

“Social Media – How to make it work for you most effectively in a **BUSINESS** setting”

October 4, 2019

PREPARED BY:

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Agenda

- **Introduction & Questions**
- **Q&A throughout**
- **LinkedIn, Twitter, Blogs, Google Alerts, etc.**
- **Next steps**

Questions

- **How many of you have a Facebook account**
 - Who do you like- friends, companies, industry professionals
- **How many of you text almost every day**
 - Who do you text- friends, companies, industry professionals
- **How many of you have a LinkedIn account**
 - Who do you follow- friends, companies, industry professionals
- **How many of you have a Twitter account**
 - Who do you follow- celebrities, friends, companies, industry professionals
- **How many of you do Google Alerts**
- **How many of you looked at my LinkedIn profile before today**

Why Social Media????

- **The resistance comes from many corners**
 - Social media is stupid. I can't be bothered.
 - I have too much on my plate to waste time with social media.
 - I am concerned about sharing too much on social media. It is a security question for me.
 - I don't want to connect with people I don't know. Why would I do that?
- **Social media is the way of the world**
 - Create a solid, positive social media presence on LinkedIn and maybe even Twitter. Keep it professional and you will find more learning, job, & networking opportunities.
 - **Be careful about some social media platforms-** Facebook, Instagram, YouTube & Snapchat that are designed for **SOCIAL** communication

Source: Dan Toussant Interview Doctor®

The Top 5 Personal Brand Social Media Sites

The Big Five

LinkedIn

facebook

twitter

You Tube

Instagram

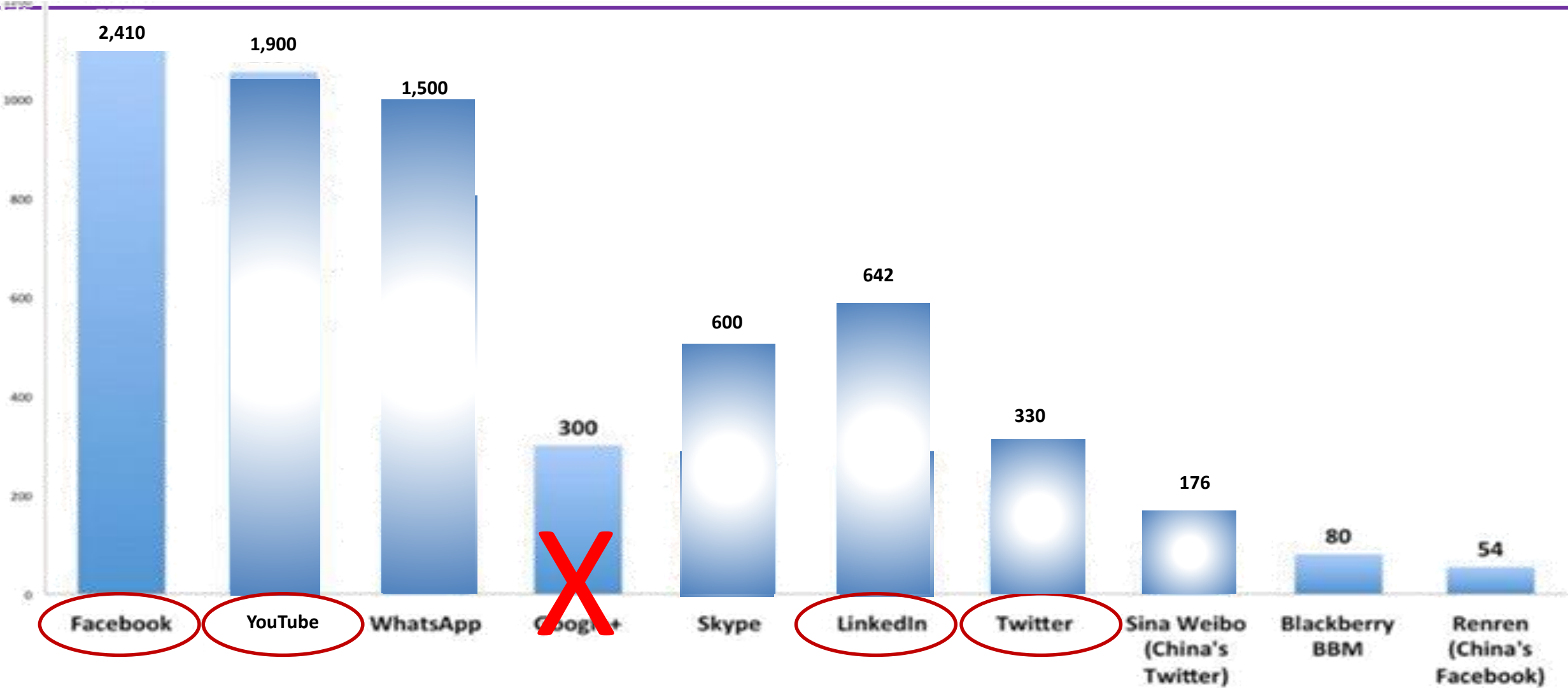
Most Popular Business Social Media Venues

- **Facebook-** for businesses that sell stuff, corporate branding. Not typically for building a personal brand.
- **U-Tube-** #2 searched social media site in the world daily. Use with the same caution as Twitter and Facebook regarding personal information and activities
- **LinkedIn-** the networking application of choice for business. Use to send your or others intellectual capital content to your audience
- **Twitter-** for business that sell stuff and want to drive their corporate branding as well as point of sale couponing. Can be used to build a personal brand but be careful not to mix brand building with personal or political events/pictures/comments.
- **Texting-** like Twitter it can be utilized for instant communications in both the business and personal world, be professional at all times
- **Blogging-** utilize sites like <http://wordpress.com/> to send your intellectual capital content to your audience

Top 7 LinkedIn stats every B2B marketer needs to know

1. **61 million LinkedIn users are senior level influencers and 40 million are in decision-making positions.**
2. **LinkedIn is the #1 channel B2B marketers use to distribute content at 94%.**
3. **LinkedIn makes up more than 50% of all social traffic to B2B websites & blogs.**
4. **91% of marketing executives list LinkedIn as the top place to find quality content.**
5. **Of the 10,000 most shared articles of the last 5 years, only 6% were written by influencers.**
6. **80% of B2B leads come from LinkedIn vs. 13% on Twitter & 7% on Facebook.**
7. **LinkedIn generates 3x more conversions than Twitter & Facebook.**

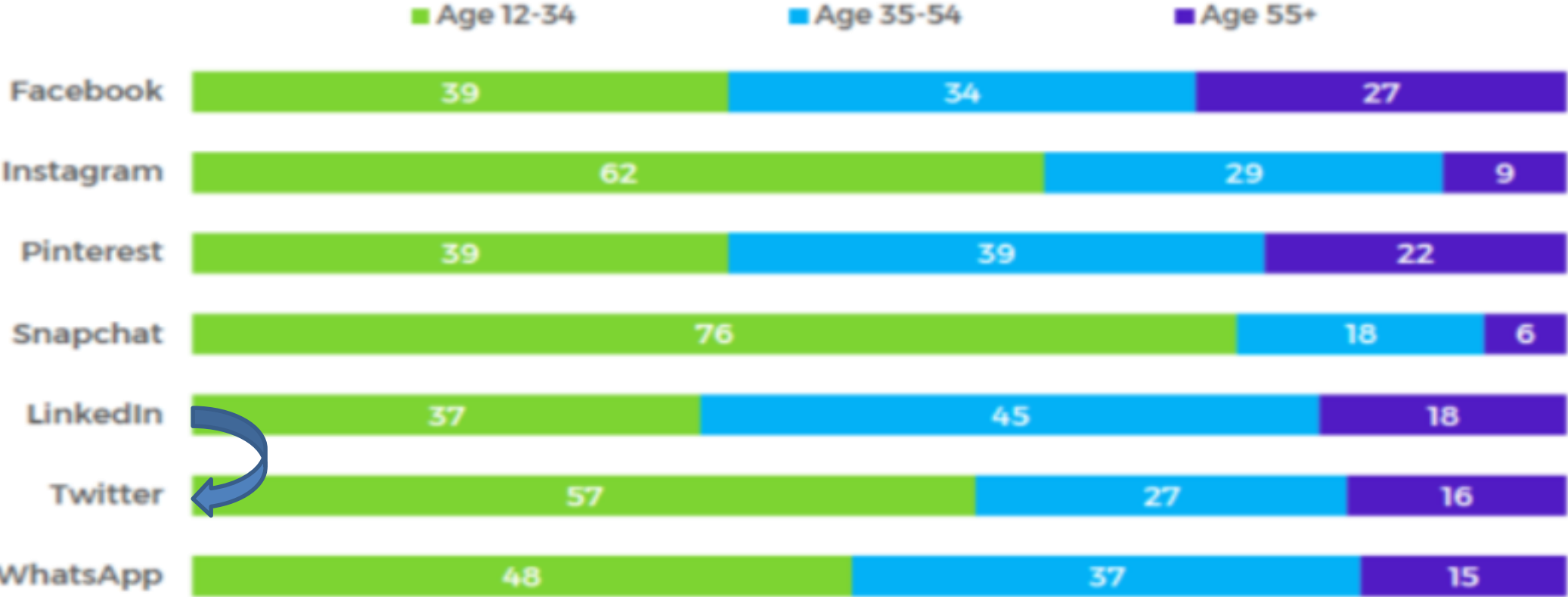
Social Networking & Messaging: Monthly Users (millions)



Age Composition of Social Media Brand Users

BASE: PERSONS SAYING THEY USE THAT BRAND

THE INFINITE DIAL 2019



#SocialHabit

THE INFINITE DIAL © 2019 EDISON RESEARCH AND TRITON DIGITAL



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Business Social Media- Rule #1



On LinkedIn, Don't Post a #Selfie!

LinkedIn now has over 500 million members and you are 21 times more likely to get a response if you have a picture on your LinkedIn profile. But, since LinkedIn is a professional networking site, your profile picture should look, well, professional. That means, your profile picture on LinkedIn should **NOT be a selfie.**



08:30

85:00

Plan Your Social Media Strategy

S M SOCIAL MEDIA MARKETING UNIVERSITY

STEP 1

CREATE A SOCIAL MEDIA STRATEGY

```
graph TD; Sharing --> SM; Network --> SM; Internet --> SM; Business --> SM; Communication --> SM; Marketing --> SM; SM(Social Media)
```

10:45 85:00

One-Page Personal Brand Strategy- Template

Source: @jeffgiesea

Questions or feedback? Add a comment here, or reach me @jeffgiesea or hello@jeffgiesea.com.
View my personal strategy [here](#).

Mission
why are you doing this? what are you trying to accomplish?

Target Audience
who are you trying to reach? what are their characteristics? where do they live?

Brand Attributes
what are 3-4 attributes you'd like people to think of when they encounter your brand?

Story
what's your story?

Key Measurables
how do you want to measure success? what 3-4 metrics will advance your mission?

Ideas to Contribute
what are some top ideas to contribute to your target audience?

One-Page Personal Brand Strategy- Example

Source: @jeffgiesea

Questions or feedback? Add a comment here, or reach me @jeffgiesea or hello@jeffgiesea.com. View the template [here](#).

Mission

why are you doing this? what are you trying to accomplish?

To help people move toward purpose & achieve big goals.

Launching new business + exec coaching as market research

Target Audience

who are you trying to reach? what are their characteristics? where do they live?

English-speaking professionals
High achievers
They want to improve
They read business books
On LinkedIn, may read HBR

Brand Attributes

what are 3-4 attributes you'd like people to think of when they encounter your brand?

Helpful - gives value
Genuine - open, keeps it real
FIERCE - courageous, inspiring
Board-worthy - trusted partner, professional

Story

what's your story?

Built & sold two businesses.
Chairman of digital marketing agency. Recently discovered exec coaching. Love the mission of it and now exploring scalable offerings that provide people the same benefits.

Key Measurables

how do you want to measure success? what 3-4 metrics will advance your mission?

- **Views/engagement w writing**
- **In-bound "thanks" notes**
- **In-bound biz opportunities**
- **New relationships w awesome people**

Ideas to Contribute

what are some top ideas to contribute to your target audience?

- **Write more. Blog on LI & HBR**
- **Offer free coaching sessions**
(crazy idea to tour country doing this)
- **Create free info products**
- **Write book**
- **Speak at conferences**



- LinkedIn operates the world's largest professional network on the Internet with more than 500+ million members in over 200 countries and territories.
- LinkedIn is the most-used social media platform amongst Fortune 500 companies.
- LinkedIn profiles with photos get 21x more views and 36x more messages.
- There are over 39 million students and recent college graduates on LinkedIn. They are LinkedIn's fastest-growing demographic.
- LinkedIn makes up more than 50% of all social traffic to B2B websites & blogs.



<https://foundationinc.co/lab/b2b-marketing-linkedin-stats/#user-stats>

Source: LinkedIn website

LinkedIn Home Page- Look at My Network, Messaging, Notifications

The screenshot shows the LinkedIn home page interface. At the top, there is a navigation bar with icons for Home, My Network, Jobs, Messaging (with a notification badge of 4), Notifications (with a notification badge of 20), Me, and Work. Three red arrows point to the My Network, Messaging, and Notifications icons respectively. Below the navigation bar, there is a search bar and a banner for a job listing: "\$5K-\$600K Next Day Funded - 1 Yr In Business & Monthly... 10K Required. Si... Sep... Application. Ad ...". The main content area is divided into three columns. The left column features the profile of Tim Feemster, a Top 500 CEO in Dallas 2019, with statistics for profile views (271), post views (347), and saved articles (1). The middle column shows a "Start a post" section with icons for text, image, video, and document, followed by an "Invitations" section listing three pending invites from Jeremy C. Done, Manny Ohonme, and Jason Hu, each with "Ignore" and "Accept" buttons. The right column displays "today's news and views" with a list of trending articles such as "Game over for Gamestop?", "Are tattoos a bad career move?", and "Where millennials spend their cash".

My LinkedIn Home Page

The screenshot shows the LinkedIn home page for user Tim Feemster. The top navigation bar includes the LinkedIn logo, a search bar, and icons for Home, My Network, Jobs, Messaging, Notifications, Me, and Work. A 'Reactivate Premium for Free' button is also visible. The main content area features a 'Start a post' section with icons for adding photos, videos, and documents. Three red arrows point to these icons. Below this is a 'Write an article on LinkedIn' section. The feed shows a post by Dean Barber with the text: 'Economic developers take note: It would appear that the chickens are finally coming home to roost -- that ridiculously high housing costs have reached a breaking point in some big metro areas, thwarting ta ...see more'. To the right is a 'Today's news and views' section with a list of articles: 'Americans bail on kale', 'Housing costs hit these cities hard', 'NYC taps brakes on cars', 'Facebook targets Snapchat (again)', and 'Uber drives deeper into staffing'. The bottom of the page shows a partial advertisement for 'Global Industrial is hiring!' and a page number '16'.

Navigation Bar: Home, My Network, Jobs, Messaging, Notifications, Me, Work, Reactivate Premium for Free

Post Creation Options: Start a post, Write an article on LinkedIn

Post by Dean Barber: BBA: Solutions in the Making, 23h • Edited • Anyone. Text: Economic developers take note: It would appear that the chickens are finally coming home to roost -- that ridiculously high housing costs have reached a breaking point in some big metro areas, thwarting ta ...see more

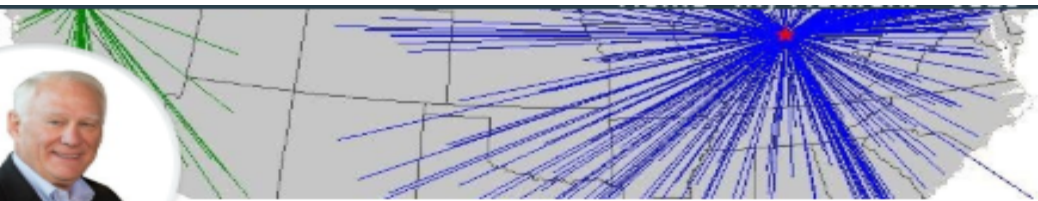

Today's news and views:

- Americans bail on kale (15h ago • 963 readers)
- Housing costs hit these cities hard (23h ago • 24,432 readers)
- NYC taps brakes on cars (17h ago • 3,311 readers)
- Facebook targets Snapchat (again) (5h ago • 3,592 readers)
- Uber drives deeper into staffing (4h ago • 4,401 readers)

Advertisement: Tim, Global Industrial is hiring!

Page Number: 16

LinkedIn Profile Page




Tim Feemster
Top 500 CEOs in Dallas 2019 D CEO Magazine
Dallas/Fort Worth Area · [500+ connections](#) · [Contact info](#)

[Add profile section](#) [More...](#)

- D CEO Magazine Honor
- University of Michigan - Stephen M. Ross...

About

Over 40 years of experience have provided Tim Feemster, CEO & Managing Principal of Foremost Quality Logistics, with a variety of hands on problem solving situations in industrial/manufacturing site selection, economic development, real estate, trans... see more




Your Dashboard

Private to you [All Star](#)

270 Who viewed your profile	324 Post views	109 Search appearances
---------------------------------------	--------------------------	----------------------------------

Add profile in another language

Get the latest jobs and industry news [Ad ...](#)








Gartner

Tim, explore relevant opportunities with Gartner

[Follow](#)

People Also Viewed

-  **JOHN HAMILTON** • 2nd Industrial Real Estate Professional ♦ CBRE, Inc. First Vice President
-  **Didi Caldwell** • 1st Site Location Consultant
-  **Terrance Pohlen** • 1st Senior Associate Dean and Professor of Logistics, University of North Texas
-  **Troy Manley** • 2nd Ops Manager @ Suburban Propane
-  **Richard Jenninas** • 3rd

Keywords are the Key to LinkedIn and any Google Search



1. Create a **keyword-optimized** profile
2. **Participate** regularly in group discussions
3. Start performing **keyword searches**
so you can connect with your potential
customers who are looking for answers
to problems

www.SMMU.com

Home Page-
Keep in Touch;
Profile Views;
Top Post Activity




Tim Feemster
Top 500 CEOs in Dallas 2019 D CEO Magazine
Dallas/Fort Worth Area · 500+ connections · [Contact info](#)

[Add profile section](#) [More...](#)

D CEO Magazine Honor
University of Michigan - Stephen M. Ross...

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Your Dashboard All Star
Private to you

270 Who viewed your profile	324 Post views	109 Search appearances
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Add profile in another language

Get the latest jobs and industry news Ad ...








Gartner

Tim, explore relevant opportunities with Gartner

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-  **Richard Jenninas** · 3rd



Tim, you're the boss of your account.



Tim Feemster

Top 500 CEOs in Dallas 2019 D CEO Magazine

Member since January 19, 2007

5924 connections

Account

Privacy

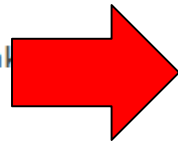
Ads

Communications

How others see your profile and network information

How others see your profile and network information

How others see your LinkedIn activity



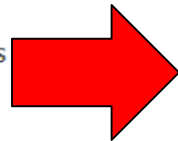
Edit your public profile

Change

Choose how your profile appears to non-logged in members via search engines or permitted services

How LinkedIn uses your data

Job seeking preferences

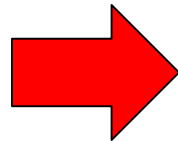


Who can see your email address

Change

Choose who can see your email address on your profile

Blocking and hiding



Who can see your connections

Change

Choose who can see your list of connections

Only you

Settings-
Ensure
your set
up the way
you want
your
profile to
be
protected.

Connect
with Kent
George



2nd

Kent George

Development Project Manager at City of Burleson

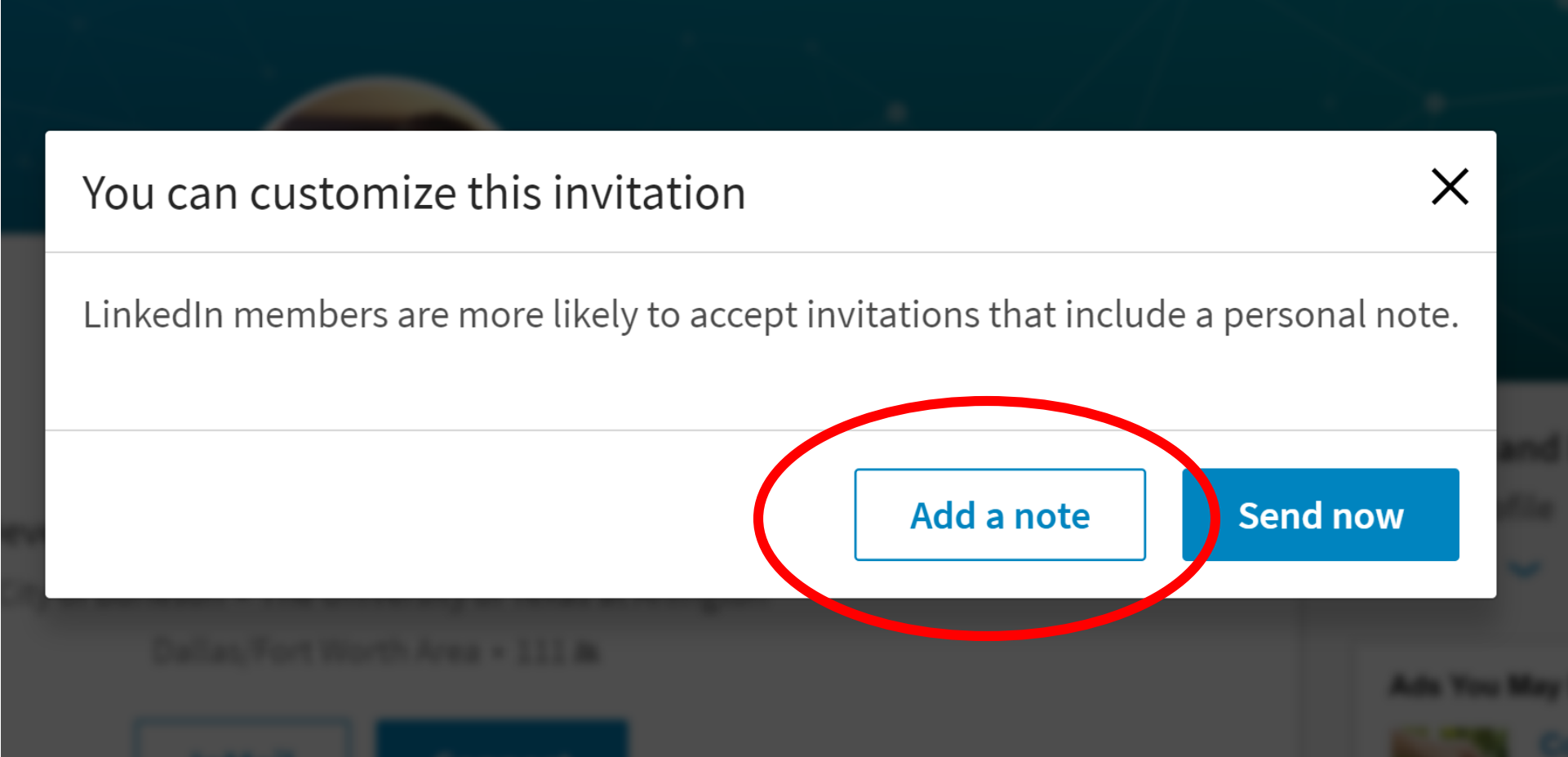
City of Burleson • The University of Texas at Arlington

Dallas/Fort Worth Area • 111 &

InMail

Connect

Click to Add a Personalized Note



The image shows a screenshot of a LinkedIn invitation dialog box. The dialog box is white with a dark background behind it. It has a title bar that says "You can customize this invitation" and a close button (X) in the top right corner. Below the title bar, there is a message: "LinkedIn members are more likely to accept invitations that include a personal note." At the bottom of the dialog box, there are two buttons: "Add a note" and "Send now". The "Add a note" button is highlighted with a red circle.

Add a Personalized Note on the Invitation

You can customize this invitation ✕

Include a personal message (optional):

We are scheduled to meet in Burleson on 2/2. In the meantime, I would like to connect with you on LinkedIn.

192

Cancel **Send invitation**

1st, 2nd, and 3rd Degree Connections

You know JACK. JACK is your 1st Degree Connection

YOU → JACK

You know JACK, and JACK knows JILL. JILL is your 2nd Degree Connection

YOU → JACK → JILL

You know JACK, and JACK knows JILL, and then JILL knows Up The HILL.
HILL is your 3rd Degree Connection

YOU → JACK → JILL → HILL

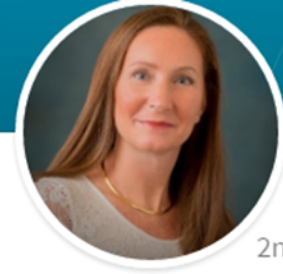
Ways to Connect- **Be strategic, its not about the quantity**

- **Business network expansion**
 - Search your connection's connections
 - Search companies
 - Search educational institutions you attended
 - Search fraternal organizations
 - Join groups
- **Company connections- co-workers**
- **New areas of expertise**
- **Job search- beware, connecting to recruiters**

Check out people who request your connection

The screenshot shows the LinkedIn homepage interface. At the top, there is a navigation bar with icons for Home, My Network (with a red notification badge '1'), Jobs, Messaging, Notifications (with a red notification badge '11'), Me, and More. Below the navigation bar is an advertisement for Vistage: "Become a Coach for Execs - Vistage is looking for your real-world skills to coach other C-level execs." Below the ad is a post creation box with the text "Share an article, photo, or update" and a "Post" button. A red arrow points to the "My Network" icon in the navigation bar. Below the post creation box is a post by Karla Teixeira Moran, Economic Development Project Manager at Salt River Project, with the text "Arizona could be in the running for Apple supplier Foxconn's potential \$7B US plant - Phoenix Business Journal" and a photo of a factory floor. On the left side, there is a profile card for Tim Feemster, a Premium member, with 237 views of his profile and 167 views of his post. On the right side, there is a Grammarly advertisement: "Be the best writer in your office. Grammarly is your secret weapon. Shhh...we won't tell anyone. Get Grammarly It's free". At the bottom of the page, there are links for About, Help Center, Privacy & Terms, Advertising, Business Services, and More, along with the LinkedIn Corporation logo and copyright notice for 2017.

Check out potential new connection



2nd

Kendra (Morris) Cassell

Vice President of Business Development at Edwards Construction Services

Edwards Construction Services Inc. • University of Central Florida

Orlando, Florida Area • 500+ &

InMail

Accept



Kendra's Activity

1,678 followers

+ Follow

PLD - record occupancy and double digit rent growth. Good times to be working in industrial!

Kendra liked



I've been speechless and heartbroken for days. My dear friend Karl Nebel passed away this...

Kendra liked



The Changing Landscape of Healthcare Design

Kendra liked



Great minds at the Orange County Economic Summit discussing the future of workforce...

Kendra liked



A terrific collaboration project for Little and a great addition to the Lake county communit...

Kendra liked

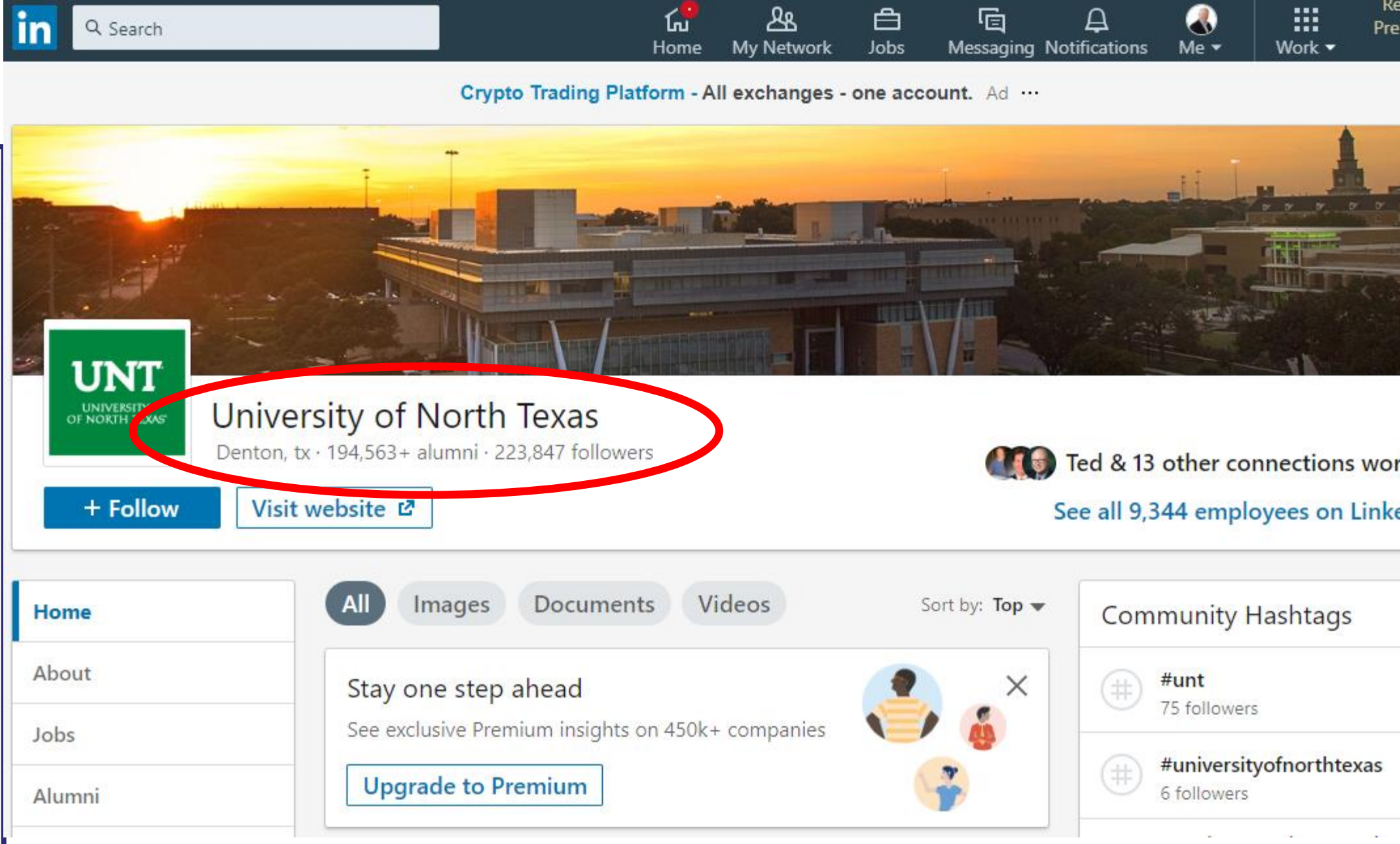


Tim Giuliani named CEO of the Orlando region's soon-to-merge economic...

Kendra liked


See all activity

Search for
University
of North
Texas



The image shows a LinkedIn profile page for the University of North Texas. At the top, there is a navigation bar with icons for Home, My Network, Jobs, Messaging, Notifications, Me, and Work. Below this is an advertisement for a "Crypto Trading Platform - All exchanges - one account." The main profile header features a large background image of a university building at sunset. On the left is the UNT logo (University of North Texas). The profile name "University of North Texas" is circled in red, with the location "Denton, tx" and follower statistics "194,563+ alumni · 223,847 followers" below it. To the right, it says "Ted & 13 other connections work here" and "See all 9,344 employees on LinkedIn". Below the header are buttons for "+ Follow" and "Visit website". A navigation menu on the left includes Home, About, Jobs, and Alumni. The main content area has tabs for All, Images, Documents, and Videos, with a "Sort by: Top" dropdown. A promotional banner for LinkedIn Premium is visible, stating "Stay one step ahead" and "See exclusive Premium insights on 450k+ companies" with an "Upgrade to Premium" button. On the right, there are "Community Hashtags" for #unt (75 followers) and #universityofnorthtexas (6 followers).

Profile of
Who is
from that
University



+ Follow

Home

About

Jobs

Alumni ←

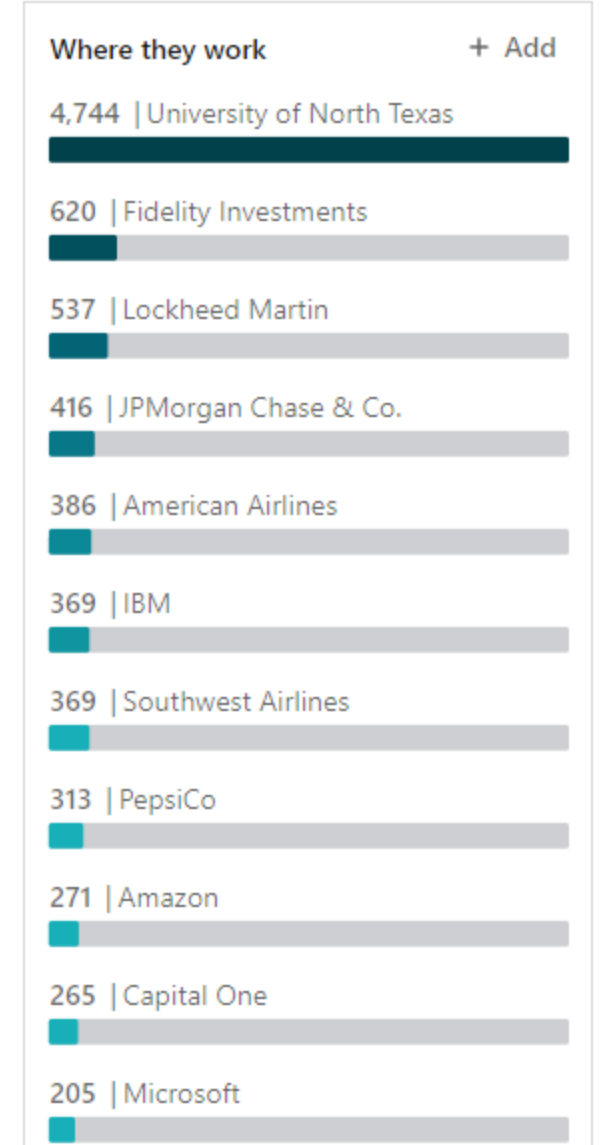
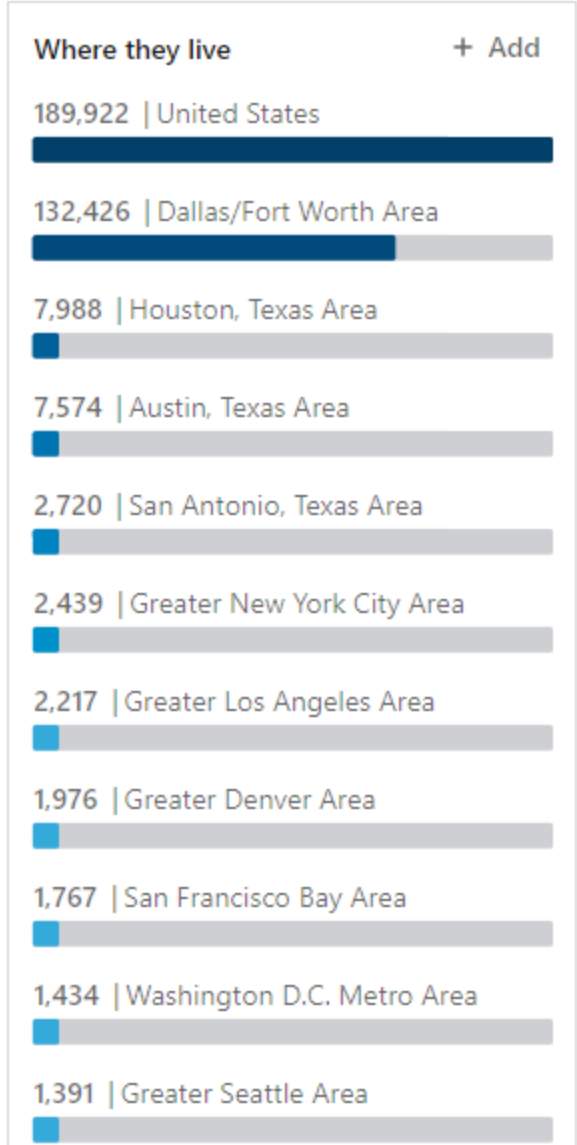
Ads

194,563 alumni ←

Start year End year

Search alumni by title, keyword or company

< Previous Next >



LinkedIn interface showing search results for "University of North Texas". The search filters are set to "1st", "University of North Texas", "Locations", and "Current companies". The results list several contacts, including Chris P... (Director, College of Business Programs, UNT), Jessica McCallister (Medical Student at William Carey University), Sierra Ray (Line Maintenance Planner at American Airlines), Michael Schmitz (Senior Project Manager at Antero Group), Luis Salazar (Strategic Buyer - Epiroc), and Kyle Schroeder (GES Transportation Optimization). Each contact entry includes a profile picture, name, title, location, and a "Message" button. A red circle highlights the text "Showing 105 results".

Showing 105 results

Chris P... • 1st
Director, College of Business Programs, UNT, Ryan College of Bu...
Dallas/Fort Worth Area
Terrance Pohlen, Julie Willems-Espinoza, and 6 other shared connections

Jessica McCallister • 1st
Medical Student at William Carey University- College of Osteopat...
Dallas/Fort Worth Area
Greg Chalkley and Renee Hebert are shared connections

Sierra Ray • 1st
Line Maintenance Planner at American Airlines
Dallas/Fort Worth Area
Hanns-Christian Hanebeck, Julie Willems-Espinoza, and 6 other shared connections

Michael Schmitz • 1st
Senior Project Manager at Antero Group
Dallas/Fort Worth Area
Tony Kaai, Arleene Loyd, and 4 other shared connections

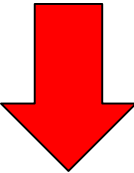
Luis Salazar • 1st
Strategic Buyer - Epiroc
Dallas/Fort Worth Area
Julie Willems-Espinoza is a shared connection

Kyle Schroeder • 1st
GES Transportation Optimization
Dallas/Fort Worth Area

Some of the UNT Contacts in my Network



Search for Groups



The screenshot shows the LinkedIn search interface. At the top, the navigation bar includes Home, My Network, Jobs, Messaging (1 notification), Notifications (3 notifications), Me, and More. The search bar contains the text 'groups'. Below the search bar, tabs for Top, People, Jobs, Companies, Groups, and Schools are visible. The main content area displays 'Job results for groups • 119,605 results' with two job listings: 'Learning Solutions Specialist' at EMC Publishing, LLC and 'Regional Vice President of Sales - Direct and Partnership - Dallas Area' at CSI globalVCard. A 'See all jobs' link is at the bottom of the job results. On the right, a 'Visit more LinkedIn products' dropdown menu is open, with the 'Groups' icon circled in red. Other icons in the menu include Post a job, Learning, Insights, Advertise, ProFinder, Salary, and Slideshare. Below the menu is a section for 'LinkedIn business services'.

logistics

Top

People

Jobs

Companies

Groups

Schools

Jobs

Sort by

Date Posted

LinkedIn Features

Company

Experience Level

All filters

Logistics in United States
192,624 results

Job Alert Off



VP of Logistics Promoted

WeWork

New York, NY, US

23 alumni work here

2 weeks ago



VP of Logistics

WeWork · New York, NY, US

Posted 2 weeks ago · 1,774 views

Save

Apply

See how you compare to 273 applicants

Showing 9,411,473 results



Ron Downey · 2nd

Global Logistics Partner
Dallas/Fort Worth Area

Current: Managing Director Partner at The Edison Group - Strategic Logistics - Agent with RRDonnelley's DLS...

Jeffrey Davis, Don Kirchenberg, and 32 other shared connections

Connect

Search
Logistics

Groups ▾

For Qualified CEOs Only - \$500/hr Advisory roles. Many companies are seeking Paid Business Advisors.. Ad ...

Showing 5,071 results

The Logistics & Supply Chain Networking Group

Group • 157,621 members

Logistics & Supply Chain Executives

Logistics and Supply Chain professionals

Group • 307,293 members

This group is powered by the team at Supply Chain Dive. For more regular updates on the supply chain industry, sign up for our email newsletters:...

LOGISTICS

Group • 10,666 members

COVER WHOLE GAUMONT OF INTERNATIONAL/INLAND LOGISTICS, WAREHOUSING, TRUCKING & PORT INFRASTRUCTURE

Leadership in Logistics & Supply Chain

Group • 9,533 members

The Leadership in Logistics and Supply Chain group is dedicated to teaching and promoting the strategic value of the Logistics and Supply Chain function. This is...

Global Logistics at GlobalLogistics.com

Group • 7,427 members

Global Logistics GlobalLogistics.com is taking the world of freight by storm and changing the way expedited freight and air freight are shipped across North

Get the latest jobs and industry news Ad ...



Tim, explore relevant opportunities with WOM

Follow

5071
Groups in
Logistics

But you
Can only
join a total
of 50
groups

Research the group and decide whether to join

Can only join a total of 50 groups

Warehouse Management Professionals
39,752 members

ADMIN

David Perlman
Packaging & Shipping Supplies at MR...
OWNER

YOUR CONNECTIONS

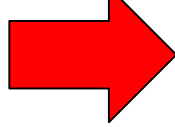
Donald Trice Director of Operations, Supply Chain	Hans Bauer Vice President at North American War...
Ed Romaine VP Sales and Marketing at SI Systems	David Madden VP of Operations
Frank Anderson VP/Managing Partner - RBW Logistics; ...	Wynn Gianneschi Warehousing Operations Professional
Michael Venditti Western Regional Ops Director DSV Ca...	Steve Norall Third Party Logistics with a Focus on L...

ABOUT THIS GROUP

Discussions & Networking related to Warehouse/ Office Management.

Share your knowledge and ideas - Inventory, Equipment, Productivity, Safety, Operations, Shipping & Freight, Employees, Workflow, Supplies, etc.

Get Grammarly It's free



Q bnsf

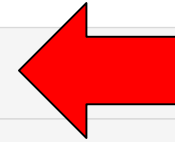
Top

People

Jobs

Companies

Schools



We know truck insurance - Contact one of America's fastest growing truck insurance c

Showing 61 results.



BNSF Railway

Transportation/Trucking/Railroad
10,001+ employees

Unfollow



BNSF Logistics

Logistics and Supply Chain
501-1000 employees

Follow



BNSF Logistics LLC

Transportation/Trucking/Railroad
11-50 employees

Follow



Bnsf Railroad

Fund-Raising
201-500 employees

Follow



Bnsf Inc

Transportation/Trucking/Railroad
201-500 employees

Follow



BNSF Credit Union

1-10 employees

Follow

Search for Companies and Click the Follow button to get posts from the BNSF



Join the millions of LinkedIn members using Premium to get ahead.

Start your free 1-month trial today.

Do I Upgrade?
Probably not

Career Get hired and get ahead	Business Grow and nurture your network	Sales Unlock sales opportunities	Hiring Find and hire talent
<ul style="list-style-type: none"> Stand out and get in touch with hiring managers See how you compare to other applicants Learn new skills to advance your career <p>Select plan</p>	<ul style="list-style-type: none"> Find and contact the right people Promote and grow your business Learn new skills to enhance your professional brand <p>Select plan</p>	<ul style="list-style-type: none"> Find leads and accounts in your target market Get real-time insights for warm outreach Build trusted relationships with customers and prospects <p>Select plan</p>	<ul style="list-style-type: none"> Find great candidates, faster Contact top talent directly Build relationships with prospective hires <p>Select plan</p>
\$29.99/mo	\$47.99/mo	\$64.99/mo	\$99.95 mo

A LinkedIn “Golden Rule” For Discussions Tab

- **Attention audience-** The discussion area is designed for compelling comments about the state of the industry designed to elicit comments and free thinking
 - LinkedIn is not a political platform
 - A discussion is not a sales pitch
 - A request to network is not a plea for employment
- **Don't join a group if you are not going to participate**

OVER 25 MILLION LINKEDIN PROFILES
ARE VIEWED EVERY DAY

INTERESTING LinkedIn FACTS



INCREASE IN LINKEDIN
VIEWS BY INCLUDING
A PHOTO



1 OUT OF 3 PROFESSIONALS
ON THE PLANET ARE
ON LINKEDIN



Mashable

COMPANY PAGE WITH
THE MOST ENGAGED
FOLLOWING



CONVERSATIONS PER
MINUTE OCCURRING IN
LINKEDIN GROUPS



PERCENTAGE OF
LINKEDIN VISITS
VIA MOBILE



1 IN 20 LINKEDIN
PROFILES BELONG
TO RECRUITERS

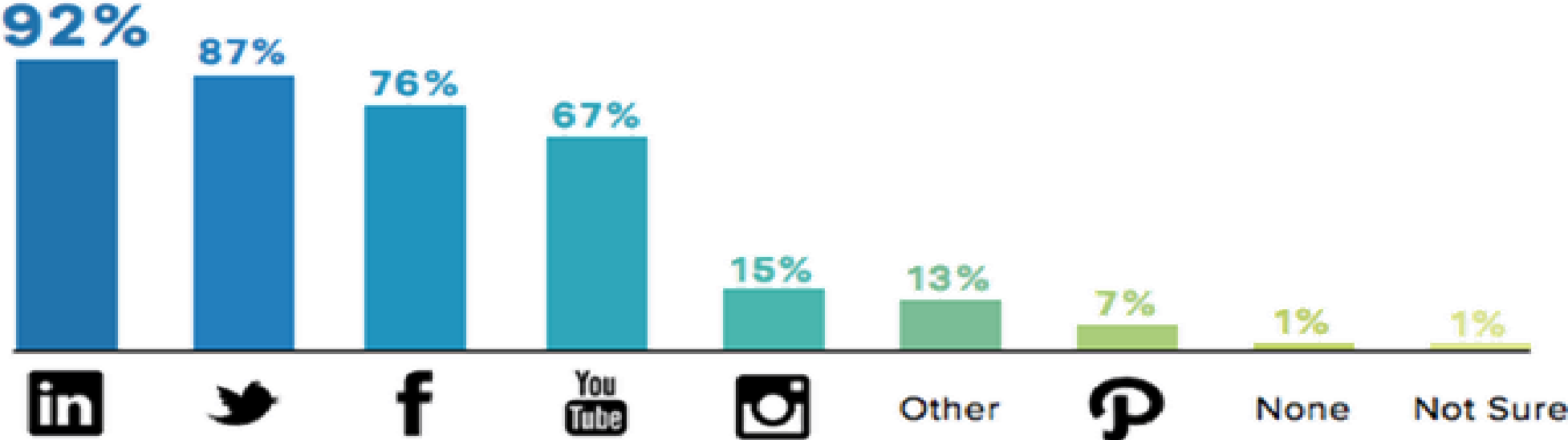
LinkedIn
Facts

LinkedIn is Also a Leader for B2B Social Media Marketers

QUESTION

16

Which of the following social media channels are a part of your digital marketing mix?



* Respondents were asked to choose all that apply.



Unsurprisingly, **LinkedIn** is the leading social media channel for B2B marketers, with Twitter trailing as a close second.

USAGE: TOTAL TWITTER USERS (2019)



WORLDWIDE, TWITTER HAS OVER **336 MILLION** ACTIVE USERS & **100 MILLION** DAILY ACTIVE USERS



TOP 5 COUNTRIES ON TWITTER ACCOUNTS FOR **50%** OF OVERALL TWEETS



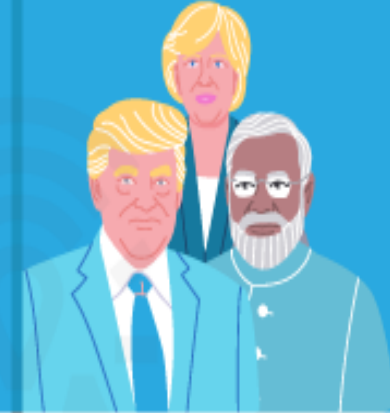
23% OF THE INTERNET POPULATION IS SAID TO BE ON TWITTER



2 BILLION QUERIES ARE SERVED BY TWITTER ON A DAILY BASIS



THERE ARE **24.6%** VERIFIED JOURNALISTS ON TWITTER



83% OF THE WORLD'S LEADERS HAVE TWITTER ACCOUNTS.



TWITTER NOW CAN HANDLE **18 QUINTILLION** USER ACCOUNTS



CURRENT AD REVENUE OF TWITTER IS **\$545 MILLION**, **88%** OF WHICH CAME FROM MOBILE ADVERTISING.



Source: <https://www.soravjain.com>

The Power of Twitter

SMMU SOCIAL MEDIA MARKETING UNIVERSITY

THE POWER OF TWITTER

"Twitter users are 3 times more likely to follow brands than Facebook users. Combined with their above average income and above average education, Twitter users' propensity to interact with brands make them a huge potential source for Mass Influencers."¹

- ✓ Marketers generate leads and close deals successfully
- ✓ Avoid sales driven messages
- ✓ Create hashtags # to follow conversation and community
- ✓ Use advanced search to monitor +/- comments

WHY TWITTER USERS ENGAGE BRANDS

Activity	Percentage
ARE SHARING NEWS/STORIES ABOUT THE BRAND	43%
ARE INTERESTED IN THE BRAND	35%
ARE VOICING OPINIONS ABOUT THE BRAND	21%
ARE CONVERSING WITH THE BRAND	01%

TWITTER VS. EMAIL AND FACEBOOK

Platform	Likelihood of purchasing from a brand
Twitter Followers	37%
Email Subscribers	27%
Facebook "Likes"	17%

www.SMMU.com

My Twitter Home Page

The image shows a Twitter home page with a left sidebar containing navigation options: Home, Explore, Notifications (with a '6' badge), Messages, Bookmarks, Lists, Profile, and More. A blue 'Tweet' button is at the bottom of the sidebar. The main content area features a 'Home' header with a red arrow pointing to it, a search bar, and a tweet from Aerospace Industries (@AIAspeaks) celebrating National Manufacturing Day. The tweet includes a donut chart showing the 2018 industry output breakdown. The right sidebar shows trending topics for the user.

Trending in United States	Tweets
#EatTheBabies	68.5K
#JokerMovie	Now Playing Everywhere
#WorldSmileDay	36K
LaRouche	4,866
#10000Hours	16K

Category	Value
Total Industry Output	\$929b
End Use Manufacturers	51% (\$471b)
Supply Chain	49% (\$459b)
Aircraft Systems	\$361b
Land & Naval Systems	\$55b
Space Systems	\$39b
Cyber	\$16b

Twitter & LinkedIn Tips

- Justin Bieber is not a business contact target. If you want to tweet about “stuff”, set up a second account
- **Keep it professional, your handle, and your photo**
- Consistently post content that is relevant to your target audience, this means every week multiple times. Don't forget LinkedIn group postings
- **Establish meaningful two –way communication with your followers. Retweet their tweets & respond to their tweets**
- Participate in the larger Twitter community based on keyword searches and keyword research

Google Alerts- set up to follow companies, brands, cities, people, etc.

Google Alerts	Google Alert - Cabela's - Google Cabela's Daily update · January 24, 2017 FINANCE Stock pr
Google Alerts	Google Alert - caterpillar - Google caterpillar Daily update · January 24, 2017 FINANCE Stock
Google Alerts	Google Alert - City of Dayton - Google City of Dayton Daily update · January 24, 2017 NEWS
Google Alerts	Google Alert - toledo - Google toledo Daily update · January 24, 2017 NEWS Toledo eyes ban
Google Alerts	Google Alert - Flint Michigan - Google Flint Michigan Daily update · January 24, 2017 NEWS
Google Alerts	Google Alert - Hostess Brands - Google Hostess Brands Daily update · January 24, 2017 NE
Google Alerts	Google Alert - centerpoint properties - Google centerpoint properties Daily update · January

automobile plant

Daily update · September 26, 2019

NEWS

[China's EV makers plunge on fears that a government-backed bubble is bursting](#)

Los Angeles Times

The Chinese electric-**vehicle** maker has failed to assuage fears that it's running short on cash. The **company** is aggressively expanding its sales efforts ...



Flag as irrelevant

[On the Picket Lines of the General **Motors** Strike](#)

The New Yorker

Roxanne Harper, a forty-eight-year-old assembly-line worker at the General **Motors plant** in Lake Orion, Michigan, was walking the picket line on ...



Flag as irrelevant

[GM, UAW battle over worker pay from temps to CEO](#)

The Detroit News

A picketer carries a sign at one of the gates outside the closed General **Motors automobile** assembly **plant** on Sept. 16 in Lordstown, Ohio. (Photo: ...

Google Alerts

Is my Social Media Important?

- Having a professional LinkedIn photo makes your profile **11 times** more likely to be viewed
- **87 percent** of **recruiters** are using LinkedIn
- The top skill on LinkedIn? **Statistical Analysis and Data Mining**
- People who list skills on their profile get **13 times** more views
- There are **39 million** students or recent graduates on LinkedIn
- **41%** of **millionaires** use LinkedIn
- **81%** **millennials** check Twitter at least once a day
- **86%** Tweet **including link** have higher engagement rate
- **78%** of users are using Twitter on their **mobile device**

Summary- Next Steps



- ✓ BUILD BRAND **AWARENESS** AND DRIVE MORE TRAFFIC TO YOUR WEBSITE OR BLOG
- ✓ CREATE **BUZZ** AND EXCITEMENT AROUND A NEW PRODUCT OR SERVICE OFFERING
- ✓ PROVIDE YOUR TARGET AUDIENCE WITH **HELPFUL** INFORMATION AND RESOURCES, ONLINE OR OFFER AN ADDITIONAL CHANNEL FOR CUSTOMER SERVICE
- ✓ BE MORE **PROACTIVE** ABOUT LISTENING TO WHAT YOUR CUSTOMERS ARE SAYING ABOUT YOUR BRAND, AND REACT QUICKLY AND APPROPRIATELY
- ✓ SPECIFICALLY FOCUS ON **LEAD GENERATION** AND GETTING NEW PEOPLE FROM YOUR DIFFERENT SOCIAL MEDIA ACCOUNTS INTO YOUR PROSPECT AND SALES FUNNEL



YOUR NETWORK IS YOUR NET WORTH

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- http://www.slideshare.net/linkedinhighered/everything-i-knew-about-the-college-job-hunt-was-wrong-and-heres-how-you-can-succeed-29337226?utm_source=slideshow&utm_medium=ssemail&utm_campaign=weekly_digest
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What questions do you have?- My email Signature

My email Signature

Thanks,
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Logistics & Real Estate
http://www.linkedin.com/groups?gid=2502304&trk=my_groups-b-grp-v
Follow me on Twitter- @tsfeemster

