Social Media for Business and Pleasure
Session Topics

Review
Review your past and current uses of social media in your personal and professional life

Explore
Explore interesting emerging applications of social media technologies

Reflect
Reflect on how these technologies can be applied to your organization and your personal life
Review
Review

Review your past and current uses of social media
Activity Description

Materials
- Printed worksheets (Side 1 - activity, Side 2 - list of links and interesting startups to monitor for potential personal and professional success)
- A variety of highlighters (at least two colors for each participant)

1. Introductions

2. Fill out check list of startups
   There is a list of social media startups and check boxes for each one--give the participants 30 seconds to check the ones they’ve used with one color, and the ones they’ve just heard of with another color.

3. Share
   As a table discuss the social media technologies you’ve used and are aware of -- are there any surprises? Discuss how you utilize each of them. Group share a few examples from each table.
Explore
Explore examples of external and internal social technology.
Facebook

- Pages are public profiles for organizations and brands
- Requires active curation and management
- Pages can provide information and updates to patrons at your organization’s optimal resolution
- Pages allow you to target advertising to specific demographic groups on Facebook

QUESTIONS TO CONSIDER
- How can I begin to experiment with FB advertising?
- How can I keep in touch with my most loyal customers?
Twitter

- 140 character social networking
- Hashtags aid in categorizing and searching tweets
  #JHUWIB
- Embed images and links to direct followers to other parts of your web presence

QUESTIONS TO CONSIDER
- How can I respond to customer feedback on Twitter?
- How do I begin to build a reputation on Twitter?
- How do I connect with like-minded professionals?
Instagram

- Visual social network
- Pictures and short videos
- Can also use hashtags to reference topics
  #JHUWIB
- Consider cross-posting to Twitter or Facebook

QUESTIONS TO CONSIDER
- Do you have enough image content to warrant establishing an Instagram presence?
- How can your Instagram posts reinforce your other social media messaging?
How do you get started without spending all your time managing these accounts?

- Tools like Hootsuite can help manage your social media brand
- Integrate with sites like Twitter, Facebook, Instagram, LinkedIn, and more...
- Monitor traffic, and auto-schedule posts and tweets

QUESTIONS TO CONSIDER
- Can you link your existing accounts and start experimenting?
- Can you bring a dashboard tool like this into your organization?
Crowdfunding

- Platforms like Kickstarter and Indiegogo allow entrepreneurs and foundations to easily raise funds from the general population.
- Switchmate, a company founded by JHU alumni, is recently in the process of fundraising with Indiegogo – so far they’ve raised $120k.
- The Oculus Rift VR headset broke records by fundraising an unusual $2.4M+ in one month.

QUESTIONS TO CONSIDER

- Would there be any crowd appeal to an idea you were planning on self-funding?
- Do you want to test the market for a new business?
Payments

● Services like Belly, FiveStars, and Perka are customer loyalty programs for small and medium businesses
● Keep track of and engage with your most loyal customers
● Use providers like Square for mobile point-of-sales, inventory management, gift cards, etc.

QUESTIONS TO CONSIDER

● Are you tracking and rewarding your regular or best customers?
● How are you handling your finances?
RSS (Rich Site Summary) Feeds

- Quickly view all updates from many sites
- Many options: The Old Reader, Feedly, Digg, etc.

QUESTIONS TO CONSIDER
- Would a feed reader save you time?
- What blogs/sites do you want to keep up with? Which ones are you already on top of?
Task Organization

- TaskRabbit outsources personal and professional help for a fee
  - Laundry, minor home repairs, organization, deliveries, event planning, personal assistance
  - Secure payment, background checks, member services support

QUESTIONS TO CONSIDER
- Could your work/life balance benefit from outsourcing tasks or chores?
- Could you use a service like this during extra busy periods at your business?
Project Collaboration

- Asana is an alternative to traditional team communication
  - Creates tasks which form projects
  - Houses communication within projects
  - Mobile and desktop
  - Integrates with Drive, Dropbox, Instagantt, etc.

- Others: Cohuman, Trello

QUESTIONS TO CONSIDER
- Could you and your team benefit from a project collaboration tool?
- Are you maximizing your current tool?
Enterprise Social Networking

- Yammer is a private enterprise social network for your company
  - Knowledge sharing and collaboration
  - Create workspaces around projects or interests
- Others: SharePoint, Zyncro

QUESTIONS TO CONSIDER
- Does your company already have a networking site? If so, what is your profile there? How could you increase it?
- If not, could your company benefit from one?
Team Communication

- Slack organizes conversations into “Channels” across whole teams
- Channels include messages, files, images, etc. with a searchable history
- Integrates with Twitter, Dropbox, Google Drive, etc.
- Others: Lync, Kato, GoToMeeting

QUESTIONS TO CONSIDER
- How can you improve your business communication?
Reflect
Reflect

How will you apply these technologies to your life and business?

How do you want to change your current social media use?

What are your next steps?