



The Leadership Institute

*Lighting the Way*

# What is Social Media?

Presented by J.W. Owens





***“Social computing is not a fad,  
nor is it something that will pass you  
or your company by...”***

***Gradually, social computing will  
impact almost every role, at every kind  
of company, in all parts of the world.”***



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# • 50 Ways you Can use Social Media to Improve your Marketing



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- **50 Ways you Can use Social Media to Improve your Marketing**
- **Social Media Press Release Form**





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- **50 Ways you Can use Social Media to Improve your Marketing**
- **Social Media Press Release Form**
- **How to Use Social Media to Reach New Customers**



Social media is best understood as a group of new kinds of online media, which share most or all of the following characteristics:



# Participation

Social media encourages contributions and feedback from everyone who is interested.

It blurs the line between media and audience.





# Openness

Most social media services are open to feedback and participation.

They encourage voting, comments and the sharing of information.

There are rarely any barriers to accessing and making use of content – password-protected content is frowned on.



# Conversation

Whereas traditional media is about  
“broadcast”

(content transmitted or distributed to an  
audience)

Social media is better seen as a two-way  
conversation.



# Community

Social media allows communities to form quickly and communicate effectively.

Communities share common interests, such as a love of photography, a political issue or a favorite TV show.



# Connectedness

Most kinds of social media thrive on their connectedness, making use of links to other sites, resources and people.





# **Basic forms of social media**

**At this time...**

**there are basically six kinds of social media.**



# Social networks

These sites allow people to build **personal web pages** and then connect with friends to share content and communication.

The biggest social networks are ***MySpace, Facebook and Bebo.***



## Blogs

Perhaps the best known form of social media, **blogs** are online journals, with entries appearing with the most recent first.



# Wikis

These websites allow people to add content to or edit the information on them, acting as a communal document or database. The **best-known wiki is Wikipedia**, the online encyclopedia which has over 2 million English language articles.





# Podcasts

Audio and video files that are available by subscription, through services like Apple iTunes.



# Forums

Areas for online discussion, often around specific topics and interests.

Forums came about before the term “**social media**” and are a powerful and popular element of online communities.



# Content communities

Communities which organize and share particular kinds of content.

The most popular content communities tend to form around photos (**Flickr**), bookmarked links (**del.icio.us**) and videos (**YouTube**).



# Micro blogging

Social networking combined with bite-sized blogging, where small amounts of content (**'updates'**) are distributed online and through the mobile phone network. **Twitter** is the clear leader in this field.





A good way to think about social media is that all of this is actually just about being human beings.

**Sharing ideas, cooperating and collaborating to create art, thinking and commerce, vigorous debate and discourse, finding people** who might be good friends, allies and lovers – it's what our species has built several civilizations on.



That's why it is spreading so quickly, not because it's great shiny, wheezy new technology, but because it **lets us be ourselves** – only more so.

People can find **information, inspiration, like-minded people, communities and collaborators** faster than ever before.

**New ideas, services, business models and technologies emerge and evolve** at dizzying speed in social media.



## How social networks work

Social networks on the web are like contained versions of the sprawling blog network.

People joining a social network usually **create a profile** and then **build a network** by connecting to friends and contacts in the network, or by **inviting** real-world contacts and friends to join the social network.



These communities **retain the interest** of their members by being useful to them and providing services that are entertaining or help them to expand their networks.

**MySpace**, for instance, allows members to create vivid, chaotic home pages (they've been likened to the walls of a teenager's bedroom) to which they can **upload images, videos and music.**





- Perhaps the most ‘grown-up’ of the popular networks is **LinkedIn**, which allows users build their business and professional contacts into an online network.

It has been criticized for not being open enough and for charging for too many of its services – but next to **Facebook** it is still the most popular online social network among people aged 25 and over.



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**myspace.com.**  
a place for friends

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38,397 uploaded today!



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Peter Lowrey



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Jack



**Time Thugs**  
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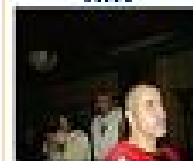


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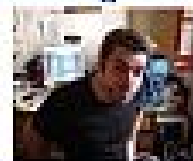
**ART**



**mike**



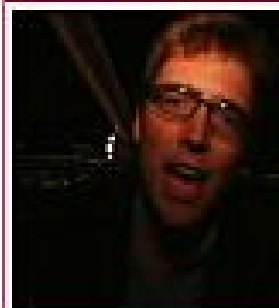
**G**



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### 2006 - Year in Review

Britney Spears, Mel Gibson  
and George Bush... 2006 Year  
in Review by Owen and Ron.

**» Watch It Now!**

## The Smoky Mountain Trader



"GIVE US YOUR  
CLASSIFIED AD  
WE'LL GIVE YOU THE  
WORLD!"

Male  
21 years old  
TALBOTT, Tennessee

United States

Last Login: 7/21/2008

[View My: Pics | Videos](#)

### Contacting The Smoky Mountain Trader

- |                                |                                   |
|--------------------------------|-----------------------------------|
| <a href="#">Send Message</a>   | <a href="#">Forward to Friend</a> |
| <a href="#">Add to Friends</a> | <a href="#">Add to Favorites</a>  |
| <a href="#">IM / Call</a>      | <a href="#">Block User</a>        |
| <a href="#">Add to Group</a>   | <a href="#">Rank User</a>         |

MySpace URL:  
<http://www.myspace.com/thesmokymountaintrader>

### The Smoky Mountain Trader's Interests

#### General

Place your  
classified online  
by cli

#### Music

CLASSIFIEDS ARE UPDATED  
EVERY FRIDAY BY NOON Trader  
Classified's are a great way for the  
Lakeway area to buy and sell many



The Smoky Mountain Trader is in your extended network

[The Smoky Mountain Trader's Latest Blog Entry](#) [[Subscribe to this Blog](#)]

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### The Smoky Mountain Trader's Blurbs

#### About me:

New From The Smoky Mountain Trader! Now your classified can really go the distance, because when you place your ad in our paper, we'll also launch it into cyberspace by placing it onto our website at no extra charge! Imagine your ad reaching not just our readers, by anyone, anywhere, who logs onto this special website! And best of all, if you have a website address, interested parties can simply click on your ad to get in touch with you! There's never been a more efficient way to sell your vehicle, boat, furniture, home, land... just about anything in the universe!

#### Who I'd like to meet:

### The Smoky Mountain Trader's Friend Space (Top 3)

The Smoky Mountain Trader has 3 friends.

Tom



Tracy



Kristi



[View The Smoky Mountain Trader's Friends: All | Online | New](#)

### The Smoky Mountain Trader's Friends Comments

[Add Comment](#)



## myspace job\$

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Pennysaver Group, Inc.

Job Title, Skills, or Company

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To further narrow your  
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[Advertising Sales Executive](#)**Pennysaver Group** - Baltimore, MD - [+1 more location](#)

"The Pennysaver Group Inc." You must love starting new business relationships, talking to new people, learning about their needs, setting up...

3 days ago from **Sales Gravy** - [Get Qualified](#)*In order to show you the most relevant results, we have hidden some jobs that have similar titles and company names to the ones already shown. You can [repeat the search with these hidden jobs included](#).*

Page: 1

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[www.Best10WorkAtHome.org](#)[Local Jobs Listings](#)Found: 977 Jobs in your area.  
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Find Jobs

Jobs powered by  
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**Account Executive**

**Harte-Hanks, Pennysaverusa.com** - Simi Valley, CA

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30+ days ago from [JobKite](#) - [Get Qualified](#)

**Senior Internet Programmer**

**Pennysaver** - California

to add personnel to our team. The **PennySaver** is a proud Equal ... Employer and a division of **Harte-Hanks Inc.**, one of the leading...

25 days ago from [Monster](#) - [Get Qualified](#)



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The Official Site for \$100k+ People Looking for \$100k+ Jobs. Search Now  
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**MySpace** is the top social networking site. Millions of people go there to find old friends and make new friends. Your [profile page](#) shows who your friends are and you can keep it private or keep it public for all to see. [Customize your profile](#) to make it look the way you want it to look.

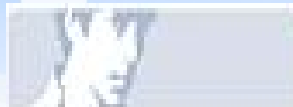
More things you can do with MySpace:

- [Instant Messaging](#) - MySpace has an IM program that will let you keep in touch with other MySpace members and even find out what they're doing on their profiles.
- [Add Photos To Your Profile](#) - A photo helps tell the world who you are. Add photos, and make them good.
- [Add Other Photos](#) - Do you have an online photo album or another site where you have your photos? Use them on your MySpace profile without actually having to upload them to MySpace.
- [Fix Up Your Blog](#) - The MySpace blog is where you tell people about you. Make it look good too. the way you design your site says a lot about you.
- [Avatars](#) - Avatars are little pictures, usually cartoon type, that you can use instead of a photo of yourself or just to add some character to your profile.
- [Slideshow](#) - After you add pictures to your MySpace profile you can turn them into a slideshow if you want to.
- [Music](#) - Add music, any music, to your MySpace profile. Choose music from MySpace's site and add it to your MySpace profile for free.



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Email:

Password:

Login

## facebook

[login](#) [register](#) [help](#)

### Welcome to Facebook!

Facebook is a social utility that connects you with the people around you.

Facebook is made up of lots of separate networks — things like [schools](#), [companies](#), and [regions](#).

You can use Facebook to:

- Share information with people you know.
- See what's going on with your friends.
- Look up people around you.

► Register

Everyone can join.

► Take the Tour

Learn about Facebook.





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facebook

Home Profile Friends Inbox

J.W. Owens Settings Logout Search



Edit My Profile

I see the light at the end of the tunnel but someone turned the light off.

## Information

Network:  
Savannah, GA

## Friends

22 friends

See All



Jim Kendall



Paul McArthur



Justin Gerena



Carol Toomey



Greg Birkett



Justo Rey

## Links

2 links

See All

Savannah Pennysaver  
12:02pm Feb 27

Savannah Pennysaver  
2:15pm Feb 25

## J.W. Owens

Wall Info Photos +

Update Status Post Link Add Photos Add Video Write Note

What are you doing right now?

Post

All Posts Posts by J.W. Posts by Others Settings

Today

J.W. became a fan of Savannah Pennysaver. 12:02pm



Other Business · 1 fan

Comment · Like



Savannah Pennysaver

Other Business · 1 fan

Check out our Business Page...

Comment · Like · Share



J.W. became a fan of Social Media for Small Business - Powered by Dell. 11:22am

Technology Product / Service · 32,874 fans

Comment · Like



J.W. is now friends with Joy Kirkpatrick. 11:00am

Yesterday



J.W. plans to attend Text Messaging Technology Call. 4:15pm



J.W. is now friends with Jim Kendall. 5:12am

Feb 25



Savannah Pennysaver

Other Business · 1 fan

Comment · Like · Share

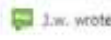


J.W. wrote on Greg Ledford's wall. 9:22am



Greg Ledford wrote at 9:18am

Too early. Sidewalks will be rolled out at 11.  
Wall-to-Wall - Write on Greg's Wall



J.W. wrote on Greg Ledford's wall. 9:18am

Advertise

## Check out local girls



Find the largest collection of single women at Thirty Plus Singles.

Like · Comment · Share

## Want a Girlfriend?



Are you over 40? Chat free with singles in your area on Real Mature Singles. Thousands of singles in your area online now!

Like · Comment · Share

## Want a Girlfriend?



Are you over 40? Chat free with singles in your area on Real Mature Dating. 1000's of singles in your area online now!

Like · Comment · Share

More Ads





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facebook

Home Profile Friends Inbox

J.W. Owens Settings Logout

Search

## Savannah Pennysaver

• Browse more stores



Location: 1800 E. Victory Drive  
Savannah, GA, 31404  
Phone: 912-238-2040  
Hours: Mon - Fri 8:00 am - 5:00 pm

### Mini-Feed

Displaying 5 stories

See All

Today

Savannah Pennysaver - 8 new photos Today at 11:34am



Savannah Pennysaver wrote on its own wall. Today at 11:34am

February 24

Savannah Pennysaver updated its profile. It changed the following:  
Website, Parking and Phone. Tuesday at 11:12pm

Savannah Pennysaver uploaded a new video. Tuesday at 2:07pm



Feb 24, 2009 2:07pm  
1:07 Added on Tuesday

Edit Page

Edit Admin

Send an Update to Fans

Promote Page with an Ad

Remove me from Page

View Insights

Share +

### Favorite Pages

1 Page

See All



Social Media  
for Small  
Business -  
Powered by  
Dell

### Fans

1 fan

See All



J.W. Owens

### Photos

1 album

Add Photos



Savannah  
Pennysaver  
Updated 11  
hours ago

No one has added fan photos.

Edit Settings.

### Video

1

edit

### Advertise

#### Want a Girlfriend?



Are you over 40? Chat free  
with singles in your area on  
Real Mature Singles.  
Thousands of singles in your  
area online now!

Like Comment

#### Meet Mature Singles



Single? Meet 1000s of mature  
singles in your area today at  
Seniorpeoplemeet online  
dating. Browse pics, videos  
or text chat. Join free!

Like Comment

#### Want a Girlfriend?



Are you over 40? Chat free  
with singles in your area on  
Real Mature Singles.  
Thousands of singles in your  
area online now!

Like Comment

More Ads



Add new friends to your **Facebook** profile and always know when they add new notes or update their profile. Join groups on **Facebook** so you can meet friends with the same interests as you. Find old friends too using **Facebook's** classmates and co-worker search.

- [Photos and Photo albums](#) - Photos tell people all about you, your friends and your family. Make your **Facebook** profile more personal by adding some great photos. There is also a photo album feature on Facebook so you can organized your photos into photo albums.
- [Meet People](#) - Meet old friends and new. **Facebook** is all about making friends so go ahead and make them.
- **Blog** - At **Facebook** it's called notes. Your notes can be organized by using tags so other people can find the kinds of notes they are looking to read.
- **Forums and Groups** - Join forums and groups to find other people who like the same things you do. Discuss favorite sports, recipes, religion or anything else you have an interest in.
- **Calendar** - There is a calendar feature that lets you keep track of events and create a timeline.
- **More - Facebook** will let you know when your friends birthdays are, find out when your friends have updated their site, or play the friend game.



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## twitter

Select Language ... ▼

### What is Twitter?

What?

Why?

How?



Twitter is a service for friends, family, and co-workers to communicate and stay connected through the exchange of quick, frequent answers to one simple question: **What are you doing?**

**Get Started Now!**

**Join the conversation!**

**▶ Watch a video!**

#### Please sign in

user name or email address:

password:

☐ Remember me

Sign in »

Forgot password? [Click here](#)

Already using Twitter from your phone? [Click here](#)

Twitter is on its way to becoming the next killer app.

TIME Magazine

Twitter is the telegraph system of Web 2.0.

Nicholas Carr, Author and Technologist

When I first started doing it, I thought, 'gee, not another website to worry about updating and checking', but now I'm glad I did it.

point\_chevalier, livejournaler







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Collective Buying Power

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Refer Friends, Get \$10

Contact Us

Daily Deals on the Best in  
**Miami**

Total dollars saved  
**\$93,761,340**

Total Groupons bought  
**2,045,507**

Today's Deal

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Live off Groupon applications are due this Wednesday, February 24. Submit yours now for a chance at \$100,000!

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Quick! Email a friend!

**Today's Deal: \$59 for One Month Supply of Latisse's Eyelash Treatment and Consultation with Dr. Leonard Tachmes M.D. P.A. (\$125 Value)**

\$59

Buy!

Value	Discount	You Save
\$125	53%	\$66



Buy it for a friend!

Time Left To Buy

12 hours

7 minutes



**Leonard Tachmes M.D./P.A.**

Plastic & Reconstructive Surgery  
Aesthetic Surgery

**Latisse**  
(bimatoprost ophthalmic solution) 0.03%



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i use latisse my lashes hit my sunglasses! i love... [more](#)

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5 comments

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Miami





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**The Green Granny**

Barbara Warmlesley, Oxfam's Green Granny starts a new series of tips and ideas for  
★★★★★ 85,702 views [OxfamGreatBritain](#)



**What If**

Just Think. What If... Every day was treated like a new beginning? Where grud...  
★★★★★ 147,478 views [Strawburry17](#)



**Ballad of Bernie Madoff**

Parody of the Free Credit Report.com "Pirate" ad featuring Financial Supervillain ...  
★★★★★ 104,534 views [FlinchStudio](#)



**making mistakes (original song)**

Lyrics- Each night i compromise what i want, what i dont, whose by my side, and i...  
★★★★★ 415,536 views [Haleybop](#)



**2222 Toothpicks in my Beard**

After watching Beardpick put 2000 toothpicks in his beard, I just had to try it ...  
★★★★★ 415,064 views [idlechimp](#)



**1973 - Tahiti Boy & The Palmtree Family**

Watch in HD

0:00 / 0:36

Google Chrome, Japan  
★★★★★

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What's New



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Today in History: Two Jima Anniversary, 131 Years Since the Phonograph  
Every day this week, we'll send you three videos from our partners highlighting something



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Linked **in**

People

Jobs

Answers

Companies

New Improved Search!

Search for a person or company now!

Settings Help Sign Out

Language

Explore People Search: Harvard - Vice President at Google - Accounting

Search People

Search

Advanced

- Home
- Groups
- Profile
- Contacts
- Inbox
- Applications

Add Connections

 Jw Owens

GM at Savannah  
Pennysaver

What are you working on?

Your profile is 25%  
complete [ [Edit](#) ]

**1** Connection  
links you to 7,200+  
professionals

**96** New People in your  
network since February 9

Share knowledge and tap into relationships. Connect the people in your professional network with LinkedIn.

## Build your network (Why?)

### Find contacts who are already on LinkedIn



#### Web email contacts

Check your address book to find contacts who are on LinkedIn.



Windows Live Hotmail



Gmail



Other



YAHOO!



AOL

Login

You will be taken to Windows Live Hotmail to enter your  
username and password.



#### Address book contacts

Outlook, Apple Mail, etc.

Find



#### Current & past colleagues

Savannah Pennysaver, etc.

Find



#### Former classmates

Find

Your connections

**1**

Their connections

**68**

Your network

**7,200+**

## People you may know

### Gary Rudy

Executive Director at Independent  
Free Papers of America (IFPA)

invite | X

### Alyse Mitten

Owner at Interface Communications

invite | X

See more »

## Featured Applications on LinkedIn

**Blog Link**  
powered by TypePad

**Blog Link by SixApart**  
Stay up to date with your  
network's latest blog posts.

- Add this application
- Browse applications

Learn more about LinkedIn applications »

## Who's viewed my profile?

Your profile has been viewed by **1** person in  
the last 90 days. In the last 90 days, you have  
appeared in search results **6** times.

See more »

## Reading List by Amazon

ReadingList by **amazon**

## Industry Updates

**Michelle Leppert** recommended A Time to Die:  
The Untold Story of the Kursk...

**Michelle Leppert** recommended Shadow  
Divers: The True Adventure of Two Americans...

See more Industry Updates »

## Recent Updates

**Bill Powers** is reading The New Influencers: A  
Marketer's Guide to the New

## Network Updates

Today

**CONNECTION UPDATES** (1)

**Bryan Horstman** is now connected to Jan Tzuo

Yesterday

**RECOMMENDATIONS** (1)

**Bryan Horstman** recommends Jack TF Yeh, "Jack knows what it  
takes to be successfull in every endeavor. We have worked together  
for many years..." [Read more »](#)

Tuesday

**STATUS UPDATES** (1)

**Bryan Horstman** is streamlining the process... Reply privately -  
Add comment **NEW!**





# The Leadership Institute

*Lighting the Way*



LinkedIn

People Jobs Answers Companies

Account & Settings Help Sign Out Language

Explore People Search: Harvard - Vice President at Google - Accounting

Search People

Search

Advanced

Home

Groups

Ad Sales

Advertising Professional

Investment Professional

See all >

Profile

Edit My Profile

View My Profile

Recommendations

Contacts

Connections

Imported Contacts

Network Statistics

Inbox (2)

Compose Message

Messages (2)

Initial

Introductions

Invitations

Profiles

Q&A

Jobs

Recommendations

Group Messages

Group Invitations

Applications

Reading List by Amazon

Events

Google Presentation

SlideShare

Presentations

Blog Link

Company Buzz

LinkedIn Pals

## Profile

Edit My Profile

View My Profile

Edit Public Profile Settings

J W Owens

GM at Savannah Pennysaver

Savannah, Georgia Area Publishing



### Current

- GM at Savannah Pennysaver

### Past

- Publisher Carolina Moneysaver, Columbia, S.C., Vice President of Marketing - Charlotte, N.C. at Carolina MoneySaver
- Group Publisher of 7 Newspapers, 7 Shoppers, 5 Monthly and 2 Printing Plants in Dade City, Florida at Sun Publications
- President, CEO and Owner at Owens Communication Corp.

see all...

### Education

- University of Kentucky

### Connections

8 connections

### Websites

- My Company

### Public Profile

<http://www.linkedin.com/in/jowens>

+ Send a message

+ Add J W to your network

+ Forward this profile to a connection



The Ladders

SEARCH JOBS

ONLY \$100k+ JOBS



### J W's Connections (8)

Dan Autrey  
Publisher at Tampa Bay Newspapers

Mario Corona  
Creative Director and Graphic Designer

Douglas Fry  
Director at SAPA

See all Connections >

Note: Currently your connections are allowed to view your connections list [ Edit ]

Groups you share with J W:



## How to Promote a Business Using Social Media

### Step 1: **Join appropriate social media networks.**

**Pick your social media outlets wisely.** An entertainment copywriter can connect with other writers and potential music and film clients on MySpace and Facebook. A chiropractor looking to expand his client roster is better suited to promote his business on Twitter and LinkedIn. **Think about your target market and where the group gathers on the Internet, before joining an online community.**





## How to Promote a Business Using Social Media

### Step 2: **Create a social media bio.**

Here is your chance to craft a short message highlighting your services and products. Use this opportunity to position your company as an emerging market leader.

Most social networking sites encourage users to create a biography. Write a two-paragraph bio that effectively summarizes your company's mission and product or service offerings.



## How to Promote a Business Using Social Media

### **Step 3: Become an active member of the social community.**

Include a friendly welcome message to your social media pages to encourage other members to interact with your page.

Introduce yourself to other community members.

Invite other users to become friends.



## How to Promote a Business Using Social Media

### Step 4: **Help others.**

**Suggest interesting websites, articles and information** that will add value to the online conversation.

LinkedIn, for example has area where you can answer other users' questions or suggest questions to be answered by the community of experts.

Add value to the online community. Comment frequently on popular blogs and within social networks.



## How to Promote a Business Using Social Media

### Step 5: **Drive traffic to your website.**

Build inbound links to your other websites as a member of the social media community.

Read each social network's rules carefully.

Don't just drop self-serving links without investigating the site's policies.

Community users do not tolerate spammers. Yahoo! Answers and WikiAnswers will quickly ban users who abuse their commenting rules.





## How to Promote a Business Using Social Media

### Step 6: **Promote your products and services to a captive audience.**

Create a subgroup of users within the community who have similar goals and interests as your company.

Post notices once a month advertising your business to members who have expressed interest in learning more about your company.



The best way to understand a new media is to **compare it to what's come before?** So, what kind of media do you have lying around your house? **Probably these:**

- Newspapers.
- Magazines.
- Television.
- Radio.
- Books.
- CDs.
- DVDs.
- A box of photos.
- Physical, paper mail and catalogs.
- Yellow Pages.



**Now, what about the social media?**

**What are some attributes of it that are different than any of the “old media”?**





The media above **can't be changed**. A newspaper can't magically change its stories, even if society decides something in them is incorrect. **Social Media can be updated for all readers nearly instantly** if someone demonstrates that I was wrong on a post.

You can interact with my site.

You can leave a comment. Call me an a\_\_\_\_hole. Etc. Etc.  
With the above you can't interact at all.

You can get some sense of the popularity of my stuff in real time. How many comments does each post get?

How many links does each post get?

None of the media above do you have a clue about the granular popularity of any of the items until much later after best seller lists are published.

With the “**new media**” you can look at my archives and see all posts. Try doing that with a newspaper.



- Here I can **mix media**. A post could contain **text, audio, video, or photos**.  
Not so on newspaper or magazines.
- Here I don't need to convince a committee to publish. Not true with other media forms.  
Imagine you walked into CNN and said  
***“Hey, I have some cool video, can you publish it?”***
- The new media is **infinite**.  
The media above all has limitations in terms of either length (a TV station only has 24 hours in a day — over on YouTube).



- The new media is syndicable and linkable and easily reused.  
**I can link to your media**, for instance, a few seconds after you publish it.  
Try doing THAT with any of the other media.





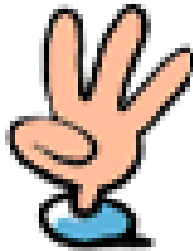
- The social media can be mashed up with **data from other services.**

Many people are putting widgets on their pages that display various things from places they don't control. That's impossible in the older media above.

- When I say “**social media**”,  
**I'm talking about Internet media that has the ability to interact with it in some way.**



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# Good Selling



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A special Thanks to  
iCrossing for some content and information  
Video by commoncraft and Lee LeFever



J.W.