Social Networking

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Terry Stratoudakis
terry@aleconsultants.com
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?
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…
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

Sphere Size Indicates Level of Usage

Most Effective

Most Effort Required

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

1. Social Media on YouTube [http://www.youtube.com/watch?v=sIFYPQjYhv8](http://www.youtube.com/watch?v=sIFYPQjYhv8)
11. [http://outspokenmedia.com/social-media/what-if-there-was-no-twitter/](http://outspokenmedia.com/social-media/what-if-there-was-no-twitter/)
16. [http://www.podcastingnews.com/2008/05/05/media-mainstream-media/](http://www.podcastingnews.com/2008/05/05/media-mainstream-media/)
18. [http://www.time.com/time/business/article/0,8599,1902604,00.html](http://www.time.com/time/business/article/0,8599,1902604,00.html)
19. [http://www.time.com/time/covers/0,16641,20090615,00.html](http://www.time.com/time/covers/0,16641,20090615,00.html)
THANK YOU

Contact info:
Terry Stratoudakis
ALE System Integration
twitter: http://twitter.com/ALE_TNS
http://www.linkedin.com/in/terrystratoudakis
http://www.aleconsultants.com/
http://www.WallStreetFPGA.com
terry@aleconsultants.com