a CPA's Quick Start Guide to Social Media

PICPA / 03.24.11

"Hello, My Name is Matt"
What is Social Media?

At its core, Social Media is about **conversation**. Today we’re going to talk about basic everyday online communications, through sites like Facebook and Twitter, and how to turn them into an interactive dialogues.

+ Why does the next hour matter to YOU?
+ …and to your COMPANY?

Sites/tools/apps
Popular sites/tools/apps

Remember...

- Authenticity is key
- Develop regular, relevant content
- Do not speak AT your audience. Speak TO them.

- Moving forward, ask: does this make sense for ME? For my COMPANY? And why do I separate the two?
Facebook (or facebook) is the No. 1 social networking service in the world, with 600+ million active users. Users create profiles, add other users as friends and exchange messages and links, as well as join common interest groups (think: workplace, schools or brands).

Personal vs. Professional
Personal vs. Professional

Putting Facebook to Work...
LinkedIn is a business-oriented social networking site. It has more than 100 million registered users worldwide in 200+ countries – including 21.4 million monthly unique U.S. visitors. The site is available in English, French, German, Italian, Portuguese and Spanish.

Twitter is a microblogging service, enabling its users to send and read 140-character messages called tweets. Tweets are text-based posts displayed on the user’s profile page and are publicly visible by default. Users may subscribe to other users’ tweets – this is known as following and subscribers are known as followers or tweeps.
Foursquare is a location-based social networking tool available to users with GPS-enabled mobile devices (Smartphones). Users “check-in” at venues. Each check-in awards the user points and sometimes “badges.” The service was tested in Philly and now has 6 million users worldwide.

Badges, Tips + Specials

Pennsylvania’s most-visited museum. The Franklin Institute is one of 55+ orgs in the inaugural Philadelphia Science Festival (April 15-28, 2011). Check philsiencefest.org for a list of their events.
Badges, Tips + Specials

YouTube is a video-sharing website where you can upload, share, and view videos. It’s primarily user-generated video content, including movie clips, TV clips, and music videos, as well as amateur content such as video blogging and short original films. Media outlets like CBS and BBC also offer some of their material, although it’s mostly posted by individuals.
Flickr is an image hosting website and online community run by Yahoo!. In addition to being a popular website for users to share personal photographs, the service is widely used by bloggers to host images that they embed in blogs and social media. As of September 2010, it hosted more than 5 billion images.

What’s Next?
QR Codes

Other Tips
Growing Your Followers

- Connect, connect connect
- Standardize your usernames and avatars
- Promote online ... and offline!

Monitoring Your Reputation

- Google Alerts
  - ...and don't forget Google Business, either
- Email settings within each service
- Wikipedia
- Yelp and our review sites
Smartphone Apps and Websites

+ “There’s an App for That”
+ Niche sites, like eVite, svngr + Foodspotting

But what about...
...?

+ Tumblr
+ MySpace
+ Blogs

How can all of this impact the bottom line?
Local Companies Using Social Media

Local Companies Using Social Media
“Thank You!”

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