

7 Social Media Secrets that Build Awareness in Just a Few Clicks

1. Get on LinkedIn – 1st Page Search Results

- Select key word phrase
- Include phrase in profile
 - Headline
 - Job titles
 - Job descriptions
 - Specialties

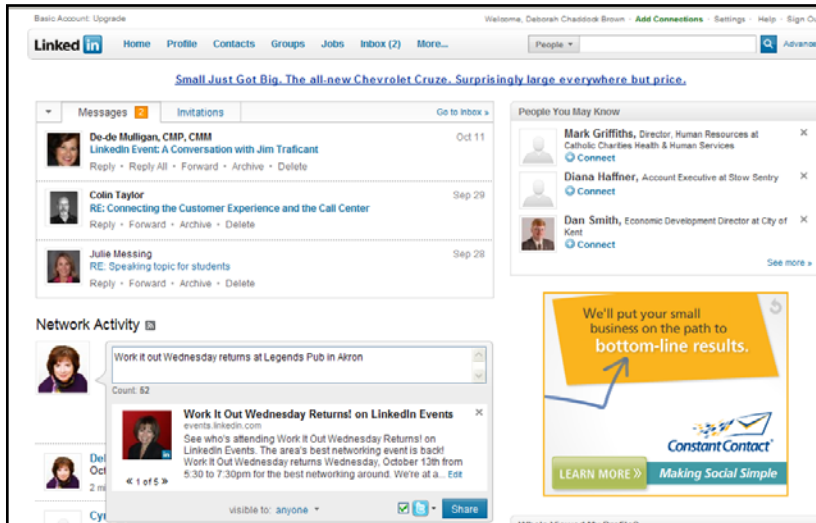
Deborah Chaddock Brown

LinkedIn: www.linkedin.com/in/putcustomers1st

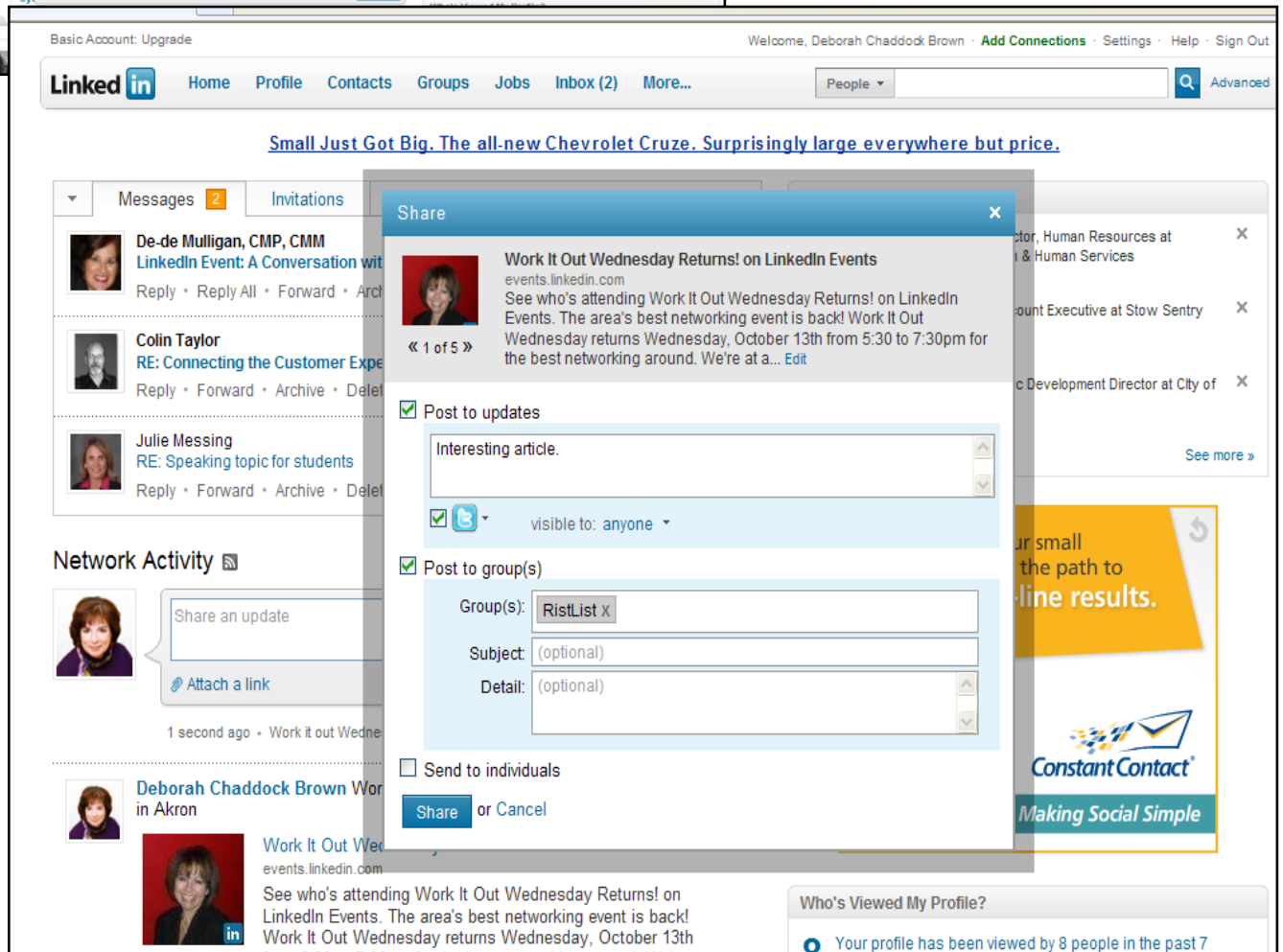
deborah@allwriteink.com

Twitter: @putcustomers1st

2. Share your message with hundreds of thousands



- Write a status update
- Add a link
- Click SHARE
- Click the 2nd SHARE button
- Easily communicate to all your groups! – thousands of people see your update!



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3. LinkedIn Status Updates

LinkedIn Network Updates, 10/06/2010
messages-noreply@bounce.linkedin.com on behalf of LinkedIn Updates [up]
To: Deborah Chaddock Brown

LinkedIn Network Updates Sep 29 - Oct 6

FEATURED UPDATES [See more updates »](#)

PROFILE

[Kurt Leibensperger](#) has an updated profile (*Education*)
[Jo Price](#) has an updated profile (*Headline, Specialties, Expertise, Experience*)
[Aaron Glett](#) has an updated profile (*Experience*)

CONNECTIONS

[Mike Link](#) is now connected to [Keith Williams](#) and [Jeff Stocker](#)
[Linda Murfin](#) is now connected to [will carmack](#)
[Paul Segreto](#) is now connected to [Severin Zhilinskis](#) , [Frank Feather](#) , [Dena Kelly](#) , and [1](#) other person.

POSTS

[Donna Kastner](#) Your best way to convince others? USE Stories, and tell 'em like Twain. Gr8 post! [http://fb.me/wttQ6jFe](#) [Add a comment](#)
[Paul Segreto](#) Glad to see Foursquare back online! In the office working on final details for season premiere of Franchise Today which airs tomorrow! [Add a comment](#)
[Rick Shaffer](#) has just completed a political campaign that encompassed a Website and Facebook page. To view the Website visit: [http://lnkd.in/TEyw2T](#) [Add a comment](#)

[Jack Sarver for Tallmadge Mayor](#)

GROUPS

[John Tschohl](#) has joined 2 groups, including [Emerging Markets JobWire](#) and [BRIC Markets & Banking Club](#)
[Judith Bolinger](#) has joined [Collection Agency Management Professionals](#)
[Rosie Rodriguez](#) has joined [Global Retail Merchandise Buyers](#)

PHOTOS

Jo Price has uploaded a [new profile picture](#)
Emily Kelly has uploaded a [new profile picture](#)
Kurt Leibensperger has uploaded a [new profile picture](#)

QUESTIONS & ANSWERS

Faye Oney asked [What are some of the ways you are currently using Microsoft SharePoint in your business? Would love to hear your ideas!](#)

- Open the weekly update from your LinkedIn connections
- Profile changes:
 - View the changes and send an email with comment
- New connections:
 - View new connections
 - Is there a way you can help?
- Groups
 - Visit new groups – a reason to join?

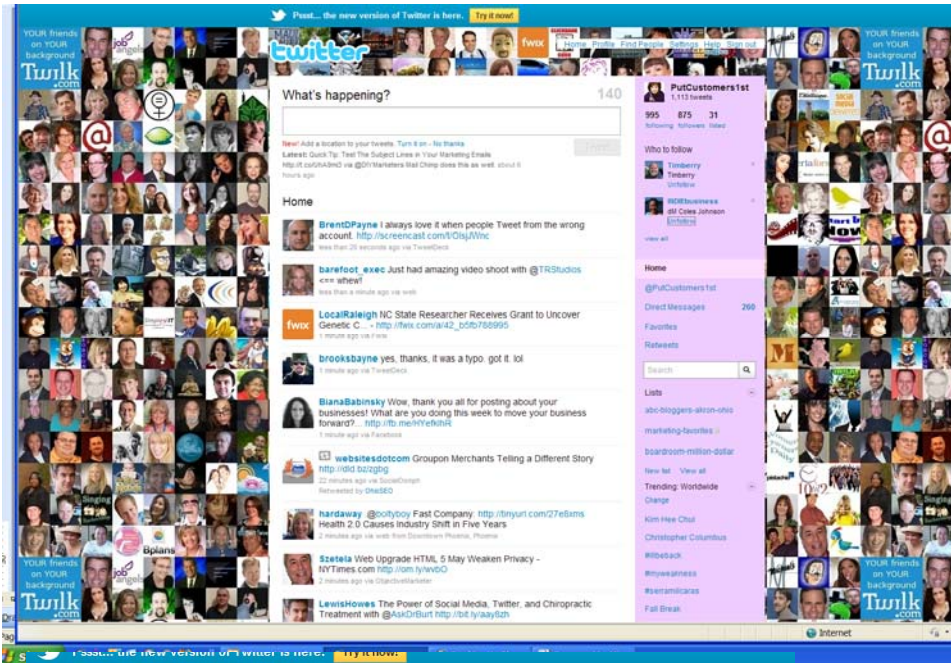
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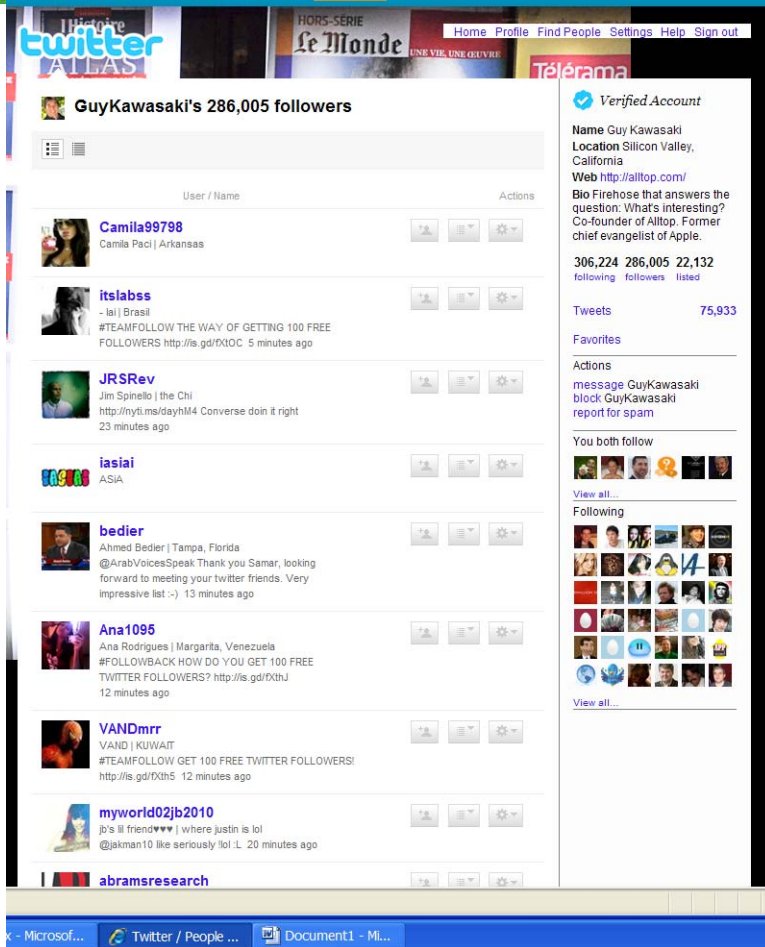
4 and 5 Grow Twitter Followers and the answer to Auto Responders



- Profile – remove “www”
- Search for leaders in your industry
- Follow ALL of their followers
- You can follow up to 2,000 people (until you have over 1,900 following you)
- Clean up those you follow who DON'T follow you
- 80/20 – 80% of

the time share information about others.

- Create auto responder at <http://socialooph.com>
- Auto welcome should be conversation – not a sales pitch i.e. “Hi! How are you?”



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- Last tweet of the day should include a link to your website.

Pssst... the new version of Twitter is here. [Try it now!](#)

Home Profile Find People Settings Help Sign out

PutCustomers1st

Name Deborah Chaddock Bro
 Location Ohio
 Web <http://makeorbrea...>
 Bio Speaker/Writer, Passion for building customer relationships in person & social media. Create cust-focused strategy. www.policyforsocialmedia.com free wrkshfts.

1,067 following 897 followers 39 listed

Tweets 1,118

Favorites

Lists
[abc-bloggers-akron-ohio](#)
[boardroom-million-dollar](#)
 View all

Following

That's you!
 Your lists: [boardroom-million-dollar](#)

Just wrote a new post a <http://makeorbrea...> - perhaps too much of a rant?
 4 minutes ago via web

petershankman Want more followers? Ask yourself before every tweet: is this interesting to people who aren't me?
 about 2 hours ago via UberTwitter
 Retweeted by you and 28 others

smallbiztrends2 From @BizSugar: The Most Powerful Women in the World <http://bit.ly/9C971k>
 about 2 hours ago via SocialOomph
 Retweeted by you and 1 other

QuipsAndTips We're fools whether we dance or not, so we might as well dance. - Japanese Proverb

Internet 150%

Junk E-mail - ML... Terra Potta's Co... Deborah Chadd... 7 secrets - Micro...

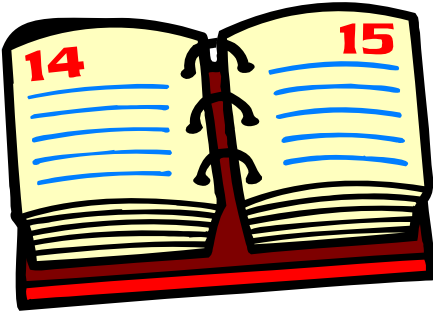
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6. Fit Social Media into your day



Put your social media activities on your calendar

- 10 minutes on Twitter at the beginning and end of the day (or at lunch)
- 15 minutes on LinkedIn to answer a question or get involved in a group discussion or create an event and publish
- 15 minutes reading blog posts and commenting
- 20 minutes writing a blog post (if applicable)

- Set a timer and when the time is up MOVE ON TO SOMETHING ELSE



7. Create a Strategy by answering one question

What do you want to accomplish with social media?

Select the social media vehicles and functions that allow you to achieve that goal.