

Using Social Media in Business

“People now spend more time on social networking sites than on email.”
(Source: The Economist, Jan. 30 - Feb. 5, 2010)



www.facebook.com

User Facts

1. More than 350 million active users!
2. 70% of the audience (245m) live outside the United States.
3. Users post 55 million updates per day.
4. They share more than 3.5 billion pieces of content each week.
5. The fastest growing demographic is 35 years and older.
6. More than 20 million people become fans of Pages each day.
7. More than 1.5 million local businesses have active Pages.
8. There are more than 65 million active users currently accessing Facebook through their mobile devices.

How to Use Facebook

1. Personal Profiles
2. Groups - Useful for discussion-type organizations.
3. Business Fan Pages
 - Unlike groups, Fan pages are visible to unregistered people and are thus indexed by the search engines.
 - The business “speaks”, not the person.
 - Give someone else in your business the ability to update.
 - Use Facebook Insights to see your Fans’ demographics.
 - Vanity address after 25 fans (e.g. facebook.com/BusinessName)
 - Use over 500m free “apps” to enhance your Page.
 - Use Marketplace to sell your products.



www.linkedin.com

Professional network service

User Facts

1. More than 60 million users worldwide, of which approximately half are in the United States.

How to Use LinkedIn

1. The purpose of the site is to allow registered users to maintain a list of contact details of people they know and trust in business. The people in the list are called Connections. Users can invite anyone (whether a site user or not) to become a connection.

This list of connections can then be used in a number of ways:

- A contact network is built up consisting of their direct connections, the connections of each of their connections (termed second-degree connections) and also the connections of second-degree connections (termed third-degree connections). This

can be used to gain an introduction to someone a person wishes to know through a mutual, trusted contact.

- It can then be used to find jobs, people and business opportunities recommended by someone in one's contact network.
- Employers can list jobs and search for potential candidates.
- Job seekers can review the profile of hiring managers and discover which of their existing contacts can introduce them.
- Users can post their own photos and view photos of others to aid in identification.

2. The "gated-access approach" (where contact with any professional requires either a preexisting relationship, or the intervention of a contact of theirs) is intended to build trust among the service's users.

3. LinkedIn also allows users to research companies with which they may be interested in working. When typing the name of a given company in the search box, statistics about the company are provided. These may include the ratio of female to male employees, the percentage of the most common titles/positions held within the company, the location of the company's headquarters and offices, or a list of present, past, and former employees.

4. The feature LinkedIn Answers, similar to Yahoo! Answers, allows users to ask questions for the community to answer. This feature is free and the main difference from the latter is that questions are potentially more business-oriented, and the identity of the people asking and answering questions is known.

5. The searchable LinkedIn Groups, feature allows users to establish new business relationships by joining alumni, industry, or professional and other relevant groups. LinkedIn groups can be created in any subjects and by any member of LinkedIn. Some groups are specialized groups dealing with a narrow domain or industry whereas others are very broad and generic in nature.



User Facts

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How to Use LinkedIn

Twitter is a social networking and microblogging service that enables its users to send and read messages known as tweets. Tweets are text-based posts of up to 140 characters displayed on the author's profile page and delivered to the author's subscribers who are known as followers. Senders can restrict delivery to those in their circle of friends or, by default, allow open access.