

## Social Networking



With the growing use and exposure of social media for business, many organizations are beginning to leverage these tools to promote and control their brands, to provide an additional communication channel for their clients, to develop new relationships, and nurture existing ones.

Social media has had a direct impact on business, and will continue to change the way people communicate with each other. Younger generations will grow up not knowing a world without social media, so embracing these tools now to promote a community's expansion program and resources, will lay an infrastructure for serving these generations for years to come.

In thinking about developing a program to use social media for an expansion program, it is important to remember that it is a platform for people to gain trust in you, to know you, and to like you. So, whatever platform you choose (Linked In, Facebook, Twitter, You Tube, etc.), it must have a personality. People like to engage with a person, as opposed to a company. Building a robust profile will make people curious enough to want to learn more.

Some questions to consider when it comes to your approach should be:

- Who will be the dedicated individual to monitor and serve as administrator of the site?
- What level of detail do you want to provide about your community and your program?
- With whom will people be allowed to communicate?
- How often will the site be updated?

The South Metro Denver Chamber of Commerce does an excellent job with their Facebook presence. Link to them through their website at:

[www.bestchamber.com](http://www.bestchamber.com)

The Grand Junction Economic Partnership does an outstanding job with Twitter. Link to:

<http://www.gjep.org/>



**INFORM | ENGAGE |  
INFLUENCE**



**Social Media (and Social  
Networking) Strategies for  
Business Retention and  
Expansion**

# WHAT IS SOCIAL MEDIA?

- Official DEF: **Social media** are media for social interaction, using highly accessible and scalable publishing techniques. Social media uses web-based technologies to turn communication into interactive dialogues. - [www.wikipedia.org](http://www.wikipedia.org)
- In other words, it's like networking (talking and listening) using the web and some nifty technology to interact and share messages with your existing business community.



# WHAT SOCIAL MEDIA ISN'T

- Not free
- Not easy
- Not magic



# WHY DO WE CARE?

- Your customers are already there
  - B2B and B2C ACTIVE and growing users
- Your community's story is being told
  - You should be participating (and shaping) in the conversation
- Your competitors are there
  - Remember, your existing businesses are someone else's prospects (or worse, ignored).



Fish where the fish are.

# IT ALL STARTS WITH STRATEGY

- Social media should support your overall BR&E strategy.
  - **Inform**
    - YOU : With vital business intelligence and brand awareness
    - BIZ: Of opportunities, support
  - **Engage**
    - YOU: In new meaningful conversations with business community
    - BIZ: In valuable, productive and informative conversations
  - **Influence**
    - YOU: In developing policy and refining your BR&E strategy
    - BIZ: In their attitudes and opinions about your community and their interest and ability to stay and grow (and be ambassadors for your community).



# NOW, HOW TO GET STARTED

- Use web search and social media to monitor where the conversations are already happening
- Determine best tools/platforms to support your BR&E strategy
- Find your voice
- Be ready to listen
- Be ready to respond
- Be ready to let go





- LinkedIn
- Twitter
- Facebook

# Linked

- 80 million users in 200 countries & GROWING
- Find and Connect with
  - People
  - Companies
  - Groups
    - Geography
    - Organization/Company
    - Industry/Sector
    - Causes/Occupations
  - Jobs



**“It's not called net-sitting or net-eating. It's called networking. You have to work at it.”**

**- Ivan Misner**





- Profile
  - **Picture**, please!
  - What does it say about you?
  - **Update** regularly - Build credibility and share updates on program or other relevant topics
- Network
  - Monitor to make sure it's built to support your goals
    - **Network Statistics** tab
  - Leverage it to get in front of decision makers
    - Use **Introductions** and **Recommendations**





## ○ Groups

- Search, join, listen, contribute, & ask questions
- Build awareness of you BR&E Efforts
- Create Shared Space for Your BR&E Team

## ○ Companies

- Your organization (or your cause) should have a profile on LinkedIn!
- New Follow feature – leadership changes & more

## ○ Applications

- Polls
- Box.net
- Slideshare & More.....



# LINKEDIN PRO-TIPS

- Install LinkedIn toolbar for Outlook or Xobni to bring your social network into your e-mail system
- Follow Companies (& People)
- Find Econ Indicator Groups
- Find Influencer or Connector Groups – like CPAs, Attorneys or Accountants
- Use NEW Advanced Search Features
- Get Introduced! Use your network's connections to build yours (unsolicited requests to connect are ☹)



# Twitter



- The Twitterverse
  - >106 MILLION accounts
  - 300K NEW users EVERYDAY
- People are talking (a lot)
  - 55 MILLION Tweets each day
- And it's not who you think
  - 83% are >18 years old
  - 58% have incomes >\$60K
  - 51% have college degrees
  - Businesses and corporate decisions makers

Source – [website-monitoring.com](http://www.website-monitoring.com)



# twitter



- Influence and Loyalty
  - Share (RT) is the new Search
- Search – Still Important
  - 600 million searches EACH DAY
- Drives Traffic to Shared Content
  - 6 X more than Facebook\*

\*Source: SocialTwist – Oct 2010



# TWITTER DECISIONS FOR BR&E

- Person(s) or Organization?
  - Both must show a little personality ☺
- Focus and Purpose?
  - Frequency
  - Consistency
- **MUST Find some good applications to help make sense of the chatter.**
  - **Tweetdeck**
  - **Hootsuite**
- Follow and be followed
  - Companies/influencers/connectors/ambassadors



# GETTING STARTED - BR&E ON TWITTER

- Set up a smart profile
  - People should know what you're about
  - You've got to earn "the follow"
- Find some friends
  - [Twitter Search](#)/Recommendations
  - Try - [Twellow](#)
  - Try - [WeFollow](#)
  - Find (create) your [#hashtag](#)
  - Social Media Club?



# MAKING TWITTER WORK FOR YOU (AND YOUR CLIENTS)

- Share relevant, valuable content
  - In support of your BR&E strategy!!!!
- Avoid – shameless self-promotion
- Embrace – the role of cheerleader for your business community
- Create a niche focus around a critical business issue or service. (How about a customer service desk?)



The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

# facebook

- 400 million active users
  - Avg users spend 55 min EACH DAY
  - Avg user has 130 connections (this could get big quick)
  - Avg user 25 updates/comments a month
- High Velocity
  - 5 BILLION pieces of content shared each week
  - Avg Users “Likes” 9 pieces of content/month

Source: Website Monitoring

A solid orange circle located in the bottom right corner of the slide.

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

# facebook

- 1.5 million businesses have **Pages**
- 20 million people become **Fans of Pages**
- Pages have Power
  - Promote **Events**
  - **Engage stakeholders**
  - **Celebrate successes**
  - **Drive traffic**
  - **Share Content**
- **Facebook Ads** let you dial in **TIGHT!**



# YOU CAN'T IGNORE FACEBOOK

“..Facebook is eating the web. Yes, Facebook is *becoming the web* for millions and millions of people. ...there's already a wealth of amazing things you can do within the site without ever leaving. What's more....the site giving rise to headless media companies like Zynga that don't need a web site to succeed. In short, I believe Facebook is unstoppable. They aren't just the next Google. They're the next web.” – Steve Rubel, Edelman Digital.



- Your BR&E program should have a Page 😊
  - But – think about the cause, not the program.....





# THE POWER OF AN INTEGRATED SOCIAL MEDIA STRATEGY – IT'S GOT TO FIT TOGETHER

twitter



Linked 

facebook

- Website
- Other Social Media/Networking
- Print
- **Your LIP (Live In Person)**



# AND, IT'S GOT TO BE MEASURABLE (ALIGNED TO SUPPORT YOUR OVERALL BR&E GOALS)

- Network Depth and Focus
- Engagement Metrics (by social media platform)
  - Unique visitors
  - Total time spent per user
  - Frequency of visits (if driving traffic to web)
  - Depth of visit
  - Conversions
- Content Consumption
- Content Contribution



“Thinking about business objectives instead of ROI makes the whole strategy that much workable and doable. In the end, instead of looking for the ROI in Social Media, maybe the smarter thing to do is to focus on what the business objectives are, and then figure out if Social Media is an effective means (from both a strategic and budgetary point of view) to help you and your business accomplish your goals.”

- Mitch Joel

QUESTIONS? LET'S CONNECT!



Search

Promote your Page
Create a Page Badge from our new Widget Center. Page Badges let you quickly and easily share your basic Page information across the web.



- Edit Page
Promote with an Ad
Suggest to Friends
Remove from My Page's Favorites

Colorado Springs, Colorado--
America's Most Livable City.
Home of Pike's Peak, Garden of the Gods, the United States Air Force Academy and the United States Olympic Committee.

Information
Founded:
2009 by the Colorado Springs Marketing Committee

Insights
8,828 Monthly Active Users
22 Daily New Likes
859 Daily Post Views
11 Daily Post Feedback

- 11 Friends Like This
6 of 11 Friends
Kat Williams Huerta
DeLyn Martineau
Edc Colorado Springs
Kara McAnulty Roberts
Karen Maldonado Klein
Shawn Rowley Dahlberg

- 16,118 People Like This
Linda B. Rosen
Elizabeth Warren
Kersten Kastan
Matthew Brandon Murphy
Leash Patrick
Alexandra Lee

Favorite Pages
6 of 26 Pages

I Love Colorado Springs

- Wall Info Discussions Photos Boxes Video

Share: Status Photo Link Video
I Love Colorado Springs + Others Just I Love Colorado Springs Just Others Spam Settings

I Love Colorado Springs Sorry but I never get tired of all the beautiful sunsets we have here in Colorado Springs. -Bob Kane



Garden of the Gods Park
Kissing Camels rock formation silhouetted by sunset at Garden of the Gods Park, 12-8-2010.
By: Design Photography

22,811 Impressions · 0.84% Feedback
December 9 at 9:44pm · Like · Comment · Share
176 people like this.
View all 15 comments

Lalaine Tate Whitefield Definitely love CO Springs! So beautiful, so local!
Friday at 12:01pm · Like · 1 person · Flag

Lisa Chandler Kenyon Wow purple and orange, love it!
Friday at 12:30pm · Like · 1 person · Flag

Write a comment...

I Love Colorado Springs Colorado Springs named the 15th safest city in the United States based on the FBI's Crime in the United States 2009 report.



100 Safest Cities in America 2010 | Free Background Checks USA
freebackgroundchecksusa.com
100 Safest Cities in America 2010 Page for the National Information Source for Free Background Checks and Criminal Records Online

14,729 Impressions · 0.48% Feedback
December 7 at 9:20am · Like · Comment · Share · Promote
57 people like this.
View all 13 comments

Infamouz Ambzz Craize bbut nice to know ! Cos St. Louis is number one worst !
December 7 at 3:00pm · Like · Flag

Lynn Leonard Seriously? OMG!!! I wonder if they read the news papers here?
December 7 at 7:46pm · Like · 1 person · Flag

Write a comment...

I Love Colorado Springs Colorado Wolf & Wildlife Center is holding a special Wild Winter Holiday Celebration on December 18 where you can get your picture taken with a wolf pup, and feed the wolves, coyotes and fox. \$25/adult and \$15/kids 12 and under. Make a reservation at 719-687-9742. This is a great place to visit in colder weather - the ...

See More
CWWC - Home
www.wolfeducation.org

18,818 Impressions · 0.12% Feedback
December 6 at 8:01pm · Like · Comment · Share · Promote
21 people like this.

Sue Personett I want to do this!
December 6 at 8:21pm · Like · Flag

Create an Ad

Get Paid for Every Lead



Caroline is an Affiliate Manager at Globalizer.com. She can help you maximize your EPC's.

Monetize Your Lead Data
revnet.com



RevNet helps you earn more income from your data in real time. Complete the simple form to see how we can improve your bottom line.

Stop Affiliate Fraud
fraudlogix.com



Advertisers & Merchants! Protect your affiliate marketing program from fraudulent affiliates. New patent pending technology.

Shoe Bliss. Just \$39.95.
style.justfab.com



Have new shoes delivered to you every month! Personalized and picked by our stylists. Click here and check out JustFab.com

More Ads

Chat (1)



Paul D deBerjeois, The Official Peak Region Cyclist Magazine, UW-Eau Claire Alumni



Colorado Biz Magazine, Downtown Colorado Springs, Chamber Rising Professionals

Photos

2 of 23 albums See All

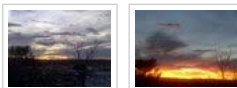


Jen Ulasiewicz Photography Album Updated last Monday



Bob Kane's Album Updated about a week ago

4 of 144 photos by others See All



Unlike

Share

Badges · About · Advertising · Developers · Careers · Privacy · Terms · Help

Facebook © 2010 · English (US)



Lorie Lyn Goetz If I was in Colorado that is exactly what I would be doing! I am so jealous! December 6 at 10:44pm via Facebook Mobile · Like · Flag

Write a comment...



I Love Colorado Springs These photos come courtesy of Jen Ulasiewicz at www.jenu-photography.com

Prints of Jen's work are available for sale at www.etsy.com/shop/jensurge



Jen Ulasiewicz Photography Album

4 new photos 17,323 Impressions · 3.12% Feedback December 6 at 5:53pm · Like · Comment · Share

430 people like this.

View all 110 comments

Write a comment...



I Love Colorado Springs Me and my dogs took a long walk in Garden of the Gods and spent time in the off-leash area - then to King Chef for their bacon! If you haven't tried their bacon, put it on your bucket list. 22,870 Impressions · 0.23% Feedback December 4 at 7:48pm · Like · Comment · Promote

34 people like this.

View all 18 comments



I Love Colorado Springs @Donna - the off-leash area is along 30th street, just east of Rockledge Ranch. You can park in the Visitor Center parking lot and walk under 30th street or go into the Pleasant Valley subdivision and park near American Mother's Chapel - the cute little white chapel at the south end. December 6 at 8:03pm · Like



Donna Campanelli Thanks. December 6 at 8:38pm · Like · Flag

Write a comment...



I Love Colorado Springs Time is running out for tech investors Tax credit available for tech investors | Boulder County Business Report www.bcbcr.com

DENVER - Time is running out for investors to apply for a state tax credit up to \$20,000 for putting money into local companies that make new technology

17,014 Impressions · 0.03% Feedback December 3 at 11:08am · Like · Comment · Share · Promote

4 people like this.



Stefan Bodle Good. States giving incentives to invest smells of corruption. December 3 at 11:28am · Like · 1 person · Flag

Write a comment...

I Love Colorado Springs Granada Corporation to add bilingual jobs to Colorado Springs. If you speak Spanish, you should apply! Job Fair scheduled for December 7, 2010.



Springs lands bilingual jobs | IndyBlog www.csindy.com

Colorado Springs award-winning independent newspaper blog covering breaking and in-depth news with local original reporting on news, music, movies, film, arts, sports, food, opinion, pop culture and more.

16,338 Impressions · 0.12% Feedback December 2 at 1:20pm · Like · Comment · Share · Promote

10 people like this.

View all 10 comments

Chat (1)



## Example of Twitter Activity

### MetroDenverEDC

1. Which companies are expanding & relocating to Metro Denver - find out in our site select. e-news for Oct. - <http://tinyurl.com/2btzbq4> 39 minutes ago via web
2. The Denver Metro Chamber interviewed the candidates for U.S. Senate and Colorado Governor. Get a sneak peak here: <http://bit.ly/csAeeR> about 2 hours ago via web
3. Colorado Cleantech | Training money in clean energy available to Coloradoans <http://t.co/kFydBXw> #CleantechHub 2:53 PM Oct 22nd via [Tweet Button](#)
4. Centennial's United Launch Alliance wins NASA Mars-probe contract <http://t.co/PSi5fde> via @bizjournals 2:35 PM Oct 22nd via [Tweet Button](#)
5. RT @BrighterEnergy Vestas to supply 55 turbines for California wind farm <http://bit.ly/dhUY8D> #CleantechHub Colorado-made turbines! 10:40 AM Oct 21st via [TweetMeme](#)
6. Kudos to @JeffcoEDC - SkyFuel relocates headquarters to Colorado <http://t.co/wv380gx> #CleantechHub 12:20 PM Oct 20th via [Tweet Button](#)
7. Great video of Vestas' Towers Factory in Pueblo, Colorado - the world's largest tower plant. <http://tinyurl.com/2chbmqv> #CleantechHub 11:59 AM Oct 20th via web
8. Colorado Cleantech | Tendril and Lockheed Martin collaborate on integrated demand response solutions <http://t.co/Bcw3hju> #CleantechHub 11:54 AM Oct 20th via [Tweet Button](#)
9. **DenChamber** Chamber debates highlighted RT @jaketapper: Political Punch - the Digital Show. The Car Czar speaks! <http://bit.ly/brunKS> 11:45 AM Oct 19th via [TweetDeck](#) Retweeted by [MetroDenverEDC](#)
10. @cobioscience - of course! How could we forget you?! Hope you take some time to enjoy our nation's capitol while promoting our state! 8:42 AM Oct 20th via web [in reply to cobioscience](#)
11. Just uploaded pictures from Monday's Colorado Cleantech Plan release by @COCleantech at Colorado's state capitol. <http://bit.ly/anxLDQ> 8:37 AM Oct 20th via web
12. Colorado Gov. Ritter won "Leadership in Advancing Cleantech, Political Advocate of Year" @ #COCleantechAwards Well deserved! #CleantechHub 2:22 PM Oct 19th via web
13. Colorado among top states where Americans want to live <http://t.co/5oBoTmk> via @bizjournals Colorado 4th after CA, HI, & FL! #CleantechHub 2:17 PM Oct 19th via [Tweet Button](#)
14. Our EVP Tom Clark moderated the Clean Energy Opportunity Forum @NRELenergyforum - he loves talking about Colorado's growth #CleantechHub 2:13 PM Oct 19th via web

15. Gov. Ritter handed out awards to the state's top cleantech firms - first annual [#COCleantechAwards](#) <http://tinyurl.com/2g7j3ph> [#CleantechHub](#) 2:09 PM Oct 19th via web
16. Big day for a CO cleantech firm, @[Tendril](#) - just acquired @[groundedpower](#), raised \$23M in 4th round VC, won [#COCleantechAwards](#) [#CleantechHub](#) 2:07 PM Oct 19th via web
17. [IceENRG](#) Ice Energy Raises \$24 Million in Third Round of Venture Capital <http://t.co/ZlfsC5g> 8:41 AM Oct 19th via [Tweet Button](#) Retweeted by [MetroDenverEDC](#) and 2 others
18. [COCleantech](#) Denver Post: 'Clean energy growth pushed...' <http://ow.ly/2VNYi> [#CleantechHub](#) 6:52 AM Oct 19th via [HootSuite](#) Retweeted by [MetroDenverEDC](#) and 1 other
19. [COCleantech](#) [Forbes.com](#) - New Colorado Cleantech Action Plan Identifies Leading Drivers of Industry Growth <http://ow.ly/2VBH7> [#CleantechHub](#) 10:07 PM Oct 18th via [HootSuite](#) Retweeted by [MetroDenverEDC](#)
20. [denbizjournal](#) NEWS: Poll: Colorado among top states where Americans want to live: <http://www.bizjournals.com/denver/news/2010/10/19/want-to-live.html> 7:51 AM Oct 19th via web Retweeted by [MetroDenverEDC](#) and 2 others

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## Get short, timely messages from GrandJunctionEconDev.

Twitter is a rich source of instantly updated information. It's easy to stay updated on an incredibly wide variety of topics. Join today and follow [@GJEconDev](#).

Get updates via SMS by texting **follow GJEconDev** to **40404** in the United States

Two-way (sending and receiving) short codes:

Country	Code	For customers of
Australia	• 0198089488	Telstra
Canada	• 21212	(any)
United Kingdom	• 86444	Vodafone, Orange, 3, O2

Two-way (sending and receiving) short codes:

- Indonesia • 89887 AXIS, 3, Telkomsel
- Ireland • 51210 O2
- India • 53000 Bharti Airtel, Videocon
- Jordan • 90903 Zain
- New Zealand • 8987 Vodafone, Telecom NZ
- United States • 40404 (any)

Codes for other countries



## GJEconDev

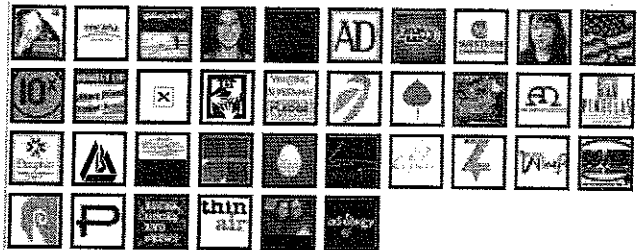
1. Third Quarter Economic Update available NOW! Check it out: <http://ow.ly/33T6u#gjco> 9:16 AM Nov 3rd via [HootSuite](#)
2. RT @biz\_incubator: Mesa County Manufacturers' Council: Wind Energy Breakfast Reception - <http://eepurl.com/brRFv> 3:32 PM Oct 28th via [HootSuite](#)
3. RT @biz\_incubator: Wall Street Journal mentioned us in the article on Sunday. <http://fb.me/CWhzq2RW> <--Way to go!! 9:00 AM Oct 26th via [HootSuite](#)
4. Did you know? Banging your head against the wall burns 150 calories per hour... 9:21 AM Oct 25th via [HootSuite](#)
5. New employment figures for #gjco. Unemployment rate dropped a tad to 9.0% & labor force increased. For more, click here: <http://ow.ly/2XN6K> 8:15 AM Oct 22nd via [HootSuite](#)

- Name *GrandJunctionEconDev*
- Location *UT: 39.088372,-108.556243*
- Web <http://www.gjep.org>
- Bio *Grand Junction Economic Partnership creates quality jobs and a strong & diverse economy for Grand Junction, Colorado*

239 Following 300 Followers 21 Listed

- [460Tweets](#)
- [Favorites](#)

### Following



[View all...](#)

[RSS feed of GJEconDev's tweets](#) [RSS feed of GJEconDev's favorites](#)

6. Great news!! Continental Airlines has announced nonstop service from Grand Junction to Houston!! [#gjco 2:25 PM Oct 21st](#) via [HootSuite](#)
7. Thanks to all 500 of you who attended our annual luncheon last week. We hear lots of great things and glad you enjoyed it. Thank you [#gjco. 12:30 PM Oct 20th](#) via [TweetDeck](#)
8. [#gjco](#) Higher Ed Forum met in beautiful facility last night> RT [@gisentinel](#):New College Center open [@mesastate](#) photos: <http://bit.ly/dc0bOJ> 9:04 AM Oct 20th via [TweetDeck](#)
9. The Colorado Airport System enjoying playing "minute to win it" <http://twitpic.com/2z27gd> 11:45 AM Oct 19th via [TweetCaster](#)
10. Just watched a live demonstration of ASIMO, Honda's humanoid robot: <http://twitpic.com/2z1oad> 10:17 AM Oct 19th via [TweetCaster](#)
11. Lots to see and do at the NBAA show in Atlanta. Our friends at West Star draw a crowd. [Http://twitpic.com/2z1fhp](http://twitpic.com/2z1fhp) 9:44 AM Oct 19th via [TweetCaster](#)
12. The latest in fall fashion - GJEP CEO [@anndrigger](#)s steps out to rally against 60, 61 & 101: <http://ow.ly/i/4GHT> <http://ow.ly/i/4GHQ> 3:38 PM Oct 18th via [HootSuite](#)
13. New blog: 2010 Annual Meeting, a recap of a great event. <http://ow.ly/2UjkH> [#gjco 2:30 PM Oct 15th](#) via [HootSuite](#)
14. RT [@MRPbike](#): New mountain biker haven | [GJSentinel.com](#) <http://t.co/fSvYXcv> via [@AddThis](#) 12:33 PM Oct 14th via [HootSuite](#)
15. RT [@MetroDenverEDC](#): Forbes: Colorado is 4th-best state for business - DBJ <http://t.co/hVOoqe0> via [@AddThis](#) 9:27 AM Oct 14th via [HootSuite](#)
16. John Hendricks CEO of [@discovery](#) announces knock your socks off exciting plans for Mesa County at our Annual Meeting today [#gjco 1:09 PM Oct 13th](#) via [TweetDeck](#)
17. Great news! >>>RT [@MesaCountyWFC](#): Wow, 86 NEW JOBS listed so far in October! Log on <http://ow.ly/2SUu3> to view all of the jobs. [#gjco 9:12 AM Oct 13th](#) via [TweetDeck](#)

18. RT [@no6061101](#): Anything worth saying is worth saying twice. Greeley Trib publishes 2nd ed. against 60,61,101  
<http://bit.ly/cU8WL2> 8:31 AM Oct 13th via [TweetDeck](#)
19. Looking forward to lunching w/ 450+ of our closest friends and John Hendricks at our annual meeting tomorrow! Hope to see you there [#gjco!](#) 10:46 AM Oct 12th via [HootSuite](#)
20. Congrats to Rocky Mtn Health Plans and FCI Constructors - top 10 Private CO co's based in [#gjco](#) <http://bit.ly/d7c3za> (via [@ColoradoBizMag](#)) 9:22 AM Oct 12th via [TweetDeck](#)

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