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Using Social Media for marketing is a revolutionary new way to interact with people whether they are customers, prospects, staff or friends. Social Media refers to websites like Facebook, Twitter, Linked In, YouTube & blogs where you can have public, online conversations with people. Whilst these types of websites are all relatively new try not to get too overwhelmed, people have always been 'social' and had conversations.

For example, these are all considered 'social conversations':

- telling a friend about the menu at your favourite restaurant
- complaining when your plumber was late
- explaining to someone how to program their DVD
- talking about your holiday in Fiji
- debriefing after an awesome party
- gossiping about a celebrity

And the good news is, all the same 'rules' of social etiquette still apply!

Good conversationalists listen well, ask lots of questions & make relevant and interesting contributions! Remember, never shout and behave as if you were in a room full of people. Good manners are always well received.

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The following "how-to" guide will show you the basics of how to sign up & get started with your own social media presence. Then, you can move your way through from basic to these advanced strategies.

Beginner Strategy

Twitter: Set up profile & follow people you like. Watch and learn.

Facebook: Set up your page & secure your URL. Upload photos.

YouTube: Set up your channel & secure URL

LinkedIn: Add your company & secure URL.

Blog: Setup your blog, using WordPress (recommended), Blogger or TypePad

Intermediate Strategy

Twitter: Get tweeting. Shorten URLs (bit.ly), ask questions using (@), retweet (RT), follow trends (#).

Facebook: Invite people to become fans of your company.

YouTube: Upload a video & use a keyword in the title.

LinkedIn: Connect with people & provide/request recommendations

Blog: Start writing useful & interesting articles.

Advanced Strategy

Twitter: Use tools like **Hootsuite** to manage multiple accounts. Use Facebook/Twitter application (use #FB) to sync tweets directly to Facebook!

Facebook: Use tools like **Involvr** to sync Twitter, Blog & YouTube feeds.

YouTube: Start a series of interviews or how to videos.

LinkedIn: Post jobs, add slideshows, favourite books.

Blog: Add Plugins like **TweetMeme** to allow people to tweet posts, multi-author, popularity, SEO titles etc.



Twitter is a social networking and micro blogging service that makes it easy to share information by sending short text messages 140 characters in length, called "tweets", to your friends, or "followers".

Get Started

1. Sign Up

Visit www.twitter.com, enter your details and click the **Sign Up** button. You're now ready to tweet!

2. Customise

Customise your Twitter page with a photo of yourself or your company logo, a link to your website, select a background image for your page and fill out your bio.

3. Start following

Start following other Twitter users and join the conversation.

When you find someone you would like to follow, simply click the follow button, highlighted below.



Based on your specified interests and the people you already follow, Twitter will also make recommendations on who else to follow.





Facebook is a social networking website intended to connect friends, family, and business associates. It is currently the largest of the networking sites, with over 700 million active users. It originally began as a college networking website and has now expanded to include anyone and everyone.

Get Started

Let's create a Facebook fan page for your business – to create a Facebook page, you first have to have a personal Facebook profile.

1. Personal Profile

If you don't already have one, head to www.facebook.com and sign up, it won't take long.

Sign Up
It's free and always will be.

First Name:

Last Name:

Your Email:

Re-enter Email:

New Password:

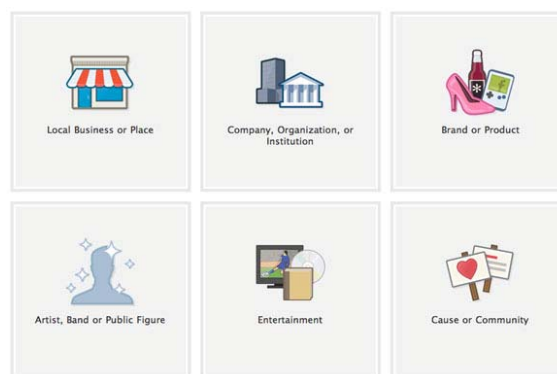
I am: Select Sex:

Birthday:
 Month:
 Day:
 Year:

Why do I need to provide my birthday?

2. Facebook Fan Page

Once you've got your profile set up, go to www.facebook.com/pages/create.php. You'll then get a choice as to what kind of page you want to set up.



Choose the option that best describes what you want to advertise, then add your details to the form that pops up. Congratulations! Your Facebook page now exists, but there are still a couple more steps that you should complete.

Click on "Edit Info" (you'll find it near the top of the page), and fill in everything you can.

Go back to your page by clicking on "View Page", then add an image for your page by hovering over the big question mark in the top left corner and clicking on "Change Picture". This would usually be your logo, but don't be afraid to be creative with the space you have.

That's it! Now you can start posting photos, videos and status updates, invite all your friends, promote your page elsewhere etc.



LinkedIn is the largest and most vibrant professional social network on the Internet. It provides a wealth of opportunities for job seekers, employers, work colleagues and ambitious young professionals.

Get Started

3. Sign up

Go to www.linkedin.com and enter your name, email and a password.

The screenshot shows the LinkedIn sign-up form with the following fields:

- First Name:
- Last Name:
- Email:
- Password: (6 or more characters)

Below the password field is a green "Join Now" button with an asterisk. Below the button is the text "Already on LinkedIn? Sign in."

1. Complete your professional profile. You can add your education history, your current and previous employers, reconnect with past and present colleagues as well as share information, exchange messages and enhance/build on your business relationships!

The screenshot shows the LinkedIn profile completion form with the following fields:

- I am currently: (Employed)
- * Company: (Helps us connect you to colleagues and friends. Establish your professional profile online.)
- * Job Title:
- * Country: (Australia)
- * Postal Code: (e.g. 2000 (Only your region will be public, not your postal code))
- College/University:

There is a "Continue" button at the bottom. A note at the bottom left says "* Indicates required field."

2. Find out if your friends/colleagues are already on LinkedIn – Connect with them instantly

The screenshot shows the LinkedIn page titled "See Who You Already Know on LinkedIn" (Step 2 of 6). It features a search bar with the text "Searching your email contacts is the easiest way to find people you already know on LinkedIn." Below the search bar are several email providers: Yahoo!, Windows Live Hotmail, Gmail, AOL, and Other. There is a "Login to Yahoo!" button and a "Skip this step" link.

3. Confirm your email address then start connecting!

The screenshot shows the LinkedIn page titled "Invite 138 Contacts to Connect". It displays a list of contacts with checkboxes next to their names. A red box highlights the checkboxes, and a red text box on the left says "Click or unclick your contacts here to send invitations to join your network." At the bottom, there is a "Send Invitations" button.

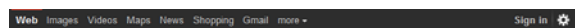


Google alerts will allow you to monitor what is being said online about your company, product, directors etc. Multiple alerts can be created to monitor various topics and emailed directly to your inbox.

Get Started

4. Google Account

You will need a Google account before you can setup your Google alerts. If you do not have an account with Google, you can sign up for one at www.google.com. Click the Sign In button in the top right hand corner and then follow the prompts.



Google Search I'm Feeling Lucky

[Make Google my homepage](#)

[Advertising Programs](#) | [Business Solutions](#) | [About Google](#) | [Go to Google Australia](#) [Change background image](#)

5. Google Alerts

Once you have signed into your Google account, go to www.google.com/alerts to setup your various alerts.

Google will send you the latest alerts to your email address either once a day, once a week or even “as it happens”!

You can login to view/edit your alerts at any time as well as add new alerts. There is no limit on the number of active alerts.



YouTube

YouTube is currently the largest of the online video hosting websites serving more than 3 billion video views per day. Users can upload short videos, let their subscribers know, embed them on their website and more.

Get Started

6. Create an account

Go to www.youtube.com and in the top right corner, click **Create Account** in the top right hand corner and complete your details.

The screenshot shows the YouTube account creation form with the following fields and options:

- Email Address:** A text input field.
- Username:** A text input field with a note: "Your username can only contain letters A-Z or numbers 0-9" and a link "Check Availability".
- Location:** A dropdown menu set to "Australia".
- Date of Birth:** Three dropdown menus for day, month, and year.
- Gender:** Radio buttons for "Male" and "Female".
- Let others find my channel on YouTube if they have my email address
- I would like to receive occasional product-related email communications that YouTube believes would be of interest to me
- Terms of Use:** A section titled "Please review the Google Terms of Service and YouTube Terms of Use below:" containing a scrollable list of terms, with "1. Your Acceptance" selected.
- A warning: "Uploading materials that you do not own is a copyright violation and against the law. If you upload material you do not own, your account will be deleted." and a link to "Google Terms of Service and Privacy Policy".
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7. Upload a video

Click the **Upload** button in the top right of screen

Select the file you wish to upload, enter a description on what you are uploading, give it a title so people can find your video and select the most appropriate genre for the content.

Share your video with the world! Your video will now play through your web browser and be available for all to see, comment and rate!



WordPress

WordPress is a free blogging service with over 19 million registered publishers. Blog sites allow anyone to add their own content to the web quickly and easily.

Get Started

8. Setup your blog

Visit www.wordpress.com and click the **Get started here** button.



Complete the registration form then click **Signup**.

Get your own WordPress.com account in seconds

Fill out this one-step form and you'll be blogging seconds later!

Blog Address	
<input type="text"/>	.wordpress.com <small>Free</small>
Username	
<input type="text"/>	
<small>Sign up for just a username.</small>	
Password	Confirm
<input type="text"/>	<input type="text"/>
E-mail Address	
<input type="text"/>	
<input type="checkbox"/> Subscribe to our blog to learn about new themes, features, and other news.	
Blog Posts Language	
en - English	
<small>You agree to the fascinating terms of service by submitting this form.</small>	
<input type="button" value="Sign up"/>	

You are now ready to start blogging! Unleash your inner writer and have fun.

You can also choose a different theme (design) for your blog, there are plenty to choose from!