## #becomingsocial

jdblundell.com/how-to-guides

### HELLO

my name is

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## #becomingsocial

#### **Definitions:**

**Tag:** A keyword used to categorize photos, posts, bookmarks, articles, blog posts etc.

**Hashtag:** A tag included in a message, consisting of a word within the message prefixed with a hash sign. #pssdd #becomingsocial

@reply or @mention: A way to flag another user on Twitter (also works now in Facebook, G+ and Pinterest)

RT (ReTweet): A way of sharing a Tweet and giving credit to the original source "RT @dcccd: Cedar Valley is closed due to power outage" "Cedar Valley is closed due to power outage (via @dcccd)"

#### **Definitions:**

Circle: A way of organizing your contacts and connections on G+.

Ambient Intimacy: A theory that you become intimately aware of other users of social media over time, even thru mundane updates like "Eating Capt. Crunch for breakfast" or "I'm watching the Oscars with my brother"





"...Social media marketing is like going Beyonce on your customers. You've gotta put a ring on it." - Gary V @garyvee



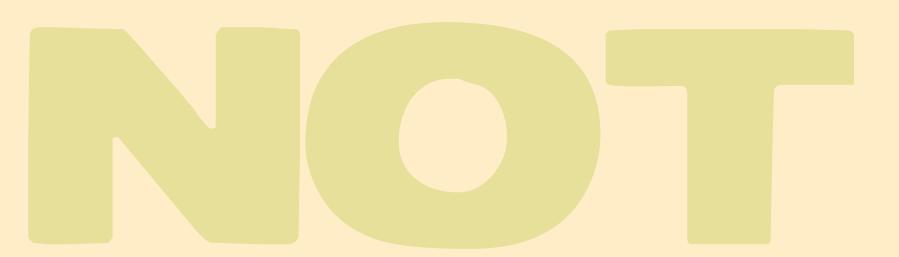
**EXPERIMENT** REMEMBER YOUR CONTEXT GO TO THE PEOPLE **BUILD A COLLECTIVE MOBILIZE YOUR TRIBE** 

## REALIZE THE IMPACT SHARE YOUR STORY USE A VARIETY OF MEDIUMS IMPROVE CONDITIONS

## MAKE SHAREABLE CONTENT FOCUS ON QUALITY LISTEN & SHOW GRACE BE HUMAN

#### DON'T TAKE IT PERSONALLY **DON'T LET SUCCESS & FAILURE DEFINE YOU** DON'T AUTOMATE **DON'T SHARE ONLY YOUR STORY**

### DON'T MAKE IT ALL ABOUT YOU





Tips for approaching each network

#### **FACEBOOK**

INFORMATION OVERLOAD!
VISUALS AND VIDEOS GET FAR MORE IMPACT

**TWITTER** GOOGLE+ **PINTEREST INSTAGRAM TUMBLR** YOUTUBE **YOUR BLOG** 

#### **FACEBOOK**

TWITTER
GOOGLE+
PINTEREST
INSTAGRAM
TUMBLR
YOUTUBE

YOUR BLOG

THE SHORTER THE BETTER HASHTAGS ARE A BIG HELP

LOTS OF EARLY EXCITEMENT BUT MANY AREN'T SPENDING MUCH TIME ON THE SITE FIND NICHES UPDATE AT YOUR AUDIENCES PACE DON'T FLOOD THEIR STREAM WITH JUST YOU

LOTS OF HOMEMADE/DIY
CREATE VISUALS THAT WILL FIT WELL
ALONGSIDE OTHER CONTENT
WRITE HOW-TOS AND SHARE WITH A GREAT
VISUAL

**YOUR BLOG** 

VERY CREATIVE COMMUNITY
SHARE ARTWORK, CREATIVE PHOTOGRAPHY
FOLLOW ABC NEWS AND NPR

A GREAT PLACE FOR SHARING WEB FINDS
KEEP A COLLECTION OF VISUALS THAT ARE
EASY TO SHARE

**KEEP VIDEOS UNDER 3 MINUTES FOCUS ON SOUND AND LIGHTING** 

**YOUR BLOG** 

THE MEAT OF YOUR MESSAGE AND CONTENT YOU'VE GOTTA HAVE A BLOG!

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