

## What's Social Media and Why Do I Care?

by Deborah Chaddock Brown

You've heard the words: MySpace, Facebook, Linked In, but what do they mean, why should you care and what can they do for your business?

Robert Scoble, blogger on the Scoblizer.com has a great response that goes into more detail than I have room for here, but here is my short answer:

Media before the Internet was finite – you created a message and then communicated it one way: out. Like the most boring of professors – media in the past was a lecture in which you were unable to question, provide feedback and/or disagree.

The new media is two-way. It's social. Like a great conversation, social media allows the reader/consumer/employee to share their opinions. Blogs have been a great way to take a stand and then welcome comments and feedback.

The resources I mentioned at the start of this article offer more focused conversation:

MySpace was previously seen as the kid's hangout spot on line is growing in popularity with the business set. A chance to let people know a little bit about you with conversation, photos and video, MySpace is a casual setting allowing people to meet and greet online.

FaceBook was originally designed for the college-set, requires that you be invited to be a friend or part of a group. Your high school, college and local community most likely has a FaceBook group to which you can join. Reconnect with people you used to hang with. Through FaceBook I reconnected with a grand high school friend of mine who is now a very successful headhunter and we've worked together very successfully in the past six months. He has an opening – I have a potential executive.

LinkedIn is the classic six degrees of separation come to life. More professional in nature, Linked In allows you to upload your professional history and then invite those in your address book to join. Again, a great way to reconnect with professionals from past employment experiences. Each of your linked in members has their own circle of acquaintances who in turn have their own. Soon, your 48 contacts turn into 205,000 because of who you are linked with. If the saying is true "it's all in who you know" LinkedIn is the ultimate resource. Looking for a listing of HR executives? LinkedIn can provide a list of those within your network.

Both FaceBook and Linked In allow you to ask a question of the group. Recently a member of LinkedIn was doing research on how many would shop via the Internet for the holidays. The response was overwhelming. Social media is an easy way to gather information, look for work, fill an opening, and pick people's brain.

Things are changing fast. Are you on board? It's free, it's simple to get started and benefits far outweigh the fear factor. Need help getting started? Give me a call.

**330-414-8792**

## Happy New Year! Clean slate time.

Like fresh fallen snow on which no one has walked or a clean write-on-wipe-off board, the new year has come again and anything is possible. Glance briefly over your shoulder at the successes in 2007 and then focus your full attention on the possibilities of this leap year. Will you leap into new arenas? Whatever your path holds for you, I pray for your good health, the ability to learn from your challenges and the celebration of great success.

## Are Readers Coming in the Back Door?

When we think of our website, we think in terms of readers starting at the Home Page or entering the front door. From there they can choose from a menu of directions: About Us, Service, Products, etc.

But what if they enter through the back door or a window. Readers researching a topic may stumble upon your site via a key word and land on a random page buried deep within your site. Your newsletter, press release or article may attract a potential customer via a random Internet search.

What will they find?

Take a minute and open each page on your website. Is your company name and contact information clearly visible on every page? Don't miss out on a potential customer because they can't immediately find how to contact you.

Is it time to update the words on your website? When was the last time you added new information? Keep your message fresh – current – inviting. Call me. I can help.

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