

# 10 Things You Can Do Now to Maximize Your Social Media Expertise

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## 1. Your Brand

- Your username = your brand
- Consider future growth when you choose your name(s)
- Make it as unique as you can and EASY to remember
- Landgrab – Reserve your name on social media platforms so others can't. This includes negative or anti-names to control negative publicity targets.
- Namecheck.com
- Namechk.com
- Not discussed but also important: Brand your blog visually as well. Develop a logo and use consistent fonts and colors to make your brand visually recognizable.

## 2. Choosing Social Media Platforms

- You do not need to be on EVERY platform
- Be where your audience is
- Research platforms by trying them out. Keep what works and move on from the rest.
- What are your goals for each platform?
- Popular social media sharing platforms in alphabetical order are:
  1. Facebook
  2. Google Plus
  3. LinkedIn
  4. Pinterest
  5. Twitter

## 3. Manage Your Time

Create a time managed system that includes: Social media interactions, learning and measuring results

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Weekdays are a high-use time for social media, indicating a high-use for small business social networking or water-cooler activity. Larger business block access to personal sites such as Facebook, so action on there happens later in the evening, and often in small games.

<http://timely.is/>

### 4. Measure Your Efforts

- Carve out time to manage your social media channels
- Create a baseline measurement
  1. Google Analytics or StatCounter
  2. WP analytics plug-ins
  3. Facebook Page analytics
  4. Bit.ly and other URL shorteners' analytics

Put what you would like to measure into a simple Excel spreadsheet so you can keep track of your growth/progress.

Check monthly (or more frequently if you have the time).

A baseline measurement helps you set up your "level 0" so that you can see where you're doing a great job and where you can improve.

<https://bitly.com/>

<http://www.google.com/analytics/>

<http://hootsuite.com/>

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

<http://statcounter.com/>

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

### 5. Tag Your Target

- Let brands know you've written about them
- Visibility and awareness of your blog and social presence
- Opportunity to fact-check
- Create that conversation
- Ask to be added to their media list

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### 6. Personal vs Professional Voice

- Use your authentic voice
- Know who your audience is
- Be true to your blog and persona

### 7. Know the Influencers

- Who are your Top 10 influencers?
- Are you following and/or Liking them on social media sites?
- How to find influencers: Go to aggregation websites like Networked Blogs and look for “Top Ten” lists, learn who has the biggest followings and model things you like about the way they present content and interact with followers, friends, fans.

### 8. Listen to Your Audience

- Take a temperature check
- Create a survey, poll or ask questions
- Bonus result: Engagement
- Give your readers what they want more of when possible

### 9. The Fine Print (TOS)

- Read up on the Terms of Service of the channels you use
- Understand the basics of copyrights and attribution
- Give credit where credit is due

<http://archive.org/> - The WayBackMachine can help those who have been infringed upon see both how long and how much of their content was used on any website.

### 10. Teach and Keep Learning

- Share what you know
- Volunteer to teach, especially to non-profits

## Q&A

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Thank you for joining us!

Contact us if you have any additional questions about today's presentation!

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