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
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
www.Google.com/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

Manage your alerts - Google Alerts Help - Terms of Use - Privacy Policy - Google Home - © 2011 Google
### Google Alerts

<table>
<thead>
<tr>
<th>Item</th>
<th>Volume</th>
<th>How Often</th>
<th>Delivered To</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Friends Food Family&quot;</td>
<td>Only the best results</td>
<td>As-it-happens</td>
<td><a href="mailto:FriendsFoodFamily@gmail.com">FriendsFoodFamily@gmail.com</a></td>
</tr>
<tr>
<td>&quot;Friends Food Reviews&quot;</td>
<td>Only the best results</td>
<td>As-it-happens</td>
<td><a href="mailto:FriendsFoodFamily@gmail.com">FriendsFoodFamily@gmail.com</a></td>
</tr>
<tr>
<td>&quot;Picture This&quot;</td>
<td>Only the best results</td>
<td>As-it-happens</td>
<td><a href="mailto:FriendsFoodFamily@gmail.com">FriendsFoodFamily@gmail.com</a></td>
</tr>
<tr>
<td>&quot;Tricia White&quot;</td>
<td>Only the best results</td>
<td>As-it-happens</td>
<td><a href="mailto:FriendsFoodFamily@gmail.com">FriendsFoodFamily@gmail.com</a></td>
</tr>
<tr>
<td>&quot;Trish White&quot;</td>
<td>Only the best results</td>
<td>As-it-happens</td>
<td><a href="mailto:FriendsFoodFamily@gmail.com">FriendsFoodFamily@gmail.com</a></td>
</tr>
</tbody>
</table>

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Google Alerts Help - Terms of Use - Privacy Policy - Google Home - ©2011 Google
Google Business Tools

Google Business Solutions

Local ads made easy
AdWords Express
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
Find, integrate, and 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
Have real conversations with the right people

More Google products for business
AdWords Express
AdWords
Search Ads
Display Ads
Video & YouTube Ads
Mobile Ads
TV Ads
Google Places

Help improve this page. Give us feedback.
Are you on Google Places?
Enter Business Info

Friends Food Family
North Eastern MA 02356
United States
(508) 267-1406
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.

Areas served: North Eastern, 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

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.
Google Analytics

Visitors Overview

3,368 people visited this site

- 3,802 Visits
- 3,368 Unique Visitors
- 5,799 Pageviews
- 1.53 Pages/Visit
- 00:00:55 Avg. Time on Site

85.88% New Visitor
80.27% Bounce Rate
85.82% % New Visits

14.12% Returning Visitor
## Google Analytics - Dashboard

### Site Usage
- **Pages**: 5,799
- **Unique Pages**: 4,820
- **Avg. Time on Page**: 00:01:45
- **Bounce Rate**: 80.27%
- **% Exit**: 65.66%

### Top Pages

<table>
<thead>
<tr>
<th>Page Description</th>
<th>Pageviews</th>
<th>Unique Pageviews</th>
<th>Avg. Time on Page</th>
<th>Bounce Rate</th>
<th>% Exit</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>277</td>
<td>225</td>
<td>00:02:08</td>
<td>58.49%</td>
<td>54.61%</td>
</tr>
<tr>
<td>2. friends-food-family/2013/05/chocolate-cookie-tiffie.html</td>
<td>277</td>
<td>260</td>
<td>00:03:05</td>
<td>81.54%</td>
<td>81.70%</td>
</tr>
<tr>
<td>3. friends-food-family/2013/05/southern-living-bean-collil-with-chicken.html</td>
<td>269</td>
<td>155</td>
<td>00:00:38</td>
<td>98.12%</td>
<td>91.97%</td>
</tr>
<tr>
<td>4. friends-food-family/2013/05/southern-living-bean-collil-with-chicken.html</td>
<td>211</td>
<td>167</td>
<td>00:01:57</td>
<td>85.30%</td>
<td>52.61%</td>
</tr>
<tr>
<td>5. friends-food-family/2013/10/3k-dis-potatoes-4-granny-smith-apples-about-3-lb-cored-and-sliced-with-4-golden-dis-potatoes-about-2-lb.html</td>
<td>199</td>
<td>178</td>
<td>00:02:07</td>
<td>87.13%</td>
<td>64.92%</td>
</tr>
<tr>
<td>6. friends-food-family/2013/10/3k-dis-potatoes-4-granny-smith-apples-about-3-lb-cored-and-sliced-with-4-golden-dis-potatoes-about-2-lb.html</td>
<td>510</td>
<td>167</td>
<td>00:02:58</td>
<td>75.17%</td>
<td>74.40%</td>
</tr>
<tr>
<td>7. friends-food-family/2013/10/3k-dis-potatoes-4-granny-smith-apples-about-3-lb-cored-and-sliced-with-4-golden-dis-potatoes-about-2-lb.html</td>
<td>151</td>
<td>117</td>
<td>00:01:03</td>
<td>71.43%</td>
<td>72.19%</td>
</tr>
<tr>
<td>8. friends-food-family/2013/10/3k-dis-potatoes-4-granny-smith-apples-about-3-lb-cored-and-sliced-with-4-golden-dis-potatoes-about-2-lb.html</td>
<td>123</td>
<td>110</td>
<td>00:00:24</td>
<td>68.27%</td>
<td>82.63%</td>
</tr>
<tr>
<td>9. friends-food-family/2013/10/3k-dis-potatoes-4-granny-smith-apples-about-3-lb-cored-and-sliced-with-4-golden-dis-potatoes-about-2-lb.html</td>
<td>116</td>
<td>101</td>
<td>00:02:15</td>
<td>81.82%</td>
<td>80.17%</td>
</tr>
</tbody>
</table>
# Marketing Grader 

**HubSpot's Marketing Grader**

Report for [www.friendsoffoodfamily.com](http://www.friendsoffoodfamily.com)

<table>
<thead>
<tr>
<th>Section</th>
<th>Grade</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top of the Funnel (ToFU)</td>
<td>63%</td>
<td>Fill the top of your sales and marketing funnel by creating, optimizing, and promoting unique and interesting content.</td>
</tr>
<tr>
<td>Top 3 Things To Do »</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Middle of the Funnel (MoFu)</td>
<td>42%</td>
<td>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.</td>
</tr>
<tr>
<td>3 Things To Do »</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Analytics</td>
<td>50%</td>
<td>Know what marketing activities are working (or aren't working) for you by measuring your successes and failures.</td>
</tr>
<tr>
<td>1 Thing To Do »</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

[Link to Grade Another Company](http://www.friendsoffoodfamily.com)

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**Share Your Report »**
Blogs are really important

Yay! You have a blog!
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/

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

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

<table>
<thead>
<tr>
<th>Article</th>
<th>Tweets</th>
<th>Facebook Shares</th>
</tr>
</thead>
<tbody>
<tr>
<td>The 12 Cookies of Christmas - Day 12 - Oatmeal Walnut Biscotti</td>
<td>3 ✓</td>
<td>1 ✓</td>
</tr>
<tr>
<td>Swede's Escargot Soup</td>
<td>5 ✓</td>
<td>1 ✓</td>
</tr>
<tr>
<td>The 12 Cookies of Christmas - Day 11 - Florentines</td>
<td>5 ✓</td>
<td>4 ✓</td>
</tr>
<tr>
<td>The 12 Cookies of Christmas - Day 10 - Dipped Ginger snaps</td>
<td>2 ✓</td>
<td>2 ✓</td>
</tr>
<tr>
<td>The 12 Cookies of Christmas - Day 9 - Orange Chocolate Cookies</td>
<td>3 ✓</td>
<td>7 ✓</td>
</tr>
</tbody>
</table>

Are your blog post titles unique & fewer than 75 characters? Yes
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.
Inbound Links

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.)

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.

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!

<table>
<thead>
<tr>
<th>Domain</th>
<th>Linking Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>typepad.com</td>
<td>Tricia White's Profile</td>
</tr>
<tr>
<td>networkedblogs.com</td>
<td><a href="http://www.networkedblogs.com/blog/hendes_food">http://www.networkedblogs.com/blog/hendes_food</a>...</td>
</tr>
<tr>
<td>onefoodie.com</td>
<td>Friends Food Family</td>
</tr>
<tr>
<td>bloggers.com</td>
<td>Tricia White (friendsfoodfamily)</td>
</tr>
<tr>
<td>americantowns.com</td>
<td>North Easton, Massachusetts</td>
</tr>
<tr>
<td>jennieskitchen.com</td>
<td>Christmas Past and Present</td>
</tr>
</tbody>
</table>
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

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?

<table>
<thead>
<tr>
<th>Followers</th>
<th>Following</th>
<th>Updates</th>
</tr>
</thead>
<tbody>
<tr>
<td>967</td>
<td>922</td>
<td>1,428</td>
</tr>
</tbody>
</table>

✔ Your homepage has been tweeted 6 times.

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.

✔ You average 1 day, 20 hours between tweets.

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 other sources.

Jump To: Blogging | SEO | Mobile | Social

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

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

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

Having a website that displays well on mobile devices is becoming more and more important as 35% of American adults have a smartphone and 67% 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 67% 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.

Do you have Apple Icons? No

The iPhone and iPad users used to add a quick link to the desktop or 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.
Tricia White
Small Business Advisor, Social Media Educator and Food Blogger - Have a cookie!

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

And now... 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 harborside, the Francis Malbone House...
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
Google, Yelp, Bing, Yahoo, Best of the Web, Hot Frog
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 Profile Page

Tricia White

Status: Tricia White shared a link.

Stayed in Newport for the weekend... belated Christmas gift. Stayed at the Francis Malbone House on Thames. One of the nicest places I've stayed in a while.

http://www.malbone.com/
Facebook Profile Page
Fan Pages- Registering your Business
Fan Pages- Look at your Statistics
## Fan Pages - Look at your Statistics

### Friends Food Family Insights

**Gender and Age**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Male 21%</th>
<th>Female 79%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12-17</td>
<td>13%</td>
<td>51%</td>
</tr>
<tr>
<td>18-24</td>
<td>35%</td>
<td>22%</td>
</tr>
<tr>
<td>25-34</td>
<td>15%</td>
<td>6%</td>
</tr>
<tr>
<td>35-44</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>45-54</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>55+</td>
<td>3%</td>
<td>3%</td>
</tr>
</tbody>
</table>

### Countries

- **United States of America**: 580 likes
- **Canada**: 26 likes
- **Egypt**: 23 likes
- **Malaysia**: 16 likes
- **United Kingdom**: 14 likes
- **Australia**: 11 likes
- **Pakistan**: 9 likes

### Cities

- **Brooklyn**: 26 likes
- **Tehrán**: 25 likes
- **Sharon**: 18 likes
- **Bhél**: 16 likes
- **Boston**: 15 likes
- **New York**: 14 likes
- **London**: 12 likes

### Languages

- **English**: 56%
- **English**: 12%
- **Portuguese**: 1%
- **Spanish**: 1%
- **French**: 1%

### Where Your Likes Came From

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>On Page</td>
<td>47%</td>
</tr>
<tr>
<td>Facebook</td>
<td>23%</td>
</tr>
<tr>
<td>Recommendations</td>
<td>11%</td>
</tr>
<tr>
<td>Mobile</td>
<td>19%</td>
</tr>
</tbody>
</table>

---

*Note: The image shows a Facebook Insights page for the page 'Friends Food Family'. The data includes insights on the page's demographic and location details, as well as the breakdown of the page's likes by country, city, and language.*
Group Pages - Discussion Board

Archbishop Williams High School Class of 1979

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 the 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.

Tricia White: Just an FYI - Joe Vanella's mom passed away. For those looking for funeral information it will be Wednesday from 4:00 PM at the Thomas Funeral Home on Main Ave in East Milton. Funeral on Thursday, 10/24/11 at St. Agatha Church in East Milton.
http://www.alfredthomas.com/page/page/2518962.html

Tricia White: Just wanted to say thank you to everyone who came to the “Hit it 50 Party” at British Beer Company on Friday night. Special thanks to Gerard Wilson and Joe Vanella who organized the entire event. It was great seeing... Lisa Lee, Jack Brokin, Brian Donnelly, Dave West, Kevin McGrath, Mike McCarthy, Pat Murphy, Kim Shurtle, Mike Neume, the other John Morris, Frank Comer, and our favorite alum...Joanne Burke. (Did I miss anyone?) Missed Eileen Durkin, Paul Zanja, Jackie Sullivan and Tommy Reid ...

Tricia White: May 1, 2011 at 10:32am · Like · Comment
1 Chat (1)
Okay, Marlon...

...this Twitter thing has gone far enough.
Social Networking

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

Home #Hash Tag

Shortened URLs
Social Networking

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

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

Summary
Over the past 7+ years, Tricia has been working with small businesses in many different...
Branding and Optimizing

Summary
Over the past 30+ years, Tricia has been working with small businesses in many different
**Who’s your MAVEN?**

[LinkedIn screenshot showing connections and profiles]
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 actually promote them, whether on a network...

Manager's Choice

Announcement from PeerSource New England

Manager's Choice

Triticia 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 actually promote them, whether on a network...

Comment (1) - 2 minutes ago

Triticia 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 actually promote them, whether on a network...

Comment (1) - 3 days 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? I actively use a number of social networks for my businesses. Not only do I use them, but I actually promote them, whether on a network...

Comment (1) - 3 days ago

Triticia 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 actually promote them, whether on a network...

Comment (1) - 3 days ago

I am Chapman...
Small Companies
Blogs, Books and PowerPoint
Recommendations

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, 2014

Top qualities: Personable, High Integrity, Creative

Steve Redman

"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 an."  
October 16, 2017

Leo Casey, Partner, DEB CPA/CPM

"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 13, 2011

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

"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 1, 2011

Daniel Morrison, Owner/Partner, 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 effortlessly 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

Peter M.
Startup company/technology lawyer

Ken Barbieri
Managing Director, AdAdvisor at TARGUSinfo

Adrienne Leigh
Owner of Murphy Business & Financial Corp.
Social Networking

YouTube – 1B views per day!
– Upload and share videos
– B2C and B2B
– Keeps people on your site longer
Viral!
OK-Go and the Muppets

The Muppets Rock Out in a Google+ Hangout

Famously gaudy friends get together in a Google+ Hangout, to rock out and blow off steam.

353,038 views

Top Comments:
Social Networking

• Google +
  – Newest Social Network
  – 10M+ users in 30+ days
  – Personal Profiles
  – B2C
  – Circles, Sparks
  – Chat
Tricia White
Small Business Advisor, Social Media Educator and Food Blogger - Have a cookiel!

Posts

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:

And now... I am back to reality!

☆ The Francis Malbone House - A Luxury Inn and Bed and Breakfast (B & B) in 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 House...

Tricia White  -  Yesterday 7:23 PM - Public
Great article for job seekers... including the Class of 2012 - Mike Bolas
Making sure your resume gets to the top of the pile - The Boston Globe
Friends Food Family
stories and recipes about the food we create and share

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.

Friends Food Family - Jan 9, 2012 - Public
Adding a new section to the website called reservations vs recipes.來 give coming...
Google + Circles
Social Networking

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

Tricia White
North Easton, MA
944  369  5

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

- Maguires Bar and Grill
- South Shore Plaza
- T.J. Maxx
- TPC of Boston

History (Last 5)

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

Badges (25)

- Coffee
- Nightlife
- Concerts
- Food
- Shopping
- Sports
- Travel
- History
- Culture
- Games
- Entertainment
- Nature
- Music
- Art
- Architecture
- Photography
- Music
- Language
- Science
- Food
- Art
- Language
- Science
- Music
- Food
- Art
- Language
- Science
- Music
Foursquare Smartphone

Explore the world around you with foursquare.
Keep up with friends, get inside tips, and unlock discounts and rewards.

Also on WeX05, Symbian, S40, Windows Phone, or on our mobile site: m.foursquare.com
Unemployable due to stupid personal stuff I put on my Facebook page.

Me too!

For me, it was an embarrassing YouTube video.

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
• TypePad.com
• Blogger
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
CC on LinkedIn

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

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 fall product line of American Eagle Outfitters.
I'm an active public speaker and have addressed crowds around the world on a variety of topics.
C.C. Chapman

Posts About Photos Videos

C.C. Chapman  ·  7:23 PM  ·  +1'd on www.firstshowing.net  ·  Public
I'm a lifelong 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

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 folder called "Office 7am" where I rip things like this.

Call me crazy, but I dig posts like this.
@cc_chapman
E-Newsletters

An e-newsletter is a structured newsletter that is contained within the body of an e-mail

• Opportunity to opt-in or opt-out
• Gets through spam filters
• Open rate statistics
• Keeps your audience engaged
• Consistency with your brand
The Look of E-Newsletters

In This Issue

- How-To: A Business Listing Is Your Online Anchor
- PRO: How to Apply Motivation 3.0 to Drive Customer Action
- Survey Says: Social Media Lessons From the CPE Race
- Quick Take: Social Media Trends With Benefits in 2012
- New View: Six Stats on In-Album Mobile Infographics

How-To

A Business Listing Is Your Online Anchor (Five Rules for Ensuring Stability)

By Glen Linder

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

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, bestselling author of Drive. You’ll learn why people motivated by enjoyment (naturally) 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
What can they do?

- Keep customers engaged
- Share pertinent information
- Industry info, tips, sales, specials, coupons, blog articles
- Shorten a larger newsletter
E-Newsletter Companies

- [www.constantcontact.com](http://www.constantcontact.com)
- [www.campaigner.com](http://www.campaigner.com)
- [www.icontact.com](http://www.icontact.com)
- [www.gladhandle.com](http://www.gladhandle.com)
- [www.mailchimp.com](http://www.mailchimp.com)
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.
What's On Your Menu?

BY MICHAEL KATZ | JANUARY 20, 2010 | 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.”

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,
Hello fish,

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 without a knowledgeable Buyer's Agent! Learn why Buyers Choose our FREE representation in this week's blog entry.

~ Discover. Dream. Live. ~

Quick Links:
- Property Search NH
- Property Search RI
- Ask "The Lake Guy" a Question!
- FAQs

The latest from "The Lake Guy's" Blog
- Why Use a Lakefront Specialist?
- Dreaming of New Hampshire Lakefront Property?
- Choose a Lifestyle Upgrade!
- It's Boat Show Season In New England
- The Lake Home and Cabin Shows
- Ice Fishing and Safety Tips
- "The Lake Guy" answers some FAQ's
Other Helpful Sites

www.hubspot.com
www.instagram.com
www.flickr.com
www.picasa.com
www.pinterest.com
www.delicious.com
www.technorati.com
www.stumbleupon.com
www.digg.com
www.mashable.com
www.hootsuite.com
www.bit.ly
www.tinyurl.com
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!
Questions, Comments, Concerns & Contacts

MA Small Business Development Center Network
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508-673-9783
www.msbdc.org/semass