

#becomingsocial

jdblundell.com/how-to-guides

HELLO

my name is

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@jdblundell

#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 @dcccdd: Cedar Valley is closed due to power outage"* *"Cedar Valley is closed due to power outage (via @dcccdd)"*

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 is **SOCIAL**

It's **NOT** a broadcast
It's **NOT** a one way
relationship

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Photo by: <http://www.flickr.com/photos/ashleysears/310498214>

“Don’t treat social media like a one night stand. Everyone is acting like a 19-year old dude. They’re trying to close on the first transaction...”

“...Social media marketing is like going Beyonce on your customers. You’ve gotta put a ring on it.” – Gary V @garyvee



Social Media is a
TOOL
It's **NOT** a silver bullet



A large, light green graphic of the letters 'DO' in a bold, sans-serif font. The 'D' is on the left and the 'O' is on the right, both with a slight shadow effect.

EXPERIMENT

REMEMBER YOUR CONTEXT

GO TO THE PEOPLE

BUILD A COLLECTIVE

MOBILIZE YOUR TRIBE

A large, light green graphic of the letters 'DO' in a bold, sans-serif font. The 'D' is on the left and the 'O' is on the right, both overlapping slightly. The text 'REALIZE THE IMPACT' is centered over the 'D' and 'O' respectively.

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

NOT

WE NEED CURATORS!

FACEBOOK

TWITTER

GOOGLE+

PINTEREST

INSTAGRAM

TUMBLR

YOUTUBE

YOUR BLOG

Tips for approaching each network

FACEBOOK

TWITTER

GOOGLE+

PINTEREST

INSTAGRAM

TUMBLR

YOUTUBE

YOUR BLOG

**INFORMATION OVERLOAD!
VISUALS AND VIDEOS GET FAR MORE IMPACT**

FACEBOOK

TWITTER

**THE SHORTER THE BETTER
HASHTAGS ARE A BIG HELP**

GOOGLE+

PINTEREST

INSTAGRAM

TUMBLR

YOUTUBE

YOUR BLOG

FACEBOOK

TWITTER

GOOGLE+

PINTEREST

INSTAGRAM

TUMBLR

YOUTUBE

YOUR BLOG

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

FACEBOOK

TWITTER

GOOGLE+

PINTEREST

INSTAGRAM

TUMBLR

YOUTUBE

YOUR BLOG

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

FACEBOOK

TWITTER

GOOGLE+

PINTEREST

INSTAGRAM

TUMBLR

YOUTUBE

YOUR BLOG

VERY CREATIVE COMMUNITY

SHARE ARTWORK, CREATIVE PHOTOGRAPHY

FOLLOW ABC NEWS AND NPR

FACEBOOK

TWITTER

GOOGLE+

PINTEREST

INSTAGRAM

TUMBLR

YOUTUBE

YOUR BLOG

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

FACEBOOK

TWITTER

GOOGLE+

PINTEREST

INSTAGRAM

TUMBLR

YOUTUBE

YOUR BLOG

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

FACEBOOK

TWITTER

GOOGLE+

PINTEREST

INSTAGRAM

TUMBLR

YOUTUBE

YOUR BLOG

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

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