

so I'm on social media... now what?

presentation to sherman oaks chamber of commerce
st. patrick's day 2011



SO YOU'RE SAYING
PEOPLE WILL
"TWEET" WHAT
THEY'RE EATING FOR
BREAKFAST?

AND "UPLOAD"
PICTURES OF THEIR
BREAKFASTS TO A
"FACEBOOK"?

AND OTHER
PEOPLE WILL LOOK
AT THE BREAKFASTS
AND MAKE
COMMENTS?

SORRY TO BURST
YOUR BUBBLE,
DUDES, BUT YOU
ASKED. YES, THAT'S
THE FUTURE.

NO OFFENSE,
FUTURE MAN, BUT
IS EVERYONE IN
YOUR TIME
ED?

cost of social media

- cost of hiring someone
- cost of your time
- opportunity costs



what not to share

- what you're eating
- your location at all times
- your workout or videogame results
- dirty laundry
- overt sales pitches (yet)
- in fact, before sharing anything...



listen and learn

- stakeholders - the 4C's...
- customers
- competitors
- company
- community
- particularly key influencers





Cathy Strange

@WFMCheese iPhone: 30.271250,-97.753860

Global Cheese Buyer for Whole Foods Market and Cheese Fanatic

<http://www.wholefoodsmarket.com/products/big-cheese.php>

Following



Timeline

Favorites

Following

Followers

Lists



WFMCheese Cathy Strange

It is very cold in Austin today and I really want to taste the blue cheeses. I love the blues as the weather changes. Blog posting to come

13 Dec



WFMCheese Cathy Strange

It's Reindeer time at WFM <http://plixi.com/p/61961147>

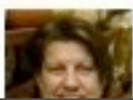
9 Dec



WFMCheese Cathy Strange

Tasted a few new cheeses coming out of northern CA from Laura Chenel. Nice extruded goat cheese and a natural rinded product. Fun!

9 Dec



WFMCheese Cathy Strange

@chez_shai The caramelized onion cheddar is not sold in the MA



About @WFMCheese

683

Tweets

2,181

Following

3,322

Followers

255

Listed

Following 2,181



Similar to @WFMCheese · view all



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Terry Costello

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community matters

- chamber of commerce
- local and trade media (papers + bloggers)
- government
- neighbors
- potential collaborators
- charities, nonprofits and causes



why work with charities

- provides tax benefits (maybe)
- enhances and differentiates your brand
- connects you with members + board
- recognition (and links) on their website
- gives you something good to talk about
- makes your community stronger



library alehouse



- donates certain nights (and 15%) to charity
- brings new customers to establishment
- enhances community reputation
- differentiates from competition
- saves on taxes and advertising
- promotes through social media
- follows up on facebook with photos



possible charities

- stay local
- be careful about politics
- arts scene
- children and animals (dogs and cats)
- schools - focus on a program



possible activities

- straightforward sponsorship
- think printed programs
- organize fundraising events
- donate % of sales
- sponsor a youtube video
- lend talent and expertise



anything is better than...



social media seminar

- ucla extension - www.uclaextension.edu
- april 9th, 9am-4pm, \$165
- reg #2480
- facebook, twitter, blogs, youtube, linkedin,groupon and more



contact

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- [linkedin: freddynager.com](http://linkedin.com/freddynager.com)
- twitter.com/atomictango
- facebook.com/atomictango

