

Agenda Key: 13FG

Session #: 570267

Getting Started With Social Media

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Skype/Twitter: iSeriesDomino

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Kim Greene - Introduction

- Owner of Kim Greene Consulting, Inc.
- Extensive iSeries and Lotus Domino background
- Services offered include:
 - System and application performance optimization
 - Administration
 - Upgrades
 - Troubleshooting
 - Health, performance, security, etc. checks
 - Migrations
 - Custom development
 - Enterprise integration
- Blog: www.bleedyellow.com/blogs/dominodiva
- Twitter: iSeriesDomino

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Agenda

- What is social media?
- Why use social media?
- A look at the top 3
 - Facebook pages
 - LinkedIn
 - Twitter
 - Using
 - Steps to get started

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Agenda

- Social media choices
 - What's right for you?
- Beneficial tools
- Tips for success

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What is Social Media?

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What is Social Media?

- **Social media** are **media** for **social interaction**, using highly accessible and scalable communication techniques. It is very different from any traditional or conventional form of media. **Social media is the use of web-based and mobile technologies to turn communication into interactive dialogue.**
 - Source: Wikipedia

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What is Social Media?

- Organic, on-line conversation
 - Multiple people involved
- New form of “word of mouth marketing”
- Social media outlets

• Facebook	• Pinterest	• RSS feeds
• LinkedIn	• IBM Connections	• Google+
• Twitter	• Blogs	• YouTube

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Social Media – the People


- People
 - The **what** and **why** of social business
- Relationships
 - **Trusted** relationships between brands, people, and companies

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Why Use Social Media?

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Why Use Social Media?


- 900 million Facebook users
- 150 million LinkedIn users
- 140 million Twitter users

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Why Use Social Media?

- Users self-select topics of interest
 - Discussion groups on LinkedIn
 - Fans of pages and brands on Facebook
 - Tweeting about specific topics
 - Sharing content find interesting/helpful
- Quickly build network of core supporters



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Why Use Social Media?

- Very cost effective and eco-friendly
- Much more effective than banner ads that often get tuned out
- Easy to connect with your loyal
 - Announce new products, promotions, special offers, etc.

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Social Media Reality

- Mobile devices put social in the palm of your hand
- Technology is eliminating walls & barriers to collaborate on a global stage
- Collaboration is in
 - Build relationships
 - Demonstrating, involving, and empowering
- You cannot afford to not participate
 - Your competitors are!



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A Look at the Top Three

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Facebook Pages

- Inexpensive way for organizations and brands to:
 - Create brand **awareness**
 - Generate **leads**
 - **Introduce** a product/campaign
 - Improve **reputation**
 - **Collect** data/content
 - Keep an **ongoing dialogue** with customers
 - Run **promotions, polls** and send **updates** to your Fans
 - **User action** can push a story to their friends' News Feed
 - Potentially generating thousands of **free viral ads**


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Facebook Pages

Demo Time!!


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LinkedIn

- Business-oriented social networking site
- Mainly used for professional networking
 - 75% of fortune 100 companies use LinkedIn to hire
- Spanning 170 industries and 200 countries
- Very searchable
 - Establish new business relationships
 - Build reputation
 - Join industry / professional groups
- Can be used to:
 - Find people, jobs, and opportunities
 - Job seekers can review profiles of candidates
 - Employers can list jobs and search for potential candidates

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LinkedIn

Demo Time!!

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Twitter


- Online social networking and microblogging service
- Revolutionized social media by making it simple for the world to *communicate in real time*
- A cross between text messaging, instant messaging, and blogging

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Twitter

- Send and read text-based messages up to 140 characters
 - These are tweets
- Anyone can read tweets
- Only registered users can tweet



Kim Greene @iseriesdomino 23 Mar
When running a Domino cluster analysis, remember to enable full access administration prior to doing so to eliminate false fail records.

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Twitter

Demo Time!!

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Using Twitter

- @reply
 - A comment aimed at one user, but visible to the public




- DM
 - A direct message sent in private to another twitter user
 - Goes to your email inbox

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Using Twitter

- Retweeting
 - Sharing someone else's post
 - Abbreviated "RT"
 - Great way to spread awareness



Kim Greene @iseriesdomino 1 Mar
RT @SameerPatel: What you should know about Twitter's data sales zite.to/wXbSMD > As a twitter user you are the product?

- Modified tweets
 - Retweet with some modifications
 - Abbreviated "MT"



IBMimag
8:42am via TweetDeck
MT @iseriesdomino: The power of #IBMI, just spoke with IT director w/ staff of only 15, they support over 85 sites, pretty incredible.

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Using Twitter

- Tinyurl
 - Service that shortens Web addresses
- Others:
 - Bit.ly – shorter and offers stats
 - Is.gd – shortest links
 - SnipURL – easy to use and share



Kim Greene @iseriesdomino 12 Mar
Excellent article on the 5 qualities of remarkable bosses, bit.ly/wmQ50H My fav quality #5: "Always remember where you came from".

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Using Twitter

- Hashtags
 - Words beginning with # to help track specific conversations

- Can follow specific hashtags in real time through Twitter Search

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Hash Tags to Get Started

- Hash tags of interest
 - #commonug
 - #IBMi
 - #ibmlotus
 - #POWER7
 - #powersystems
 - #ibmwatson
 - #socialmedia
 - #social #media

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Twitter – Step 1

- Sign up at www.twitter.com

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Twitter – Step 2

- Confirm username is available & create account

Join Twitter today.

✓ Name looks great.
 ✓ We will email you a confirmation.
 ✓ Password could be more secure.
 ✓ Username is available.

Suggestions: [KgDemo](#) [demo_kg](#) [kg_demo](#) [kkeckman](#)

Keep me logged-in on this computer.

By clicking the button, you agree to the terms below:
 These Terms of Service ("Terms") govern your access to and use of the services and Twitter's websites (the "Services"), and

Printable versions:
[Terms of Service](#) - [Privacy Policy](#)

Create my account

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Twitter – Step 3

- Go through welcome wizard



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Twitter – Step 3



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Twitter – Step 3



My Account - Mozilla Firefox

google.com https://accounts.google.com/OAuthAuthorizeToken?oauth_token=4%2FDoyLElok5GDbhYGzLXnRMRleqYul&h

Google accounts

The site **twitter.com** is requesting access to your Google Account for the product(s) listed below.

Google Contacts

Google is not affiliated with **twitter.com**, and we recommend that you grant access only if you trust the site.

If you grant access, you can revoke access at any time under 'My Account'. **twitter.com** will not have access to your password or any other personal information from your Google Account. [Learn more](#)

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Twitter – Step 3



See who's here.
Find and follow well-known people.

Great Next

Find Lady Gaga, football, news...

Back Technology

A Googler @google

Bill Gates @BillGates

Twitter @twitter

Tweets

Wired @wired 47m
Puzzle-Obsessed Brainiacs Scramble for Glory in the Game
<http://t.co/67RAIMm>

Bill Gates @BillGates 23 Apr
RT @UNICEF Did you know? Immunization prevents between 2-3 million deaths every year <http://t.co/QzDjU5dr> #vaccineswork

daniel tosh @danielosh 24 Apr
not cool. just found out the IRS put a tax lien on 2Pac's hologram. #DeadSoujaProblems

Jason Mraz @jason_mraz 23 Apr
Thank you for playing. NYC Friends; all of the tickets have been found. See you at Storytellers. #HuntIsAFourLetterWord

Twitter Business @TwitterBusiness 1 Sep
Grow your business on Twitter: <http://t.co/CnHCKHO>

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Twitter – Step 4

- Fill out your profile



Kim Greene
@iseriesdomino
Kim Greene is president of Kim Greene Consulting, Inc. specializing in Domino for i5 and iSeries consulting. Kim has worked with Domino for over 15 years.
United States <http://www.kimgreene.com>

Add character.
Upload a photo and describe yourself.
Done >

Upload image
Maximum size of 700K. JPG, GIF, PNG.
0 / 160

ship builder, pizza expert, loves the parent.
step >

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Twitter – Step 5

Confirm your email address to access all of Twitter's features. A confirmation message was sent to [REDACTED]@gmail.com.
[Resend confirmation](#) · [Update email address](#) · [Learn more](#) >



Home @ Connect # Discover Search

KGDemo
View my profile page
0 TWEETS 5 FOLLOWING 0 FOLLOWERS
Compose new Tweet...

Who to follow · Refresh · View all

- Jonah Hill** @JonahHill Follow
- TNW ALL STORIES** The Next Web @TheNextWeb Follow
- ReadWriteWeb** @RWW Follow

Tweets

- Wired** @wired 4m
Crick&Watson's revolutionary "Molecular Structure Of Nucleic Acids" ran 59 yrs ago today bit.ly/IMZLfc SPOILER: helical!
- Wired** @wired 49m
Puzzle-Obsessed Brainiacs Scramble for Glory in the Game bit.ly/Jow1aX
- Wired** @wired 1h
Snoop Dogg and Larry David, the Plastic Bead Versions bit.ly/JovSEI
- Wired** @wired 2h
Study Links Women's Higher Rate of Knee Injuries to Nervous System bit.ly/JFfSKL
- Wired** @wired 3h
Apple Continues Record Streak in Q2: 35 Million iPhones, 12 Million

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Twitter – Step 6

Ready... Set... Go!




Start following and tweeting!

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Social Media Choices – What's Right For You?

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Social Media Choices

- Critical to know where your customers are
 - Establish a presence there
- What is your business focus?
 - B2B?
 - B2C?
- Who is your target customer?
- Do you provide a product or a service or both?
- Do you want to demonstrate/share knowledge?

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Choosing Facebook

- Often the best solution for B2C companies
 - Great resource for generating brand awareness
 - Promote new products and your company
 - Engage your customers by communicating promotions, contests, and events
 - Fan page can act as a focal point to drive traffic to your site
 - Interact directly with customers
 - Share relevant photos and videos
 - Benefit from the viral effect

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Choosing LinkedIn

- Critical for B2B companies
 - More targeted professional community-building
 - Those “following” you are much more relevant to your business
 - Groups allow room for more in-depth conversations
 - Daily and weekly digests allow followers to stay on top of discussions
- “We've had **tremendous success initiating and participating in** LinkedIn groups, questions and answers, and discussions ... one discussion we started about a month ago continues to be the most popular discussion in a group of **more than 8,000 peers and prospects** ... ranked as the most influential member of this group every week since the discussion was first launched ... providing huge visibility ... more than 90 comments and still counting, the discussion has **vastly out-paced the same content posted in a blog.**”
 - Source: <http://www.marketingpros.com/charts/2011/4837/linkedin-top-social-tool-for-b2b-marketers>

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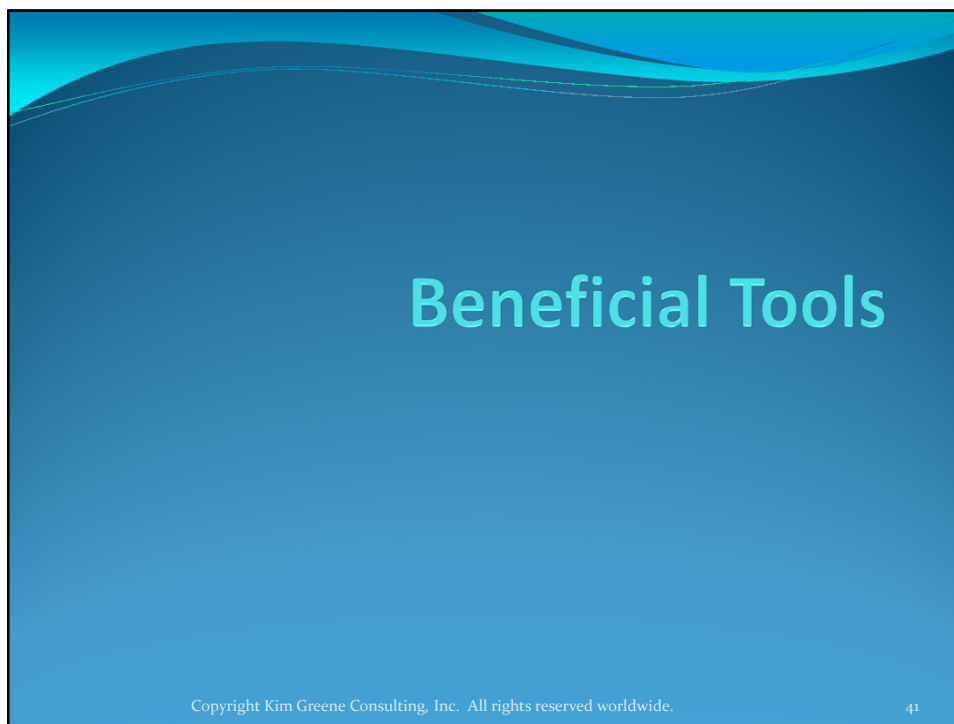
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Choosing Twitter

- Twitter helps businesses
 - Raise awareness
 - Offer proactive customer service
 - Answer questions
 - Promote events, products, services

FAST **Fast Deals** @FASTdealSG 19m
 A 1-for-1 promotion from **Starbucks**. Only valid on Thurs (26/4) and Fri (27/4) from 3pm <fb.me/1FBPd9cmt>
[View photo](#)

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Hootsuite

hootsuite.com/dashboard#/tabs?id=6686419

Compose message

Welcome x iseriesdomino (Twitter) x Kim Greene (Facebook) x Kim Greene (LinkedIn) x

Home Feed Mentions Direct Message (inbox) Sent Tweets

mafreewman Yes it works @marco76 @gpmura would love to know what you're testing for Lotus Notes!

abemlak things like this make me love the internet! 4 Cool Things You Can Do With Waspproof and more >>> http://go.delltechnica.com

Dominoyesmaybe Bob Newhart is on NCSI!!!

Dominoyesmaybe ifrog.com/oc/mwq: the birth or an idea... I can see what I want it to look like not sure how to get there... So experiment time

IBMImag RT @IBMWatson: Shameless merchandise plug! Free shipping on Watsonian stuff. bit.ly/GGdpt

Dominoyesmaybe ifrog.com/gdr/8vj: techniques ancient and modern... #aboutspaint

IBMImag

sambridgegroom @seriesdomino Thx for the RT!

stevevncplcher @LotusEvangelist @socialshazza @seriesdomino Convince your company to buy one! TCO is MUCH lower than ever before!!!!

LotusEvangelist @socialshazza yes our friends @stevevncplcher and @seriesdomino would agree of course

smantechi PHP on IBM #IN is out! bit.ly/GcCd

dollicxbrqu PHP on IBM #IN is out! bit.ly/GcCd

AvisYTrhw

geldred Have a beer today & earn the Leap Year badge :-)

geldred I have been on untappd for over a year. Attending 3 brewfests have helped, too :-)

geldred Accepted the invite. I hope you don't think any less of me, as I check in the beers

richardmoy August 15-17, 2012 Pittsburgh, Omni William Penn Hotel. It was good to see you again.

richardmoy Kim, Keith is looking for you at MWLUG gathering

stevevncplcher And of you as well. Re call, some IBMers have NO IDEA what it is. But some positives & Alison B is awesome.

sanjayaksaxena Hope your webinar went well. Did you find

COMMONLUG Twitter content at Annual Meeting. Not comfortable w/ social media? Try this. common.confer.com/commons12web...

sambridgegroom With today's technology options, there's no reason geography is a hurdle to getting the right talent.

iseriesdomino The Lotus Traveler Open Mic starts in 45 minutes ibm.co/JUUKW


iseriesdomino Very productive Strategic Education Team meeting this afternoon. Made a lot of progress in planning for the Fall #COMMONLUG conference

iseriesdomino When running a Domino cluster analysis, remember to enable full access administration prior to doing so to eliminate false fail records.

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Tips for Success


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Tips for Success

- Fill out your profiles
- Make it about your service or product
 - Not about you
- Focus on providing value
- Remember
 - It's about relationship marketing


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Tips for Success

- Don't do this:
 - Blatant marketing
 - Spam people
 - Sound like a press release
 - Self-promote


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Facebook Page Tips

- Be an active wall
 - Encourage people to Like your page
 - Post useful, interesting content from various sources
 - Post regularly
 - Monitor and participate in comments on your Wall
- Post photos
 - For products
 - Use pictures to show how customers use your product
 - For services
 - Post pictures of your team at work


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Facebook Page Tips

- Use video
 - Post relevant talks
 - Post videos that show your product in action
- Highlight offline marketing
 - Events, sponsorships, etc.
- Use calls to action
 - Engage visitors
 - Provide a Buy Now button or Free Trial offer


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LinkedIn Tips

- Complete your profile
 - Make it 100%
- Add people to your network
 - Ask to be introduced to others
- Join groups related to your profession or interest
- Regularly participate in groups, post to discussions, answer questions, and update your status
- Recommendations
 - Both get recommendations and give recommendations

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Twitter Tips

- Be conversational
 - Jump in the discussion
- OMG UR Using TXTSpeak LOLZ
 - Limit the use of abbreviations!!
- Shorten URLs
- Retweet helpful tweets
- Tweet helpful things
- Don't use too many hashtags

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Tips for Success

- Relax!
 - Focus on the **why** of social media, not the **what**
- Change your strategy as necessary
- Remember, its permanent!!
 - The internet never forgets

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Questions



A black cartoon character with large blue eyes and a sad expression is sitting on a blue rectangular block. A large blue question mark is floating above the character's head, indicating a state of confusion or a question.

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