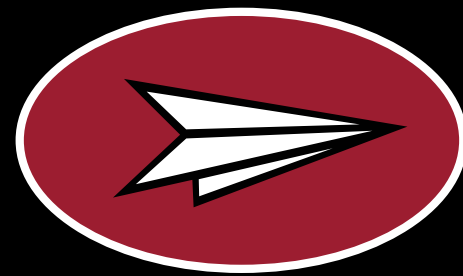


Social Media

BootCamp





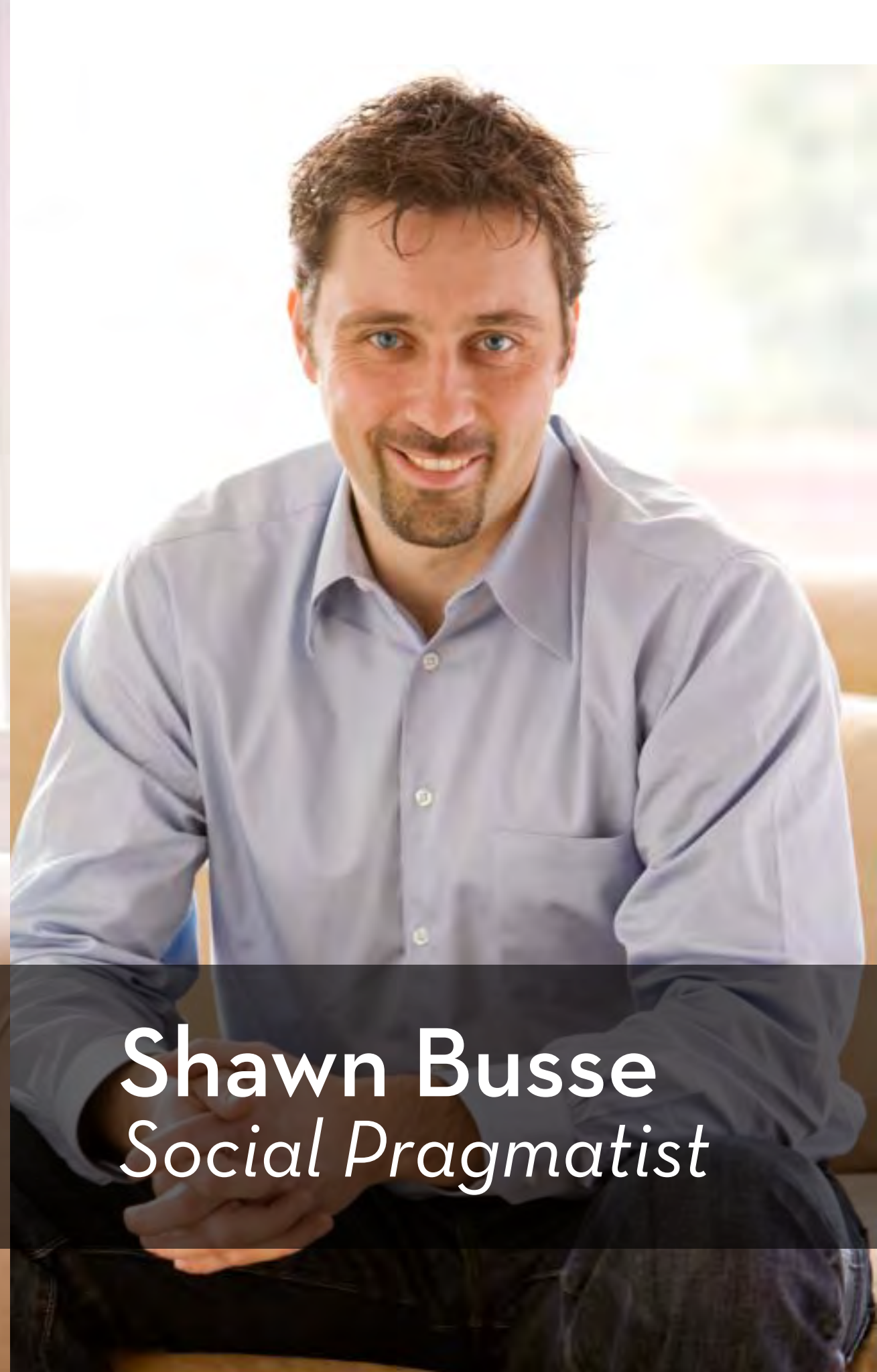
kinesis

A portrait of a man with short, dark, wavy hair and a goatee, smiling at the camera. He is wearing a light blue button-down shirt. The background is a bright, out-of-focus outdoor scene with greenery and a red path. A dark grey semi-transparent banner is at the bottom of the image.

Shawn Busse
Kinesis Brand Strategist



Wendy Maynard
Social Guru



Shawn Busse
Social Pragmatist

What is a **Brand**?

...a **brand** is your
company's face to
the world.

*It starts with the name, lives in a logo, and is expressed through many applied paths. But **how it is perceived** and **what people say** about a brand is its measure of success.*



Your Brand Can Leverage
SOCIAL MEDIA



So, what is social media?

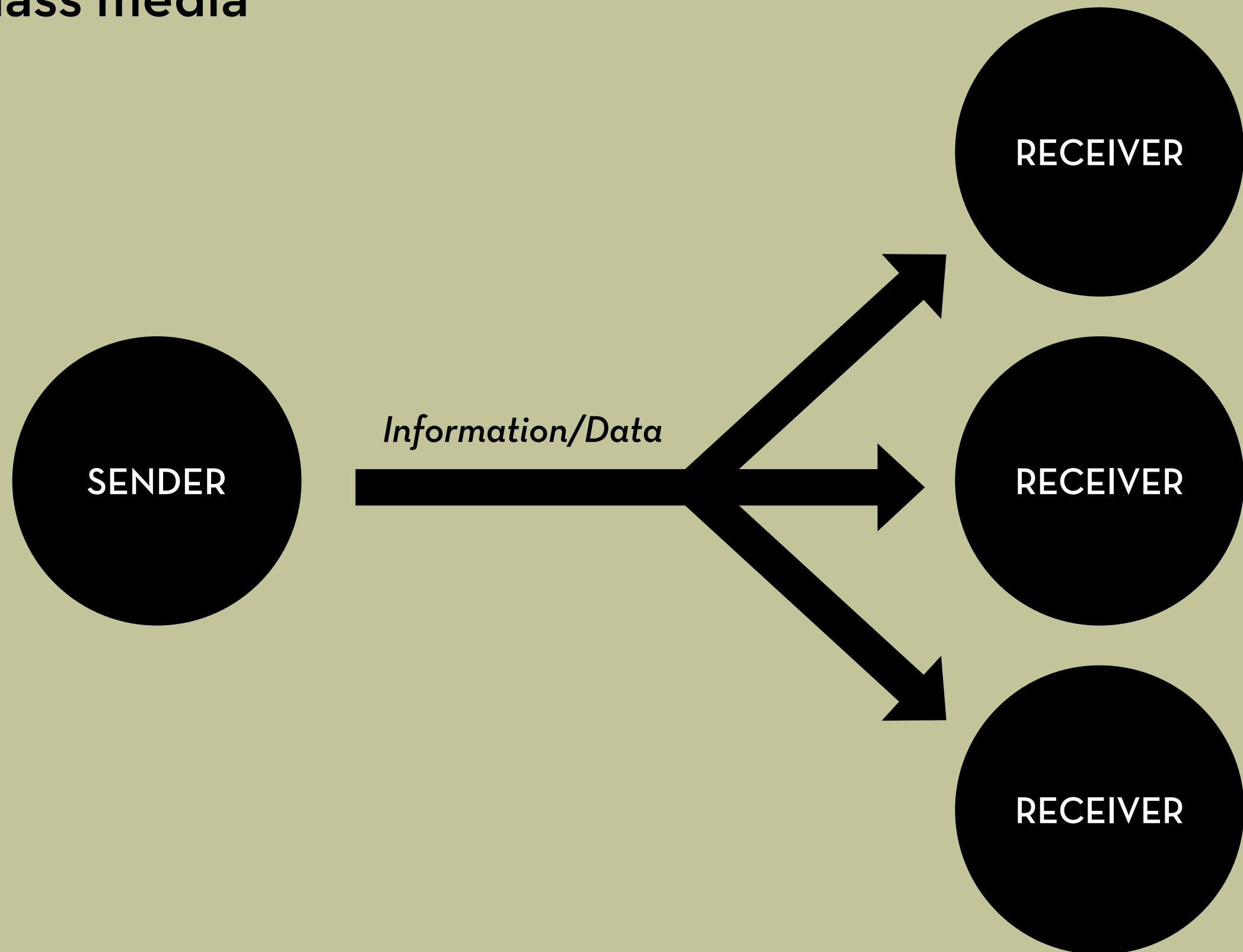
Media is an instrument for communication, like a newspaper or a radio. So social media would be a social instrument of communication.



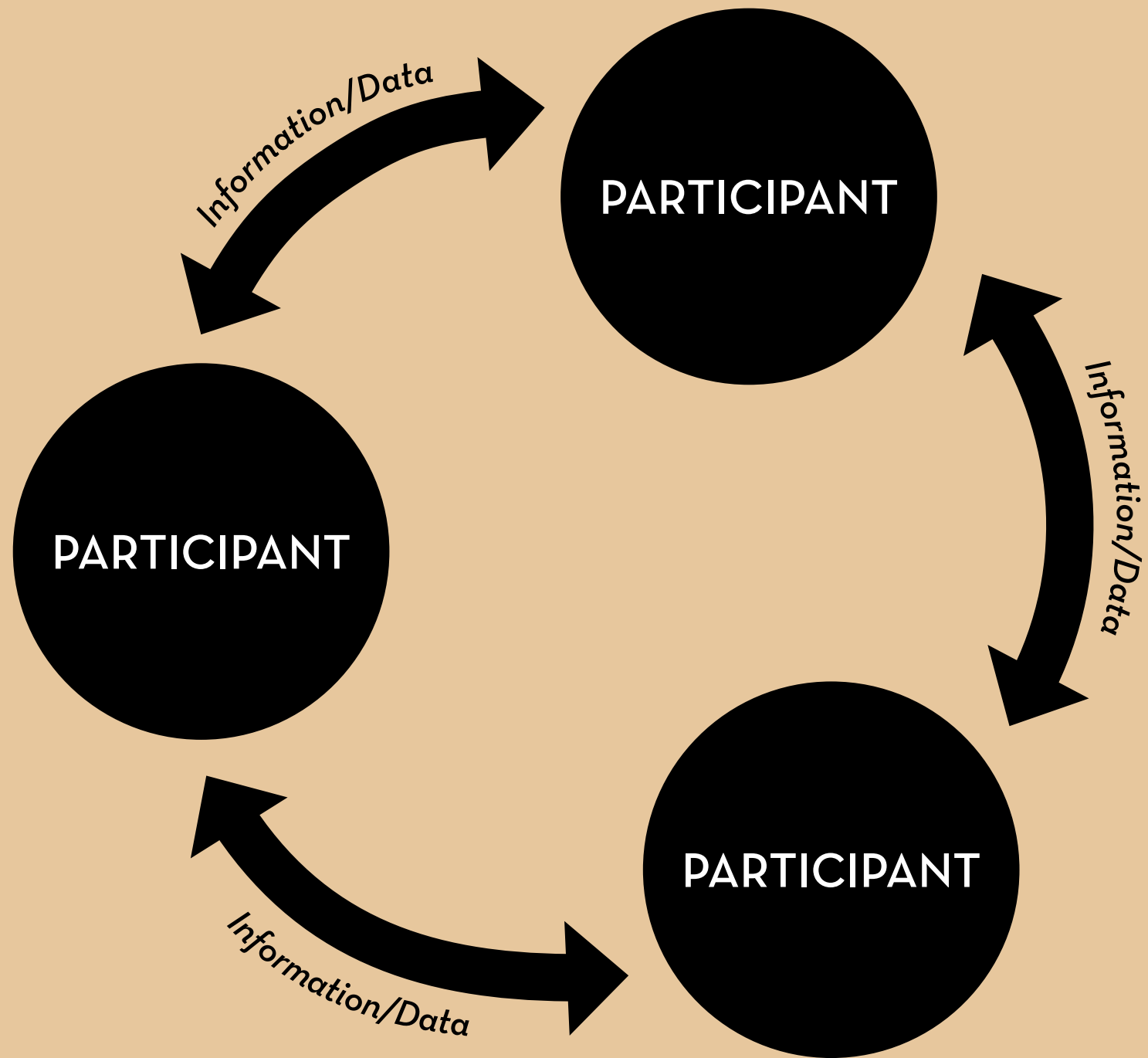
“media”



“mass media”



“social media”



*Social media is also a
fancy way to describe the
bajillion conversations
people are **having online***

24/7

Why should I care?

Welcome to the Revolution

Welcome to the Revolution

- Social Media has overtaken porn as the #1 activity on the Web
- 1 out of 8 couples married in the U.S. last year met via social media
- Facebook added 100 million users in less than 9 months...
- **A third of online users post on social sites like Facebook and Twitter; 70% are spectators (WSJ)**
- 80% of companies using LinkedIn as a primary tool to find employees...
- There are over 200,000,000 Blogs
- 34% of bloggers post opinions about products & brands
- More than 1.5 million pieces of content (web links, news stories, blog posts, notes, photos, etc.) are shared on Facebook...daily.



THE OUTLOOK

Collected Contacts

Contacts - Mailbox - Accounting

Contacts - Mailbox - Ian

Contacts - Mailbox - Jobs

Contacts - Mailbox - Sharon Ree

Contacts - Mailbox - Stuart Seeg

Suggested Contacts


My Site

LinkedIn

Other Contacts


New Group

Abraham, Matt




Matt Abraham
Senior Director, Strategic Acc...
mgabraham@comcast.net

Achilles, Stephen




Stephen Achilles
Practice Leader in Energy Effic...
stephen.achilles@gmail.com

Alegria, Chris



Chris Alegria
President at Zethos Consulting
chris_alegria@zethos.com

Allen, Wayne




Wayne Allen
VP of Software Engineering a...
wayne@consultantsguild.com

Allworth, Dan

Dan Allworth
Managing Principal at EMC
allworth_dan@emc.com

Antović, Ivana



Ivana Antovic
Account Executive at Metrop...
lepaivka@gmail.com

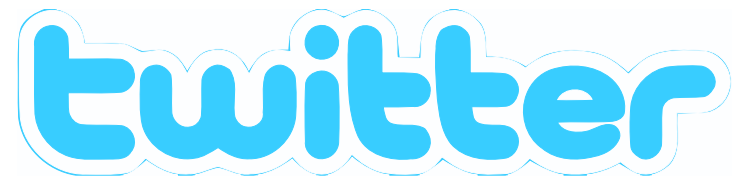
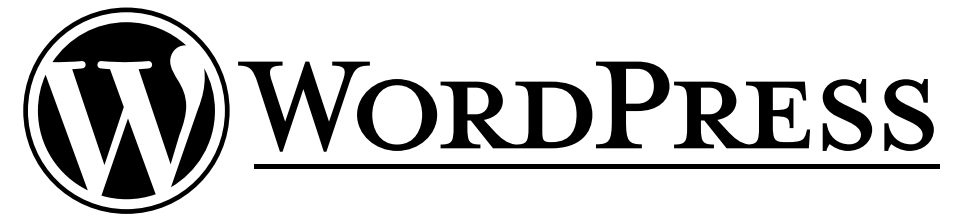
IS CHANGING

The **QUESTION** is no longer whether or not you should use social media.

That decision has already been made by **YOUR CUSTOMERS.**

*Instead, ask questions
such as:*

- How are we monitoring online dialogue?
- Have we created social media policies?
- How do we measure the impact of social media?



facebook®



THE BIG DOGS OF SOCIAL MEDIA

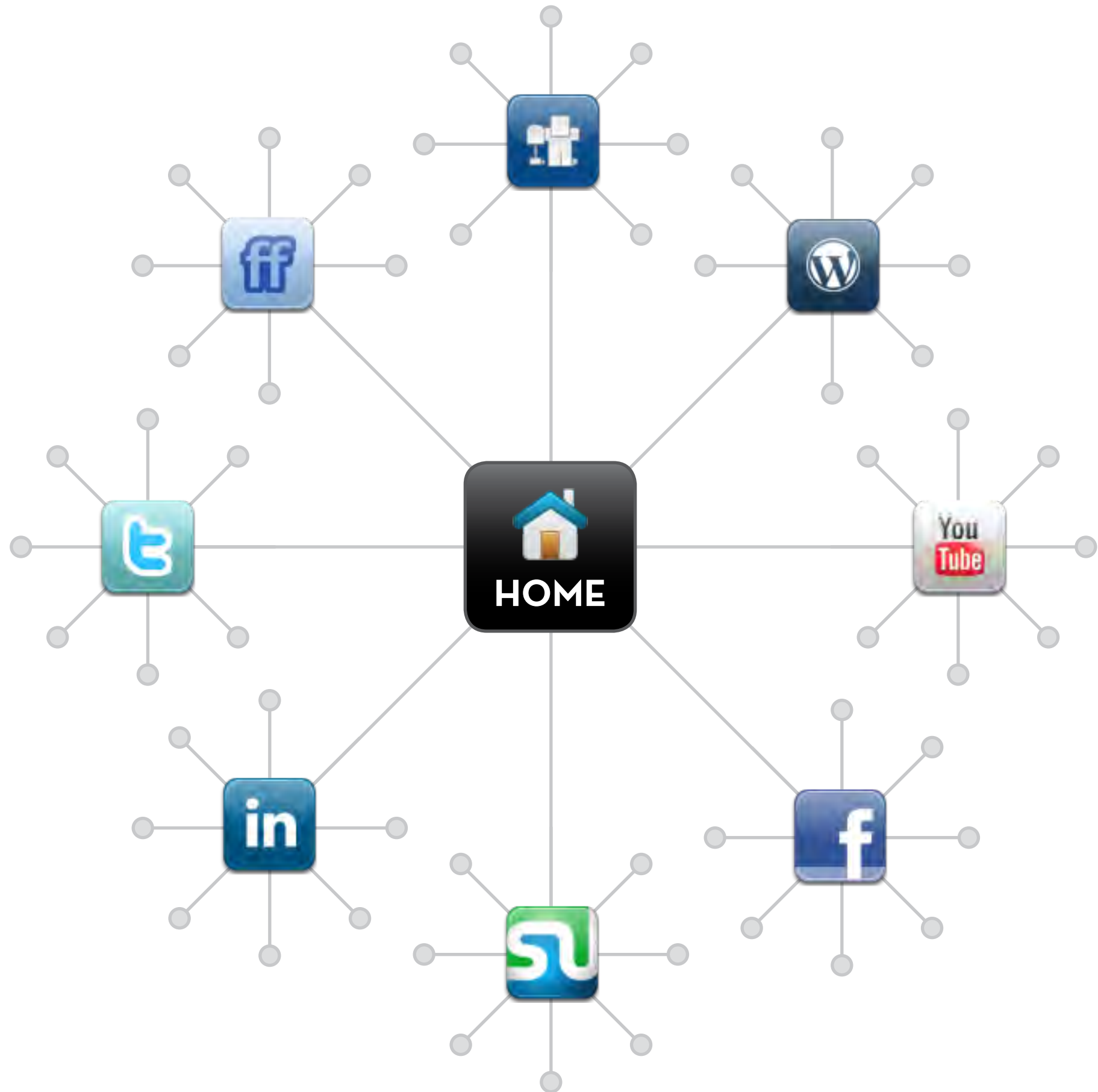
but first
let's talk
STRATEGY



The **BIG DOGS** of today's social media may not be the same ones tomorrow. Therefore, **CREATE A STRATEGY THAT TRANSCENDS THE TRENDS**. Drive people back to your "home."

Make your website the hub of
all of your social media activity.





Why do businesses use
social media?



1: BUZZ

2: CUSTOMER SERVICE



A close-up photograph of a pair of blue denim jeans. The image focuses on the waistband area, showing the characteristic yellow stitching and metal rivets that reinforce the fabric. The denim has a textured, slightly worn appearance with some fading and creases. The lighting is even, highlighting the texture of the fabric and the metallic sheen of the rivets.

3: BUILDING BRAND LOYALTY

4: SEO





5: NETWORKING

6: THOUGHT LEADERSHIP



7: PROMOTION & SALES





8: DRIVE TRAFFIC

9: DEEPEN RELATIONSHIPS





10: GET FEEDBACK



the BAD:

- This company is **VERY** hard to work with...
- Honestly, I would not be able to personally recommend them.
- If you go with this company you will be sorry.
- The staff is inexperienced and lacks proper training...
- They are **CLOWNS** who will take your money!

the GOOD:

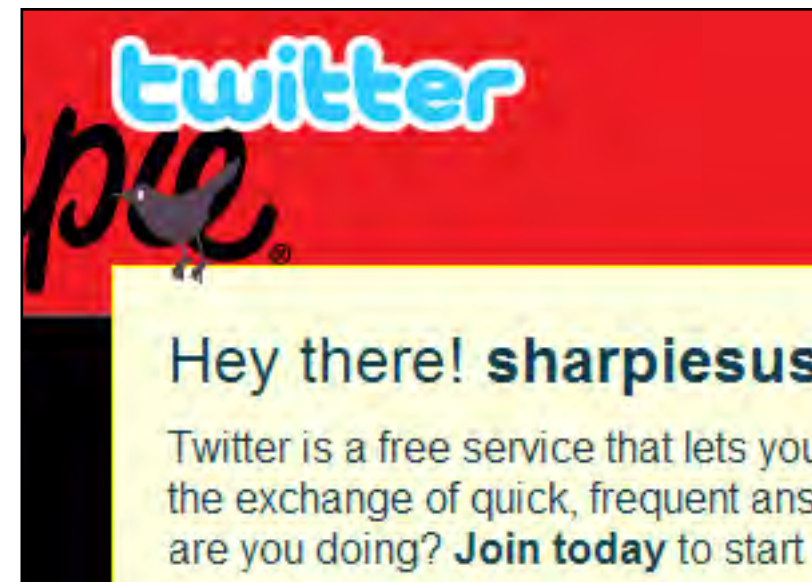
- I highly recommend this company to anyone!
- An awesome **FOUNT** of knowledge.
- I give an **A+** for product performance and customer service.
- Extremely kind people who genuinely care. I highly recommend.

Social Media

Case Studies



Case Study: SHARPIE







Sharpie's Social Media Landscape (as of October 2008).

[Suggest to Friends](#)[Add to my Page's Favorites](#)[Subscribe via SMS](#)

Grab a Sharpie and make something already.

Information

Founded:
1964 - happy 45th birthday to Sharpie!

Fans

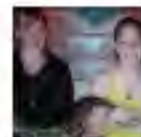
6 of 2,963 fans

[See All](#)

Jenny Mae Samson



Jubencio Alejandro Montano



Sara Cuzick



Ani Masropian



Marie McClure



Nicci Atilano

Sharpie Permanent Markers

Wall

Info

Photos

Boxes

Poll

Video

Attach:   

Share

Sharpie Permanent Markers

Just Fans



Sharpie Permanent Markers NYC's pop rock power band, The Crash Moderns held a t-shirt promotion where they autographed tees with Sharpie markers fresh, on the spot as they were being ordered! How cool is that?! (answer: EXTREMELY) Here's The Crash Modern's vid... [Read More](#) ▾



" Sharpie: Curiously Convenient" - The Crash Moderns

Length: 1:53

 5 hours ago · [Comment](#) · [Like](#) · [Share](#) Whitney Kelly likes this. [View all 4 comments](#)

Louis Kushner wat a borin video
4 hours ago · [Report](#)



Kelley Styring woot! my favorite band.
www.thecrashmoderns.com
4 hours ago · [Report](#)



Sharpie Permanent Markers OCTOBER IS BREAST CANCER AWARENESS MONTH!

This October, retailers nationwide are joining the fight against breast cancer by offering pink ribbon products that benefit research, treatment and education programs at City of Hope, one of the nation's lead... [Read More](#) ▾

[City of Hope and Corporate Partners Go Pink](#)

[Create an Ad](#)[Give a Gift](#)

The "Pink Rose" gift is available now in the Gift Shop.

[More Ads](#)

Sharpie®
cap what's inside™



Sharpie® Markers USA

Subscribe



SharpieUS

Joined: June 19, 2008
Last Sign In: 6 days ago
Videos Watched: 1,581
Subscribers: 125
Channel Views: 9,717

City Oak Brook, IL USA

Country United States

Music Radio 4

Books Made in America: From Levi's to Barbie to Google

Website <http://www.sharpieuncapped.com>

[Report profile image violation](#)

Connect with SharpieUS

Send Message

Add Comment

Share Channel

Block User

Add as Friend

Add to iGoogle

<http://www.youtube.com/SharpieUS>

Embed This Channel:

`<script src="http://www.gmodules.com/ig/ifr?url=http://www.google.com/ig/modules/"`

Recent Activity

SharpieUS uploaded a new video
(6 days ago)



FASHION MONTAGE Lg

You've got the best seat at the Sharpie Bar! Sit back and take



FASHION MONTAGE Lg

From: SharpieUS
Views: 97

Playlists



Home-made commercials 5 Videos

Sharpie ads people made for fun or for school. Big thanks to all! Let us know what you think of them...



Learn to Draw 10 Videos

How-to do stuff with Sharpies

Hey there! **sharpiesusan** is using Twitter.

Twitter is a free service that lets you keep in touch with people through the exchange of quick, frequent answers to one simple question: What are you doing? **Join today** to start receiving **sharpiesusan's** tweets.

Join today!

Already using Twitter
from your phone? [Click here.](#)



sharpiesusan

RT @thienkim: @sharpiesusan how well does the sharpie wash on clothes? <best to run a hot iron or drop in hot dryer for few secs first.

about 3 hours ago from TweetDeck

RT @caralluch: Happy Birthday Sharpie! She turns 2 today! ^_^
<http://twitpic.com/jtj7f> <aw that is preeeeciioouuuuus!

about 3 hours ago from TweetDeck

RT @ierovampire31: <http://twitpic.com/ju343> - Don't You Love Sharpie? <yes, and love your sketch.

about 3 hours ago from TweetDeck

RT @nursepez: Sharpie retractable comes in blue! <mon dieu sacre bleu!!!

about 3 hours ago from TweetDeck

Name sharpiesusan

Location UT:

40.763699,-73.977827

Web <http://blog.sharpie.com>

Bio Leading the charge on PRSM (public relations social media) at Sharpie

3,708

following

3,859

followers

Tweets

3,623

Favorites

Following



[View All..](#)



RSS feed of
sharpiesusan's tweets

Sharpie®
Uncap what's inside.™

HOME

UNCAPPED GALLERY

SHARPIE COMMUNITIES

SHARPIE HOW TO'S

REGISTER

UNCAPPED GALLERY

ANYTHING AND EVERYTHING
SHARPIE ACROSS THE WEB



THINK PINK INK

View on [iwww](#)

October is Breast Cancer Awareness month! Sharpie will be auctioning off Sharpie artwork created by top fashion designers to benefit City of Hope. Learn more about how you can support the cause!

[+ SHARE](#)



BETSEY JOHNSON INTERVIEW

View on [YouTube](#)

[+ SHARE](#)



STEAL THE SPOTLIGHT

View on [flickr](#)

[+ SHARE](#)



SHARPIE EXPERIMENT

View on [iwww](#)

[+ SHARE](#)



DIY AT MERCEDES-BENZ FASHION WEEK

View on [YouTube](#)

[+ SHARE](#)



PERSONALIZE YOUR LAPTOP



SURFBOARD STYLE

WEB INK™

TRY THE SHARPIE TWIN TIP
PERMANENT MARKER HERE



START DRAWING



[VISIT THE SHARPIE CATALOG](#)



A COLLECTION OF
SHARPIE GURUS
UNCAPPING
CREATIVITY

[CLICK HERE](#)

Sharpie. **BLOG**

CLICK HERE

Visit the Sharpie blog at blog.sharpie.com and get all the latest updates from Sharpie Susan.

LATEST BLOG POST



SHARPIE IF YOU DARE

Posted by Susan

twitter

CLICK HERE

Sharpie Susan is on Twitter every day, so don't forget to visit often for new ideas and the latest information.

LATEST TWEET FROM SHARPIE SUSAN



THAT SHARPIE LOOKS BOO-TIFUL! USING SHARPIE TO CREATE COSTUMES, LIVEN UP LANTERNS, DECORATE PUMPKINS AND... [HTTP://BIT.LY/D4280](http://bit.ly/d4280)

flickr™

CLICK HERE

There are hundreds of Sharpie groups on flickr that feature Sharpie specific images, art and other misc. things.

You Tube

CLICK HERE

See all the things people are doing with Sharpie on YouTube's sharpie channel at the Sharpie Marker USA channel at youtube.com.

VISIT THE SHARPIE CATALOG

SHARPIE GLOBAL SITES

SHARPIE.COM

PERSONALIZE YOUR SHARPIE

PROMOTIONS AND EVENTS

NEWELL RUBBERMAID



TELL US ABOUT YOUR
SHARPIE COMMUNITY

Social Media Results: **SHARPIE**

(october 2009)



595,667 fans



Most viewed video had 57,426 views



10,000 visits to blog in the first 6 months



3,860 followers (@SharpieSusan)

SHARPIE'S PHILOSOPHY/STRATEGY:

- Give Sharpie brand a human voice
- Showcase content from real users to inspire and encourage
- Build community of Sharpie users
- Encourage consumer input/dialogue – listen/learn
- Demonstrate passion and authority

Case Study: MARTELL HOME BUILDERS





it's all
about the
experience

[WHY BUILD WITH US](#)
[BLOG](#)
[REFER A FRIEND](#)
[CONTACT US](#)
1-877-897-8812


Martell Home Builders

We specialize in building new homes for people like you, who want to be their own architect.

On time and on-budget with our 99-day construction countdown... all part of the new home freedom program


[Why Build With Us](#)

[The Client Login](#)

[Weekly Photos](#)

[Real Time Status](#)

[Our Approach](#)

Proud Member Of

Pierre treated us like we were his friends and we felt very comfortable approaching him with any questions or requests that we had throughout



themartellexperience.com
martellhomes.smugmug.com

twitter

Login Join Twitter!

Hey there! **martellhomes** is using Twitter.

Twitter is a free service that lets you keep in touch with people through the exchange of quick, frequent answers to one simple question: What are you doing? **Join today** to start receiving **martellhomes's** tweets.

Join today!

Already using Twitter
from your phone? [Click here.](#)

it's all
about the
experience



martellhomes

Check this out -> Big banks compete
on low mortgage rates

<http://ow.ly/rGKD>

about 2 hours ago from HootSuite

@angelspeak Sounds like fun! Will you be in the new house before
the big Halloween party?

about 4 hours ago from web in reply to angelspeak

Say what? Langford buys \$7-million property for \$350,000

<http://ow.ly/rGKi>

about 5 hours ago from HootSuite

Protect yourself! Steps to Keep Your Home Safe From Fire

<http://ow.ly/rGJf>

about 7 hours ago from HootSuite

@heatheranne I'll try to make it next week I should be able to play

Name Pierre Martell

Location iPhone:
45.505135,-73.551857

Web <http://www.themar...>

Bio Dirt bike riding
Entrepreneur and co-founder
of award winning Martell Home
Builders: moncton, saint-John,
fredericton (NB).

5,614 6,007
following followers

Tweets 1,491

Favorites

Following



View All



Suggest to Friends

Add to my Page's Favorites

Subscribe via SMS

Martell Home Builders takes the offline online in new home construction!

Information

Location:

331 Elmwood Drive, Suite 4-233
Moncton, NB, E1A 7Y1

Phone:

506-871-5237

Fans

6 of 306 fans

See All



Tim Hickey



Rachel Savoie



Geoff Huxter



Jessica Dickie



BobbieJo Lutes



Jeff Curry

Martell Home Builders The winner of our Kitchen Party promotion has been announced. Congratulations to Trish MacDonald! Thank you to everyone who participated, stay tuned for more promotions to come! on Monday

Wall

Info

Promotions



Photos

Events

Boxes

>>

Write something...

Attach:  

Share

Martell Home Builders Just Fans



Martell Home Builders



Lessons from the Wallace McCain Institute

As some of you might know, I was accepted as a participant for the Wallace McCain Institute. About once a month I've been spending a weekend-at-a-time learning about great business tactics and strategies. Valuable Experience As soon as I heard about their

mission at the Wallace McCain Institute, I ...

link: [Full Article...](#)

 4 hours ago · [Comment](#) · [Like](#) · [Share it](#) · [Tweet it](#) · [Follow blog](#)



Martell Home Builders It's not TV, but it sure made me feel important. @RedBallInternet did an amazing job capturing some of the way we leverage technology to deliver on our commitment and experience. Watch below to learn more.




Enormously Happy - Red Ball Internet Interviews Martell Home Builders

Source: [vimeo.com](#)

Using Agile Business Mobility, Pierre Martell and Martell Home Builders are setting a new mobile standard for the Home Building industry.

 Yesterday at 5:43pm · [Comment](#) · [Like](#) · [Share](#)

 4 people like this.

 View all 7 comments



Rachel Duplessis That's awesome Pierre!!

Yesterday at 7:48pm · [Report](#)



Sharon Doucette Keep up the good work Pierre.:)

7 hours ago · [Report](#)

Create an Ad

Start a Website Now X

YAHOO!
SMALL BUSINESS

Easy setup, free domain name, 24/7 support & email. Host your site now with Yahoo! Web Hosting for as low as \$7.46/ mo.

 Like

Blast Your Competition X



SCHEDULICITY is the fastest growing appointment booking website available. Small business owners like you have a new secret weapon.

 Like

Celebrity Good Life X



Tired of all the snarky gossip? Positive stories about celebrities. Become a fan and help us "clean up the red

Social Media Results: **MARTELL**

Company Growth:

16 units sold in 2007

40 units sold in 2008

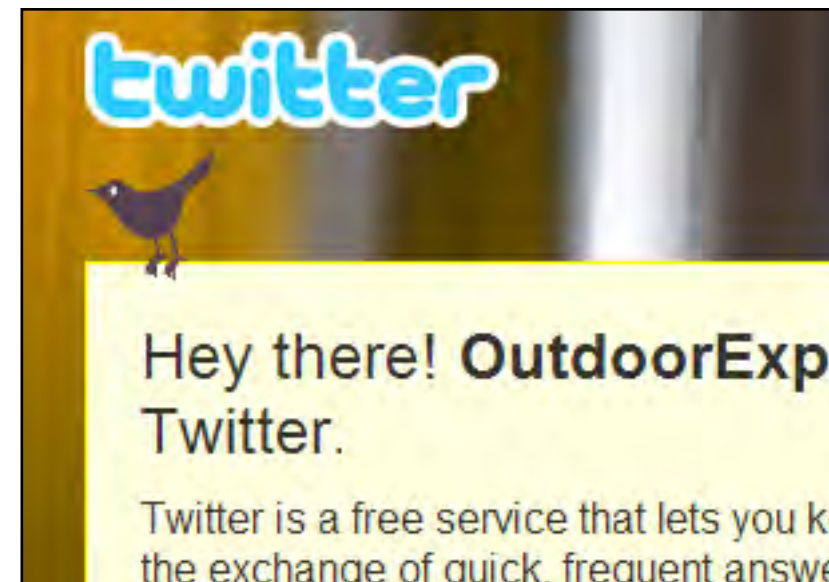
100 sold in 2009 (in a tough economy)

Kicker: 80% of homes are sold direct to consumer with no real estate agent fees to pay.

PIERRE MARTELL'S PHILOSOPHY/STRATEGY:

To have meaningful connection and relationships with consumers in today's world, you have to operate your business in a very human way. With a focus on transparency, openness and establishing a real and powerful relationship with his customers, he has bucked the trend and sold house after house after house. Social Media is a tool for him to communicate his philosophy to his target audience.

Case Study: SEAN BAGSHAW





Sean Bagshaw

Social Media Results: **SEAN BAGSHAW**

“The reach is amazing and it’s free!”

- 1,526 FB fans after only 3 months
- FB fans are from all over the world
- Holds contests to give away prints to fans
- Asks fans for their opinions

SEAN BAGSHAW’S PHILOSOPHY/STRATEGY:

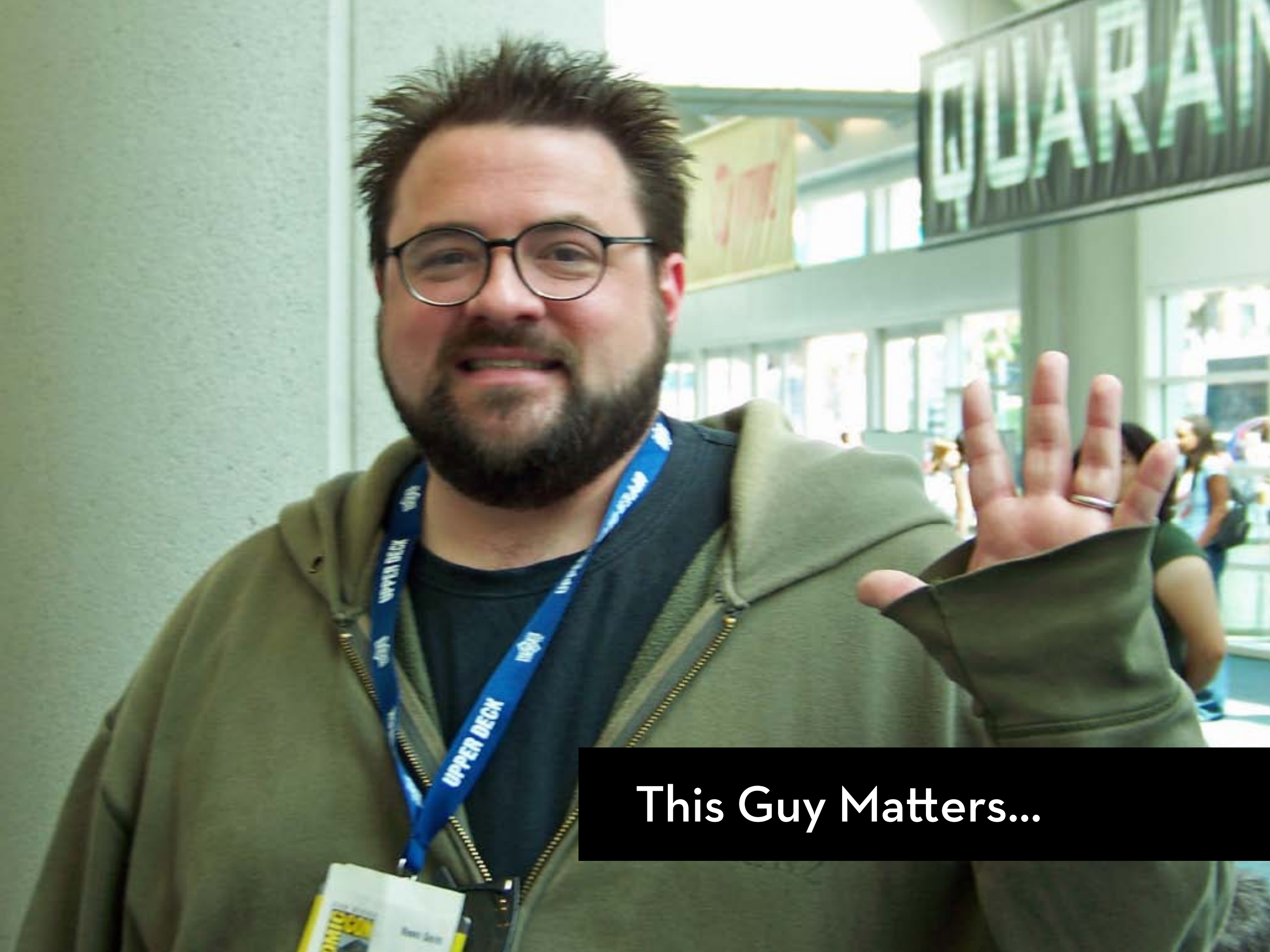
I’m not pushing for sales; I’m sharing my story. I want to communicate my enthusiasm for photography. Through social media, people are able to participate in my adventures – they can follow my journey.

SOCIAL MEDIA:

Strategy

- *Objectives*
- *Target Audience*
- *Perceptions*
- *Desired Response*
- *Tone/Personality*
- *Brand Values*





This Guy Matters...



**To More Than
Southwest**



about twitter

- Twitter lets you write messages up to 140 characters (includes punctuation and spaces)
- The messages are called Tweets. They are public.
- You can send Tweets via your PC or your mobile phone.

Establish A Twitter **GAME PLAN**



the steps...

- Define a strategy for Twitter
- Target audience
- Desired outcomes
- Tie-in to overall social media strategy
- How does it relate to your brand?
- Twitter policies?
- Twitter persona?

YOUR TWITTER PERSONA

- Decide who will Tweet. Tweeting takes time and **MARKETING SMARTS**.
- Twitter is about real time. Streamline your guidelines and oversight policies to allow for speed and agility in response to Tweets.
- Storytellers have the advantage.
- Be a **COMMUNITY PLAYER**—must love people.

A Ham Helps.



...but make it a smart ham.

your twitter profile...

- Choose a name (better to be clear than clever)
- **SHORT BIO:** Make it interesting and descriptive
- **NAME:** Reserve your name in variations
- Have alternate names redirect to preferred name



AVATAR

- Your social media logo/persona
- Don't change
- Ties in with your brand, values, and persona



This is the primary Whole Foods Market account, tweeting from our Global HQ in Austin, Texas.

Some stores and cities have their own Twitter accounts. See the full list at bit.ly/wfmtwitter

To suggest a new store location, please go to bit.ly/suggeststore



WholeFoods

 Follow



@8chocolate We don't tell anyone your Canadian Thanksgiving secrets. :)

8 minutes ago from CoTweet in reply to 8chocolate

@Spottedblack Thank you so much for your kind words; we're glad we're able to provide for you even when you're on a budget. :)

9 minutes ago from CoTweet in reply to Spottedblack

@suntraa Coming soon, no exact date yet announced. <http://www.wholefoodsmarket...>

43 minutes ago from CoTweet in reply to suntraa

@ians No stores planned for VT at this time. Thanks for your inquiry. :)

44 minutes ago from CoTweet in reply to ians

@Spottedblack Yup, you can find them at @WFMSanDiego

about 1 hour ago from CoTweet in reply to Spottedblack

RT @wpeabody4: Been on a cooking kick lately - great recipies from @wholefoods that I've tried: <http://bit.ly/r6AOE> & <http://bit.ly/EeZgC>

about 1 hour ago from CoTweet

When James Parker, our produce expert, has quite the penchant

Name Whole Foods Market

Location Austin, TX

Web <http://www.wholef...>

Bio Fresh organic tweets from Whole Foods Market HQ in Austin, TX.

517,768 **1,484,883**

following followers

Tweets 4,720

Favorites


Actions

block WholeFoods

Following



[View All..](#)

 [RSS feed of WholeFoods's tweets](#)



Drive one.

Drive quality.



Drive green.



Drive safe.



Drive smart.



twitter

Home Profile Find People Settings Help Sign out



Ford

+ Follow



RT @FordRacing: NASCAR Mustang Nationwide Reveal TODAY. Live at 1 PM - Roush Fenway Racing in Concord, NC. <http://bit.ly/15ql5L>

32 minutes ago from CoTweel

@Ranger54 We'll look for them at #bwe09. And the Fiesta Movement is at: <http://www.fiestamovement.com> ^SM

about 1 hour ago from CoTweel in reply to Ranger54

We're very much looking forward to being at <http://www.blogworldexpo.com> #bwe09 this week. Let us know if you'll be there. ^SM

about 3 hours ago from CoTweel

FORD OF EUROPE BREAKS 10% Market SHARE - @Ford sold 51,400 Fiesta in Sep - the best month since 1994 <http://bit.ly/4qs4xb>

about 4 hours ago from Facebook

@GWToday Well, it's one way to personalize communications from a company. ^SM

about 4 hours ago from CoTweel in reply to GWToday

RT @AndrewCarrier: Just blogged about Ford's excellent social media site. The Ford Store: <http://tinyurl.com/ufrow9c> (Thanks

Name Ford Motor Company

Location Dearborn, MI

Web [http://www.theford...](http://www.theford.com)

Bio Feel the difference.

Account run by @ScottMonty (^SM), @gwenj (^GP), digital communications, @MSchirmerFord, global vehicles comms (^MHS)

16,153

following

16,827

followers

Tweets

2,482

Favorites

Actions

block Ford

Following



View All..

RSS feed of Ford's tweets



More saving. More doing.™

twitter

[Home](#) [Profile](#) [Find People](#) [Settings](#) [Help](#) [Sign out](#)



HomeDepot

[+ Follow](#)



[@asilkin](#) Please find out what store, I thought it was the one in Sunrise. Then I can call them to speak with you. ^M

34 minutes ago from web in reply to asilkin

[@asilkin](#) I have notified the store Manager about your concerns, you will be hearing from them shortly. ^M

about 1 hour ago from web in reply to asilkin

[@digitalaaron](#) glad everything has worked out! We're here if you need us! ^Stephanie

about 3 hours ago from web in reply to digitalaaron

[@lllig](#) Thanks!! ^Stephanie

about 18 hours ago from web in reply to llig

[@hwall1018](#) Understood, I will pass that feedback onto the appropriate department here. If you ever need anything, get in touch. ^Michael

about 20 hours ago from web in reply to hwall1018

Tip: Install at least one battery-powered CO alarm, or AC-powered unit w/ battery backup on each level of your home [#firesafety](#)

about 20 hours ago from web

Name The Home Depot

Location Atlanta, GA

Web <http://www.homedepot.com>

Bio I'm Sarah, a spokesperson on our PR team, joined by Michael (^M) and Stephanie (^S) from our customer care team. Send us an email: information@homedepot.com

12,815

[following](#)

13,912

[followers](#)

Tweets

2,604

[Favorites](#)

Actions

[block HomeDepot](#)

Following



[View All...](#)

[RSS feed of HomeDepot's tweets](#)

Customer Service

homedepot.com/contactus

The Home Depot on YouTube

homedepot.com/youtube

The Home Depot's Project Center

homedepot.com/knowhow

Recent News

homedepot.com/mediarelations

The Home Depot Foundation

homedepotfoundation.org



JetBlue

[+ Follow](#)


[@vidiot_](#) We may have something up our sleeves...

about 23 hours ago from CoTweel in reply to [vidiot_](#)

[@jamesfarrar](#) learn about our Jetting to Green initiatives and view reports at <http://www.jetblue.com/green>

9:56 AM Oct 12th from CoTweel in reply to [jamesfarrar](#)

[@johnsbeharry](#) Service between JFK and Saint Lucia's UVF starts October 26 <http://bit.ly/wherewejet>

9:02 PM Oct 10th from CoTweel in reply to [johnsbeharry](#)

[@LisitaNYC](#) Great video! Barbados is certainly on MY list of places to go. ^MJ

7:23 AM Oct 10th from CoTweel in reply to [LisitaNYC](#)

[@executivemoms](#) First checked bag is free - and the new, clean pillow and blanket comes with a \$5 coupon to Bed Bath and Beyond.

8:08 PM Oct 9th from CoTweel in reply to [Executivemoms](#)

[@Michele_Pacheco](#) I'm wondering at the state of some #AYCJ ers cupboards. A month is a long time away from home! ^MJ

2:46 PM Oct 9th from CoTweel in reply to [Michele_Pacheco](#)

[@Homorazzi](#) If you have confirmed seats today you may travel

Name JetBlue Airways

Location 11375

Web <http://www.jetblue.com>

Bio Have a question? Follow us and let us help! - Currently on duty: Gigi, Lindsey, Laurie, Morgan, and John

117,117 1,344,238

following followers

Tweets

1,404

Favorites

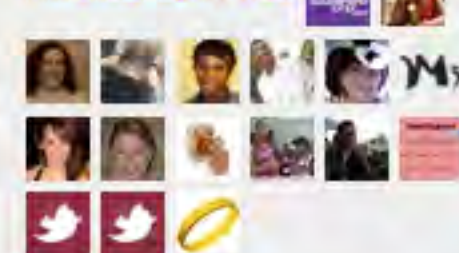
Actions

block JetBlue

Following



Amanda Lynn Vice



[View All](#)

[RSS feed of JetBlue's tweets](#)



Powells

✓ Following



Lists



He's ruthless! Fearless Critic Robin Goldstein lampoons PDX's most over-hyped, underwhelming food spots: <http://bit.ly/82hElZ>

about 18 hours ago from TweetDeck

"The Map as Art" brings us "360 visions of experimental cartography." Tonight at Burnside <http://bit.ly/5gf5t0> #pdxevents

about 20 hours ago from TweetDeck

Scandal! Infidelity + Butchery = Julie Powell's (Julie & Julia) new book: Cleaving. Our interview with her: <http://bit.ly/4LWpWN>

about 21 hours ago from TweetDeck

@JMasin So sorry for the late response. You probably already know, but I'm pretty sure we did not have anyone at the Writers Faire

about 22 hours ago from PeopleBrowser in reply to JMasin

@maxticket If you purchased it two weeks ago it would be no problem.

about 23 hours ago from PeopleBrowser in reply to maxticket

Did his blog post whet your appetite? The Fearless Critic in person, tonight at Burnside. (Bring on the foodie fights!) <http://bit.ly/5bhhDt>

2:19 PM Dec 1st from TweetDeck

Name Powell's Books

Location Portland, OR

Web <http://www.powell...>

Bio 'A place of staggering ambition, hidden in the very humble wrapper of a worn-out warehouse.'

1,269

following

11,330

followers

568

listed

Tweets

1,716

Favorites

Actions

block Powells

report for spam

Following

View all..



RSS feed of Powells's tweets



WidmerBrewery

+ Follow

Lists ▾



Name WidmerBrewery

Location Portland, OR

Web <http://www.widmer...>

Bio Unofficial fansite of Widmer Brewery in Portland, OR

10

following

337

followers

26

listed

Tweets


12

[Favorites](#)

Actions

[block](#) WidmerBrewery
[report for spam](#)

Following

 [RSS feed of WidmerBrewery's tweets](#)

Beernews.org list of breweries on @twitter hits 150- <http://tinyurl.com/bcty7m> @beersage

3:49 PM Mar 12th from web

Bjorlin Family Blog: It's a Boy! <http://tinyurl.com/cffp9m>

6:02 PM Mar 5th from twitterfeed

Widmer Brothers: Portland Brewery: Tours, Portland Events, Keg Rentals <http://tinyurl.com/bmb7kr>

9:13 PM Mar 4th from twitterfeed

Widmer Brothers Brewery Portland Oregon: America's Original Hefeweizen <http://www.widmer.com/>

9:13 PM Mar 4th from twitterfeed

The Barley Blog » Widmer Brothers Celebrates 25 Years <http://tinyurl.com/bjefy6>

10:20 AM Mar 4th from twitterfeed

Widmer-Redhook merger is mentioned in Seattle Times financial article- <http://jjr.com/zjB>

10:05 AM Jan 2nd from web

Beer Philosopher reviews Widmer Drifter Pale Ale- <http://twurl.nl/02riks>

8:45 AM Jan 2nd from web




yakimavalley

[+ Follow](#)
[Lists](#) [Settings](#)

Greenway Expansion Takes Shape | KIMA CBS 29 -Yakima, WA | Local & Regional: <http://bit.ly/acb7Dx> via @addthis Adding 10 miles!

about 6 hours ago from web


 **WBCorBUST** ...many [bloggers] are convinced that "traditional" wine criticism is dead and that they are the avant-garde. — <http://bit.ly/8Ydcfl>

about 6 hours ago from TweetDeck

Retweeted by yakimavalley

Social Media Workshop: <http://bit.ly/aNHncG> 2.23 10AM - Learn to market your business using the new social media tools Facebook & Twitter.

about 6 hours ago from web

 **Airfield** I posted 88 photos on Facebook in the album "Mardi Gras 2010" <http://bit.ly/9YnpYE>

about 7 hours ago from Facebook

Retweeted by yakimavalley

I uploaded a YouTube video -- GreenWay <http://youtu.be/BasF9g6G5j0?a>

about 20 hours ago from Google

Yakama Native American News: Virginia Beavert keeping Sahaptin

Name Yakima Valley Travel

Location Washington wine country

Web <http://www.visityakima.com>

Bio One of the world's top agricultural regions boasting award-winning wine and large varieties of fresh produce. Official tourism organization for Yakima Valley

250 following 865 followers 63 listed

Tweets 1,474

Favorites

Lists

[@yakimavalley/wine-bloggers-conf-2010](#)

[@yakimavalley/food-and-dining](#)

[@yakimavalley/travel-media](#)

[@yakimavalley/outdoor-adventure](#)

[@yakimavalley/wine-fans](#)

[View all](#)

Actions

[block yakimavalley](#)
[report for spam](#)

Following





kinesis

www.kinesisinc.com

twitter

Home Profile Find People Settings Help Sign out

AVATAR



WendyMaynard

USER
NAME

BIO

Name Wendy Maynard
Location Portland, Oregon
Web <http://www.Kinesi...>
Bio Marketing Strategist. Social Media Consultant. Author. Blogger. Owner of Kinesis, Inc. I Get YOUR Brand Noticed.

4,341 4,258 27
following followers listed

ACTIVITY

FAVORITE
TWEETS

✓ Following

Lists

RT @Twitter_Tips: 35 Great-Looking, Classy Ways To Integrate Twitter Onto a Website: <http://j.mp/65CtAu>

about 10 hours ago from TweetDeck

TIMELINE

RT @GuyKawasaki: It's out: Most popular Google queries in 2009
<http://om.ly/ciEt>

about 20 hours ago from TweetDeck

RT @MariSmith: How Facebook's New Privacy Changes Will Affect You <http://bit.ly/5EnnLB>

about 20 hours ago from TweetDeck

Do Ads Motivate You to Switch (Really interesting - ads rarely prompt brand switching): <http://bit.ly/7RZdn3>

about 21 hours ago from TweetDeck

@gfriese Awesome - I'm looking forward to reading...

about 21 hours ago from TweetDeck in reply to gfriese

Do Ads Really Motivate Folks to Switch Brands? Mark Dolliver investigates ... <http://bit.ly/8Zlczq>

about 22 hours ago from TweetDeck

iPhone Apps put Brands in Hands: <http://bit.ly/5lIPnL>

about 22 hours ago from TweetDeck

Tweets 2,573

Favorites

Lists

@WendyMaynard/brand-adv-web-news

@WendyMaynard/twitter-rockstars

View all

Actions

message WendyMaynard
block WendyMaynard
report for spam

Following

View all..

RSS feed of
WendyMaynard's tweets



Wendy Maynard

Marketing Maven



kinesis

www.kinesisinc.com

twitter

Home Profile Find People Settings Help Sign out

What's happening?

UPDATE
YOUR
STATUS

FOLLOWING

FOLLOWERS

Latest: RT @Twitter_Tips: 35 Great-Looking, Classy Ways To Integrate Twitter Onto a Website: <http://j.mp/65CtAu> about 10 hours ago

update

FOLLOWING
TIMELINE

Home



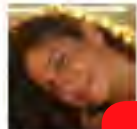
Pistachio "lids down. i count sheep."

less than 20 seconds ago from web



LeadToday Don't do anything good enough, do everything the best.

less than 20 seconds ago from HootSuite



beiruta RT @atomicSkunk: RT @MauraAura: The true heart of all human beings is the lover of what is. -Adyashanti

ago from HootSuite



RETWEET
MESSAGE

ChrisVoss RT @Silversmyth: @CHRISVOSS You are a rockstar!

half a minute ago from Ping.fm



CHRISVOSS Twitter With Iphone App Review #1, 3 cool apps, <http://bit.ly/3YhtKT> I Review Quot.me, Cooliris, Fluent Mobile.

half a minute ago from Ping.fm



CHRISVOSS 100 Ways To Develop Your Mind <http://bit.ly/LfNa1> GREAT STUFF! RETWEET #voss

half a minute ago from Ping.fm



AdCharlie Where have all the cookies gone in Connoisseur 'Cookies and Cream'? Teary eyed.

half a minute ago from web



russelltripp Liking the lists integration in latest version of Tweetdeck

DIRECT
MESSAGE

LISTS

TRENDING
TOPICS



Wendy Maynard

2,573 tweets

4,341

following

4,258

followers

27

listed

List-o-ious

n. a directory of interesting Twitter lists.

Home

@WendyMaynard

Direct Messages

342

Favorites

Retweets

What do you think of the retweet feature? Send feedback

Search



Lists

Trending Topics

Following

RSS feed



Wendy Maynard

Marketing Maven

HOW TO BUILD FOLLOWERS

- Start with your organization – follow co-workers
- Follow colleagues, clients, vendors, and competitors
- Post regularly
- RT often and liberally
- Help, help, help
- Thank people
- Participate in **#followfriday**
- Incorporate Twitter handle into other materials
- Follow those who follow those you like to read

What do I Tweet About?

- Share information and links.
- Breaking news; industry-specific information
- Ask questions. Answer questions.
- Give updates.
- Provide tips and techniques.
- Quotes, jokes, statistics
- Share pictures (www.twitpic.com).

Twitter is social.



BE SOCIAL.



about facebook

- **Numero Uno!** Most trafficked social media site
- More than 400 million active users
(up from 300 this last fall)
- 50% of active users log on to FB in any given day
- Fastest growing demographic is 35 and over
- 37% of FB users over over 35

HOW TO GET STARTED

- Set up a personal page first and find your friends
- Set up a business page and invite your personal friends to be fans (like).
(www.facebook.com/pages/create.php)
- Invite your friends to invite their friends to be fans (like)

**Shawn Busse**
View My Profile**News Feed**

Messages (4)

Events (1)

Photos

Friends (1)

Applications

Games

Ads and Pages

Groups

More ▾

Friends Online

- Greg Heilmann
- Codi Dillon Spodnik
- Donny Saindon
- Hilary Williams
- Holly Wanless Cochran
- Nathanael Malone
- Ron Lagergren
- Tony Tennant

See All ➔

News FeedTop News • Most Recent **5**

What's on your mind?

**Kathy McCurdy** Back to life, back to reality.....

about an hour ago • Comment • Like

**Heather Andrews** We are so glad you are here...

about an hour ago

Write a comment...

**Graham Lewis** commented on Dana A Welsh's status.

Yesterday at 11:01pm

**Graham Lewis** commented on Jim Teece's photo.**Mobile Uploads**

Yesterday at 7:28pm • Comment • Like

View all 9 comments

**Treasa Cordero Rünzi** I have cartons too! Just let me know, I would be very interested in helping take many of these off your hands (regularly!) if need be. beautiful picture by the way.

3 hours ago

**Treasa Cordero Rünzi** ha ha the picture is beautiful as a thumbnail- i thought for a water color- the colors.

3 hours ago

Requests

See All

- 1 event invitation
- 1 friend suggestion
- 3 Page suggestions
- 3 other requests

Suggestions

See All

**PBS**

Nathanael Malone is a fan.

Become a Fan

**Jennifer Nunes Byrd**

Catch up on Facebook.

Send her a message

Sponsored

Create an Ad

Scholarships For Dads

If you make less than \$45,000 a year, you may qualify for a grant. Finish your degree at home. See degrees now from ClassesUSA.

Like

Events

See All

February Milestone Event Wednesday 6:00pm

Connect With Friends

- Invite friends to join Facebook.
- To find people you know who are already using Facebook, check out the Friend Finder.
- To connect with friends on the go, check out Facebook for your mobile phone.

Chat (8)

NOTIFICATIONS



facebook

Search



Home

Profile

Account



Shawn Busse

View My Profile

News Feed

Messages (4)

Events (1)

Photos

Friends (1)

Applications

Games

Ads and Pages

Groups

More

Friends Online

Greg Heilmann

Codi Dillon Spodnik

Donna Spodnik

Hilary Williams

Holly Wanless Cochran

Nathanael Malone

Ron Lagergren

Tony Tennant

See All

News Feed

Top News · Most Recent 5

PUBLISHER

What's on your mind?



Kathy McCurdy Back to life, back to reality.....

about an hour ago · Comment · Like



Heather Andrews We are so glad you are here...

about an hour ago

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Like

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See All

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Connect With Friends

Invite friends to join Facebook.

To find people you know who are already using Facebook, check out the Friend Finder.

To connect with friends on the go, check out Facebook for your mobile phone.

FACEBOOK CHAT

Tips for Using Facebook

- **PARTICIPATE ACTIVELY** – You are a member of a community.
- **TRIBES** – Facebook is ideal for leading a movement.
- **ADD VALUE** to others in the community/tribe.
- **PROMOTE** interesting content

Create ENGAGING CONTENT *on your Facebook Fan Page*

- Hold events
- Post videos
- Start discussions
- Share links
- Upload photos
- Create contests
- Give tips
- Surveys

HOW TO PROMOTE *your* *Facebook Fan Page*

- Be a leader of your Facebook page
- Engage your “tribe”
- Use applications
- Leverage the news feed
- Make your page publicly searchable
- Use Facebook ads for an extra push
(www.facebook.com/advertising)



Facebook is about being a **LEADER.**



about linked in

- Well-established social site: 7 years old
- 66 Million users as of May 2010
- A new member added about every second
- Half of the membership is US-based
- Targeted at businesses and professionals

LINKED IN: GETTING STARTED

- Make sure your profile is 100% completed
- Upload a profile photo
- Ask friends, associates, colleagues, clients for recommendations
- Give lots of recommendations to vendors and friends (in social media, givers get)
- Include a link to your company website/blog
- Get a vanity URL (set up under Edit Profile)

Shawn Busse

Owner, Kinesis Inc.
Portland, Oregon Area



- ✦ [Contact Shawn Busse](#)
- ✦ [Add Shawn Busse to your network](#)

Current


- Principal at Kinesis, Inc.
- Owner at www.portlandbuilt.com (Sole Proprietorship)

Past

- Owner at Busse ADU Company
- Adjunct Professor at Southern Oregon University
- Designer/Photographer at Lanphier Associates

Education

- Ohio University
- Southern Oregon University

Recommended  5 people have recommended Shawn

Connections  130 connections

Industry Design

Websites • [My Company](#)

Public profile powered by: **Linked in**

Create a public profile: [Sign In](#) or [Join Now](#)

View Shawn Busse's full profile:

- See who you and **Shawn Busse** know in common
- Get introduced to **Shawn Busse**
- Contact **Shawn Busse** directly

[View Full Profile](#)

Name Search:

Search for people you know from over 65 million professionals already on LinkedIn.

(example: [Shawn Busse](#))

Shawn Busse's Summary

I co-own Kinesis, Inc. - a marketing and design firm. We specialize in branding. Our clients benefit from our experience at creating strategies and materials that lead to increased revenue, profitability, and mindshare.

Our work includes websites, identity packages, brochures, trade show booth design, logos, catalogs, and more. View our portfolio at <http://www.kinesisinc.com/portfolio/index.html>

Shawn Busse's Specialties:

Marketing and designs strategies, branding and identity, art direction, solving clients' problems

Shawn Busse's Experience

Principal

Kinesis, Inc.

(Privately Held; Marketing and Advertising industry)

January 2000 — Present (10 years 5 months)

Ads by LinkedIn Members 



[Portland's Top Ranked MBA](#)

Portland State's MBA+ is fully accredited, flexible and part-time.
www.emba.pdx.edu

From: Kelly Doherty



[Free Seminar for Business](#)

Free tickets to attend business growth seminar Use code LINK
www.businessisboomingtour.com

From: Jodie Shaw

[What's this?](#)

Shawn Busse

Owner, Kinesis Inc.
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Recommended • 5 people have recommended Shawn

Connections • 12 connections

Industry • Design

Websites • [My Company](#)

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Principal
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WORK EXPERIENCE

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www.emba.pdx.edu

From: Kelly Doherty



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www.businessisboomingtour.com

From: Jodie Shaw

[What's this?](#)

BUILD YOUR NETWORK

- Start by connecting with people you know
- Find people by company
- Start asking and answering questions on LinkedIn Answers
- Update your status often
- Connect your Twitter account
- Set up a company profile

GOING DEEPER

- Start a LinkedIn Group
- Create group that is topic-based, not for your company
- Create a group icon on your website/blog to drive new people to your group
- Display your Group in LinkedIn's Group Directory
- Invite co-workers, friends and associates
- Invite industry leaders

DEVELOP NEW BUSINESS

- Position yourself as an expert by answering questions
- Use LinkedIn's Direct Ads
- Form a Group and invite people to join it at networking events and in your other marketing materials
- Add your LinkedIn profile URL to your email signature
- Post relevant content on industry-specific Groups and provide value (don't spam)
- Create LinkedIn landing pages on your website



REMEMBER!

Social Media is about being social.

Social Media is a powerful leverage point for any business or organization.

Social media activities should all be based on strategy.

One

Last

Thing....



THANK YOU!

email: shawn@kinesisinc.com

facebook: www.FaceBook.com/ShawnBusse

twitter: [@ShawnBusse](https://twitter.com/ShawnBusse)

website: www.kinesisinc.com