Social Media – The Art of Engagement

Toolbox Teleclass Transcription

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Foundation Program

Track 4A: Rock the Internet: Online & Social Media Mastery

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DEFINITION OF SOCIAL MEDIA

Welcome to the Toolbox Teleclass Social Media - The Art of Engagement.

So in this class my intention is to give you an overview and understanding of what Social Media is, kind of where it came from, how it came into existence, and some ideas for how you can begin to use it in your business constructively.

This is not meant to be as much of a how-to class as many as my other classes. I've really wanted to give you guys kind of a foundational information that will empower you to begin to really take on social media as your own. I will be following up with some more advanced classes on this subject of, you know, "how-to," and that's going to be an ongoing process.

DEFINITION OF "MEDIA"

So first I want to talk about Social Media and what it is really?

MEDIA (COMMUNICATION), TOOLS USED TO STORE AND DELIVER INFORMATION OR DATA

First of all, the definition of "Media" is communication. It's tools used to store and deliver information or data, and in the traditional sense, "Media" always refers to one-direction communication that is communication sent out to be received passively.

Social Media is communication between two or more parties; so, it is not only meant to be information sent out, but also information meant to be interacted with and responded to in an ongoing and ever-expanding way.

WIKEPEDIA DEFINITION OF SOCIAL MEDIA:

Social media includes web-based and mobile technologies used to turn communication into interactive dialogue. Andreas Kaplan and Michael Haenlein define social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content." Social media is media for social interaction as a superset beyond social communication. Enabled by ubiquitously accessible and scalable communication techniques, social media has substantially changed the way organizations, communities, and individuals communicate.

Wikipedia's definition of Social Media is…and a lot of the content that I'm going to be giving you over the next 20 minutes or so...it's really straight out of Wikipedia, so we are very grateful to Wikipedia.

Wikipedia defines social media as, "Social Media includes web-based and mobile technologies used to turn communication into interactive dialogue." Andreas Kaplan and Michael Haenlein define social media as, "A group of internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content." This is really key— user-generated content.

"Social media is media for social interaction, as a superset beyond social communication. Enabled by ubiquitously accessible and scalable communication techniques, meaning everybody can access it and it can be scaled to whatever medium you're using to access it. Social media has substantially changed the way that organizations, communities, and individuals communicate."

So, by the way, some of you may be wishing we could go back to, you know, before social media existed. I'm sorry. There's only one direction to go in, and that's forward.

HISTORY OF THE INTERNET – GOING FROM 1.0 TO 2.0

So let's talk about how we got to where we are. The history of the internet and going from 1.0 to 2.0…that's what I want to cover next.

STARTED WITH POINT-TO-POINT COMMUNICATION BETWEEN MAINFRAME COMPUTERS AND TERMINALS IN THE 50'S AND 60'S.

So, the internet actually started with point-to-point communication between mainframe computers and terminals back in the 50's and 60's. So, you had the big computers that took up an entire room, that could then speak to terminals, and which were smaller computers. So it was the linkage between those two things.

THEN POINT-TO-POINT COMMUNICATION BETWEEN STATIONS AND THEN THE LINKING OF THOSE NETWORKS IN THE 70'S

That linkage then expanded to point-to-point communication between stations, and then the linking of those networks in the 70's. So, in other words, it wasn't just mainframe going out to terminals. It was then the linking of terminals to terminals. So that networking, and then from there, mainframes to mainframes. So point-to-point communications between stations, and then the linking of those networks altogether and that happened in the 70's.

STANDARDIZATION OF THOSE NETWORKS IN THE US AND EUROPE IN THE 80'S.

In the 80's, there came standardization for how these terminals spoke to each other and how these networks spoke to each other, so there was a standardization of those networks in the US and in Europe.

COMMERCIAL ISP'S STARTED SHOWING UP IN THE LATE 80'S AND ARPANET WAS DECOMMISSIONED IN 1990. ALLOWING IT TO GO GLOBAL

Commercial ISP's or Internet...(I'm sorry), Internet Service Point were…started showing up in the late 80's, so things like America Online and CompuSurf. Some of the early ISP's

started showing up in the late 80's, and then a really huge thing, which was that ARPANET was decommissioned in 1990, and ARPANET really solidified the internet and it allowed it to go global.

except for email and usenet, the communication was primarily one-way. Static pages to be read.

So previously except for email and usenet, the communication was primarily one-way. Now email has really not changed in format, though your reading ability has changed, and what those packets can carry has changed, but the name at the station, that basic has been the same since the 70's, okay? And that was back and forth. Usenet were the bulletin boards back in the 90's—the bulletin board and the news leaders.

Other than those two formats, the internet was primarily static—static pages, web pages to be read. Now, there were personal pages as well as business pages, but the communication was still one-way. The writer of the page, out to whoever read it. Okay?

Two-way communication evolved from email and usenet into bulletin boards and mailing lists which allowed for group dynamics

Two-way communication evolved from email and usenet into bulletin boards and mailing lists, which allow for group dynamics. So, it's stopped being from one person to one person and started being from one person to many people, and then those people were able to talk back and begin an actual conversation about the content in that initial thread, okay?

And that was happening through bulletin boards and email lists, but it wasn't really happening on the internet, on the World Wide Web. That was still pretty much 1.0, which was communication flowing in a single direction.

ONE WAY CONVERSATION → TWO-WAY CONVERSATION

And then Web 2.0 became the new world and that was one-way conversation becoming two-way conversations.

TERM WEB 2.0 FIRST SURFACED IN LATE 1990'S AND BECAME ADOPTED IN THE EARLY OUGHTS.

The term Web 2.0 first surface in the late 90's, but really didn't become adopted until the early oughts. So 2002, 2003, 2004. I remember hearing about it, reading about it in blogs, not really understanding what it meant.

And then somewhere in 2004, 2005, 2006, you're already in Web 2.0, but didn't realize that that was what it was, okay?

DIFFERENCE BETWEEN WEB 1.0 AND WEB 2.0:

So, the difference between Web 1.0 and Web 2.0:

Web 1.0 – read only material with a concern for privacy and piracy

Web 1.0 is read-only material with a concern for privacy and piracy.

This included websites both business and personal and the personal evolved into the weblog or blog.

This included websites both business and personal and the personal that then evolved into the web blog or blog.

But the blog (the early blogs) were still one…unidirectional—the writer going out to its readers.

Web 2.0 – decentralization of website content provider

Web 2.0 saw the decentralization of website content providers, and this is huge.

Starting with linking to other websites

Which was a form of endorsement of the website

It started with blogs and web pages linking to websites. And that involved kind of an endorsement of that website, and then that website would link back, okay?

So, there was kind of links being traded and that was a form of two-way communication, as well as decentralization of content.

Commenting on blogs

This evolved and this is the first big piece into commenting on blogs, the ability for the readers to submit feedbacks or comments or add their two cents to a blog. So, as you can see that content being provided by someone other than the author of the blog, it's being provided by the readers.

Bottom up generation of content provided by approved contributors (guest bloggers) which then evolved into sites whose content are completely created by the users – Social Media!

Now, sometimes those readers also added links. Sometimes these readers then wrote blog posts with the link back to the original blog post. So this started kind of being a two-way communication, and that evolved into sites like MySpace, Friendster. Back in the day if you remember those, MyFriends, all of these kinds of bottom up generation of content provided by approved contributors, and that began with guest bloggers on established blogging sites. So, you begin to be able to allow other people to post blog posts on your blog, but that also then evolved into those sites whose content are completely created by the users, and that's what social media is, okay?

"move from personal websites to blogs and blog site aggregation, from publishing to participation, from web content as the outcome of large up-

front investment to an ongoing and interactive process, and from content management systems to links based on tagging (folksonomy)". Terry Flew Transition based on a result of:

It is, according to Terry Flew, "The move from personal websites to blogs and blog site aggregation, from publishing to participation, from web content as the outcome of large upfront investment, right? It used to cost a lot of money to build a website, to an ongoing and interactive process, and from content management systems to links based on tagging folksonomy," which she called folksonomy.

Now this whole thing then exploded somewhere around 2005, 2006 with the advent of Facebook, with the really expansion of MySpace into a much bigger animal, not just for teenagers anymore. Okay? And then continued outward with ongoing roads in lots of different areas.

Technological refinements

The transition was based on a result of 3 things: (1) technological refinements.

"Web 1.0 was dial-up, 50K average bandwidth, Web 2.0 is an average 1 megabit of bandwidth and Web 3.0 will be 10 megabits of bandwidth all the time, which will be the full video Web, and that will feel like Web 3.0." Reed Hastings, founder of Netflix

"Web 1.0 was dial-up, 50k average bandwidth. Web 2.0 is an average of 1 megabit of bandwidth. This is geometric growth of the ability to send messages and the size of those messages. And Web 3.0 will be 10 megabit of bandwidth all the time, which will be the full video Web, and that will feel like Web 3.0." According to reed Hastings, who was the founder of Netflix.

Adjustment to the internet

The second transition was based also on the adjustment of the internet. It was based on people becoming more and more comfortable with Web 1.0, so that as things expanded and allow for more interaction, they had the courage to dive in it and start interacting, and became excited by the ability to connect with people that they would otherwise not be able to connect with.

I mean, you might think about this in terms of the difference between, you know, in the 1800s, being able to send a written letter to one person who you knew to the ability to send, to have pen pals, to connect with someone that you didn't have other way of knowing, somewhere else completely in the world, and be able to initiate a conversation with that person from a completely different culture and environment, okay?

You can almost think about it in those terms. So people started to get excited about being able to connect with people they wouldn't otherwise be able to connect with, but also to reconnect with people they'd lost touch with, high school friends, college friends.

So that adjustment to the internet and beginning to explore the possibilities was based both on the growing ease of interaction on the internet because of the technological advancement, not just speed but also creation of websites that were easy to interact with, okay?

I mean the reason that Twitter has taken off it's just so easy. Facebook, basic interaction with Facebook, adding friends and talking to them, is so easy anyone can do it, okay? So that adjustment to the internet and comfort level with the internet.

Fundamental change of behavior of those who use the WWW

And the third thing that has contributed to this transition is the fundamental change of behavior of those who use the World Wide Web (WWW). Not only the change of them beginning to submit stuff, but their level of expectation of what they should be able to do has driven the expansion of the tool. Whereas, in the early days, kind of the geeks were driving us, they were saying, "Oh look you can do this." Now what's happening is we are saying, "You know, I want to be able to do this," and some inventor says, "Okay, yeah, I can make that happen," okay? And so that has created an entirely different experience and community via the internet.

USAGE –

Now the usage of social media includes, and I wanted to expand what I mean by the terms social media. This includes, and by the way, is not limited to, because everyday someone else is figuring out some other cool way to use social media, some other cool tool to introduce us to, some new way of interacting, but this includes:

Podcasting
Podcasting, and podcasting starting out being strictly audio to Mp3's and has expanded to video.

Blogging
Blogging, which also has expanded to video. Also known as vlogging—video logging.

Tagging
Tagging, using bookmark sites like Digg and Reddit and those kinds of things, but also tagging within social media sites like Facebook and LinkedIn, and tagging in things like Yelp, which I'm not even going to begin to get into because there's whole lot of different ways of doing this. And I don't want to completely overwhelm you, but I want you to notice within yourself how many of these things you're already familiar with and didn't really put into that big bucket of social media, okay?

Contributing to RSS
So podcasting, blogging, tagging, contributing to an RSS feed, and RSS, by the way, stands for "Really Simple Sharing." So when you subscribe to someone's blog by RSS, it means

that they are really simple sharing with you. So you can not only subscribe to somebody's RSS feed, you can also contribute to that feed.

Social bookmarking
Social bookmarking, which I've already mentioned;

Social networking
And social networking.

FOR MARKETERS, WEB 2.0 OFFERS AN OPPORTUNITY TO ENGAGE CONSUMERS.

For marketers and by the way if you guys are on this call, I'm assuming that you are marketing something--your small business, your art, you want to get it out into the world, right?

For marketers, Web 2.0 offers an opportunity to engage their customers in product development, service enhancement, and promotion.

product development,
Product development. You can put something out as a baited test, which for any of you guys who are involved in the Multiple Streams of Music Income self-study program, that's been out as a baited test for about a year now. I expect to take it out of baited testing, and in the next month or so, because enough material has been developed to go into full production. So baited testing is part of product development.

Finding out from your customers what they want and need, and then developing your product to those best occasions. I know a lot of musicians who post first draft song and ask for feedback from their audience. What do you think? What do you like? What don't you like? And then edit the song.

service enhancement
Service enhancement. So, for example, people can tell you when something's not working. They can ask for more and better features. Those kinds of things. For me, I've gotten some great service enhancement as a result of complaining on Twitter or Facebook. This is just the new world. That's how people get customer service if the direct method isn't working for them (excuse me I'm developing a hiccup).

and promotion.
And lastly, promotion. Now, notice I didn't say sales. I said promotion. And there is a difference, and we're going to get into that in a minute.

COMPANIES CAN USE WEB 2.0 TOOLS TO IMPROVE COLLABORATION WITH BOTH ITS BUSINESS PARTNERS AND CONSUMERS. AMONG OTHER THINGS, COMPANY EMPLOYEES

HAVE CREATED WIKIS OR FORUMS —WEB SITES THAT ALLOW USERS TO ADD, DELETE, AND EDIT CONTENT — TO LIST ANSWERS TO FREQUENTLY ASKED QUESTIONS ABOUT EACH PRODUCT, AND CONSUMERS HAVE ADDED SIGNIFICANT CONTRIBUTIONS.

Companies can use Web 2.0 tools to improve collaboration with both its business partners and consumers. Among other things, company employees have created Wikis or forums – web sites that allow users to add, delete, and edit content – to list answers to frequently asked questions about each product, and consumers have added significant contribution.

If you're at all involved in WordPress and have used their forums to get solutions to problem, to ask questions, to just engage, that's…you know, that's a perfect example of this, okay?

ANOTHER MARKETING WEB 2.0 LURE IS TO ALLOW CONSUMERS TO USE THE ONLINE COMMUNITY TO NETWORK AMONG THEMSELVES ON TOPICS OF THEIR OWN CHOOSING – FORUMS

Another marketing Web 2.0 lure is to allow consumers to use the online community to network among themselves on topics of their choosing. In other words, creating forums where your customers can talk to each other.

So, for example, you could create a fan forum, right? For your fans to engage with each other about you or anything else their little hearts' desire. And by the way, you know, as of this call it doesn't yet exist, but it is my intention to create an Artist Marketing and Business Academy forum that will be open to the public as well as to you guys, and there will probably be different levels of that forum protected for, you know, there's private sections for the Academy members, and also sections that are open to the public, but that's still in process. It may be a while before that happens.

Another marketing Web (oh sorry I've read that already).

SMALL BUSINESSES HAVE BECOME MORE COMPETITIVE BY USING WEB 2.0 MARKETING STRATEGIES TO COMPETE WITH LARGER COMPANIES.

Small businesses have become more competitive by using Web 2.0 marketing strategies to compete with large companies. And what that means for you guys is that you can now compete with record companies, and artists who are on record company or label, okay?

As new businesses grow and develop, new technology is used to decrease the gap between businesses and customers.

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Social networks have become more intuitive and user friendly to provide information that is easily reached by the end user. For example, companies

use Twitter to offer customers coupons and discounts for products and services.

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For example, companies use Twitter to offer customers coupons and discounts for products and services, but also you can use social networking to really engage with your customer and connect with them in a way that really just wasn't possible as this scale back 20, 30, 40 years ago.

So that's kind of the overview of what Web 2.0 is and what social media is within that broader content and some ideas for how you could begin to use it but I also want to put this in the context of how I teach you to market your business.

REMINDER OF THE DEFINITIONS OF MARKETING VS. SALES AND HOW IT APPLIES TO SOCIAL MEDIA

So I want to remind you of the definitions of Marketing vs. Sales and how it applies to social media.

SALES IS THE ACTUAL EXCHANGE OF PRODUCT OR SERVICE FOR MONEY
So remember that Sales is the actual exchange of product for service or money;

MARKETING IS CREATING AN ENVIRONMENT THAT ENCOURAGES PEOPLE TO BUY
Marketing is creating an environment that encourages people to buy. Marketing is not about pitching. Marketing is about engagement.

DEFINITION OF ENGAGEMENT
So let me define Engagement for you.

A MARKETING AND ADVERTISING TERM, THAT REFERS TO A MEANINGFUL INTERACTION BETWEEN A CONSUMER AND A BRAND
As a marketing and advertising term, Engagement refers to a meaningful interaction between a consumer and a brand.

A CONCEPT DESCRIBING PEOPLE'S INVOLVEMENT, PARTICIPATION, AND INTERACTION WITH THEIR COMMUNITY
And as a concept describing people's involvement…in other words, your fans, customers, and clients involvement, it is their involvement, participation, and interaction with their community and with you.

So in engagement the essence of engagement is that two-way communication. It's not just about you telling them stuff; it's about you having a conversation with them, okay?

So what you're doing on social media isn't sales. It is marketing in the form of relationship marketing or engagement.

AS A VERB – TO ENGAGE

TO OCCUPY THE ATTENTION OR EFFORTS OF (A PERSON OR PERSONS)
As a verb, to engage means to occupy the attention or effort of a person;

TO ATTRACT AND HOLD FAST OR PLEASE
And it also means to attract and hold fast or please.

So you want to both engage with your audience…you also want to be engaging. You want to be attractive. You want to please. You want to entertain. You don't want to be shouting out, "Me-me-me-me-me-me-me!" all the time.

You want to be allowing them to have their attention occupied, okay? Which means you need to be putting out content that occupies their attention.

PEOPLE BUY FROM THE PEOPLE THEY KNOW, THEY LIKE, THEY TRUST – THAT EXPERIENCE IS CREATED THROUGH ENGAGEMENT NOT SALES.

People buy from the people they know, they like, they trust, and that experience is created through engagements. NOT sales, okay?

So, I am not saying don't ask for the money. I am not saying don't ask for the sales. I am saying don't start the conversation with that. Start the conversation, and then as they becoming engaged with you, bring them deeper and deeper into your funnel, as I teach in the Multiple Streams concept, okay?

OVERVIEW OF CURRENT SOCIAL MEDIA SITES

I want to talk a little bit and give you an overview of the current Social Media sites. This may be a call that I update frequently because the truth is this is really a changing environment. This is an environment that is constantly changing.

And you need to just get used to that, okay? You may build your MySpace followers only to find MySpace dies. You may build your Facebook fans only to find Facebook dies, okay? That's just the nature of the beast, and that's why I teach you to drive traffic to your website. You must have your own website.

BLOGGING

Now, the first social media site that I want to talk about is blogging and that would ideally be your website. So ideally you are blogging on your website. Unfortunately, if all you're doing is blogging on your website, very few people are probably seeing that.

INCLUDES YOUR WEBSITE, NON-SOCIAL BLOGGING SIGHTS SUCH AS BLOGGER AND WORDPRESS.COM AND SOCIAL BLOGGING SIGHTS LIKE TUMBLR

It also includes non-social blogging sites, such as blogger, wordpress.com, and social blogging sites, like Tumblr, okay? But wherever you're doing those kinds of third-party blogging sites, always want to push people back to your website. You want to drive people back to your website, because the days that third-party website goes under—goes out of business, you lose everything, okay?

TWITTER

Twitter is considered a microblogging site, but it is really a social site. So, people are having conversations on Twitter. Twitter is probably the most open of all of the forums meaning that you can completely look at somebody else's feed, unless they really protect their feed, and I strongly advice against doing that unless the only people you want to read your feed are your family and friends, in which case this isn't the conversation for it, right? But if you're using Twitter, and I recommend you be using Twitter to build your fan base, you need it to be an open feed.

OPEN STREAMS AND SHARING

So, open streams and sharing;

A MICROBLOGGING SITE

It is a microblogging site, because you are pretty much limited to 140 characters, though obviously, you can start a conversation and drive them to your blog. So, you can give them a taste of what the blog is saying and then a link back to your blog.

FACEBOOK

COMBINATION OF A MICROBLOGGING SITE AND SOCIAL ENGAGEMENT SITE

Facebook is combination of a microblogging site and a social engagement site.

BOTH OPEN AND CLOSED STREAMS DEPENDING ON YOUR SECURITY SETTINGS

It is both open and closed depending on how you have your profile set up. A lot of people make the mistake, I think, of being too closed on Facebook, but ideally you do want to be pushing people more towards your fan pages and towards your profile, and use your profile more for networking. Fan pages are not limited, whereas your profile is limited to the number of people you can have and be engaged with.

BUSINESS/FAN PAGES

So you want to have a business page or a fan page, and that is open.

GOOGLE PLUS

Google Plus is very, very new.

BOTH OPEN AND CLOSED STREAMS, AGAIN, DEPENDING ON YOUR SECURITY. PART OF A LARGER SUITE OF GOOGLE SERVICES AND VERY NEW

It also has both open and closed streams. Again, depending on how you set it up, it is also though…and this is the key thing that I think is what makes Google+ important for us is that it is part of a larger suite of Google services, including Google search, and so your activity on Google+ will raise your profile on Google search.

EXTREMELY SEARCH FRIENDLY

TIME WILL TELL

But exactly how it's going to end up working as it is new, time will tell. We'll figure that out as we go along. I am just really beginning to explore it and will be, you know, once I feel like I've got it under my belt, I will be creating out class for it.

YOUTUBE

VIDEO SHARING AND VLOGGING SITE

YouTube is a video sharing and vlogging site, so it can also be a blogging site, and one of the things that you can do with YouTube…and I recommend this if you're blogging on your website, if you write like a 500-word blog, then create a video that isn't word for word that blog, but if you kind of just riffing on the idea of what you just wrote about. So it doesn't really work if you're just reading the blog, but you can just, you know, talk for 5 minutes about why you think it's an important topic, blah-blah-blah then you post it to your YouTube channel and you stream it from the blog post using lots of good keywords etc. etc.

OWNED BY GOOGLE – SO AGAIN, EXTREMELY SEARCH FRIENDLY

So, the reason it's important to do that is because YouTube is owned by Google and Google search loves YouTube. So the more you are vlogging on YouTube and linking that back to your website, the more your website is searchable. So, it's extremely search friendly.

LINKEDIN

BUSINESS NETWORKING

LinkedIn is basically the business networking social site. It is not open. You can see if you just…without logging into LinkedIn, you just look at somebody's LinkedIn profile, you don't

see very much. However, what you do see that public profile is searchable by Google. This is really meant to be business to business networking. I wouldn't use it as a fan site at all.

And if you're only intending primarily to be building fan base, you may not even need LinkedIn. I don't think that you use it all that much, so it's probably not that important. If however, you want to be writing music or creating stuff for business to business.

So for example, you want to be writing music for film and TV or you have created art that ou would like to license or you want to be selling your art business to business. So for example, corporate for corporate offices being placed in a corporate offices or being placed in hotels that kind of thing, that is business networking, and so in that case I would be on LinkedIn.

MULTITUDINOUS NEW AND DIFFERENTLY FOCUSED SITES BEING BORN DAILY.

And frankly, multitudinous new and differently focused sites being born daily. I swear to you, I get invitation to new networking sites almost on a daily basis. I tend to not join them right away. I'm not a big joiner, because I'm out of time, but I watch them and see what happens with them.

SOME SPECIFIC TO GENRE, SUCH AS REVERBNATION FOR MUSIC AND IMDB FOR FILM AND TV.

Some of these sites are specific to genre, so for example ReverbNation for music; IMDB for film and television.

NING FOR ANYONE WHO WANTS TO START A SOCIAL PLATFORM.

Ning has--that's Ning N-I-N-G has lots of different forums and social media sites that individuals or companies have started and just use Ning as the backend management system for it. You can, for example, create a fan site using Ning. It has a monthly fee.

FORUMS LIKE TAXI, ETC.

Forums like the Taxi forum for music. There's a lot of forums out there.

SEARCH ENGINES FOR FORUMS BIG-BOARDS.COM

You can use search engines for forums. One of the ones I like best is big-boards.com, and of course, I'll create a link to that in the post.

So that's kind of the overview, and as I said, I'm going to go into more details in separate classes because it's just no way that I could really do justice to each of these tools and that's all they are--are tools.

What I want to give, you know, is the overall 3 keys to success in social media. I want to repeat to you what I started out saying.

In the description of this class, which is that Social Media is the biggest and best opportunity for you to create success on your term and your art. Whatever your art is. That's just the truth, and you can deny it and say I'm not doing it or you can do it badly and say that means it doesn't work.

But if you learn to do it correctly this will make your career, okay? These tools--learning the tools, learning the right tools for you and using them the right in--I'm sorry, using them the right way with consistency will make your business.

3 KEYS TO SUCCESS IN SOCIAL MEDIA

USE YOUR PROFILE TO ITS FULLEST ADVANTAGE

So let me give you a couple of big picture key to success with this. First of all, use your profile to expose the advantage. All of the social media sites give you the opportunity to create a profile. Do this first before you tweet a single tweet or create a single update.

Before you ask anyone to become your friend or follow you, create your profile and use it for everything it gives you. If it allows you to upload a picture, upload a picture, not a logo.

Upload a picture. You can use your logo for background. You know, for the wallpaper on your profile. Use your logo there but this is social and people don't engage with logos. They engage with people. So put your face up there.

DON'T BE KITCHY – USE YOUR KEYWORDS, BE SPECIFIC AND BE COMPLETE. IF THEY GIVE YOU 160 CHARACTERS USE THEM ALL!

Don't be kitchy or cute. Use your keywords. Be specific and be complete. You don't need to use full sentences. People don't really expect you to. If they give you 160 characters, use all 160 characters to pack in as many keywords as you can. Okay? And these are keywords that your niche market is searching for. Yeah, put in your genre. Say what you do, but importantly, say who your niche is. Talk to them directly.

INCLUDE A LINK TO A WEBSITE NOT ANOTHER SOCIAL MEDIA SITE. ALWAYS DRIVE TRAFFIC BACK TO YOUR WEBSITE.

Include a link to a website, not another social media sites. It kills me on Facebook that people use their Facebook profile address as a way to contact them. That's not the way to contact you. Your website is the way to contact you.

Always, always, always be driving them to your website and don't hide that link. Don't shorten that link. Put the full link there, because in this day and age of people using links

to do bad things, people are a little leery of clicking links. But if you use a direct link without masking it, without shortening it, you know, if you go to my Twitter profile...it's artist-edge.com, you can see it. Use your real link to your website not to another social media site. Don't link to Myspace page or your Reverb Nation page. Link to your website.

REMEMBER SOCIAL MEDIA SITES COME AND GO AND YOU HAVE NO CONTROL OVER THAT.

And remember social media sites come and go, and you have no control over that. That's why you want to drive them to your website. That's why you want to get them on your email list because social media sites come and go, and you have no control over that.

LEARN THE SOCIAL MORES OF EACH MEDIUM

Second of all, learn the social mores as each medium. It's different. How you speak on Twitter, how you speak on Facebook, how you speak in LinkedIn, not the same, okay? Here's the best way I found to describe it.

TWITTER IS A COCKTAIL PARTY, FACEBOOK IS DINNER WITH FRIENDS, LINKEDIN IS A BUSINESS NETWORKING EVENT AND YOUTUBE IS THE HIGH SCHOOL TALENT SHOW.

Twitter is a cocktail party, Facebook is dinner with friends, LinkedIn is a business networking event, and Youtube is high school talent show. How you are at a cocktail party is not at how you are at a business networking event. Don't push your tweets to your LinkedIn page. Just don't do it, it's unprofessional, it looks bad.

I know other people are doing it, don't do it. Trust me on this. That doesn't mean you can't ever publish a tweet that also go to your LinkedIn page that also goes to your Facebook page. And there are tools that enable you to do that. Just don't blindly push everything everywhere, okay?

EACH MEDIUM HAS A DIFFERENT DEFINITION OF SPAM – LEARN IT, RESPECT IT AND DON'T DO IT!

Each medium is different, and they each have different definitions of spam. Learn it, respect it, and don't do it. On Twitter, spam is basically you at-mentioning me and saying, "Watch my video! Watch my video! Watch my video!" and doing that to a million different people. That's spam. That will get your account shut down. Okay. Don't do it.

BE DISCRIMINATING IN WHAT INFORMATION YOU POST WHERE.

Be real, engage. And like I said earlier, be discriminating in what information you post where. Make sure it's appropriate to the medium. That doesn't mean you can't post

something about a note that you created in Facebook or a video that you put out in Youtube or post that you put up on your blog.

Yeah, tell people who follow your Twitter feed to go read your blog. Absolutely! But do it in a way that Twitter wants you to do it. Share that link on Facebook, but do it in a way that Facebook wants you to do it.

By the way, if you share something more than once in a day on Facebook, they can shut you down, and they will. Facebook is much stricter than Twitter on how often you can promote something. It's interesting.

The other thing that I recommend strongly against under the terms of social mores of each medium. You know these tools that promise you a thousand new followers a day or whatever, don't do it. Don't do it because what works on social media is quality not quantity. You want real people who are really going to engage with you, okay?

SOCIAL MEDIA IS NOT ABOUT PROMOTION IT'S ABOUT SHARING

The third key to success is social media is not about promotion it's about sharing.

THAT MEANS IF YOU SELL, YOU'LL DEFINITELY TURN PEOPLE OFF AND VERY LIKELY GET SHUT DOWN BY THE OWNERS OF THE SITE.

That doesn't mean--that means if you sell, you'll definitely turn people off and very likely get shut down by the owners of the site.

THAT DOESN'T MEAN YOU CAN'T SHARE ABOUT WHAT YOU'RE UP TO – JUST KEEP WHERE YOU ARE IN MIND

That doesn't mean you can't share about what you're up to. Just keep where you are in mind and use language that's appropriate to that venue. So learn about the medium and be appropriate in that medium.

And bottom line, the one thing that will keep you in line all across the board is that if you wouldn't do it in person, don't do it online. I mean imagine yourself at a cocktail party. Going from person to person saying "Buy my CD! Buy my CD! Buy my CD!" I mean it's obnoxious. You wouldn't do that at a cocktail party. Don't do it on Twitter.

Imagine sitting at a dinner party with friends and all you talked about is your business. All you talk about is this gig and that gig and by the way there's this gig and I'm playing here and I'm playing there. And I want you to come and see me play. Can you imagine yourself sitting in a dinner party and that's all you do? Is that appropriate? Don't do on Facebook. Get it? Got it? Good!

Alright, I said I would give you 3 keys I'm going to give you a 4th bonus key. Actually, I'm going to give you 5. Cause that's just who I am.

SYSTEMETIZE YOUR COMMUNICATIONS

DON'T LET YOUR SOCIAL MEDIA TAKE OVER YOUR LIFE. USE THE TOOLS AVAILABLE, SET UP A SCHEDULE AND A SYSTEM

The fourth key is to systematize your communication. Don't let your social media take over your life. Use the tool available, set up a schedule, and set up a system.

AUTOMATE WHERE YOU CAN – BUT BE VERY CAREFUL

Automate where you can, but be very careful in your automation that whether you're doing it, automated it or you hire someone else to do it make sure it really maintains your voice and it feels personal.

Follow a Tom Cruise to see how not to do it. Tom Cruise never tweets himself, ever. It's always his team. You can tell because they talk about film in the third person. It's annoying. I stopped following him. It's boring, it's all promotion. There is no engagement. There is no sense of finding out who he really is, what he has to say, what he believes in. There is no engagement.

BONUS – BE A GO GIVER

And this leads me to the bonus bonus. Be a go-giver. By the way, I will put a link to that book on the site. it's a good one.

THE KEYS TO ENGAGEMENT ARE RESPONSIVENESS, GRATITUDE, GENEROSITY AND AUTHENTICITY.

The keys to engagement are responsiveness, gratitude, generosity, and authenticity.

RESPOND WHEN THEY TALK TO YOU

Respond when they talk to you, which means you need to be on there often enough to know when they are talking to you.

BE GRATEFUL WHEN PEOPLE SHARE YOU

Be grateful when they share you with their streams and their friends and their followers. Say thank you. Be specific. Thank you at so and so for re-tweeting. Thank you at so and so for giving me a Follow Friday endorsement. I really appreciate your support, whatever it is.

SHARE OTHERS WITHOUT STRINGS

Be grateful when people share you and share others without strings. Don't just share people when they share you. Do that sure, but also share them and be specific why you're sharing them. "Follow this guy because he's really funny. Follow this guy for great tweets about..." or suggesting friends to friends, right? Linking people.

One of the things that I do with my Facebook fan pages is that I send other businesses that I support, who I think that are good for you guys. And you should check out and that being a go-giver. That's being generous.

Whether or not they follow me back that's not why I'm doing it. I'm doing it because I feel strongly that they are good recommendations.

SHOW YOURSELF WITH AUTHENTICITY

And finally, show yourself with authenticity. Allow people to get to know you, get to like you, get to trust you, because that's when they start buying from you. If you're feeds aren't working because people aren't buying, it's because you're not engaging enough in a way that is real or you're engaging with the wrong people. They aren't your real niche. I see this a lot on Facebook with musicians who follow tons of other musicians. Well, that's great for networking, but don't expect those musicians to buy from you. That's not your niche. It's my niche.

You can see--if you look at my friends, I don't follow a lot of coaches. It's not my niche. I follow coaches who are my friends, you know, but I'm not, you know filling up my profile with 2000 coaches because that's not my niche. You're getting this? I hope. Please, please, please submit your questions to the Ask Coach Debra. If you specifically want information about a particular social network that you want to start investing in more, feel free to ask it as a question. I may not quite ready to do a full class on it, but I'm happy to answer questions to the best of my ability using the Ask Coach Debra call. Please also give me your feedback and comments, and I look forward to the next call, which is next week, "Advanced Toolbox Teleclass: Time Management Bookends." Alright, hope you're having a great day, and we'll speak to you soon.