



Marketing Strategies using Social Media



Goals



- Introduction to some of the most common social media tools available
- A better understanding of how these tools work.
- Identify which tools are right for you!

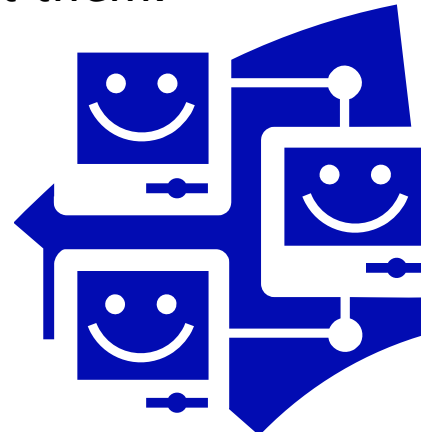
What we will cover...



What is Social Media?

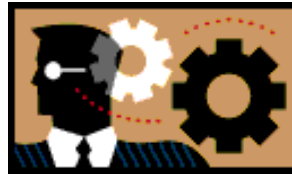
Social media has been touted as presenting a fresh direction for marketing by allowing companies to engage with consumers, as opposed to just talking at them.

Listen
Create
Build
Measure



Know ~ Like ~ Trust

**Who is using them?
Are you using them?**



Video– YouTube– Social Media Revolution

But, what can they really do?

- Brand Building
- Relationships
- SEO (Search Engine Optimization)
- Marketing



Why is it important?



It's not about
YOU...(anymore)
It's about your customer!

Who's using Social Media?

- Friends & Family
- Students & Teachers
- Entrepreneurs & Solopreneurs
- Executives & CEO's of Major Corporations
- President Obama



The 2012 Presidential Race

What tools are right for your company?



- Strategy
- Knowledge of platforms
- Devotion of Time

Do you have permission?

- Company Policy
- Responsibility of Brand
- Releasing of Corporate Information



Ready, Set, SEARCH

- What is your presence on the web?
- How easily can you be found?

Google.com

Yahoo.com

Ask.com

Bing.com



- What information is available?
- What are people saying?
- Do you have a Google Account?

You need a Google Account!

- Google Alerts
- Google Places
- Google Analytics



www.Google.com/accounts

Google

Sign in

Create a new Google Account

1



Your Google Account is more than just Search.

Talk, chat, share, schedule, store, organize, collaborate, discover and create. Use Google products from Gmail to Google+ to YouTube, view your search history, all with one username and password, all backed up all the time and easy to find at (you guessed it) Google.com.



Take it all with you.

A Google Account lets you access all your stuff — Gmail, photos and more — from any device. Search by taking pictures, or by voice. Get free turn-by-turn navigation, upload your pictures automatically, and even buy things with your phone using Google Wallet.



Share a little. Or share a lot.

Share selectively with friends, family (maybe even your boss) on Google+. Start a video Hangout with friends, text a group all at once, or just follow posts from people who fascinate you. Your call.

2

3

Name

First Last

Choose your username

@gmail.com

Create a password

Confirm your password

Birthday

Month Day Year

Gender

I am...


Mobile phone

Other email address

Prove you're not a robot

www.Google.com/alerts

+You Search Images Videos Maps News Shopping Gmail More -

Sign in 



Search query:

Result type: **Everything** ▾

How often: **Once a day** ▾

How many: **Only the best results** ▾

Your email:

CREATE ALERT

Manage your alerts

Monitor the Web for interesting new content

Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your queries.

Enter a search query you wish to monitor. You will see a preview of the type of results you'll receive. Some handy uses of Google Alerts include:

- monitoring a developing news story
- keeping current on a competitor or industry
- getting the latest on a celebrity or event
- keeping tabs on your favorite sports teams

Google Alerts

Google Alerts

Everything	Volume	How often	Deliver to	
<input type="checkbox"/> "Friends Food Family"	Only the best results	As-it-happens	FriendsFoodFamily@gmail.com	Edit
<input type="checkbox"/> "Friends Food Review"	Only the best results	As-it-happens	FriendsFoodFamily@gmail.com	Edit
<input type="checkbox"/> "picture trish"	Only the best results	As-it-happens	FriendsFoodFamily@gmail.com	Edit
<input type="checkbox"/> "Tricia White"	Only the best results	As-it-happens	FriendsFoodFamily@gmail.com	Edit
<input type="checkbox"/> "Trish White"	Only the best results	As-it-happens	FriendsFoodFamily@gmail.com	Edit

Delete **CREATE A NEW ALERT** Switch to text emails Export alerts

Google Business Tools

+You **Search** Images Videos Maps News Shopping Gmail More ▾

Sign in



Google Search

I'm Feeling Lucky

©2014 Google - Change background image
www.google.com/preferences?hl=en

Advertising Programs Business Solutions Privacy +Google About Google

Google Business Tools

Google Business Solutions

Local ads made easy



AdWords Express *New!*
The easy way to advertise your neighborhood business online

Find new customers



AdWords
Reach customers anywhere with Google search, display and mobile ads

Earn money from your site



AdSense
Maximize revenue from your online content

Enhance your website



Google Analytics
Use free online tracking tools to optimize your site

Promote products & services



Google Offers
Create attractive offers to reach the right customers

Be more productive



Gmail, Docs & Calendar
Communicate and collaborate with reliable, secure web-based tools

Hassle-free computing



Chromebooks for Business
Fast, intuitive, easy-to-manage computers for organizations of all sizes

Learn & innovate



Learn with Google
Find all you need to start, market and run your business online

Connect with your customers



Google+ Your Business *New!*
Have real conversations with the right people

More Google products for business

Find new customers

- [AdWords Express](#)
- [AdWords](#)
- [Search Ads](#)
- [Display Ads](#)
- [Video & YouTube Ads](#)
- [Mobile Ads](#)
- [TV Ads](#)
- [Google Places](#)

Earn money from your site

- [AdSense](#)
 - [DoubleClick for Publishers](#)
 - [Google Affiliate Network](#)
- ### Enhance your website
- [+1 Button](#)
 - [Google Analytics](#)
 - [Website Optimizer](#)

Promote products & services

- [Google Offers](#)
 - [Product Search](#)
 - [Commerce Search](#)
 - [Google Checkout](#)
 - [Submit Your Content](#)
- ### Be more productive
- [Google Apps](#)

Help improve this page. Give us feedback

Become a Google partner

- [Google Certification Program](#)
 - [Google Engage](#)
- ### Learn & innovate
- [Hello Google](#)
 - [Think with Google](#)
 - [Learn with Google](#)
 - [Ad Innovations](#)

Are you on Google Places?

+Tricia Search Images Videos Maps News Shopping Gmail More + Tricia White Share...

Google

Chamber of Commerce
chamber of commerce
chamber of commerce ri
chamber of commerce newport ri
chamber of commerce westerly ri

Search

Everything
Images
Maps
Videos
News
Shopping
More

Easton, MA
Change location

Any time
Past hour
Past 24 hours
Past 2 days
Past week
Past month
Past year
Custom range...
More search tools

[U.S. Chamber of Commerce | Fighting For Your Business](http://www.uschamber.com/)
www.uschamber.com/
A business federation representing companies, business associations, state and local chambers in the U.S., and American **Chambers of Commerce** abroad.
[About Us](#) - [Issues](#) - [Members](#) - [Events](#)

[Places for chamber of commerce near Easton, MA](#)

[Metro South Chamber-Commerce](http://www.metroouthchamber.com)
www.metroouthchamber.com
Place page

[Easton Chamber of Commerce](http://www.easton-chamber.com)
www.easton-chamber.com
Place page

[Tri-Town Chamber of Commerce](http://www.tri-townchamber.org)
www.tri-townchamber.org
Place page

[Stoughton Chamber of Commerce](http://maps.google.com)
maps.google.com
Place page

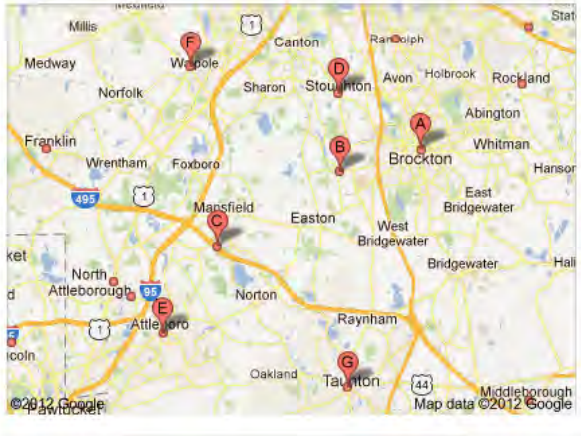
[United Regional Chamber of Commerce](http://www.unitedregionalchamber.com)
www.unitedregionalchamber.com
Place page

[Walpole Chamber of Commerce](http://walpolechamber.com)
walpolechamber.com
Place page

[Taunton Area Chamber-Commerce](http://maps.google.com)
maps.google.com
Place page

[More results near Easton, MA >](#)

[Map for chamber of commerce](#)



Map showing locations of chambers of commerce near Easton, MA, with markers A through G:

- A 60 School St # A
Brockton
(508) 586-0500
- B 134 Main St , North
Easton, MA 02356
(508) 238-2225
- C 280 School St., Building
L100, Mansfield, MA
02048-1840
Mansfield, Massachusetts
(508) 339-5655
- D 753 Washington Street
Stoughton
(781) 297-7450
- E 42 Union Street
Attleboro
(508) 222-0801
- F 5 West St # A
Walpole
(508) 668-0081
- G 12 Taunton Grn # 201
Taunton
(508) 824-4068

Enter Business Info



▼ Basic Information

Please note that changing your address or business name will require additional verification via mail or phone.

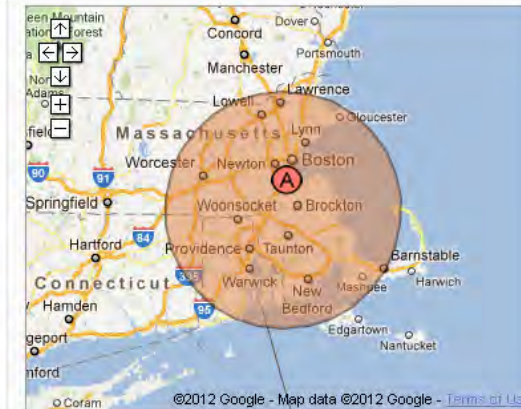
* Required Fields

Country: *	United States
Company/Organization: *	Friends Food Family
Street Address: *	335 Bay Road
City/Town: *	North Easton
State: *	Massachusetts
ZIP: *	02356
Main phone: *	(508) 297-1406 <small>Example: (201) 234-5678 Add more phone numbers</small>
Email address:	friendsfoodfamily@gmail.com <small>Example: myname@example.com</small>
Website:	http://www.friendsfoodfamily.com <small>Example: http://www.example.com</small> <input type="checkbox"/> I don't have a website.
Description:	We blog about food, recipes, cooking, baking, restaurant reviews, food products and food services. Stories about the food we create and the people we share it with. <small>200 characters max, 200 characters left.</small>
Category: *	Food Service
Category: *	Food Blogger
Category: *	Recipes
Category: *	Cooking and Baking
Category: *	Dessert Recipes

Friends Food Family

North Easton MA 02356
United States

(508) 297-1406
<http://www.friendsfoodfamily.com>



Email address: friendsfoodfamily@gmail.com
Description: We blog about food, recipes, cooking, baking, restaurant reviews, food products and food services. Stories about the food we create and the people we share it with.
Areas served: North Easton, MA 02356, and locations within 50 miles;
Payment types: Invoice
Hours: Monday: 5:00 pm - 9:00 pm
Tuesday: 5:00 pm - 9:00 pm
Wednesday: 5:00 pm - 9:00 pm
Thursday: 5:00 pm - 9:00 pm
Friday: 5:00 pm - 9:00 pm

Great Info, too!

Google places

FriendsFoodFamily@gmail.com | [Settings](#) | [Help](#) | [Sign out](#) | English (United States)

Dashboard

Offers

[Locations](#)

Friends Food Family

Friday, December 23, 2011

Friday, January 20, 2012

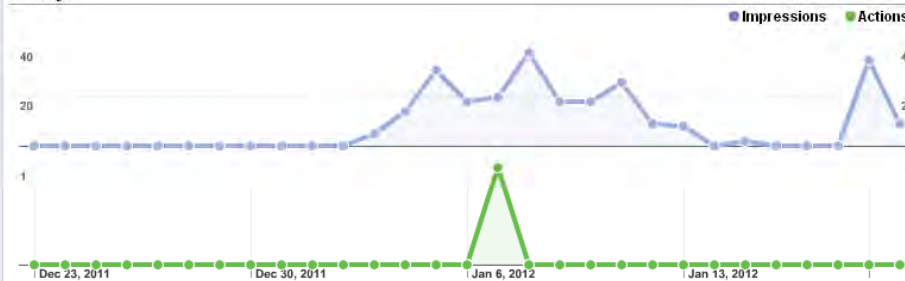
Apply

[last 7 days](#) | [last 30 days](#)

Reach more users with Google AdWords Express. Call 877-546-9956 or [Set up AdWords Express ad »](#)

Easily create automatically-managed AdWords ads to promote your business with Google. [Learn more](#)

Activity



Totals

251 impressions

How many times users saw your business listing as a local search result ?

1 actions

How many times users showed interest in your business listing

- 1 Clicks for more info on Maps
- 0 Clicks for driving directions
- 0 Clicks to your website

Top search queries ?

Query	Impressions
1. friends	51
2. restaurants	18
3. whisk	18

Share an update on your place page [View](#)

Jan 3 - Best Cookies from the Holiday Season!

<http://tinyurl.com/frostedgingers> - [Delete](#)

Share an update about events, specials, and more.
Example: "Live music tonight at 7pm!"

[Share](#) Expires in 30 days 160

Respond to reviews

Owners can post a public response to [reviews](#) by Google users.

Your business info [Edit](#)

100 % complete

335 Bay Road
North Easton, MA 02356
(508) 297-1406
<http://www.friendsfoodfamily.com>

Description: We blog about food, recipes, cooking, baking, restaurant reviews, food products and food services. Stories about the food we create and the people we share it with.

Payment: Invoice

Facebook Fanpage:

<http://www.facebook.com/ff92461>

Twitter: <http://www.twitter.com/friendsfoodfam>

Google+: <http://gplus.to/friendsfoodfamily>

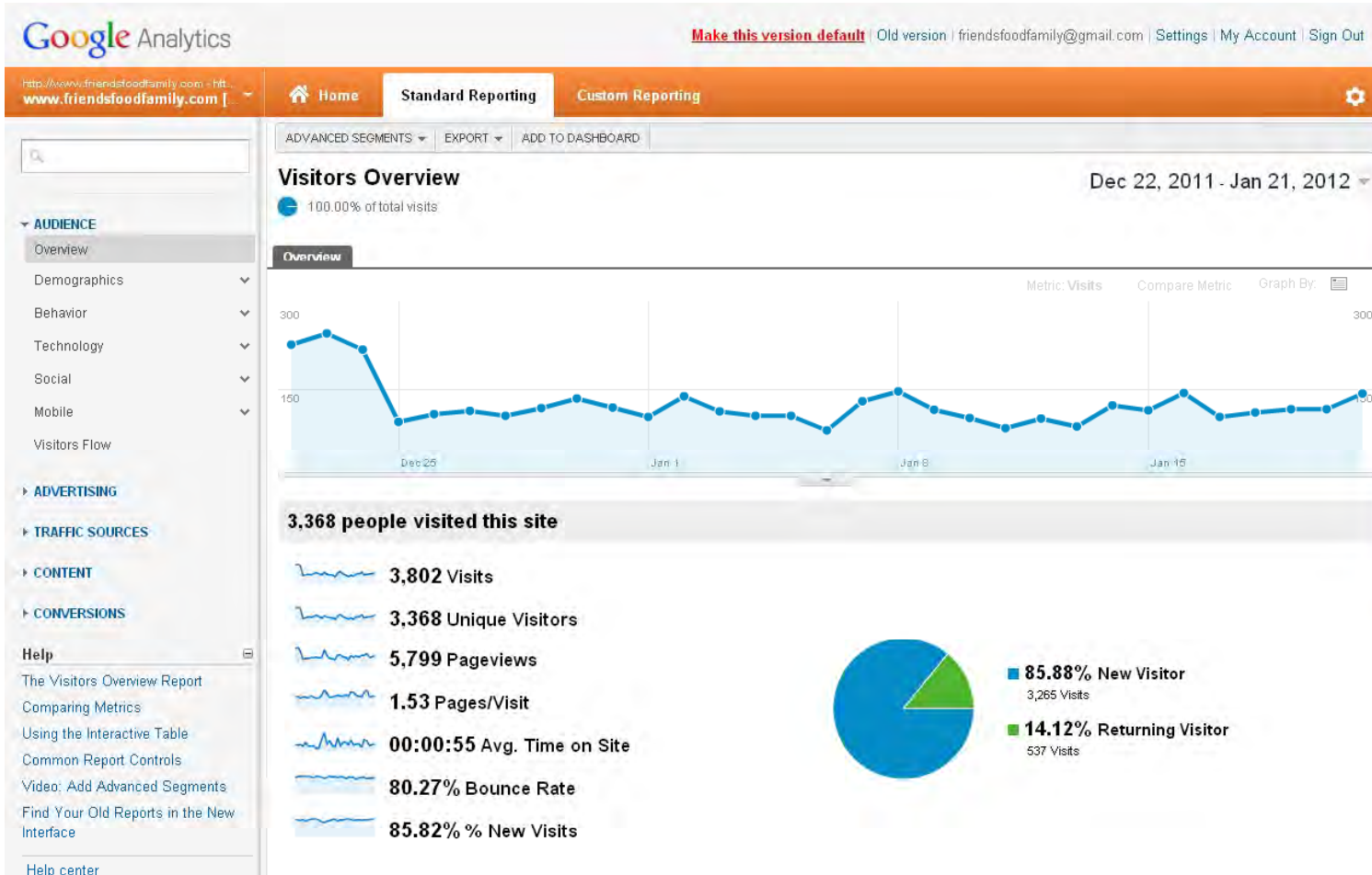
Pinterest: <http://www.pinterest.com/friendsfoodfam>

Email: friendsfoodfamily@gmail.com

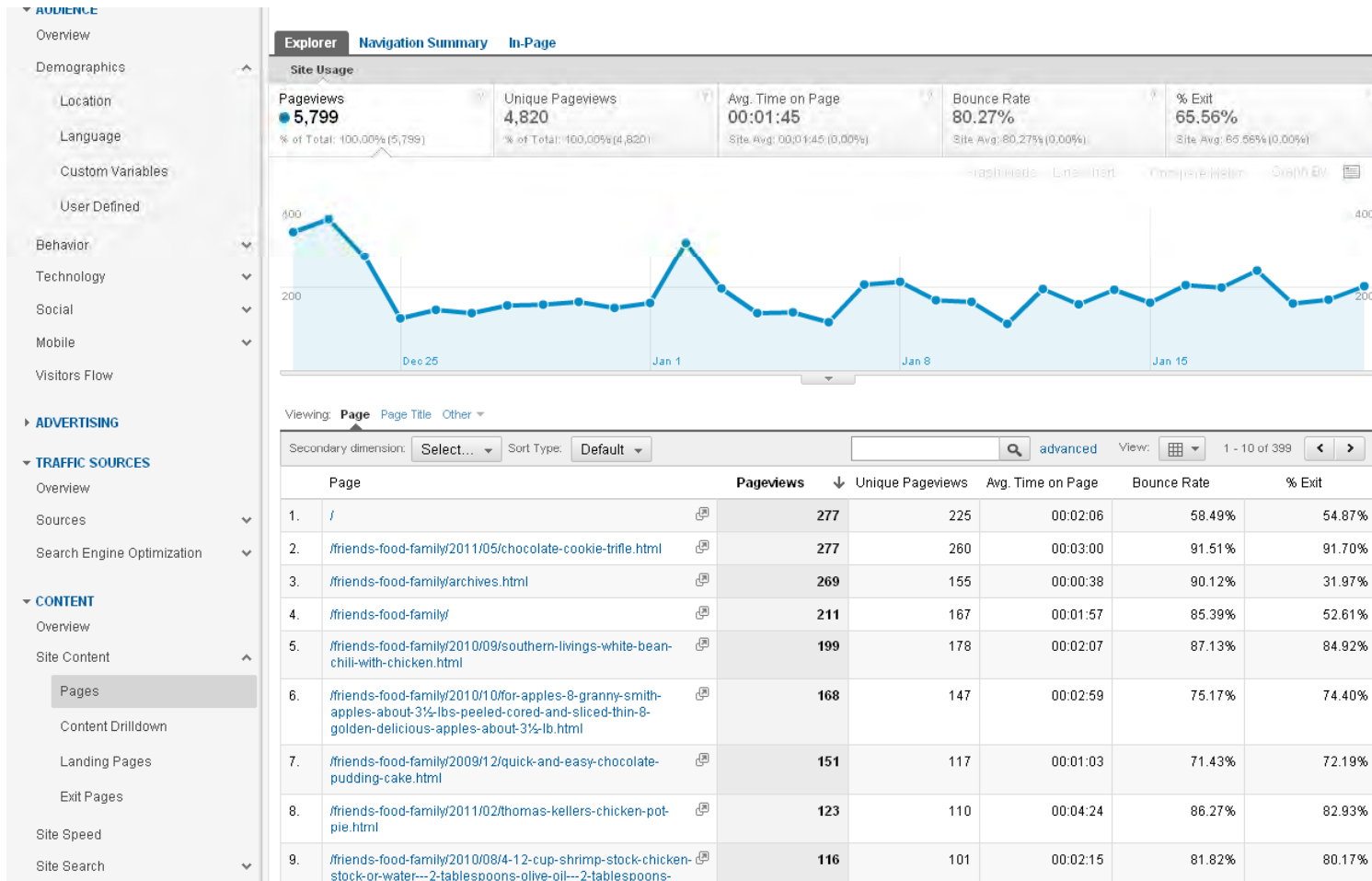
Business Hours:

Monday: 5:00 pm - 9:00 pm
Tuesday: 5:00 pm - 9:00 pm
Wednesday: 5:00 pm - 9:00 pm
Thursday: 5:00 pm - 9:00 pm
Friday: 5:00 pm - 9:00 pm

Google Analytics



Google Analytics - Dashboard



Marketing.Grader.com



Graders ▾

Marketing Blog

What is HubSpot? ▾

Sign In

Help

74

MARKETING GRADE

Share Your Report ▾

FAQs

Overall

ToFu

MoFu

Analytics



Share Your Report ▾

HubSpot's Marketing Grader BETA

Grade Another Company

Report for www.friendsfoodfamily.com

www.friendsfoodfamily.com	
Top of the Funnel (ToFu) Fill the top of your sales and marketing funnel by creating, optimizing, and promoting unique and interesting content. Top 3 Things To Do »	63% CORRECT Learn More
Middle of the Funnel (MoFu) Convert traffic into leads and leads into customers by focusing on the middle of your funnel and using landing pages, conversion forms, email marketing and social media. 3 Things To Do »	42% CORRECT Learn More
Analytics Know what marketing activities are working (or aren't working) for you by measuring your successes and failures. 1 Thing To Do »	50% CORRECT Learn More



Blogs are really important

✓ Yay! You have a blog!

i You've got a blog, which means you know it's the best way to reach your target audience and grab them with the content they crave. In fact, it might already be the only way to reach them.

<http://www.friendsfoodfamily.com/friends-food-family/>

Last post: Fri Jan 13 2012 09:35:26 GMT-0500 (Eastern Standard Time)

Did we guess the wrong blog?

Did you know that companies that blog get **55% more web traffic and 70% more leads** than those that don't?

✓ Recent Blog Articles

i Blog posts that were shared on just Twitter had **113% more** inbound links than those not shared on social media at all.

Article	Tweets	Facebook Shares
The 12 Cookies of Christmas - Day 12 - Oatmeal Walnut Biscotti	3 ✓	1 ✓
Saveur's Escarole Soup	5 ✓	1 ✓
The 12 Cookies of Christmas - Day 11 - Florentines	5 ✓	4 ✓
The 12 Cookies of Christmas - Day 10 - Dipped Gingersnaps	2 ✓	2 ✓
The 12 Cookies of Christmas - Day 9 - Orange Chocolate Cookies	3 ✓	7 ✓

✓ Are your blog post titles unique & fewer than 75 characters? **Yes**

i You've totally nailed the science of blog post titles! Keep them unique and short (under 75 characters) to really grab your readers' attention and maximize the SEO benefits.

B2B companies that blog generate **67% more leads** per month than those that do not.

Inbound Links

descriptions.

✓ **Your mozRank is 4.3.**

- mozRank is on a scale of **1 to 10** and is SEOMoz's 10-point measure of link authority and popularity. It's similar to the old Google Page Rank and is logarithmic, so bear that in mind, too. (That means it's ten times as hard to move from a 3 to a 4 as it is to move from a 2 to a 3.)

89% of US internet users search online before they make a purchase, even when the purchase is made at a local business.

✓ **34 other sites have linked to your site.**

- Every link to your site is another vote in the giant popularity contest that is the internet. The more sites that link to you, the better you will rank. Keep on creating and sharing all that great content, and you'll keep moving closer to the top of the charts.

Companies that blog have **97% more inbound links** than those that don't. Creating great content is the key to getting inbound links – there's just no substitute.

✓ **Here are 10 authoritative pages that are linking to you.**

- It's not enough to just get links from other sites – those sites need to be trustworthy and authoritative, too. Naturally, these are harder to come by. But you're doing great so far – keep it up!

Domain	Linking Page
typepad.com	Tricia White's Profile TypePad
networkedblogs.com	http://www.networkedblogs.com/blog/friends_food...
ontoplist.com	Friends Food Family - OnToplist.com
bloggers.com	Tricia White (friendsfoodfamily) on Bloggers
americantowns.com	North Easton, Massachusetts MA - Real Estate, R...
injennieskitchen.com	christmas past, present and... - In Jennie's Ki...
seexie.com	http://www.seexie.com/wsearch.php?lg=&pt1=1&pt9...

Social Networks

Social

Jump To: [Blogging](#) | [SEO](#) | [Mobile](#) | [Social](#)

57% of small businesses say social media is beneficial to their business, which is no wonder since being active on Twitter and Facebook has been shown to increase the number of inbound links, traffic and leads. As a result, **54% of companies** increased their investment in social media & blogs in 2011.

✓ Are you on Twitter? **Yes**

i We found the account [@FriendsFoodFam](#) that looks like it belongs to you. You're rocking out on Twitter, which is great! Now make sure that you're sharing awesome content there, too. Want more folks to visit your blog? Blog posts shared on Twitter get **117% more page views** than those not shared. That's a big number.

Did we guess the wrong account?

Followers	Following	Updates
887	822	1,420

Companies with over 1,000 Twitter followers get **6X more traffic**.

✓ Your homepage has been tweeted **6** times.

i According to Twitter, your homepage has been tweeted **6** times recently (usually in the last few days). To increase this, make sure you are including social sharing buttons right on your homepage and creating compelling content.

79% of US Twitter users are more likely to recommend the brands that they follow.

✗ You average **1 day, 20 hours** between tweets.

i It looks like you're in a bit of a Twitter slump. Tweet more regularly if you want to harness all the power of Twitter. Share your blog posts, relevant news articles, and interesting stuff from

More than **1/2 of active Twitter** users follow companies, brands, or products on social networks.

Going Mobile!

Mobile

Jump To: [Blogging](#) | [SEO](#) | [Mobile](#) | [Social](#)

Having a website that displays well on mobile devices is becoming more and more important as **35% of American adults** have a smartphone and **87% of smartphone owners** access the internet on their mobile devices. When mobile optimizing your site, you want to take into account smaller screen sizes and slower bandwidths. This means using smaller images and font sizes, thinking about how much content is displayed on a single page.



Do you have a mobile version of your website? **No**



You're gonna need a mobile website if you want people to access your site on their smartphones. And since **43% of all phones are smartphones**, and 87% of them use it to access the internet, it probably makes sense to get this in place sooner rather than later.

Learn More About How to Fix This

Download the [free Mobile Marketing Kit](#) to learn more about mobile optimization.



[Watch Video](#)

By the end of 2011, **50% of Americans will own a smartphone**. Yep.



Do you have Apple icons? **No**



The iPhone and iPad both allow users to add a quick link to the desktop of their device for easy access. Don't let a hard-to-see screenshot (which is the default option) rob you of an excellent branding opportunity!

86% of C-level executives use a smartphone.

Google +



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 (202)



View all >

Have Tricia in circles (205)



View all >

Change who is visible here

Send feedback

Posts About Photos Videos +1's

View profile as...



Tricia White - 7:56 PM - Public

Spent the weekend in Neport, RI enjoying...

1. B&B - The Francis Malbone Inn House

Ate at two amazing restaurants

1. Bouchard's - <http://restaurantbouchard.com/>

2. Spiced Pear - <http://www.thechanler.com/dining/>

And now...I am back to reality!

[The Francis Malbone House - A Luxury Inn and Bed and Breakfast \(B & B\)- Newport, Rhode Island](#)

We invite you to experience the most luxurious bed and breakfast (B&B) in Newport, Rhode Island, the Francis Malbone House. Located along Newport's downtown harborfront, the Francis Malbone Ho...

+1 - Comment - Hang out - Share



Tricia White - 7:23 PM - Public

Great article for job seekers...including the Class of 2012 +Mike Bolea

[Making sure your resume gets to the top of the pile - The Boston Globe](#)

www.GetListed.Org

 Version Change

Login

getlisted.org

Home

Step #1—Check
Your Business

Next Steps

More Places to List
Your Business

Learning Center

Local Search Engine
Optimization Resources

Local University

Our Educational Series
for Business Owners

Our Blog

Local Search
News + Updates

Professional Help

Local SEO Companies
We Recommend

See how your business is listed at Google,
Yahoo, and other top local search engines.

Enter Your Business Name:

Enter Your Zip Code:

Check My Listings

[Advanced Check](#)

[Home](#) [Next Steps](#) [Learning Center](#) [Local University](#) [Our Blog](#) [Local SEO Professionals](#)

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Google, Yelp, Bing, Yahoo, Best of the Web, Hot Frog

Version [Change](#) Login

getlisted.org

- Home**
Step #1—Check Your Business
- Next Steps**
More Places to List Your Business
- Learning Center**
Local Search Engine Optimization Resources
- Local University**
Our Educational Series for Business Owners
- Our Blog**
Local Search News + Updates
- Professional Help**
Local SEO Companies We Recommend

Home > Dashboard > Listing Snapshot

Friends Food Family

335 Bay Rd
North Easton, MA 02356
(508)297-1406
friendsfoodfamily@gmail.com
friendsfoodfamily.com

Listing Score:
This listing is 76% complete. **76%**
[What does this score mean?](#)

[Not the business information you expected to see?](#)

- Google**
You have claimed this listing on Google.
[View additional details](#)
- bing**
You have claimed this listing on Bing.
[View additional details](#)
- expressupdate**
(now Infogroup)
Business listing not found on Infogroup.
[Add your listing »](#)
- localize**
Business listing not found on Localize.
[Add your listing »](#)
- yelp**
You have claimed this listing on Yelp.
[View additional details](#)
- YAHOO!**
Business listing not found on Yahoo.
[Add your listing »](#)
- Best of The Web**
You have claimed this listing on Best Of The Web.
[View additional details](#)
- hotfrog**
You have claimed this listing on HotFrog.
[View additional details](#)
- yp.com**
Business listing not found on YellowPages.com.
[Add your listing »](#)

Sign Up for Our Newsletter

Enter Your Email Address

Yes, I want to receive GetListed.org's newsletter with tips on how to improve my Local Search rankings and more.
Our company will not sell your address to any third party for any reason.

Don't have time to claim all your listings?

yext

Yext Power Listings
With Yext you can update once and submit to 24 local search sites instantly, starting at \$10/mo.

GetListed receives a small premium from Yext for the placement of this advertisement.

Why is it important to claim your business listings?

Claiming your listings gives you control over how the search engines index you and prevents spammers from hijacking them. It may also improve your search engine rankings and bring you more traffic.

Check Another Listing

Save This Listing to Dashboard

What is social networking?

Why would I use it?

Communities of people (with similar interests) that correspond using e-mails, videos and instant messaging.

- Share information
- Gather customer feedback
- A necessary piece to the social media puzzle
- Increase search engine optimization



Social Networking

- Facebook– 800M+ Active Users
 - Friends, Family, Business Associates
 - B2C
 - Personal Profile
 - Brand your business through Fan Page or Group
 - Optimize your website



Facebook Home Page

facebook 3 Search Tricia White Home

Tricia White
Update Status Add Photo / Video Ask Question

FAVORITES
News Feed
Messages 25
Events 3

PAGES
Friends Food Family 1
MA SBDC Southeast Region...
Sankey Law Offices
Gracie's Bark 2
Period Peace
Dolan Connly

GROUPS
Women's Business N... 4
Social Media Divas
Create Group...

APPS
Ads
Apps and Games 5

MORE +

Friends on Chat

Eileen Rotty
The captain of that Italian cruise ship is probably thinking "Well, at least I'm not the kicker for the Baltimore Ravens!"
Like Comment 22 minutes ago via mobile

Jeannie Burke-Hanlon and 2 others like this.

Ellen Harris Bahahaha!!
19 minutes ago · Like

Joann Walsh-hawkes Lol..yep
15 minutes ago · Like

Write a comment...

Gracie's Bark
Oh goodness, my tired dog laying on her daddy with her long legs!

Like Comment Share 4 1 42 minutes ago via mobile

Pam Rogers commented on her own photo from July 6, 2011.

Mark Steinhoff likes his own photo.

Eric Lutz commented on New England Labrador Retriever Rescue's photo: "I'm a riot. Are we all set wit..."

Chris Collins likes Julie Santos's photo.

Eric Lutz commented on his own status: "He is perfect in his career to..."

Joanne Sturgeon Murphy commented on Bruce Gemmill's photo: "I'm coming to see u tomorrow!!!"

Jim Scanlan commented on his own photo: "Thanke Kellu!"

Create Event

Sponsored Story See All

Susan Barron Finn, Lori Wells Prew and Pam Rogers like WBUR 90.9 FM.

wbur Boston's NPR **WBUR 90.9 FM**
Like

Sponsored Create an Ad

Academy Art University
academyart.edu

Start your career in Interior Design, Furniture Design & more. Earn your accredited AA, BFA or MFA Interior Design degree. Get Info!

Chat (14)

Facebook Profile Page

The screenshot shows a Facebook profile page for Tricia White. At the top, the Facebook logo and search bar are visible. The profile picture is a close-up of a white flower with a yellow center. Below the profile picture, the name "Tricia White" is displayed, along with "Update Info" and "Activity Log" buttons. The "About" section lists her as a Food Blogger at Friends Food Family, a student at Stonehill College, and someone living in North Easton, Massachusetts. It also mentions she is in a relationship with Jeff Sankey. Below this are statistics for Friends (411), Photos (51), Map (16), and Likes (371). The main content area shows a status update from 2 hours ago where Tricia shared a link to a website about a Christmas gift stay at the Francis Malbone House. To the right, there are sponsored ads for "Masters in Public Admin" and "#1 Home Design Software". At the bottom right, there is a "Now" section with a calendar view and a "Chat (14)" button.

facebook

Tricia White Home



Tricia White Update Info Activity Log ⋮

 Food Blogger at Friends Food Family
 Studied Fine Arts/Studio Arts at Stonehill College
 Lives in North Easton, Massachusetts
 In a relationship with Jeff Sankey

About Friends 411 Photos 51 Map 16 Likes 371

Status Photo Place Life Event

What's on your mind?

 **Tricia White** shared a link.
2 hours ago

Stayed in Newport, RI this weekend...belated Christmas gift. Stayed at the Francis Malbone House on Thames. One of the neatest places I've stayed in a while!

<http://www.malbone.com/>

Sponsored

Masters in Public Admin
publicadmin.usc.edu


Earn Your Master's Degree Online in Public Administration from USC. Includes Courses in Nonprofit Management. Download Free Brochure.

#1 Home Design Software


Chief Architect Software -Remodeling, Interior Design, Kitchens & Baths. Create Your Dream Home Today!
chiefarchitect.com/
FreeTrial
2,448 people like Chief Architect.

Now

December

2011
2010
2009
2008
2007

Friends See All

 Eileen Rotty 16 mutual friends	 Chuck White 16 mutual friends
 Sheryle Elson DeGirolamo 63 mutual friends	 Mary Choquette 8 mutual friends
 Maria Liddick 5 mutual friends	 Danielle Bolea 22 mutual friends

 Chat (14)

Facebook Profile Page

The image shows a screenshot of a Facebook profile page for Tricia White. The page is divided into several sections:

- Header:** Facebook logo, search bar, and user name "Tricia White" with a "Home" button.
- Profile Summary:** Profile picture, name "Tricia White", and "About" dropdown.
- Work and Education:**
 - Employers:**
 - Friends Food Family:** Food Blogger · Nov 2009 to present · North Easton, Massachusetts. Description: "Stories and recipes about the food we create and the people we share it with!"
 - MA SBDC Southeast Regional Office:** Senior Business Advisor · Nov 2008 to present · Fall River, Massachusetts. Description: "The Massachusetts Small Business Development Center Network's Southeast Regional Office is part of a national network of more than 950 small business development..."
 - College:**
 - Stonehill College:** Class of 1983 · Fine Arts/Studio Arts · College Studies - Business and Computers.
 - High School:**
 - Archbishop Williams High School:** Class of 1979.
- History by Year:**
 - 2012: Food Blogger at Friends Food Family; Senior Business Advisor at MA SBDC Southeast Regional Office.
 - 1983: Studied Fine Arts/Studio Arts at Stonehill College.
 - 1979: Went to Archbishop Williams High School.
- About You:** Blogger for Friends Food Family. Includes links for website, fan page, and Twitter.
- Basic Info:**
 - Birthday: September 24
 - Relationship Status: In a relationship with Jeff Sankey
 - Anniversary: July 1
 - Languages: English
 - Political Views: Other (Depends on the issue)
- Living:**
 - Current City: North Easton, Massachusetts
 - Hometown: Quincy, Massachusetts
- Sponsored:**
 - 7 Tips For a Flat Belly:** loseflatbellynow.com
 - giddyup:** Give your Facebook page some extra horsepower with apps from North Social.
 - Fab.com - Daily Design:** Join Fab.com and save up to 70% off fun design objects not found on other private sale sites.
 - Masters in Public Admin:** Earn Your Master's Degree Online Administration.

Fan Pages- Registering your Business

The image shows a screenshot of a Facebook fan page for "Friends Food Family". The page is set up as a "Company" and is currently being viewed by a user named "Tricia White". The page features a cover photo with five images of various dishes. The main content area displays a post from "Friends Food Family" dated 2 hours ago, which is a shout-out to restaurants in Newport, RI. The post lists two restaurants: "Bouchard's" and "Spiced Pear". Below the post, there is a comment from "Christine Palomba Smith" who says "Oooh, I looove the Spiced Pear! So good!". The page also has a sidebar on the left with navigation options like "Wall", "Info", "Photos", and "Links". On the right side, there are sections for "Admins (3)", "You and Friends Food Family", "Sponsored" (with ads for "Button Buster Butter Cake" and "Academy Art University"), and "Chat (13)".

facebook Search Tricia White Home

Friends Food Family

Company · [Edit Info](#)

Wall Friends Food Family · **Everyone (Most Recent)** [Edit Page](#)

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

Write something...

Friends Food Family
A few shout outs to some amazing restaurants! Went to Newport, RI this past weekend. Dined at:
1. Bouchard's - <http://www.bouchardnewport.com/>
2. Spiced Pear - <http://www.thechanler.com/dining/>
Deeee-licious!

Newport RI Inn & Casual French Dining- Bouchard Inn & Restaurant - Newport, RI
www.bouchardnewport.com
Sign up for the most important updates that Bouchard's has to offer such as: detail menu changes, special events and room rates

Like · Comment · Share · 2 hours ago

Christine Palomba Smith Oooh, I looove the Spiced Pear! So good!
2 hours ago · Like

Write a comment...

Friends Food Family
Yes! Yes! Yes! We finished! Hot chocolate for everyone!
<http://www.friendsfoodfamily.com/friends-food-family/2012/01/oatmeal-walnut-biscotti.html>

The 12 Cookies of Christmas - Day 12 - Oatmeal Walnut Biscotti - Friends Food Family
www.friendsfoodfamily.com
The 12 Cookies of Christmas - Day 12 - Oatmeal Walnut Biscotti - And all the recipes for the other 11.

Admins (3) [See All](#)

- Use Facebook as Friends Food Family
- Notifications [1](#)
- Promote with an Ad
- View old Insights
- Invite Friends

You and Friends Food Family

214 friends like this.

Bambi's vive le chic fan page, Lakefront Living Realty, LLC, The Fox Robbins Business Show

Sponsored [Create an Ad](#)

Button Buster Butter Cake
justapinch.com
Oh My! This Moist, Buttery Cake Is Perfectly sweet! Get the easy blue Ribbon Recipe, Plus Much More At Just A Pinch Recipe Club!

Academy Art University
academyart.edu
Start your career in Interior Design, Furniture Design & more. Earn your accredited AA, BFA or MFA Interior Design degree. Get Info!

Reiki & Alt Health
educationdegreesource.com

Chat (13)

Left Sidebar:

- 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!
- 535 like this
- 4 talking about this
- Likes [See All](#)
- Food Network
- SchoolonWheels OfMassachusetts
- Life Simplified for Business

Fan Pages- Look at your Statistics

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!

535
like this

4
talking about this

Likes See All


Jeanie Communications


Salt Water Farm

Friends Food Family Insights

Company ✎ Edit Info

Data through Thursday (All dates and times are in Pacific Time)

Total Likes? **536** 0.0%
Friends of Fans? **139,270** 0.25%
People Talking About This? **4** 0%
Weekly Total Reach? **176** 6.02%

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



Page Posts

All Post Types

Date ?	Post ?	Reach ?	Engaged Users ?	Talking About This ?	Virality ?
1/13/12	Yes! Yes! Yes! We finished! Hot...	131	6	1	0.76%
1/7/12	Soup's on!	135	7	1	0.74%
1/5/12	We're getting there. These are ...	130	4	2	1.54%
1/2/12	Let's start here. The new websi...	156	10	5	3.21%

Promote Your Page
Export Data

Chat (13)

Fan Pages- Look at your Statistics

facebook Tricia White Home



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

535
like this

4
talking about this

Likes See All

-  Jeanie Communications
-  Salt Water Farm

Friends Food Family · Insights

Company · [Edit Info](#)

12/23/2011 - 01/19/2012 [Export Data](#)

[Promote Your Page](#)

People Who Like Your Page (Demographics and Location) [See Likes](#)

Gender and Age?

Gender	13-17	18-24	25-34	35-44	45-54	55+
Female 75%	0.37%	4.6%	8.9%	19%	32%	9.7%
Male 21%	0.19%	1.5%	3.0%	4.8%	7.6%	4.1%

Countries?

- 500 United States of America
- 7 Canada
- 3 Egypt
- 2 Malaysia
- 2 United Kingdom
- 2 Australia
- 1 Pakistan
- More >

Cities?

- 26 Brockton
- 25 Foxboro
- 23 Sharon
- 16 Attleboro
- 14 Boston

Languages?

- 509 English (US)
- 12 English (UK)
- 1 Portuguese (Portugal)
- 1 Spanish
- 1 French (France)

Where Your Likes Came From

New Likes? Unlikes?

4

Like Sources?

- 4 On Page?
- 2 Facebook Recommendations?
- 1 Mobile?

[Chat \(14\)](#)

Group Pages- Discussion Board

The screenshot shows a Facebook group page for the 'Archbishop Williams High School Class of 1979'. The page header includes the Facebook logo, a search bar, and the user's name 'Tricia White' with a 'Home' link. The group name is prominently displayed at the top. On the left sidebar, there are navigation options: 'Message All Members', 'Edit Group Settings', 'Edit Members', 'Create Group Event', and 'Leave Group'. Below this is an 'Information' section with details about the group's category ('Common Interest - Friends'), description ('Individuals who graduated from AWHHS in 1979 and would like to connect with classmates as we get ready to celebrate our 30th Class Reunion'), privacy type ('Closed: Limited public content'), and an 'Admins' list containing 'Tricia White (Boston, MA) (creator)'. The main content area features a 'Wall' tab and a 'Share:' section with options for Status, Photo, Link, Video, and Question. A text input field for writing a post is visible. Three posts by 'Tricia White' are shown. The first post, dated August 24, 2011, discusses Facebook's re-formatting of groups. The second post, dated June 28, 2011, provides funeral information for Joe Veneto's mother. The third post, dated May 1, 2011, thanks attendees of a 'Hittin it 50 Party'. A 'Chat (14)' indicator is visible in the bottom right corner.

facebook 3 Search Tricia White Home

AWHS Class of 1979

Message All Members
Edit Group Settings
Edit Members
Create Group Event
Leave Group

Information

Category:
Common Interest - Friends

Description:
Individuals who graduated from AWHHS in 1979 and would like to connect with classmates as we get ready to celebrate our 30th Class Reunion.

Privacy Type:
Closed: Limited public content.
Members can see all content.

Admins

- Tricia White (Boston, MA) (creator)

Archbishop Williams High School Class of 1979

Wall Info Photos

Share: Status Photo Link Video Question

Write something...

Settings

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, 2011 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.htm>
www.alfreddthomas.com
<http://www.alfreddthomas.com/page/page/2518982.htm>
www.alfreddthomas.com
 June 28, 2011 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. ...
[See More](#)
May 1, 2011 at 10:12pm · Like · Comment

Kim Palmer and Joe Veneto like this.

Chat (14)

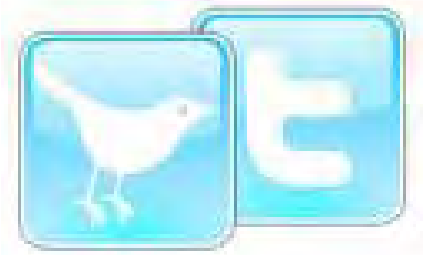
okay, Marlon...
...this Twitter
thing has gone
far enough.



Fitz © BradFitzpatrick.com

Social Networking

- Twitter – 350+M +
 - Register as individual or business
 - Real time
 - Tweets are 140 characters
 - Follow anyone
 - Works well with blogs



Twitter Basic Account

The screenshot shows the Twitter profile settings page for a user named 'FriendsFoodFam'. The page is titled 'FriendsFoodFam's settings' and has several tabs: Account, Password, Mobile, Notifications, Profile (selected), Design, and Applications. The profile information is as follows:

- Picture:** A small profile picture of a woman. There is a 'Choose File' button and the text 'No file chosen' and 'Maximum size of 700k. JPG, GIF, PNG.'
- Name:** 'Tricia White'. Below the input field is the text: 'Enter your real name, so people you know can recognize you.'
- Location:** 'North Easton, MA'. Below the input field is the text: 'Where in the world are you?'
- Web:** 'http://www.friendsfoodfamily.com'. Below the input field is the text: 'Have a homepage or a blog? Put the address here. (You can also add [Twitter to your site here](#))'
- Bio:** 'Passionate Food Blogger, MSBDC Business Advisor, Marketing and Social Media Consultant, Mother of 4, owner of large cute dog :)'. Below the input field is the text: 'About yourself in fewer than 160 chars.'
- Facebook:** A button with the Facebook logo and the text 'Post your Tweets to Facebook'.

On the right side of the settings page, there are two sections:

- Profile:** 'This information appears on your public profile, search results, and beyond.'
- Tips:** 'Filling in your profile information will help people find you on Twitter. For example, you'll be more likely to turn up in a Twitter search if you've added your location or your real name. Your Twitter profile picture helps instantly identify you to those following you—and tells those who aren't more about you. [Learn more](#)'

At the bottom of the settings page is a large blue 'Save' button. The footer of the page contains the following text: '© 2012 Twitter [About Us](#) [Contact](#) [Blog](#) [Status](#) [Resources](#) [API](#) [Business](#) [Help](#) [Jobs](#) [Terms](#) [Privacy](#)'

Tweet, Tweet, Tweet!

Home

#Hash Tag

The image shows a screenshot of a Twitter home page. The navigation bar at the top includes 'Home', 'Connect', and 'Discover', with 'Home' and 'Discover' circled. The main content area features a user profile for 'Tricia White' on the left and a list of tweets on the right. The first tweet is from 'Melissa Lewis' and contains a link to an Etsy listing, which is circled. The second tweet is from 'Eric Silva' and contains a shortened URL, also circled. The text 'Shortened URLs' is written next to this tweet. The bottom of the page shows a 'Who to follow' section and a footer with copyright information.

Home

Connect

Discover

Search

Tricia White
View my profile page
1,420 TWEETS 825 FOLLOWING 887 FOLLOWERS
Compose new Tweet...

Who to follow · Refresh · View all

- Cord Blood Registry @CordBl... Promoted · Follow
- Cathy Barrow @MrsWheelbarrow Follow
- LDGourmet @LDGourmet Follow

Boston trends · Change

- #nfl Promoted
- #ImReallyGoodAt
- Cundiff
- #ThingsThatMakeMeSMH
- #PATRIOTS
- Sterling Moore
- Myra Kraft
- Vernon Davis
- Ray Lewis
- Vince Wilfork

twitter
© 2012 Twitter About Help Terms Privacy
Blog Status Apps Resources Jobs
Advertisers Businesses Media Developers

Tweets

Tweet

Melissa Lewis @HautTotes
Got a message this was "pinned" [etsy.com/listing/792549...](https://www.etsy.com/listing/792549...) Someone explain pinterest to me...
View photo

Eric Silva @ericSilva
Grabbin snacks for the ride home [instagram.com/p/jynNC/](https://www.instagram.com/p/jynNC/)
View photo

cbSocially @cbSocially
You too! ~ec RT @DancingHotdogs: Of course! Have a great day

cbSocially @cbSocially
TY for the RT Jewel ~ec @TheTinyJEWELBox

- Aaron - @AboveAverageA
This #Tornado weather is 45 miles west of Memphis, #TN. This storm will approach Tennessee by 9:45 PM CST.
Retweeted by Jim MacMillan

cbHealthy @cbHealthy
Healthy is Happy! Find ideas on our @cbHealthy pinterest board bit.ly/Aa2Tfv #cbias

cbSocially @cbSocially
Thanks for sharing Lori ~ec @lamargie

Dawn Viola @dawnviola
@laurasrecipes same here - first blog posts were just for kicks. Who knew a hobby could get so big!
In reply to Laura Levy

cbSocially @cbSocially
Thanks for the RT alicia ~ec @thetamareport

Shortened URLs

Social Networking

- LinkedIn – 100M+
 - Your Office
 - B2B and B2C
 - Resume on Line
 - Brand yourself and your business

The LinkedIn logo, featuring the word "LinkedIn" in a blue sans-serif font with a white dot on the "i".

LinkedIn Home

LinkedIn Account Type: Basic


Tricia White Add Connections

Home Profile Contacts Groups Jobs Inbox 150 Companies News More

People Search... Advanced

[Distributors Wanted - Use DISC@ personality profiles to grow your consulting business. Learn how!](#)

! One or more of your email addresses needs confirmation. Review your email addresses.

 Share an update
Attach a link Share

Define Entrepreneur ... - <http://lnkd.in/GSbXZP> Like Comment More 2 days ago

LinkedIn Today: See all Top Headlines for You

The Scary Tale of Why Apple Makes iPhones In China



Is It Time to Finally Ditch Your Paper Business Cards?



The Uphill Battle Of Social Event Sharing: A Post-Mortem




All Updates Shares Groups More

Recent Top

 **Kevin Harriman** shared via WordPress.com
ANDREW FERENCE GETS 3 GAMES bostonsportsdesk.wordpress.com
 http://dl.dropbox.com/u/2156653/0122_postgame_interview_Ference.mp3
Like Comment Send a message Share 10 minutes ago

 **Patrick Rafter** is now connected to Devin Sutcliffe, Supervisor at National Grid, Nachum Sadan, President & CEO and Joni Herson, Independent Management Consulting Professional
Send a message 18 minutes ago

 **Robert Mellion, Esq.** is now connected to Brian Murphy, President at Home Loan Investment Bank, Fernando Fannha, Distribution Center Manager at HTP INC, Edward Iacaponi, Broker / Owner at Iacaponi Realty and 1 other person.
Send a message 18 minutes ago

People You May Know

-  **Deborah Petrone**, Operation Manager
[Connect](#)
-  **Nadene Vigoda**, Owner, DOLLARS & SENSE
[Connect](#)
-  **Keith Crochiere**, Master Hat maker at Patrihat
[Connect](#)

[See more >](#)

Ads by LinkedIn Members

 **Professional Development**
Sign up for new March Immersion program on foodservice distribution.
[Learn More >](#)

 **NJ Food Warehousing**
Experts in public & contract Warehousing for Food Products.
[Learn More >](#)

Who's Viewed Your Profile?

8 Your profile has been viewed by 8 people in the past 7 days.


23 You have shown up in search results 23 times in the past 7 days.

LinkedIn Profile

LinkedIn Account Type: Basic Tricia White [Add Connections](#)

Home Profile Contacts Groups Jobs Inbox **150** Companies News More [Advanced](#)

Foodservice Distribution - Get up to date with distribution's changes; sign up for March's program. From: Laura MacPhail



Tricia White
Senior Business Advisor with MSBDC | Social Media Marketing | Social Media Speaker | Passionate Food Blogger
Greater Boston Area | Management Consulting

Tricia White Define Entrepreneur...
http://youtu.be/PfD7_hClcmM youtube.com
Like • Comment • Share • See all activity • 2 days 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>

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

Improve your Profile [Edit profile](#)

Ask for recommendations
Create your profile in another language

Ads by LinkedIn Members

Foodservice Distribution
Get up to date with distribution's changes; sign up for March's program.
[Learn More >](#)

Available Food Warehouse
Improve your supply chain management of Food Products.
[Learn More >](#)

Passionate about DISC®?
The Publisher of DISC seeks trainers, coaches, & consultants. Learn more now
[Learn More >](#)

Tricia's Activity [edit](#)

Tricia White Define Entrepreneur...
http://youtu.be/PfD7_hClcmM youtube.com
Like • Comment • Share • 2 days ago

Tricia White is now connected to Patricia Provencher, Independent Pharmaceuticals Professional, Claudia Denelle, Owner, That's Tasty! and 1 other person.
2 days ago

Tricia White is now connected to mary SanAngelo, senior assistant state's attorne at state of conn, division of criminal justice
3 days ago

Tricia White is now connected to Michael...

Summary

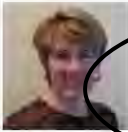
Over the past 20+ years, Tricia has been working with small businesses in many different

Branding and Optimizing

LinkedIn Account Type: Basic Tricia White Add Connections

Home Profile Contacts Groups Jobs Inbox 150 Companies News More People Search... Advanced

Foodservice Distribution - Get up to date with distribution's changes; sign up for March's program. From: Laura MacPhail



Tricia White
Senior Business Advisor with MSBDC | Social Media Marketing | Social Media Speaker | Passionate Food Blogger
Greater Boston Area | Management Consulting

Tricia White Define Entrepreneur
http://youtu.be/PfD7_hClcMM youtube.com
Like • Comment • Share • See all activity • 2 days 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>

Share PDF Print

Summary

Over the past 20+ years, Tricia has been working with small businesses in many different

Improve your Profile Edit profile

Ask for recommendations
Create your profile in another language

Ads by LinkedIn Members

Foodservice Distribution
Get up to date with distribution's changes; sign up for March's program.
Learn More >

Available Food Warehouse
Improve your supply chain management of Food Products.
Learn More >

Passionate about DISC®?
The Publisher of DISC seeks trainers, coaches, & consultants. Learn more now
Learn More >

Tricia's Activity edit

Tricia White Define Entrepreneur...
http://youtu.be/PfD7_hClcMM youtube.com
Like • Comment • Share • 2 days ago

Tricia White is now connected to Patricia Provencher, Independent Pharmaceuticals Professional, Claudia Denelle, Owner, That's Tasty! and 1 other person.
2 days ago

Tricia White is now connected to mary SanAngelo, senior assistant state's attorney at state of conn, division of criminal justice
3 days ago

Tricia White is now connected to Michael G...
3 days ago

Who's your MAVEN?

LinkedIn Account Type: Basic Tricia White Add Connections

Home Profile Contacts Groups Jobs Inbox 150 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

Filter	Name	Connections
All Connections (769)		
Tags		
partners (260)		
friends (78)		
classmates (38)		
group members (36)		
colleagues (25)		
MSBDC		
Tri-Town Chamber		
United Regional Chamber		
untagged (392)		
Last Name		
Companies		
Locations		
Industries		
Recent Activity		

Name	Connections
Bolea, Michael Marketing and Sales Intern - Brockton Rox	140
Bonanno, Susan Member, Board of Directors - School on Wheels of MA	224
Boncald, Bart President - Resident Salon Services	118
Boncald, Joe Owner - BonCald, Inc	82
Bond, Chris Director - Murphy Business & Financial Corp.	500+
Bond, Tracy President, CEO - Bond Luxury Kennels Inc	64
Botello, Paula Vice President - Commercial Lending - Mechanics Cooperative Bank	126
Botello, Christopher Senior Vice President - Morgan Stanley	17

Chris Bond
Director, Murphy Business and Moderator, PeerSource
500+ connections
Send message Edit details

Tags: colleagues, Edit tags

Email: c.bond@murphybusiness.com Primary

Phone: 508-440-5670 work

Title: Director

Company: Murphy Business & Financial Corp.

Address: 15 East Central St. Franklin, MA 02038

Birthday: August 0

19 outstanding sent invitations | Export connections

Time sleeps. And history wakes

Incredible India is at its nostalgic best through the year!

Incredible India
www.incredibleindia.org
know more

Groups

LinkedIn Account Type: Basic

Tricia White Add Connections

Home Profile Contacts Groups Jobs Inbox 150 Companies News More

Groups Search...



PeerSource New England

Discussions Members Search More...

Share group



Start a: Discussion Poll

Start a discussion or share something with the group.

Your Activity

Choose Your View NEW

Show all RSS discussions



How many of you are using Facebook and Twitter or other platforms to actively promote your business and engage with clients and potential... 3 days ago

Like Comment Flag More

Most Popular Discussions



Follow Tony

What is the group thoughts on buying v leasing equipment? We mostly purchase our trucks but with repair costs going through the roof I...

posted 5 days ago

Leo Charpentier 3 days ago * Sorry for the typos... I hit "add" before making corrections to the ravages of my fast but sometimes inaccurate fingers! :)

See all 3 comments



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 ...

posted 1 month ago

Kathryn Korostoff 4 days ago * Alas, what the national org considers "pro business" is not always what I do. Of course, perhaps that just means I should join, and ... »

See all 13 comments

Manager's Choice



Announcement from PeerSource New England

Chris Bond

See all >

Latest Updates



Tricia White commented in the group on How many of you are using Facebook and Twitter or other platforms to actively promote your business and engage with clients and potential clients?: I actively use a number of social networks for my businesses. Not only do I use them but I actively promote them, whether on a network...

Comment (1) 2 minutes ago



Tony Gallo commented in the group on How many of you are using Facebook and Twitter or other platforms to actively promote your business and engage with clients and potential clients?: Ken, We started about 6 months ago utilizing Facebook to try and reach an audience with limited success. We are still trying to figure out...

Like Comment (1) 3 days ago



Leo Charpentier commented in the group on What is the group thoughts on buying v leasing equipment? We mostly purchase our trucks but with repair costs going through the roof I am thinking of leasing our next batch of trucks.: Sorry for the typos... I hit "add" before making corrections to...

Register your Business

LinkedIn Account Type: Basic Tricia White Add Connections

Home Profile Contacts Groups Jobs Inboxes 150 Companies News More Companies Search...

Companies Home Search Companies Following (1) Add a Company FAQ

Search for Companies

Company Name, Keywords, or Industry Search

Followed Company Updates

News currently trending on LinkedIn Today

TODAY Catastrophes Erode P/C Insurers' Results for 9 Months of 2011
insurancejournal.com
Private U.S. property/casualty insurers' net losses on underwriting grew to \$34.9 billion in nine-months 2011 from \$6.3 billion in nine-months 2010. The combined ratio deteriorated to 109.9 percent for nine-months 2011 from 101.2 percent.
Like Comment Share 25 days ago

Companies You May Want to Follow

Firebelly Anvil (Anvil Meta, Inc.)
InfoSity Lookout interactive THE HAYZLETT GROUP
Vivid ASCENT ASEDC
Feedback | See more >

Ads by LinkedIn Members


Social Media Dashboard
Post. Engage. Measure. Everything you need to manage your social marketing.
Learn More >

Free Squeeze Pages?
Get your free unlimited access to this new squeeze page generator now.
Learn More >

Add a Company
Don't see a profile for your company? Create one now.

Small Companies

Companies > ORGA, LLP




ORGA, 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, ORGA provides the depth and breadth of experience of a downtown firm, yet with a decidedly personal touch. We go beyond textbook


[View more](#)



ORGA, LLP has 9 followers



[Follow Company](#) [Share](#)


Your Network (6) Your College Alumni (1)

 **Tax Partner**
Wesley H Rickard, Greater Boston Area
1st

 **CPA, Partner**
Thomas Quin, Greater Boston Area
1st

 **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 Francaur, Greater Boston Area

How you're connected to ORGA, LLP

- 2 First degree connections
- 4 Second degree connections
- 8 Employees on LinkedIn

 Check out insightful statistics about ORGA, LLP employees >

Ads by LinkedIn Members 

 **Professional Development**
Sign up for new March Immersion program on foodservice distribution.
[Learn More >](#)

To b(eat) different
Lentini's is a new brand in restauration world.
[Learn More >](#)

ORGA, LLP mentioned in the News

Glancy Binkow & Goldberg LLP Announces Investigation of Cogdell Spencer, Inc.
Business Wire via Yahoo! Finance, Dec 28, 2011

Large Corporations

LinkedIn Account Type: Basic

Tricia White Add Connections

Home Profile Contacts Groups Jobs Inbox 1st Companies News More Companies Search...

Companies > HubSpot

Overview Products

HubSpot LinkedIn is so much more than a place to post your résumé. Learn how to use this awesome platform to promote your business.



[Free eBook: How to Use LinkedIn for Business](#)

hubspot.com

Grow your B2B network and drive more leads. Download HubSpot's free eBook "How to Use LinkedIn for..."

Like Comment Share 8 minutes ago



Welcome to HubSpot's home on LinkedIn! Follow us for regular updates about marketing tips, blog articles, free webinars and more. We pride ourselves on being friendly and helpful.

Also, check out our PRODUCTS TAB to see some of our most popular free webinars.

So ... What is HubSpot?

... more

Your Network (269)

Your College Alumni (1)



VP of Sales

Mark Roberge, Greater Boston Area

1st



CEO

Brian Halligan, United States

1st

HubSpot has **10,761** followers

Follow Company

Share

How you're connected to HubSpot

3 First degree connections

266 Second degree connections

346 Employees on LinkedIn



Check out insightful statistics about HubSpot employees >

Ads by LinkedIn Members



Senior Female Executives

Apply to the Worldwide Who's Who network for Successful Women.



Professional Development

Sign up for new March Immersion program on foodservice distribution.

To b(eat) different

Lentini's is a new brand in restauration world.

Type

Privately Held

Blogs, Books and PowerPoint



Legal Updates

by JD Supra

Get legal news that matters to you and your business. (Lawyers, upload your articles and other content. Be found for your expertise on LinkedIn.)



Polls

by LinkedIn

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



Blog Link

by SixApart

With **Blog Link**, you can get the most of your LinkedIn relationships by connecting your blog to your LinkedIn profile. Blog Link helps you, and your professional network, stay connected.



Reading List by Amazon

by Amazon

Extend your professional profile by sharing the books you're reading with other LinkedIn members. Find out what you should be reading by following updates from your connections, people in your field, or other LinkedIn members of professional interest to you.



Portfolio Display

by Behance

Showcase your creative work in your LinkedIn Profile with the **Creative Portfolio Display** application. Free, easy to manage, and supports unlimited multimedia content.



Projects and Teampaces

by Manymoon

Manymoon makes it simple to Get Work Done with your LinkedIn connections. Share and track unlimited tasks, projects, documents and Google Apps - for free!



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.



E-Bookshelf

by FT Press

Tap into the insights of the leading minds in business. E-Bookshelf by FT Press-essential reading for success. Read quick, concise business and career lessons from the top experts. Read the content you want, when you want and at a great value.

Recommendations

Needham High School

1981 – 1985

Recommend Chris's work at Needham High School

Recommendations For Chris

Director

Murphy Business & Financial Corp.

"Chris is extremely diligent in his efforts on behalf of his clients. I have always found him to be creative and of very high integrity. Plus he is a heck of a nice guy and fun to be around." *October 21, 2011*

Top qualities: Personable, High Integrity, Creative

2nd Steve Rodman

hired Chris as a Business Consultant in 2010

"I met Chris about a year ago. I feel like I have known him for years. I respect his judgment, he has high integrity, understands the importance of building relationships and is the facilitator of my business to business network group. If you need a talented and trustworthy person to buy or sell your company or complete a business valuation, I would highly recommend Chris to do so." *October 16, 2011*

2nd Leo Casey, Partner, B2B CFO®

was with another company when working with Chris at Murphy Business & Financial Corp.

"Chris is the original "connector". He is a no-nonsense professional who gets to the heart of a situation, identifies possible solutions for all concerned parties, collaborates with others and finds common ground to create a triple win." *October 12, 2011*

1st Bill Napolitano, President/Founder, The Institute For Business Excellence

was with another company when working with Chris at Murphy Business & Financial Corp.

"Chris is a person you want in your corner. He is extremely dedicated to what he does and brings a level of commitment and passion that is well above the norm. He is a result oriented leader with high integrity. The greatest testimonial of his character comes directly from his clients or from relationship he has. I frequently hear praises about his work ethic and professional character. All around, nice guy as well... who has set the bar for how I want to run my business. Thanks Chris!" *October 7, 2011*

1st Daniel Morrison, Owner/Partner, Murphy Business & Financial Corp

worked directly with Chris at Murphy Business & Financial Corp.

"What an honor and a privilege it is to work with Chris Bond. I honestly cannot say enough good things about him. Given limited space this will have to suffice: Chris is hard-working, high integrity, with exceptional follow up. He is an ultimate connector and he selflessly matches people who could benefit from a mutual relationship. He fosters clear communication and always follows up with clients - providing a higher level of value than

Norm Brust

Management Consultant

Other (500+)

Peter M.

Startup company/technology lawyer

Ken Barbieri

Managing Director, AdAdvisor at TARGUSinfo

Adrienne Leigh

Owner at Murphy Business & Financial Corp

[See all Connections >](#)

How you're connected to Chris

You



1st

Chris Bond

Groups you share with Chris:

PeerSource New England

Stonehill College Alumni

Tri-Town Chamber of Commerce (MA)

Note: Groups shared with the viewer are shown here. Other groups, if visible, are shown under "Additional Information".

Chris Recommends (28)

Steve Rodman, Owner, Rodman & Rodman CPAs

“ Steve Rodman is as serious and talented a...

Bill Napolitano, President/Founder, The Institute For Business Excellence

“ Bill Napolitano is an outstanding business person...

Daniel Morrison, Owner/Partner, Murphy Business & Financial Corp

“ Dan Morrison is among the best strategic thinkers...

Social Networking

YouTube – 1 B views per day!

- Upload and share videos
- B2C and B2B
- Keeps people on your site longer



Viral!

You Tube Talking Dog Browse Movies Upload Create Account Sign In

Ultimate Dog Tease

Talking Animals 20 videos ▾

89,690,372

Uploaded by [klaatu42](#) on May 1, 2011
Dogs... Love... Food.
T-SHIRTS: <http://talkinganimalmerch.com> (all profits go to SPCA)
facebook: <http://www.facebook.com/klaatu42>
twitter: <http://twitter.com/klaatu42>

[Show more](#)

All Comments (77,795) [see all](#)

Recipe: Pork Shoulder
by [breville](#)
11,731 views Promoted Video
4:23

Talking Animals
21 videos
12 DAYS

What Cats Are Really Thinking
by [klaatu42](#)
9,641,189 views
0:55

Talking Beaver on the Highway
by [klaatu42](#)
9,565,534 views
1:09

What Dogs Are Really Thinking
by [klaatu42](#)
4,479,438 views
0:38

Cat Playing "I Spy"
by [klaatu42](#)
6,653,291 views
1:34

Try To Watch This Without Laughing Or
by [88ownsnascar](#)
2,526,730 views
1:15

Ultimate Dog Tease Part 2
by [telegizmarketing](#)
2,044,791 views
1:12

OK-Go and the Muppets



The screenshot shows a YouTube video player interface. At the top, the YouTube logo is on the left, and navigation links for 'Browse', 'Movies', 'Upload', 'Create Account', and 'Sign In' are on the right. The video title is 'The Muppets Rock Out in a Google+ Hangout'. Below the title, there is a 'Google+' logo, a 'Subscribe' button, and a dropdown menu showing '1,421 videos'. The video player itself shows a Muppet character with orange hair. Below the video, there are 'Like', 'Add to', and 'Share' buttons, along with a view count of '353,038'. The description below the video reads: 'Uploaded by Google on Dec 22, 2011. Famously good friends get together in a Google+ Hangout, to rock out and blow off steam.' To the right of the video, there is a list of recommended videos, including 'The Google Fiber Team Wishes Kansas City', 'Interactive Google Doodles', 'Google+: Just hanging out together', 'Santa's Google Search Tips Rap', 'Google+: Bill Walton And Buddies Watch', 'Google+David Beckham', and 'Doodle 4 Google 2012 is Open For Submissions!'. At the bottom of the page, there is a navigation bar with '1 / 100', 'Uploaded videos', and 'by Google'.







Social Networking



- Google +
 - Newest Social Network
 - 10M+ users in 30+ days
 - Personal Profiles
 - B2C
 - Circles, Sparks
 - Chat



Google + Stream

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

      Search Google+

 Tricia 

Stream

- Friends
- Family
- Acquaintances
- Following
- Google Friends
- More +
- Notifications

What's hot





- Gardening
- Recipes



Chat

Send a message to...


- Available
- Gary Smith
- Jen Osojncki
- Michail Kalman
- Ruslan Barabolkin
- Lindsey Mark
- Cameron Makarchuk
- David Jacobs
- Glen Craig


Stream


Share what's new...    

 **Lisa Malcom** - 8:44 PM - +1'd on mashable.com - Public 


[M 21 Essential Community Management Resources](#)


 Today is Community Manager Appreciation Day! Here are 21 resources that are key for any engagement arsenal.

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


 **Nick Ashton** - 8:43 PM - Public

How can we not get the debate live? Old talk will not changel



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

 **Jolene Park** - 8:22 PM - Public

"People are fed by the Food Industry, which pays no attention to health,






In your circles

[View all >](#)


Suggestions

-  **Andre Oentoro**
[Add to circles](#)
-  **DowntownRob Ma...**
[Add to circles](#)
-  **Tom Bukacek**
[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 Share...

Google+ Search:Google+







Tricia White

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

[Edit Profile](#)

Friends Food Family



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


In Tricia's circles (202) [View all >](#)

Have Tricia in circles (205) [View all >](#)

[Change who is visible here](#)

[Send feedback](#)


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



Tricia White - Yesterday 7:56 PM - Public
Spent the weekend in Newport, RI enjoying...
1. B&B - The Francis Malbone Inn House


Ate at two amazing restaurants
1. Bouchard's - <http://restaurantbouchard.com/>
2. Spiced Pear - <http://www.thechanler.com/dining/>

And now...I am back to reality!


 [The Francis Malbone House - A Luxury Inn and Bed and Breakfast \(B & B\)- Newport, Rhode Island](#)

We invite you to experience the most luxurious bed and breakfast (B&B) in Newport, Rhode Island, the Francis Malbone House. Located along Newport's downtown harborfront, the Francis Malbone Ho...

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



Tricia White - Yesterday 7:23 PM - Public
Great article for job seekers...including the Class of 2012 +Mike Bolea

 [Making sure your resume gets to the top of the pile - The Boston Globe](#)

Google + Business

The screenshot shows a Google+ page for a business named "Friends Food Family". The page header includes the Google+ logo, navigation icons, and a search bar. The business profile features a logo with the text "Friends Food Family" in a stylized font, a description "stories and recipes about the food we create and share", and an "Edit Profile" button. Below the profile are five food-related images: a pie, a bowl of soup, a plate of dumplings, a sandwich, and a bowl of soup with a cube of cheese. The main content area displays two posts. The first post, dated Jan 13, 2012, is titled "The 12 Cookies of Christmas - Day 12 - Oatmeal Walnut Biscotti" and includes a photo of the cookies and a link to the full list of recipes. The second post, dated Jan 8, 2012, is titled "Adding a new section to the website called reservations vs recipes" and includes a link to the new section. The left sidebar shows the number of followers (28) and a grid of profile pictures of people in the business's circles. A "Send feedback" button is located at the bottom left.

Friends Food Family

stories and recipes about the food we create and share

28
+1'd or added to circles

Share your page

In Friends Food Family's circles (10)

View all »

Have Friends Food Family in circles (18)

View all »

Send feedback

Change who is visible here

Friends Food Family

Posts About Photos Videos View profile as...

Friends Food Family - Jan 13, 2012 - Public

Finally finished the last cookie. The entire list of the 12 cookies is listed. Long weekend ahead, time to bake some cookies.

The 12 Cookies of Christmas - Day 12 - Oatmeal Walnut Biscotti - Friends Food Family

The 12 Cookies of Christmas - Day 12 - Oatmeal Walnut Biscotti - And all the recipes for the other 11.

Comment - Hang out - Share

1 share - Tricia White

Friends Food Family - Jan 8, 2012 - Public

Adding a new section to the website called reservations vs recipes. Logo coming...

Comment - Hang out - Share

Google + Circles

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

Google+ Search Google+

People in your circles (216) People who've added you (204) Find people

Sort by: Relevance Remove Clear selection View profile More actions

	Tammi Jacobsen	Chris Brogan	Lisa Malcom	Courtney Engle	Steve Garfield	Marc Pitman	Neil Ferree
Scott Stratten	C.C. Chapman	tjacobsen@msbdc.uma ss.edu	Tricia White	John Jantsch	Dharmesh Shah	Brian Bolea	Collin Kromke
Michael Lee Johnson	Christopher Penn	Chris Bond	Angela Carbonetti	kim smith	Diana Jennings	Sankey Law Offices	Jeffrey Sankey
Jen Vondenbrink	Phil Baumann	Google+ Your Business	Mark DeJoie	Leslie Fishlock	David Meerman Scott	Colin Brazendale	Cory Howell

Drag people to your circles to follow and share

Drop here to create a circle	Friends 41	Family 8	Acquaintances 38	Following 50	Google Friends 6
------------------------------	------------	----------	------------------	--------------	------------------

Send feedback

Social Networking

- Foursquare – 10M+
 - Location Based Network
 - Personal Profile
 - B2C and B2B
 - Local advertising ops

The logo for Foursquare, featuring the word "foursquare" in a stylized, rounded font. The letters are white with a thick blue outline, and the entire logo is set against a light blue, cloud-like background.

Foursquare Home

The screenshot displays the Foursquare home page interface. At the top, there is a blue navigation bar with the Foursquare logo, a search bar, and navigation links for Activity, Explore, Lists, and a user profile for Tricia. Below the navigation bar is a map of Newport Harbor, MA, with several location pins. A pop-up window titled "Suggestions for Monday at 9:16pm:" lists three nearby venues: 22 Bowen's Wine Bar & Grille, Kilwin's, and Benjamin's. Below the map is a user activity feed. The first entry is from Tricia White, who was last seen at Armory Antiques. The second entry is from Kristine at Joe's American Bar & Grill. The third entry is from Tim Hayden at Little Deli & Pizzeria, who posted a comment: "My first Path 'check-in', only 'cause its the ATX's greatest pie shop." The fourth entry is from Amanda S at Davenports. The fifth entry is from Sheryle DeGirolamo at Sardella's, who posted a comment: "Dinner meeting with our sponsors. Thank you!". To the right of the activity feed are three recommendation sections: "Don't miss on foursquare" with a personalized recommendation for Thai dinner and gelato; "People you may know" listing three friends with common friends; and "Lists from your friends" listing two lists: "Bizarre Foods America: Twin Cities" and "Crave-worthy Chinese".

foursquare Search people and places... Activity Explore Lists Tricia

Map data ©2012 Google - Terms of Use

Hi Tricia White
Last seen 1 day ago at: Armory Antiques

Kristine @ Joe's American Bar & Grill
3 minutes ago · Comment · Braintree, MA

Tim Hayden @ Little Deli & Pizzeria
31 minutes ago · Comment · Austin, TX
My first Path "check-in", only 'cause its the ATX's greatest pie shop.

Amanda S @ Davenports
32 minutes ago · Comment · Cumberland, RI

Sheryle DeGirolamo @ Sardella's
44 minutes ago · Comment · 30 Memorial Blvd
Dinner meeting with our sponsors. Thank you!

Don't miss on foursquare
Want Thai for dinner and gelato for dessert? Get personalized recommendations with Explore!

People you may know
The Jimmy Fund (10 friends in common)
Chris Sheehy (12 friends in common)
Bill Blumenreich (9 friends in common)

Lists from your friends
Bizarre Foods America: Twin Cities (Created by Travel Channel, 7 places, 4 Followers)
Crave-worthy Chinese (Created by Boston.com, 19 places)

Foursquare Profile

The image shows a screenshot of a Foursquare profile for Tricia White. The profile is displayed on a blue header with the Foursquare logo and a search bar. The main content area is divided into several sections: a profile header with a photo and statistics, a 'Tips' section with a list of recommendations, a 'Badges' section showing various achievement icons, a 'History' section listing recent check-ins, and a 'Mayorships' section at the bottom.

foursquare Search people and places... Activity Explore Lists Tricia

Tricia White
North Easton, MA

944 CHECK-INS 369 DAYS OUT 5 THINGS DONE

Tips See all 4 tips

Know the best dish? A secret place to sit? A best time to go? Share your expertise at the places you check in to most!

- Maguires Bar and Grill ADD TIP
- South Shore Plaza ADD TIP
- TJ Maxx ADD TIP
- TPC of Boston ADD TIP

Badges (29) See All

History (Last 5) See All

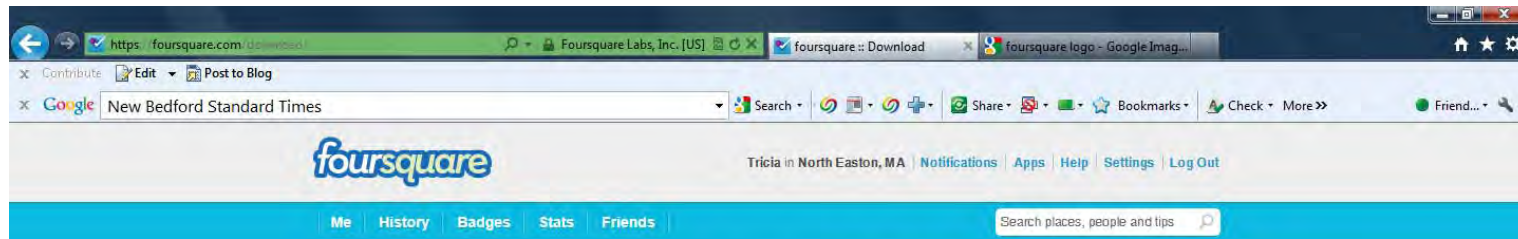
- Armory Antiques 1 day ago
- Bouchard Restaurant & Inn Newport, RI 2 days ago
- Francis Malbone House, Newport, RI 2 days ago
- Spiced Pear Newport, Rhode Island 3 days ago
- Francis Malbone House, Newport, RI 3 days ago

Mayorships (8) What's a mayor?

Tips

- Trio** 407 Spring St
The coconut chicken with mango salsa salad was delicious!
Jun 3, 2010
- The Old House Parts Company** Kennebunk, Maine
Great antique parts for any home!
Jul 16, 2011
- Friends Food Family** North Easton, MA
Great food blog!
Aug 10, 2010
- Shakespeare's Pizza** Columbia, MO
Incredible pizza! Try pineapple and Canadian bacon or the veggie...the BEST!
Aug 15, 2011

Foursquare Smartphone





Explore the world around you with foursquare.


Keep up with friends, get insider Tips, and unlock discounts and rewards.



Email a link to your phone to download:







Also on [WebOS](#), [Symbian](#), [S40](#), [Windows Phone](#), or on our mobile site: m.foursquare.com



Signs of the social networking times.

Blogs

- As the author: You have the ability to communicate on-line through articles and stories. It gives you the opportunity to share your knowledge and provide value to your audience. Basically...it's the diary of your business.
- As the reader: you can comment and/or share.



Why BLOG?

- Relevant Information
- Indexes pages
- Helps with Inbound Links
- Conversion Tool (Widgets)



Blog Systems



- [WordPress.com](https://www.wordpress.com)
- [TypePad.com](https://www.typepad.com)
- [Blogger](https://www.blogger.com)

What do I write about?

- Share a story or article
- Unique topics or passions
- Review a product or service
- A final question or thought?
- Be human, be real



www.cc-chapman.com

The screenshot displays the website layout for cc-chapman.com. At the top left is the 'cc' logo and the site name. A navigation menu includes 'Blog', 'Managing the Gray', 'About', 'Speaking', and 'Contact'. A social media post from 'cc_chapman' is featured, showing a profile picture, a post about celebrating the new year with dumplings, and a 'Follow me!' button. Below the navigation is a large 'Blog' header with a photo of a man drinking coffee and a bio: 'C.C. writes about the world around him with a unique perspective as a thought leader, influencer and entrepreneur. Photo by Matt Armstead'. The main content area shows a post titled 'A Great Weekend in 2 Photos' with a 'Read More »' link. To the right is a 'Get Updates' sidebar with options for 'By newsletter' and 'By RSS feed', an email subscription form with a 'Subscribe @' button, and a 'By email' label.

cc-chapman.com [Blog](#) [Managing the Gray](#) [About](#) [Speaking](#) [Contact](#)

cc_chapman Celebrating the new year with takeout. #dumplings
2 hours ago · rank: cc-chapman favorite [Follow me!](#)

Like 2k [f](#) [in](#) [g+](#) [RSS](#)

Blog

C.C. writes about the world around him with a unique perspective as a thought leader, influencer and entrepreneur.
Photo by Matt Armstead

A Great Weekend in 2 Photos

Posted on January 23, 2012

This weekend was a simple reminder of my favorite thing in life. Spending quality time, with quality people, having a good time. Of course these moments are captured in photographs so that I never forget them.

[Read More »](#)

Get Educated About SOPA & PIPA

Posted on January 18, 2012

Get Updates

By newsletter [RSS](#) By RSS feed

By email

Enter your email address

[Subscribe @](#)

Facebook Fanpage

facebook

Email

Keep me logged in

Password

Log In

[Forgot your password?](#)

Sign Up

Facebook helps you connect and share with the people in your life.



- Wall
- Info
- Videos
- Photos
- Notes
- Flickr

About

Founder, Digital Dads Author, Content Rules Professional Online Marketing...

More

2,124

like this

24

talking about this

Like

See All

CC Chapman [Like](#)

Author · Boston, Massachusetts



Wall

CC Chapman · Everyone (Top Posts)

Share: [Post](#) [Photo](#)

Write something...



CC Chapman

I'm really happy with how this interview turned out on why authors need to think about their content marketing strategy.



Why Writers Should Make Time for Content Marketing | Write Nonfiction NOW!

writenonfictionnow.com

C.C Chapman discusses content marketing, fitting this activity into a writer's daily writing schedule, and why it's important to do so.

[Like](#) · [Comment](#) · January 17 at 5:58am

[Isabel Arthur](#) and [Jimmy Jalori](#) like this.



WorkShifting

Need inspiration for your home office? Check out Home Office Hustle's interview and home office tour with CC Chapman! <http://cot.ag/yEkaBT>

"I don't set hours, but from the moment the kids get on the bus in the morning until they come home I'm working. If my clients are in their office then I'm working too. I firmly believe in the concept of workshifting, so I don't punch a clock, but I work when it is appropriate and necessary."



Home Office Tour: C.C. Chapman - Blog - home office telecommute work at home

Create a Page

Want to like or comment on this page?

To interact with CC Chapman you need to sign up for Facebook first.

Sign Up


It's free and anyone can join. Already a member? Log in.

CC on LinkedIn

LinkedIn Account Type: Basic ▼ Tricia White [Add Connections](#)

[Home](#) [Profile](#) [Contacts](#) [Groups](#) [Jobs](#) [Inbox](#) **151** [Companies](#) [News](#) [More](#) [Advanced](#)

[Successful Women Network - Apply to the Worldwide Who's Who network for Successful Women.](#) From: Worldwide Who's Who



C.C. Chapman 1st
Author, Entrepreneur & Speaker
Greater Boston Area | Online Media

Current
Author at Content Rules (Book)
Founder & Editor at Digital Dads
Board Member at Wediko Children's Services
[see all](#)

Past
Host & Producer at Accident Hash (www.accidenthash.com)
Partner, Creative Director at Campfire
Partner at The Advance Guard
[see all](#)

Education
Bentley University

Recommendations
57 people have recommended C.C.

Connections
500+ connections

Websites
[Blog](#)
[Managing the Gray Podcast](#)

Twitter
[Follow @cc_chapman](#)

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

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

Summary

I've always lived my life riding in front of the wave of new technology and innovation.


I've worked in the online marketing and social media fields my whole career. Highlights have included bringing The Coca-Cola Company into Second Life, helping market the launch of HBO's True Blood and planning and executing all social media activities for the full product line of American Eagle Outfitters.


I'm an active public speaker and have addressed crowds around the world on a variety of topics.

[Send C.C. a message](#)


[Suggest a profile update for C.C.](#)
[Recommend C.C.](#)
[Save C.C.'s Profile](#) ?

Ads by LinkedIn Members

Broadcast Your Expertise
 Start broadcasting your expertise to thousands using Blogtalkradio.com.
[Learn More >](#)

Headhunters recommend
 A real breakthrough in the Executive Search Software. Watch a video today!
[Learn More >](#)

Contact Information

Email & Phone:
cc.chapman@gmail.com primary 

Tags:
partners, [Edit tags](#) ▼

Notes:

[View/Edit Contact Info](#) | [See all contacts >](#)

C.C.'s Connections (500+)

Google+

+Tricia Gmail Calendar Documents Photos Sites Search More +

Tricia White | Share... | Settings

Google+



Search Google+



C.C. Chapman

Following



Send an email

In C.C.'s circles (494)



View all >

Have C.C. in circles (29371)



View all >

Block C.C.

Report this profile

Send feedback

Posts About Photos Videos



C.C. Chapman - 7:23 PM - +1'd on [www.firstshowing.net](#) - Public

I'm a life long Kevin Smith fan, so this news makes me smile. It also makes me long for the old Random Foo days and doing some more narrative storytelling.

 [Kevin Smith's SModcast Pictures Partnering with Distributor Phase 4 | FirstShowing.net](#)



On the exact one year anniversary of the world premiere of Kevin Smith's Red State at Sundance 2011 last year (our review), Smith and Phase 4 Films have

+1 - Comment - Hang out - Share

+3



C.C. Chapman - 5:33 PM - Public

I'll admit that I've got a thing for people's desks and offices. Heck, I've had a notebook in +Evernote forever called "Office Zen" where I clip things like this.

Call me crazy, but I dig posts like this.

@cc_chapman

The image shows a screenshot of a Twitter search results page for the user C.C. Chapman (@cc_chapman). The profile card is the central focus, displaying the user's name, bio, location, and statistics. The bio reads: "Professional Creative working on inspiring the world. Author, Content Rules. Founder, Digital Dads. Consultant, Speaker and lover of life." The location is listed as Boston, MA, with a link to the website http://www.cc-chapman.com. The statistics show 55,905 tweets, 26,654 following, and 31,099 followers. The profile is currently being followed. Below the profile card, three tweets are visible, all from C.C. Chapman. The first tweet is about celebrating the new year with dumplings. The second tweet is a quote: "C.C. Rule #172 - Life is a constant stream of recharging batteries." The third tweet is "@HighTechDad I think it is BIG Data :)". The background shows search results for "CC Chapman" with various tweets and a sidebar with Boston trends and a footer with Twitter's copyright information.

Search results for **CC Chapman**

C.C. Chapman @cc_chapman FOLLOWS YOU

Professional Creative working on inspiring the world.
Author, Content Rules. Founder, Digital Dads. Consultant,
Speaker and lover of life.
Boston, MA <http://www.cc-chapman.com>

Followed by Tammi Jacobsen, It's Learning Time, Amy-Sue Hasselbaum and 5 others.

55,905 TWEETS 26,654 FOLLOWING 31,099 FOLLOWERS

Following ⌵ [View more Tweets →](#)

C.C. Chapman @cc_chapman 2h
Celebrating the new year with takeout. #dumplings

C.C. Chapman @cc_chapman 2h
C.C. Rule #172 - Life is a constant stream of recharging batteries.

C.C. Chapman @cc_chapman 3h
@HighTechDad I think it is BIG Data :)

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Jan 23, 2012
Vol. 11, No. 16

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- ♦ [PRO: How to Apply Motivation 3.0 to Drive Customer Action](#)
- [Survey Says: Social Media Lessons From the GOP Race](#)
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How-To A Business Listing Is Your Online Anchor (Five Rules for Ensuring Stability)

By Gib Olander

In today's noisy business listing landscape, it's important that your online anchor be consistent and visible throughout the local search ecosystem. Here are five essential rules to keep in mind when managing your online listing. [Read More](#)



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PRO ♦ Dan Pink on How to Apply Motivation 3.0 to Drive Customer Action

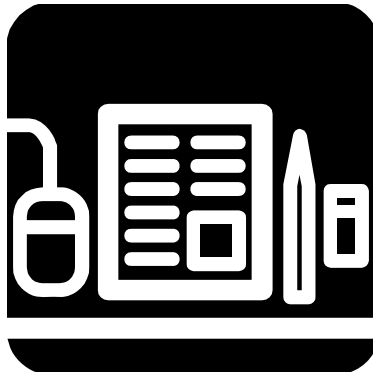
Join us this Thursday at 12pm ET for a special PRO seminar with Dan Pink, best-selling author of *Drive*. You'll learn why people motivated by enjoyment routinely outperform those motivated by external rewards, and why understanding these Motivation 3.0 factors matters to marketers and business leaders who want to achieve market success. [Read More](#)



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Jan 13, 2012

The 12 Cookies of Christmas - Day 12 - Oatmeal Walnut Biscotti



I'm laughing as I finish this recipe. I have finally completed the 12 Cookies of Christmas. I had promised they would be completed before Christmas and then before the New Year. It is Friday the 13th and what better day to finish. There is a long holiday weekend upon us and a great time to bake some cookies. I have decided that next year it will be the 6 Cookies of Christmas because with my life that's all I'm capable of...I think.

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What's On Your Menu?

by MICHAEL KATZ on JANUARY 20, 2012 6 COMMENTS



For reasons that will become obvious in a minute, I didn't play football in high school.

Reason number one: I've never understood the appeal of deliberately running into other humans.

Reason number two: In terms of body type, I was officially classified as, "too skinny to even watch safely."

Listen To This Post



Reason number three (as if you need more convincing): **When I was a kid, organized football was completely off my radar.**

I never attended a professional or college game (still haven't) and I'm not exaggerating when I tell you that in all the years of growing up, **I don't remember ever seeing anyone in my house, under any circumstances, watching football.**

And so I can't really explain why, in the last year or two, **I've developed the very satisfying habit of watching my local team** - The New England Patriots - play every Sunday night.

All I know is that it's exciting to watch, the perfect sport for television and, thanks to the wonders of TIVO and digital recording, something that doesn't take a lot of time when I sit down each week.

A couple of weeks ago, however, I got a late start. Even fast-forwarding through the commercials,

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How to be a Leading Expert - March 7th

Five Steps To Top

www.lakefrontliving.com



New England Lakefront Property



Hello Trish,

Here's a quote from a client we heard from last summer: "Scott, we purchased our lakefront home last winter when the lake was frozen. We had no idea how bad the shoreline conditions were until summer came around. The shallow conditions, weeds and muck are keeping us from enjoying the lifestyle...what do we do now?"

As lakefront specialists, we know every shoreline of every lake. Never buy a lakefront home with a knowledgeable Buyer's Agent! Learn why buyers choose our FREE representation in [this week's blog entry](#).

~ Discover. Dream. Live. ~

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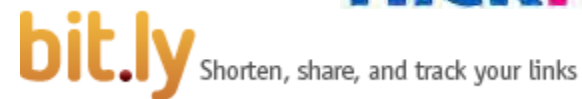


The latest from "The Lake Guy's" Blog

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In closing

- This can be overwhelming
- Identify what works for you
- Bite off what you can chew and grow organically...give it time
- Keep branding consistent
- Check spelling
- Check regularly
- Have fun!



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