

# Social Media Simplified.



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# Social Media Simplified

**Social media is all about networking.**

**Networking is all about building relationships.**

**Relationships drive business opportunities.**

Social media brings people together in an interactive space, without the constraints of time and space, to receive or provide advice and to share contacts and relevant industry information.



## 1. Social Networks

Social Networks help individuals and businesses to connect with one another and develop relationships. As these networks continue to grow and expand, many focus specifically on businesses and their needs, including niche markets.

### Facebook

An online social network comprised of 900 million + users can be used as a B2B and B2C networking and marketing platform through pages that allow moderated interaction between the brand and users/fans of the brand. Facebook pages are SEO-friendly and you can post urls, blogs, photos, videos and enter into discussions. Users can be kept engaged through dynamic content that is frequently updated.

### LinkedIn

Strictly a business networking tool designed to put you in touch with other like-minded professionals through connections and group interaction. More than 300,000 groups enable professionals to discuss common interests and collaborate with each other – a great way to meet prospective clients and colleagues. The *LinkedIn Answers* feature enables businesses to demonstrate expertise in a particular area.

### Twitter

A microblog of 140 characters or less that helps you establish expertise (think thought leader!) and build awareness about you and your company. Using Twitter helps to increase your network and drives people to your website when you link to articles from your account and profile.

### Google +

Google's entrance into the social media landscape hosts a smaller, more targeted community. Connecting with this audience is important, but the most important reason to get involved in Google+ is the profound impact that it can have on Google's search engine results through +1's and a custom page for your business.

## 2. Video

Video-sharing websites provide you with the opportunity to upload and share videos. Users can watch videos, leave comments, share videos and even embed them on their own websites and blogs. Companies can create video content that promotes their brands and offerings and upload them to video-sharing websites.

### YouTube

Largest online video community where you can post and share videos about your products and services, offer expert advice, document success stories (case studies) and showcase your brand and your experience as an industry thought leader to reach your target audience and generate leads. Max. video length is 10 minutes.

### Vimeo

Vimeo's video community has a greater focus on the artistic crowd, largely film-making and music. Typically associated with higher quality video, Vimeo also has a premium service which ensures your videos are ad free, provides unlimited HD video uploading and allows plenty of storage space.

## 3. Location/Reviews

Location review sites allow users to rate and review local businesses in major areas throughout the country. People use these sites to find restaurants, entertainment and, yes, businesses. Businesses with a solid presence on local review sites and location-based social networks get a boost when users search for what they have to offer. You can also provide contact information and links to your website.

### Yelp

Each business listing result contains details such as business address, hours, accessibility, and parking. Site visitors can review businesses and the business owner has direct access to update their listing information.

### Google + Local

What was formerly known as Google Places combined with Google+ to create the new Google+ Local. Google+ Local connects people to businesses around them. Create a quick page with all the information about your business – hours of operation, directions, menus, costs, pictures, and more – all optimized to appear in Google's search results complete with reviews.

### Foursquare

The mobile check-in app that now boasts 20 million users and 2 billion check-ins, Foursquare provides users a novel way to explore their city. Users check in to their locations, display info to their other social networks, and provide tips and reviews for their favorite places. Businesses can also offer rewards and discounts to encourage users to stop by and make a purchase.

### Angie's List

Touted as "Reviews you can trust," Angie's list depends on peer reviews to provide reliable recommendations. Read and respond to reports about your business and update your company's information to help turn curious shoppers into leads.

## 4. Social Bookmarks

Social Bookmarks increase SEO and help others who use the Internet to find your website, original content and thought leadership articles. Many of these types of communities encourage users to submit news stories, articles and media (videos/pictures) to share with other users and the general public. Articles are sometimes given added visibility depending on factors such as the number of user votes allocated to a particular item.

### Delicious

A social bookmarking service that lets you organize, tag, save, manage and share Web pages all in one place. With emphasis on the power of the community, Delicious greatly improves the way in which people discover, remember and share on the Internet.

### Digg

A social news website where people discover and share content from anywhere on the Internet, by submitting links and stories, and voting and commenting on submitted links and stories.

### StumbleUpon

Think of it as an online "channel surfing" tool. StumbleUpon is known for its ability to send lots of traffic to a specific webpage or website that's been "stumbled." This is extremely beneficial when you've written a "thought leader" piece or blog or have a website that offers useful content that you want others to see as they "stumble" through their selected areas of interest.

### Reddit

Upload stories and articles on Reddit to drive traffic to your site or blog. When you submit frequently, you'll increase your number of followers and your presence on this site.

## 5. Images

Image sharing is a valuable social media tool for sharing information and posting images (photos, artwork, etc.) on image-sharing websites where they can be viewed, tagged, categorized, and even used by other on the same site.

### Pinterest

This virtual pinboard lets you organize and share images from around the web. The strength of the site comes from how easy it is to share content of interest by repinning content from another's board. This is a great way to display your work with the chance for large numbers of users to see and share as well.

### Flickr

Although you can't blatantly market your business on Flickr, there are some very successful ways to drive traffic to your website through information you post on your profile, such as your user name, etc. Tags attached to photos help others to find your pictures and help you to find pictures you want to see.

### Picasa

A member of the Google family, this site allows unlimited photo uploads and gives you the ability to transfer photos to other sites and blogs. It's compatible with TiVo so you can view photos on your television.

### Instagram

Instagram has become the top picture sharing application. Use it to give your pictures a unique vintage look and share across other social media platforms. The photo-sharing network also has community features where you can follow others and like/comment on their photos.

## 6. Blog

As dynamic marketing tools, blogs increase chances that your business can be found through organic search – and search is one of the number one reasons why people start up their computers! People look online for answers – a blog can offer them solutions in your area of expertise.

### Tumblr

Combining blogging with the social web, Tumblr has a simple user interface that allows you to "reblog" content to share with others. Minimalism and simplicity make Tumblr user friendly, and an effective platform to create content seen by others with similar interests.

### WordPress

WordPress is the number one business blogging platform. A 5-minute installation, customizable platform, easy-to-use interface and the availability of plug-ins and themes make this an attractive blogging platform. But its biggest feature – it's free!

### Blogger

Blogger is a free blogging service from Google. With just a few simple steps, you can post text, video and photos to your blog. Although it doesn't offer as much in terms of customization as other platforms, that is why so many users like it – it's easy to use.

### Technorati

A tool businesses use to increase readership of their blog through a network of blogs and writers in categories like Business, Entertainment and Technology.

## 7. Document/Content Sharing

Document sharing sites permit you to upload documents – text documents, presentations and PDF files, for example – for other users to view, comment on or use. You can also link documents to other social media sites such as Twitter, Facebook or your blog. Some of these sites let you add audio to turn a presentation into a webinar. These sites also provide terrific research materials, such as business forms, case studies, white papers and books.

### SlideShare

The business benefits of using SlideShare to upload content include driving users to your website, establishing yourself as a thought leader, creating awareness of your brand, networking with others in your industry, and identifying new leads/sales opportunities. You can integrate links to content using LinkedIn, Facebook and Twitter.

### DocStoc

DocStoc, the premier online community for finding and sharing professional documents, also functions as a networking site. Users can upload, search, find, preview, download and share all types of business documents, such as forms and templates, in categories that include legal, business, financial, technology, educational, and creative. Documents are available immediately and you can embed your website into the content. Best of all – the site is free.

### Scribd

Scribd is the world's largest social publishing and reading website with everything from bestsellers to research and white papers to presentations. Users can upload, search.