

Social Media Quickstart

Part 1

Introduction to Social Media

*with Nick Nanton, Esq.
and Lindsay Dicks*



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NOTES

NICK: Hello this is Nick Nanton and Lindsay Dicks with CelebritySites.com. Lindsay, how you doing today?

LINDSAY: I'm doing well, thank you very much.

NICK: Good. We are here to teach you what we know about social media and we're going to spend some time today going through not only what social media is and why you should care, but also some practical applications on how you can use some of the more popular social media sites. And as the new ones come out, because obviously they will, we'll add more modules. So were going to break each topic down into modules so you can skip ahead to the one you want or you can follow them all through in sequence. It's totally up to you.

Let me start out by telling you a few things about social media because you're likely asking right now what is it and why should I care. Well, social media is really just where technology, social interaction and media collide. Wikipedia says, "social media is an umbrella term that defines the various activities that integrate technology, social interaction and the construction of words, pictures, videos and audio." So really it's just a term assigned to any medium or media we use for sharing and discussing information among human beings. It's a platform based on relationships, not ads, and it's based on conversations, not campaigns, and as always, content is king. Whoever said that a long time ago was right in more ways than they'll ever know.

So let's talk about this. Google analytics evangelist named Avinash Kaushik said that, "Social media is like teen sex – everybody wants to do it. Nobody knows how and when it's finally done everyone's surprised it wasn't better." I think that sums up social media really well-- everyone's out there trying to create social media and trying to create viral marketing. But you can't create viral marketing. All you can do is create something that's really good, and if it's really good people will share it, and then it will become viral.

putting itself out there it ought to be.”

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I’ve gotten a lot of this information from a power point presentation put together by a great marketing firm called BrandInfiltration.com. Here’s something else that they said, social media is not just another marketing, it’s these things: it’s public relations, customer service, loyalty building, collaboration, networking, thought leadership and of course customer acquisition too.

So what does that mean? It means, like I said, before stop thinking about campaigns and start holding conversations. The same report also says two other really important things – ask for help if you need it (that’s why were here for you) and don’t assume social media is the answer to everything. It absolutely is not!

I love these quotes out of this same report. I’m going to read this word-for-word – *if your product sucks social media won’t fix it. However, if your customer service sucks social media can help. If your repeat business sucks social media can help. If your company’s word-of-mouth sucks social media can help. Never forget the basic rules.*

If you’re going to get involved in social media you need to listen, first of all, then you can join a conversation. Once you join the conversation you need to engage others. It’s not just about you. And from there, you need to track your results. If you don’t do that then you’re just wasting a lot of time and effort.

The other thing you need to realize is that (according to a Nielsen study in March of 2009) the biggest increase in visitors to social networking sites globally came from the 35 to 49 year old age group. So it’s not just teens, the older demographics are getting extremely involved in social networking.

Another statistic just came out that said that Twitter is not being used by teens at all. A lot of people first thought it would be that because one portion of it involves text messaging. Well that’s not the case. Teens are not grabbing it very quickly. We’ll see if they do.

Further, Social Media use on mobile devices is on the climb. I think this is one of the biggest things that have allowed it to take off the way it



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**Have Questions?
Ready to Get Started?**

Contact Us!

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We Look Forward to Helping You!