

**SOCIAL MEDIA 101**  
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### **Introduction**

What is conversational/social media?

- Josh Hallett's ([www.hyku.com](http://www.hyku.com)) definition: "Social media encompasses everything that is written, spoken and shown about your organization that you have no control over"
- Heidi's definition: Social media provide an easy, interactive way to communicate and collaborate with authors and others online

### **What is blogging? Why should you care?**

- 1) Advantages of a blog vs. a static website
  - a) Easy to update content on a regular basis
  - b) Easy content delivery thanks to RSS (really simple syndication)
- 2) Nature of the space/conversation that this technology/access creates
  - a) Market is a conversation
  - b) Access to everyone
    - i) high-level CEOs, mid-level such as Steve Rubel at [www.micropersuasion.com](http://www.micropersuasion.com)
    - ii) customers
    - iii) naysayers and critics of your products
    - iv) brand ambassadors
  - c) Result: give up control of your message
  - d) Establish/build a personal/business brand
- 3) Why is blogging so easy now?
  - a) Low barriers to entry
  - b) Hosted services include [www.blogger.com](http://www.blogger.com), [www.typepad.com](http://www.typepad.com), [www.livejournal.com](http://www.livejournal.com), [www.sixapart.com/moveabletype](http://www.sixapart.com/moveabletype)
  - c) Dead easy to post—it's just typing, no html required!
  - d) Sample blog post and conversation from Garr Reynolds' [www.presentationzen.com](http://www.presentationzen.com)
- 4) Why you should care: Benefits of blogging
  - a) Blog entries are cross-referenced over time
  - b) To clarify thoughts
  - c) To establish credibility and familiarity in an age of skepticism towards sources
  - d) To engage in conversation with customers
    - i) For input in product development

- ii) For customer service
  - iii) For WOM marketing and to create brand ambassadors
- e) To create an online network and establish as center of influence

#### **Heidi's Quick Blogging Tips**

- Subscribe to others' blogs (find areas of interest by searching [www.technorati.com](http://www.technorati.com), which tracks over 38 million blogs) and join in their conversations
- Get a feedreader (a place for your content to hang out until you get the chance to read it) from [www.newsgator.com](http://www.newsgator.com), [www.bloglines.com](http://www.bloglines.com), [www.google.com/reader](http://www.google.com/reader)
- When you blog, write what you are passionate about in your own voice and encourage participation, even from critics

#### **What is podcasting and why should you care?**

- Same benefits as blogging
- Thanks to [www.itunes.com](http://www.itunes.com), and RSS, customers globally can find and subscribe to your niche content with a keyword search

#### **Advantages of podcasting**

- Create niche market worldwide for next to nothing
- Not limited by constraints of radio
- Barriers to entry are low

#### **Four basic things to create a successful podcast**

- 1) Something to say and strategized reason to say it: content
  - a) Clear strategized marketing goal
    - i) Customer service
    - ii) Brand building
    - iii) Sales lead generation
    - iv) Product development
  - b) invite participation
- 2) Microphone
  - a) services such as [www.audioblog.com](http://www.audioblog.com) let you podcast directly from a cell phone
  - b) content is king, but audio quality must be tolerable
  - c) inexpensive starter microphones include:
    - i) \$30 USB mike from [www.logitech.com](http://www.logitech.com) (or at Best Buy)
    - ii) iRiver IFP890 from [www.iriver.com](http://www.iriver.com) (for portable recording), about \$79
    - iii) Blue's Snowball mic, [www.bluemic.com](http://www.bluemic.com) about \$149
- 3) Software to edit audio files
  - a) [www.garageband.com](http://www.garageband.com) for Mac only for recording and editing audio

- b) [www.rogueameoba.com](http://www.rogueameoba.com) Audio HiJackPro (\$32) for capturing audio from a variety of sources
  - c) [www.skype.com](http://www.skype.com) Skype: free dual-platform VOIP service for making phone interviews worldwide (free calls in US; 2 cents/minute elsewhere)
  - d) [www.gizmoproject.com](http://www.gizmoproject.com) Gizmo: free VOIP service for making and recording phone interviews worldwide (1 cent/minute worldwide)
  - e) <http://audacity.sourceforge.net> Audacity free shareware for recording and editing audio
  - f) <http://music.podshow.com> Podsafe Music Network for access to royalty-free music for intro/outros and musical bumpers
- 4) Place to store big, honkin' audio files
- a) Hosted services such as [www.libsyn.com](http://www.libsyn.com) and [www.odeo.com](http://www.odeo.com), among others
  - b) Use their servers and their softwares

### **Conclusion**

- New media doesn't replace old media
- Strategize what best fits the medium and use traditional media to promote