

Must Know Social Media Tools

What do you want to do	You	Your Club
Professional Social Network	Linked In - LinkedIn in the place where you should keep your public employment record. As an individual LinkedIn is most often used for recruiters and potential employers	<p>Linked In - As a Club your LinkedIn profile could attract potential members, but more likely it's a calling card for potential vendors and partners. It shows that people in the business community trust and respect you. Who you connect with is just as important as what's in your profile. If I see you have a lot of senior executives as contacts, I'll have a different opinion of you than if you are friends with recent graduates and interns.</p> <p>Linked In also has 2 other features you may use - company pages (not a big deal unless you have employees) and answers (if you have social networking time built into your schedule answering questions on LinkedIn could provide leads.</p>
Connect with people personally <i>Recent info but not really customized for the recipient</i>	As an individual you may or may not choose to have a Facebook page. If you choose to have one, remember prospects can also see this information if you don't lock it down. How to handle your personal profile is a strategic decision.	<p>Facebook fan pages</p> <ul style="list-style-type: none"> • Every club should have a fan page. You should think of it as the feedback page on an eBay transaction and encourage current clients to join and comment. • Let them learn about you at a bit more of a distance. • Post less personal information on fan pages

<p>Share thoughts on a single topic (aka blogging) <i>No more than 3 points Ideally around 500 words but could comfortably range from 250 to 2500</i></p>	<p>Facebook Notes For personal blogging I recommend using Facebook notes. It keeps all comments in one place and sharing tools built in help with distribution</p>	<p>Blog For club websites and blogs I highly recommend Word Press. Of all blog templates/hosting options - this one get the best results from the search engines and has the most free plugins, apps, and templates.</p> <ul style="list-style-type: none"> • To start use the HOSTED version... sometimes called Wordpress.com • Graduate to the SELF HOSTED.org version when you are ready
<p>Push information to people <i>People opt in to follow you Used like email lists Can share short - twitter like content; long - blog like content; or detailed emails and links</i></p>	<p>Facebook Groups - If you are trying to communicate with subsections of your Facebook friends (for instance you want to get a bunch of college friends together for a drink), create a Facebook Group and message them through that platform</p>	<p>Facebook Groups work for clubs too. Google+ is also good for clubs</p>
<p>Twitter as a reader/consumer <i>Keep up on everything going on with the people and companies you care about most</i></p>	<p>Twitter is the best source for customized news feeds... and by news I mean news not just from professional news sources but on any topic you care about TV shows, authors, countries, industries... everything has tweeters who will keep you on the cutting edge and out of the weeds. Consider creating Twitter lists so you can catch up by topic. - search lists and follow someone elses.</p>	<p>Consider creating Twitter lists for your club Leads - (people who have attended events or retweeted you in the past) Other Zontians - (Get ideas from other clubs and districts) Inspiration - (ideas and inspiration in your niche)</p>

Twitter as a Publisher <i>Let your fans and friends know what you are up to.</i>	Personally I tweet everything that I'd want friends, family, and acquaintances to know. Achievements, interests, products I love, bad customer service experiences. It's a mishmash of news that's all and only about me. Some will be of interest to some people and other tweets with resonate with other followers but the stream for me is a microblog of my life and writing it is like setting my day to music. Each twitter is an opportunity to create.	Think of yourself as a publishing company. All the content you generate will be published but how will people find out? Twitter - it's like the headline news division of your club Create a Daily Newspaper at Paper.li linked to Twitter and Facebook
Shorten URLs <i>For tweets that need back up without taking up real estate</i>	Bit.ly	Bit.ly
Photo sharing	Picasa - Google's tool for sharing - easy for friends and family who likely have gmail accounts	Flickr - ideal for business because it's good for search engines. With the right tag your images can get picked up and viewed by prospects. It's okay to do personal pictures here too but has a less cozy feel and Flickr pics can end up anywhere.
Create video	Most Cell phone video cams and some digital cameras have the ability to share to youtube or facebook from the phone. Screencast-o-matic.com	Buy a flip cam and Pick iMovie for Mac users or Windows Movie Maker for PC users
Share Video	Youtube - great for distribution (biggest market share but low quality and short clips)	Youtube - can't ignore the giant blip.tv - great for vlogs and series vimeo- allows longer clips
Sharing PowerPoint presentations		Slideshare
Privately sharing big files		Dropbox Google Drive
Video Calls		Skype