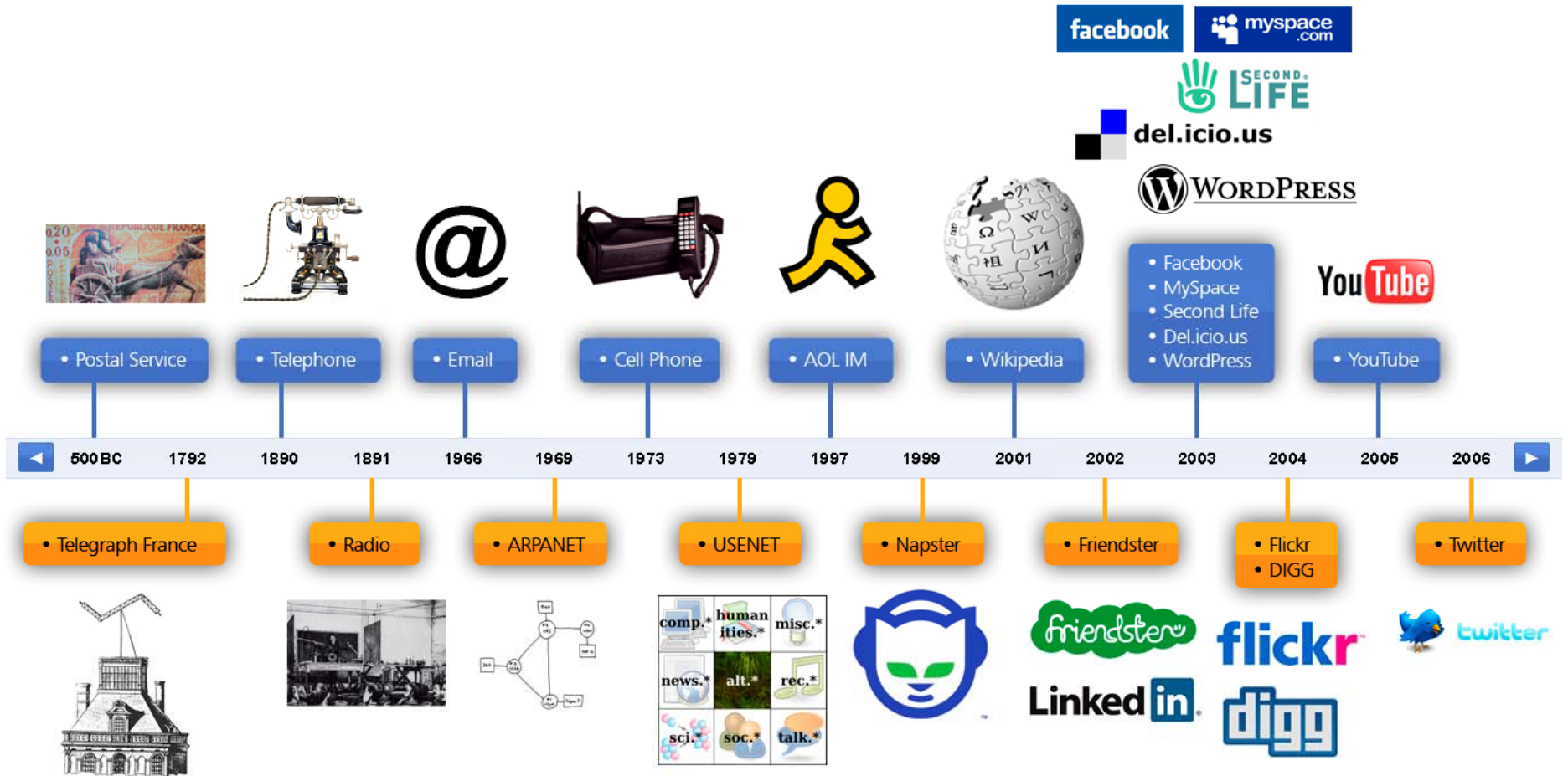


# Social Media Tools

March 13, 2010

Presented by: Noble Studios, Inc.

# Communication Timeline



## Familiar Social Media Sites

The Twitter logo, featuring the word "twitter" in a light blue, rounded, lowercase font with a white outline.

WORDPRESS

The Facebook logo, the word "facebook" in white lowercase letters on a blue rectangular background.The LinkedIn logo, the word "Linked" in black and "in" in white lowercase letters on a blue square background.The Flickr logo, the word "flickr" in blue lowercase letters with a pink "r" and a trademark symbol.

- According to **Facebook**, more than 1.5 million local businesses have active pages on **Facebook**
- According to **Twitter**, 54% of Fortune 100 Companies have presence on **Twitter** (beating both Facebook & Corporate Blogging)
- **Flickr** claims to hosts more than 4 billion photos
- **LinkedIn** claims to have over 60 million professionals exchanging information
- **WordPress** claims to be the most popular blog software in use today, used by over 2% of the 10,000 biggest websites

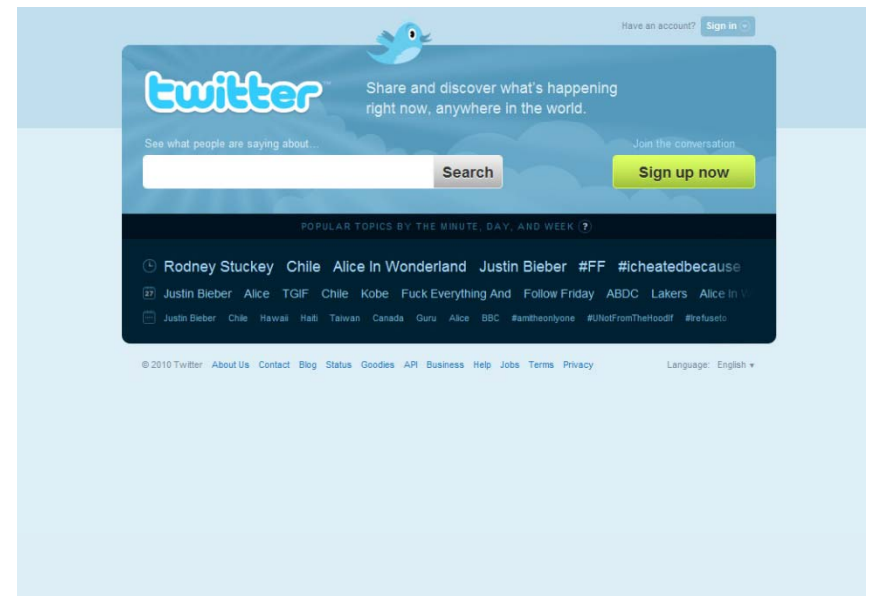


## What is it:

**Twitter** is a communication platform that helps businesses stay connected to their customers. As a business, you can use it to quickly share information with people interested in your company, gather real-time market intelligence and feedback, and build relationships with customers, partners and other people who care about your company. As an individual user, you can use **Twitter** to tell a company (or anyone else) that you've had a great—or disappointing—experience with their business, offer product ideas, and learn about great offers.

## Values & Benefits:

- **Twitter Search:** Use for various keywords and operators
- **Twitter Counter:** Twitter account statistics
- Get insight when you post questions
- Increase traffic & search engine visibility
- Spread thoughts to new places



## Steps & Frequency

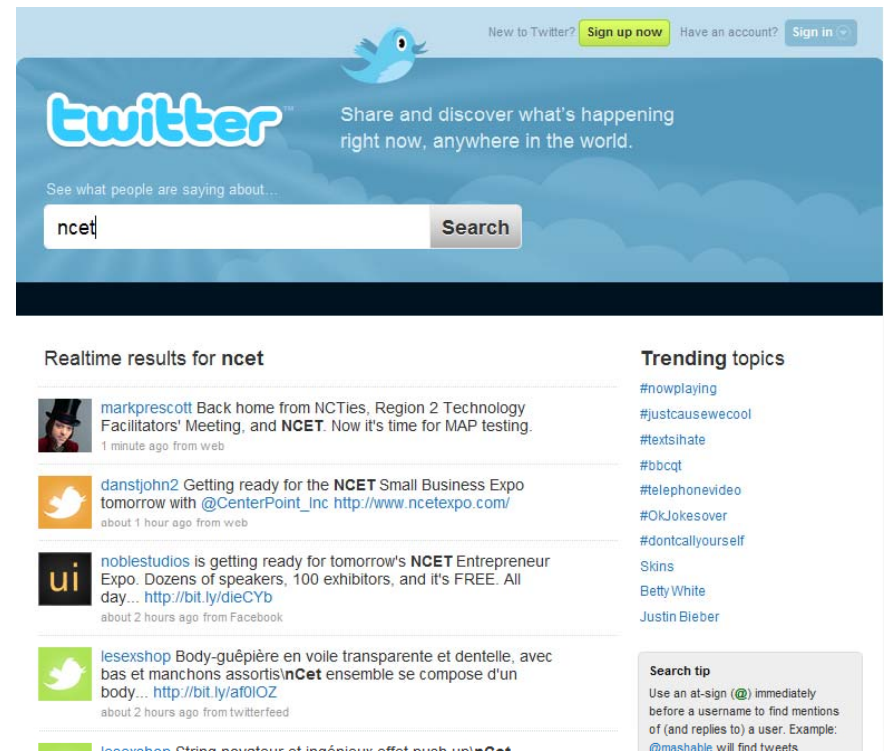


### Steps:

- 1.) Create a FREE Twitter Account ([www.twitter.com](http://www.twitter.com))
- 2.) Select Profile Image
- 3.) Select / Create Background Image
- 4.) Create Profile Content: Include Keywords, Hyperlinks and/or business URL
- 5.) Search Tweets with Top Phrases and Terms
- 6.) Build Followers by Following
- 7.) Search Contact Section for Top Phrases & Terms
- 8.) Start Tweeting
- 9.) Setup / Send out Direct Messages

### Frequency:

- Meh: 1-3 times a week
- Good: 4-7 times a week
- Rock On: 2+ times a day





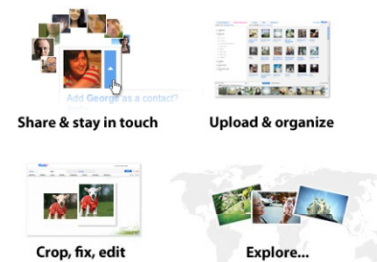
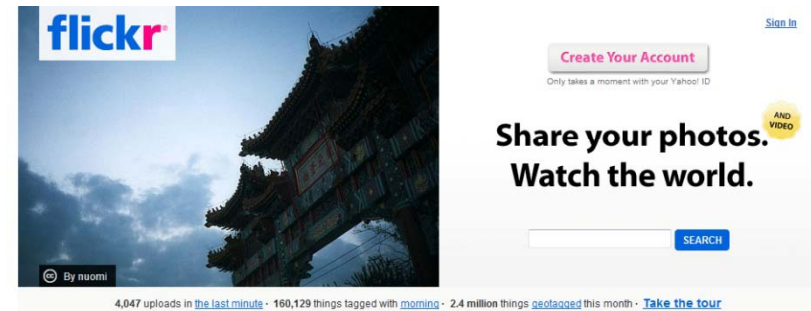
## What is it:

Flickr is an image and video hosting website, web services suite, and online community. In addition to being a popular website for users to share and embed personal photographs, the service is widely used by bloggers to host images that they embed in blogs and social media. As of October 2009, it claims to host more than 4 billion images.

## Values & Benefits:

Flickr is a way to get your photos and videos to the people who matter to you.

- **Upload** - Upload from your desktop, send by email, or use your camera phone.
- **Edit** - Get rid of red eye, crop a photo, or get creative with fonts and effects!
- **Organize** - Use collections, sets, and tags to organize your photos and videos.
- **Share** - Use groups and privacy controls to share your photos and videos.
- **Maps** - Share where your photos and videos were taken, and see photos and videos taken near you.
- **Make Stuff** - Cards, photo books, framed prints, Target pick up, DVDs, etc.
- **Keep In Touch** - Get updates from family and friends.
- **APIs** – Tie your photo gallery directly into your website



## Steps & Frequency



### Steps:

- 1.) Register for a FREE Yahoo account if you don't have one already ([www.yahoo.com](http://www.yahoo.com))
- 2.) Sign up for your FREE Flickr account and fill out the requested information in the three sign-up steps ([www.Flickr.com](http://www.Flickr.com))
- 3.) "Batch Organize" will let you work with multiple photos at one time. If you have a group of photos you know are going into the same photoset with the same tag(s), this is an easy way to upload many at the same time.
- 4.) "Sets" lets you create new sets, and move photos into these sets. Users with FREE Flickr accounts can create up to 3 sets. Upgrading to Pro user status gives you unlimited photo sets.
- 5.) Search for Groups / Friends to connect with and post photos
- 6.) Upload photos – be sure to include tags (titles, descriptions, and URL links)
- 7.) Share your photos on your blog or website

### Frequency:

As with all social sites, the higher the frequency the better. Although Flickr doesn't require as aggressive a plan as Twitter, we recommend keeping it updated on a weekly, bi-weekly basis.

The screenshot shows the Flickr website interface. At the top, it says "flickr from YAHOO!" and "You aren't signed in Sign". Below that are navigation links: "Home", "The Tour", "Sign Up", and "Explore". The main content area is titled "Search" and shows "Photos", "Groups", and "People" tabs. The search bar contains "ncet" and a "SEARCH" button. Below the search bar, there are options for "Sort: Relevant", "Recent", and "Interesting", and "View: Small", "Medium", "Detail", and "Slideshow". The search results are displayed as a grid of photo thumbnails, many of which are labeled "From NCET.org". On the right side, there is an advertisement for "Sp" with the text "Get unlimited text and picture messaging, Web, GPS and calling to any mobile in America." Below the advertisement, there are sections for "Groups" and "Photographers". The "Groups" section lists "Developing world" (1,642 members | 37,318 photos) and "pen and ink drawings" (2,661 members | 35,681 photos). The "Photographers" section lists "pmorgan - Singapore" (See related photos) and "uicranna".



## What is it:

LinkedIn is an interconnected network of experienced professionals from around the world, representing 150 industries and 200 countries. You can find, be introduced to, and collaborate with qualified professionals that you need to work with to accomplish your goals.

## Values & Benefits:

- **Manage** the information that's publicly available about you as professional
- **Find and be introduced** to potential clients, service providers, and subject experts who come recommended
- **Create and collaborate** on projects, gather data, share files and solve problems
- **Be found** for business opportunities and find potential partners
- **Gain new insights** from discussions with likeminded professionals in private group settings
- **Discover** inside connections that can help you land jobs and close deals
- **Post and distribute** job listings to find the best talent for your company

The screenshot shows the LinkedIn homepage. At the top, there is a navigation bar with links for Home, What is LinkedIn?, Join Today, and Sign In. Below this, a banner states "Over 60 million professionals use LinkedIn to exchange information, ideas and opportunities". To the right of the banner is a "Join LinkedIn Today" form with fields for First Name, Last Name, Email, and Password (with a note "6 or more characters"). A "Join Now" button is below the password field, and a link "Already on LinkedIn? Sign in." is at the bottom right of the form. Below the form is a search bar for "Search for someone by name" with "First Name" and "Last Name" input fields and a "Go" button. Below the search bar is a link "LinkedIn member directory: a b c d e f g h i j k l m n o p q r s t u v w x y z more" and a link "Browse members by country". At the bottom of the page, there is a footer with links for Customer Service, About, Blog, Careers, Advertising, Recruiting Solutions, Tools, Developers, and Language. Below these links is a small disclaimer: "By using this site, you agree to LinkedIn's terms of use. Commercial use of this site without express authorization is prohibited." and "LinkedIn Corporation © 2010 | User Agreement | Privacy Policy | Copyright Policy".

## Steps & Frequency



### Steps:

- 1.) Sign up for FREE LinkedIn Account ([www.linkedin.com](http://www.linkedin.com))
- 2.) Add bio, education, business, and contact info
- 3.) Upload profile photo
- 4.) Upload contacts (Outlook, Yahoo, Gmail, etc.)
- 5.) Search for additional contacts
- 6.) Search for groups to join
- 7.) Create a Company Profile (More>Companies>Add a Company)
- 8.) Create a Discussion Group

### Frequency:

Each person you meet (Business card, email, employees, clients, family, friends, etc.) should be sent an invite.

**LinkedIn** Home What is LinkedIn? Join Today Sign In

**Noble Studios**

This is the limited version of the Noble Studios company profile: [Join LinkedIn](#) or [Sign In](#) to see more

Noble Studios is a user interface and web application development company. We expertly bring together both design and engineering services to architect valuable products to improve our clients' offering.

We provide creative problem solving for a diverse family of clients. Whether we start from a concept or a brand, our developers expertly paint the picture online or... [see more](#)

**Specialties**  
User interface design & development, web application design & development, website design & development, online media, Flash animation, 3D design, etc.

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[Shannon Hataway](#), Developer  
[Season Elcome](#) - Lopiccolo, Operations Director

**Key Statistics about Noble Studios**

Top Locations  
• **Reno, Nevada Area** (12)

**Noble Studios Headquarters Ad**

|              |                                    |
|--------------|------------------------------------|
| Headquarters | Reno, Ne                           |
| Industry     | Internet                           |
| Type         | Privately                          |
| Status       | Operatin                           |
| Company Size | 11 emplc                           |
| Founded      | 2003                               |
| Website      | <a href="http://www">http://ww</a> |

**Common Job Titles** [Develop](#)  
**Top Schools** Univ. of N  
**Median Age** 30 years

Ads by LinkedIn Membe  
**Sell Self-Service Ads**  
Our easy to use ad syste  
increase your advertising

facebook®

## What is it:

Facebook's mission is to give people the power to share and make the world more open and connected.

Millions of people use Facebook everyday to keep up with friends, upload an unlimited number of photos, share links and videos, and learn more about the people they meet.

## Values & Benefits:

A Facebook public profile gives a voice to any public figure or organization to join the conversation with Facebook users. Since November 2007, bands, sports teams, artists, films, brands, non-profits and businesses have been using public profiles (formerly called Pages) as free, customizable presences on Facebook.

By leveraging the real connections between “friends” on Facebook, a public profile lets users connect to what they care about. Posts by public profiles will soon start to appear in News Feed, giving you a more dynamic relationship with the public figures and organizations you are interested in.



## Steps & Frequency



### Steps:

- 1.) Sign up for FREE Facebook Account ([www.facebook.com](http://www.facebook.com))
- 2.) Fill out the form that asks for your full name, your current status, email address, a password and your birthday.
- 3.) Facebook sends this email to confirm your registration.
- 4.) Upload a few pictures and fill out your profile.
- 5.) Upload your contact list (Outlook, Yahoo, Gmail, etc.)
- 6.) Search for friends, coworkers, schools, companies, organizations, etc.
- 7.) Make a "Post" and share with your "friends".

### Frequency:

Meh: 1 time a week

Good: 3-4 times a week

Rock On: 1+ times a day





WORDPRESS

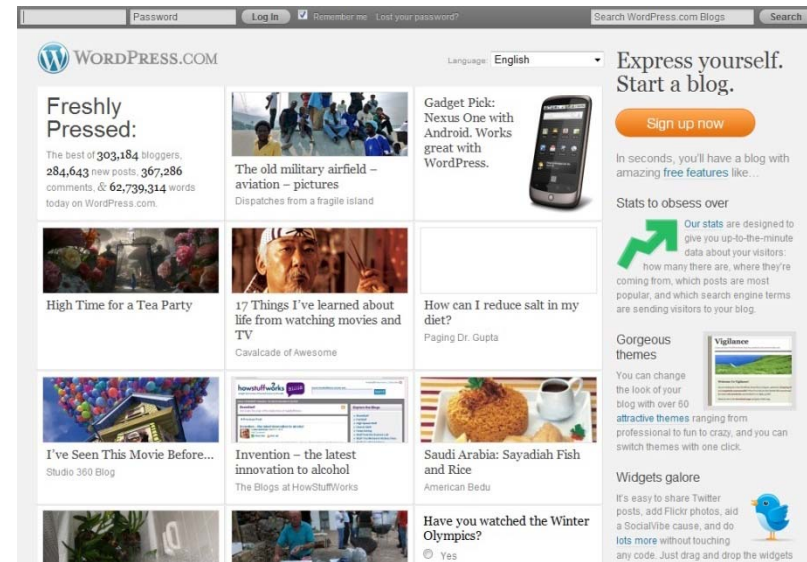
## What is it:

**WordPress** is a state-of-the-art publishing platform with a focus on aesthetics, web standards, and usability. **WordPress** is both free and priceless at the same time.

More simply, **WordPress** is what you use when you want to work with your blogging software, not fight it.

## Values & Benefits:

- Editing without needing to know HTML
- Easy handling of “rolling events” like speaking engagements
- Post-dating of articles so they can automatically “go live” on the scheduled date (as is required with embargoed articles until their print publication date)
- Reader participation through comments
- Organization of the content using tags
- Seamless handling of pre-existing URLs
- Easy addition of new functionality (because it is “open source”)
- Free support by the very responsive developer and user communities



## Steps & Opportunity



### Steps:

- 1.) Sign up for FREE WordPress Account ([www.wordpress.org](http://www.wordpress.org))
- 2.) Click on: [Get a free blog on WordPress.com](http://Get a free blog on WordPress.com)
- 3.) Fill out a username, password, and email address to create an account.
- 4.) Review domain and blog title, click "signup". Click on email sent to your email to activate account and login.
- 5.) Open new window with the website name (something.wordpress.org)
- 6.) Select Appearance/Theme on left navigation. Pick a new theme and click "Activate".
- 7.) Click "Pages" on the left navigation and click "Add New".
- 8.) Do anything you want at this point.

### Opportunity:

RSS feed, Metadata, Twitter API, Flickr API, Video, Calendar, Stats, Meebo, Search, Archives, Authors, etc.

The screenshot shows the WordPress dashboard for a blog named 'Ncetbootcamp's Blog'. The interface includes a top navigation bar with links for 'My Account', 'My Dashboard', 'New Post', and 'Blog Info'. A search bar is also present. The main content area is divided into several sections:

- Dashboard:** A sidebar on the left with navigation links for Dashboard, Blog Stats, Blog Surfer, My Comments, Readomatic, Tag Surfer, My Blogs, Subscriptions, Upgrades, Posts, Media, Links, Pages, Comments, Ratings, Polls, Appearance, Users, and Tools.
- WordPress announcement:** A yellow banner at the top right with the text 'WordPress announcement: [WP.com Downtime Summary](#)'.
- Right Now:** A section titled 'At a Glance' showing statistics: 1 Post, 1 Comment, 1 Page, 1 Approved, 1 Category, 0 Pending, 0 Tags, and 0 Spam. Below this, it shows the current theme 'K2-lite with 0 Widgets' and a 'Change Theme' button. A note from Akismet states: 'Akismet blocks spam from getting to your blog, but there's nothing in your spam queue at the moment.'
- QuickPress:** A form for creating a new post, including fields for Title, Content, and Tags, along with buttons for 'Save Draft', 'Reset', and 'Publish'.
- Recent Comments:** A section showing a comment from 'Mr WordPress' on the post 'Hello world! #'. The comment text is: 'Hi, this is a comment. To delete a comment, just log in, and view the posts' comments, there you will have ...'.
- Recent Drafts:** A section stating 'There are no drafts at the moment'.
- Stats:** A section with a line graph titled 'Views per day' showing a peak of 20 views and a low of 16.

# Questions



# Thank You!

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