

Blogs and Beyond

Making the Most of New Media

Presented by Lia Huber (Moderator)

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Kim O'Donnel



International Association of
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Overview of the Day

- Part I: Terms and Tools
 - Short break
- Part II: Putting it to Work
 - Expert advice from our esteemed panel
- Part III: Bringing it Home
 - Questions
 - Setting your own strategy



Objectives

- To understand what tools are out there to use, and which should be used for which purpose
- To walk away with an understanding of, tools for and better confidence in navigating the new world of social media
- To go home with the bones of a customized, workable social media strategy of your own



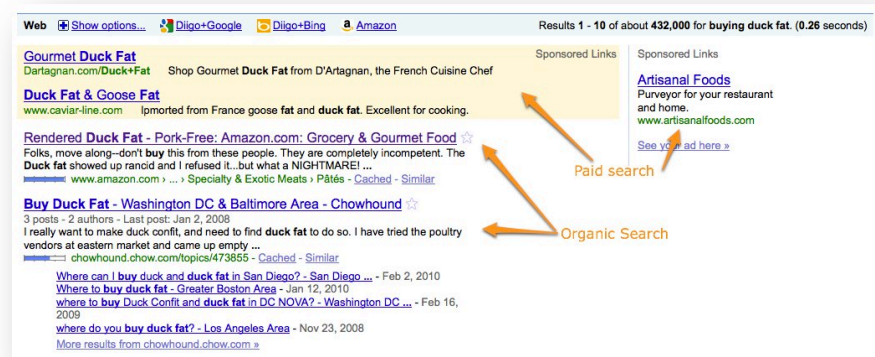
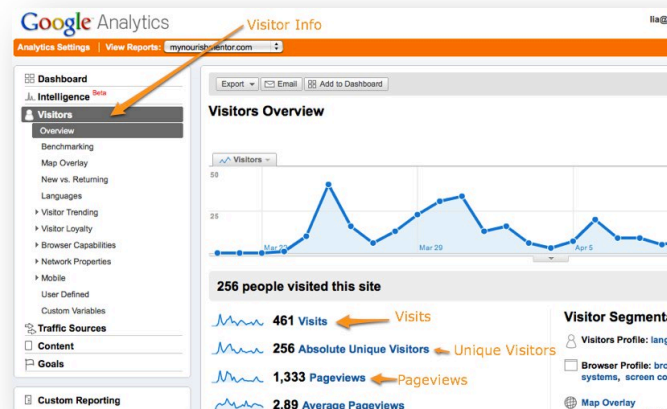
New Media

- Operative word being “new”
- New opportunities for both established writers and those just cutting their teeth
- For those used to disseminating information, shift of paradigm
- Value distributed in different ways now
- Up to you to figure out what value you you bring, and how best to use social media to deliver that value



Terms

- Statistics
 - Unique Visitors
 - Visitors
 - Page Views
- Search Engine Optimization (SEO)
 - Organic Search
 - Paid Search
 - Page Rank (Link Juice)



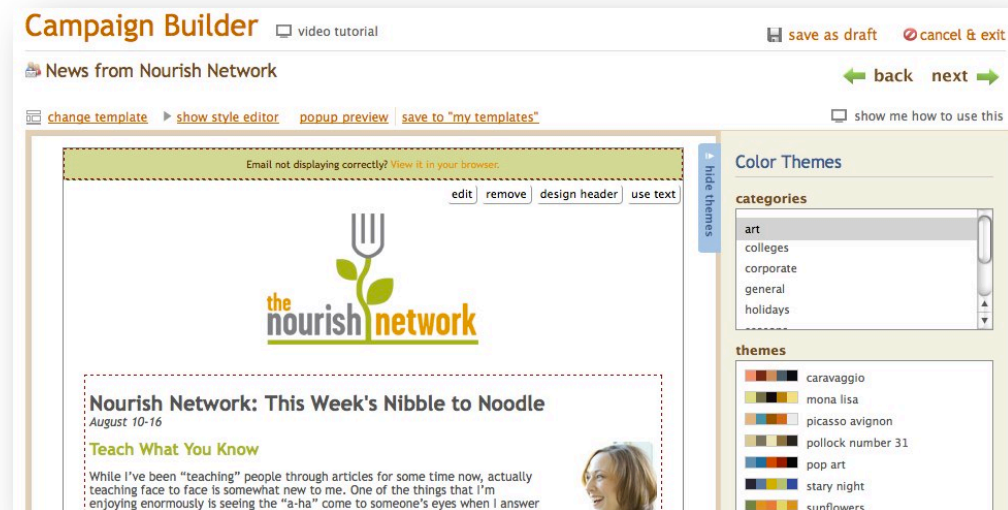
Terms

- Ad Networks
 - CPM | CPC
- RSS
- Social Bookmarking
- Twitter
 - DM | @ reply | RT | Follow | Trending (#)



Tools

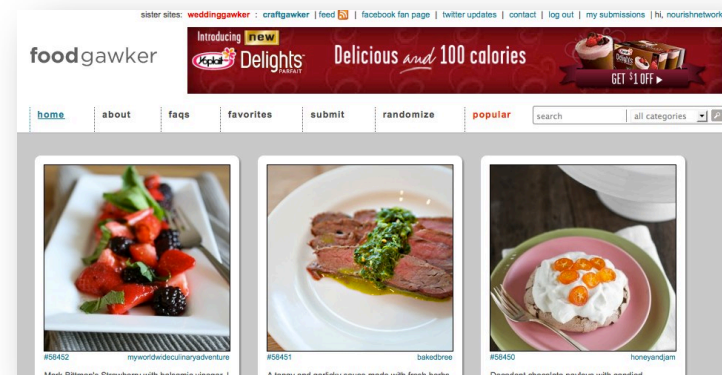
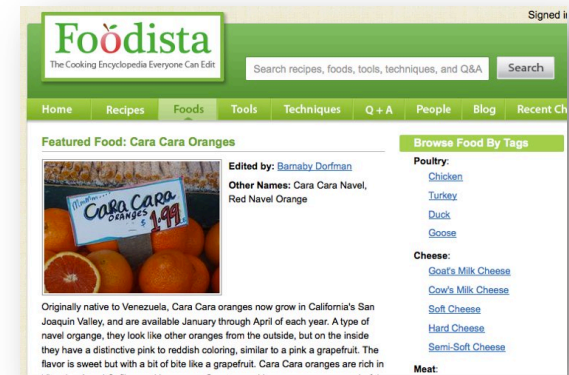
- Updates
 - Twitter
 - Bit.ly | Tiny url
 - Twellow Twitter Yellow Pages (twellow.com)
 - WeFollow (wefollow.com)
 - MyCleanr (makeuseof.com/dir/mycleanr/)
 - FriendFeed
- Sites with profiles and conversation streams
 - Facebook
 - LinkedIn
 - Food Blog Forum
 - Culinate
 - Nourish Network
- E-mail
 - Constant Contact
 - Mail Chimp
 - YMLP
 - Mad Mimi



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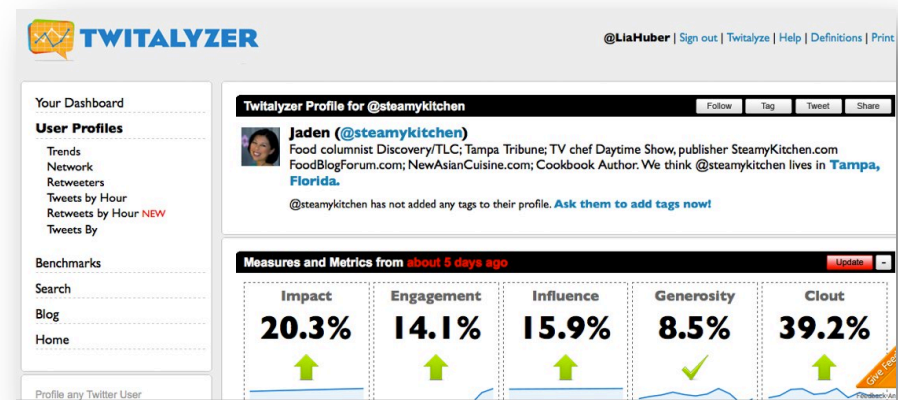
Tools

- To showcase photos and videos
 - Flickr
 - You Tube
 - Vimeo
- User-generated content sites that point back to a website or blog
 - Writing / recipes
 - Foodista
 - FoodBuzz
 - Food52
 - Photos
 - FoodGawker
 - Tastespotting
 - SeriousEats Photograzing



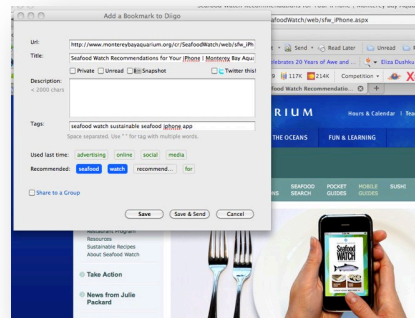
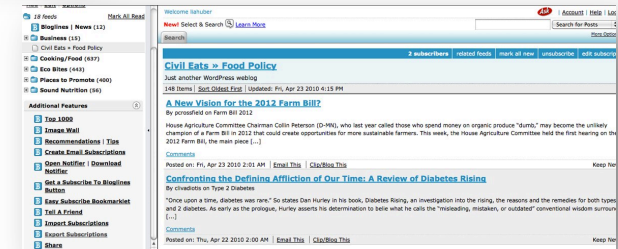
Tools: Measuring Statistics

- Blog / web traffic
 - Google Analytics
 - Alexa
 - Sitemeter
 - SEObook.com
- Twitter influence
 - Twitalyzer – twitalyzer.com
 - Twitter Grader
 - Klout – klout.com



Tools: Managing Your Time

- Social media accounts
 - TweetDeck
 - Seesmic
 - HootSuite
- Blogs you read
 - Bloglines
 - iGoogle
 - MyYahoo
 - Other readers?
- Bookmarking tools
 - Diigo
 - Delicious
 - StumbleUpon
 - Digg
 - Others



Part II – The Experts

- Elise Bauer – Simply Recipes (simplyrecipes.com)
- Barnaby Dorfman – Foodista (foodista.com)
- Mark Douglas – Culinate (culinate.com)
- Jaden Hair – Steamy Kitchen (steamykitchen.com)
- Diane Morgan – Diane Morgan Cooks (dianemorgancooks.com)
- Kim O’Donnel (trueslant.com/kimodonnell/)



Questions

- Many ways to use social media—not just about generating revenue through ads on a blog/website (Jaden, Kim, Diane)
- What are some ways to build traffic? (Elise – connection, Sheri – SEO basics)
- How to understand and learn from your traffic – what people are reading, where people are coming from, etc.? (Barnaby, Mark)
- What to know when looking to generate revenue with your site/blog (Jaden ad networks, Barnaby advanced SEO)



Setting Your Strategy

- What is your main focus? Your niche?
- In the next year, what would you like to achieve with your business? (check up to 3)
 - Sell books
 - Share your expertise
 - promote events
 - build a platform
 - connect to your audience
 - connect with your colleagues
 - generate media interest
 - expand your following
- What are 3 tools you saw today that could help you reach those goals?
- Where can you go to learn to use those tools?
- Who do you need to reach out to to learn how to use those tools?
- How much time are you going to commit to spending on social media each week?
- List three things you can do next Monday (or Tues or Wed) to start and how much time you'll allot to do it.
- Resources on www.nourishnetwork.com/IACP2010 -- share your successes on food blog forum (foodblogforum.com)



Thank You

Presented by
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