

Next Generation Project Manager



**Making Twitter, Facebook, and LinkedIn
work for you in 30 minutes a day**

By: Rory Vaden

www.roryonfacebook.com www.roryontwitter.com www.blog.roryvaden.com
www.roryonyoutube.com

ESCALATOR MENTALITY CYBER MYTHS

- A. I'll be an overnight millionaire - NOT unless you're selling SNUGGIES.

But, you can make money while you sleep and it's a great additional source of income.

- B. It's a kid's toy . . .

1. LINKEDIN

Average Age: 41

Male: 64%

Own Smartphone/PDA: 34%

Business Decision Maker: 40%



Household Income: \$109,703

Household Income \$100K+: 53.5%

College Grad/Post Grad: 80.1%

24% have a portfolio value of \$250K +

JOB TITLES: C-Level Executives: 7.8% EVP/SVP/VP: 6.5%

Senior Management: 16% Middle Management: 18%

(from Nathan Kievman-http://bit.ly/2HWHPb)

2. FACEBOOK

Fastest growing demographic is age 35-55. Second fastest growing demographic are ages 70-90.



3. TWITTER

Low adoption rate by teens and pre-teens.



- C. It's a FAD that will disappear.

1. 112 million blogs.

2. 13 million videos/month on YouTube.

- D. Difficult to use - So easy a CAVEMAN can do it.

- E. Loss of privacy.

SOBERING TAKE THE STAIRS MENTALITY TRUTHS

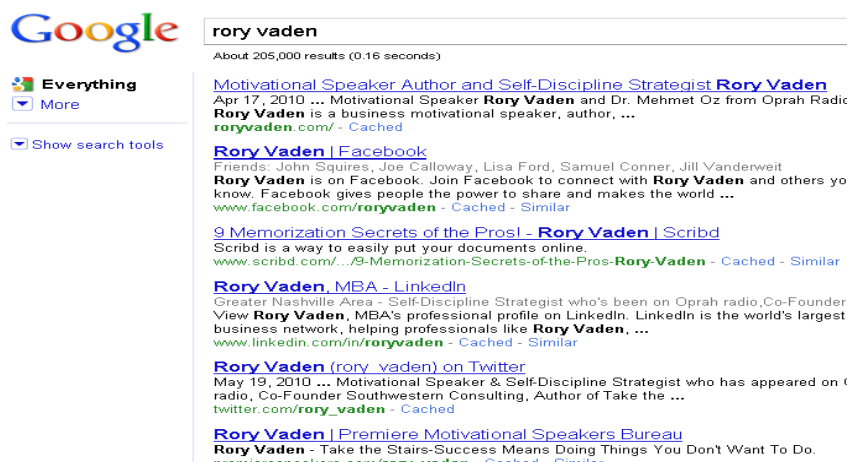
- A. Successful social media is a **DISCIPLINE** thing.
- B. If you **SUCK** in real life, you will **SUCK** online.
 - 1. "I would rather be disliked for being real than loved for being a phony."
- Darren Scott Monroe
 - 2. Be yourself and if people don't like you let them un-follow you.
- C. It can't yet **REPLACE** your IPAs (Important Productive Activities). It's better for **MARKETING COMMUNICATION** than **INTERNAL COMMUNICATION**
- D. Quality is the great **DIFFERENTIATOR**
- E. You can waste a ton of **TIME** if you don't know what you're doing.



WHY COMMUNICATE WITH SOCIAL MEDIA?

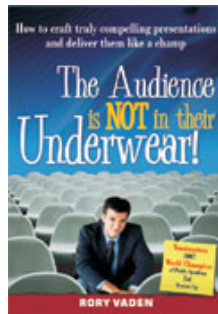
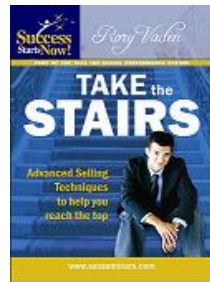
(<http://takethestairs.wordpress.com/2009/10/31/use-social-media/#more-391>)

- A. FREE MARKETING - The best thing about social media is that it's **FREE** advertising and that it can be very **TARGETED** advertising. 400 million people on Facebook, 76 million on LinkedIn, and 8 million on Twitter.
- B. PUBLIC 3RD PARTY TESTIMONIALS - Social media facilitates **PUBLIC** champion letters. When you have a Facebook page, people can leave comments about enjoying your product, service or friendship. On LinkedIn, you can "Request **RECOMMENDATIONS**"
- C. SECURE JOBS - Social media is an example of the same old **PRINCIPLE** applied in a new way. Just like working your **SPHERE** of influence now, it's about investing into relationships and then **ASKING** for the opportunity.
- D. EXPERT POSITIONING - People always want to buy from the people they think are the best. Even if you're the **FIDUCIARY** of good information rather than the creator of it, your clients will grow to TRUST YOU!
- E. SEARCH ENGINE OPTIMIZATION - Google and the other search engines score blogs and other internet sites very high because they are **UPDATED** frequently. LinkedIn profiles, in particular, come up very high when someone Googles your name, so make sure your profile is **PROFESSIONAL** and Up-to-date.



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F. DISEMINATE QUALITY INFORMATION– Use blogs to post industry-related or topical content for your team or the general public. You can even develop products for sale that are **TANGIBLE**“ Books, CDs, MP3 Downloads, Webinars, Tele-conferences, etc. Once people trust you, they come to want more information and may be willing to pay for it.



G. SEGMENTED LISTENING - Organize your various **STAKEHOLDERS** into separate groups, categories and streams to more quickly **MANAGE** several relationships at the same time in a **CENTRALIZED** consistent manner.

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LINKEDIN

- A. What is LinkedIn? A professional social networking platform. Think of it as your **COLLEAGUES** at the office whom you do professional networking with, much like a virtual **ROLODEX**



B. Key Terms to know on LinkedIn

1. **Recommendation** – Where people can publicly endorse you. In 3 years resumes will disappear and you'll only have your LinkedIn profile, blog, and latest Tweet.
2. **Profile** – What people see when they search for you. The key is to only have one. Have a professional picture and make it crystal clear who you are and what you do.
3. **Application** – Bonus things to bedazzle up your profile. Best ones are Trip It, Wordpress, Company Buzz, Slideshare, and Reading List.
4. **Group** – A self-organized community centered around a common interest or hobby.
5. **Advanced Search** – The feature that is going to make you billions of dollars.

C. How to grow your LinkedIn network

1. Past clients
2. Xobni.com
3. Friends, family, colleagues
4. Former supervisors
5. Your Gmail address book
6. Join "Groups" (industry associations, local networking, alumni, etc.)
7. Q and A (answer and ask questions)

D. What is LinkedIn good for?

1. Names, names, names! Expanding and mining your circle of influence
2. Establishing your expert positioning
3. Professional networking

TWITTER

- A. What is Twitter? Think of it as the chatter at a party. Technically, it is a micro-blogging service that limits you to 140 character answers to the question “What’s happening?”



B. Key Terms to know on Twitter

1. **Hash tag** – Designated by a # in front of a word or acronym, it’s a way for people to carry on a public conversation that can be monitored. It’s like speaking on the same channel with a walkie-talkie (#stairviator, #tts, #ssn09).
2. **Re-Tweet (RT)** – Similar to an email forward except you are just forwarding the tweet out to your followers.
3. **Mention** – Whenever anyone sends a tweet out that has your handle in it. A critical part of getting more followers.
4. **Handle** – Like your email address or username but for twitter. Designated by @ preceding your user name (@rory_vaden, @sw_consulting).
5. **Followers** – The number of people who could potentially be seeing anything in your stream. Depending on the number of people they are following dictates the likelihood of each of your tweets being seen. Unlike other platforms, people have to choose to follow you rather than being directly invited.
6. **Stream** – The list of all tweets put out by you. The objective is to have great content in your stream, learn from great content in other people’s streams, and to gain followers by having people mention you and your work in their stream which is available to followers.

C. How to grow your Twitter network

(<http://takethestairs.wordpress.com/2009/11/17/grow-your-twitter-follower-base/#more-425>)

1. **It’s a numbers game** – Just like sales, sports, business, dating, or anything else. You have to do it over and over to get good at it. The more you tweet the more followers you will get because the more opportunities there are for you to be heard.
2. **Load your list** – Import your contact list into Twitter and automatically follow friends that you already have who are on the platform.
3. **Follow people** – The fastest way to get followers is to follow others and hope

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they return the favor. Follow people who are tweeting about things you care about. Follow people back – If someone follows you, follow them back.

4. **Be human** – People want to know the real you. They don't want a bunch of corporate jargon, or just to be broadcasted to about your products. Promoting your brand/company/product is great, but just make sure that you are vulnerable at times and give people and inside look to who you are.
5. **Scratch my back and I'll scratch yours** –Target people on Twitter who tweet about similar things that you're interested in (or things that are valuable to your clients) and then re-tweet their content (make sure to use their Twitter handle such as "RT @rory_vaden" in your post).
6. **Share the love** – When someone does re-tweet you or give you a mention, make sure to thank and to re-tweet back.
7. **Have a blog** – Your blog is the central home point of all of your social media relations. Your blog is where you share whatever your expertise is. Mine is sharing strategies for improving your self-discipline in every area of your life and teaching people how to do things they don't want to do.

DO QUALITY WORK –Say something that adds value to people's lives. Give people something of value. Share your expertise. Be helpful and not selfish.

D. What is Twitter good for? Building a large community, listening, LEARNING and disseminating various types of content very concisely:

1. Personal – Life updates
2. Content – Value added information
3. Re-Tweet – Forwarding other's value added information
4. Mentions – Thanking the people who lift you up
5. Hashtag conversations – Monitoring important conversations
6. Asking questions – Twitterverse is very smart
7. Sharing pictures – With Twitpic or Ping.fm
8. Links – Driving traffic to relevant or monetizing sites
9. Breaking news – Update your community with announcements

FACEBOOK

- A. What is Facebook? Facebook is like your friends at a **BARBEQUE**. The most popular social networking platform ever created. Originally by a college student from HARVARD
- B. Key Terms
1. **Status Updates** - Exact same as Twitter
 2. **Feeds** - Similar to Twitter streams except they can be organized into sub groups with Friend Feed technique
 3. **Fan Pages** - Communities formed around a celebrity or a cause
 4. **Tagging** - Publicly announcing who is in your pictures or videos
- C. How to grow your Facebook network (all the same as LinkedIn PLUS):
1. Fan pages, playing games, surfing friends of friends, friend recommendations
- D. What is Facebook good for?
1. Pre-approach/ **GOLDEN** nuggets, follow-up touches, listening, building large communities



Learn to use social media to:

1. Secure Jobs and Additional Projects
2. Establish Credibility and Expert Positioning
3. Do Marketing and PR
4. Listen Powerfully
5. Communicate with Your Team
6. Save Time



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9 Savvy Methods for Monetizing and Maximizing Your Social Media

1. **Secure Jobs:** The Repeat Feat – Adding former team members and superiors to your network to stay top of mind.
 - a. Secure Jobs: The Hunt and Peck – Surfing through a specific person's contacts and requesting introductions via LinkedIn or other medium.
2. **Establish Credibility:** Status Update Output - Use your updates to provide relevant information about industry news or project progress and announcements. Let people know about your victories.
3. **Establish Credibility:** Q and A – Make time to participate and contribute to online forums. Answer questions. Ask questions. Be involved.
4. **Marketing:** LinkedIn Groups – Host value added groups where members/attendees can get up to date information, share thoughts and feedback, and network with others.
5. **Marketing:** Facebook Fan Pages/Groups/Events – Organize communities on Facebook and use it as a primary method of communicating news and progress updates about projects. Use these to build community support.
6. **Marketing:** Twitter Hashtags – Create a hashtag for important projects or upcoming events. Make sure relevant parties are aware of the hashtag and that they use it in their tweets so that they can carry out conversations on Twitter.
7. **Listening:** Google Alerts – Enter in terms that you wish to monitor online. It allows you to know what people are saying about you, your company, or your project before others do.
8. **Communicate:** Facebook Friend Feeding – Designate all of your friends into specific categories. Then on your home page under “news feeds” select “friends”. Then see all those categories where you can monitor the conversations happening between each group of people.
9. **Save Time:** The Tie-Together - Use ping and socialoomph to automate your status updates. You might also consider the popular trend of hiring a personal virtual assistant.
 - a. **Ping** (for Typing) – <http://ping.fm>
 - b. **Tweetdeck** (for Listening) – <http://www.tweetdeck.com>
 - c. **Social Oomph** (for Talking) – <http://www.socialoomph.com>
 - d. **Virtual Assistants** – www.takethestairstour.com and search “assistants”

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"Bloggers Take the Stairs" To Do List

1. Get profiles on LinkedIn, Twitter, and Facebook
2. Connect to Rory on all platforms and RSS to his blog
3. Download Tweetdeck and arrange your columns
4. Download SocialOomph and schedule your tweets
5. Download Ping and centralize all your profiles
6. Focus on joining networks and groups (SWC, Take the Stairs, etc.)

What we didn't cover

Blogs, Social Bookmarking, YouTube, Google Analytics, Google Alert, Search.twitter.com, Facebook Fan Pages and Groups, Blogsearch.google.com, Paid Ping, Follower Clout, Tweetdeck, Trackbacks, RSS Feeds, Virality, SEO, Tiny URL

Where you will find it:

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