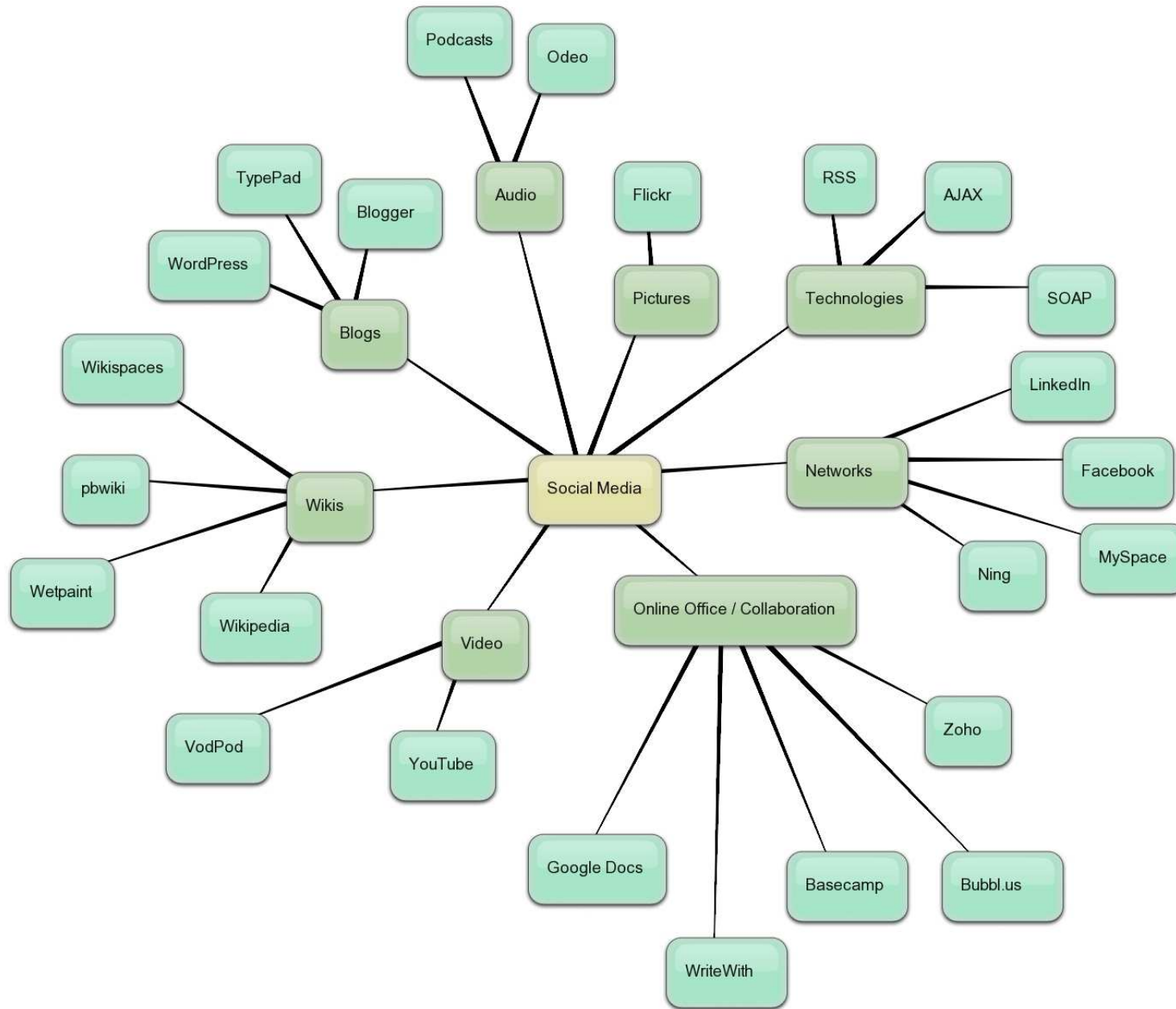


# Social Media Landscape



FredCavazza.net





# What is Social Networking?

1. More than just e-mail, but not new
2. Emphasis on interaction and community
3. Facilitate collaboration and sharing of content
4. To promote, research, and connect





# Terminology

1. Blogs and microblogs
2. Tags
3. Forums and comments
4. Influencers
5. Micro-philanthropy
6. Social Networking Sites
7. Web 2.0
8. Wiki
9. Widget and others...



The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

facebook®

### Similar to:

1. Cocktail/dinner party
2. Dinner outing with friends
3. Cook out

### Share/Collaborate

1. Photos
2. Updates, messages, chat
3. Reciprocative





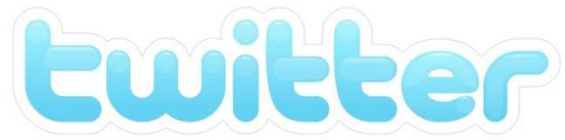
## Similar to:

1. 24/7 International networking event
2. Set of resumes, and then some
3. Rolodex

## How to Collaborate

1. Groups with Forums
2. Public profile
3. Professional look
4. Reciprocative





## Similar to:

1. ???????

## How to Collaborate

1. Follow and be followed
2. Updates
3. Live trends
4. Searches
5. Non-reciprocative



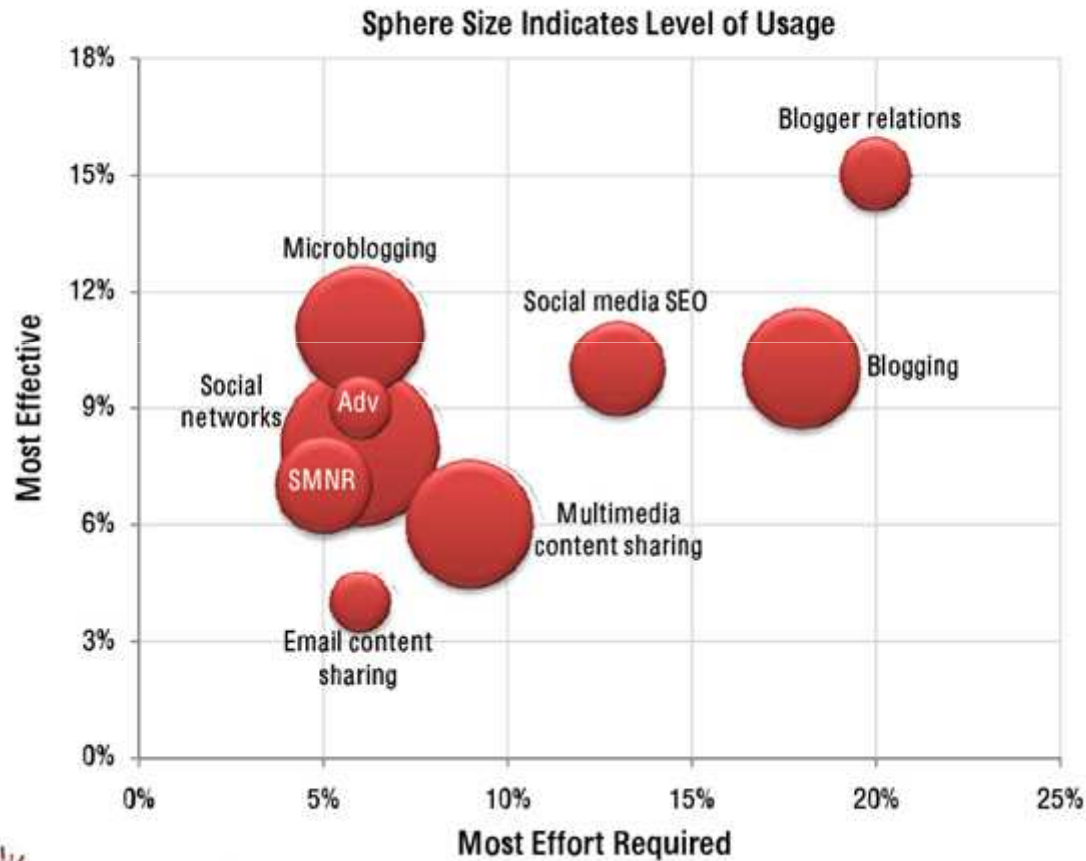
# Why use Social Media?

1. Prospective employers use it
2. Develop, maintain personal/company brand
3. 24/7 Networking
4. Broad base of research
5. It's the future; not just a fad



# Effectiveness of Social Media

Comparing the Effectiveness, Effort Required and Usage of Social Marketing Tactics



MarketingSherpa ©2010

Source / Methodology: MarketingSherpa Social Media Marketing Benchmark Survey / Fielded Nov 2009, N=2,317



# How to use it? and who should?

1. Check w/Human Resources & Marketing Dept.
  - Maybe even with legal dept.
2. Try it out – sign up; you can always delete it
3. Comfort factor develops
4. Access from PC or mobile device



# Caveats, Privacy, Legal issues

1. Check privacy settings
2. Discuss with peers
3. “Google” your name and company
4. Lic. professionals and advice
5. Develop *your own* policy





# Links and References

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# THANK YOU

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