



## **Social Media Workshop Information Notes**

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### **Blogs/Websites – The “Mother-ship”**

- Build your “home base” or your “mother-ship” for your marketing efforts.
- Free place to set-up a simple website to direct your customers or prospects.
- Establish you and your business as a thought leader in your community.
- *Wordpress.com*
- *Blogger.com*
- *Posterous.com*
- *Tumblr.com*

### **Facebook Pages – Build Your Community**

- Build your community online.
- Engage with your “Fans” or your target audience(s).
- Create events using Facebook then communicate with your audiences.
- *Facebook.com (Use with mobile devices including iPhone & Android Applications)*

### **Twitter – Inform Your Community & Drive Traffic**

- Micro-blogging or online texting service to attract new audiences.
- Find people who are similar to you and your business.
- Search what audiences are saying about you and your industry.
- Create a pipeline of traffic to your website.
- *Twitter.com*

### **FourSquare & Gowalla**

- Location based tools to let people tell where they are and what they are doing.
- Engage your customers to let their friends know that they are at your location or business.
- Provide incentives for those who let their friends know when they come to your location.
- *Foursquare.com (Use with mobile devices including iPhone & Android Applications)*
- *Gowalla.com (Use with mobile devices including iPhone & Android Applications)*

### **TweetDeck & Hootsuite**

- A one-stop shop to monitor all of your Social Media accounts.
- You can watch your Facebook account(s), Twitter Feeds, Blogs in this one portal.
- Search topics and trends using keywords
- *TweetDeck.com (Use with mobile devices including iPhone Application)*
- *Hootsuite.com (Use with mobile devices including iPhone Application)*

### **Books to Read**

- *Secrets of Social Media Marketing* by Paul Gillin
- *Tribes* by Seth Godin
- *The Cluetrain Manifesto* by Levine, Locke, Searls, and Weinberger
- *Word of Mouth Marketing* by Andy Sernovitz