

# SOCIAL MEDIA

get in on the conversation



Getting Started with  
LinkedIn, Twitter, Facebook & Blogs



ACS ADVERTISING

## Getting Started with LinkedIn, Twitter, Facebook & Blogs

### **LinkedIn**

LinkedIn operates the world's largest professional network on the internet with more than 100 million members in over 200 countries and territories.

- Additional resources:
  - About LinkedIn: <http://press.linkedin.com/about/>
  - LinkedIn: New User Starter Guide: <http://learn.linkedin.com/new-users/>
  - LinkedIn 101: <http://www.clickz.com/clickz/column/2024165/linkedin-101>
- How to set up a personal profile
  1. The first time you visit [www.linkedin.com](http://www.linkedin.com) you will see a login screen that says "Join LinkedIn Today."
  2. Enter the required information; your username will be your e-mail address.
    - Pro Tip: You will be asked to link accounts such as your Yahoo, Hotmail, or Gmail to see if you already know people using LinkedIn.
  3. Check your e-mail. You will be asked to confirm your e-mail address.
  4. Sign in to LinkedIn for the first time using the password you just created.
  5. Build your profile by adding a picture, uploading your resume, and entering information regarding your education, past and current job positions, etc.
  6. Start making connections! You can search for people, companies, job postings, etc.

### **Twitter**

Twitter is a real-time information network that connects you to the latest information about what you find interesting. Twitter offers a social networking and "microblogging" service, enabling its users to send and read messages called "tweets." Tweets are text-based posts of up to 140 characters displayed on the user's profile page. Tweets are publicly visible by default; however, senders can restrict message delivery to just their followers. Users may subscribe to other users' tweets – this is known as "following" and subscribers are known as "followers."

- A few Twitter facts (as of 7/18/11)
  - Twitter has 200 million registered users.
  - 200+ million tweets are written per day with 350 billion being delivered daily (\*each tweet is delivered to multiple followers' timelines.)
- Additional resources:
  - About Twitter: <http://twitter.com/about>
  - Twitter 101 – Best Practices (PDF available upon request)
  - Twitter 101 – Key Terms (PDF available upon request)
  - Twitter's Basics – Direct from Twitter.com <http://support.twitter.com/groups/31-twitter-basics>
    - All the nitty gritty details that you could ever need to know
  - Twitter for Business – Direct from Twitter.com <http://business.twitter.com/>
    - Fabulous step by step guide for using Twitter for business (includes case studies)
  - Mashable's Twitter Guide Book <http://mashable.com/guidebook/twitter/> (PDF available upon request)
    - Mashable is one of the leading Social Media blogs and put together this handy reference guide.

## Twitter (con't)

- How to set up a personal profile
  1. The first time you visit [www.twitter.com](http://www.twitter.com) you will see a large yellow clickable icon that says "Sign Up."
  2. Enter the required information including a unique handle (username).
  3. Check your e-mail. You will be asked to confirm your e-mail address.
  4. Sign into Twitter for the first time using the handle and password you just created.
  5. Create your public profile by adding an avatar (picture of yourself), your location and a short bio (160 characters or less) of yourself.
    - Pro Tip: This is a good place to add a personal website if you have one!
  6. Start tweeting, joining conversations and following other users!
    - You can search users by name, handle and e-mail address.
    - You can tweet to others by using the @ symbol followed by their username (i.e. @Username). This will create a clickable link to that persons profile and your tweet will populate in their timeline.
    - You can search for trending topics (popular topics that a lot of users are tweeting about) to join conversations and connect with other users who have the same interests as you.
    - Pro Tip: Tweets are all 140 characters or less. If you want to share a link, use a URL shortener. One popular URL shortener is <http://bit.ly>.

## Facebook

Facebook is a social networking service and website. As of January 2011, Facebook reported more than 600 million active users. Users can create profiles with photos, lists of personal interests, contact information and other personal information. Users can communicate with friends and other users through private messages, public messages ("wall posts") and even a instant chat feature. They can also create and join interest groups and "Pages" (formerly called "fan pages"). Many brands, businesses, organizations and companies utilize Pages as a means of advertising or as a supplement to their website.

- Additional resources:
  - About Facebook: <http://www.facebook.com/facebook>
  - LearnFree.org's interactive Facebook 101 Tutorial: <http://www.gcflearnfree.org/facebook101>
  - Mashable's Facebook Guide Book: <http://mashable.com/guidebook/facebook/>
    - Mashable is one of the leading Social Media blogs and put together this handy reference guide.
- How to set up a personal profile
  1. The first time you visit [www.facebook.com](http://www.facebook.com) you will see a login screen that says "Sign Up."
  2. Enter the required information; your username will be your e-mail address.
  3. Check your e-mail. You will be asked to confirm your e-mail address.
  4. Sign in to Facebook for the first time using the password you just created.
  5. Build your profile by adding a picture and entering your personal information.
  6. Start making friends! You can search for people, companies, fan pages, etc., update your status to let people know what is on your mind, and upload pictures and videos to share with your friends.

## Blogs

A blog (a blend of the term *web log*) is a type of website or part of a website that allows individuals or companies to let readers know what is happening on a regular basis. Blogs are usually maintained by an individual with regular entries of commentary, press releases, descriptions of events or other material such as graphics or video. Many blog entries, commonly displayed in reverse-chronological order, provide commentary or news on a particular subject; others function as more personal online diaries. Most blogs are interactive, allowing visitors to leave comments and even message each other via widgets on the blogs and it is this interactivity that distinguishes them from other static websites. A typical blog combines text, images, links to other blogs, web pages and other media related to its topic. As of February 2011, there were over 156 million public blogs in existence.

- Blog best practices
  - Recommendation of 4 optimized blog posts per month
  - Link blog posts back to Facebook, Twitter, LinkedIn, email marketing/newsletter efforts and other channels where you have a presence
  - Allow readers to comment on your blog; this allows for more interaction and will create repeat visitors
  - Decide what you are going to blog about (your voice) and tell others about your blog
- How to participate
  - Commenting on a blog is similar for most platforms
    1. Most sites will require you to login; many of the popular blogging sites will allow you to sign in via another social media platform (Facebook, LinkedIn, etc.)
    2. Compose your comment in the space provided on the page you wish to leave your comment on
    3. Click Preview, which allows you to see what your finished comment will look, or click "Publish Comment"
  - To populate Blogs or RSS feeds in to your LinkedIn profile:
    1. Log in to your LinkedIn account
    2. Rollover the "add an application" button at the bottom of the navigation menu located on the left hand side of your home screen
    3. Select the "blog link" application from the drop down menu
    4. This application will automatically search your network for any blog posts made by you or one of your connections
    5. That's it! Once completed, you should be able to see your blog posts showing up on the right side of the screen. You can actually move the 'widget' up and down on the LinkedIn page

