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Followers, Fans, and Your Business: Making Social Media Work for You

Stephanie Maier



imageworks



Introduction

After today's presentation you'll be able to:

- Identify if social media is right for you
- Select the appropriate social networks
- Implement social media as a marketing tool

Overview

The age of social media is upon us and growing at an incredible rate. *Is your business?*

- Popular avenues of social media
- How to utilize social media as a marketing tool
- Determining which social utilities suit your business

Facebook

One of the most well known social networking sites, Facebook benefits businesses large and small.

- 250 million active users
- Relevant business applications
- One of the top 10 websites in the world



Suggest to Friends

Subscribe via SMS

Lamb Weston is giving away Free Fries! July 24th is Free Fries Fryday! Get FREE french fries at your favorite participating restaurant. www.freefriesfryday.com

Fans

6 of 462 fans See All



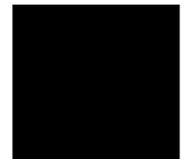
Ian Shea Sarah Ashley Claypatch Daniel Collins



Zachary Mathew Steele Michele McFalls Hyson TJ McMahon

Video

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Lamb Weston Free Fries Fryday

Free Fries Fryday

Wall Info Photos Events

Write something...

Attach

Share

Free Fries Fryday Just Fans



Free Fries Fryday Thousands of Tri-Cities residents walked in or drove thru and enjoyed a grand total of 25,200 free servings of fries. That's a whole lot of fries. Thanks to all who made it a fantastic success!! July 29 at 4:03pm · Comment · Like

5 people like this.

Connie Andrews Thank you We love the fries July 29 at 4:09pm · Report

Dvina Loisate I'm proud to work for Conagra Foods / Lamb-Weston It is a great company to work for, I've been there 19 years July 29 at 4:22pm · Report

Patty Fluharty Carey me to except I left the company 3 years ago and yes the fries are good July 29 at 4:51pm · Report

Write a comment...



Free Fries Fryday Thanks to everyone who made Free Fries Fryday a great success! Enjoy the rest of Water Follies! July 25 at 3:43pm · Comment · Like

2 people like this.

Jeanette Stoffey It was a good promo July 25 at 4:52pm · Report

Write a comment...



Free Fries Fryday Where are you planning on getting your free fries from today?? July 24 at 9:03am · Comment · Like

Ian Shea and 4 others like this.

View all 15 comments

Title of Page

Responding to Autism



Empowering families to be instrumental in the treatment of their child's Autism Spectrum Disorder.

Like

Secret: White Teeth Trick



See how this mom found a trick to whitening teeth at home. Get Ultra White teeth.

Like

Take 5 and Kill Someone



Live a life of crime in the #1 online Mafia game. Join the 6 million people that play Mafia Wars daily.

Like

More Ads

The Wall

Fans

Twitter

Launched in 2006, Twitter is a micro blogging service with over 32 million users

- Great for small businesses
- Ability to extend personality, talks like a person
- Build trust with people relevant to your business

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Following



Kill IE6 AND fight world hunger? We're down! <http://bit.ly/4gA0fx>

3:02 PM Sep 1st from web

What treasure might be found up the magical staircase? More construction. <http://twitpic.com/g0p0u>

3:19 PM Aug 31st from Tweetie

Bye Ian. :(

4:00 PM Aug 28th from Tweetie

Can you say scrumptious ? <http://www.cheeseandburger...>

3:45 PM Aug 27th from Tweetie

Keep your eye out for the new imageworks site in the upcoming weeks!

3:54 PM Aug 27th from Tweetie

Has anyone seen our video crew?

9:18 AM Aug 27th from Tweetie

Bates invented the "nose-pon" to combat his allergies today. <http://twitpic.com/fdoarj>

3:53 PM Aug 26th from Tweetie

The consensus at the office, Inglorious Basterds is awesome!

1:22 PM Aug 25th from Tweetie

<http://bit.ly/HheML> Amazing!!

11:38 AM Aug 20th from Tweetie

Name Imageworks Digital
Location Pasco, WA
Web <http://www.imagew...>
Bio Simple is Smart.

117 following 92 followers

Tweets

Favorites

Actions

block _imageworks

Following



View All...

RSS feed of _imageworks's tweets

Tweets

Followers



Blogging

Share your thoughts with the world

- Ability to be simple or advanced – you choose!
- Photos, stories, products, events
- Network with other individuals in your industry

Blog Title



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MAR 25 **CONGRATULATIONS CHIEFS!**
Category: Sports



2nd in League, Districts, Regionals and 6th place 4A State Tournament State was great! The Chiefs worked and played hard. I'm so proud of this group of girls. I've known and loved most of them for years. Their only fault as a team was being too nice. This is the nicest group of girls on the court and off. It was on the court that their niceness was sometimes to blame for a loss. Lots of talent and many hours of hard worked helped get them to State this year. I didn't know how much I would be able to photograph them until the second game. The first game I tried to shoot from the stands and was able to get a few good shots but nothing like the last 3 games when our High School Athletic Director was able to get me a Press Pass so I could shoot right down on the court. Thank you Loren! Sports photography is hard work. Timing is everything and it takes several frames to get a "good" shot, and even more frames to get a great shot. SI photographers take hundreds of images to get one that is print worthy. Tonights Banquet is the official last night of basketball this year and for some it is the last of High School Basketball. Some of these girls are going on to play for College Teams and others are going on to pursue other dreams. What ever road they take I wish them well.

No Comments | No comments yet. [Click here to add yours.](#)

MAR 1 **WELCOME TO THE WORLD BABY M!**
Category: Family, newborn/infant sessions

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LinkedIn

The social network for professionals

- Entered the scene in 2003
- Great for job hunters and employers
- Manage your professional resources and contacts

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 - '09 Grads
 - Communications Team
 - See all »
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 - View My Profile
 - Recommendations
- Contacts
 - Inbox (264)
 - Compose Message
 - Received (264)
 - Sent
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- Applications
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 - Events
 - My Travel
 - Company Buzz
 - Blog Link
 - Huddle Workspaces
 - Box.net Files
 - LinkedIn Polls

Add Connections

Krista Canfield
Career Expert and Spokesperson for LinkedIn

Krista Wondering if LinkedIn will go IPO? You ought to read this BusinessWeek piece w/ CEO Reid Hoffman's thoughts on the matter: <http://is.gd/lhc8> 39 minutes ago [Edit]

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Krista Canfield you in

Career Expert and Spokesperson for LinkedIn
San Francisco Bay Area | Public Relations and Communications



Krista Canfield Wondering if LinkedIn will go IPO? You ought to read this BusinessWeek piece w/ CEO Reid Hoffman's thoughts on the matter: <http://is.gd/lhc8> 39 minutes ago

- Current**
 - Career Expert and Spokesperson at LinkedIn
- Past**
 - Senior Account Executive at Horn Group
 - On-Air News Reporter at KDLT (An NBC Affiliate)
 - News Intern at WSTM Channel 3 (An NBC Affiliate)

[see all...](#)
- Education**
 - Syracuse University
 - Westhill High School
- Recommendations** 40 people have recommended Krista
- Connections** 500+ connections
- Websites**
 - Hot News About LinkedIn
 - New LinkedIn Products
 - Want to work @LI? Let me know!
- Public Profile** <http://www.linkedin.com/in/kristacanfield>

- [Send a message](#)
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Ads by LinkedIn Members

MS Clinical Research Mgmt
Earn your MS CRM Online
Degree at Arizona State University
www.investinyoueducation.com
From: John Penrod

MS Construction Online
Master the Construction Industry
Arizona State University Degree
www.investinyoueducation.com
From: John Penrod What's this?

Krista's Connections (500+)

- Emily Klover**
Client Services Manager at WebEx
- Kathleen O'Boyle**
Vice President, Corp Comm at RightNow Technologies
- Vamshi Sriperumbudur**
VP, Marketing

[See all Connections »](#)

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

Groups you share with Krista:

- Syracuse Alumni of Northern California
- Media Summit New York
- Link Sheraton
- Syracuse University Alumni Network

Summary

Krista joined LinkedIn in January 2008. As LinkedIn's Career Expert and Spokesperson, Krista chats daily with professionals and the press about how you can network globally online. She advises professionals about how they can land jobs at the hottest companies, get that next promotion, find experts, achieve career goals, revamp their resume, meet new clients, build their businesses, manage their brand online and receive career advice from LinkedIn's more than 41 million members.

She's helped ambitious twenty-something job seekers who are looking to get that first 'real' job as well as moms that are looking for creative ways to re-enter the workforce after having kids. Krista has helped small business owners (like wedding photographers, realtors, event planners, etc.) take their companies to the next level and also talks to 'big' businesses and executives about how they can maintain deep relationships with their customers by networking online. Her work at LinkedIn has permitted her to

How to properly utilize these tools

Important questions to ask

- Do you have the time?
- Do you have the people?
- Is it the right marketing strategy?

“You can’t just sign up and leave it. If you’re not legitimate, you’ll be found out quickly.”

Using what is best for your business

Take the time to think it through

- Do your research
- Find out which networks provide you value
- Start small
- See what other entrepreneurs are doing

End Note

Social Media is changing every day...

- Use this resource to your advantage
- Keep up with the changes
- Thanks for joining me this morning!