

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

August 3, 2012 - 1:15pm - 2:30pm

Speakers:

Stacie Tamaki - @theflirtygirl - theflirtyblog.com

Chris Lam - @thechrislam – whatiruninto.com

Nora DePalma - @noradepalma - life-lessons-halfway-through.blogspot.com

1. Brand Yourself

Be **appealing and recognizable** across all social media platforms.



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Session hashtag: **#BH12Social**
Conference hashtag: **#BlogHer12**

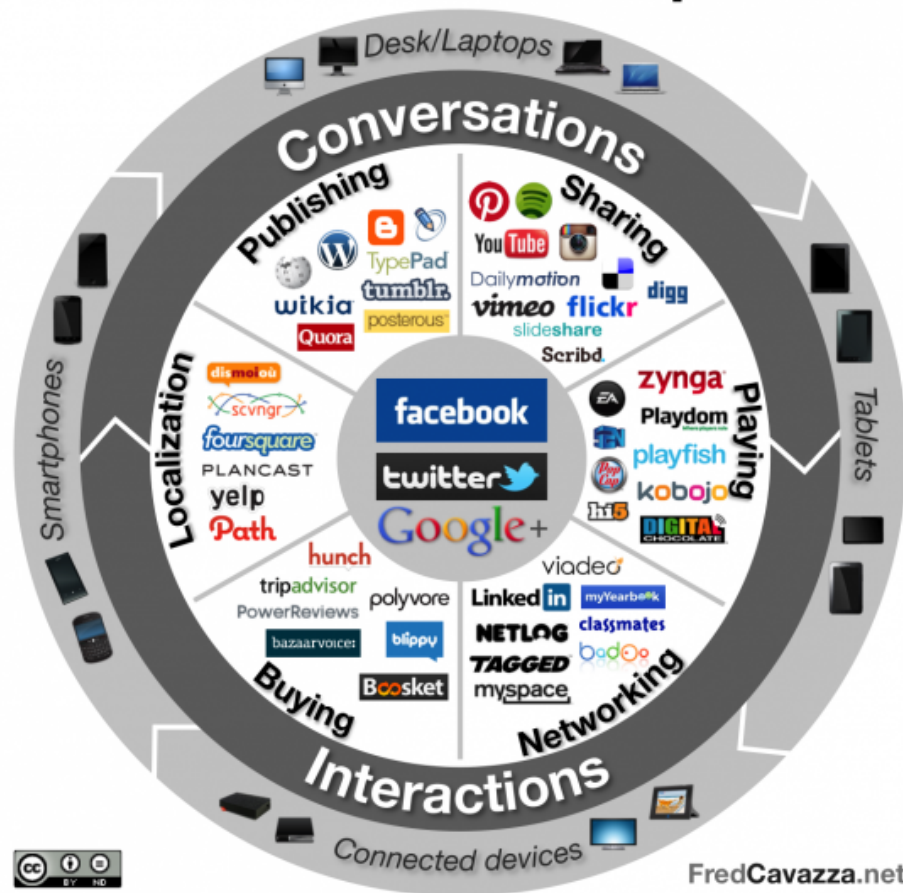
2. Choose Your Platforms



Try
everything
to learn
what works
best for
you.

3. Manage Your Time

Social Media Landscape 2012



When is your audience online? When are they clicking and conversing?

4. Measure Your Efforts

How to stop worrying and
learn to love data.

Google Analytics

My blogs



Life Lessons, Halfway Through · Stats › Overview

facebook

Total Likes [?]	Friends of Fans [?]	People Talking About This [?]	Weekly Total Reach [?]
154  0.65%	52,084  0.4%	1  0%	452  617.46%



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explore your community

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5. Tag Your Target

Identify brands you want to work with. Then talk about them. People pay attention when you talk about them.

6. Your Personal vs. Professional Voice



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7. Know Your Influencers



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8. Listen to Your Audience

ADVERTISEMENT

GetOld.com

How do our favorite bloggers feel about getting old?

Rollover to find out.
Then enter our sweepstakes.

How do you feel about getting old?

OPTIMISTIC

ANGRY

PREPARED

UNEASY

Get Old

OPTIMISTIC ANGRY PREPARED UNEASY

 **my thoughts on getting older**
by whatever

I think as a child and teenager I thought "getting old" would be terrible because it seems, to a child, that older people never have any fun. That is funny when I think about it now. "Old" people have ALL the fun.

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9. Understand the Fine Print (TOS)

Explore » Technology (13,943) » Internet and the Web (4,170) » Web 2.0 and Latest Web Technologies (75)

flag

Is Pinterest a Haven for Copyright Violations?



by [Greekgeek](#)
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The gist:

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- Learn more tomorrow at the **Protecting Your Blogging Rights, Respecting Those of Others** panel.
 - August 4, 2012 - 11:00am - 12:15pm

Slate

Like <208k

The Huffington Post Challenge

The legacy media continue to ignore the lesson the aggregation giant is teaching.

By [Jack Shafer](#) | Posted Wednesday, July 13, 2011, at 6:26 PM ET



I won't defend the Huffington Post's [appropriation](#) of Simon Dumenco's story this week from *Ad Age* or any of the smash-and-grab annexations the aggregation giant stands accused of, such as its heavy lifting of copy from the *Chicago Reader*, the *Daily Mail*, and elsewhere.

But my refusal doesn't mean I regard the site as

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10. Teach...and Keep Learning



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Q&A

Thank you for joining us!
Contact us anytime.

Stacie: stacie@stacietamaki.com

Chris: chris@chrisylam.com

Nora: nora.depalma@gmail.com

Summary

1. Brand Yourself
2. Choose Your Platforms
3. Manage Your Time
4. Measure Your Efforts
5. Tag Your Target
6. Differentiate Your Personal and Professional Voice
7. Know Your Influencers
8. Listen to Your Audience
9. Understand the Fine Print (TOS)
10. Teach...and Keep Learning