

GETTING CONNECTED

MABE – Friday March 20, 2009

Online Presence

- ▣ LinkedIn
- ▣ Facebook
- ▣ Myspace
- ▣ Twitter
- ▣ Meetup.com
- ▣ E-Commerce
- ▣ Website Hints

LinkedIn

- * Exchange information, ideas, and opportunities

- * <http://www.linkedin.com/>

- * Your professional network of trusted contacts gives you an advantage in your career, and is one of your most valuable assets. LinkedIn exists to help you make better use of your professional network and help the people you trust in return. Our mission is to connect the world's professionals to accelerate their success. We believe that in a global connected economy, your success as a professional and your competitiveness as a company depends upon faster access to insight and resources you can trust

Facebook

* **Facebook helps you connect and share with the people in your life**

* **Facebook Pages Insider's Guide**

Monday, April 21, 2008 at 10:39am

Many businesses, from leading global brands to favorite local bands, are enjoying tremendous impact using Facebook Pages for free viral marketing. Check out some key strategies from the most successful businesses on Pages:

- 1) Regularly adding engaging and useful content
- 2) Letting fans participate in the conversation
- 3) Expanding their distribution with Facebook Ads

* **<http://www.facebook.com/pages/create.php>**



Myspace

* **MySpace is an online community that lets you meet your friends' friends.**

* How Do I Use Myspace?

1. First, **Sign Up** and Create a Profile

(Your Profile is Your Space on the Web, where you can describe yourself, hobbies and interests. You can even upload pics and write journals.)

2. Second, **Invite** your Friends to join Your Personal Network.

OR, **Search** the site for your Friends who are already Members of Myspace.

3. Third, **View** the Connections you Create between Your Friend and Their Friends. Some people have 1,000s of people in their extended network!

4. Meet your Friend's Friends and Suggest Matches! You can communicate with anyone in your Personal Network.

* <http://www.myspace.com/>

Twitter

* What is Twitter?

- * Twitter is a service for friends, family, and co-workers to communicate and stay connected through the exchange of quick, frequent answers to one simple question: **What are you doing?**

* Why use Twitter?

- * Because even basic updates are meaningful to family members, friends, or colleagues—especially when they're timely.

- **Eating soup?** Research shows that moms want to know.
- **Running late to a meeting?** Your co-workers might find that useful.
- **Partying?** Your friends may want to join you.

* How do I use Twitter?

- * <http://twitter.com/help/how>

Meetup.com

- * **Meetup is** the world's largest network of local groups. Meetup makes it easy for anyone to organize a local group or find one of the thousands already meeting up face-to-face. More than 2,000 groups get together in local communities each day, each one with the goal of improving themselves or their communities.
- * **Meetup's mission** is to revitalize local community and help people around the world self-organize. Meetup believes that people can change their personal world, or the whole world, by organizing themselves into groups that are powerful enough to make a difference
- * I like Meetup because you use the internet to connect with people in person and networking can do wonders if you surround yourself with the right **type** of people/professionals
- * <http://www.meetup.com>

E-Commerce

- * Yahoo Small Business E-Comm site = no technical skills or prior experience required
- * Use real time analytics to help increase your sales
- * Accept Credit Cards online
- * Drive traffic to your site with free marketing features
- * Measure your success with extensive reports
- * \$39.95 per month, 1.5% transaction fee, \$50 set up fee
- * <http://smallbusiness.yahoo.com/ecommerce/>

Website Hints

- ▣ Ask your webmaster about the following:
 - Meta Tag TITLE
 - ▣ Gets you higher on Google
 - Register domain for 5+ years
 - ▣ Gets you higher on Google
 - Search word optimization
 - Blogs
 - Pod Casts
 - You Tube
 - Commercials online

- * I suggest a 'Call-To-Action' on every site
- * Internet access has only become more affordable, accessible, and dynamic in its delivery of information
- * With 85% of households currently online (*vs 18% in 1999 and 55% in 2003)
- * The penetration of the wealthiest demographic (50+ in age) continues, meaning the internet will be an increasingly used shopping tool
- * The internet is everywhere at once and instantaneously updated

THE END