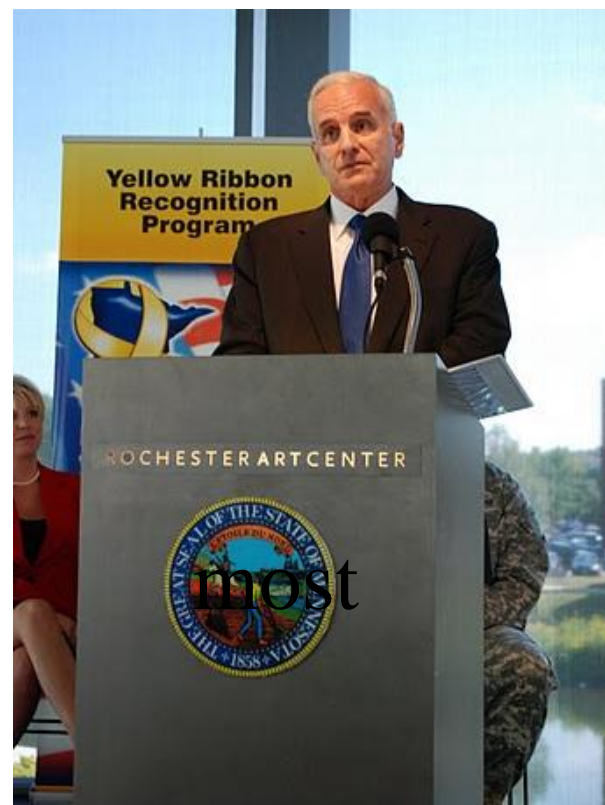


A How-to Guide to Social Media Marketing



Objectives

- What is social media?
- Why you need social media to market your product or service
- Types of social media
- How to effectively utilize the popular social networks
- Operation Security



What is Social Media?

- Online content created by people
- A shift in how people discover, read, and share news, information and content.
- Changing people from content readers into contributors and publishers.
- Does not require expensive equipment or a government-granted license.



Why use Social Media?

- To connect with your community and audience virtually.
- You can pass information, plan events, share photos and provide recourses while creating conversation with discussions.
- When you are using any social media tools, make sure to notify Deployment Cycle Support Beyond the Yellow Ribbon.



Types of Social Media

- Blogging
 - Write what you know and what you can do
 - Many different blog site available and many are free
- Social Networking (Connect and stay connected with others)
 - Facebook, MySpace, Google +, Classmates, Friendster, Bebo, Orkut, Hi5
 - Twitter (Micro-blogging)
 - LinkedIn, Plaxo, Xing, cofoundr, naymes
- Bookmarking sites (Share webfinds)
 - Del.icio.us, blogmarks, dogear
- Photo / Video sites (Share pictures and videos)
 - Flickr, Photobucket, YouTube
- Virtual Reality
 - Second Life
- Groups (Business, personal and special purpose)
 - Google, Yahoo!, etc.





Blogs



- Where you speak your mind & show your stuff
- Blogs allow users to publish information without length restrictions as they allow space for details.
- They create community of support
- Part diary, part commentary, part real journalism
- Blogs are used to show what you know and what you can do.
- Comments are allowed from viewers





Example Blog


chrisBROGAN community and social media
 

[HOME](#)
[ABOUT](#)
[SPEAKING](#)
[NEWSLETTERS](#)
[CONTACT](#)
[BEST OF](#)
[WORK WITH ME](#)

How to Market an Offline Event Online

OCTOBER 20, 2009 · 29 COMMENTS AND 348 REACTIONS



On Friday, I'll be in New York City, with **Julien Smith**, David Maister, and Charlie Green, to hold the **Trust Summit** at the Harvard Club in Manhattan (proper dress requested, please- no jeans or sneakers). In getting ready for this, I realized that things have changed in the world of inviting folks to an event. I thought this might prove useful in understanding how social tools can come together to bring the physical experience onto the web, and back again.

One note of caution: go gently when promoting. In the new world, that line between "hey, good to know" and "man, you're annoying" is pretty thin and easy to step over.

Get the blog sent to your inbox by entering your email address:



SUBSCRIBE

33734 readers
BY FEEDBURNER



sign up for the NEWSLETTER

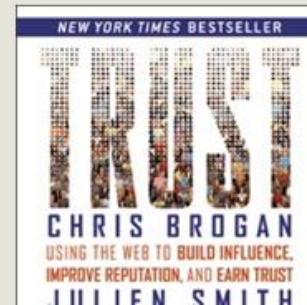


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A NEW YORK TIMES BESTSELLER



ABOUT CHRIS

Chris Brogan



advises businesses, organizations, and individuals on how to use social media and social networks to build relationships and deliver value. You can reach him at:



Facebook Page Types

- Organizations that are public, like a Yellow Ribbon Network, should create a **fan site**.
- FRG's or tight-knit family groups should use **group pages**, which are not public and members must be invited to participate.



How to Create a Fan Page

- Fan pages are visible to unregistered people and are thus indexed.
- For Yellow Ribbon Networks - when creating your title, you must include your city . You have one of three options.
 - Ex: Beyond the Yellow Ribbon of Cottage Grove
 - Ex: Yellow Ribbon Network of Cottage Grove
 - Ex: Cottage Grove Yellow Ribbon Network
- How to make set up a fan page:
<http://www.facebook.com/pages/create.php>



How to Create a Group Page

- If you are a Yellow Ribbon Network, do not create a **group page** as your page will be private and users will be unable to view your page.
- How to create a **group page**:
http://www.webopedia.com/quick_ref/facebook_group.asp
- Making your group page:
<http://www.facebook.com/pages/create.php>



How to have an Effective Facebook Page

- Beyond the Yellow Ribbon Facebook can “Like” your fan page, linking us to you. This will provide you with additional exposure.
- When using your fan pan page, you can tag other organizations and people in your discussions by either typing the person’s name or by using the @ symbol: @BeyondtheYellowRibbon.
- Promote yourself and *promote others*
- Post recommendations and thank-you’s
- Manage your page daily. Pay attention and encourage discussions.
- Stay on topic
- Promote photos on your page (within OPSEC guidelines)



Beyond the Yellow Ribbon Fan Page



The screenshot shows a Windows Internet Explorer browser window displaying the Facebook fan page for "Beyond the Yellow Ribbon". The browser's address bar shows the URL "http://www.facebook.com/BeyondTheYellowRibbon". The page header includes the Facebook logo, a search bar, and the page name "Beyond the Yellow Ribbon" with a "Home" link and an "Edit Page" button.

The main content area features a large profile picture of a woman with blonde hair. Below it, the page name "Beyond the Yellow Ribbon" is displayed, along with the description "Government Organization · Cottage Grove, Minnesota" and an "Edit Info" link. A row of thumbnail images shows various events and activities. The "Wall" section is set to "Everyone (Most Recent)" and includes a "Share:" menu with options for Status, Photo, Link, Video, and Question. A text input field prompts "What's on your mind?".

A recent post from "Beyond the Yellow Ribbon" is visible, titled "Beyond the Yellow Ribbon added 4 new photos to the album Welcome Home Video shoot, Sep. 20, 2011. — in Minneapolis." The post includes a video player and several photo thumbnails. Below the post are "Like", "Comment", and "Share" buttons, with a timestamp of "6 minutes ago".

On the right side of the page, there is an "Admins (10)" section with a "See All" link. Below this are several utility links: "Use Facebook as Monique", "Notifications", "Promote with an Ad", and "View Insights". A "Quick Tips" section offers advice on getting more likes and includes a "Sample Ad: Beyond the Yellow Ribbon" with a placeholder for an advertisement. At the bottom of the right sidebar is an "Advertise Page" button.

The browser's taskbar at the bottom shows the Start button, several open applications including Microsoft Outlook, and the system tray with the time "9:01 AM".





Twitter



- Twitter is being used to stay connected and help distribute resources and information in a quick manner.
- Many individuals check their Twitter feed to gain information on people or companies they are following.
- By encouraging your audience to follow your Twitter account, it allows you to quickly distribute information to a large group.
- Twitter updates can be sent to your phone via text message.
- Resource: <http://www.squidoo.com/how-to-use-twitter>.





Using a Tweet Deck

The screenshot displays the TweetDeck v0.30.5 interface, which is organized into three columns representing different groups of tweets. Each column has a title and a close button (x).

- Group: Biz Feeds** (Sigmund3rd):
 - Tweet 1: Social Media to Build Reputation and Reach Prospects – More Ideas. Basic but good advice. <http://ow.ly/vGKY>
• NealSchaffer, [+] Wed 21 Oct 16:15 via HootSuite
 - Tweet 2: RT @Trovana: Eric Toya, VP of Wealth Management, will be a speaker on the Personal Financial Planning panel at the UCLA <http://bit.ly/11ocBA>
• prdreameer, [+] Wed 21 Oct 16:12 via TweetDeck
 - Tweet 3: Progress or chaos? RT @SarahJL: Facebook Redesigning our feed again: <http://j.mp/1u0eLk>
• remarx, [+] Wed 21 Oct 16:12 via UberTwitter
 - Tweet 4: The state of innovation. RT @prdreameer via @TechAmericaOC: Calif was leading high-tech export state w/ \$49.3B in '08 <http://bit.ly/2Y2RGv>
• remarx, [+] Wed 21 Oct 16:10 via UberTwitter
 - Tweet 5: RT @TechAmericaOC: Calif was
- Group: Friend Fee...** (Sigmund3rd):
 - Tweet 1: #bizhaiku: With enough handouts / you can waste time AND paper / productivity!
Sigmund3rd, [+] Wed 21 Oct 15:47 via TweetDeck
 - Tweet 2: Had to turn workroom back into a guest room for the rest of the week, grrrrr and with fabric dyed for the next project! on hold for 5 days.
• fiberartist, [+] Wed 21 Oct 14:57 via web
 - Tweet 3: Condo for rent in Newport Beach, CA - 2-car garage, Lots of Light. \$2395/month - 3BR/3BA 1860sf <http://tlre.us/8770.aspx> #tl 10/21
• JohnAlesi, [+] Wed 21 Oct 14:06 via API
 - Tweet 4: @geoffreygarland Yep, it's a new way of life, but so many don't want to believe it.
Sigmund3rd, [+] Wed 21 Oct 13:29 via TweetDeck in reply to...
• @Sigmund3rd Tell them its a
- Group: Fun Feeds** (Sigmund3rd):
 - Tweet 1: Archie McPhee product reviews from Nai. Funny or Not Funny the mustache edition! <http://is.gd/4uF7x>
• archiemcphree, [+] Wed 21 Oct 14:34 via Seismic
 - Tweet 2: Glenn Jones brings the funny once again! - <http://store.glennz.com/ufo.html>
wailinglist, [+] Wed 21 Oct 12:36 via web
 - Tweet 3: Seattle folks! Sign up for our blood drive, Oct 30th! We give you free stuff for your blood! <http://is.gd/4uwjP>
archiemcphree, [+] Wed 21 Oct 12:20 via twhirl
 - Tweet 4: RT @bradenframe: Wet weather in Austin means its time for a homemade Pot Pie from the @DailyGrill in the Domain, Austin. Come in!
DailyGrill, [+] Wed 21 Oct 11:22 via CoTweet

At the bottom of each column, there are icons for various actions: a cloud (upload), a person (share), a pencil (edit), a trash can (delete), and a right arrow (next).



Operation Security

- The posting of sensitive information, such as addresses or account information can be detrimental to your safety. Use common sense.
- Ensure that the information posted has no significant value.
- Always assume that the information you post will fall into the hands of someone that will use it to harm you.
- Stay in character. Don't start speaking in a different voice.



Operation Security

Items not Authorized to Discuss

- Description of overseas bases
- Unit morale
- Future operations or plans including deployment dates
- Results of operations
- Discussions of area frequented by Servicemembers overseas
- Daily military activities and capabilities
- Technical information
- APO Addresses for units
- Personally identifiable information

