

Clarity in a World of *Social Madness*

How Social Media Works for YOU, Your BUSINESS and Your INDUSTRY



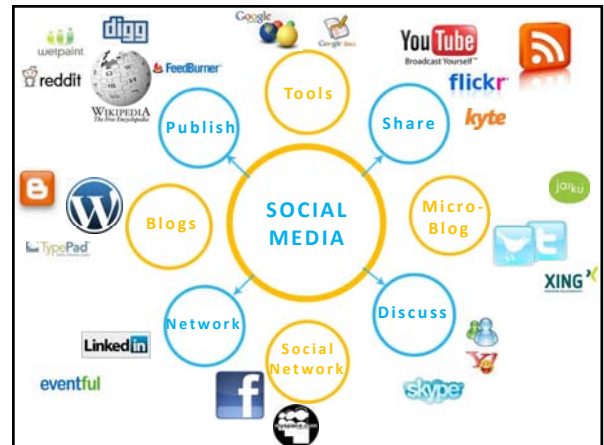
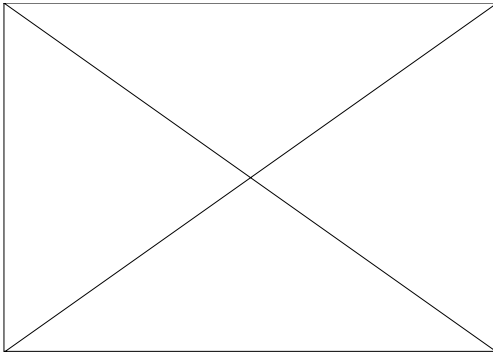
Beth Margulies, NECA Director, Public Relations
Find me on LinkedIn, Twitter & Facebook

What is Social Media?

- It's **any** web-based technology that allows you to **communicate** with members of an online **network**.
- Information and responses are relayed via the network's webpages rather than email.



Still Confused?



Why Should I Care?

- Business Development
- Own Your Expertise
- It's the New Communication Standard
- It's Not Going Away



Business Development

- Just **how much** potential business are we talking about for your company?



- Facebook more than 250 million users



- MySpace has more than 100 million,

- LinkedIn has more than 45 million, and

- Twitter has more than 4.5 million users.

- Grow your contacts.



Own Your Expertise

- Social networks are the **new Google**.
- It's **peer-to-peer** information
- Helps you develop reputation as an **expert**.

It's the New Standard and it's **NOT** Going Away

- Users around the globe have joined in, including:
Family and friends, business associates, employees, colleagues, vendors, professional organizations, even *your competitors*
- What are **YOU** missing?
- Advertise your business **inexpensively** and **effectively**

How do I Make it Work for ME?

Chose it and use it.

SUCCESS depends on

Interaction

Information

Engage your Audience

YOU'RE the Expert!

Several technical workshop presenters are offering great raffle

Getting Started

- Do you have a **company website**?
- What should be on your company website?

Getting Social

- Finding your network
- Initiate Contact!

Getting Social

Facebook

How to Advertise Your Business with a Fan Page on Facebook

Facebook pages are just for individuals, businesses and organizations must create Facebook Fan pages. To make the most of your company's Fan page:

- Post your company logo, descriptions of your services, product profiles, and pictures from a recent event or staff photos
- Post a link to a news story from your company's website, and post it to a new audience before adding your work and drive new traffic to your site.
- Post a video, commercial or advertisement
- Update company status with recent happenings within your organization - new projects, completed projects, new employees.

Ready to get started?

- Log on to www.facebook.com and sign onto your personal account.
- Select "Create fan page for business" from Facebook homepage
- Fill out the requested information, update company history, profile and add your logo
- Start outfitting the world! Tell everyone why your company is the best place to go.

Ready to get started?

- Log on to www.facebook.com
- Fill out the requested information to sign up. You have total control of how much information you want displayed, and who should have access to what information. For example, if you do not want people knowing your age, place of residence or gender, you can remove these options from the display after your Facebook registration is validated.
- Once you have established a username (your name), start answering the questions Facebook asks. The more information you put out there, the easier it will be for friends, colleagues, clients, employees and others to find you.
- Ready to make it start socializing, or use the search box to find people you know or people who you would like to know - call it **Friend Request**. Without these connections, your Facebook profile isn't worth much. Search for businesses, issues, and people to become fans of, to help identify who you are.

Getting Social

NECA on Twitter:

- @necanet
- @necaconvention
- @energysolution

NECA on Facebook:

- National Electrical Contractors Association Fan Page
- NECA Convention Fan Page
- NECA Energy Solutions Fan Page

NECA on LinkedIn:

- National Electrical Contractors Association (NECA) Group
- NECA Safety Group

Tips & Tricks

- Be Brief
- Keep It Professional
- Update!
- Cite Your Source
- Bring it Home

How to Find US

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