

Social Networking

LinkedIn and Facebook

Building communities in B2B and B2C



Tricia White

Senior Business Advisor

MA Small Business Development Center Network

Southeast Regional Office

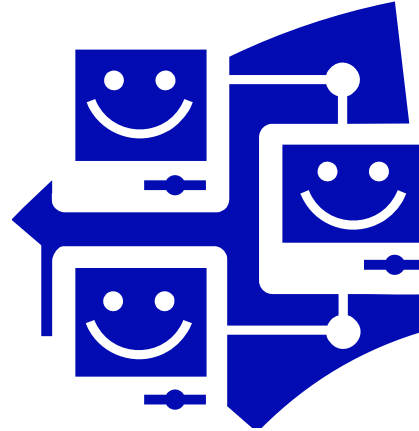
www.msbdc.org/SEMSS



What is a social media?

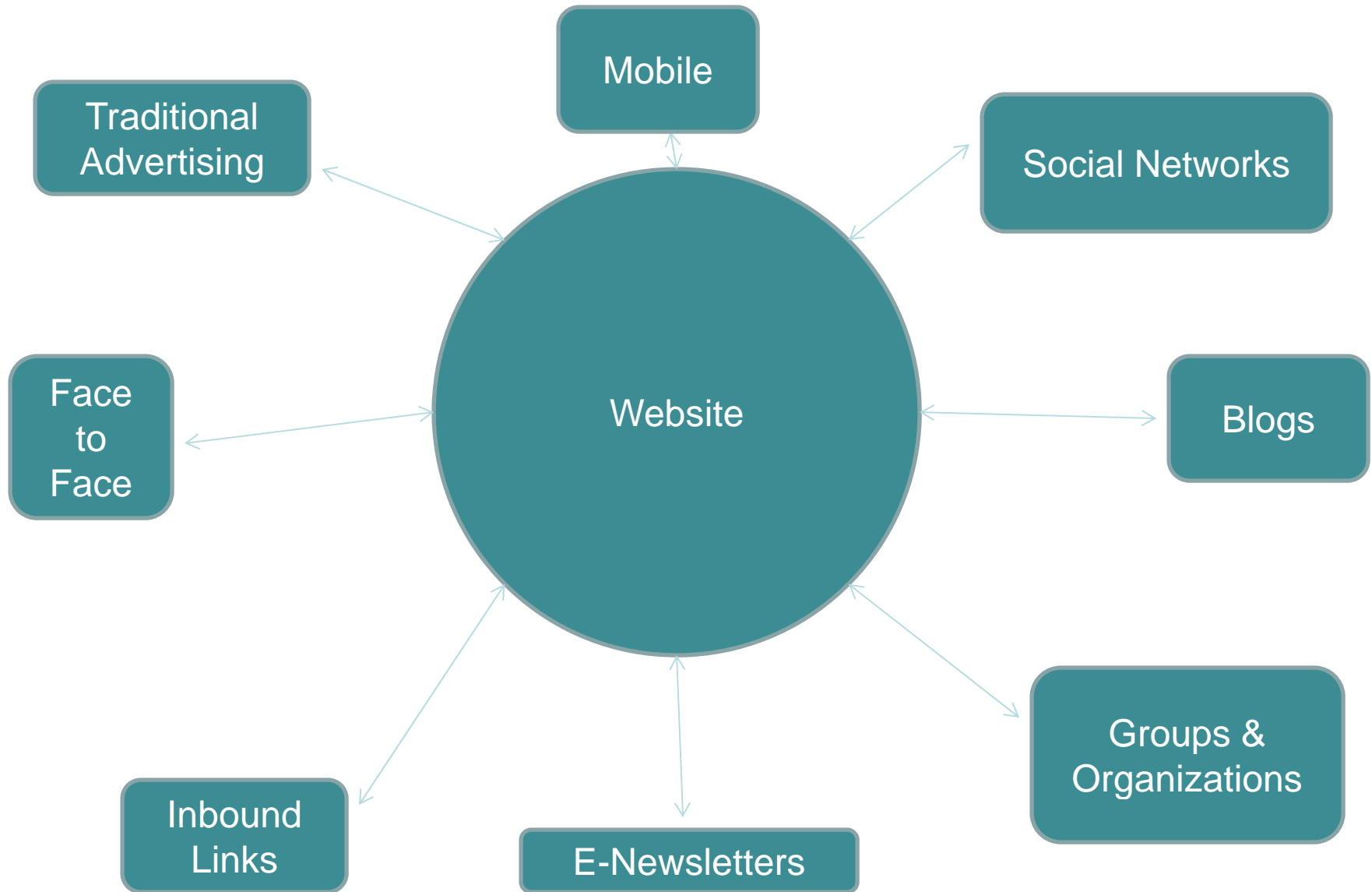
Social media has been touted as presenting a fresh direction for marketing by allowing companies to talk with consumers, as opposed to talking at them.

Listen
Create
Build
Measure



Know | Like | Trust

Social Media Puzzle



Small Business Statistics

- 75%** Have a company page on a social network sites like LinkedIn and Facebook
- 69%** Post status updates and/or articles of interest on Facebook and LinkedIn
- 57%** Build networks using LinkedIn
- 54%** Monitor negative and positive feedback on social network sites
- 39%** Have a blog on areas of expertise
- 26%** Tweet about area of expertise
- 16%** Use twitter as a customer service channel
- 8%** Other

It's About Participation, Not Selling



UnMarketing

What Pinterest is Doing that Facebook Isn't <http://t.co/G2dCYD9G> what do you think? Are you on Pinterest? Hooked?

Like · Comment · Share · 45 minutes ago via mobile ·

10 people like this.



Abigail Bradshaw I really do like pinterest - I've watched it evolve and I think it's better than ever right now. It's actually a vital part of my business - a client and I can build an inspiration board together which helps me to get their design or photography right the first time.

42 minutes ago · Like



Tony Bennett Yup - it stuck on me :) Article is valid, I can see how it is (and will be) a better monetary tool for driving biz

40 minutes ago · Like



Jennifer Imus Absolutely hooked!

39 minutes ago · Like



Marj Pike Hatzell It's a time suck but it is kinda fun.

38 minutes ago · Like



Jennifer Simmons Blattman Totally hooked.

37 minutes ago · Like

Exposure



BostonTweet

@BostonTweet



BostonTweet is all about life in Boston, things to do of value in the city, food & drink deals, news, pics, burritos, & where I am. Tweet tips to @BostonTweet.

Boston, MA · <http://youtu.be/mfOpViuq2iA>

Followed by [Brown & Wagner, LLC](#), [Uno Dué Go](#), [Makeabetterway](#) and **10+ others**.

17,468
TWEETS

5,711
FOLLOWING

46,976
FOLLOWERS

Following



[View more Tweets](#) →



BostonTweet @BostonTweet

1h

'I Wanna Gronk' - the Rob Gronkowski Tribute

youtu.be/rE_lst49Pp8



BostonTweet @BostonTweet

4h

Monday Night Wings: 10c at Red Hat & Asgard, 15c Penguin Pizza, 20c Whiskey's, 25c @WaterfrontCBG, \$8.99 all-you-can-eat at Soul Fire.



BostonTweet @BostonTweet

7h

Engaging the Local Community

[Events Home](#) » [The Entrepreneur's Toolbox](#)



The Entrepreneur's Toolbox

February 7, 2012 at 7:30 AM - 9:00 AM
Rockland Trust Conference room, Franklin

This event requires registration:

At this seminar you will learn how to:

- Use workforce training grant funds to help implement training initiatives
- Expand and grow using free business advisory services
- Access state financing through Massachusetts Capital Corp.
- Access global markets to increase sales revenue
- And much...

[Show more...](#)

[I'm Attending](#)

[Follow](#)



Introduce yourself, share information, or ask a question.

[Share](#)

Attendees you may want to meet



Norman Gauthier

Business Coach and Management Consultant
Greater Boston Area

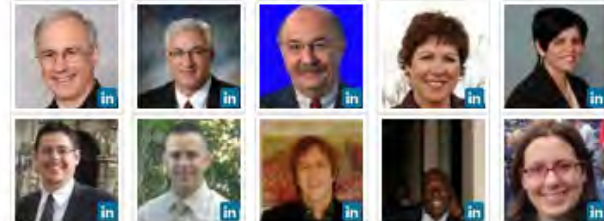


Share this Event



URL:

20 attending



Attendees by company

Going the Extra Mile

facebook Tricia White Home

Paula DeSimio
I LOVE THE MARSHALLS in Mansfield Texas :) I go twice a week .. love yall ♥
Like · Comment · 22 hours ago · 🌐

Marshalls Thanks for the post Paula!!! Happy Shopping :)
10 hours ago · Like · 📌 1

Write a comment...

Amy Bohinski
Had a bad experience this afternoon at the Marshalls in N Wilmington. The last time i was there shopping they were having issues with printing my receipt. I waited over 45 mins with my 2 little kids for them to fix the problem . The lady who i assumed was the customer service manager wrote down on a card that the next time i come in i would be given extra 10 percent off for having to wait so long...
[See More](#)
Like · Comment · Yesterday at 6:30pm · 🌐

Marshalls Hi Amy, Thanks for reaching out about your experience in our store. Our customer service team can address this issue for you. Please give them a call at 1-888-627-7425, M-F between 9AM-6PM EST.
14 hours ago · Like

Write a comment...

Amelia Petrucci
the one thing wrong marshalls was that the cashiers usally say goodbye have a great day drive safey but this time they didnt it's not a big deal but i'de like to be more welcome (this was only once)
Like · Comment · Yesterday at 4:57pm · 🌐

Eneida Vega
I love it marshalls
Like · Comment · Yesterday at 1:37pm · 🌐

Merrily Reiners-Moore
I have used lay-a-way at my Omaha, NE Center Street store many,many times. I was not happy yesterday, when I discovered you no longer offer this service at this store! Why?
Like · Comment · Yesterday at 10:56am near Omaha, NE · 🌐

👤 Chat (19)

What are social network sites?

Web-based services that allow individuals to

- A. Construct a public or semi-public profile within a bounded system
- B. Create a list of other users with whom they share a connection
- C. View their list of connections and those made by others within the system. The nature of the relationships between connections may vary from site to site.



Social Networking Groups



How do I best utilize these groups?

- **Identify the type of group you are looking for**
B2B or B2C
- **Identify the advantage of joining**
Networking, Relationship Building, Contacts
- **Identify the disadvantages of joining**
Knowledge, Time, Target Audience



LinkedIn – 100M+

LinkedIn is a free business social networking site that allows users who register to create a professional profile visible to others. World's largest professional network.

- Your office and resume on-line
- B2B and B2C
- Brand yourself and your business

- 95% of registered businesses use this network to find their next employee

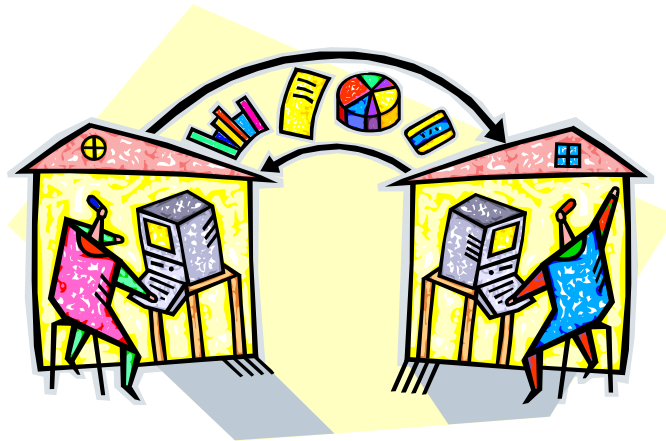


LinkedIn - Getting Started

1. You will need two things


- a. A picture of yourself.
- b. A description of your past and present jobs or your resume.

2. Log into www.linkedin.com



Home Page

[New book on inventing - Learn to harness and apply your innate creativity to invent new products.](#)



Share an update

Attach a link Share

Heading to Nantucket (in the morning) to teach Google... Like · Comment · More » · 5 days ago

LinkedIn Today: [See all Top Headlines for You](#)

Stop Procrastinating...Now



Goldman Sachs Earnings Collapse Seen as Wells Fargo



How to Really Get Ahead



All Updates Shares · Groups · More ▾ Search Updates



Allison Lux Nuovo via Twitter

AllisonLuxNuovo Zynga's Newest Social Game Wants You to Find Hidden Objects: Zynga has announced Hidden Chronicles, a new soc... <http://t.co/uUBqXYc2>

Trending Stories mashable.com

Zynga has announced Hidden Chronicles, a new social game find hidden objects. The new game doesn't emphasize building farms or defeating rival empires. Hidden Chronicles instead focuses on...

Retweet · Favorite · Reply · Like · Comment · Share · 1 minute ago



Karen Duhamel Hot "new" role

BULLHORN REACH Know anyone for this job? Web Analytics eCommerce in Boston, MA bull.hr

Our client has engaged HR Associates to fill this new role Web Analytics for eCommerce = terrific opportunity to add value, make a difference, be ...

Like · Comment · Send a message · Share · 5 minutes ago






Lisa Jessick is meeting today about the new Greater Bridgewater Women of Today chapter. Check out <http://www.mawt.org/gbwot/>

General mawt.org

Internal: personal enrichment (effective speaking, effective writing), Focus on Women, Project Recognition, Team Building, Leadership Training, and S.T.E.P. (Success Through

People You May Know

-  **Bob Mance**, Wealth Management Advisor with Northwestern Mutual X
[Connect](#)
-  **Tim Holick**, PRES/CEO at Wood Palace Kitchens Inc. X
[Connect](#)
-  **Daniel Conrad**, First Senior Vice President at Mansfield Bank X
[Connect](#)


[See more »](#)

LinkedIn Polls

Which area of your lab facility would most benefit an efficiency upgrade?

- High Efficiency Fume Hoods
- Lighting & Controls
- Efficient HVAC Unit
- Demand Control Ventilation
- None

[Vote](#) or see results

Sponsored By 

Who's Viewed Your Profile?

- 6** Your profile has been viewed by 6 people in the past 7 days.
- 15** You have shown up in search results 15 times in the past 3 days.

Your LinkedIn Network

717 Connections link you to 4,968,268+ professionals

7 270 New people in your Network

Profile Page

The image shows a LinkedIn profile page for Tee White, an Artist in the Greater Boston Area. The page is annotated with callout boxes and arrows pointing to specific sections:

- Personal Picture:** Points to the profile picture area.
- Greater Boston or Providence:** Points to the location information.
- 3 Jobs:** Points to the 'Current' position section.
- Education:** Points to the 'Education' section.
- Website:** Points to the 'Websites' section.

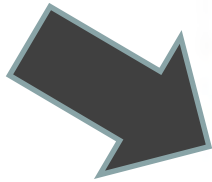
The profile page includes a '0% profile completeness' indicator and a 'Complete your profile quickly' section with the following tips:

- Add a position (+25%)
- Add your summary (+5%)
- Add your specialties (+5%)
- Add your education (+15%)
- Add a picture (+5%)
- Ask for a recommendation (+5%)

The 'Who's Viewed Your Profile?' section shows:

- 4 Your profile has been viewed by 4 people in the past 90 days.
- 6 You have shown up in search results 6 times in the past 90 days.

Executive Summary



Public Profile <http://www.linkedin.com/in/teewhite924> [Edit](#)

[Share](#) [PDF](#) [Print](#)

NEW Add sections to reflect achievements and experiences on your profile. [Add sections](#)

Summary [+ Add Summary](#)

Experience [+ Add a position](#)

Education [+ Add a school](#)

Recommendations [+ Ask for a recommendation](#)

Additional Information [Edit](#)

Websites: [+ Add](#)
• MSBDC
You can add up to 3 websites to your profile.

Twitter: [+ Add](#)

Interests: [+ Add](#)

Groups and Associations: [+ Add](#)

Honors and Awards: [+ Add](#)

Personal Information [Edit](#)

Phone: [+ Add](#)

Address: [+ Add](#)

IM: [+ Add](#)

Birthday: [+ Add](#)

Marital status: [+ Add](#)

Contact Tee for: [Change contact preferences](#)

- job inquiries
- business deals
- getting back in touch
- expertise requests
- reference requests

 **Internet Marketing Degree**
Become an expert in Internet Marketing with your Online Degree at Full Sail [Learn More »](#)

 **Design, Print, Ship, Grow**
Own your own PostNet Neighborhood Business Center franchise. Click here... [Learn More »](#)

 **PR Video Production Pros**
TV, Radio, Online, Events, Remotes, In-House Studios, All Formats, P.O.E.M. [Learn More »](#)

Who's Viewed Your Profile?

4 Your profile has been viewed by 4 people in the past 90 days.

6 You have shown up in search results 6 times in the past 90 days.

Tee's Connections (3)

Ann Foley-Collins
President of hip and trendy gift company, glee gifts

Ed Drozda, The Small Business Doctor
Sounding Board for the Successful Business Leader

Marie Rasmussen
Currently Seeking Full-Time Employment

[See all Connections »](#)

Note: Currently your connections are allowed to view your connections list. [Edit](#)

Live!



LinkedIn Benefits



- Brand Yourself
- Optimize your Website
- Identify Mavens
- Join Groups
- Register Your Business
- Use Applications
- Become an Expert
- Recommendations

Branding and Optimizing

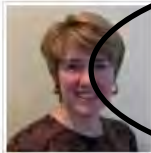
LinkedIn Account Type: Basic

Tricia White Add Connections

Home Profile Contacts Groups Jobs Inbox 151 Companies News More

People Search... Advanced

Become a Business Coach! - Use your experience & help small business owners succeed. Contact us today! - From The Growth Coach



Tricia White

Small Business Strategist using Branding and Social Media Marketing

Greater Boston Area | Marketing and Advertising

Tricia White Speaking at South Coastal Bank's Dynamic Diva on 2/7/12 at Tosca's in Hingham. Great networking and learn LinkedIn and FB strategies.



Dynamic Divas dynamicdivas.net

South Coastal Bank recognized the need to support, mentor and celebrate business women in our communities. The mission of Dynamic Divas is to inspire, energize and empower women in an engaging atmosphere that promotes personal...

Like Comment Share See all activity 57 seconds ago

Current Senior Business Advisor at MA Small Business Development Center- SE Region
Blogger at Friends Food Family

Past Marketing Specialist at NationsHeritage Federal Credit Union
Executive Director at Tri-Town Chamber of Commerce
Owner at T. White Creations
[see all](#)

Education Stonehill College
Archbishop Williams HS

Recommendations 16 people have recommended Tricia

Connections 500 connections

Websites MSBDC-Business Advise
Friends Food Family-Food Blog
Friends Food Family-Fan Page

Twitter FriendsFoodFam

Public Profile <http://www.linkedin.com/in/triciawhite24>

Improve your Profile

Edit profile

Ask for recommendations

Create your profile in another language

Ads by LinkedIn Members



Pass PMP In First Attempt

10 Years of PMP Bootcamp Experience. Pass or Your Money Back. Enroll Now!

Learn More »



Become a Business Coach!

Use your experience & help small business owners succeed. Contact us today!

Learn More »



Social Media Management

Discover the multi-function social media management tool from Awareness!

Learn More »

Tricia's Activity

edit

Tricia White Speaking at South Coastal Bank's Dynamic Diva on 2/7/12 at Tosca's in Hingham. Great networking and learn LinkedIn and FB strategies.



Dynamic Divas dynamicdivas.net

South Coastal Bank recognized the need to support, mentor and celebrate business women in our communities. The mission of Dynamic Divas is to inspire, energize and empower women in an engaging atmosphere that promotes personal...

Like Comment Share 57 seconds ago

Tricia White has an updated profile (Industry, Headline)

Like Comment 19 minutes ago

Who's your MAVEN?

LinkedIn Account Type: Basic Tricia White Add Connections

Home Profile Contacts Groups Jobs Inbox 151 Companies News More Advanced

Connections Imported Contacts Profile Organizer Network Statistics Add Connections Remove Connections

Share your phone, IM and more with your connections. Update it now »

Filter Connections Select: All, None

All Connections (778)

Tags

- partners (262)
- friends (80)
- classmates (38)
- group members (36)
- colleagues (25)
- MSBDC
- Tri-Town Chamber
- United Regional Chamber
- untagged (337)









Last Name

Companies

Locations

Industries

Recent Activity

Name	Title	Connections
 Cleary, David	President - David J. Cleary, CPA Stoughton, MA	89
 Cleary, Kris	Client Services Coordinator - Law Office of Robert E. Cleary	87
 Cocco, Stacey	Vice President/Business Development Officer / Branch Manager - South Coastal Bank	332
 Cochrane, Pat	AVP/ Regional Branch Administrator - Bristol County Savings Bank	128
 Cohen, Steve	Intellectual Property Attorney - Steven M. Cohen	123
 Coleman, Pamela	Compensation Practice Lead - Employer's Association RI	311
 Collette, Annmarie	Owner - Sheepish Grin Pet Photography	52
 Collins, Al		809

Stacey Cocco
at South Coastal Bank - 77 Granite St, Quincy
332 connections
+ Send message
+ Edit details

Tags:
Edit tags

Email:
heysjc@verizon.net Primary

Phone:
617.750.9600 mobile

Title:
Vice President/Business Development Officer / Branch Manager


Company:
South Coastal Bank

Address:
stacey.cocco@southcoastalbank.com

Birthday:
July 8


Ads by LinkedIn Members

[Social Entrepreneurship](#)



Interdisciplinary MA/PhD, Human Science
Online+Residential. Start Fall 2012
From: Saybrook University

[Forensics Consultants](#)



We acquire and analyze electronic evidence for law firms and corporations.
From: Net DirXions, Inc

[What's this?](#)

Groups

PeerSource New England

Discussions Members Search More

Discussion | Poll

« Previous 3 of 20 Next »



Ken
Unfollow

Over the last 3 years i have seen a real drop off in participation in Chambers and other Networking groups. Are you an ACTIVE member of these groups, why or why not?

1 month ago

Like Comment Follow Flag More

13 comments



Chris
Unfollow

Chris Bond • Ken, below is a link for our local Chamber that includes a story I wrote about the value of my ongoing membership (the story is about halfway down). Like you, I am a huge fan of how well Chambers can work; I hope others find this info meaningful. Happy Holidays!

http://campaign.r20.constantcontact.com/render?llr=hm9wbbab&v=001GqPuXdeqXXAZ8-t1nHd-ki1D9F33PiNW8YdVdILCJ1EWX0RPt1LyvGQ5qHhdeQGdgVirCyHwgv9A85UxAJUaqB2YJ1QK6H_w3BHiFB0h7A7yStGlsZclPouq3PZkG4DKAtHzys9EkHiH8v-RhM3HB91ulP5SiC-04bCVHFjazORVhpalY9LbAw%3D%3D

1 month ago • Like • Reply privately • Flag as inappropriate



Ken
Unfollow

Ken Abrahams • Love the article. Thanks Chris.

1 month ago • Like

Latest Updates



Chris Bond and 1 other member sent invitations to this group.

Invite people you know • 2 days ago



Kevin Nery has joined the group.

Send message • 5 days ago



Kelly Fox, CFP®, MBA, CDFI™ has joined the group.

Send message • 12 days ago

[See all updates »](#)

Ads by LinkedIn Members

Drupal Jobs

Affordable Drupal Help 4 Nonprofits • Free Estimates • \$50/hr • Guaranteed

[Learn More »](#)

Free People Search

We'll Help You To Find Anything That You Are Looking For. Free Service

[Learn More »](#)

Manager's Choice

Register your Business

LinkedIn Account Type: Basic Tricia White Add Connections

Home Profile Contacts Groups Jobs Inbox 118 Companies News More Companies Search...

Companies Home Following (1)

Add a Company

Company Pages offer public information about each company on LinkedIn. To add a Company Page, please enter the company name and your email address at this company. Only current employees are eligible to create a Company Page.

Company name:

Your email address at company:

I verify that I am the official representative of this company and have the right to act on behalf of my company in the creation of this page.

[Continue](#) or [Cancel](#)

[Add a Company](#) [FAQ](#)

[Search Companies](#)
[Tri-Town Chamber of Commerce](#)
[Dolan Conny, P.C.](#)

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http://www.linkedin.com/companies?trk=hb_tab_compy

Small Business (Under 20)

LinkedIn Account Type: Basic

Tricia White Add Connections

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Companies Search...

Companies > QRGA, LLP



QRGA, LLP is a full-service accounting and auditing firm that caters to non-profit, closely held private businesses and high net worth individuals. Based in Norwood, MA, QRGA provides the depth and breadth of experience of a downtown firm, yet with a decidedly personal touch. We go beyond textbook ... more

QRGA, LLP has 9 followers

Follow Company

Share

Your Network (6)

Your College Alumni (1)



Tax Partner

Wesley H Rickard, Greater Boston Area



CPA, Partner

Thomas Quin, Greater Boston Area



Auditor

Marina Raikman, Greater Boston Area

How are you connected? (6 shared connections)



Bill Alford, Greater Boston Area

How are you connected? (5 shared connections)



Auditor

Lindsey Francoeur, Greater Boston Area

How you're connected to QRGA, LLP

2 First degree connections

4 Second degree connections

8 Employees on LinkedIn



Check out insightful statistics about QRGA, LLP employees »

Ads by LinkedIn Members



Develop a BYOD Strategy

Downloadable IT Whitepaper from Deskstone, Cloud Hosted Desktop Experts



MS in Internet Marketing

Start the New Year off right with your Internet Marketing Online Degree!

Drupal Jobs

Affordable Drupal Help 4 Nonprofits • Free Estimates • \$50/hr • Guaranteed

QRGA, LLP mentioned in the News

Faruqi & Faruqi, LLP Announces Investigation of Convio, Inc.


Business Wire Jan 25, 2012

Corporations (10,000+)

LinkedIn Account Type: Basic Tricia White Add Connections

Home Profile Contacts Groups Jobs Inbox 118 Companies News More Companies Search...

Companies > Brigham and Women's Hospital



Partners Healthcare System, Inc. is an integrated health care system in the United States. It runs academic medical centers, community hospitals, specialty hospitals, community health centers, a physician network, home health and long-term care services, and other health-related entities. Partners... more

Research by: Capital IQ | BW

Your Network (50) Your College Alumni (19)

Practice Secretary
Katelyn Sankey, Greater Boston Area
1st

Registered Nurse
stephanie santos, Greater Boston Area
How are you connected? (1 shared connection)
2nd

Special Events Coordinator
Carlen Singmaster, Greater Boston Area
How are you connected? (1 shared connection)
2nd

Physician Assistant
Lauren McFarland, Greater Boston Area
How are you connected? (1 shared connection)
2nd

MRI Administrator
Stuart Hooton, Greater Boston Area
How are you connected? (1 shared connection)

Brigham and Women's Hospital has 4,806 followers

Follow Company Share

How you're connected to Brigham and Women's Hospital

- 1 First degree connection
- 49 Second degree connections
- 3,969 Employees on LinkedIn

Check out insightful statistics about Brigham and Women's Hospital employees »

Ads by LinkedIn Members

- DMA2011 - Boston, Oct 5-6**
Get Certified in the 6 Core Areas of Marketing in Just 2 Days. Register Now
- Plant Based Chef Academy**
Vegan, Raw & Living Foods Program. Classes Begin Soon. Learn More Now!
- MBA for Consultants**
Top Ranked and Flexible. Innovative Format Online, from UNC! Request Info.

Type: Nonprofit
Company Size: 10,001+ employees
Website: <http://www.partners.org>


Blogs, Books and PowerPoint

LinkedIn® Account Type: Basic ▼ Tricia White Add Connections

Home Profile Contacts Groups Jobs Inbox 151 Companies News More People Advanced


Applications FAQ Feedback Browse More Applications

LinkedIn Applications enable you to enrich your profile, share and collaborate with your network, and get the key insights that help you be more effective. Applications are added to your homepage and profile enabling you to control who gets access to what information.




Polls
by LinkedIn

The Polls application allows you to collect actionable data from your connections and the professional audience on LinkedIn.




Real Estate Pro
by Rofo

Access your local real estate and office space market. Follow active brokers, agents and professionals. Track new property listings and available spaces and stay informed of completed deals in your area.




WordPress
by WordPress

Connect your virtual lives with the WordPress LinkedIn Application. With the WordPress App, you can sync your WordPress blog posts with your LinkedIn profile, keeping everyone you know in the know.




My Travel
by TripIt, Inc.

See where your LinkedIn network is traveling and when you will be in the same city as your colleagues. Share your upcoming trips, current location, and travel stats with your network.



Google Presentations
by Google

Present yourself and your work. Upload a .PPT or use Google's online application to embed a presentation on your profile.



GitHub
by LinkedIn

Showcase your GitHub projects on LinkedIn. Discover which of your LinkedIn Connections are most active on GitHub, and explore the projects they work on.

Recommendations

Bristol Community College

Associate's Degree, Elementary Education
1994 – 2000


Recommend Tammi's work at Bristol Community College

Recommendations For Tammi

Passionate Dog Owner

Gracie's Bark


"Tammi has brought so much love into Gracie's Bark and spreads the love around. She welcomes dogs to be featured if they have a special story...or features them just to make them feel special! She has featured my amazing Siberian husky's fight against bone cancer more than once and paid a beautiful tribute to Indiana after losing his fight after 17 months of beating the odds. You feel like you are a part of a wonderful family when you follow her blog about sweet Gracie. You feel very comfortable about sharing and caring with other pets as well... Anyone following this blog will surely start their day with a smile!
Much love from Carol Roberts!" *August 17, 2011*

 **Carol Roberts**, *Justice of the Peace, Beautiful Wedding Ceremonies by Justice Carol*
worked with Tammi at Gracie's Bark

Business Advisor


MA Small Business Development Center Network

"I've had the pleasure of knowing Tammi through the MSBDC for the past few years, but never had the opportunity to engage personally up until now. Tammi, writes a blog, Gracie's Bark, which is an upbeat, entertaining journal of her dog Gracie and other dogs with tons of fun videos, pictures and recommendations for dog lovers. Tammi is a professional, extremely organized a personable contributor and social media diva. Together we are creating alliances with other amazing women in social media. I am very excited about collaborating and know Tammi will be an important ingredient in the process. It is a pleasure working with her!" *November 12, 2010*

 **Allison Lux Nuovo**, *Mobile and Social Media Marketing Practitioner, Message Me Media*
was with another company when working with Tammi at MA Small Business Development Center Network

"Tammi is supremely competent in advising clients on marketing strategies & social media. She prides herself in constantly staying up to date with internet marketing trends. She takes a "hands on" approach which enhances her ability to advise small business clients professionally and accurately. Personally, she has been an immense help to me to be able to have my own voice online through my blog. She is passionate about helping small businesses brand and find their own voice online. I've seen her make group presentations and she can really hold an audience's interest.

When it comes to social network marketing, Tammi knows her stuff!" *August 3, 2011*

 **Cliff Robbins**, *Senior Business Advisor, Massachusetts Small Business Development Center (MSBDC)*
worked directly with Tammi at MA Small Business Development Center Network

"Tammi is one of the most passionate and energetic marketing professionals I have had the pleasure to work with in recent years. Her dedication and enthusiasm to her work is remarkable and infectious. I attribute much of our company's success this year to her



Cliff Robbins
Massachusetts Small Business...



Pat Paolino Cruz
SNE woman Magazine Founder-Publisher



Shelley Boyle
billing, office support at Theatrical...

So remember...

- Set up your account to maximize optimization.
- Check your account on a regular basis.
- Check for spelling and grammatical errors.
- Know your personal boundaries for inviting and accepting contacts.
- Recommend people with whom you have had a business relationship.
- Ask for a recommendation from those who know your business skills.

Facebook - 750M+

Facebook is a social networking website, a gathering spot, to connect with your friends and with your friend's friends.

- Friends, Family, Business Associates
- B2C
- Personal Profile
- Brand your business through Fan Page or Group



Facebook Benefits



1. Friends and family can learn more about our business

2. Create Fan Pages and Discussion Groups



3. Join Fan Pages and Discussion Groups

4. Create promotions which involve participation



5. Invite people to join your Fan Page

6. Monitor statistics for growth

Facebook - Getting Started

1. You will need one thing

A picture of yourself

2. Log into www.facebook.com



Live!



Facebook – Web Page

facebook

Email Password [Log In](#)

Keep me logged in [Forgot your password?](#)

Heading out? Stay connected
Visit facebook.com on your mobile phone.

[Get Facebook Mobile](#)

Sign Up
It's free and always will be.

First Name:

Last Name:

Your Email:

Re-enter Email:

New Password:

I am: [Select Sex:](#)

Birthday: [Month:](#) [Day:](#) [Year:](#)

[Why do I need to provide my birthday?](#)

[Sign Up](#)

[Create a Page for a celebrity, band or business.](#)

English (US) Español Português (Brasil) Français (France) Deutsch Italiano العربية हिन्दी 中文(简体) 日本語 ...

Facebook © 2011 · English (US) [Mobile](#) · [Find Friends](#) · [Badges](#) · [People](#) · [Pages](#) · [About](#) · [Advertising](#) · [Create a Page](#) · [Developers](#) · [Careers](#) · [Privacy](#) · [Terms](#) · [Help](#)

Adobe Illustrator Welcome to Facebo... Document1 - Micro... Social Media Presen... LinkInFacebookFall... 12:21 PM

Facebook – Define your BIZ

facebook

Email

Password

Log In

Keep me logged in

[Forgot your password?](#)

Create a Page

Connect with your fans on Facebook.



Local Business or Place



Company, Organization, or Institution



Brand or Product



Artist, Band or Public Figure



Entertainment



Cause or Community

Facebook – Register

facebook

Email

Keep me logged in

Password

[Forgot your password?](#)

[Log In](#)

Create a Page

Connect with your fans on Facebook.



Local Business or Place



Company, Organization, or Institution



Artist, Band or Public Figure



Entertainment

Brand or Product

Join your supporters on Facebook.

Choose a category

- Choose a category
- Appliances
- Baby Goods/Kids Goods
- Bags/Luggage
- Building Materials
- Camera/Photo
- Cars
- Clothing
- Commercial Equipment
- Computers
- Drugs
- Electronics
- Food/Beverages
- Furniture
- Games/Toys
- Health/Beauty
- Home Decor
- Household Supplies
- Jewelry/Watches
- Kitchen/Cooking
- Movies/Music
- Musical Instrument
- Office Supplies
- Outdoor Gear/Sporting Goods
- Patio/Garden
- Pet Supplies
- Product/Service
- Software
- Tools/Equipment
- Vitamins/Supplements



Adobe Illustrator

Create a Page | Face...

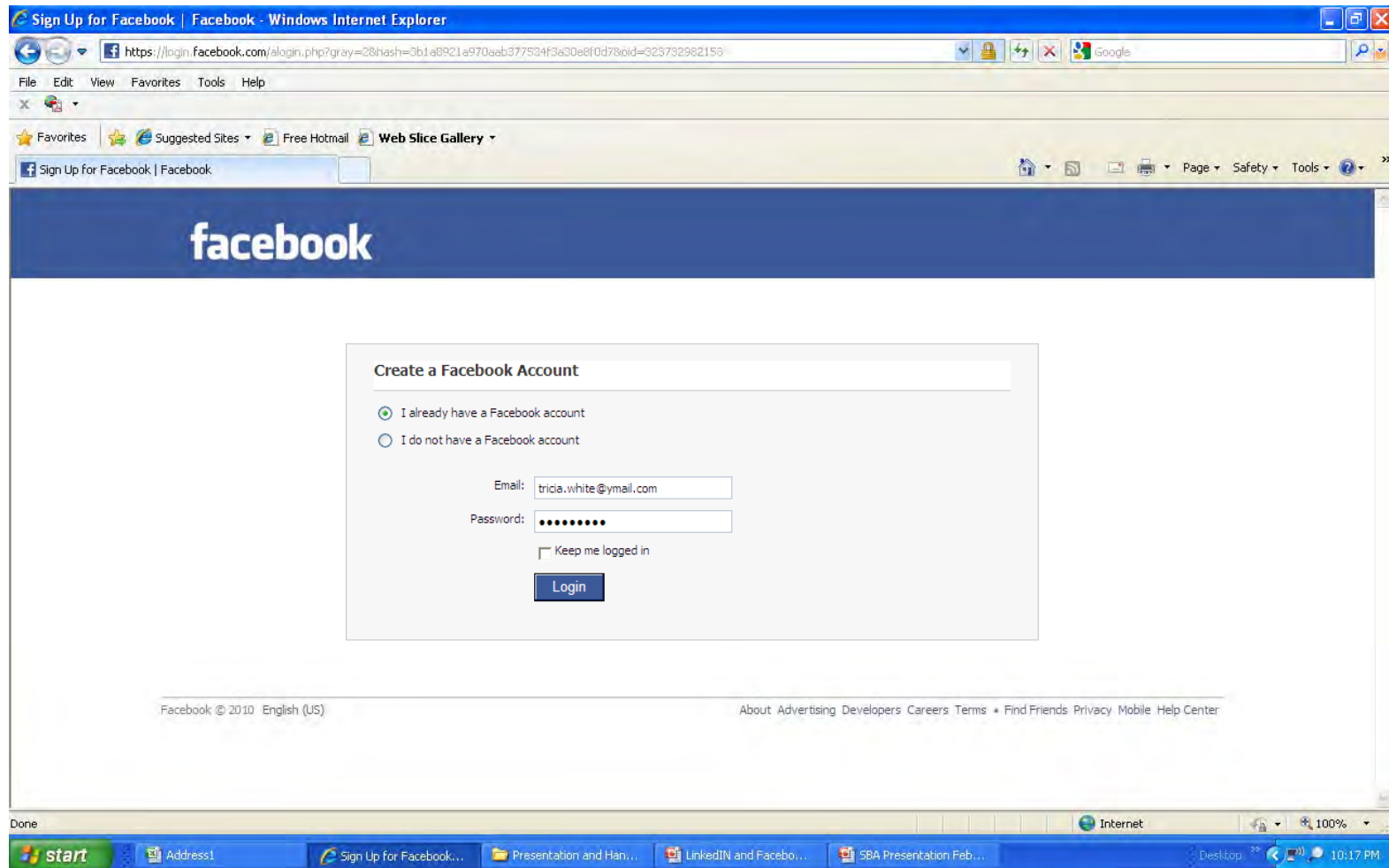
Document1 - Micro...

Social Media Presen...

LinkedInFacebookFall...

12:35 PM

Facebook – Do you have a page?



Facebook – Wall

facebook Tricia White Home

Friends Food Family

Company · [Edit Info](#)



Wall Friends Food Family · Everyone (Most Recent)

Share: [Status](#) [Photo](#) [Link](#) [Video](#) [Question](#)

Write something...

Friends Food Family
What are you serving on Super Bowl Sunday?
Like · Comment · Share · Saturday at 9:57am

Tammi A. Jacobsen likes this.
[View all 11 comments](#)

Friends Food Family Use the sausages with peppers and onions...then just spice it up with spicy sausage and hot peppers.
Saturday at 9:42pm · Like · 1

Alison Moriarty Thanks Trish. Going to get bread rolls to fill.
Saturday at 10:00pm · Like

Write a comment...

Friends Food Family
As promised. A great list of amazing recipes.
<http://www.friendsfoodfamily.com/friends-food-family/2012/02/great-recipes-for-super-bowl-sunday-go-pats.html>



Great Recipes for Super Bowl Sunday - GO PATS! - Friends Food Family
www.friendsfoodfamily.com
Great Recipes for Super Bowl Sunday - GO PATS! What are you serving?
133 People Reached · 6 People Talking About This
[Like](#) · [Comment](#) · [Share](#) · February 2 at 10:51pm

[Edit Page](#)

Admins (3) [See All](#)



- Use Facebook as Friends Food Family
- Notifications **6**
- Promote with an Ad
- View old Insights
- Invite Friends

You and Friends Food Family



214 friends like this.

- Scenic Arts Studios Theatrical Back..., Photography by Golota, Boston Masspass

Sponsored Story [See All](#)



Todd Sankey, Gerard Wilson and Dan Edmonds like Magic Hat Brewing Company.



Magic Hat Brewing Company
[Like](#)

Sponsored [Create an Ad](#)

7 Tips For a Flat Belly
loseflatbellynow.com



Unusual tips to lose body fat, surprising healthy fat-burning foods, and weird workouts to look and feel great.

[Remove Skin Tags Safely](#)

[Chat \(11\)](#)

Friends Food Family

Wall

- Hidden Posts
- Info
- Friend Activity (1+)
- Insights
- Photos
- Links
- Twitter
- Join My List
- Notes
- Welcome

EDIT

About [Edit](#)

Have you joined our e-mail list?
Click on Join My List Tab!

538
like this

13
talking about this

Likes [See All](#)

-  **Domino Sugar**
-  **SchoolonWheels...**
-  **Sheepish Knittin...**

Facebook – Info Page

facebook Tricia White Home

Friends Food Family

Company · [Edit Info](#)



Basic Information

Founded	November 2009
Location	335 Bay Road, 02356
About	Have you joined our e-mail list? Click on Join My List Tab!
Company Overview	We create and re-create recipes which are from our favorite cookbooks, magazines, websites and TV shows.
Description	Stories and recipes about the food we create and the people we share it with
Mission	To share a wide variety of recipes with friends and family
Products	recipes for dinner, lunch, breakfast, desserts, drinks, appetizers and of course, cookies!
Email	friendsfoodfamily@gmail.com
Website	http://www.friendsfoodfamily.com

Likes and Interests

Likes

Life Simplified for Business, Salt Water Farm, The Perfect Pantry, Domino Sugar, Photography by Golota, Food & Wine, Food Network, Sheepish Knitting & Crochet, SchoolWheels OfMassachusetts, Jeanie Communications, Scenic Arts Studios Theatrical Backdrop Rentals and Stage Curtain Rentals, Savory Sweet Life, Offbeat Ducks, Elite Media Solutions, Deb Bettencourt Photography and 35 more

Admins (3) [See All](#)



Use Facebook as Friends Food Family

Notifications **6**

Promote with an Ad

View old Insights

Invite Friends

You and Friends Food Family



214 friends like this.

Photography by Golota, Dotty Wyman Designs, Food Network

Sponsored Story [See All](#)

Karen Mather Emery likes SHAKE FITNESS®.



SHAKE FITNESS®

Like

Sponsored [Create an Ad](#)

7 Tips For a Flat Belly
loseflatbellynow.com



Unusual tips to lose body fat, surprising healthy fat-burning foods, and weird workouts to look and feel great.

Remove Skin Tags Safely
moleswartzremoval.com

Wall

Hidden Posts

Info

- Friend Activity (1+)
- Insights
- Photos
- Links
- Twitter
- Join My List
- Notes
- Welcome

EDIT

About [Edit](#)

Have you joined our e-mail list? Click on Join My List Tab!

538 like this

13 talking about this

Likes [See All](#)

-  Domino Sugar
-  SchoolWheels...
-  Sheepish Knittin...

 Nappis

Chat (11)

Facebook – Fan Page – Stats 1

facebook
Tricia White Home



- Wall
- Info
- Friend Activity (1+)
- Insights
- Likes
- Reach
- Talking About This
- Photos
- Links
- Twitter
- Join My List
- Notes
- Welcome
- EDIT

About [Edit](#)

Have you joined our e-mail list?
Click on Join My List Tab!

538
like this

13
talking about this

Likes [See All](#)



SchoolonWheels...



Domino Sugar

Friends Food Family ▶ Insights

Company [Edit Info](#)

Data through 2/2 (All dates and times are in Pacific Time) [Export Data](#)

Total Likes? **539** ↑0.19%

Friends of Fans? **141,795** ↑0.45%

People Talking About This? **13** ↑44.44%

Weekly Total Reach? **375** ↑20.19%

■ Posts? ■ People Talking About This? ■ Weekly Total Reach?



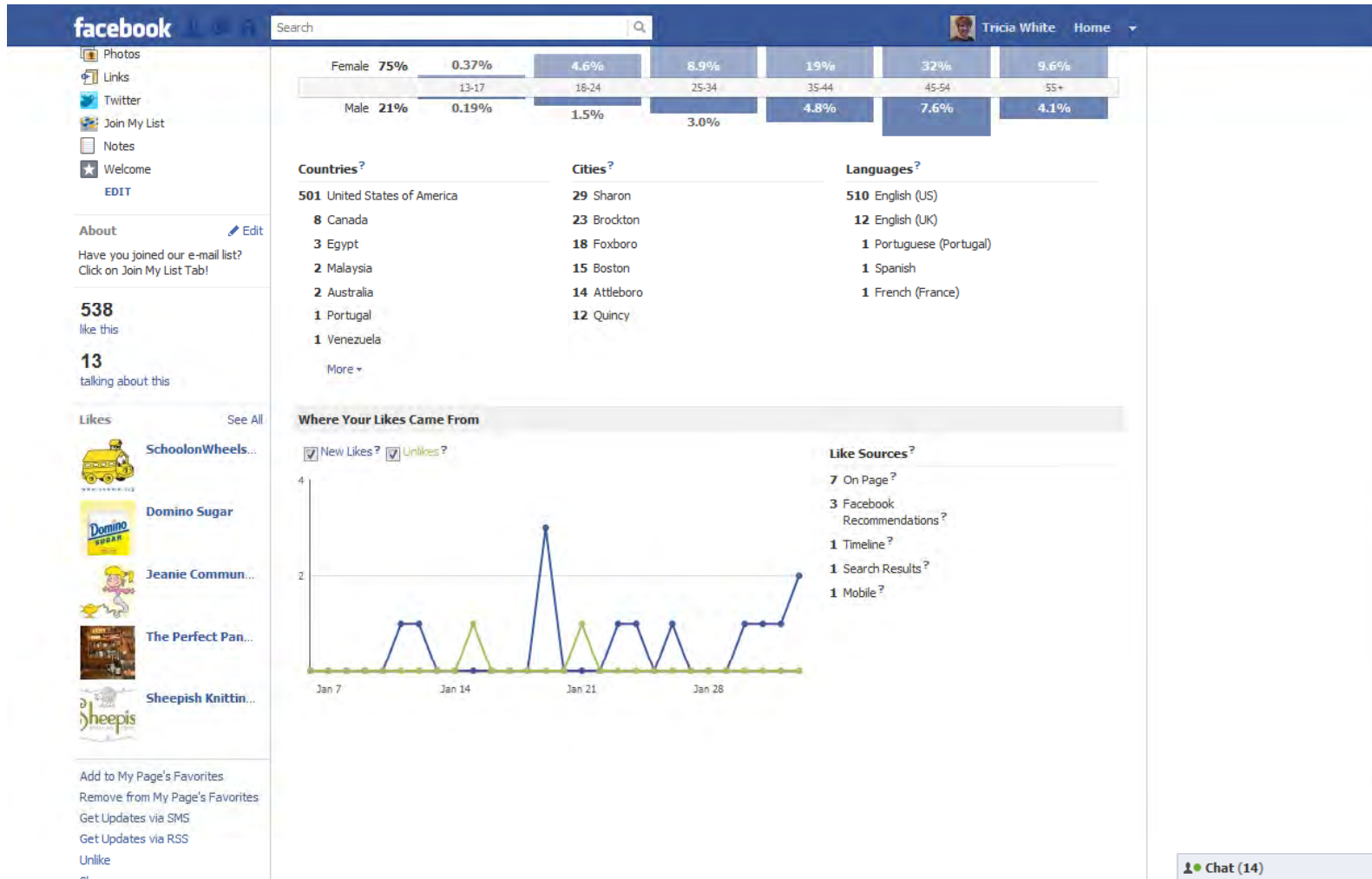
Page Posts

All Post Types

Date ?	Post ?	Reach ?	Engaged Users ?	Talking About This ?	Virality ?
2/2/12	As promised. A great list of am...	133	12	6	4.51%
2/2/12	OMG! So good! http://www.frie...	131	6	2	1.53%
2/1/12	Coming tomorrow! A list of grea...	142	8	6	4.23%
1/28/12	The pictures didn't show in the l...	161	5	1	0.62%

Chat (9)

Facebook – Fan Page – Stats 2



Facebook – Landing Page

The image shows a screenshot of a Facebook page for 'Friends Food Family'. The page layout includes a top navigation bar with the Facebook logo, a search bar, and the user's name 'Tricia White' with a 'Home' dropdown. The main content area features a large header image with various food dishes and the 'Friends Food Family' logo. Below the header, there is a welcome message and a call to action to join an e-mail list. The right sidebar contains sections for 'Admins (3)', 'You and Friends Food Family', and 'Sponsored Stories'. The left sidebar shows navigation options like 'Wall', 'Info', and 'Photos', along with a 'Welcome' button and a list of likes.

facebook Search Tricia White Home

Friends Food Family ▸ Welcome

Company · [Edit Info](#)

— Back Public Like



Friends Food Family

Welcome to Friends Food Family. We are food bloggers who share stories and recipes about the food we create and the people we share it with. Our recipe selections come from our 100+ cookbooks, numerous food magazine subscriptions and sometimes just a general search on the internet. If you are looking for suggestions or would like us to highlight one of your recipes, please contact us at friendsfoodfamily@gmail.com.

If you are interested in our monthly news letter, please go to the "Join our List" tab on the Fan Page and enter your e-mail address.

You can also follow us on [Twitter](#), [Pinterest](#) and [Google+](#)

Please feel free to participate and make suggestions we love hearing from our family

Admins (3) [?] See All

- Use Facebook as Friends Food Family
- Notifications ▾
- Promote with an Ad
- View old Insights
- Invite Friends

You and Friends Food Family

218 friends like this.

The Perfect Pantry, Lakefront Living Realty, LLC, Life Simplified

Sponsored Stories

See All

- Bob Hines** my wife has another new release!!! check it out!!!
Daughter of Deceit
www.amazon.com
1 Like 2 Shares
- Helen Connor**, Sharon Savage and Leslie Fishlock like Amazon.com
Amazon.com
Like
- Lisa Wilson**, Sheila Rosenkrantz
Like

543 like this

13 talking about this

Likes See All

- SchoolonWheels...**
- Food & Wine**
- Salt Water Farm**

<https://admin.statictmlapp.com/tab/1/admin#>

Chat (15)

Facebook – Fan Page – Group

facebook Tricia White Home

This group is scheduled to be archived
Over the next few months, Facebook will be archiving all groups created using the old groups format. Based on your request, you will continue to be a member of this group after it's archived.
[Learn More](#)

Archbishop Williams High School Class of 1979

Wall Info Discussions Photos

Share: Status Photo Link Video Question

Write something...

Tricia White Hi Everyone,
Facebook is looking to re-format its groups. I'm just waiting for the OK to transfer formats. Sometimes there are issues and people would have to rejoin there group. I will keep everyone updated.
Hope all is well. Would love to get something together in the Fall. Let's wait until people get back into the September swing with work schedules back to normal, kids in school and vacations completed.
...
[See More](#)
August 24 at 10:34pm · Like · Comment

Tricia White Just an FYI- Joe Veneto's mom passed away. For those looking for funeral information it will be Wednesday from 4-8PM at the Thomas Funeral Home on Granite Ave in East Milton. Funeral on Thursday, 10:30AM at St. Agatha Church in East Milton.
<http://www.alfreddthomas.com/page/page/2518982.htmha>
www.alfreddthomas.com
<http://www.alfreddthomas.com/page/page/2518982.htmha>
www.alfreddthomas.com
June 28 at 5:39pm · Like · Comment · Share

Tricia White Just wanted to say thank you to everyone who came to the "Hittin it 50 Party" at British Beer Company on Friday Night. Special thanks to Gerard Wilson and Joe Veneto who organized the entire event. It was great seeing...Lisa Noe, Jack Breen, Brian Donnelly, Dave West, Kevin, McGrath, Mike McGaughey, Patty Brosnan, Kim Sharry, Mike Noone, the other John Morris, Fred Caniff, and our favorite alum...Jeanne Burke. (Did I miss anyone?) Missed Eileen Dunlea, Paul Zenga, Midge Cullinan and Tommy Reid. I'll post our one picture as I have to e-mail it to myself and then upload it to Facebook. Brian Donnelly has agreed to have the next gathering at his house in Weymouth this

Joseph Witt is with Tab L Klenk at Atlantic Fish Co.

Robin Breen commented on Atria Martha's Vineyard's status: "delicious as usual!"

Robin Breen likes Atria Martha's Vineyard's status.

Robin Breen likes Détente.

Technorati Wanda Sykes Reveals She Had Double Mastectomy
Wanda Sykes Reveals She H...

Julie Barnes and **HipNotic** Occasions are now friends.

Fisher House Boston likes Lackland Fisher House's status.

Fisher House Boston likes

Anne Furey

Brittany Rae Nelson

Buzz Buzzell

Diana E. Jennings

Jaelyn Piccirilli

Jeanne Burke-Hanlon

Jen Osojnicki

Jen Vondenbrink

John Souza

Joseph Witt

Martha Pizzigoni

Patty Brosnan Morrison

Peyton White

Tammi A. Jacobsen



MORE ONLINE FRIENDS (3)






Paul Hemhill


Search

Bonus! Google +

The screenshot shows a Google+ profile page for Tricia White. The top navigation bar includes links for Gmail, Calendar, Documents, Photos, Sites, Search, and More. The user's name, Tricia White, and a share button are visible in the top right. The main content area is titled "Stream" and features a search bar for Google+. Below the search bar, there are two posts. The first post is from "Google+ Your Business" and is about a live Hangout. The second post is from "Brad Farris" and is about the Super Bowl. The right sidebar contains sections for "In your circles", "Suggestions", "Hangouts", "Send invitations", and "Google+ Pages". The left sidebar shows the user's profile picture and name, along with a list of categories and a chat window.

+Tricia Gmail Calendar Documents Photos Sites Search More + Tricia White 0 Share...  

Google+      Search Google+

 **Tricia** 1 page

Stream

- Friends
- Family
- Acquaintances
- Following
- Google Friends
- More +
- Notifications
- What's hot
- Gardening
- Recipes





Chat



Send a message to...

- Available
- Gary Smith
- Greg Desimone
- Phil Tucker
- Ruslan Barabolkin
- Sheila Oliver
- Kristine Cleary
- Cory Howell
- David Jacobs

[Send feedback](#)


Stream

Share what's new...    


 **Google+ Your Business** - 11:49 AM (edited) - Public 



Posted by **+Caroline McCarthy**:

Hey, advertising geeks -- this is coming up in just a few minutes! Be sure to tune into this live Hangout.


 **NBC Sports** originally shared this post:

Congratulations to the **+New York Giants** for winning Super Bowl XLVI. Now let's talk about the big advertising winners of this year's Super Bowl! Remember to tune into our live Hangout with **+Darren Rovell** at Noon ET. Come right back here to this Google+ page you won't want to miss it!

 - [Comment](#) - [Hang out](#) - [Share](#)

 **Brad Farris** - 11:49 AM - Public 

How's your Bench?


 **EnMast** originally shared this post:


Best Player Available


Both of the Super Bowl teams will lose key players and coaches this off season. Their success will cause other teams to lure away their good people. Teams like that are always rebuilding, looking for the "best player available" to fill a hole or upgrade a position.

Look at your roster from top to bottom, if your top performers left today how would you fill that hole? *Do you have...*

[Expand this post »](#)





In your circles 




[View all >](#)

Suggestions

 **Deborah Ng**
[Add to circles](#)


 **amoah paul k**
[Add to circles](#)

 **Ashley High Steve...**
[Add to circles](#)


[Show all](#)

Hangouts



Have fun with all your circles using your live webcam.

 [Start a hangout](#)



Send invitations






 [Invite friends](#)


Google+ Pages

  [Create a Google+ page](#)

Google + Profile






+Tricia Gmail Calendar Documents Photos Sites Search More ▾ Tricia White 0 Share...  

Google+      Search Google+



Tricia White [Edit Profile](#)

Small Business Advisor, Social Media Educator and Food Blogger - Have a cookie!



[Send a message](#) [Send an email](#)



In Tricia's circles (209) [View all »](#)

Have Tricia in circles (210) [View all »](#)


[Change who is visible here](#)

[Send feedback](#)

Posts About Photos Videos +1's [View profile as...](#)


 **Tricia White** · 8:37 AM · Public 


Meet Chris Penn. I really like his style.


 **Christopher Penn** originally shared this post

Good Monday morning, friends. I'm in Tampa, Florida for the next 2 days as I keynote Social Fresh East. I was working on my slides on the plane, because I can never leave well enough alone, but the talk is coming together very nicely. If you're at Social Fresh, stop by the WhatCounts booth if you'd like to chat. I'll be there or in session all day.

Are you a new friend? Just put me in a shiny new circle... [Expand this post »](#)

 [Welcome aboard! - Christopher S. Penn : Awaken Your Superhero | Christopher S. Penn : Awaken Your Superhero](#)

 Ever joined a gym or enrolled in a martial arts school? The really good ones know that getting you to visit once isn't nearly as hard as getting you to come

 - [Comment](#) - [Hang out](#) - [Share](#)

Google + About



Search Google+



Tricia White

Small Business Advisor, Social Media Educator and Food Blogger - Have a cookie!

Edit Profile



Send a message

Send an email

In Tricia's circles (209)



View all »

Have Tricia in circles (210)



View all »

Change who is visible here

Posts About Photos Videos +1's

View profile as...

Introduction Senior Business Advisor with MA Small Business Development Center - SE Region

Small business partner (17+ years in the funeral business), Marketing, Branding, SEO, Graphic Design, Social Media Consultant, GOOGLE Adwords Certified

Food Blogger - Friends Food Family - passionate about cooking and baking because it's stories about the food we create and the people we share it with! Help yourself to my favorite [Chocolate Chip Cookie List](#).

6 Kids - My 4 + His 2 = Brady Bunch and a funny dog named Brody

Bragging rights I bake awesome cookies!

Occupation Senior Business Advisor - helping small businesses succeed! (for FREE)

Employment Friends Food Family



Other profiles






- Friends Food Fa...
- friendsfoodfam
- triciawhite24
- Pinterest
- friendsfoodfam

Recommended links



- Friends Food Fa...
- MA Small Busine...
- Picture Trish
- friendsfoodfamily...
- Foursquare




























Google + Circles

+Tricia Gmail Calendar Documents Photos Sites Web More - Tricia White | Share...  














Google+      Search Google+

People in your circles (98) People who've added you (56) Find people

Sort by: Relevance  Remove Clear selection View profiles More actions 

 Add a new person	 Tammi Jacobsen	 Brian Bolea	 tjacobsen@msbdc.uma ss.edu	 Tricia White	 Angela Carbonetti	 dbolea8@gmail.com	 Beth Fies	 Gina Goldstein
 Larry Ross	 Jay Barrows	 Jen Osojnicki	 kpintarich@berryinsurance.com	 Susan Finn	 jack@unitedregionalchamber.com	 Stephen Bolea	 laurie frizzell	 Adam Cupples
 Greg Desimone	 Ann Handley	 Amanda Spittell	 Manassah Bradley	 Dustin W. Stout	 HubSpot Inc.	 Dharmesh Shah	 Mike Volpe	 john bates

Drag people to your circles to follow and share

Google + Business


Friends Food... 0 Share... ⚙

Google+ Search Google+

Friends Food Family

stories and recipes about the food we create and share


Edit Profile



29
+1'd or added to circles


Share your page

In Friends Food Family's circles (10)



[View all »](#)

Have Friends Food Family in circles (19)




[View all »](#)

[Send feedback](#)

[Change who is visible here](#)

Posts About Photos Videos [View profile as...](#)

Friends Food Family - Feb 4, 2012 - Public
What are you serving on Super Bowl Sunday?
[+1](#) - [Comment](#) - [Hang out](#) - [Share](#)

Friends Food Family - Feb 4, 2012 - Public
Start off your Super Bowl Party with this amazingly cheesy dish. Your guests will love you!
Gnocchi Gratin with Gorgonzola Dolce - Friends Food Family

Gnocchi Gratin with Gorgonzola Dolce - Adult Gnocchi and Cheese - Better than your best Macaroni and Cheese!
[+1](#) - [Comment](#) - [Hang out](#) - [Share](#)

1 share - Tricia White

So remember...

- This can be overwhelming.
- Grow your network...it takes time.
- Check your account on a regular basis.
- Keep your brand consistent.
- Participate! Engage in conversation.
- Realize people for who they are!

Have FUN!



Questions, Comments, Concerns & Contacts

MA Small Business Development Center Network

200 Pocasset Street, Fall River, MA

508-673-9783

www.msdbc.org/semass

