

# **A Guide to Successful Social Media Marketing**



# Advantages & Disadvantages of Social Networking

## Advantages

- It's one of the main ways the world works today.
- It usually is free, and it is always low cost.
- It allows users to make and keep connections and contacts.
- It allows communication between people who would have otherwise lost contact.
- It allows users to share information, photos, videos, etc.
- It allows users to express themselves.

## Disadvantages

- Many people put too much personal information on their profiles.
- It can be dangerous if it is misused.
- The website often has ownership over everything the user posts.
- Websites are not completely secure.
- It can become another outlet for harassment and bullying (cyber-bullying.)
- It can waste a lot of time when it is used excessively.

# Program Objectives (1 of 3)

- ✧ Learn about 25 different social networking websites.
- ✧ Understand what social media marketing encompasses.
- ✧ Know why you need to use social networks to market your product or service.

# Program Objectives (2 of 3)

- ✧ Understand how to effectively utilize social networks.
- ✧ Become an expert with Twitter, Facebook, YouTube, and LinkedIn.
- ✧ Learn how to run a successful marketing blog.



# Program Objectives (1 of 3)

- ✧ Comprehend the risks of social media marketing.

# Definition

- ✧ The use of a website for connecting with people via the internet to share information, photos, messages, etc.

# What is A Social Networking Website?

✧ Social networking websites allow users to:

- Create their own profile page.
- Build networks of contacts and interact with them.

✧ Many social networking websites allow users to:

- Blog or microblog.
- Post videos, photos, and podcasts.

# Do Benefits Outweigh Costs?

## ✧ The answer is complicated:

- If a person knows how to correctly use social networking websites, then the benefits do outweigh the costs.
- If a person is not careful, however, they can put themselves in danger.
- Overall, social networking websites are a very useful tool, and when used properly, the benefits far outweigh the costs.
- Social networking websites are the wave of the future, so use them to your advantage, but be careful!



# 25 Useful Social Networking Tools (1 of 26)

## ✧ Myspace

- Myspace is the second most trafficked student-based social networking website.
- It is second only to Facebook.
- It allows users to personalize their profile (often to a greater extent than facebook, which has a set background.)
- It allows the sharing of photos, music, and videos.
- It allows people to post on each other's walls and communicate with friends.

# 30 Tips to Effectively Use Facebook for Your Business

(2 of 31)

## 1. Fill out your profile completely to earn trust.

- Whether you are a business owner managing a personal profile or a business profile, information gives your name and company more credibility.

# 25 Useful Social Networking Tools





# 14 Tips for Effective Marketing with Twitter



# 30 Tips to Effectively Use Facebook for Your Business





# 10 LinkedIn Tips for Professionals



The background of the slide is a collage of film strips and film frames. The film strips are black with white sprocket holes and are arranged in a diagonal, overlapping pattern. The film frames are light blue and contain white numbers. The numbers visible in the frames are 9, 6, 8, 5, 7, and 11. The overall color scheme is blue and black.

# 5 Ways Use YouTube for a business



Download “**Social Media Marketing**”

PowerPoint presentation  
at **ReadySetPresent.com**

**180 slides include:** 10 basic vocabulary words, 7 safety tips, 12 advantages and disadvantages of social networking websites, 25 useful social media marketing tools and websites, including Facebook, Myspace, Ning, LinkedIn, Twitter, Flickr, YouTube, QZone, and Digg, 14 tips for effective marketing with Twitter, 30 tips to effectively use Facebook for a business, 10 LinkedIn tips for professionals, 36 ways to use YouTube for business, 6 action steps and much more.

**Royalty Free - Use Them Over and Over Again.**

***Updated & Expanded 2013***

***Now: more content, graphics, and diagrams***