

Delaware Economic Development Office

Social Media Tools For Business & eCommerce



February, 2011

Social Media Tools for Business and eCommerce

Far from being a fad, social media has become a new, additional way for people to communicate, organize and engage with each other, on a larger and cheaper scale than ever before.

Linked in



Social Media can strike even the most open minds as being frivolous and silly- who want's to hear what I've eaten for breakfast? However, the networks of friendships and acquaintances spawned by social media can be used and leveraged to spread messages of any kind,

ranging from commercial, to educational to public and political action. Social media is being used to advance social causes as well as commercial ones, and striking a balance between relationships, education, and commerce is essential for successful implementation for business.

What does this mean for your efforts as a business owner? How can you take advantage of social media to help your business gain attention, grow a community, and increase your reputation and sales?

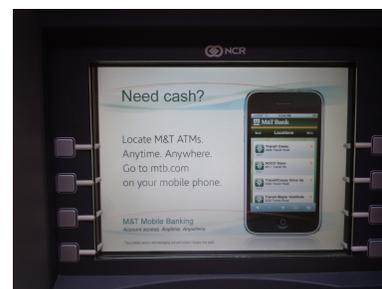
In the program, we'll explore various social media tools. The slides of the presentation will be available afterwards through Slideshare (<http://www.slideshare.net/>) and on my website, <http://www.whitneyhoffman.com>. This PDF will provide a

list of resources and links for you to help use social media to the best effect for your organization, and a list of web based tools to help you understand and implement social media into your marketing mix. We've also included a few few articles/blog posts that help frame social media in context and questions to ask when developing your eCommerce strategy for your business or organization..

What The Big Deal?

The Pew Research Center's Internet and American Life Project reports that over 80% of Millenials, ages

18-33, participate on social networking sites. But perhaps surprisingly, social networks are also being used by over 70% of Gen Xers, ages 34-45, and even over half of Younger



boomers, ages 46-55. This means there's incredible opportunity to reach people through online channels as never before, regardless of age.

Online Activities Across Age Groups

Activities that are most popular with teens and/or Millennials

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Activity	Teens Ages 12-17	Millennials Ages 18-33	Gen X Ages 34-45	Younger Boomers Ages 46-55	Older Boomers Ages 56-64	Silent Gen Ages 65-73	G.I. Gen Age 74+	All adults Age 18+
Go online	93%	95%	86%	81%	76%	58%	30%	79%
Teens and/or Millennials are more likely to engage in the following activities compared with older users:								
Watch a video	57	80	66	62	55	44	20	66
Use social network sites	73	83	62	50	43	34	16	61
Send instant messages	67	66	52	35	30	29	4	47
Play online games	78	50 [^]	38 [^]	26 [^]	28 [^]	25 [^]	18 [^]	35 [^]
Read blogs	49 [^]	43	34	27	25	23	15	32
Visit a virtual world	8	4	4	4	3	3	1	4

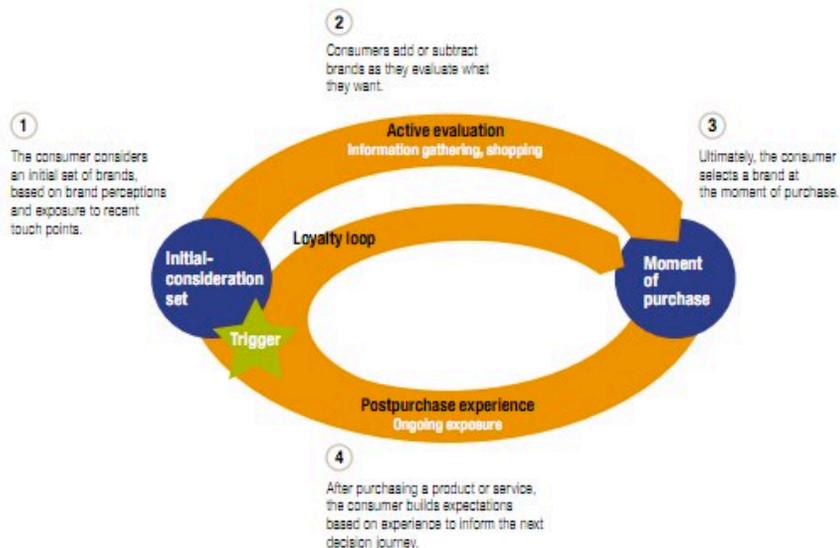
Note: [^] indicates data from 2006.

Source: Pew Research Center's Internet & American Life Project surveys, 2008-2010. All teens data are from different surveys than adult data, and may have slight differences in question wording. Findings for individual activities are based on internet users. For survey dates of all activities cited, please see the Methodology section at the end of this report.

Social Networks are Not a Fad

As you can see from the figures from the Pew Internet and American Life Project above, the vast majority of Americans are now “online” and a majority of them have adopted social networking as part of their online experience. Instead of just “surfing” the web, people are connecting and forming communities of interest—which also presents opportunities for you to reach these communities (or build one of your own) as a business owner.

Unlike traditional passive marketing tools, social media and social networks requires a level of both listening and engaging in conversation with your customers as never before. Harvard Business Review and McKinsey Quarterly have reported a shift in traditional business “funnels” of customer engagement and decision making, to a consumer decision journey (https://www.mckinseyquarterly.com/The_consumer_decision_journey_2373) that sets up a continuum of interactions with a consumer, setting up a potential “loyalty loop” that can continue

The consumer decision journey**Word Of Mouth**

With the advent of social media and social networking, news spreads faster than ever before. You can find out more about your co-workers, potential employees, and even your competitors than you may ever have thought possible, but they will also have the same opportunities to access information about you and your business. Good news spreads quickly, but bad news spreads even faster, making it necessary to develop good “ears” for listening to what is being said about you and your industry online, and how to handle any problems that may occur as quickly as possible.

While having your business “open” online 24 x 7 poses huge advantages and possibilities, it also imposes the responsibility to monitor these channels and/or empower those in your organization engaged in social media to act on your company’s behalf to resolve problems should they occur. Recently, for example, I was experiencing a problem with a special order at Lowe’s, and tweeted about my frustration while in the store. A representative from Lowe’s got back to me on Twitter within 45 minutes, and asked me to communicate with them about the problem via email. As a result, as a customer, I am left feeling that the company is responsive to problems on the ground, and that my viewpoint as a customer is

to influence the consumer and their network of family, friends and contacts long after the actual sales transaction has completed. This means that looking at a relationship with your customers on a purely transaction by transaction basis needs to evolve into a model where customer experience before, during and after a sale becomes equally important to your business. Customer service and customer retention are now as important as the initial transaction itself.

(See also: <http://hbr.org/2010/11/managing-yourself-whats-your-personal-social-media-strategy/ar/1>)

valued, increasing the likelihood I will remain a loyal customer in the future.

Opportunities such as customer complaints online through social networks also pose an opportunity for gaining customers. For example, had Home Depot seen the complaint I made regarding Lowe’s and offered to help me, perhaps even with a discount on the item, the chances are I might have taken them up on that offer. Being in the right place at the right time to please a competitor’s disgruntled customer may pose an opportunity to both increase business and reputation simultaneously. This means “listening” online should be more than an “ego-surf” for information about yourself and your business, but as a way to monitor your competitors, how their customers feel about them, and provide insight on way to compete more effectively for the business and loyalty of those some consumers.

Keep in mind that social media and social networks are primarily driven by conversations and providing useful and timely information. If used merely as another broadcast tool, you will be unlikely to reap the maximum success out of your efforts, or develop a community that cares and will help ensure your success on their own accord.

Education and Information is also PR

Your website and other online presences, such as Facebook pages or Twitter accounts, provide more than an alternative to printed brochures, billboards and traditional media promotions. Your website provides an opportunity for you to educate and connect with your customers and online audience, providing them with useful information to help them in their decision process. You can communicate your company's personality, its mission, and why you are different from your competitors in a way that's difficult to do in a 30 second ad buy or display ad. Your website provides almost endless opportunities to engage with your customers in a meaningful way, and provide them the additional post-purchase experience that will help keep them engaged in the loyalty loop, and hopefully spreading the word to their friends and network in the process.

Keep in mind, the material on your website (and in social networks) should be accurate and credible. It should be "Sticky" enough to create a reason to come back again, even if it's not for a specific, immediate need. The marketplace for ideas and products is becoming more and more crowded, so it's more important than ever to communicate clearly and credibly with your audience.

Key "Stickiness" Factors to remember

In their great book, "Made to Stick: Why some ideas die and others survive", Chip & Dan Heath came up with six key factors that help ideas spread including:

Simple: This isn't about dumbing down a message, but making it the most important, key thing to remember.

Unexpected: Surprise, curiosity, contrasting comparisons grab out attention and keep it.

Concrete: Use sensory language and make abstract ideas more tangible, such as "Home-made creamy tomato soup" versus "Tomato Soup." Make statistics and numbers analogous to real-life examples. "Four car lengths"

Credible: use authority, statistics and vivid details. Let people know why they should believe you.

Emotional: People care about other people- bring the information home and make it personal and relevant. Use a single person rather than a group in examples.

Stories: Stories are how we learn and remember best. Make your stories personal and compelling to help people picture themselves taking action and motivate them to do so, by creating a sense of possibility and urgency.

While all of these elements aren't necessary to make an idea sticky, they are elements that will help make everything from your newsletters to website copy more interesting and compelling.

Online:

<http://heathbrothers.com/resourcedownloads/>

<http://www.madetostick.com/>

Social Media Tools

There are tons of different social media websites out there, and more will come in the future. We'll concentrate on the ones that have become most popular, and where you should concentrate your efforts initially.

Facebook

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

Facebook was started in a Harvard dorm room, and has now grown to encompass more than 500 million members who access the site both from the computer and a host of mobile devices daily. The site allows you to have a personal page and also create a business page. Facebook Groups can be very effective for creating a community, but it will only be as successful as the participants are active and engaged. Facebook is also

great for publicizing events, and you can locate individuals “to target” on Facebook based on over 12 factors including demographics and interests. Facebook has a social bent, and is most effective when used as a social engagement tool.

Twitter

The Twitter logo, which is the word "twitter" in a light blue, lowercase, sans-serif font.

Twitter is a very simple messaging system where users can post text-length messages of 140 characters or less. Twitter has become incredibly popular as a real-time news source, and like any social network, becomes more useful as your individual network for listening and communicating grows.

Use the search feature, or go to www.search.twitter.com and look for topics of interest. Groups often post on “themes” or events with hashtags, or # signs, such as #netde for people posting information about Network Delaware, making tweets about that subject or event easier to find.

Growing your own network based on interest and friendships will be more useful to you than artificially growing your popularity through any of the sites promising you 1,000 twitter followers for \$12.95. Several sites offer lists of users that may be of interest to you and help grow a useful network quickly. Avoid spamming, and share information frequently and freely to extract the most use.

The LinkedIn logo, featuring the word "LinkedIn" in white lowercase letters on a blue background, with a white "in" inside a blue square.

LinkedIn is a more business oriented social network, that allows you to essentially post your CV and references online. It helps make your personal rolodex more transparent, and helps you see the connections between people you know, and the people they know, which can be very helpful when looking for , say, an inside person at an organization you need to approach for funding. LinkedIn can be very helpful for gathering recommendations, and can help people find out more about you before you meet. LinkedIn allows you to also aggregate your information from other social networks within it- but be cautious and use LinkedIn for more business-side interactions.

Resources and links

Group Participation and technology- Pew Research: <http://www.pewinternet.org/Infographics/2011/Social-Side-of-the-Internet.aspx>

Politics Goes Mobile: Pew Research <http://www.pewinternet.org/Reports/2010/Mobile-Politics.aspx>

Facebook

Guides:

<http://mashable.com/guidebook/facebook/>

<http://news.cnet.com/newbies-guide-to-facebook/>

<http://www.socialmediaexaminer.com/facebook-101-business-guide/>

Desktop and Mobile Social Media Applications: (Facebook, Twitter & more)

Seismic

Tweetdeck

Hootsuite

20 Facebook Desktop Apps to try: http://news.cnet.com/8301-17939_109-10197457-2.html

5 Desktop Twitter apps: http://download.cnet.com/2797-2152_4-263.html?tag=mncol;txt

Also explore apps through OneForty : <http://oneforty.com/>

Twitter

Guides:

<http://mashable.com/guidebook/twitter/>

<http://business.twitter.com/twitter101/>

<http://news.cnet.com/newbies-guide-to-twitter/>

LinkedIn

Guides:

<http://learn.linkedin.com/new-users/>

<http://www.centernetworks.com/linkedin>

<http://www.interactiveinsightsgroup.com/blog1/linkedin-superguidetutorials-tips-and-tool/>

LinkedIn Network Mapping Tool:

<http://blog.linkedin.com/2011/01/24/linkedin-inmaps/>

Recommended Blogs and Podcasts:

Marketing Over Coffee <http://www.marketingovercoffee.com/>

Six Pixels of Separation: <http://www.twistimage.com/blog/>

Managing the Gray- CC. Chapman: <http://www.managingthegray.com/>

Awaken your Superhero- Christopher S. Penn <http://www.christopherspenn.com>

Chris Brogan <http://www.chrisbrogan.com>

Books to Read:

Made to Stick: Chip & Dan Heath

Content Rules: CC Chapman, Ann Handley

Six Pixels of Separation: Mitch Joel

Trust Agents: Julien Smith, Chris Brogan

The Knack- How Street Smart Entrepreneurs Learn to Handle Whatever Comes Up: Norm Brodsky & Bo Bulringham

Tools for Your Organization

Social Media ROI Calculator

<http://www.dragonsearchmarketing.com/online-marketing-strategy/social-media-marketing/social-media-roi-calculator>

Social Media Guide for Small Business

Blog post with tons of links from Mashable, one of the most influential tech blogs. This is a treasure trove of information.

http://mashable.com/2009/12/04/small-business-guide/utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+Mashable+%28Mashable%29&utm_content=Google+Feedfetcher

Delicious

A “social” bookmarking site where you can bookmark web pages, blog posts and more, for your use and share out with friends and colleagues. Since the bookmarks are online, you can access them from any web-enabled computer, and are no longer harnessed to your personal web browser/computer. This makes it easy to share information with others, as well as see what they’re up to. Accounts are free.

<http://delicious.com>

Whitney’s bookmarks:

<http://delicious.com/whitneyhoffman>

HARO - Help a Reporter Out

Ever want to know why a reporter decided to use one person over another for an interview or piece in the magazine? Sometimes reporters just need a source, and this website, Help a reporter Out, sends requests from reporters seeking sources every day. Can you help them out? There are rules to this- pitches must be relevant and on topic or you will not be allowed to pitch in the future. This can lead to excellent press- Whitney was quoted in an article in the Sunday New York Times Magazine by a lead and pitch through HARO.

<http://www.helpareporter.com/>

Google Local

Make sure you optimize your local listing in Google!

<http://www.google.com/local/>

Competitive Intelligence

- www.Compete.com or www.quantcast.com- check a website’s traffic and compare it to your own
- Google alerts, keyword tools- see what the web is saying about your competition
- Google
- also check out free SEO tools from www.seomoz.com and www.hubspot.com

Lead with your glass jaw

Seth Godin, December 9, 2009 http://sethgodin.typepad.com/seths_blog/2009/12/lead-with-your-glass-jaw.html

Here's one way businesses can profit from a social media presence:

Make it easy to get hurt.

If you're in a low trust industry (like car sales), a social media presence dramatically increases the opportunity people have to call you out, beat you up, tattle on you and flame you in public. If you have a Facebook page and people can YELL at you there, for all to see, it makes you vulnerable. Do you really think that a Chris or a Guy or Gary is going to risk ripping you off for consulting or wine? No way. Too easy for someone to post a comeback for all to see.

When your staff sees how much power you've given random consumers, they'll freak. And then, magically, they'll start treating customers differently, because maybe, just maybe, this customer is the one who's going to use the power. Suddenly, the answer to, "do you know who I am!!!" is, "yes sire, forgive me."

It might not be comfortable, but you can bet it will build trust.

The reason social media is so difficult for most organizations

Seth Godin, December 10, 2009

It's a process, not an event.

Dating is a process. So is losing weight, being a public company and building a brand.

On the other hand, putting up a trade show booth is an event. So are going public and having surgery.

Events are easier to manage, pay for and get excited about. Processes build results for the long haul.

The first transaction

Seth Godin, December 5, 2009

Do you really expect that the first time we transact, it will involve me giving you money in exchange for a product or service?

Perhaps this is a good strategy for a pretzel vendor on the street, but is that the best *you* can hope for?

Digital transactions are essentially free for you to provide. I can give you permission to teach me something. I can watch a video. I can engage in a conversation. We can connect, transfer knowledge, engage in a way that builds trust... all of these things make it more likely that I'll trust you enough to send you some money one day. I can contribute to a project you're building, ask you a difficult question, discover what others have already learned.

But send you money on the first date? No way.

Discover the truth about a site's online traffic Seth Godin, 12/8/09

You can find the traffic of a popular website (and compare it to another site) by entering the URL into compete.com. Or quantcast. This data is far more accurate than the charts Alexa offers, because most of the sites being measured cooperate. I'm pretty proud of Squidoo hitting the top 100 sites in the US.

You can see the referrals and traffic to an individual bitly twitter URL by copying the URL and adding + sign to it. For example, if you see something like this in a tweet: <http://bit.ly/870Ry9> just copy it and paste it with the plus and you'll see <http://bit.ly/870Ry9+>. I think that's pretty neat. You can also track top retweets on an hourly or daily basis.

Many sites also publish how many subscribers they have. The "K" stands for thousands.

PS You can get updates on this blog in Twitter by following @thisissethsblog. And you can get a free subscription by RSS (the best way) or email.

7 Ways to Get More Out of LinkedIn

November 9th, 2009 | by [Sharlyn Lauby](#)

Sharlyn Lauby is the president of Internal Talent Management (ITM) which specializes in employee training and human resources consulting. She authors a blog at hrbartender.com.

LinkedIn, which recently reached the 50 million user milestone, has long been considered the social networking site for professionals. If you're in business, it is basically expected that you have a profile there.

But with the more mainstream platforms like Twitter and Facebook being used for business purposes, some professionals are neglecting their LinkedIn profiles. While LinkedIn is certainly not as dynamic as other social media sites, it still provides a lot of value — if you use it correctly. So whether you're new to LinkedIn or a veteran, here are some of the things you should consider incorporating into your LinkedIn strategy.

1. Include a Photo Avatar

Some media reports claim that because organizations can use any criteria they want to make hiring decisions, photo avatars provide companies with information they may not have otherwise known about you based on a resume alone and could actually hurt you more than help. But, not including a photo with a social networking profile flies in the face of conventional wisdom when your goal is to build relationships and community.

Eric B. Meyer, an associate in the labor and employment group of Dilworth Paxson LLP, reminds us that when using a professional networking site such as LinkedIn, “don't give a potential employer an easy excuse to remove you from consideration. Use a professional headshot and scrap the picture of you doing a keg-stand.”

He adds that “an employer may not discriminate when selecting one job applicant over another. For example, an employer may not base a hiring decision on such things as race, religion, gender, and national origin. Although actually proving an employer made a discriminatory hiring decision may be difficult.” Businesses who engage in hiring discrimination are the exception, not the rule. Just remember, by using an avatar, you will be providing information about yourself a prospective employer may not have otherwise obtained on its own.

2. Build Your Network of Connections

While we might be inclined to say quality is better than quantity, it could be possible that the number of connections you have says something about you. [Greg Koutsis](#), corporate and international channel recruiter for [Aplicor LLC](#), says, “if someone has 20-50+ connections then I know they probably check LinkedIn at least once a week. If someone has 1-19 then I realize they probably either haven’t begun to pop the hood and look inside or gotten past the initial threshold of their friends, family and past colleagues. They might be a great prospect for me to reach out to but this might not be the best use of my time. This combined with the profile they have listed lets me realize quickly if I am wasting my time with someone who has no interest or trust in LinkedIn.”

So you might say to yourself, if small numbers in the connection department signal you’re a novice, do large numbers mean you’ll connect with just about anyone? Koutsis says not necessarily. “I do not believe there’s a maximum number of connections that makes someone look like they will just connect with anyone. LinkedIn only shows 500 then adds the + sign after the 500 so you never really do know how many more than 500 connections someone has until you connect with them.”

3. Use Status Updates to Your Advantage

Once you complete your profile, there aren’t a lot of places to make regular updates in LinkedIn. The one space where you can keep your connections informed is the status updates section.

Lori Burke, director of human resources at [Neighborhood America](#), explains that updates are not only an interesting read, but very valuable. “I’ve found new networking groups I may not have thought about [via status updates]. Additionally, it allows me to learn what others are involved with or in, who they may be connected to, etc. In total, it widens the scope of knowledge for me.”

4. Seek Meaningful Recommendations

A terrific feature of LinkedIn is the ability to provide recommendations. This is a place for your connections to comment about your work. Recommendations can be thought of as beefed up thank you cards. Instead of telling one person how you feel, you’re telling the world that person does good work.

It’s important to get good solid recommendations and Meyer offers some thoughts on how to do that. First, “think about who knows you best. It could be a co-worker or manager. It could also be a client or customer for whom you just did an incredible job on a huge project. If you seek a recommendation from a client or customer, be polite and remember to thank the person who gives you the recommendation.”

Then, “If you are going to seek a recommendation from a co-worker or manager, keep a few things in mind. Many employers have written policies against giving out anything other than neutral job references to current and former employees. These policies generally focus on giving recommendations, as opposed to seeking them. Still, as a courtesy to the person in your company from whom you seek a recommendation, just be sensitive to your company’s neutral reference policy.”

5. Optimize Your Profile

Your LinkedIn profile should not just be an online version of your resume, optimizing for search engines is key. The format of your LinkedIn profile might depend on whether you are currently employed and whether or not you are seeking new opportunities, says Koutsis. “If you are looking for a new position then you might want your profile to look more like a resume, but maybe not so much if I am currently employed.”

Burke doesn't mind if the full content of the resume is on the profile as it can be helpful when searching for candidates. However, it is a bonus “when I find networkers who have added more content than you might find in a resume, such as a link to their portfolio.”

When filling out your profile, you should think about your goals for the type of networking you hope to get done. Also, since LinkedIn has the ability to search any word in the content, both Burke and Koutsis suggest listing all relevant keywords at the bottom of your profile if you want to be found easier.

6. Use Groups to Expand Your Reach

Groups are a beneficial networking tool and a great way to [expand your network](#). Koutsis says that he doesn't look at what groups a person belongs to when he's searching for candidates but he does find potential resources using the groups function.

However, Meyer reminds us it's possible to be viewed in a negative light based upon group membership. “For some time now, many employers are going beyond simply running a criminal background check in order to vet job applicants. Employers may be Googling candidates, checking out their public postings on Facebook, reviewing tweets on Twitter, and scrutinizing LinkedIn profiles. In a down economy — as in any economy, really — employers want to fill job openings with the best possible candidates.”

Today's rule of thumb should be that anything you post in an online profile may as well be listed on your resume or bio. If you belong to a LinkedIn group that is inconsistent with the business image you wish to portray, then that could be a challenge for you. Meyer shared with me the example of belonging to a group called “The Deer Hunters” while applying for a position with an animal rights group (let's just say, good luck with that).

7. Consider Whether to Link Your Profiles

Burke believes that accounts should be kept separate. “I believe that this strategy allows me to keep my professional personae separate from my personal. Case in point was the one time I posted a social media article to both applications. My Facebook family and friends found the information of little value to them and I believe the same may be true in reverse. However, I will post general information about me (i.e., speaking engagements) with both networks. In essence, it depends on the content,” she says.

On the other hand, [Lance Haun](#), vice president of outreach at [MeritBuilder](#), explains that LinkedIn is “a snapshot of your life at the time you updated your profile so including Twitter, Facebook, or a blog helps to add living context to your profile.” With the lines between work and life being blurred, posting something business related at 1:00 PM and a picture of a cat at 1:00 AM helps “bring the picture of a person together completely.”

In the end, Koutsis asks, “if people see no reason after viewing your profile to connect with you, then why did you reach out to them in the first place?” The most important thing we can do is create a complete and compelling profile. Because the bottom line is the value proposition you propose when you try to connect with someone on LinkedIn.

THE SNOWFALL OF COMMUNICATION

February 4, 2011 Chris Brogan- www.chrisbrogan.com

Think of a Twitter account, especially a corporate Twitter account. It's a very interesting dance of balance that I imagine a lot of companies are going through. I've been asked by different companies over the years how they might approach finding their voice on Twitter. To a single one, these companies all wanted to go in what I consider the "wrong" direction. They wanted the accounts to be wholly corporate.

COMMUNICATION IS A SNOWFALL

Conversations and relationships are based on several touches. In the traditional marketing and communication world, people would use each touch to ask for something, to issue a call to action. This isn't how social networks work. They're not there to do your selling. They are there to give you permission to reach someone who has opted into a relationship with you. A relationship, not a sales channel.

It's a snowfall. Every individual flake doesn't mean a lot, but the body of work can change everything. If someone judged me for every tweet that I sent out, I'd be very ineffective. I respond to people a lot (that's not selling). I tweet music lyrics. I send absolutely silly humorous comments that have nothing to do with anything.

But those are currency. Those are permission to sell something. Those are part of the snowfall that makes the landscape of what I say effective overall.

MY RECIPE FOR CORPORATE SUCCESS

If you're looking to use a social network to build business relationships, there must be a blend of personal and professional. No one (NO ONE) wants to read about your job all day. They want to know you. They want the "behind the scenes" of your communication. They want the "liner notes." If you have to talk official all day, then brand it and stick a logo on it, and people will or won't talk to it.

The humans, however, want to talk to humans.

And, they want YOU to talk about other people and not just your job. They want you to talk about them. They want you to wish them well on their spelling test. They want you to mention the great deals, but only once in every 12 tweets or posts. They want your account to be a snowfall, not a blizzard of business.

Ask anyone who's receiving your message, and that's what you'll get for an answer.

Is there such a thing as too much activity on an account? I suppose. But what's too much? 20 touches a day? People opt into your message. If your message is 20 different things about various business and non-business issues, then I think it's not too much. If you've sent me 20 posts about your company's agenda, I'm probably no longer subscribed.

HOW DO I KNOW?

I'm in the valuable crossroads of being both the creator and the consumer of such messages, plus I help really big companies do this kind of thing. So, with all three mindsets at my beck and call, I'll tell you that the snowfall mindset is very important to how you go about crafting your message.

Sell. Yes, by all means sell. You're wasting your company's time if you're not selling in some form or another. But you have to blend it into the rest of the other fluffy powder of sustained conversations. Otherwise, it doesn't stick.

QUESTIONS?

Social Media can help you build a community, but after you have one, you need to make sure you take care of it, and keep it vibrant. If you have any questions about the material covered in this guide or in the presentation, feel free to contact the presenter, Whitney Hoffman- contact information below.

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Please join me/friend me on:

[Facebook](#), [LinkedIn](#), [del.icio.us](#), [StumbleUpon](#):- Whitney Hoffman