# social media LEAPS

## 60 DAY PLAN

We know getting started is hard. Maybe even overwhelming! That's why we've broken it down for you into 60 steps. If you complete one task per day over the next couple of months, you'll increase your confidence and your effectiveness with social media. And, our guess is that once you get going, you'll want to "leap" into more than just one task per day. That's okay too. Just remember to spend enough time thinking about some of these steps and experimenting with the tools so you can really learn about them.

Before you begin our 60 day plan, complete the social media strategy worksheet attached in the appendix to better help you decide your business objectives and determine the right social media networks for your company. Every social media site may not be right for your business, and if you feel that your business objectives will not be met by using Facebook, Twitter, or LinkedIn, feel free to skip those sections.

In addition, while you may decide to jump right into this plan, we suggest you'd be better served by taking some time to browse through the Social Media Leaps Web site first. That will give you context and perspective as you move down the path to using these tools.

Remember, our goal is to get you exposure to some of the basic tools to help you start down the social media path. We promise you are going to find additional social media tools to use as you complete these exercises. So, while we've estimated the time it will take to complete each task, you should plan to spend at least 30 minutes on each step just playing around and experimenting.

Ready to take the leap into social media? **LET'S GO...**

## Day 1: Determine What Your Online Brand Name Will Be And Make Sure It's Available

**When establishing your presence online, you first have to make sure your brand name is available. Fortunately, for chambers of commerce, your brand name will most likely be available for use, but for small businesses, you may not be the only "Sally's Shoes" in the world.**

- First, check to see if your brand name is available. Visit http://knowem.com
- Remember, when choosing a brand name on social media sites, you must maintain the same or similar name and be wary of character limits, as they may differ from one site to the next.
- Think about what name your customers would use when they search for you. Your unique URL that you select should be a name that is easily identifiable to your brand.

## Day 2: Complete the Keywords Worksheet (15 minutes)

- See appendix for small business and chamber of commerce worksheets.

## Day 3: Set Up Your Google Alerts (10 minutes)

**Google Alerts is a monitoring tool that sends you notifications when your keywords or phrases are mentioned in an online article or on a Web site. Enter the keywords or phrases you created in the "Keywords Worksheet." You can choose to receive these alerts in real time, hourly, daily or weekly.**

- Go to www.google.com/alerts
- Go to www.gmail.com
- If you already have a Google account, simply sign in.
- Click on "Create an Account."
- Fill in all the information requested by Gmail and then select "I Accept. Create My Account."
- You can now continue to set up your Google Alerts account with your new Gmail account.
- Refer to the keyword Worksheet you completed on Day 2. Use the keywords/phrases you created there as the keywords in your alerts.
- Create a "new alert" by selecting which type of information you would like to receive in your alerts via the drop down boxes: News, Blogs, Web, Video, Groups or Comprehensive. We'd suggest "comprehensive." You can always "turn it down" later.
- Hit "Create Alert" when you are done.
- Create an alert for each one of the keywords/phrases you generated using the keyword Worksheet.

## Day 4: Set Up Your Twilert Alerts (10 minutes)

- Go to www.twilert.com
- Sign up for a Twilert account by selecting which account you'd like to connect with. We suggest Twitter.
- Sign in to your Twitter account.
- Go to your email and confirm your Twilert account.
- Go back to www.twilert.com
- Create your alert by entering in the word or phrase you'd like to search for and when you would like the report delivered. You can only enter in one word or phrase. You cannot separate multiple words by a comma.
- Click "Create Twilert"
- Create an alert for each one of the keywords you created using the Keyword Worksheet.

## Day 5: Set Up a Document to Archive Your Media Mentions (10 minutes)

**It's valuable to keep a log of each time your brand is mentioned on the web. This will help you keep a running tally of comments being made about your brand so that you can identify trends over a longer period of time. It will help gain an understanding of your brand's image in the marketplace and also monitor the success (or notoriety) you are experiencing through your social media efforts.**

- Open Microsoft Excel. If you don't use spreadsheets, you can substitute with a word processing document. Just use tables in the document instead of spreadsheets.
- Create a new Excel Workbook. Dedicate one spreadsheet within the workbook to "Article Mentions." Here you will place a link to the article that mentions your brand, the date it was published and 1-2 keywords that describes the article.

Keeping a running tally of any media mention will allow you to respond to these articles in a timely fashion, if necessary. You can also monitor the ROI of your brand as you begin to use social media.

- Be sure to update this spreadsheet every time an article is written about your organization. These articles will mainly come from the Google Alerts you set up on Day 3.
- View example Workbook here.

## Day 6: Keep Track of the People Talking About Your Brand On Twitter (10 minutes)

- Return to the Excel Workbook you created on Day 5.
  Create a second sheet within the workbook for mentions of your brand on Twitter.
- On each sheet, set up separate columns for Commenter, Date, Keyword, Link Within Comment and Comment.
- Every time your organization is mentioned on Twitter, document the relevant information in this spreadsheet.
- Begin searching today for your brand.
- Go to www.search.twitter.com
- In the search bar, type in a keyword or phrase you created within your Keyword Worksheet.
  We suggest you periodically check this Web site, as TweetBeep may not catch every mention on Twitter of your brand.
- Updating this worksheet using both TweetBeep and the Web site above will give you a better grasp of what people are saying about you.
- See this worksheet for examples.

## Day 7: Set Up Your Google Analytics Account (20 minutes)

**Set up a Google Analytics Account so you can track how effective your online marketing campaigns are.**

- Go to www.google.com/analytics
- Select “Sign Up” beneath the blue “Access Analytics” button.
- Fill in your Google account information. If you do not have a Google account, go to www.google.com/accounts/NewAccount to create one. A Google account allows you to use Google services such as Analytics and iGoogle.
- Press the “Sign Up” button.
- Fill in the information about your organization’s Web site.
- Once you have completed these steps, you will need to insert a code into your company’s Web site so Google Analytics can begin tracking your campaigns and Web site. For information on how to do so, and other questions you might have about Google Analytics, visit http://www.google.com/support/googleanalytics/?hl=en-US.

## Day 8: Build Your Social Media Strategy (15 minutes)

**Before you begin setting up your social media sites, it is important to develop the strategy you will use for each site to make your transition into social media both effective and efficient.**

- Complete the Social Media Strategy Worksheet located in the appendix.

## Day 9: Search Digg and Mashables for Content for Your Social Media Sites (15 minutes)

- Digg and Mashables are Web sites that host user uploaded content.
- www.digg.com is a social news Web site made for people to discover and share content from anywhere on the Internet. You can search for relevant content you feel your members or customers might find relevant or interesting.
- www.mashable.com is an Internet news blog. Just like Digg, you can find relevant information for your members and customers and post them to your social media sites.

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## Day 10: Set Up Your Personal Facebook Page

**STEP 1:**

- Create your profile.
- Go to http://www.facebook.com/.
- Write your name, email address and other relevant information into the fields beneath the "Sign up" header.

**STEP 2:**

- Find your friends and colleagues on Facebook.
- Enter your email address and password into the two fields in the center of your screen. Doing so will allow Facebook access to your address book. Facebook will then search for people from your address book and recommend them to you as potential friends.

**STEP 3:**

- Fill out some basic profile information.
- Enter the names of the schools you have attended and of the organization for which you work.
- When you are finished press "Save & Continue."

**STEP 4:**

- Upload a profile picture.
- Press "Upload a Photo."
- Select "Browse."
- Select a photo and press "Save & Continue."

**STEP 5:**

- Edit your profile information.
- Click the “Profile” tab at the top of your screen.
- Select the “Info” tab.
- Then click “Edit Information.”
- Fill in the “Basic Information” fields.
- When you are done press “Save Changes” and click on “Personal Information”. Repeat this process there.

**STEP 6:**

- Post a brief blurb about yourself to your wall.
- Click on “Write something about yourself” beneath your profile picture.
- Enter a couple of sentences about yourself and click anywhere outside of the text box when you are finished.

**STEP 7:**

- Add tabs to your profile.
- Select the “+” tab.
- Click on the tabs you want on your tab bar. You have four basic options, Links, Events, Notes and Video.
- Each of these tabs will house a different type of information.
- To add the tab, click on it and it will appear in your tab bar.

## Day 11: Upload a Profile Picture to Facebook (5 minutes)

**The instructions below are the same for both your personal Facebook page and your business or chamber page. To change your personal picture, you must be on your personal page, likewise, to change your business or chamber picture, you must be on your business’ or chamber’s fan page.**

- Login to Facebook.
- Select the “Profile” tab in the top left of your screen.
- Click on the silhouette of a person in the top left of your screen.
- Select “Change Profile Picture.”
- Under the Upload Picture heading select “Browse.”
- When you have chosen a picture, click “Upload Picture.”
- Picture can not be larger than 4MB.

## Day 12: Find a Friend or Colleague on Facebook (3 minutes)

**Finding a colleague, friend, or organization to connect with on Facebook is a great way to utilize social media. Below is an example of searching for an organization, but the search bar will also allow you to search for people, organizations, and even news articles.**

- Login to Facebook.
- Use the search bar on the top right of the page and type your friends name e.g. "Joe Smith."
- To the right of the logo in the profile picture, you will see the option to "Add as Friend."
- Click "Add as Friend."
- A friend request will be sent to your friend. Until he/she chooses to accept your friend request, it will be in a pending status.
- Once he/she accepts your request, he/she will be added as a new contact to your friend list.

## Day 13: Post a Status Update to Your Facebook Page (3 minutes)

- Your status update is a way of letting your Facebook friends know what you are up to, doing, thinking about, etc. Your status update broadcasts to your friends' news feed.
- Login to Facebook.
- Go to your business (or personal) page by entering the name of your organization into the search bar on the top right corner.
- At the top center of your screen will be a text box asking the question "What's on your mind?"
- That is your status update box.
- Type a brief message into the status update box. Share an idea, some company news or make an announcement about an upcoming company event. If you'd like, try this message – "Learning about social media and cool new tools on Facebook with the Social Media Leaps 60 Day Plan!"
- When you are finished, press "Share" to publish your status update to your wall.
- You've just posted a message to your friends!

## Day 14: Send a Private Message to a Friend on Facebook (5 minutes)

- Sending a private message to a friend on Facebook is like sending an email. These messages are used for private conversations between you and one person and/or multiple people. Messages cannot be seen anywhere publicly within Facebook. Messages on Facebook are great when you don't have someone's email address to contact them directly.
- Login to Facebook.
- Click on your Inbox.
- Select "Compose."
- Enter the name of the person the message is to.
- Write your message.
- Press "Send."
- Remember to keep an eye on your Facebook inbox for incoming messages.

## Day 15: Set Your Privacy Settings on Facebook (5 minutes)

Setting your privacy settings in Facebook is important both for you and your business. Facebook offers multiple protection options, and choosing the best protection settings is up to you and what you feel is comfortable.

- Login to Facebook
- Click on the “Account” tab in the top right corner of your screen.
- Select “Privacy Settings.”
- Select which “Sharing on Facebook” option is right for you.
- If none of the options meet your criteria, click on “Custom.” Make sure this option is highlighted in Blue.
- Then click on “Customize Settings” just below the “Custom” button to the right.
- Facebook will walk you through three sections: “Things I Share, Things others Share, and Contact Information.”
- Set your preferred settings.

Your Facebook account is now set to your preferences.

## Day 16: Post a Link to Your Facebook Page (2 minutes)

**Identify some content on the Internet that you think your friends or fans would be interested in seeing. Copy the URL to your clipboard or somewhere you’ll have access to it to cut and paste later.**

- Login to your account.
- Go to your business’ page.
- Click on the “Links” icon under the status update box.
- Copy and paste the URL for the content you identified above.
- In the status update box, write a brief description about what the link is and where it takes you.
- Click “Share” to publish this link to your wall.

## Day 17: Post Photos to Your Facebook Page (5 minutes)

**Photos are a great way to share what's going on in your business or organization.**

- Login to your account.
- Go to your business' page.
- Click on the "Photos" tab.
- Select "Create a Photo Album" in the top right corner of the screen.
- Name your album.
- Provide a location as well as a description, then press "Create Album."
- Click "Create Album."
- Upload pictures from your hard drive, thumb drive or multimedia device.
- You can arrange the order in which your photos appear by clicking "Organize" and dragging them into the order you want.
- When you are finished press "Save Changes."
- You now have the option to "tag" your friends in the picture you've just posted. Tagging, as a business, is a great way to get your members/customers involved in your site. It makes them feel a part of your business, as their name will now show up under the picture you've just posted of them.
- To tag a picture, click on "Tag this Photo."
- Place the cross hair over the face you wish to tag.
- Click on the person's face and type in their name.
- When you are done tagging, click "Done Tagging."

## Day 18: Post a Video to Your Facebook Page (5 minutes)

**Videos help bring your page to life. They are also great with search engine optimization. Remember to keep the length of your videos on the short side because Facebook will only allow you to post a 2-minute video.**

- Login to your account.
- Go to your business' page.
- Click on the "Video" icon beneath the Status Update box.
- Write a brief description of the video in the box that appears.
- Select "Upload a Video From Your Hard Drive."
- Select a video to upload.
- Click "Share."
- Your video will go through an approval process. It will not be posted to your wall immediately. It might take an hour or more to process. Be patient.
- Once the video has been approved, it will automatically post to your page.

## Day 19: Write a Note on Your Facebook Page (10 minutes)

**A Facebook note is a space where you can type more text than you can in the Status Update box. Each note will be found in the notes tab at the top of your profile.**

A note is good to use when you have something that needs a long explanation. Notes are used when you want to say something that will take more characters than the status box will allow. Notes are great for things like longer updates about your company and press releases.

- Go to your business' page.
- Right above the Status Update box will be a series of tabs. Click on the "Notes" tab.
- If you don't see the "Notes" tab then click on the ">>" symbol.
- Clicking this symbol will reveal a drop down list of applications, select "Notes."
- This will take you to a new screen.
- Click on the button that reads "Write a New Note."
- Fill in all of the applicable boxes.
- When you are done click "Publish."
- Your new note will be posted to your wall.

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## Day 20: Set Up a Facebook Page For Your Business or Chamber

**STEP 1:**

- Go to http://www.facebook.com/pages/create.php.
- Select a category for your company or brand. (Note: Carefully choose the best category, as it is difficult to change the category later).
- Enter your business/product/brand name and click "Create Page."
- To connect your page to an existing Facebook account, enter the information here. If you do not have a Facebook account, fill in the registration information requested. (Note: You will not be able to create a personal account later using the same email address).
- Confirm your email address by clicking the confirmation link within the email that is automatically sent to the address you provided.

**STEP 2:**

- Add a Profile picture to your page.
- Click on the large question mark in the grey box in the left hand of your screen.
- Select "Change Profile Picture."
- Under the heading "Upload Picture" click on "Browse…"
- When you have chosen a picture, click "Upload Picture" to complete the process.

**STEP 3:**

• Post a brief summary of your organization to the info box beneath your profile picture.

• Click on “Write something about…”

• Enter a brief description of your organization.

• When you are finished, click outside of the box and your description will be published.

**STEP 4:**

• Click on the “Info” tab at the top your page.

• Select “Edit Information” in the top right corner of your page.

• Fill in the basic information about your organization and press “Save Changes.”

• Now click on “Detailed Info.”

• Fill in the relevant information there and press “Save Changes.”

**STEP 5:**

• Add new tabs to your page.

• Click on the “+” tab.

• Choose any additional options to set up events, add notes, upload photos or video, or post links. Your Facebook page can include:

• Discussion Boards: Provide fans a dedicated forum for discussing any topic.

Events: Organize gatherings or let people know about upcoming company events.

Notes: Share written entries, similar to a blog.

Photos: Upload photos to your page and allow your fans to share photos.

Reviews: Fans and other users can leave opinions about your brand.

Video: A platform for sharing videos on your page.

Wall: An open forum for your fans or friends to leave comments and messages.

**STEP 6:**

• Publish your page. Once you have added all the desired details, click on your business name in the top left corner and then click “Publish this Page” so that other Facebook users can see the page.

## Day 21: Post An Event to Your Facebook Fan Page (10 minutes)

- Login to Facebook.
- Go to your business' (or personal) page by entering the name of your organization into the search bar on the top right corner.
- At the top of your wall, you will see a box where you can enter text. This is your status update box. At the bottom of the box is a series of icons for photos, videos, events and links.
- Choose the "events" icon.
- This will take you to a list of upcoming events. There may not be any upcoming events listed. This is ok. You are new to Facebook, and you need to have friends before you will see events displayed.
- On the top right of this screen you will see a "Create an Event" button. Click on it.
- Now fill in all of the relevant information about your event.
- When you are finished scroll down and click on the blue "Create Event" button.
- You have created your first event!
- The event will be posted to your wall so that people who view your page will see the event.

## Day 22: Send a Message to Fans of Your Facebook Page (5 minutes)

- Sending a message to your fans is an easy way to provide an update to those who have provided their permission for your business to communicate to them. That's what they have done when they become a fan of your page.
- Login to your account.
- Go to your business' page.
- Click on "Edit Page" right below your profile picture.
- Click on "Send an Update" on the right hand side of the page under the "Promote Your Page" section.
- You can now direct your message to your entire fan base, or target specific users by location, sex and age.
- Type in your title and message.
- Hit "Send."

Make sure your content is something of value about your business or provide a link to something interesting or unique. This form of communication is like sending your fans a direct email that goes directly to their Inbox. We suggest sending no more than one Update per week.

## Day 23: Make Someone Else's Fan Page a Favorite on Your Business' Fan Page (3 minutes)

- Facebook pages allow you to reach out to other businesses and their pages by adding their Facebook page to your list of favorites.
- Login to your account.
- Go to the page of the business that you want to add to your favorites. For example, if you love Starbucks Coffee, search for them in the search box.
- Click on their listing.
- Beneath their profile picture you should see the option "Add to my Page's Favorites" click on it.
- Remember that this will show up on your page as a "favorite" of yours or your organization's. Make sure the companies you select to friend correspond with your company's guidelines for interacting with other businesses. Make sure those "favorites" align with your brand and your online reputation. For example, though you may keep an eye on a local competitor's Facebook presence, you may not want to mark it as a "favorite" that shows up on your page! Also, keep in mind to keep your personal favorites separate from your company's favorites.

## Day 24: Post a Discussion Topic to Your Facebook Page (5 minutes)

- Login to your account.
- Go to your business' page.
- Above the Status Update box is a series of tabs.
- Click on the "Discussions" tab.
- On the top right will be a gray "Start New Topics" button.
- Fill in the boxes and hit "Post New Topic."
- Don't forget to update your status and alert people to the new discussion posting.
- When you update your status you post a message to your wall for everyone to see. It's important to remind people about new discussion posts because they do not get automatically uploaded to your wall, nor can you post a direct link to them on your wall feed.

## Day 25: Add an Admin to Your Facebook Fan Page (2 minutes)

**You have the ability to make a co-worker an admin so they will be able to make updates to your business' Facebook page. Think hard about who you want to give all this Facebook "power" to…the admin can update and edit the page just like you can!**

- Go to your business' page.
- On the left side of your wall is a box displaying a list of your fans. Select "See All."
- Next to each fan's name will be the option to "Make Admin."
- Click "Make Admin" next to the person you want.
- It's a good idea to discuss some ground rules about updates to the page, responses to fans, etc. Your admin will have as much responsibility for your online brand as you do on the page.

## Day 26: Use Facebook Fan Page Insights (15 minutes)

**Facebook Insights keeps track of user interactions so that you can see and evaluate the popularity of the content you've posted.**

- Login to Facebook.
- Go to your business' page. Insights are only available for fan pages.
- On the left side of your wall will be an Insights box. Click on "See all".
- This is where the demographic information on your fans is.
- To see which of your posts have been the most popular, click on the downward pointing arrow beneath the heading "Fans Who Interact with (your business' name)".
- Select "Interactions Per Post" to determine which of your posts your fans have interacted with the most.
- Facebook Page Insights can help you determine what types of content works best for your page. The great thing is you can get pretty quick feedback on what's moving the needle for your fans interest levels.

## Day 27: Review Facebook Etiquette Tips (5 minutes)

**Social networking sites are like every other environment where you are interacting with others – there are rules and protocols that may not be obvious, but exist nonetheless. You know, things like not walking through a sandtrap to get to your ball on the other side at a golf course or not double dipping in the salsa at a party. Learn about some of the evolving etiquette on Facebook at http://www.socialmedialeaps.com/Facebook%20Page%20Etiquette.aspx.**

## Day 28: Develop a Content Calendar for Your Facebook Page
(15 Minutes)

**Setting up a social media content calendar for your social media sites is an important part of keeping your sites up-to-date. We suggest setting up a weekly schedule of content for each social media site you use. In doing so, you will be able to better manage your content. Remember, this content calendar does not bind you to posting this exact content, rather, it helps you plan ahead to ensure you have a communication plan for your group. The content you post and the frequency you post is completely up to you. We suggest that at a minimum, you interact on each of your social media sites once a week. Review a sample content calendar located in the appendix.**

- Go to other business' fan pages and see what they've done to create an interesting page. A couple of examples are Paper Trails of Rocky River and Akron-Canton Airport (CAK)
- Think about how you want to position yourself on Facebook.
- When people come to your Facebook page what will they be looking for?
- Make a list of content with one post for each day of the week. You may not need to maintain this pace once your page has gained momentum but it's a good way to familiarize yourself with Facebook.
- Here are a few ideas: If your business or chamber has an upcoming event then you can put an event post up on Facebook inviting people to attend. Then when your event is over, post pictures from the event to your Facebook page.

## Day 29: Set Up a LinkedIn Account (5 minutes)

**LinkedIn is the most "professional" of the large social networking sites out there. This is where a lot of business and career minded people spend their time. Your LinkedIn profile can be thought of as your online resume and "open" address book. You should be there!**

**STEP 1:**

- Go to http://www.linkedin.com
- Click on "Join LinkedIn Today," and enter your information into the form fields.
- Click on the green "Join Now" button when you are finished.
- Confirm your email address by clicking the confirmation link within the email that is automatically sent to the email address you provided.

**STEP 2:**

- Customize your profile URL.
- Click on the "Profile" icon on the left hand of your screen.
- Click on the "Edit My Profile" link.
- Click "Edit Public Profile Settings" on the far right of your screen.
- Keep the current URL designated to you or choose your custom name on the "Set Address" button to personalize your URL address.

## Day 30: Manage Your Privacy Settings on LinkedIn (5 minutes)

- Login to your LinkedIn account.
- Select the “Account & Settings” tab at the top right of your screen.
- You can adjust your privacy settings here. We recommend being as visible as possible so that people will feel comfortable interacting with you.

## Day 31: Upload a Profile Picture to LinkedIn (3 minutes)

- Login to your LinkedIn account.
- Select the “Profile” icon on the left side of your screen.
- Click on “Add Photo” to the right of your name.
- Choose a picture.
- Click “Upload Photo” to complete this process.
- Photos can be JPG, GIF or PNG file (File size limit is 4 MB).

## Day 32: Add Your Current Job Position to LinkedIn (5 minutes)

- Login to your LinkedIn account.
- Click on the “Profile” icon on the left side of your screen.
- Click the “Edit My Profile” tab.
- Click “Add Current Position.”
- Fill in all of the applicable information, as completely as you are comfortable. The more information you give the system, the more it will be able to identify links and people that make sense for you.
- Hit “Save Changes.”
- Note: Be aware that you are creating an online “permanent record.” So, if you’ve exaggerated a little in your hard copy resume or, you’ve stretched your title or responsibilities in the past, you may want to pay a little more attention to what you put online. Because of the way LinkedIn works, your job history will trigger some automatic matches of potential links that will be presented to you and to others who work or have worked with you.

## Day 33: Invite a Friend or Colleague to Connect With You on LinkedIn (5 minutes)

- Login to your LinkedIn account.
- Click on the “Contacts” icon on the left side of your screen.
- LinkedIn will give you a few options to upload your address books. We suggest you do this, as it will drastically cut down your time searching for people through the LinkedIn search function.
- Select the “Imported Contacts Tab” in front of you.
- Click “Add Contacts to Your Contact List.”
- Enter as many contacts as you wish.
- Click “Edit/Preview Invitation Text” to personalize the invitation message.
- Click “Send Invitations.”

## Day 34: Send a Direct Message to Someone on LinkedIn (5 minutes)

- Login to your LinkedIn account.
- Enter the name of a friend or colleague in the search bar.
- Click on their profile.
- Click on “Send a Message” in the top right corner of your screen.
- Enter your message into the text box.
- Press “Send Message” when you are finished.

## Day 35: Write a Recommendation for Someone on LinkedIn (10 minutes)

**Recommendations create online credibility for people on LinkedIn. Be selective with your recommendations—essentially you are “vouching” for the person. These recommendations are important in separating out high quality people from the masses when folks use LinkedIn to screen potential vendors, employees, etc.**

- Login to your LinkedIn account.
- Enter the name of the person you wish to recommend in the search bar.
- Click on their profile.
- Select “Recommend this Person” in the top right corner of your screen.
- Choose which type of relationship you have with this person.
- Press “Go.”
- Fill in all of the relevant information.
- Enter your recommendation into the “Written Recommendation” box.
- Press “Send” when you are finished.

## Day 36: Interact With Another LinkedIn User (5 minutes)

- Login to your LinkedIn account.
- Select the "Answers" tab at the top of your screen.
- If you have a question you want answered, type in your question and be sure to check back for people's responses.
- If you see a question that you're qualified to answer, post a response. This is a good way to interact with people on LinkedIn and it's a powerful way to build your network. Quality responses and active participation in this part of LinkedIn are tactics used by many knowledge based professionals with great results for their network and their client base.

## Day 37: Join a Group on LinkedIn (3 minutes)

- Login to your LinkedIn account.
- Choose the "Groups" icon on the left side of your screen.
- At the top of your screen will be a search bar.
- Enter a group you might be interested in.
- Select a group that seems interesting to you and click "Join Group."
- The group will usually default to be listed on your profile, but you can change its "visibility" if you're concerned about how inclusion in the group might affect your online brand. Just use the "Change Visibility" link that appears after the group description with the groups icon at the bottom of your home page.

## Day 38: Create a LinkedIn Group (10 minutes)

- Login to your LinkedIn account.
- On the left side of your screen you will see a toolbar. Click on the "Groups" icon.
- Click on the "Create a Group" button on the right side of your screen.
- Enter the relevant information about your group in the provided fields. There are options for how people gain access and whether or not others can post content to the group.
- Send invitations to people you know, along with a brief message about your group.
- You have successfully created a LinkedIn group.
- You can now add content by posting discussion board topics and news articles about your organization.
- Starting a group is somewhat like having a social networking "child." You are responsible for your group and should plan on providing basic care and feeding over time!

## Day 39: Add a Logo to Your LinkedIn Group Page (5 minutes)

- Login to your LinkedIn account.
- Click on your group.
- Select the "Manage" tab.
- On the left side of your screen will be a list of options. Select "Edit Group Information."
- You will see an option to upload two sizes of logo's for your group. You must upload the larger file image (100 x 50px) first. You may then load a smaller size image for thumbnails (60x30px).
- Once you have uploaded your logo, press "Save Changes."
- You can upload a JPG, GIF or PNG file.

## Day 40: Invite People to Join Your LinkedIn Group (10 minutes)

- Login to your LinkedIn account.
- Type in the group's name you would like to share into the search bar on the top right of the page.
- Click on the share link below the icon of the group.
- Type in the recipient's name to whom you'd like to send a message and hit "Send Message."

## Day 41: Post a Discussion on a LinkedIn Page (5 minutes)

- Login to your LinkedIn account.
- Select a group page you'd like to comment on.
- Click on the "discussions" tab.
- Enter your discussion question/ topic into the empty field next to your profile picture in the center of the page.
- Click "share."
- Remember to keep tabs on the responses and to facilitate a little to get the discussion going!

## Day 42: Post a Job to a LinkedIn Group Page (3 minutes)

*Please be aware that this functionality of LinkedIn is not free.*

- Login to your LinkedIn account.
- Select a group page you'd like to post a job position on.
- Click on the "Jobs" tab.
- Enter all information requested by LinkedIn.
- Enter your payment information and duration of job posting.
- You have now posted a job position on LinkedIn!

## Day 43: Review LinkedIn Etiquette Tips (5 minutes)

**Social networking sites are like every other environment where you are interacting with others – there are rules and protocols that may not be obvious, but exist nonetheless. This link will fill you in on some of the evolving etiquette on LinkedIn.**

- Keep your contact information and job title current.
- Invite people to connect with you and then thank them.
- Write recommendations for people you have worked with.
- Be as transparent as possible.
- Allow everyone to view your profile.
- Add detailed information about your job and past experiences to your profile.

5 MINUTE LEAP

## Day 44: Set Up Your Twitter Account (5 minutes)

**Twitter is like text messaging and is a very unique application that has gained a lot of notoriety. At first, you're going to say "who cares what I am doing right now?" But Twitter has really evolved to be a unique topical information database, a way to share interesting content broadly and quickly as well as providing a forum for short, direct communication.**

**STEP 1:**

- Go to https://twitter.com/.
- Click "Sign up now."
- Choose a password and user name. Multiple Twitter accounts can be created using the same email address, so choose a user name that reflects how this account will be used.
- Enter your email address. If you want to be notified via email when someone follows you on Twitter, click on the box for email updates.
- Click "Create my account."

**STEP 2:**

- Review your privacy settings.
- Select the "Settings" tab.
- Scroll down until you reach the "Protect my Tweets" checkbox. If you click on "Protect my tweets," your Twitter profile will no longer be visible on Twitter's public timeline and only people that you approve can follow your updates. For business accounts, we suggest you leave this unchecked.

**STEP 3:**

- Follow someone on Twitter.
- Click on the "Find People" tab at the top of your page.
- Enter the name of the person or organization you are looking to follow then press "search."
- Once you've found someone you'd like to follow, click the gray Follow button on the right side of the search result box.

**STEP 4:**

- Add a short bio to Twitter.
- Click on the "Settings" tab.
- Scroll down until you see the "One Line Bio:" box. Fill in a 160 character biography or summary of your organization. When you are finished, press "Save." Your bio will be on the top right of your profile page.

## Day 45: Upload a Profile Picture to Twitter (3 minutes)

- Login to your Twitter account.
- Select the "Settings" tab in the top right corner of your screen.
- Choose the "Picture" tab.
- Select an image for your profile picture.
- Press "Save" to finish uploading your new profile picture.
- Maximum size of 700K. Acceptable file types include JPG, GIF and PNG.

## Day 46: Change the Background Image of Your Twitter Profile (5 minutes)

- Login to your Twitter account.
- Select the "Settings" tab in the top right corner of your screen.
- Choose the "Design" tab.
- Select "Change Background Image."
- Upload a picture.
- Click "Save Changes" to finish uploading your new background.
- Backgrounds should be clean and clutter free. Formatting your background so that the graphics on the picture you upload are left justified will allow people to see the logo on your background.

## Day 47: Learn How to Tweet (3 minutes)

- There are three types of Twitter messages, or “Tweets”: updates, @replies and direct messages.
- The first one we will review is how to post an update.
- Updates are publicly viewable messages.
- Type an answer to the prompt “What Are You Doing?” in 140 characters or less. The number above the bar will show how many characters are remaining. Once you have entered your status update, click on the gray “Update” box.
- Your update doesn’t have to be what your doing. It could also be on something you find interesting.
- You’ve posted your first Tweet!

## Day 48: Learn About @Replies (5 minutes)

- An @reply is a public Twitter update directed at a certain person that is publicly viewable on your personal page, but will only show up in the @reply box of the person you wish to contact.
- An @reply will send a message to the person even if you do not follow them or they do not follow you.
- To send an @reply, type in “@(the persons username you wish to contact)” somewhere within your Tweet, or click on the reply button when viewing an update in your Twitter feed.

## Day 49: Learn How to Send a Direct Message (DM) (5 minutes)

- DMs are private messages that will not be viewed by others. You can send DMs to anyone you follow as long as they follow you.
- To send a DM, type in d[space]username (d @socialmedialeaps) at the beginning of the Tweet, or click on the “Message” link in the friend’s profile page.

## Day 50: Learn How to Use Hashtags (5 minutes)

- Prefacing any word in a Twitter message with “#” will create a hashtag, a method of organizing messages by topic and making them easily searchable. There cannot be any spaces after the hashtag or in the word you’re hashtagging.
- If you choose to search for a term using a hashtag, type “#” followed by your term into the search bar.
- Search for a few terms to see how it works. Login to [www.search.twitter.com](http://www.search.twitter.com) and type in search terms like: #socialmedia; #ACCE; #SmallBizTrends; #COSE; #(a subject you are interested in)
- Press the magnifying glass.
- You will see the Tweets containing your term that have been organized with hashtags.
- Now think about how you could create a common hashtag for your company, your interests, etc. Make sure to check and see what comes up for that hashtag.
- Remember, you don’t own the term or phrase you use in the hashtag, so by coincidence or intention, someone else could use the same hashtag.

## Day 51: Learn How to ReTweet (5 minutes)

- ReTweeting someone in Twitter is when you take someone else's Tweet and post it on your own feed.
- When you ReTweet something it's like sharing with your specific followers something you think is important for them to know.
- If you want to repost someone else's Tweet, type RT @(username of the person who posted the original Tweet). Example: RT@JoeSmith.
- It is common courtesy when you ReTweet to place the username of the person you ReTweeted to acknowledge them for their information.

## Day 52: Set Up Hootsuite (10 minutes)

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**Today and tomorrow feature two similar programs. There is no need to set up both a Hootsuite and Tweetdeck account. Both are offered as options and we suggest choosing one that you feel most comfortable working with, as the user interfaces are similar, but not the same.**

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- Go to www.hootsuite.com
- Select the "Sign Up Now" button on the right side of the screen.
- You can choose from a multitude of paid options, but the free account is more than sufficient to begin using this type of program.
- Once you've selected your account option, select "Sign Up" and enter in the account information requested.
- Follow the onscreen instructions for adding your twitter and/or Facebook accounts.
- You can now update Twitter and Facebook from your browser through hootsuite.

## Day 53: Set Up Tweetdeck (10 minutes)

- Go to www.tweetdeck.com
- Select the "Download now, it's free" button on the right side of the screen.
- When Tweetdeck has finished downloading, install it.
- Add your Twitter account by entering in your Twitter username and password.
- You can now update your Twitter account from your desktop through Tweetdeck.

## Day 54: Review Twitter Etiquette Tips (5 minutes)

- Tweet regularly.
- Try to use less than 140 characters to leave room for people to retweet your message and add @replies.
- Don't retweet without giving credit to the original user via RT @username.
- Don't tweet only to self-promote your brand; try to add additional value for your followers by posting relevant content links, advice, and expertise.
- Use DM rather than @replies for extended private conversations.
- When you tweet a link, make sure to add a bit of explanation or describe what the link is about.
- Following many users at one time with the expectation that they will follow you in turn is the Twitter version of spamming.

5 MINUTE LEAP

## Day 55: Set Up Your Flickr Account (5 minutes)

**Flickr is great for posting photos online. You can also direct people to your main Flickr page where they can view your photos in an album.**

**STEP 1:**

- Create a Flickr account.
- Go to Flickr URL and click on "Create Your Account" in the top right corner.
- If you currently have a Yahoo ID, use this to log in. If not, click on "Sign Up" and fill in the requested information to register for a free account.
- Return to Flickr and sign in.

**STEP 2:**

- Upload photos to Flickr.
- Choose "Upload Photos & Video" and click on the "Choose Photos & Videos" link to select the photos you want to add.
- To select more than one photo, hold down the Ctrl key (PC) or Apple key (mac) as you select.
- When you have selected all the photos to be uploaded, click "Open."
- Select the privacy level for your photos: visible only to you, visible to friends who are registered with Flickr, or visible to the public (note: photos linked to a blog must be marked public).
- Click "Upload Photos and Videos." Once your photos are uploaded, you can add a title, a short description, and any tags or keywords by clicking "Add a description." When you're finished, click" Save."
- To change the licensing rights on a photo you have uploaded, click on the photo then go to Additional Information and click "edit" next to "All rights reserved."

**STEP 3:**

- Set up your blog.
- Go to the Flickr/blogs page and click “Set Up Your Blog.”
- Choose the type of blog you have from the drop-down list.
- Provide your blog account details for Flickr to validate your blog.
- Review the account details that appear and make sure they are correct.
- Uncheck the “Store your password” box if you don’t want Flickr to remember your blog’s password (note: if you plan to upload photos from your cellphone, you must let Flickr store your password).
- Click “All Done” and choose a posting layout on the next screen.

**STEP 4:**

- Post photos to your blog from Flickr.
- Click on any photo you have stored on Flickr.
- Above the photo, click the button “Blog This.” If you have multiple blogs registered with Flickr, choose which blog to use.
- Enter a title and any desired text for your post. When finished, click “Post Entry” and the photo will appear in your blog.

## Day 56: Set Up a Co-Tweets Account (15 minutes)

- Co-Tweets allow multiple people to Tweet on behalf of your organization. This allows you to more easily delegate Twitter responsibilities.
- Go to www.cotweet.com
- Hit “Sign Up” and fill in your relevant information.
- Press “Continue” to be taken to Twitter’s authorization screen.
- Enter your Twitter account information and select “Allow.”
- You have just uploaded your first account.
- Select the “People and Permissions” tab and invite someone to Tweet under your account.
- Click on the “Co-Tweet” icon in the top left corner of the screen. This will allow you to start interacting with your Twitter profile.

## Day 57: Learn How to Set Up Co-Tags on Co-Tweets (10 minutes)

- Co-Tags gives your readers a more personal interaction with you as you Tweet. Co-Tags gives the ability for company users to sign the end of their Tweets to let followers know who is saying what. Although this is not a necessary step, and not all Tweets need to be signed, it creates a more intimate connection with your readers, which is what social media is all about.
- Login to your Co-Tweet account.
- Select "Settings" in the top right corner of your screen.
- Select the "General" tab.
- Select Co-Tags on the left side of your screen.
- Enter your Co-Tag and press "Save."
- We suggest making your Co-Tag no more than three characters long. The best thing to use is your initials and a character such as ^KB.
- Return to the Co-Tweet home page.
- Select "Post an Update" on the right side of your screen.
- Your Co-Tag will appear in the popup box.

## Day 58: Go Mobile With Social Media (10 minutes)

- To learn about Blackberry applications, go to http://crackberry.com/twitter-roundup.
- To learn about iPhone applications, go to www.apple.com/iphone
- To learn about Android applications, go to www.android.com/market
- You can find further instructions on how to set up each application on the applications' personal sites.

## Day 59: Shrink a URL With bit.ly or tiny.cc (3 minutes)

- There are two common ways to shrink a URL so it fits in your Twitter update without using so many characters.
- For bit.ly, go to http://bit.ly/
- Copy and paste a URL into the text box. It will produce a new, shorter URL.
- Post your shortened URL to Twitter.
- For tiny.cc, go to www.tiny.cc
- Copy a long URL and enter it into the text box.
- Press "Tiny It!"
- Your new URL will appear below the text box. This service not only shortens your old url it also tells you exactly how many characters the new one is.
- Post your shortened URL to Twitter.

## Day 60: Learn About Time Saving Convergence Tools (15 minutes)

- A convergence tool allows you to update all of your social media sites from one location. There are two main sites that allow you to converge your social media sites.
- To access the first one, go to www.ping.fm
- Fill in the sign up information.
- Add all of the networks to which you belong.
- Fill in account information for each one of the networks that you select.
- When you are finished selecting networks, click on the dashboard tab in the upper left corner of your screen.
- Type in a brief status update into the text box in the middle of your screen.
- Now login to the networks you selected to see your new status update.
- For the second one, Go to www.google.com.
- Select iGoogle in the top right hand of your screen.
- Create a Google account for yourself if you don't have one.
- Sign in to iGoogle.
- On the right side of your screen below the search bar choose "Add Stuff".
- Add the Facebook gadget by entering Facebook into the gadget search bar on the right.
- Select "Add it now."
- You can rearrange gadgets on your iGoogle home page by clicking on the top portion of each gadget box and dragging it to the place you want it.

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# APPENDIX

SOCIAL MONITORING TOOLS

# KEYWORD ALERT WORKSHEET

**The goal of an alert is to notify you when particular keywords of interest are used in articles or blogs online. Below is a list of the types of keywords you can use to set up your alerts. Keywords can be about people, institutions, projects, issues, or most importantly your business.**

**Start with just a few alerts and get a feel for the volume of mentions and alerts you will be receiving. You can always modify, add or delete alerts.**

**Small Businesses:**

1. Business name (Ex. Bob's Shoes)

___

2. CEO/President name/Owner (Ex. Bob Smith)

___

3. Direct competitors (Ex. Lucky Shoes)

___

___

4. Key trade organizations or information sources (Ex. Small Business Association, local chamber, Shoe Makers of America)

___

___

*See days 3 and 4 of the 60 Day Plan for detailed Keyword Alert set up instructions.*

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SOCIAL MONITORING TOOLS

# KEYWORD ALERT WORKSHEET

**The goal of an alert is to notify you when particular keywords of interest are used in articles or blogs online. Below is a list of the types of keywords you can use to set up your alerts. Keywords can be about people, institutions, projects, issues, or most importantly your business or organization.**

**Start with just a few alerts and get a feel for the volume of mentions and alerts you will be receiving. You can always modify, add or delete alerts.**

**Chambers:**

1. Chamber name (Ex. Great Lake Chamber of Commerce)

___

2. CEO/President name (Ex. Bob Smith)

___

3. Direct competitors or key collaborators (Ex. Group Health Care Purchasers of Ohio, Local CVB, Economic Development Partners)

___

___

4. Major community initiatives or advocacy/lobbying issues (Ex. Health care reform, Lincoln Park Restoration Project)

___

___

5. Important projects your chamber is involved in (Ex. Main St. Development Project)

___

___

*See days 3 and 4 of the 60 Day Plan for detailed Keyword Alert set up instructions.*

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# SOCIAL MEDIA STRATEGY WORKSHEET

**1. Define your business objectives.**

Chamber example: Our objective is to increase our brand awareness as a leading resource to use for local businesses, thus increasing our member participation, and usage of services.

Small business example: Our objective is to increase our top of mind awareness to consumers to develop a competitive edge against chain hardware stores, like Lowes.

a. List what you perceive as being some of the biggest successes using social media?

b. List how you will achieve the biggest successes listed above using social media?

**2. Set your goals.**

What is/are your primary uses for social media? Choose from the following below:

1. Increase membership

*a. What platform and tool will you use to accomplish this?*

SOCIAL MONITORING TOOLS

# SOCIAL MEDIA STRATEGY WORKSHEET

2. Develop your brand

*a. What platform and tool will you use to accomplish this?*

3. Increase member participation

*a. What platform and tool will you use to accomplish this?*

4. IIncrease awareness of advocacy issues

*a. What platform and tool will you use to accomplish this?*

*5. Promote products and events*

*a. What platform and tool will you use to accomplish this?*

*6. Retain membership*

*a. What platform and tool will you use to accomplish this?*

*7. Engage journalists*

*a. What platform and tool will you use to accomplish this?*

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# SOCIAL MEDIA STRATEGY WORKSHEET

8. Other

*a. What platform and tool will you use to accomplish this?*

*b. What will your key message(s) be?*

1. How many social media platforms will you use?

**3. Who is your audience?**

**4. What will your key message(s) be?**

**5. What tools and tactics will you use?**

a. What social media platform(s) will you use?

# SOCIAL MEDIA STRATEGY WORKSHEET

*b. What tool(s) will you use to monitor social media?*

*c. How much time can you spend on social media per day, per week?*

*d. From where will you pull content?*

1.What types of information will you post about?
*Examples:* Events, Advocacy, small business and/or chamber news etc…

## 6. How will you measure your success?

Once implemented, continue to track how the social media strategy is impacting your goals/objectives. Social networking campaigns, like all other campaigns, need to be measured to be successful. Create some realistic social media goals and continue to measure them over time. It is important to remember that social media is not generally measured in monetary terms. Success can be as simple as an increase in fans on a Facebook page, or as complicated as click through rates on blogs.

SOCIAL MEDIA LEAPS

# SAMPLE CONTENT CALENDAR

## MONDAY

**Post an Event:**
**COSE Membership Orientation**
**Tuesday, September 15, 2009**
**8:30 am - 10:30 am**

Join us for this interactive session to see how to maximize all the benefits of your COSE membership. You will have the opportunity to learn about our saving programs, online tools, peer to peer education, product, and networking opportunities to help your business. You will also hear about how COSE represents and advocates for small business at all levels of government.

You can sign up for these programs onsite and speak with COSE representatives to see how you can personalize and optimize your membership. This is a great way to kick-start your membership...or re-tool your existing one!

Corporate College West
25425 Center Ridge Road
Westlake, Ohio 44145

## TUESDAY

**Post a link:**
Thinking outside the box is important when it comes to marketing your small business. Read this article for a great story about how creating your own social media footprint can help build your brand as a small business. http://www.problogger.net/archives/2009/08/22/how-to-go-beyond-your-small-business-blog-and-create-a-social-media-footprint/

## WEDNESDAY

**Post an Event:**
**Roundtable Discussion: Marketing on a Shoe String Budget.**
**Friday, September 18, 2009**
**8:30 am - 10:30 am**

Join other COSE members for an informal roundtable session. Pick up a cup of coffee at the on-site cafe and join this peer-based discussion about public relations tactics. Share your challenges and tips with your fellow small business owners and pick up a few new tips for yourself!

Held every other Friday at a Corporate College location, these casual gatherings offer a great opportunity to check out one of COSE's premier benefits: COSE Business Space. Bring some work and stay after to take advantage of free Internet access, computers, faxes, printers, office and meeting space and more.

Corporate College East
4400 Richmond Road
Warrensville Heights, Ohio 44128

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# SAMPLE CONTENT CALENDAR

## THURSDAY

**Post a link:**

All this talk about going green can be confusing for a small business. Read this article to see how going green in your small business can be practical and profitable. http://www.commercialappeal.com/news/2009/aug/23/guest-column-going-green-can-be-practical-profit/

## FRIDAY

**Upload Photos from Event to Facebook:**

Today, Upload photos from a recent past event. Pick the top pictures you wish to share with your followers. Don't forget to write a quick tagline about the event to remind fans which event thesphotos are from.