

You Tube

facebook

twitter



Linked in



**LinkedIn
and Facebook
and Twitter!
Oh, my!**



No-Cost Social Networking Strategies for Emerging Speakers

Diane Windingland, Virtual Speech Coach

Which groups are you in?

1. I don't use online social networks
2. I have a profile, but don't really use
3. I use one or more regularly:
 - a. Facebook
 - b. Instagram
 - c. Linked In
 - d. Twitter
4. I have a blog
5. I have my own youTube channel

Or, maybe you are in this group . . .

Confused?



twitter



facebook



YAHOO!

LinkedIn



digg



flickr



You Tube

Google



Feeling like Rip Van Winkle?



Wordpress
LinkedIn

YouTube

2003 2004 2005 2006

Facebook

Twitter

Too Many Social Networking Sites?

Give it time. . .

Get Totally Wired In - Sign Up for ALL of These Sites Today!

SITES YOU MUST BE ON FOR COMPLETE HAPPINESS

SITES YOU MUST BE ON FOR COMPLETE HAPPINESS



It gets worse!



SITES YOU MUST BE ON FOR COMPLETE HAPPINESS

Twitter



Facebook



YouTube



LinkedIn



Waste of time? Silly?

Pinterest



Google+



Instagram



Foursquare



Twitter



I feel like some pizza. #sohungry

Facebook



Eating pizza with my wife & kids

YouTube



Video of me eating pizza

LinkedIn



I'm really good at eating pizza

Pinterest



Here are the ingredients for pizza

Google+



This is how you make pizza

Instagram



Photo of me eating pizza

Foursquare



Here is where I ate my pizza

Twitter



353M

Facebook



2.7B

YouTube



2.3B

LinkedIn



760M

Pinterest



332M

Google+



Instagram



1.2B

Foursquare



55M

Why Bother?

- Build Contacts
- Build Relationships (business and social)
- Build your business
- Build sales
- Find a job
- Find advice
- **It's Free!**

Marketing has changed

**Old: Interruptive,
one-way**



**New: Integrated,
Social, Referral-
based**



Social Networking is like a Cocktail Party

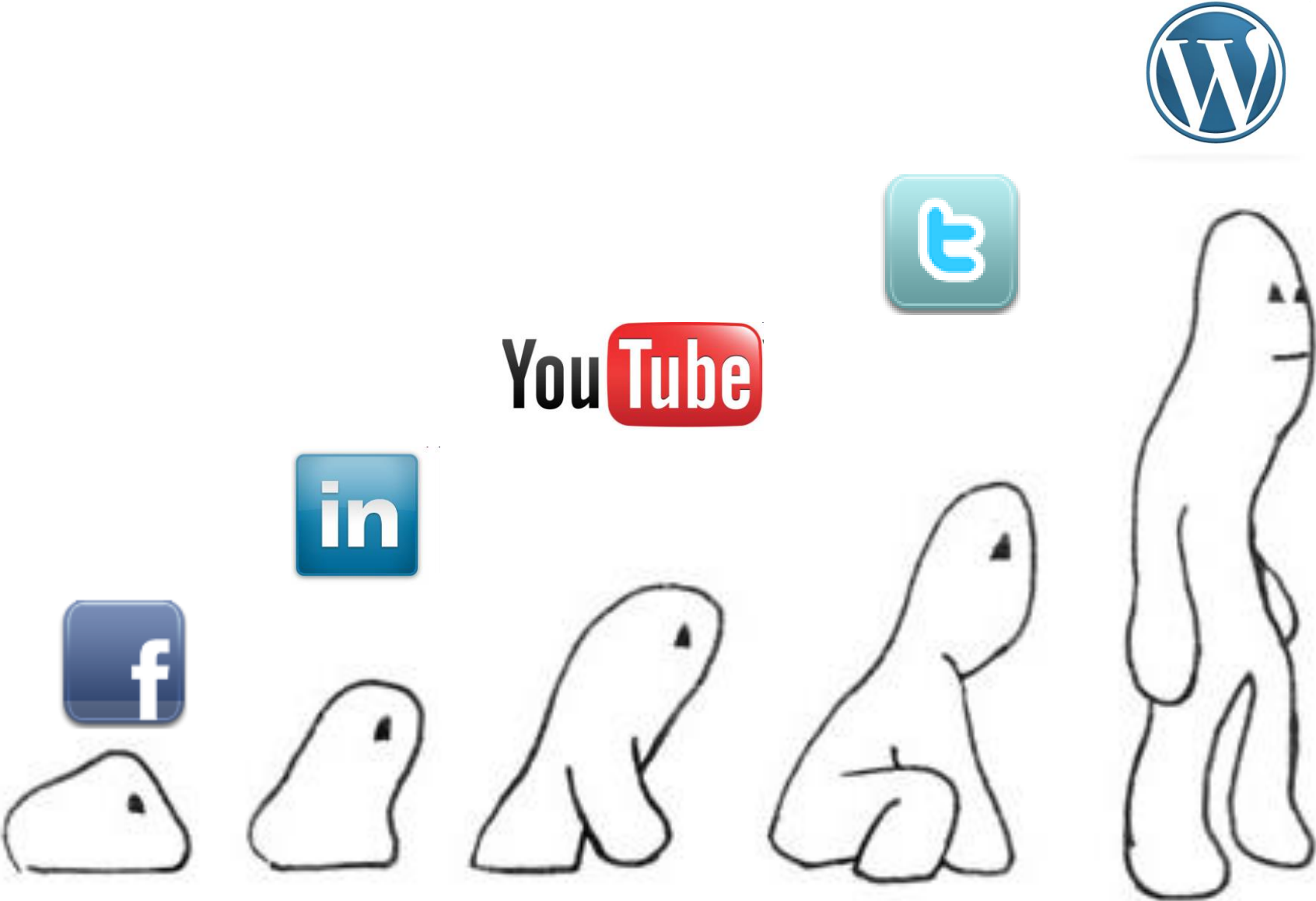


Minus the time and space constraints (and usually no drinks!)

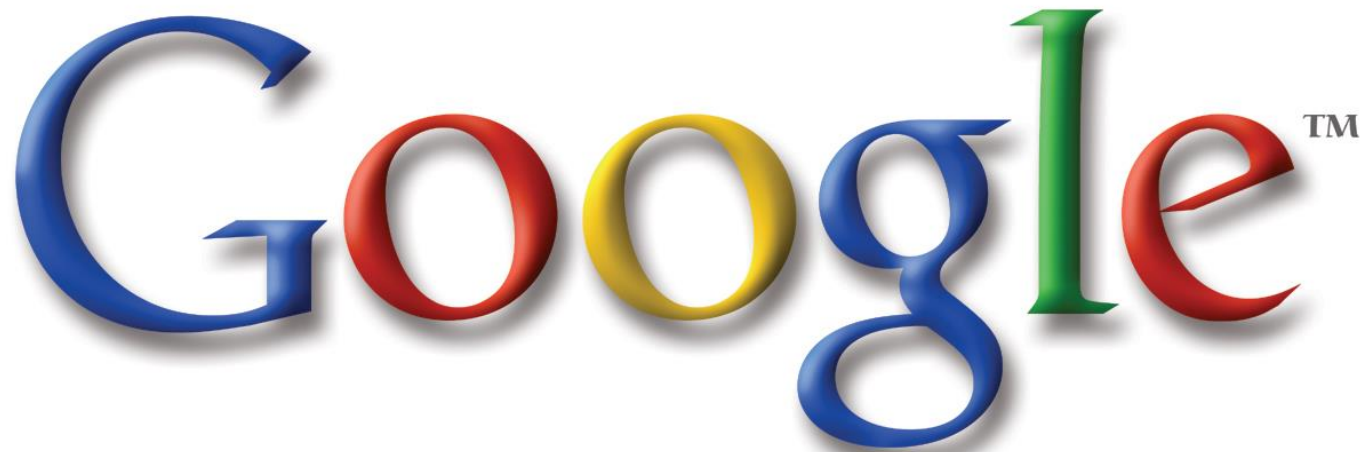
Social Networking Guru



Start Small, Take Baby Steps



A Do-it-yourself/social tool

The image shows the Google logo in its classic multi-colored font. The letters are 'G', 'o', 'o', 'g', 'l', 'e' followed by a trademark symbol (TM). The colors are blue, red, yellow, blue, green, and red respectively. The logo is centered on a white background.

Google™

Have you Googled yourself lately?

- **6,490 results** for **“Diane Windingland”**
 - The quotes around the words tell Google I want to search for the words in that exact order

Google images, video and more!



"Diane Windingland"



All Images News Videos Shopping More Settings Tools

Collections SafeSearch

cat virtual presentation tongue chit chat confident speaker cat got keynote speaker speech author speech class tips



Diane Windingland - Present...
linkedin.com



Diane Windingland Speak with Confidence ...
youtube.com



Keynote Speaker, Diane Windingland
slideshare.net



Effective Communication an...
craftofcharisma.com



Virtual Speech Coach, Diane Windingland ...
youtube.com



Monitor the web



Search terms:

Type:

How often:

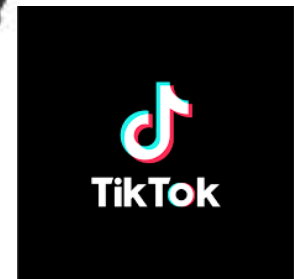
Volume:

Deliver to:

Blog/video: Your Content Hub



Post Blog
Content
Or Video





WORDPRESS

Why Blog?

- **Create Content for:**
 - **Social Media**
 - **Books**
 - **Articles**
 - **Newsletter**
 - **Presentations, etc!**
- **Establish and promote yourself as an expert**



Blog Action Plan

- 1. Read blogs (find some: Technorati.com)**
- 2. Start a notebook/file of topics**
- 3. Get a free blog: Wordpress.com (or other)**
- 4. Post content regularly: 200-1000 word posts**
- 5. Expand your reach: Put blog in your website, and post in other social media**



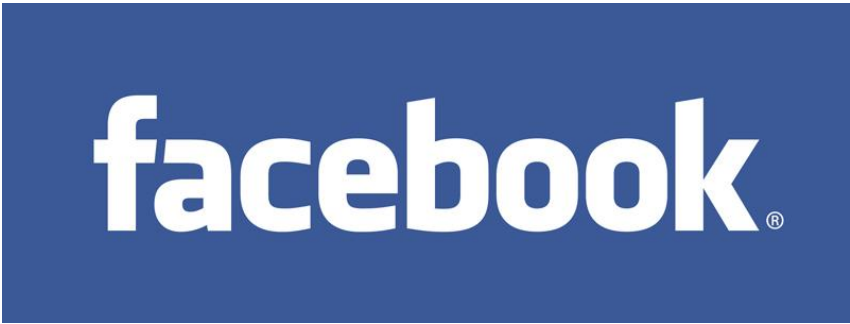
facebook.



Why Use Facebook?

- **More “social” than Twitter or LinkedIn**
- **Facebook is HUGE**
 - **If Facebook were a country, it would be 3rd largest!**
- **Interact with customers**
- **Attract new customers**
- **Join groups related to your business**
- **Keep in touch with friends & family!**





Personal profile



friends

Friends 366 friends [See All](#)

 Kim Windingl and	 Rebecca Rose Rayen	 Brad Grandstr and
 Dan Monson	 Mike Hadley	 Conrad Monson

Facebook Group

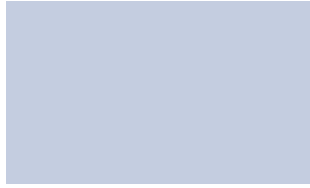


members

Members 6 of 106 members [See All](#)

 Allan Bernard	 Pat Croal	 Georgia Thometz
 Daniel Rinde Field	 Bob Lea	 Arlene Gallegos

Business fan page



fans

142,733 People Like This

 Keren Malkiel Liss	 Ruby Bieber Hutton	 John Arnold
 Oreo Mia	 Ben Cooper	 Julia Macero



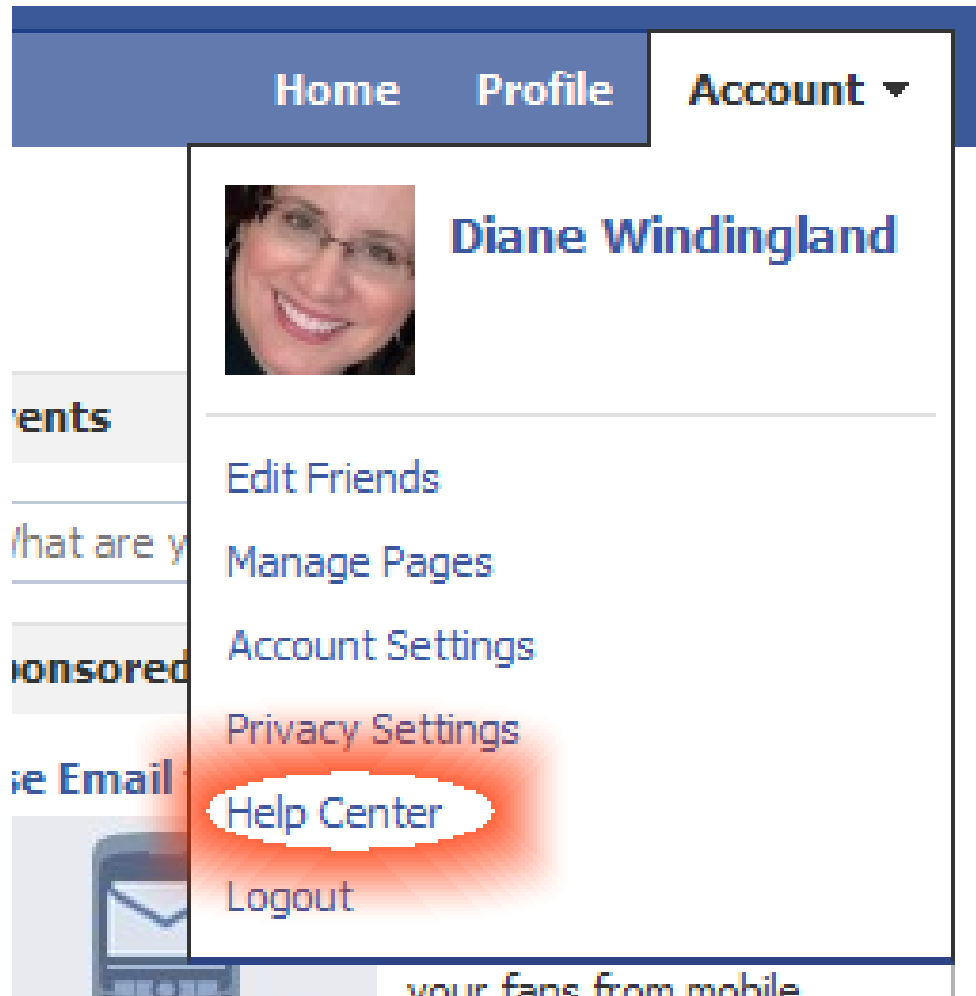
My Facebook Profile picture 1st Year



Don't be a ghost!


Need Help?

(or do a Google Search)



A screenshot of a Facebook account menu. The menu is open, showing options for 'Diane Windingland'. The 'Help Center' option is highlighted with a red oval. The menu items are: Edit Friends, Manage Pages, Account Settings, Privacy Settings, Help Center, and Logout. The background shows a navigation bar with 'Home', 'Profile', and 'Account' tabs, and a profile picture of Diane Windingland.

Home Profile Account ▾

 **Diane Windingland**

vents

that are y

ponsored

ie Email

[Edit Friends](#)

[Manage Pages](#)

[Account Settings](#)

[Privacy Settings](#)

[Help Center](#)

[Logout](#)

your fans from mobile



Create a Business Page

facebook



Search



Home Profile Ac

Create a Page

Community Page

Generate support for your favorite cause or topic by creating a Community Page. If it becomes very popular (attracting thousands of fans), it will be adopted and maintained by the Facebook community. [Learn more.](#)

Page name:

(examples: Elect Jane Smith, Recycling)

Create Community Page

Official Page

Communicate with your customers and fans by creating and maintaining an official Facebook Page.

Create a Page for a:

- Local business
- Brand, product, or organization
- Artist, band, or public figure

Page name:

(examples: Summer Sky Cafe, Springfield Jazz Trio)

- I'm the official representative of this person, business, band or product and have permission to create this Page. [Review the Facebook Terms](#)

Create Official Page



facebook



Diane Windingland
Edit My Profile

News Feed

Messages

27

Events

Friends

Little Tips and Techniques for Big Success in Business

small talk
BIG Results

Chit Chat Your Way to Success!



WINDINGLAND

Requests to Invite



promote events

Search



Party on YOUR computer until 11/30--Virtual Book Launch Party and Giveaway

You are Attending · Share · Public Event

Time Tuesday, November 16 at 8:00am - November 30 at 11:30pm

Location On your computer <http://smalltalkbigresults.wordpress.com/2010/11/15/234/>

Created By Diane Windingland

More Info Dress is whatever you are wearing!
virtual book launch party: <http://smalltalkbigresults.wordpress.com/2010/11/15/234/>

Share: Post Link Photo Video

Write something...

Fr

Pr
by

M
by

Facebook Action Plan

- 1. Sign up** and complete your profile: Add picture, website, bio (facebook.com).
- 2. Add Friends:** Find friends. Observe posts.
- 3. Engage:** Post, comment, like, etc.
- 4. Create Fan Pages:** promote events and products, offer discounts, provide useful and interesting posts.
- 5. Expand your reach:** link Facebook to your website and blog



twitter



Why use Twitter?

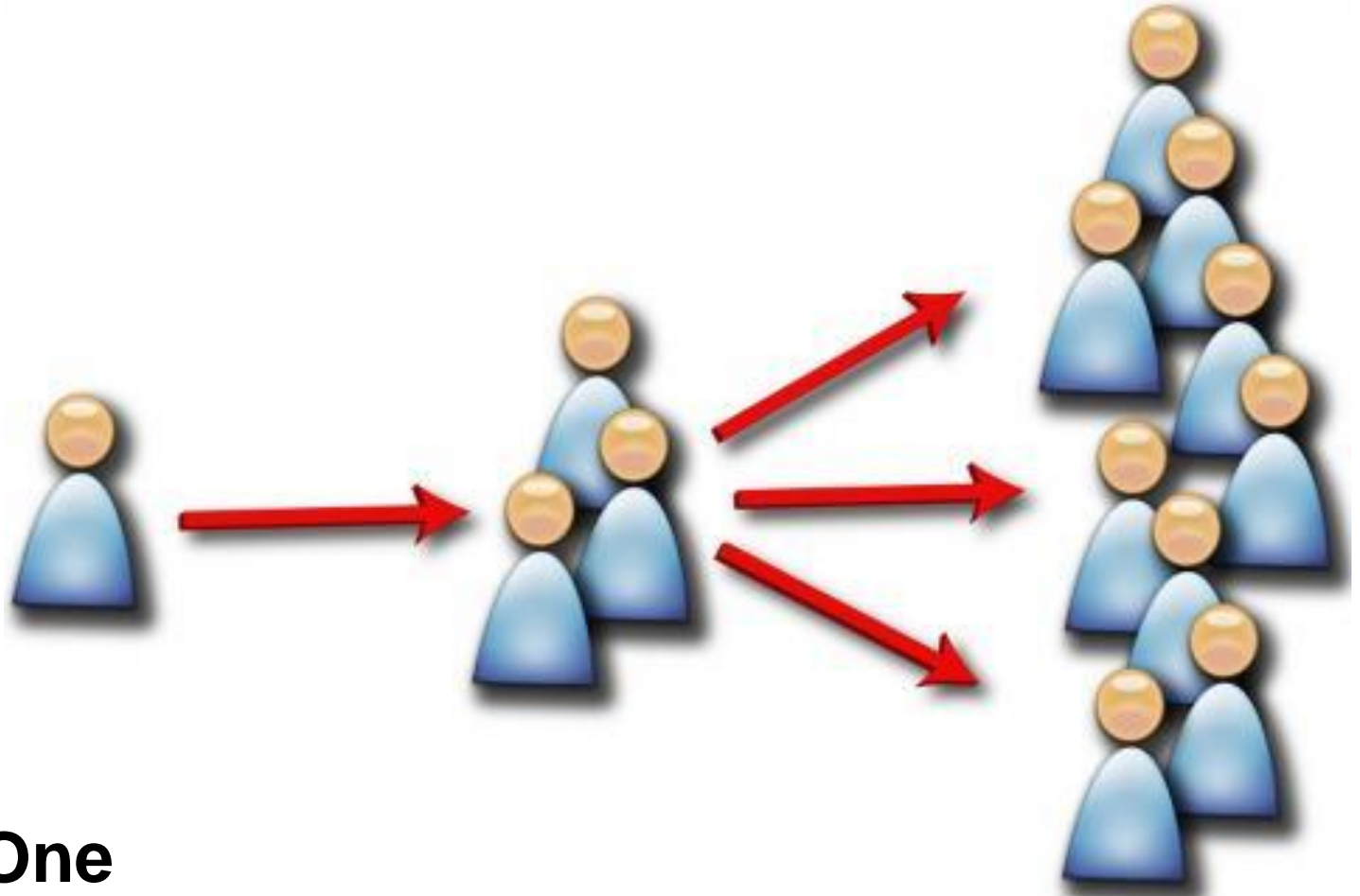
- **Spread news about your company/products**
- **Engage in conversations**
- **Gather feedback from your customers**
- **Gather market intelligence**
- **Increase your blog's audience**

Twitter 101 for business



<http://business.twitter.com/twitter101/>

Viral Marketing



**One
Good
Tweet**

+

Followers

=

**10,000+
Impressions**

Example of Hashtag (#) search

Results for #toastmasters

Tweets

Tweets with links

Tweets near you

People



JoelHeffner Joel Heffner

The goal of every speaker is to get their listener(s) to think.

#Toastmasters #ppt

43 minutes ago  Favorite  Retweet  Reply



ReidWalley Reid Walley

Discussed life coaching & Strengths Finder 2.0 book last night & was asked if I do seminars. **#Toastmasters** experience is paying off big-time

1 hour ago



Twitter Action Plan

- 1. Sign up** and complete your profile: Add picture, website, bio (twitter.com)
- 2. Discover:** Find people to follow. Observe.
- 3. Engage:** Retweet and Reply
- 4. Create Content:** promote events and products, offer discounts, provide useful and interesting tweets
- 5. Expand your reach:** link Twitter to your website and blog



Linked



Why use LinkedIn?

- **People search**—*who do I know who used to work. . .*
- **Create an online professional presence**
- **Extend your network** (get jobs/customers/vendors)
- **Get and give recommendations**
- **Share your Expertise without self-promotion**
- **Keep in touch** (people change jobs & emails)



LinkedIn: Better than an online Rolodex

Old enough to
remember
those?



What's the FIRST step?

Pump Up Your LinkedIn Profile

The screenshot shows a LinkedIn profile for Gwen Pickering. The profile is sparse and generic. The name 'Gwen Pickering' is at the top, followed by the headline 'Speaker and Retreat Leader' and the location 'Savage, Minnesota' and industry 'Mental Health Care'. Below this is the current position 'Speaker and Retreat Leader'. There are buttons for 'Send a message' and 'Suggest connections', and a '26 connections' badge. The profile URL is 'www.linkedin.com/pub/gwen-pickering/53/522/a6a'. The 'Experience' section shows 'Speaker and Retreat Leader' as the current position. The 'Contact Gwen for:' section lists various reasons for contact, such as 'career opportunities', 'new ventures', 'expertise requests', 'reference requests', 'consulting offers', 'job inquiries', 'business deals', and 'getting back in touch'. At the bottom, there is a 'Contact Gwen Pickering' button with a 'Send a message' link.

“BEFORE”

No picture

General headline

Limited geography

Non-custom url

No job history

No summary

Pump Up Your LinkedIn Profile

Gwen Pickering 1st
Marriage and Relationship Speaker and Retreat Leader
Greater Minneapolis-St. Paul Area Professional Training & Coaching

Current Advanced Relationship Training
Previous Toastmasters International, Shakopee Correctional Facility, Minneapolis Public Schools
Education University of Minnesota, Minneapolis

Send a message Suggest connections 26 connections

www.linkedin.com/in/gwenpickering Contact Info

ACTIVITY

Gwen Pickering Refresh and Renew Your Marriage!!
Living the Truth Marriage Retreat Testimonials
youtube.com · Marriage Retreat...

Like · Comment · Send a message · Share · 7 hours ago

SEE MORE

BACKGROUND

SUMMARY

I LOVE leading marriage retreats and speaking to women's groups!

As a woman who has gone through all of the challenges that I speak about, I create an environment where people feel free to share, to be authentic and to create fun, fantastic marriages.

EXPERIENCE

“After”

Professional picture

Specific headline

Metro geography

Custom url

Detailed job history

Engaging summary

LinkedIn Action Plan

- 1. Sign up** and complete your profile: Add picture, website, bio, resume (LinkedIn.com)
- 2. Get Connected:** Start with people you know, then search the companies section. Check out profiles before you meet people.
- 3. Engage:** Update your status regularly and participate in Groups
- 4. Recommend and get recommended**
- 5. Expand your reach:** link Twitter to LinkedIn. Check out other applications, such as Slideshare





Broadcast Yourself™

Why Use YouTube?

Build relationships:

- **Inform—about your business, events**
- **Educate—how to's, demos**
- **Entertain—connect with your target audience**

Put videos in other social media, in your website and in your blog

“Dorky” Official book launch on my blog

Yes,
that is a
frisbee



YouTube
Broadcast Yourself™

YouTube Action Plan

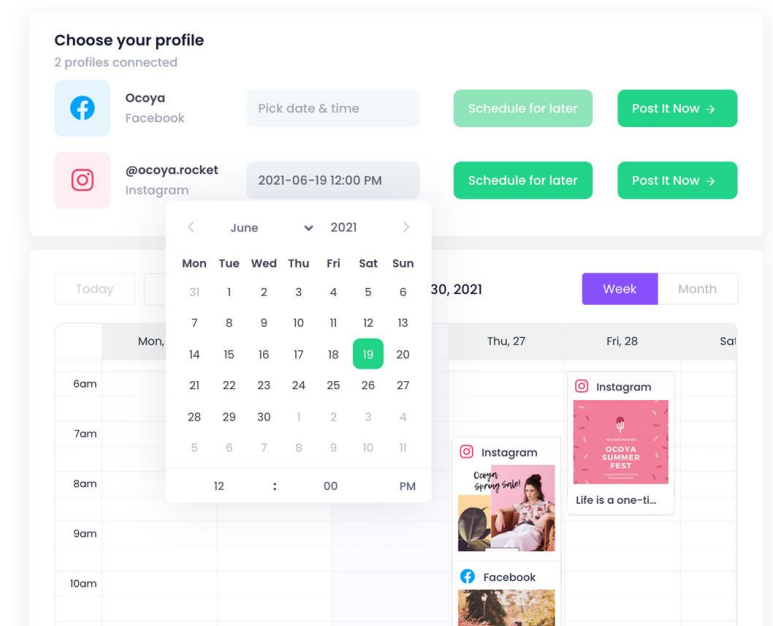
- 1. Watch videos at youtube.com**
- 2. Sign up (you don't have to post videos)**
- 3. Get Equipment (camcorder, web cam)**
- 4. Create Content: Shorter (<2 minutes) is better**
- 5. Expand your reach: Put video in your website, blog and in other social media**

Putting it all together



Social Media Automation tools

Ocoya example
\$59 Lifetime deal on
AppSumo



Other Free Content Creation and Promotional Tools—a sampling



Blog/video: Your Content Hub



Post Blog
Content
Or Video

