



SOCIAL MEDIA OVERVIEW

A LOOK AT THE MAJOR PLATFORMS

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FACEBOOK: OVERVIEW

What's it for?

Community site, very casual, here are my friends/family/friends of friends.

How do you use it?

Photo-sharing, updating, sharing information/life events

What to do? What not to do?

Share! Participate. Build a profile. I recommend simplistic. Don't over-share. Don't share ANYTHING if there's someone out there you don't want to see it.

Who can see it?

Assume everyone can see it. You can adjust privacy settings to just friends, but don't trust that.

Who is your audience?

Profile (public-facing, reaches network without paying. vs. home page (you plus whoever your friends choose as their privacy settings/algorithm) vs. Group (more private group, think of it as a club) vs. Page (public)

TWITTER: OVERVIEW

What's it for?

Casual and professional, access to everyone

How do you use it?

Share info, participate in conversations that are already happening, 140 characters, #s, favorite, follow, retweet, quote tweet, trending

What to do? What not to do?

6-3-1 rule: conversations that are already happening, sharing helpful information you produce, share something directly you sell. Don't overshare information, but you update A LOT

Who can see it?

Assume everyone can see it. You can adjust privacy settings to permit followers. Companies use your tweets for promotions

Who is your audience?

Everyone you can reach. Everyone who follows you. Twitter is the widest net out there.

LINKEDIN: OVERVIEW

What's it for?

Networking site, professional, colleagues, people you've worked with, rolodex.
Opportunity for thought-leadership, demonstrating expertise, showcasing your brand.

How do you use it?

Profile is like a resume. Write articles. Share articles related to your brand/expertise.
Participate in groups. Follow companies of interest.

What to do? What not to do?

Definitely share, but only that which is professional. Participate in group conversations.
Lead groups. Share articles of interest in your industry/field.

Who can see it?

Lots of people, but public profile can be restricted. Also, you can see who's viewed your profile (and vice versa)

Who is your audience?

Professional contacts. People you work with. People you want to work with. People you want to influence.

INSTAGRAM: OVERVIEW

What's it for?

Casual and professional, access to everyone, establishing brand, fun, personality

How do you use it?

Share pictures, videos, #s, favorite, follow, @connections

What to do? What not to do?

As with all photos, once it's in the ether, consider it there forever

Who can see it?

Assume everyone can see it. You can adjust privacy settings to permit followers.
Companies can use for promotion

Who is your audience?

Everyone you can reach. Everyone who follows you. #s and @connections

VINE: OVERVIEW

What's it for?

Mostly casual, access to everyone, establishing brand, fun, personality

How do you use it?

Share 6 second videos, can be edited. Don't be too serious.

What to do? What not to do?

Videos, once in the ether, there forever.

Who can see it?

Assume everyone can see it. You can adjust privacy settings to permit followers.
Companies can use for promotion

Who is your audience?

Everyone you can reach. Everyone who follows you. #s and @connections

BLOGGING: OVERVIEW

What's it for?

Providing a resource. Establishing expertise. Sharing unique perspective.

How do you use it?

Make sure it's a value-added resource. Readers/viewers are going to walk away either entertained or more knowledgeable—and preferably both.

What to do? What not to do?

Be yourself. Be authentic. Bring your differentiating factors to the table in full form. Don't be boring. Don't update something of low value just to update. Don't update irregularly/infrequently.

Who can see it?

Depends on forum, but count on everyone..

Who is your audience?

Who do you want it to be? Target them. Be deliberate. Who are you speaking to?