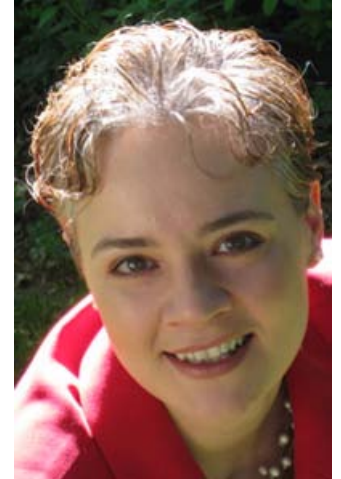




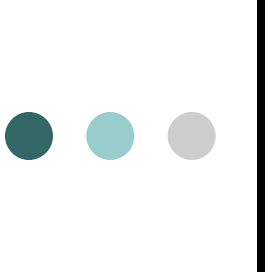
Social Media: The Vision of the Future!

Presented by Jennifer Fong
<http://jenfongspeaks.com>



Why I Got Started With Social Media





Today's Topics

- Introduction to Social Media
 - Why is it important?
- Differences Between Social Media for Personal Use and Business Use
- Steps to Creating Your Social Media Strategy
- Social Networking Tools
 - Facebook
 - Twitter
 - LinkedIn



Socialnomics Video

What is Social Media?

Social media is a collection of online tools that help us network with others, such as...

- Facebook
- Twitter
- LinkedIn
- YouTube
- Blogs



What Can Social Media Do for My Livinity Business?

- Find more customers
- Find more recruiting prospects
- Provide better customer service
- More consistent follow-up
- Referrals
- Generate reorders
- Team support
- Improved team communication
- Make More Money!





Social Media for Personal and Business Use

Personal Use

- Friends and family exclusively
- Private profile
- Share whatever is accepted within your circle
- Express your opinions freely

Business Use

- Friends, family, customers, prospects
- Public profile
- Share some personal information
- Share resources your business contacts will value
- Everything you share reflects on your business, other consultants, and your company



But What About Privacy?

- Consider everything you post to be public (don't rely on privacy settings)
- Avoid posting your birth date, address, or other identifying info
- Pick and choose those things that will help people get to know you
- Personal vs. Private

Steps to Creating Your Social Media Strategy

- WHAT do you want to accomplish?
- WHO do you want to reach?
- WHEN do you have time to use social media?
- WHERE can I find my target market online?
- HOW will I share information my target market will value?



Social Media Time Management

- Define your goal
- Plan activities to reach that goal
- Decide how much time you'll spend
- Set your timer
- **ONLY** do those activities you've planned during your work time online





Social Media Tools to Consider Using

- Facebook
 - Extended warm market
 - Build relationships
- Twitter
 - Network with new people/entrepreneurs
 - Monitor keywords
- LinkedIn
 - Establish your business credibility
- Blogging
 - Establishes your expertise
- Health and Wellness Online Groups
 - Find those seeking what you have to offer

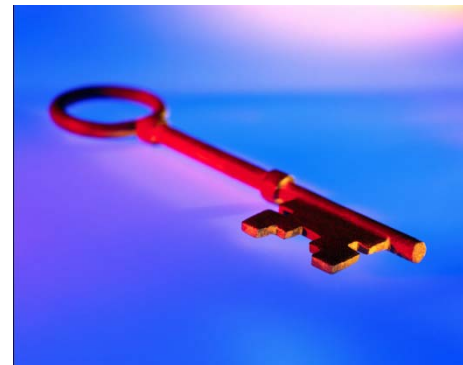
The Good News

You don't have to do it all to be successful with social media!



Content Marketing is Key

- Build relationships first, then...
 - Write or link to informational articles
 - Avoid product claims
 - Repost relevant info that others share (giving the original poster credit)
 - Share useful tips your target market can use right now
 - Find out what they need...then deliver!



Sample Status Updates



Appropriate

- Tips for having more energy (link)
- Some ideas for taking better care of yourself (link)
- Congratulations to Sue on her brand new Livinity business! Glad to have you on the team!
- I'm so proud to be associated with a company helping in Haiti. Check it out! (link)



Inappropriate

- Visit my website to buy the best health and wellness products in the network marketing industry (link)
- Feeling run down? Try BlueREZ Shots! (link)
- I have the best opportunity available today. Change your life with Livinity! (Link)
- If you need extra money, try Livinity. Click here for more info. (link)



Using Social Networks to Market Your Business



facebook®



twitter



LinkedIn™



- Used to connect with your extended warm market
- If Facebook were a country, it would be the 4th largest
 - Chances are, your prospects are there
- Multimedia sharing means the greatest impact for your message
- Must be used socially to achieve success

New Facebook Layout

Friend Requests

Notifications

News & Live Feed

Main Navigation

Access Groups, Pages, Applications

The image shows a screenshot of the new Facebook layout. At the top, there is a blue navigation bar with the Facebook logo, a search bar, and links for Home, Profile, and Account. Below the navigation bar, the main content area is divided into several sections. On the left, there is a 'Main Navigation' sidebar with links for News Feed, Messages (5), Events (1), Photos, Friends (3), Applications, Games, Groups (1), Ads and Pages, and NetworkedBlogs. Below this is a 'Friends Online' section. The central 'News Feed' section features a post by Jennifer Linnell Fong with a photo and text, followed by comments from Rebecca Forstadt Olkowski and Karen Cain Fox. On the right, there are sections for 'Requests' (3 friend requests, 1 event invitation, 1 group invitation), 'Suggestions' (Charles Day, Jen Kochon Wiegers), and 'Sponsored' content (Navigation on your Nokia). A 'Chat (28)' button is visible at the bottom right. Callout boxes with arrows point to various elements: 'Friend Requests' and 'Notifications' point to notification icons; 'News & Live Feed' points to the top navigation bar; 'Main Navigation' points to the left sidebar; and 'Access Groups, Pages, Applications' points to the 'More' dropdown in the sidebar.



Facebook Terminology

- **Profile** – A personal account on Facebook
 - Used for networking and relationship building
 - 1 per person
- **Page** – A business presence on Facebook
 - Used for building engagement around a brand or individual
- **Group** – A community on Facebook built around a specific topic
 - Used for regularly engaging and communicating with customers and/or prospects



Creating Your Facebook Marketing Strategic Plan

- What is your goal for Facebook?
 - i.e. Generate reorders, Get more bookings, Find new customers, Support my team, Find new recruits
- Who can you reach on Facebook?
 - Current and old friends, family, and classmates
 - Customers you've met in person
 - Hostesses



Components of Your Strategic Plan

- Goal(s) for Facebook
- Target Market
- Time You Will Invest
- What You Will Do on Facebook to Achieve Your Goal(s)
- How You Will Measure What You Accomplish

This Profile Means Business!

- Good headshot
- Description (1 sentence branding commercial)
- Link(s) to your website(s)
- Company (make sure you list that you're an independent distributor with your Livinity)





Facebook Etiquette for Direct Sellers

- Speak kindly and be professional (avoid TMI)
- Make sure your posts/pictures are G-rated and appropriate
- Be positive
- No outright selling/recruiting through your profile – spend time building relationships
- Craft your message to individuals based on their needs, and share products and opportunity privately and through your business-focused group and/or page
- Focus on providing value
- Always include a personal message when sending a friend request
- Do not flood your friends' news feeds with games and quizzes
- Only tag people in photos/posts when you have their permission



Joining Groups and Pages

- Search for groups and pages related to your product line, and become a part of the community
 - Offer insights, tips, and advice
 - Demonstrate your expertise
 - Visit regularly (less is more!)
 - Don't try to sell people publicly – if someone expresses interest move the conversation to a private message
- Your Groups and Pages are visible on your profile, so be sure they reflect well on your business



Finding Customers via Facebook

- Build relationships
- Participate in conversations
- Express enthusiasm
- Join Groups
- Create your own Group
- Pay attention
- Message privately
 - DO NOT BROADCAST YOUR PRODUCTS OR SPECIALS



Recruiting Using Facebook

- Can you do it?
 - Yes, but there's a way to do it well
- How do you find people who may be interested in the opportunity?
 - Build relationships
- Reach out to people privately when you are ready to present the opportunity in a way that will meet their needs
- **DO NOT BROADCAST YOUR OPPORTUNITY**



Using Your Company's Fan Page Resources

- Your company is providing valuable resources through its fan page...use them!
 - Share videos, tips, and other relevant information
 - Republish content, updates, and articles to your own wall
- Company Fan Page Etiquette
 - Feel free to express your enthusiasm for the company and its products...this reflects well on the company and all consultants
 - Avoid exaggerated product claims
 - Don't publicize your personal business/website on the company page...remember that this is a resource for everyone's customers
 - Don't use your company's public page as a forum to complain – customers can see this and it will make it harder for you and everyone else in your company to do business

A Word of Caution



- You can't post everything to your PROFILE that Livinity can post to its PAGE
- A Page is an opt-in list
 - People have opted in for business-specific messages
- A Profile is more for networking and building relationships
- Set up your own Page or Group for more business-specific messages

Facebook Mistakes



- Not Uploading a Good Headshot
- Overdoing the Apps/Quizzes/Games (App Spam)
- Joining Groups that Don't Reflect Well on Your Business
- Uploading Inappropriate Content/Photos
- Using Inappropriate Language
- Complaining About Your Company
- Spamming the Company Page with Your Contact Info
- Forgetting that Prospects May See Everything You Post



- Used to connect with new people and share resources
- You get up to 140 characters for each message
- Monitor conversations to find people to connect with
- Talk to people and build relationships

Your Twitter Profile

- Upload your picture (not a logo)
- Add a link to an about page (not your sales page)
- Provide a fun description of yourself
- Create a custom background with more info
 - [Twitbacks.com](http://www.Twitbacks.com)



Finding People on Twitter

- Set up search columns in a tool like HootSuite (search conversations)
- Sign up with a service such as SocialOomph (recommendations of people who may be prospects)
- Search people's bios using Twellow.com
- Friends of others in your niche
- Search Twitter Lists





Language of Twitter

- @ - This symbol is used before a person's username
- # - Hashtags are used to track specific conversations
- RT – to share someone else's tweet with your network of followers
- DM – Direct Message, a private message sent only to one specific user

Interacting on Twitter

- Share relevant, useful information
- This is NETWORKING...engage in conversation
- Be helpful and positive
- DON'T be a broadcaster...talk to people
- Provide links to your blog posts if you have a blog
- Use private messages (DMs) judiciously



Twitter Mistakes



- Only talking about yourself, your products, your opportunity
- Sending spam DMs
- Auto-following people
- Auto-messaging people
- Failing to engage with others



- Used for professional networking
- Potential recruits may check you out on LinkedIn prior to joining your team
- Does your profile represent you well?



Setting Up Your LinkedIn Profile

- Great headshot (same one you've used on your other profiles)
- Represent your business professionally
 - Descriptive headline
 - Add all your work experience
 - Gather recommendations
 - Customize your links and URL
 - Use keywords people may use when looking for an opportunity
- Import your blog (if you have one)



Jennifer Fong you

Direct Sales & Social Media Consultant & Speaker

Greater New York City Area | Marketing and Advertising



Jennifer Fong looking forward to speaking to direct sellers abt effective ways to use social media at several company conferences in the next few months! 1 month ago

Current

- **Direct Sales & Social Media Associate at Luce and Associates**

Past

- President/CEO at Learning is an Art
- Manager, Instructional Design at Maher & Maher
- Owner/Sr. Instructional Designer at Tech-Know-How

[see all...](#)

Education

- Rutgers, The State University of New Jersey-New Brunswick

Recommendations 10 people have recommended Jennifer

Connections

201 connections

Websites

- [Direct Sales&Social Media Blog](#)
- [Twitter](#)
- [Luce & Associates Website](#)

Public Profile

<http://www.linkedin.com/in/jenniferfong>



Using LinkedIn

- Connect with others in your company, as well as prospects for the opportunity
 - Search by name and send connection requests
 - Ask for introductions
- Update your status at least once a week
- Answer questions to demonstrate your expertise
- Participate in relevant groups (but don't spam)

LinkedIn Mistakes



- Messaging all your connections at once
- Only adding your current company as your experience
- Spamming your groups
- Sharing personal info – LinkedIn is all business

So What Do I Do Next?

- Define your goals
- Plan your time
- Choose your tools
- Optimize the tools you choose
- Build relationships



● ● ● | Don't Expect
Miracles Overnight



Be patient with the process

Relationships take time



Where Do I Learn More?

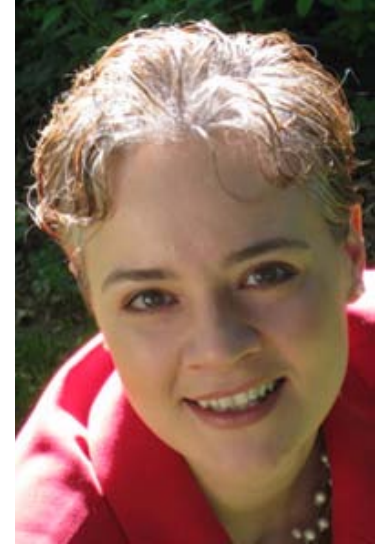
- <http://jenfongspeaks.com/livinity>
 - This presentation
 - Helpful resources
 - Free articles
 - Training courses
- Use social media tools

● ● ● | Questions?



● ● ● | Thank You!

Jennifer Fong
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- Blog: <http://jenfongspeaks.com>
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