



**your guide to  
Social Media  
in business**

leepeckgroup

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# introduction

... or as this is about social media, “Hello, how nice to meet you. You’re looking well, how’s business going?”

If your business is in a ‘social whirl’, this document is designed to help. While many of you may have your own Facebook page or Twitter account, learning how to turn this into good business practice is quite a different skill. So we’re here to demonstrate our social media skills and to help you connect with your audiences.

We don’t survey all the social media platforms available, but focus instead on the networks which we believe (currently) create the strongest business connections. More than anything we hope to show that we have the ability to listen and think and the skills to plan and do.

Now do please feel free to look around this document, by the way, would you like a tea or coffee?

**“We’re here to demonstrate our social media etiquette and to help you connect with your audiences.”**

*“Well, I’m off on holiday... If anyone needs me they can text me, email me, PM me on Facebook, DM me on Twitter or call me and leave a voicemail. At night I’ll be on Xbox so you can message me too, apart from that I want to be left alone for a much needed rest.”*



# getting more from social networks

Social media works best when there is genuine interest in and quality content behind every profile, tweet and tag. Social media is about people and presenting the 'human face' of a brand, where the user generates the content and can interact with other users. People are generally social beings (thank goodness – it's why social marketing works!) and many people are motivated by receiving direct responses to their contributions.

## These are some of the reasons why it works:

### Getting something back

People are motivated to contribute valuable information to the group in the expectation that he/or she will receive useful help and information in return.

### Recognition

Individuals generally want recognition for their efforts and supply regular contributions which give them... just that.

### Impact

Individuals may contribute valuable information because the act results in a sense that they have had some effect on their environment.

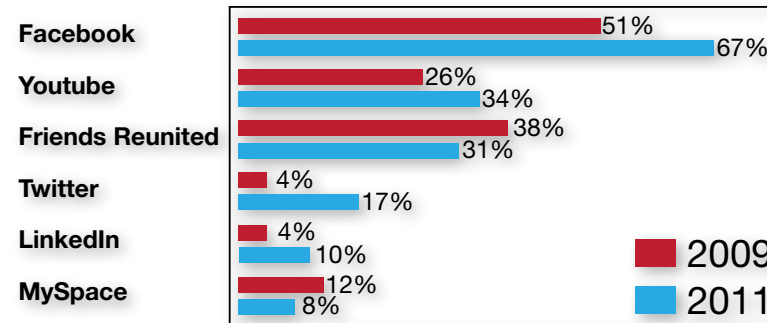


Figure 1. Percentage of UK population who have an account and/or use each social network site. Research supplied by YouGov.

### Frequency

But beware! Social media participation frequently suffers from "tactical enthusiasm".

With so many other distractions, it is very easy to neglect contributions and regular updates and thus run the risk of making your company look amateurish or half baked.

Our goal is to continue to engage consistently and authentically, while adding strategic thinking and planning to increase your brand's effectiveness.

**“ Social media works best when there is genuine interest in and quality content behind every profile, tweet and tag. Social media is about people and presenting the ‘human face’ of a brand, where the user generates the content and can interact with other users.”**

# how we connect

Imagine walking into a room of strangers and without even an introductory 'hello', launching into a rant about your latest achievement or how fabulously successful you are. It's not a great way to make friends and influence people!

**We follow a simple approach for our clients...**

We do...

## Listen

The most important first step is to listen before we "speak." Social media offers a unique window into the lives of colleagues, customers and those with influence, but only if we don't talk over the opportunity. Adhering to a "listen-first" mantra helps us gain valuable insights that inform how we choose to engage.

## Genuine

Social media demands honest, transparent, and authentic participation. Social networks are human networks – so we aren't afraid to share your interests, travels, and even weekend adventures (to the extent that sharing this information is ok with you and doesn't run counter to your company's culture and values.)

## Consistent

When cultivating your social media presence, we try to be consistent about the information contained in your profile and the

content we share. Our team will establish brand values and any guidelines, so that you can build trust with and recognition from others whether you are on Twitter, Facebook or blog comment sections.

## Gracious

Applauding the good work of others and thanking others for their support are the cornerstones of any good community (whether on or offline!). Whether it is citing a source with a link in a blog post, retweeting or giving a "shout out," we are sure to credit and thank the original creator (and in this context we aren't referring to any religious deity!)

## Open mind

The pace of social media change is fast, really fast, so developing a nurturing and inquisitive spirit is vital to us.

We don't...

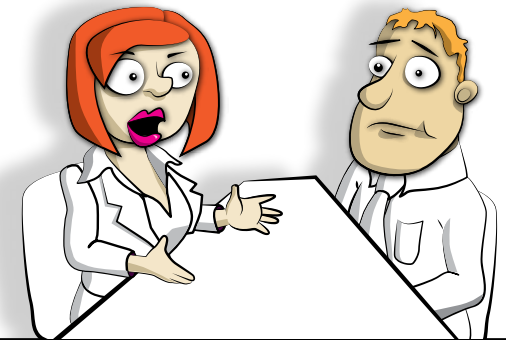
Share confidential information, criticise, spread rumours or reveal personal information about your company, clients, colleagues, partners, or competitors. Tweeting side conversations or posting personal photos to Facebook or Flickr just won't happen.

**“The most important first step is to listen before we “speak.” Social media offers a unique window into the lives of colleagues, customers and those with influence, but only if we don't talk over the opportunity.”**

## the best places to start

As we said at the start, we don't claim to cover all social networks. So here, we'll talk about where we believe brands can get the biggest bang for their social buck...

*"In lieu of a pay rise or promotion,  
I will agree to friend you on facebook."*





From coordinating disaster relief to defending libellous claims, Twitter connects the right people at the right time in 140 characters (or fewer!)

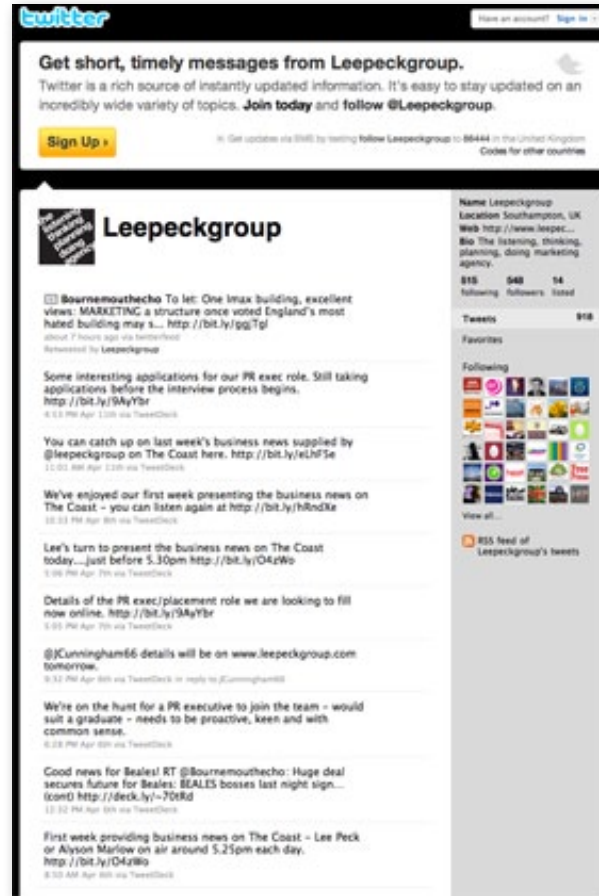
## Key Facts

Twitter is a “micro-blog” or “micro-communications” tool and platform.

Twitter has more than 75 million accounts worldwide (May 2011)

Twitter allows a user to post a text-based message (a “tweet”) up to 140 characters in length, delivered directly to your followers (ie. those who have requested to receive your updates) and visible to all Twitter users (if they look!).

Twitter includes social functions to publicly message (@ message) and privately message (direct message or DM) other users.



Find us here <http://twitter.com/#!/Leepeckgroup>

“Twitter is a mind-bending combination of blogging, emailing, social networking and texting that allows us to cast a wider net to people you otherwise wouldn’t be able to reach.”



## Twitter Advantages

### Bringing platforms together

Twitter is a mind-bending combination of blogging, emailing, social networking and texting that allows us to cast a wider net to people you otherwise wouldn't be able to reach. It allows us to stay on top of industry trends and news at the same time as building your network of friends, colleagues and most importantly clients and potential clients.

### The new face of marketing

Twitter allows us to listen in on and participate in public conversations which your customers are having. We can then track what your businesses is doing well in, as well as quickly identifying areas for development. It is invaluable in also 'nipping in the bud' any potential issues and conversations which may have a negative effect on your company. It also allows us to attract new customers and strengthen your relationships with existing ones. We can use Twitter to test out a new product or get feedback on an existing one, extremely cost effectively while creating a buzz at the same time.

### Credible PR funnel

Twitter is a top referrer of traffic to blogs, news sites and company websites. It accelerates and amplifies business, politics, and entertainment news and provides a new way to place stories with key players.

### Instant roving reporter

People go to Twitter to find what others are talking about currently (in the actual moment frequently!), so it provides the ability to examine the profile (name, biography and location) of followers and previous posts to Twitter of those doing the talking. Since Twitter profiles are mostly public, we can gain instant access to data contained in the network.

### Easy access to influence

The most active and influential accounts on Twitter are those run by the media, politicians, celebrities and industry experts. (How celebrity Demi Moore's twitter feed helped prevent two suicide attempts is just one example of this.) This presents a prime opportunity for us to enable your company to be visible to opinion formers and their base of followers.



## Twitter Disadvantages

### Short shelf life

Twitter is a strong, but fleeting content tracking tool. The shelf life of Tweets in terms of impact ranges from a few hours to a few minutes. That's why using Leepeckgroup to keep Twitter constantly monitored is vital to your business success. Tweeting from a web browser also has limited functionality so we employ specific tools to maximise monitoring and engaging.

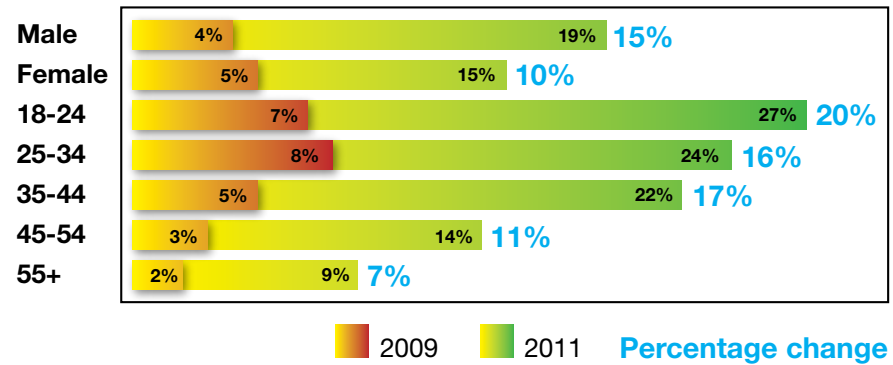
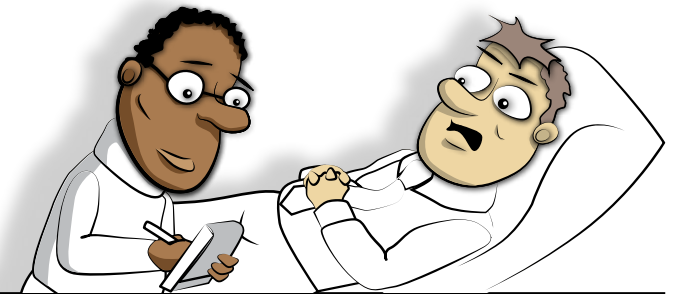


Figure 2. Twitter User profile 2009-2011.  
Research supplied by YouGov.

"Since I joined twitter, I feel like people are following me!"





Considered to be the most popular social network on the internet, 67% of the Great British online population have a Facebook account (Aug 2011). Facebook is a “superplatform” that allows users to connect to publicly and privately share all kinds of information with the people in their network.

## Key Facts

Facebook was founded in 2004

Facebook has over 500 million active users worldwide, with almost 2 billion page requests per day (as at May 2011).

According to YouGov, Facebook has the longest average time spent per visit. 33mins, compared with YouTube’s 25mins and 21mins on Twitter.

Facebook pages for businesses are very different however from those set up by private users.



Company pages do not allow the creation of a ‘personal’ profile; it would look artificial and weird, in addition to being outside what people expect to see on Facebook. A company page allows us to provide information about your company along with an event calendar, video, photos, discussion board and much more. People can then choose to become “fans” of your company and can see the posts on its wall as well as being able to interact with them as they choose.

We can also create a group on Facebook around any topic appropriate to your business such as charity events or a shared interest or aim.

Find us here <http://www.facebook.com/leepeckgroup>

**“ Company pages do not allow the creation of a ‘personal’ profile; it would look artificial and weird, in addition to being outside what people expect to see on Facebook.”**



## Facebook advantages

### Personalised, networked web navigation

Facebook connects your visitors' Facebook profiles to your company site, allowing them to seamlessly share and engage with your content, while having their activity show up on their Friends' Wall Feed.

### Greater privacy, greater comfort

Facebook affords users greater privacy than other communities like Twitter, which means companies get to choose who views their content. As a result, users feel more comfortable sharing with their Friends or fellow Fans of particular Pages. They create content and engage with brands and users more openly than on YouTube or even Twitter.

### Credible PR funnel

Like Twitter, Facebook is changing the way users find websites: Sharing links to interesting, helpful, or funny websites is an integral part of the way users engage with each other on Facebook. We know that websites have shown a significant spike in web traffic as the result of shared Facebook links.

### Highly personalised advertising

Because of Facebook's "closed" platform, users feel more comfortable sharing personal information such as their political affiliation or their favourite movie than they would on other sites. These granular details about a user's preferences allow companies to advertise and create campaigns aimed at much smaller, more appropriate audiences than ever before, while maintaining user privacy.

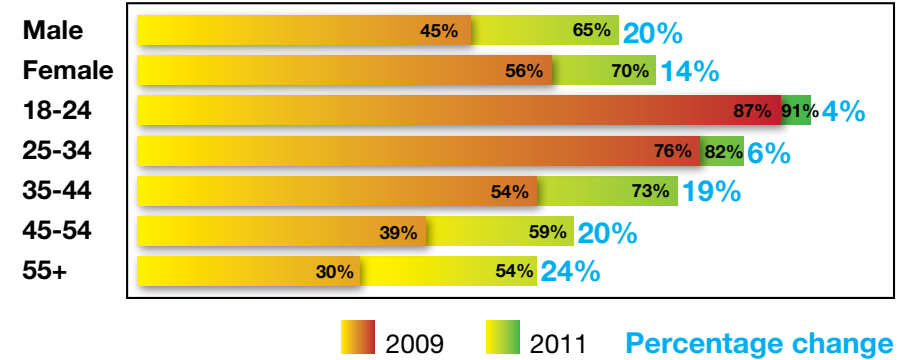
### The Feed Factor

Each time a Fan engages with your Page, this action is updated within your Wall Feed, alerting Friends about their recent interaction with a company brand and introducing your company's page to a new group of users. The Wall Feed is a comprehensive and accessible real-time archive of a user's specific interests.

## Facebook Disadvantages

### Metrics

Due to its Privacy Policy, Facebook has limited the metrics currently available for Page Administrators. Facebook has yet to offer metrics similar to Google Analytics which would enable us to gain a deeper understanding of companies Fans and Visitors.



**Figure 3.** Facebook User profile 2009-2011. Research supplied by YouGov.



## BLOGS

A blog (a blend of the term web & log – genius!) is a type of website or part of a company website. Blogs are maintained with regular entries of commentary on industry or business topics, considered opinions, descriptions of events, or other material such as graphics or video. Most blogs are interactive, allowing visitors to leave comments and even message the company via widgets on the blogs. It is this interactivity that distinguishes them from other static websites.

Your blog can be the hub of your company's content-creation wheel by providing relevant commentary and news that positions you as an insider and or expert within your particular industry.

### **Should your company start a blog?**

As with all social media, the task is to keep it up and write it engagingly, so readers come to anticipate new updates. It goes without saying that the blog has to be worth reading, either by offering originality and new thinking or opinions delivered with appropriate humour and style (preferably both!). Creating fresh and relevant content is something we at Leepeckgroup do daily for our clients.

**Find us here <http://leepeckgroup.blog.com/>**

**“Your blog can be the hub of your company's content-creation wheel by providing relevant commentary and news that positions you as an insider or expert within your particular industry.”**

## Ways to make the most of blogs:

**Internal relationship building:** Leave a comment, tweet about it, and/or share the link on Facebook. This helps strengthen colleague relationships, while also showing visitors – who could be a prospect, a member of the media, or even a competitor – that your organisation is a team.

**Becoming a thought leader:** Your voice and insights are unique and they matter. The more diverse, expert and useful your posts are, the greater your chances are to increase leads, media coverage, and overall industry clout.

**New business leads:** Our goal is to provide timely, relevant, and insightful content about your industry and your products. Follow-up with a lead or connect with a new prospect by sending them a link to a relevant blog post.

**Build relationships with influencers and prospects:** Marketers, reporters, technologists and companies maintain personal and professional blogs. Searching someone's name within Google Blog Search is a great way of connecting with these audiences. Once we have found them, we work on becoming a regular commenter and a promoter of their content on Twitter and Facebook.

**Track competitors:** Many of your competitors maintain blogs, Twitter feeds, and Facebook pages. By following what they are talking about and promoting, you can gain important insights into what they are interested in as well as what they are providing for customers and clients.

**Gain industry insights:** With over 126 million blogs and counting, there is a blog for just about anything you might want to know about.

We can manage and use RSS feeds to organise the blogs we follow and keep on top of blog reading (that's BLOG reading!).

## Subscribe here

<http://www.leepeckgroup.com/site/lpg/content-folder/sign-up/>

*Don't you have anything more recent?  
I've already read what you  
confessed on your blog."*



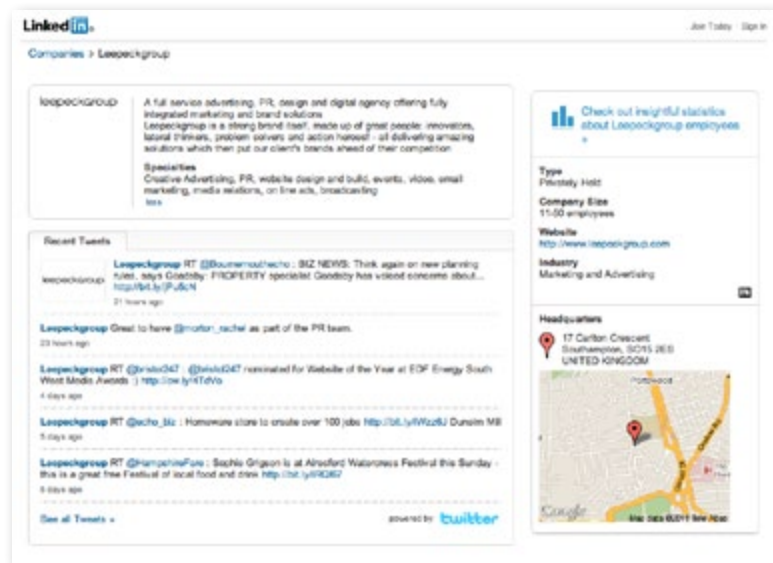


# LinkedIn

LinkedIn is a business oriented social networking site that allows you to display your professional experience, academic accomplishments, connect with former and current colleagues, and perform prospect research. It was founded in May 2003 and has over 60 million registered users from more than 200 countries.

## Why Use LinkedIn?

LinkedIn is most useful for those interested in making business connections, cultivating leads, developing their personal brands and growing their professional networks.



## Specifically you can:

Use LinkedIn as a virtual address book of contacts that can be accessed from wherever you are.

Connect with other professional and educational contacts that may serve as leads themselves, or connect companies to other leads. LinkedIn allows us to identify the types of connections that your connections have (e.g., first or second degree) and see how far away your contacts are from people you are trying to contact.

Keep track of your job positions, promotions, and accomplishments in one place.

Have the potential to rank well in search results (depending on how many other people share your same name and their activity level online) with highly relevant content that you have control over, such as your employees CVs.

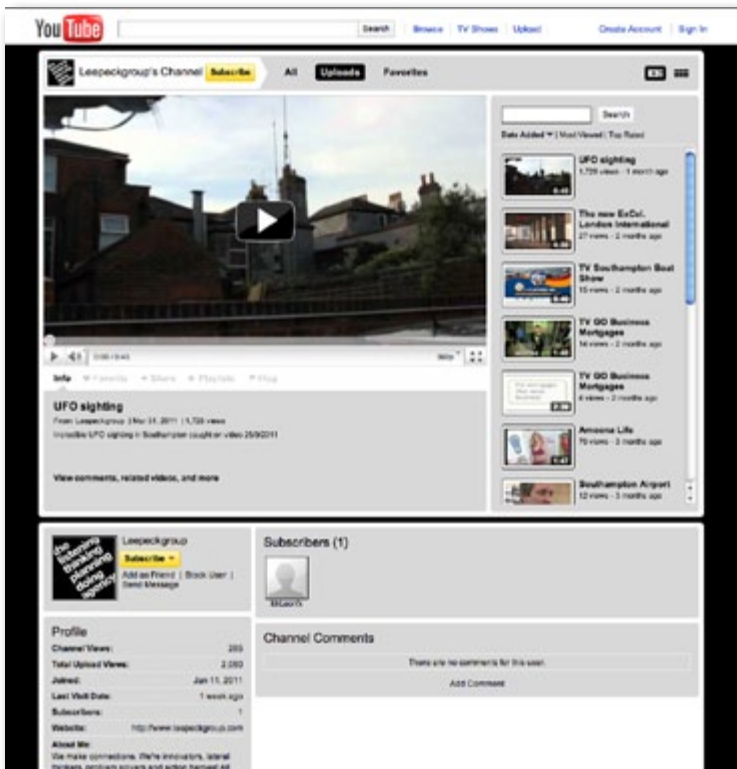
Connect with current and former employees of your company.

Find us here <http://www.linkedin.com/company/565671?trk=tyah>

**“LinkedIn is most useful for those interested in making business connections, cultivating leads, developing their personal brands and growing their professional networks.”**



YouTube is a video sharing website on which users can upload and share videos. Founded in February 2005 and acquired by Google in November 2006, over 35 hours of video is uploaded to YouTube each minute, equivalent to 176,000 full length Hollywood releases every week (Nov 2010)\*.



\*The Official YouTube blog.

### Why Use YouTube?

#### Content Supplier

YouTube videos are platform-neutral and can be shared on nearly every platform. The same cannot be said for Facebook or Twitter as YouTube does not currently offer the ability to post tweets or share Facebook status updates on this platform.

#### Google-Level Analytics

Since it is owned by Google, the analytics include key word and traffic sources, Hot Spots (showing when viewers stop watching the clip), and insights about what other content users also watched.

#### Global Reach

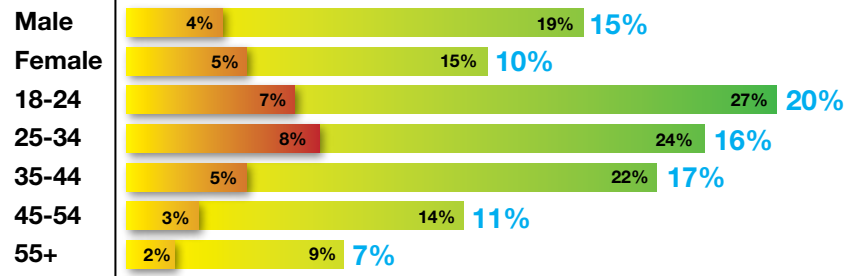
YouTube is available in over 14 different languages and over 20 different countries, positioning it as one of the most global social networks.

#### SEO friendly

Google rewards multimedia content with higher search rank. Uploading videos to your corporate channel, and linking / embedding those videos in your news releases and website are helpful for search rank.

Watch here <http://www.youtube.com/user/leepeckgroup>

**“ YouTube videos are platform-neutral and can be shared on nearly every platform. The same cannot be said for Facebook or Twitter”**



2009 2011 Percentage change

Figure 4. YouTube User profile 2009-2011. Research supplied by YouGov.



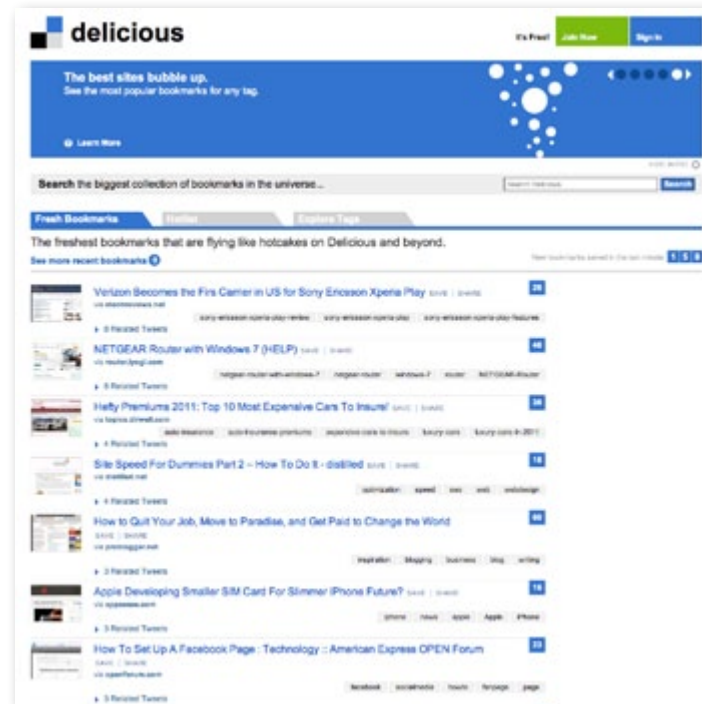
# Delicious

Founded in 2003 and bought by Yahoo two years later, Delicious is a social bookmarking web service for storing, sharing, and discovering web bookmarks.

## Why Use Delicious?

The platform allows the gathering of all your favourite web pages. The concept of social bookmarking is a service that allows users to tag, save, manage and share web pages from a centralised source. With emphasis on the power of the community, Delicious greatly improves how people discover, remember and share on the internet by:

- Making your bookmarks accessible from anywhere. You can have a single set of bookmarks kept in sync between all of your computers. Even if you're not on a computer you own, you can still get to your bookmarks via the Delicious website.
- Allowing you to tag the content with key words that can help you remember why you saved it and/or help others find what you have saved. Much like geosocial networking, the value is in the metadata volunteered by thousands of users.
- Helping you find highly relevant content from other users by seeing how they tagged it, if they gave it a description and what types of content they have saved. Think of it as a highly refined, pre-vetted Google search with the ability to learn more about the person who saved the link in the first place.



<http://www.delicious.com>

**“ The platform allows the gathering of all your favourite web pages. The concept of social bookmarking is a service that allows users to tag, save, manage and share web pages from a centralised source. ”**

# summary

We have only included in this document, Social Media platforms we currently consider to be the most effective for business. Many other platforms exist and are probably being created even now by the great and the geek!

Wikipedia, Flickr, Google Buzz, Geosocial networks (e.g. Foursquare and Goals) and the like all have their place but in a business context – well let's just say most businesses can't do and shouldn't 'do everything'. As with traditional media – some things suit and others don't – but we believe if you are going to do anything you should do it well – and do it effectively.

Social media for businesses should create and enhance relationships and opportunities. But it can be time consuming and costly if not dealt with professionally and used regularly with care.

All sites perform different functions. Campaigns must be relevant and targeted to suit user profiles, and ultimately must engage or enhance rather than disrupt the social networking experience.

Whatever your media strategy we at Leepeckgroup can guarantee that we will:

**Listen.** We always listen before we speak and we will monitor your ideal customers, contacts or clients so that we can learn.

**Learn.** Once we understand we will engage effectively and appropriately using the content your target market is interested in to develop business to suit you.

And finally... we always like to leave our clients smiling; watch this two minute film "The Break Up" – it demonstrates beautifully the relationship you WON'T expect to have with us.

<http://www.youtube.com/watch?v=D3qitEtI7H8>

We look forward to socialising with you.

**“As with traditional media – some things suit and others don't. But we believe if you are going to do anything you should do it well – and do it effectively.”**

*"No, not there, could you scroll down a little."*

