

# Hands-on Social Networking

## Getting the Most From New Media

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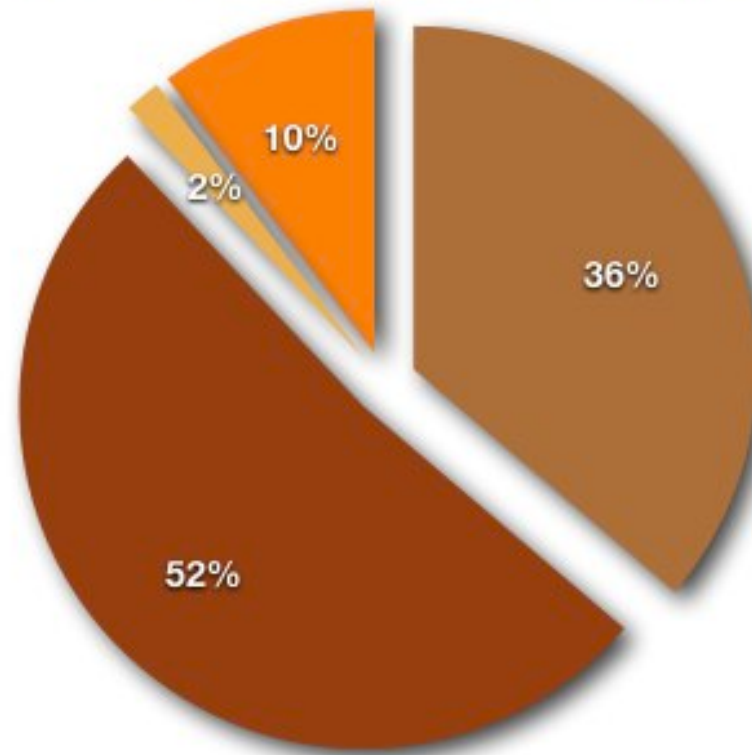
# Afternoon's Objectives

- To provide an overview of the main social media tools available
- To illustrate what each one is best used for
- To give tips and etiquette on how to use each
- To walk through setting up an account



# Snapshot of the Room

Your Level of Social Networking



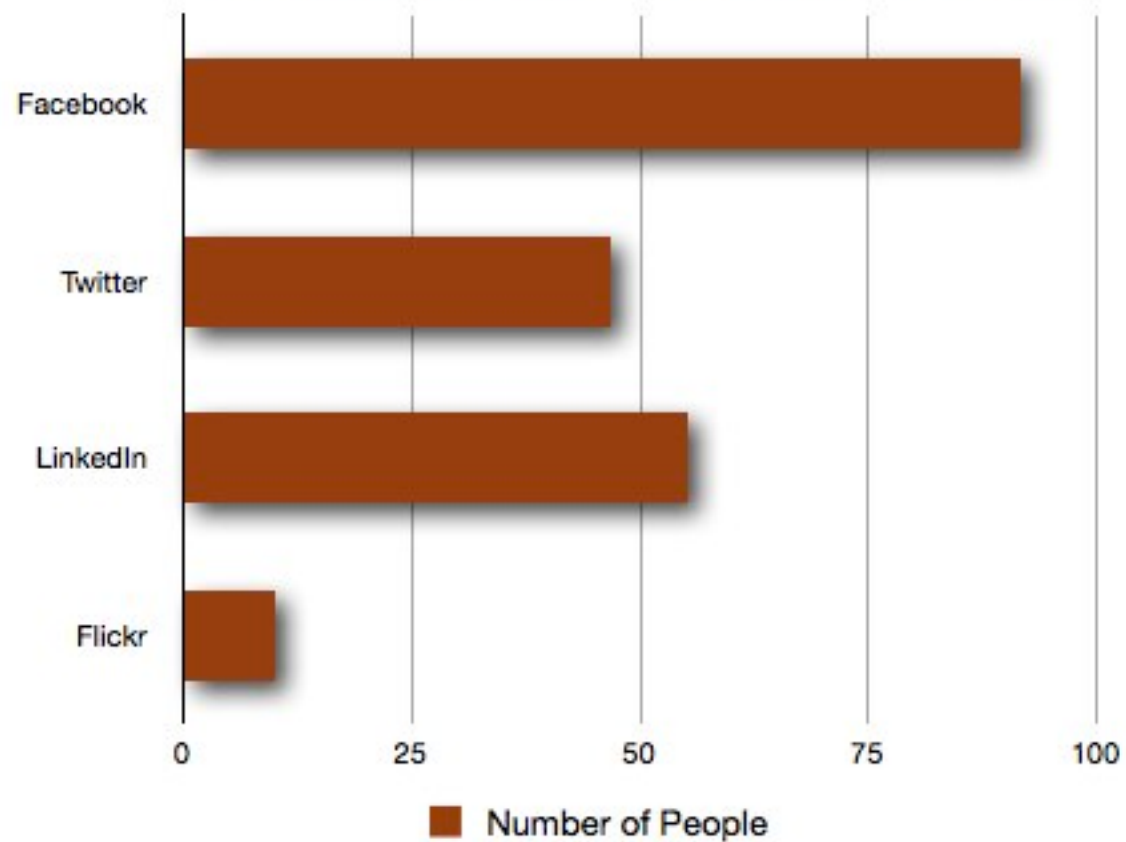
● Novice    ● Moderate    ● Advanced    ● Haven't Used at All



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# Snapshot of the Room

## What Social Media Tools You're Using



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# Overview of the Afternoon

- Social Media at a Glance
- Tools to Help You Connect
  - Twitter | Facebook | Linked In | E-mail | (Google Buzz)
- Sites to Showcase Your Visual Content
  - Flickr | You Tube | Vimeo
- Bookmarking Tools
  - Digg | Delicious | Diigo
- Timesaving Tools
  - Tweetdeck | Seesmic | Hoot Suite
- Tools to Organize the Blogs You Read
  - Bloglines | Google Reader | My Yahoo



# Social Media at a Glance

- The “should I really bother?” barrier
  - Why social media matters
- Fundamental shift in content delivery
  - From packaged to fragmented
  - From imparted to engaged
  - From delayed to immediate
- The “I don’t have time!” conundrum
  - Choose wisely
  - View time spent as marketing
  - Use tools to help you manage your social media efforts
- Personal brand and authenticity



# Twitter

- Analogy: A large reception with both strangers and people you know
- Tone: Like a series of one-liners
- Used for
  - Short bursts of information
  - Quick announcements
  - Passing on interesting information (RT)
  - Quick comments on situations / life



# Twitter (cont.)

- Tips

- Watch your ratio and provide value
- Use lists to organize
- Integrate Twitter with the rest of your social media
- Participate in #FF and other “Twitter Events”
- When you meet people, search for them and follow
- Give acknowledgement when someone RTs or @ you

- Tools

- Twellow Twitter Yellow Pages ([twellow.com](http://twellow.com))
- WeFollow ([wefollow.com](http://wefollow.com))
- MyCleenr ([makeuseof.com/dir/mycleenr/](http://makeuseof.com/dir/mycleenr/))



# Facebook

- Analogy: A cocktail party with people you know
- Tone: Conversational, concise
- Used for
  - Making announcements to your network
  - Passing on relevant information to your network
  - Connecting with your network by engaging in conversation, or giving opinions through “likes”
- Tips
  - Draw a line between personal and biz from start
  - Integrate Facebook with other social media
  - Use Friend Finder
  - Privacy and “game” issues



# LinkedIn

- Analogy: A business mixer
- Tone: Like a series of professionally-gearred one-liners
- Used for:
  - Building a professional network
  - Quick announcements
  - Passing on interesting information
  - Building credibility
- Tips
  - Watch your ratio and provide value
  - Take time to go through LinkedIn setup and refer people
  - Join relevant groups and contribute to conversation
  - Integrate with other social media tools



# E-mail

- Analogy: Direct mail
- Tone: Dinner table talk
- Used for
  - Keeping your network up to date
  - Making announcements
  - Branding
- Tips
  - Make it easy for people to sign up for your e-mail list
  - Use an e-mail program like MailChimp, Constant Contact, YMLP or Mad Mimi
  - If driven by blog or web updates, integrate with RSS and other media
  - Make it clear to people how you're going to use the mailing list



# Showcase Sites

- Analogy: Sharing a photo album or video
- Tone: Whatever you make it
  - Flickr
  - You Tube
  - Vimeo
- Tips
  - Good for sharing large numbers or storage
  - Flickr has no-follow, so won't count as a link back to your site
  - Integrate these into other social media



# Timesaving and Organization Tools

- Timesaving tools
  - Send out updates to multiple services at once
    - Tweetdeck | Seesmic | Hoot Suite
- Bookmarking tools
  - “Bookmark” and tag specific pages
    - Diigo | Delicious | Digg
- Blog readers
  - Organize the blogs you subscribe to
    - Bloglines | Google Reader | My Yahoo

