

Winning in Social Media

Best Tactics to Succeed in Today's
SOCIAL Internet Jungle!

Michael Michelini

Agenda

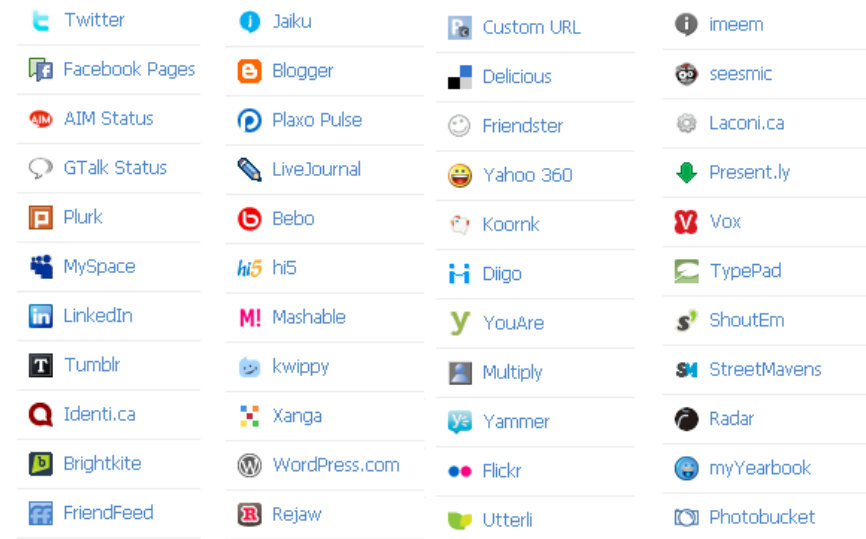
- What is Social Media now, and future?
- How To Start, Listen, Engage, Act!
- Tools for Social Media
- How to Grow Following
- Case Study
- Putting It All Together
- Q&A

Social Media Today

- Twitter
- Blog
- LinkedIn
- Facebook

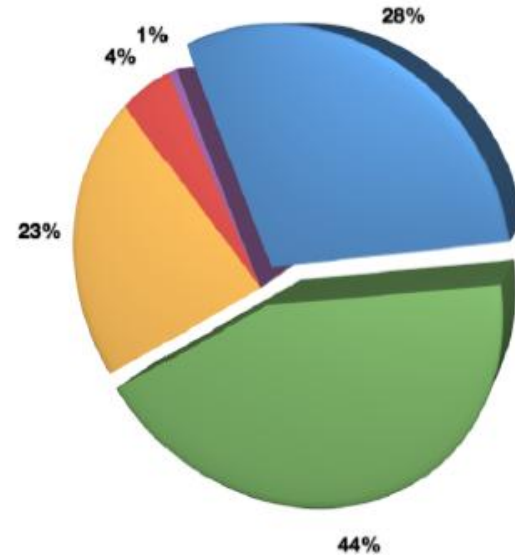


- & MORE!



Social Media in 2009

- Over 80% of Small Businesses (USA)
- Still new!
 - 28% just started!
 - 44% only 3 months!



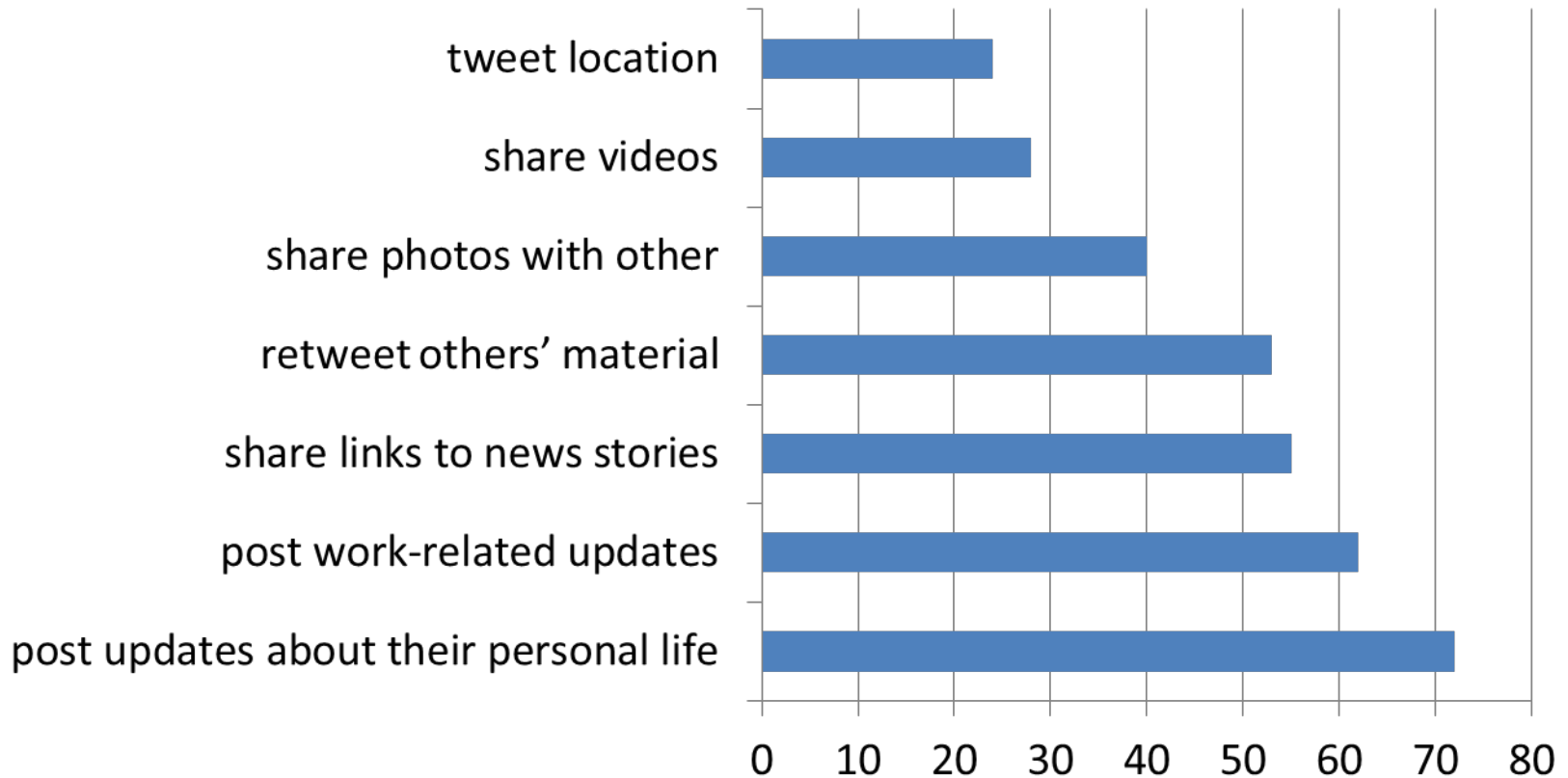
- Just getting started
- Been doing this for a few months
- Been doing this for a few years
- No experience, but plan to use social media
- No experience and do not plan to use social media

WhitePaperSource.com

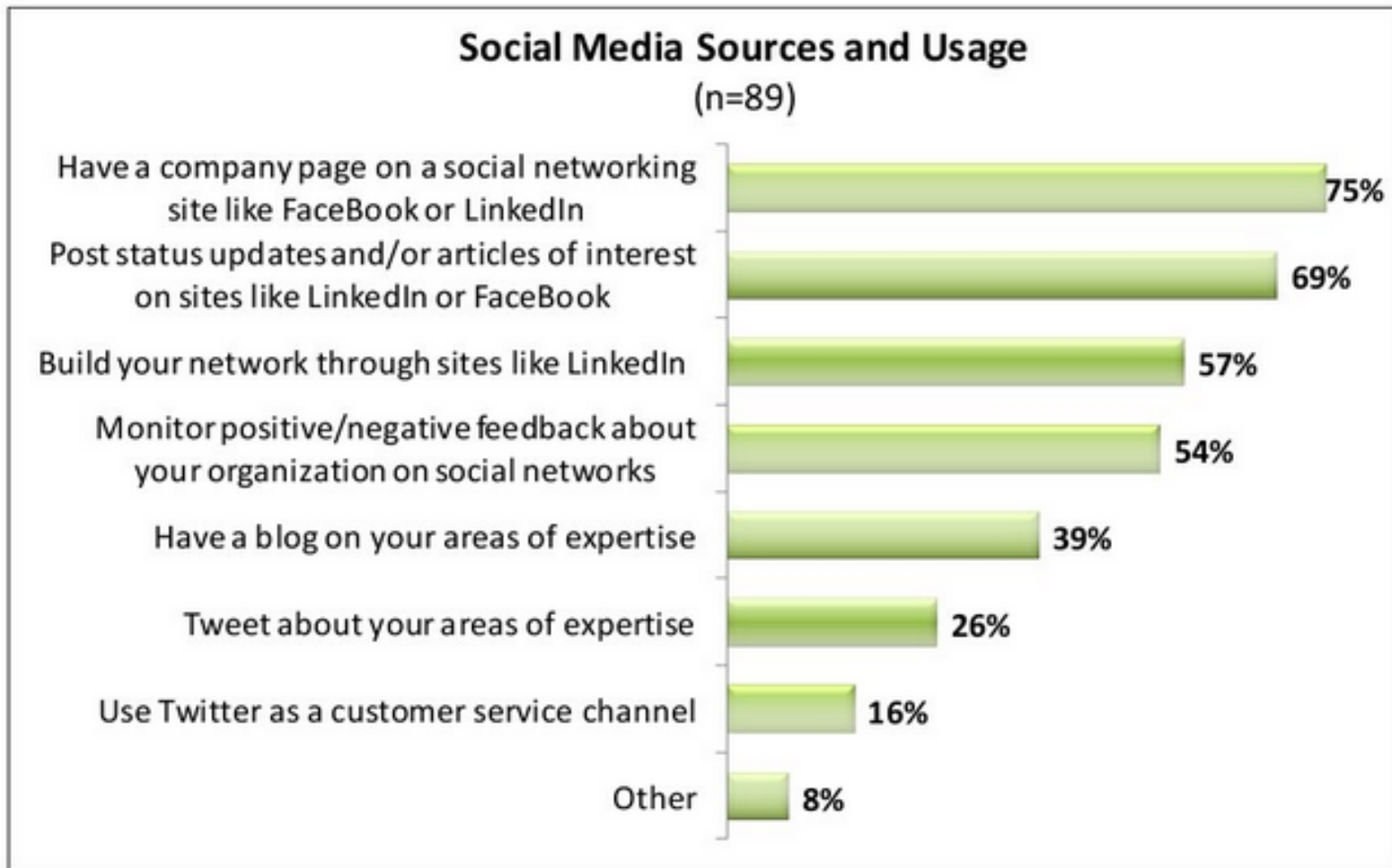
© 2009 Michael A. Stelzner

Social Media, Dec 2010

6% of US Population uses twitter, 8% of online pop!



Social Media Usage, 2010

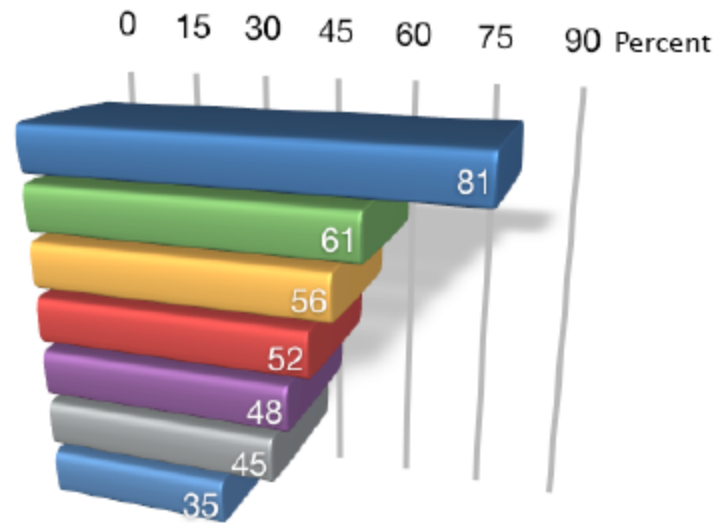


[img credit: [mfinelydesigns](#)]

- Mobile internet is enabling REAL TIME spreading of ideas, news, information
- People can immediately tell people where they are, what they're doing, who they're with
- Others answer, REAL TIME.
 - Ask your friends instead of “googling” it. You trust your friends more.

Benefits of Social Media

- Business Exposure
- Increase Traffic
- Business Partnerships
- SEO rankings
- Qualified Inquiries
- Cheaper Marketing
- Close Deals



- Connect with an audience – DIRECT PERSONAL INTERACTION
- Get great insight when you ask questions
- Face it, get you site traffic
- People on Twitter spread thoughts to new places.
- See what others are saying about your brand.

Social Media
is the new
customer
service

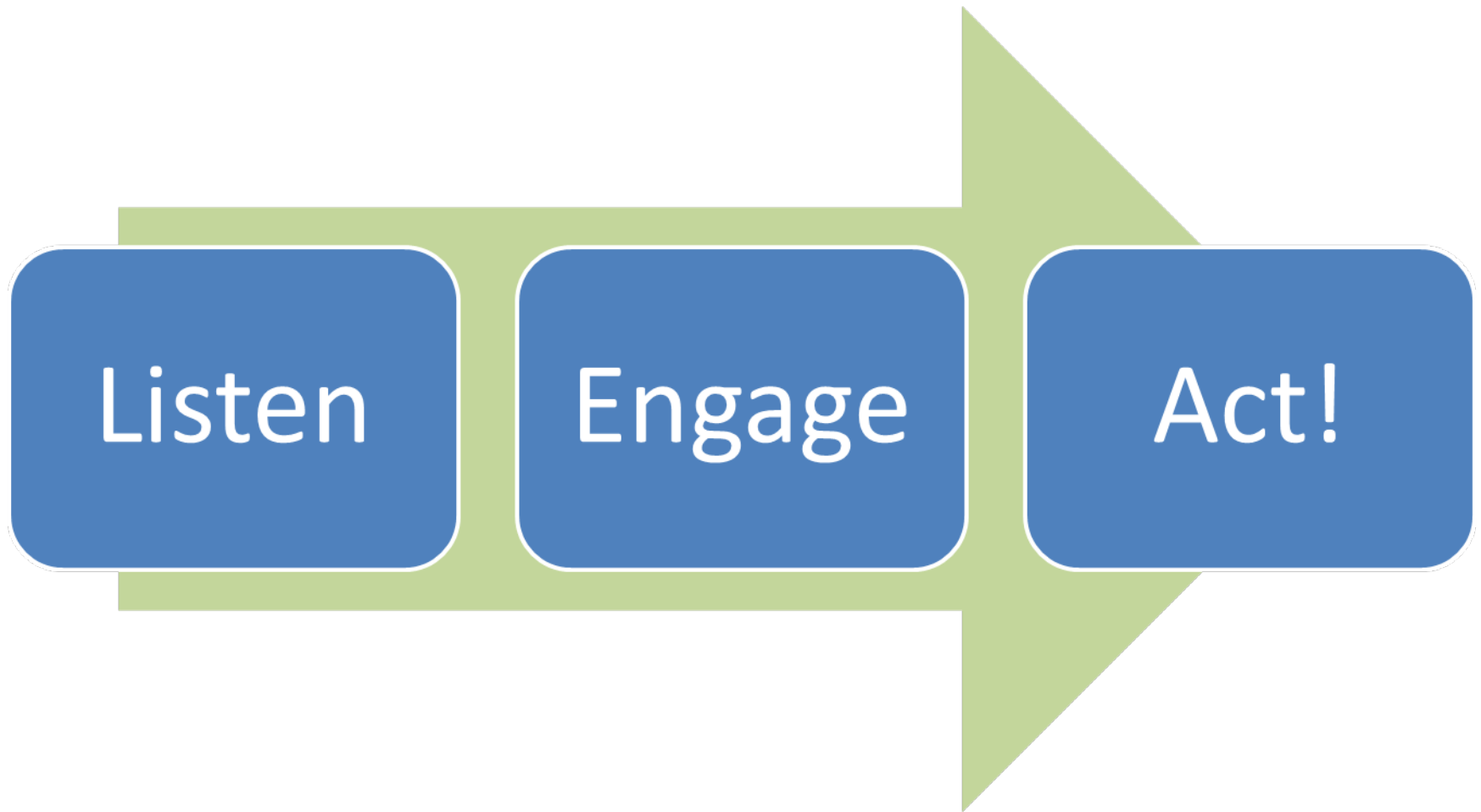
Twitter – Who uses it?



- Young adults – Internet users ages 18-29 are significantly more likely to use Twitter than older adults.
- African-Americans and Latinos – Minority internet users are more than twice as likely to use Twitter as are white internet users.
- Urbanites – Urban residents are roughly twice as likely to use Twitter as rural dwellers.

Source: pewinternet.org survey

How To Get Started



- Monitor keywords
 - See what people are talking about
 - Your brand
 - Your products
 - Your industry
 - First you'll listen to everything
 - Probably not possible
 - Tweak, refine, focus.

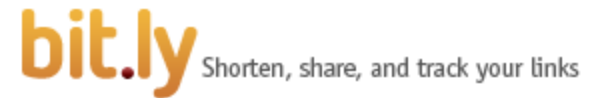
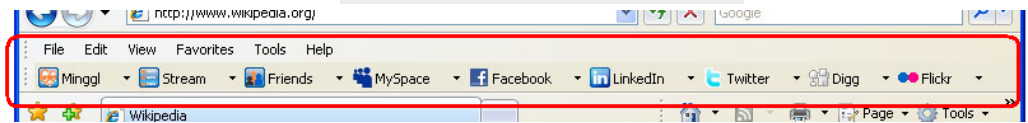
Engage

- Businesses seem to be scared of this
- Sharing valuable information relevant to your type of followers
 - News in the industry
 - Fun facts
 - Interactions in the office
- Beta Test
 - Survey
 - ASK WHAT YOUR TARGET MARKET WANTS!



- Whole company has to be “on board”
 - Plan on how to react to certain situations.
 - Which departments are responsible for which situations.

Tools for Social Media



... feed your blog to twitter,

Social Media Platforms & Social Media Monitoring

[Alterian \(Techrigy\)](#) (Social Monitoring)

[Collective Intellect](#) (Social Monitoring)

[BlueKiwi](#) (Social Platform + Monitoring)

[Elgg](#) (Social Platform, Open Source)

[KickApps](#) (SaaS Social Platform)

[Microsoft Looking Glass](#) (Social Monitoring)

[Networked Insights](#) (Social Monitoring)

[Ning](#) (Social Platform)

[Radian6](#) (Social Monitoring)

[SAS Social Media Analytics](#) (Social Monitoring)

[Scout Labs](#) (Social Monitoring)

[Social Engine](#) (Social Platform)

[Spiral16](#) (Social Monitoring)

[Sysomos](#) (Social Monitoring)

[Visible Technologies](#) (Social Monitoring)

[Wool Labs - WebDig](#) (Social Monitoring)

MONITORING = LISTENING to what people are saying about

YOU

YOUR BRAND

YOUR ALLIANCES

YOUR COMPETITORS

YOUR INDUSTRY

The logo for radian6, featuring the word "radian" in a lowercase, sans-serif font, followed by a superscripted "6". Below the text is the phrase "social media monitoring" in a smaller, lowercase, sans-serif font.

TweetDeck

The screenshot displays the TweetDeck v0.36.1 interface, which is organized into four vertical columns. At the top, there are navigation icons for home, compose, and settings. The columns are as follows:

- All Friends:** A list of tweets from various users, including Billy_Cox, MeLikeGoodMusic, winerrecipes, AnitaNelson, CHRISVOSS, constanthealth, DwightOfficial, and #FF #JGI style #YHP #MADNESS #TFB.
- Mentions:** Tweets that mention the user 'michelini', such as @michelini, Cynthylam, Lunchtime @BossBadonqski, gonnagetJEP, jedlariago, part of the adventure my friend, michelini, That can't be safe lol RT @michelini, morph860, @MikuruHirai, BossBadonqski, RT @zrit, gonnagetJEP, and @zrit tanghali rin.
- Search: #manilameetup:** A search results column for the hashtag #manilameetup, featuring tweets from michelini, justinbreathes, justinbreathes, michelini, and michelini.
- @michelini/philippines:** A column for tweets from the user 'michelini' in the Philippines, including tweets from Ericahalili, Jerickoo, seraphicBIEBER, X0heartlucas, seraphicBIEBER, itsmeJOHANN, rexyz, and a holiday message.

At the bottom of the interface, there is a horizontal bar with various icons for actions like retweet, reply, and delete, along with a progress indicator.

HootSuite

Compose message... Send Now

Welcome × michelini (Twitter) × newyorkbarstore (Twitter) × +

+ Add Stream

Home Feed (michelini)

30+ unread messages ↑

8:20pm via Web
I can say that you OVERREACTED... I just want to know your REACTION. #justsaying

cindy_viodora
8:20pm via Echofon
(~_~) RT @rahelchristian: hahaha. slmt jo yah tgl disni.. 2 minggu lagi pulang awak.. HAHHAHA.. yes yes yes !! :p

jeromeadel
8:20pm via Perhaps
Adel talaga..lol :p RT @zrjt: @jeromeadel evening din adel.

SchoolThings_
8:18pm via Snaptu.com
it sucks when you answered all of your exam, but when you know your score it seems like such an idiot student -@OMGReallyLike
Retweeted by soor2114

Nasty_Virus
8:20pm via Paper.li
The Alter Ego Daily is out! <http://bit.ly/900AoT> ▶
Top stories today by @Bill_Welker @vugah @novenator @johnco06973 @wintwitwon

zrjt
8:20pm via Web
@iPetim q00deve rin ate ...? hehe.

Mentions (michelini)

MikuruHirai
8:20pm via Web
@iPetim gud evening sistah~! @jeromeadel @YvetteYzon @michelini @gonnagetJEP @sAwi_sA_pAgiBi6 @ayvanhebrado @BossBadongski @polperoch @zrjt
Show Conversation

CzarinaCleo
8:19pm via TweetDeck
@michelini I think yours is Hobby :P >>> Influence, Cash, or Hobby: Which Blogging Choice Is Right for You? <http://bit.ly/fMr0Fx> ▶

iPetim
8:18pm via Twitter for iPhone
Good eve! @jeromeadel @YvetteYzon @michelini @gonnagetJEP @sAwi_sA_pAgiBi6 @ayvanhebrado @MikuruHirai @BossBadongski @polperoch @zrjt
Show Conversation

jeromeadel
8:17pm via Perhaps
@YvetteYzon: @iPetim @michelini @gonnagetJEP @sAwi_sA_pAgiBi6 @ayvanhebrado @MikuruHirai @BossBadongski @polperoch @zrjt evening! :)

uKissmebreaktme
8:00pm via Web
@lyathelollipop @KHS_92 @TaecNo_Kath @sakinu93 @michelini @nicoleingua05 thank you for following! :)

Direct Message (Inbox) (michelini)

JBforeverfan17
5:37pm
hey michael Took the quiz "JUSTIN DREW BIEBER" and got: Brilliant! 6 out of 7! Try it: <http://bit.ly/g028gb> ▶

JBforeverfan17
5:36pm
hey michael Took the quiz "JUSTIN DREW BIEBER" and got: Brilliant! 6 out of 7! Try it: <http://bit.ly/g028gb> ▶

JBforeverfan17
5:36pm
hey michael Took the quiz "JUSTIN DREW BIEBER" and got: Brilliant! 6 out of 7! Try it: <http://bit.ly/g028gb> ▶

FrancoisDaileg
4:53pm
Hi, I just want to know: First, are there any existing SEO companies in the Philippines? If not, is there a chance it could prosper?

CherryMalaya
4:05pm
wear something Red. =) Party starts at 10:30pm

CherryMalaya
4:05pm
heyyyy... sorry just got to read ur message now. =) I sent you my number. were throwing an event on Dec 11 at Members Only.

ninkiericaoul

How to Grow Following



- Obviously “be a leader” in the industry or group you are involved with / targeting

More Technically.....

- Search (search.twitter.com) for keywords you are interested in.
- Listen, Engage in those conversations, follow
- Blog about a specific topic

Followback?

- How many people FOLLOWBACK
 - TEAM FOLLOWBACK

- There are different “twitter personalities”
 - Snob – don’t followback
 - Media outlets
 - Famous People
 - Experts
 - Social

SocialOomph / FollowerHub



- Followback who follows you
- Find new people to follow (search keywords)
- Unfollow those who don't follow you

The screenshot displays the FollowerHub website interface. At the top, the logo reads "You Got To Be At The FollowerHUB". The user profile for "Mike Michelini" is shown as "Professional" with "Credits: 0". A search tip for "POWER HIT" is visible. The main heading is "Manage Twitter Friends & Followers". A dropdown menu is set to "michelini (Twitter)" and "People Whom I Follow". A note states "Now showing all the people who are NOT FOLLOWING you back". A pagination bar shows "1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | Last | Next >". Two user profiles are listed:

- @tzi_CoDvBieber** (Justin Spears, Philippines, TZ: Hawaii):
 - Profile bio: "I'm juz a young teenage girl. a fan of Justin B. and Britney S. = FOLLOW me and I will FOLLOW u back! =D also I unfollow people hu follows then unfollows me"
 - Joined Twitter on January 22nd, 2010. Following-to-Follower Ratio: 95%
 - Following: 331, Followers: 350, Updates: 3,282, First Observed 3 weeks ago
 - By FollowerHub users: Followed: 1
 - Groups: bartenders, china, entrepreneurs, Sample Group
 - Actions: Unfollow, Hide, Block, Report as spam
- @kaelconciso** (Kael Conciso, Philippines, TZ: Hawaii):
 - Profile bio: "Call me KAEL. I'm a girl ;)Hahaha! Follow me, and ask for follow bck. :"
 - Joined Twitter on January 12th, 2010. Following-to-Follower Ratio: 84%
 - Following: 52, Followers: 62, Updates: 1,829, First Observed 3 weeks ago
 - By FollowerHub users: Followed: 1
 - Actions: Unfollow, Hide, Block, Report as spam

Measuring

The Klout Score is the measurement of your overall online influence. The scores range from 1 to 100 with higher scores representing a wider and stronger sphere of influence. Klout uses over 35 variables on Facebook and Twitter to measure True Reach, Amplification Probability, and Network Score.



The screenshot shows the Klout dashboard for user michael michelini. At the top right, there are links for 'dashboard', 'my profile', and 'logout'. The main header features the Klout logo and the tagline 'the Standard for Influence'. Below this, there are tabs for 'Klout Summary for michael michelini' and 'Score Analysis', along with a search bar for 'find twitter user'. The user's profile picture and name are displayed, followed by a bio: 'american entrepreneur between USA, china + philippines, doing internet marketing + ecommerce, sell bar products all over! follow back love to meet more people! USA / China / Philippines'. The Klout Score is highlighted as 66, with a subtext 'Measurement of your overall online influence Learn more'. The Score Summary section shows four metrics: Klout score (66), True Reach (166), Amplification (52), and Network (67). The Achievements section includes a 'Roll over individual achievements to share them.' prompt and a grid of 10 achievement tiles, each with an icon, a count, and a label: LIST MEMBERSHIPS (50), MESSAGE REACH (100K), TOTAL RETWEETS (100), UNIQUE RETWEETERS (100), UNIQUE MENTIONERS (100), UNIQUE MSGS RETWEETED (100), TOTAL LIKES (100), TOTAL COMMENTS (100), UNIQUE LIKERS (50), and UNIQUE COMMENTERS (100).

Peer Index, Twitalyzer



[Dashboard](#) | [Settings](#) | [Logout](#)

Search Profiles

Search



michael micheleni

american #entrepreneur between USA, #china + #philippines, doing #internet #marketing + #ecommerce #seo #socialmedia! i follow back love, meeting more people!



PeerIndex
16

Peerindex.net

Twitalyzer.com

Overview

Topics

Regions

Sources

Help

Topic fingerprint

Date range: 4 months

Topic fingerprint



AME arts, media and entertainment
TEC technology and internet
SCI science and environment
MED health and medical
LIF leisure and lifestyle
SPO sports
POL news, politics and society
BIZ finance, business and economics



[Feedback & Support](#) · [Sign Out](#) · [Share](#)

@micheleni's Twitalyzer Metrics: 30 Day Averages

Impact <small>(?)</small> 5.6 ✓ 91.1st percentile <small>(?)</small>	Engagement <small>(?)</small> 1.1 ✓ 32.6th percentile <small>(?)</small>	Influence <small>(?)</small> 4.7 ✓ 92.7th percentile <small>(?)</small>	Feedback 93.2nd percentile <small>(?)</small>
Generosity <small>(?)</small> 100.0 ✓ 87.6th percentile <small>(?)</small>	Velocity <small>(?)</small> 26.9 ✓ 87.2nd percentile <small>(?)</small>	Signal <small>(?)</small> 92.6 ✓ 62.1st percentile <small>(?)</small>	Followers 4,900 92.2nd percentile <small>(?)</small>
Following <small>(?)</small>	Lists <small>(?)</small>	Updates <small>(?)</small>	Retweets <small>(?)</small>

Metrics and Measures

Profile
Metrics
Reach

Comparisons and Context

People and Groups

Tweets and Tags

Activity and Trends

Analytics and Clicks BETA

Administration

Benchmarks

Search

Home

Case Study: Dell

- In Texas, USA Headquarters
- Using social media monitoring tool *Radian6* to power its data collection.
- Track on average more than 22,000 daily topic posts related to Dell
- Information can be sliced and diced based on topics and subjects:
 - Conversation
 - Sentiment
 - Share of voice
 - Geography
 - Trends



http://www.youtube.com/watch?v=w4ooKojHMkA&feature=player_embedded

So Many Twitter Accounts!

Dell on Twitter

Keep up with Dell on Twitter!

Breaking news • 24/7 updates • Deals and discounts

Follow us, tweet us, and retweet us to all your friends. We'll see you on Twitter!

View by Type

View by Language



OFFERS AND SALES

Get exclusive discounts and deal alerts based on your location and interests

- [US - Outlet](#)
- [US - Home](#)
- [US - Small Business](#)
- [Australia - Small Business](#)
- [Brazil - Home](#)
- [Canada - Home](#)
- [India - Home](#)
- [Ireland - Outlet](#)
- [Japan - Home](#)
- [UK - Home](#)
- [UK - Outlet](#)



COMMUNITIES

Join the conversation and connect with others over topics that matter to you.

- [Dell Lounge](#)
- [Digital Life](#)
- [Digital Nomads](#)
- [Edu4U](#)
- [IdeaStorm - Ideas in Action](#)
- [IdeaStorm - New Ideas](#)
- [Inside IT](#)
- [Studio Dell](#)
- [TechCenter](#)
- [Dell Health](#)
- [Power Solutions](#)
- [Dell Insights](#)



BLOGS

Read and respond to the latest posts from our global blog network.

- [Direct2Dell \(English\)](#)
- [Direct2Dell \(Norwegian\)](#)
- [Direct2Dell \(Chinese\)](#)
- [Direct2Dell \(Japanese\)](#)
- [Direct2Dell \(Spanish\)](#)
- [Channel Blog](#)
- [Education Blog](#)
- [Small Business Blog](#)
- [Dell Tech Center](#)



NEWS

Get breaking news from Dell, and keep up with the latest technology news.

- [Alienware](#)
- [Dell UK](#)



New to Twitter?

[Sign up here!](#)

Most Popular

- [Dell Outlet](#)
- [Dell Home Sales Brazil](#)
- [Dell Home Sales Canada](#)
- [Dell Home Offers](#)

Dell Communities

- [Community Home](#)
- [Facebook](#)
- [IdeaStorm](#)
- [Tech Center](#)
- [Digital Nomads](#)

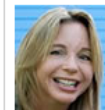
Featured Employees on Twitter



Lionel M.
Chief Blogger for Dell
[More Details](#)



Richard B.
Dell's PR Team
[More Details](#)



Stefanie N.
Gal behind @DellOutlet
[More Details](#)

Staff Have Own Worker Account





StefanieatDell

@StefanieAtDell United States
Hi! I'm no longer managing @DellOutlet, but I'm still at Dell and still love Twitter! For @DellOutlet assistance, please contact @EliseAtDell or @ChrisCBAtDell.

[+ Follow](#)

Timeline Favorites Following Followers Lists

StefanieAtDell StefanieatDell
@ggroovin Soon!but after all this holiday madness, so maybe not so soon. January?
9 Dec

StefanieAtDell StefanieatDell
@eRocketFuel Might as well be :-). It's one small step for Dell and one giant leap for Twitterkind! Ah, I crack myself up.
9 Dec

StefanieAtDell StefanieatDell
Checking out the new Social Media Listening & Command Center
<http://del.ly/6010ully>
9 Dec

StefanieAtDell StefanieatDell
Hoping I can find someone in the Product Group that will let me play with an Inspiron Duo! So freakin' cool: <http://del.ly/6019uxNc>
1 Dec

StefanieAtDell StefanieatDell
@FollowChintan Took your advice - it's changed :-D
1 Dec

StefanieAtDell StefanieatDell
@FollowChintan LOL - yeah, well, I DO get hungry ;-)
1 Dec



About @StefanieAtDell

1,234 Tweets 2,106 Following 2,881 Followers 101 Listed

Following 2,106

Similar to @StefanieAtDell · [view all](#)

-  **delldveloper** · Follow
Richard Scheffrin
-  **Dell_Business** · Follow
Dell LargeEnterprise
-  **CarolineatDell** · Follow
Caroline Dietz
-  **Konstanze** · Follow
Konstanze

[About](#) · [Help](#) · [Blog](#) · [Status](#) · [Jobs](#) · [Terms](#) · [Privacy](#) · [Shortcuts](#)
[Businesses](#) · [Media](#) · [Developers](#) · [Resources](#) · © 2010 Twitter

@DellCares





DellCares is here to listen to our Customers, help where we can, provide proactive support to the community. How can we help?



Team Member of @ScottVatDell

Find other twitter links <http://www.dell.com>

Find us on Facebook <http://www.dell.com>



DellCares

@DellCares Austin TX
Dell's Social Media Outreach Team. Hours (CST): 8AM-9PM, M-F & 8AM-5PM S-S We are here to listen, help and provide proactive info to our Customers.
<http://support.dell.com/>

[+ Follow](#)

Timeline Favorites Following Followers Lists

DellCares DellCares
@mjh1004 Hi Michael. Please DM your email to us. Pls edit your tweet to remove order nbr for your security. We'll check on order for you. SV
6 hours ago

DellCares DellCares
@SavannahSpangle Hi Savannah, If we can help you solve a problem, pls follow & DM your service tag, issue details, & email addy. Thanks, SV
6 hours ago

DellCares DellCares
@HHotelConsult Hi, Sorry to hear about your computer. Please follow/DM service tag of the system and we'll be glad to look into it. Thx. SK
6 hours ago

DellCares DellCares
@DSTT4ME Unfortunately this system is a year out of warranty and the service is more than a year out.
6 hours ago

DellCares DellCares
@ameriglobal Hi Seth, let's check that for you! Pls DM your order nbr, issue details, & email addy. Thanks for your patience. SV
6 hours ago

About @DellCares

4,239 Tweets	1,447 Following	5,136 Followers	243 Listed
------------------------	---------------------------	---------------------------	----------------------

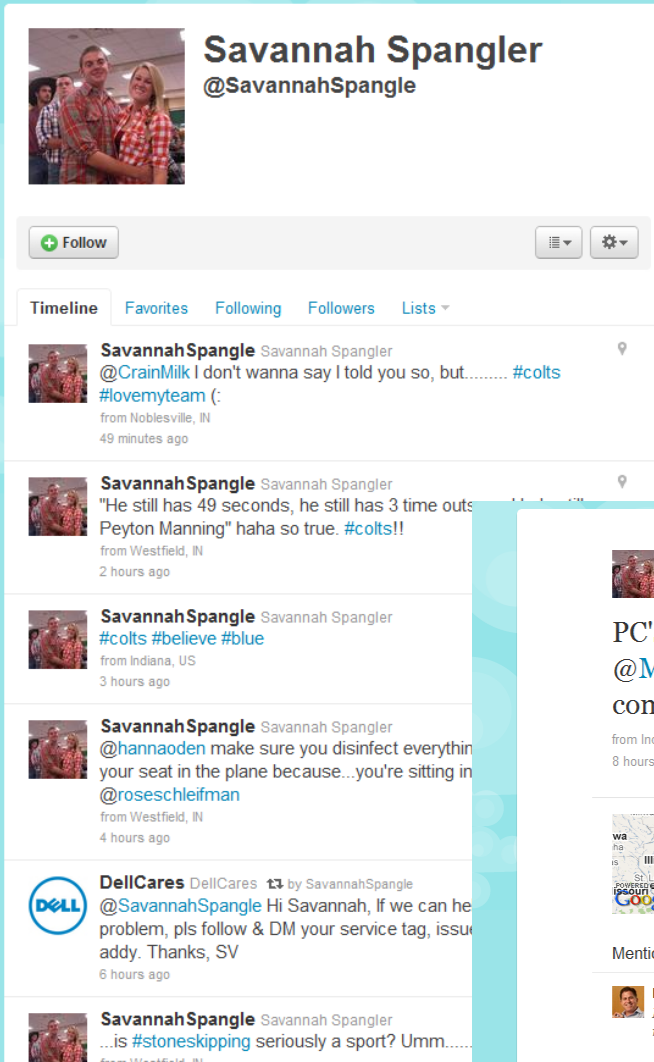
Following 1,447

Similar to @DellCares · [view all](#)

 JohnatDell · Follow John Green	 farfromfearless · Follow farfromfearless
 MichaelDell · Follow Michael Dell	 ReGeneration · Follow ReGeneration.org

[About](#) · [Help](#) · [Blog](#) · [Status](#) · [Jobs](#) · [Terms](#) · [Privacy](#) · [Shortcuts](#)
[Businesses](#) · [Media](#) · [Developers](#) · [Resources](#) · © 2010 Twitter

Upset customer 1



Savannah Spangler
@SavannahSpangle

239 Tweets | 57 Following | 44 Followers | 0 Listed

Following 57

Similar to @SavannahSpangle · view all

- liciaking5 · Follow Alicia Klingerman
- Noahdoyle22 · Follow Noah Doyle
- skaylor9792 · Send follow request Stephanie Kaylor
- morganhine · Send follow request Morgan Hine


About · Help · Blog · Status · Jobs · Terms · Privacy · Shortcuts
Businesses · Media · Developers · Resources · © 2010 Twitter

Savannah Spangler Savannah Spangler
@CrainMilk I don't wanna say I told you so, but..... #colts #lovemyteam (:
from Noblesville, IN
49 minutes ago

Savannah Spangler Savannah Spangler
"He still has 49 seconds, he still has 3 time outs Peyton Manning" haha so true. #colts!!
from Westfield, IN
2 hours ago

Savannah Spangler Savannah Spangler
#colts #believe #blue
from Indiana, US
3 hours ago

Savannah Spangler Savannah Spangler
@hannaoden make sure you disinfect everything your seat in the plane because...you're sitting in @roseschleifman
from Westfield, IN
4 hours ago

DellCares DellCares  by SavannahSpangle
@SavannahSpangle Hi Savannah, If we can help you solve a problem, pls follow & DM your service tag, issue details, & email addy. Thanks, SV
6 hours ago

Savannah Spangler Savannah Spangler
...is #stoneskipping seriously a sport? Umm.....
from Westfield, IN



@SavannahSpangle Savannah Spangler

PC's suck. My computer sucks. And @MichaelDell sucks for creating Dell computers. #iwantamac):):

from Indiana, US
8 hours ago via [Twitter for Android](#) ☆ Favorite ↻ Retweet ↩ Reply

from Indiana, The United States of America
[View Tweets about this place](#)

Mentioned in this Tweet

MichaelDell Michael Dell  · Follow
Family man, Chairman and CEO Dell.com msd@msd.com
msdcapital.com

Savannah:
[SavannahSpangle](#) Savannah Spangler
PC's suck. My computer sucks. And @MichaelDell sucks for creating Dell computers. [#iwantamac](#)) :):

[@SavannahSpangle](#) Hi Savannah, If we can help you solve a problem, pls follow & DM your service tag, issue details, & email addy. Thanks, SV

Upset customer 2



Michael Hraba

@HHotelConsult Inner Sunset, SF, CA
Hotel Consulting: 14 years operating (rooms / F&B) hotels, 23 years online experience; web 2.0 fan, marketing skeptic, data gatherer, and hospitality help!
<http://www.hrabaconsulting.com/blog/>



About @HHotelConsult

7,636 Tweets
1,693 Following
3,604 Followers
143 Listed

Following **1,693**



+ Follow

Timeline Favorites Following Followers

HHotelConsult Michael Hraba
@dellcares is it likely that purchase would be reimbursed if they replace laptops? Or is it likely they will simply credit fixing the chip?
8 hours ago

HHotelConsult Michael Hraba
@DellCares & the effected part numb new computer now, & can't wait. If I buy one, what happens?
8 hours ago

HHotelConsult Michael Hraba
@dellcares any idea how to handle the NVIDIA class action lawsuit? my screen blacks out, is too hot to type on - it *is* the affected model
14 hours ago

Timeline Favorites Following Followers Lists

HHotelConsult Michael Hraba
@dellcares is it likely that purchase would be reimbursed if they replace laptops? Or is it likely they will simply credit fixing the chip?
14 hours ago

HHotelConsult Michael Hraba
@DellCares & the effected part number per NVIDIA lawsuit. I need a new computer now, & can't wait. If I buy one, what happens?
14 hours ago

HHotelConsult Michael Hraba
@dellcares any idea how to handle the NVIDIA class action lawsuit? my screen blacks out, is too hot to type on - it *is* the affected model
14 hours ago

Putting It All Together



Question & Answer

Michael Michelini
CEO; Shadstone Limited
mike@shadstone.com



Find me on
twitter

@michelini

Facebook.com/michelini