

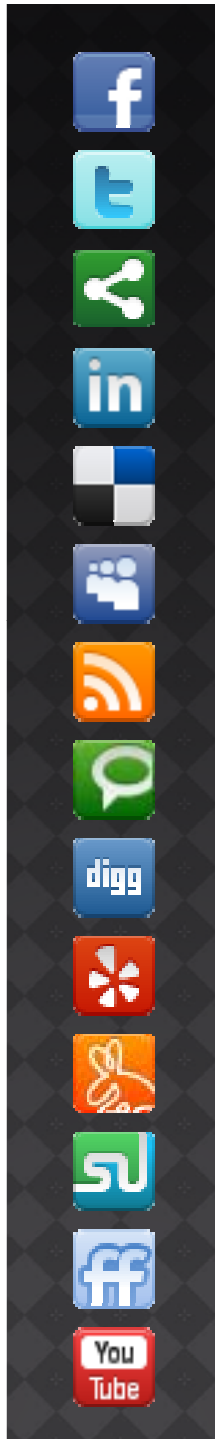


SUCCESS WITH SOCIAL MEDIA

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OVERVIEW

- ◎ What is Social Media?
- ◎ Why should we be using social media?
- ◎ How can we successfully implement social media?



WHAT IS SOCIAL MEDIA?

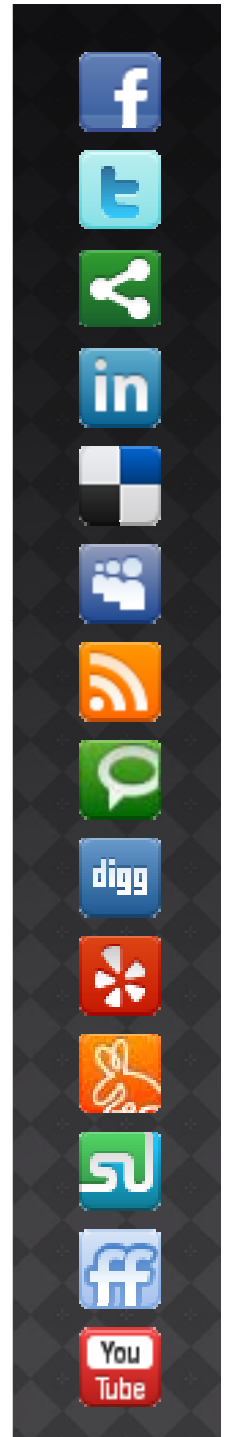
◎ Medium for Networking

- Make connections
- Share information
- Engage in conversations
- Build trust
- Build relationships

◎ Types of interaction

- Spectator (Collecting)
- Broadcast (Distributing)
- Interactive (Collaborating)

◎ Internet-based



WHY USE SOCIAL MEDIA?

◎ Facebook

- 600+ million active users, 50% login on any given day, spending 700 billion minutes each month.

◎ Twitter

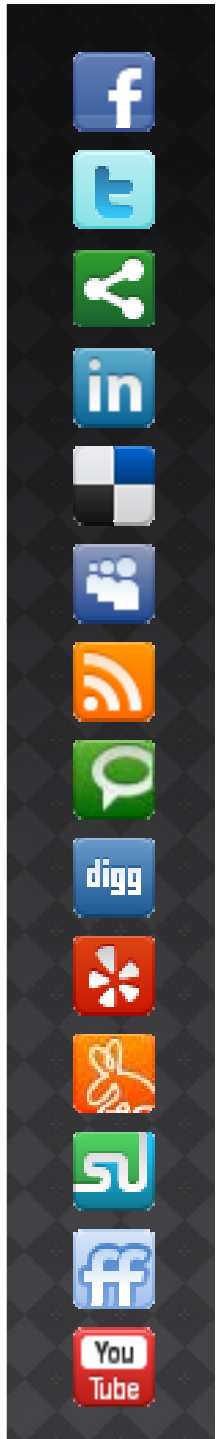
- 175 million users, 95 Million tweets per day, rapidly growing

◎ LinkedIn

- 90 million users, with executives from all Fortune 500 companies, accounts in 200 countries.

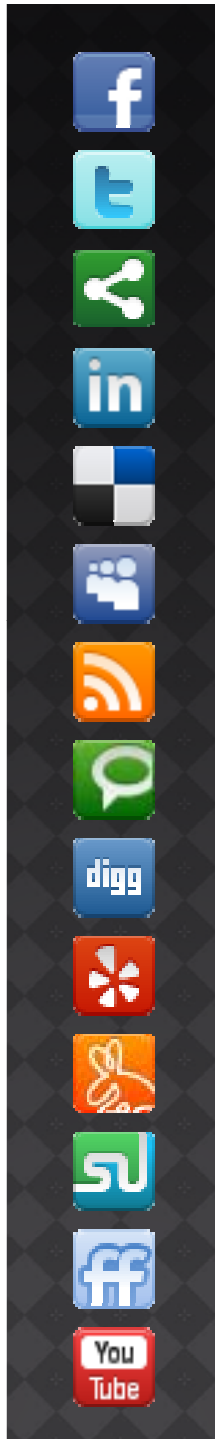
◎ Yelp

- 31 million monthly users, providing 10 million reviews, across business categories.



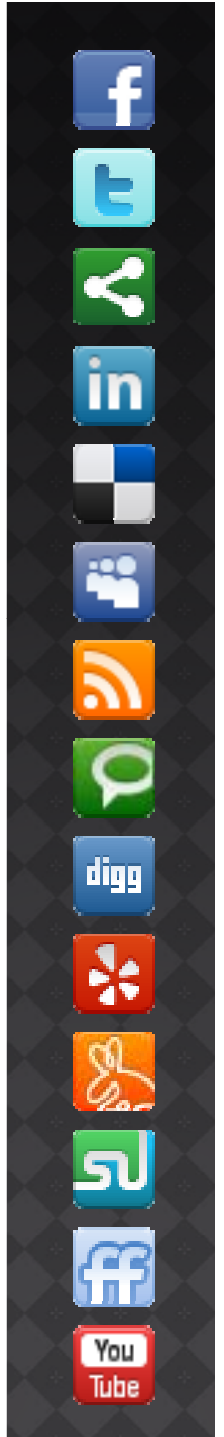
SOCIAL MEDIA PERSPECTIVE

Tool or Technique?



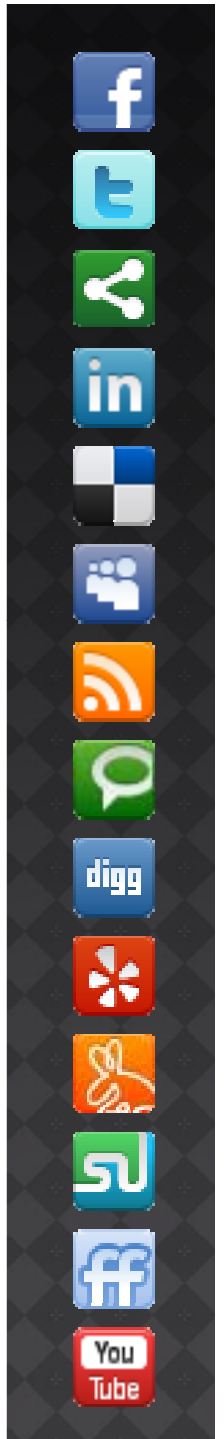
HOW CAN WE SUCCESSFULLY IMPLEMENT SOCIAL MEDIA?

- ◎ Understand social media
- ◎ See what others are doing
- ◎ Get buy-in
- ◎ Set realistic goals
- ◎ Set a social media policy
- ◎ Don't delegate
- ◎ Don't do it alone



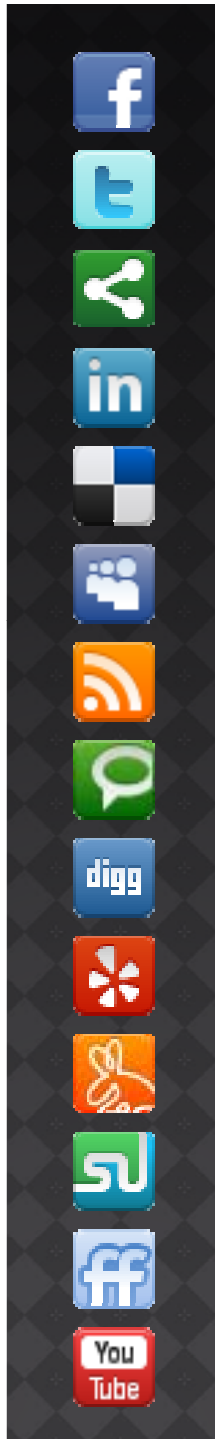
HOW CAN WE SUCCESSFULLY IMPLEMENT SOCIAL MEDIA?

- ◎ Invest in the right people
- ◎ Don't over-extend
- ◎ Define your market
- ◎ Listen
- ◎ Measure your efforts
- ◎ Have a long-term vision



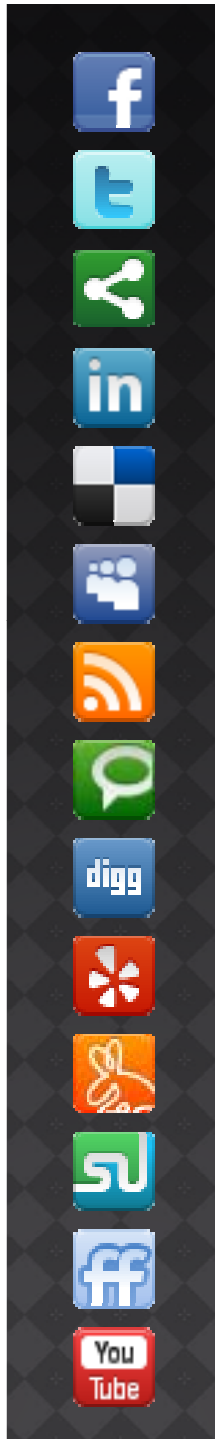
WRAP-UP

Q & A



ABATON CONSULTING

- ◎ **Technology Management** - on demand consulting services for guiding the technology direction of your business,
- ◎ **Social Media** - connect with an expanding market segment using the latest web 2.0 technologies,
- ◎ **Web Services** - web design and management services for building and maintaining your online brand,
- ◎ **Professional Development** - customized training programs for improving the effectiveness of information technology within your business,
- ◎ **Presentation Center** - an innovative way of hosting cost-effective meetings in a professional and feature-rich environment.



THANK YOU



TECHNOLOGY MANAGEMENT – WEB SERVICES
SOCIAL MEDIA – PROFESSIONAL DEVELOPMENT

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