

Social Media

"How To's" that work!



**A guide to social media
strategies and techniques...**

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“How To’s” that work!

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ISBN: 978-1478315186

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About The Author Johnny Bryan Giles



My name is Johnny Bryan Giles and I own and operate Expert Business Presentations as my primary business from my home in Charlotte North Carolina. I am a professional business consultant, business plan writer and social media strategy developer. I have an exceptional Team of professionals that I work with that help me provide a wide range of turnkey products and services to my clients.

One of my primary core talents is in the ability to turn complexity into simplicity and with the help of my graphic designer I add visual elements that stimulate the readers of the materials I create. I believe that people, by their very nature, are able to retain more information when that information in text form is complimented by images that directly relate to the subject at hand.

Dedication

This book is dedicated to all of the clients I have had the privilege of serving through Business Development by Giles, Expert Business Presentations and my self-titled sole-proprietorship Johnny Bryan Giles.

I would like to give special thanks to several of my clients individually for their contributions that have made this book possible and they are Gabrielle Rem, Jonathan Saunders, Scot Campbell, Jennifer and Saint Paul Edwards and Kyle Freeman.

I would also like to acknowledge my close friends and business associates whose contributions, collective efforts and friendship have helped me further develop my unique skill sets and they are Christopher Petrella, Kris and Kathy Harrison, Matthew Edwards, Joni Holmes, Arvil Price, William Edwards, Dr. Don and Betty Cabbage, Phillip Cabbage, Jarrette Brathwaite and my graphic designer Kaitlin Rush.

In conclusion I want to thank my wonderful and supportive girlfriend Jennifer Selvek whose encouragement and dialog inspire me daily.

Introduction

This book has its roots in “what not to do” as I have spent thousands of dollars and countless hours of my time implementing the services of others with little to no results for my business.

Because of this I started researching how search engines work and how the spiders and crawlers classify data into specific directories that ultimately determine where you show up in the search engine results based on key words and terms. My goal was to get to the simplest protocols as they are less likely to undergo regular changes. What I found out was shockingly simple and I have used this same information to coach my clients, provide my services and for my own business marketing and promotions. I am confident that you will find this information easy to understand and easy to apply.

I have had my share of failure in my self-employment career as a consultant however that failure has given me wisdom that makes me a better man and a much better consultant. Personally I strive to deliver above expectations and to avoid over promising and under delivering. This book outlines “how to’s” that work, however it is important to note that some of this information is subject to change based on any new platform or protocol changes made by the social media sites showcased herein and by the search engines themselves.

Social Media is an ever evolving Universe of its own!



Chapter 1 Simple Strategies

Keep Notes: I personally have so many different profiles on over 100 social media platforms that I had to create an MSWord document that I put the url for the social media site, a place for the e-mail I used for that profile and a place for my password. You can easily create your own document, use a notebook or use sticky notes to record this information. I suggest that you keep your passwords unique in case you are ever hacked and that you change them approximately every six months.

YouTube: The fastest way to find out how to do something is to search YouTube for a video on that subject. I encourage you to use YouTube to research other methodologies and strategies and subscribe to those channels where new information on the subject of social media is regularly shared.

FAQ & Help Buttons: On every social media platform you will find information to help you navigate their site. This information is usually available at the top or bottom of the home page under FAQ which stands for “frequently asked questions” or Help. In many cases there are forums and links to articles written on the most common subjects. Obviously you can Google, Bing or Yahoo a search term like “how do I place html ads onto craigslist” and this search will render many results with information you will find useful.



Chapter 2 Facebook



1. Home Button
2. Custom Header
3. Photo Image
4. Likes
5. Welcome
6. About Information

These are the six topics I will go over in this chapter that are key to having an awesome Business Fan Page on Facebook. As you may know, Facebook recently changed the old format to the new Timeline format and made this change mandatory. On sites like Facebook it is important to note that they have the right to change the user functions at any time without you being able to opt-out. Any changes are usually made available to the community in advance of them being initiated.

1: The Home button at the top right hand corner allows you to navigate back to your personal Facebook page at any time as well as navigate to other business fan pages you have created. You can have more than one business fan page however you must have a personal Facebook page to set-up a business fan page. Simply Google “how do I create a business Facebook page” and the instructions will come up. As long as you are logged into Facebook, navigating the set-up is easy.

2: Your Header should be custom designed by you or a graphic designer to incorporate your business name and logo if you have one, as well as any general information about your business you want to add. Facebook does not allow contact information to be displayed on the Header itself and you can upload photos you already have or images you create on your own. I suggest using a graphic designer who specializes in Custom Facebook Fan page design and you can find a cheap solution at Fiverr.com or on Craigslist under Creative Services.

3: Your Profile Image should be clear and crisp. If you have a graphic designer custom design your page they will make sure it is clear. If you upload one on your own you may have to try different images. For business pages, your business logo is a good option. This image shows up beside your status updates and is part of your branding initiatives.

4: You need “Likes” to show-up in Facebook searches, to get higher ranking on search engines and to qualify through Facebook for your own custom url to your Business Fan Page Facebook.com/YourBusinessName. While it is frowned upon in many circles, the fastest way to jump-start your “Likes” is to purchase them from a reputable on-line source that will add “Likes” to your Facebook Fan Page for you. The only other way to get likes is to share your Facebook Fan Page url on other social media sites and I would suggest using LinkedIn. LinkedIn allows you to join up to 50 groups for free and many of those groups have Facebook Like Exchange initiatives you can join at no cost to you. The more Likes you have, the better you show up on-line in other areas and on search engines. To grow your Likes ask your friends on your personal Facebook page to Like your business page by sharing the url in the status update postings you can do daily. Be sure to share your Fan Page with your friends on your personal page and ask them to like it for you. Be careful and do this only a few at a time or Facebook will block you.

5: Your “Welcome” page for your Facebook Business Fan Page is another page where you can share information about your business and even upload a video. This page is best designed by a professional.

6: The About section needs to be filled out completely and you can provide your phone number and e-mail here.



Chapter 3

Twitter

Twitter is a unique social media platform that is one of the most popular in the world. To engage others it is best to be authentic and to Tweet often but not just about your business. Use the 70/30 rule. Your Tweets need to be 70% about you and anything non-business and 30% about your business.

1: Your Twitter page, if you plan to use it primarily for business, should be professionally designed. There are many free templates available on-line, and just like with Facebook there are graphic designers who specialize in custom building Twitter pages. Try to make sure you incorporate the design elements for both sides of the page if possible and incorporate your logo, phone, e-mail and/or url to further promote your business, project or venture.

2: Obviously Twitter is all about Tweeting, so make it a practice to include links to your other social media profiles, your website, blog or video, and upload photos often. The more you Tweet the more you spread the word about your business, and even when you are Tweeting about yourself, friends, concerts, etc... you are generating exposure. You have 140 characters (including spaces) to describe your message, and in most cases the url you share will be shortened for you.

3: At the top of your Twitter page there is a #Discovery button. Click onto it and from there you can do two powerful things. First, you can click the Find friends button and search for your friends or others you want to connect with by name. Second, you can click the Browse categories button, and in the search box to the right, type in any subject you want to Search Twitter to find people to follow. This gives you the power to follow specific people and businesses, groups and others that you feel are the best audiences for your Tweets. As with Facebook, it is a good idea to buy Twitter Followers to start growing your following. Some social media pros say it is not a good idea, however I disagree. Starting with a large number of followers allows you to then follow who you want and avoid using “free” on-line sites that add anyone and everyone.



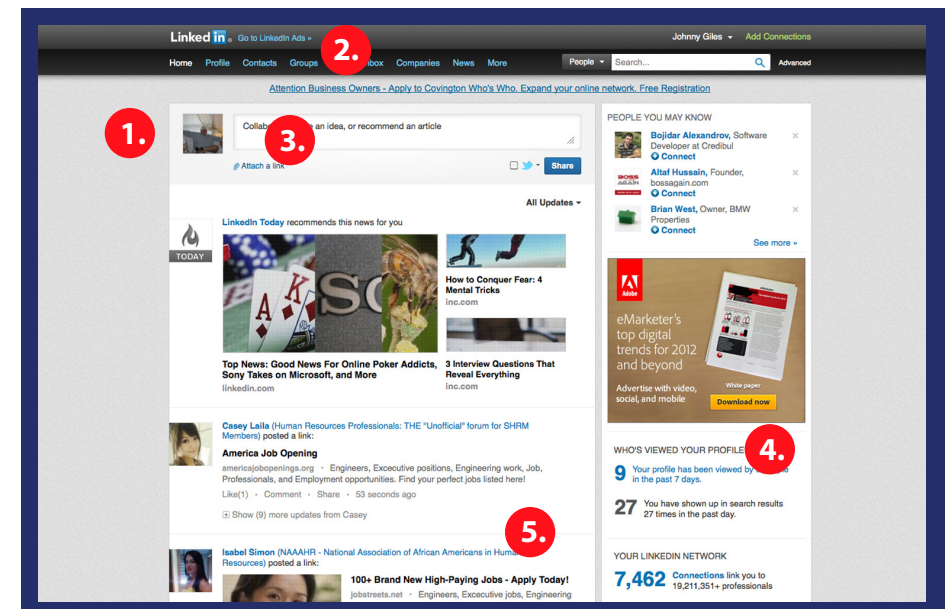
1. Page Design
2. Tweet Box
3. #Discover
4. Tweets
5. The Tweets of Your Connections

4: Tweets stream in an endless flow from newest to oldest, and Tweeting often will ensure you get your message out there for public viewing. How you should Tweet is debatable and it is always best to avoid slander in the form of libel by attacking someone on-line using Twitter. Using the 70/30 rule, be sure to be authentic and Tweet about your life, your day, your dog, cat, job, etc... 70% of the time and 30% of the time promote your business, project or venture by sharing links to other sites such as your website, blog, LinkedIn profile, etc... It is also a good idea to share information about the businesses you frequent like restaurants, stores at the mall and other places, and use the # hash symbol to promote that location. For example #SouthParkMall means you are at South Park Mall and mixing in a plug for yourself or your business does not hurt. Be creative and keep your Tweets clean and professional.

5: The Tweets of Your Connections deserve your attention as well. You can do this by replying to the Tweet or by re-Tweeting the Tweet to others. You can make the Tweet a Favorite and follow the discussion to see what others had to say. By interacting with those you are connected with you are adding value to your Twitter account. The site Klout.com uses your Tweets to determine your influence score, and the more you Tweet the more you increase your score. Being authentic and real is the best when replying to others and re-Tweeting their Tweets. Random actions and using software that interacts for you will hurt your authenticity and ultimately lower your influence on Twitter. Use your mobile phone and/or your Tablet to Tweet when you are not in front of your computer at home or at the office, but never Tweet and drive!



Chapter 4 LinkedIn



- 1. Your Profile**
- 2. Groups**
- 3. Share Information**
- 4. Track Views & Connections**
- 5. The Posts of Your Connections**

LinkedIn is one of the top B2B (business to business) social media platforms in the world today. This social media platform will give you a valid place to share important information about you and your business. You can also request recommendations from clients or customers and interact with other professionals in a wide range of topics that include jobs, industry, finance and politics.

1: Your Profile has the potential to be seen by millions of people and it should be filled out as completely as possible. To connect with other professionals, it is a good idea to use a service like InvitesWelcome.com that places you on a list that others use to connect with you automatically. LinkedIn limits how much you can do at one time, so trying to connect with too many people during any single day will get you flagged resulting in your privileges being limited. Your profile should showcase your employment history, links to your website and blog, and it is a great idea to request recommendations from your clients or customers that show up for others to see on your profile. Make sure you add a photo of yourself, not just a logo for your business, as this is far more appealing for others who want to connect with real people. Share your profile link on all of your other social media profiles, and wherever possible, link your profile to other social media platforms. Keep your LinkedIn profile updated and accurate.

2: There are thousands of Groups on LinkedIn and with a free account profile you can join up to 50 groups. Simply scroll your mouse over the Groups button at the top of your page and then click onto Groups Directory. At the top left corner of this page, type in the key word that best matches the type of group you are looking for and click search. The Groups will load and there will be a Join button beside the Groups description. In addition be sure to join Groups with the largest number of Members as this will give you more exposure when you post onto that Group. The great thing about the Groups you join is that you can interact with Members through Discussions that you start or that others have started. This gives you the ability to make real connections as well as share your knowledge and business, project or venture with others.

3: Just like on Facebook and Twitter there is a text box that allows you to share information with others. Sharing articles, news, events, information about your business, videos and other information is highly recommended. This gets traffic to your profile and aggressively circulates your information with a broad audience.

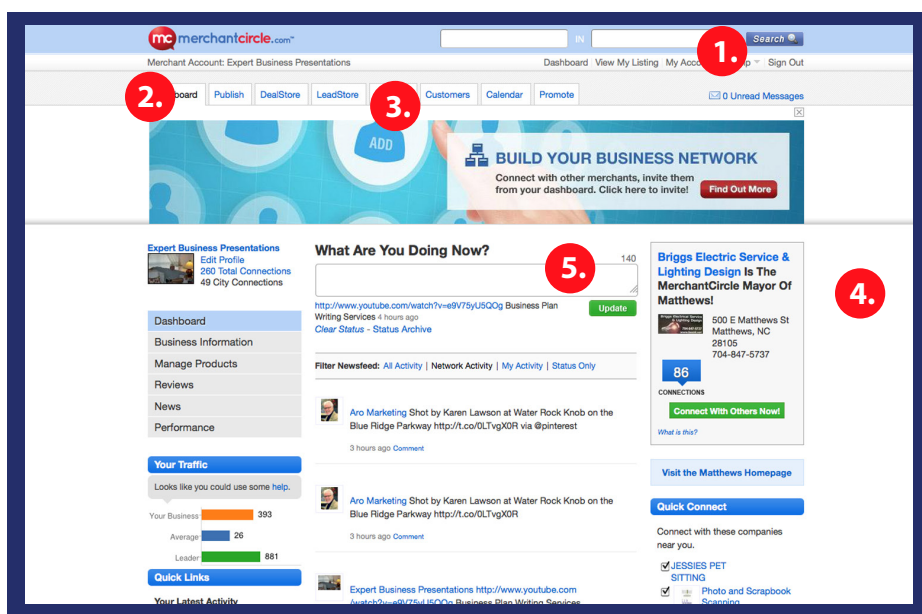
4: It is a good idea to take a look at who is looking at you and see if there are opportunities to form a real connection. At the bottom right corner of your page you can click to see who has viewed your page, and from there have the opportunity to connect with them. The more you grow your connections the more you can build an audience to talk to. Free accounts can e-mail 50 of their connections at a time and doing this once every 30 to 45 days is a good way to spread the word about your business, project or venture. Scroll your mouse over the Contact button and then click onto Connections. From there I would suggest searching by last name and then going through the list checking the box for 50 people at a time. Type or copy/paste your pre-written message and then send. Repeat with the next 50 connections and continue.

5: The Posts of Your Connections and the e-mail messages you receive should receive your attention promptly. The posts you share, like or reply to can help you gain an audience, and by replying to the e-mails you receive promptly, you show others that you are professional and accessible. Give your connections the audience they expect and you will get the attention you deserve in return.



Chapter 5

Merchant Circle



1. Your Account
2. Publish
3. Network
4. Mayor
5. Text Box

Merchant Circle is a free social media platform with a wide range of tools you can use to promote your business locally. The great thing about Merchant Circle is posts and profiles show up in search engines at the top when maintained. This social media platform is a great way to attract local clients and customers who may have a need for your products and/or services in and around your city or town.

1: Your Account is an important part of your ability to make real connections and having a profile with your photo and all available information filled out will help you attract others to you. Your Account also features the star ratings you have received from others. It is a good practice to have your clients and/or customers give you a five- star rating when they are satisfied with you. The higher your star rating, the more likely you are to show up in searches on Merchant Circle and in other search engines.

2: One of the best tools Merchant Circle offers is your ability to publish blog posts that will show up in search engine results matching the business name and/or specific key words used in the post. Used regularly, your Merchant Circle profile can show up in the top 10 of the search results on search engines like Google. When you publish a blog post, you can then cross promote the post on other social media platforms. For example, you can share the link to your Merchant Circle blog post on Digg, Facebook, Twitter, LinkedIn and Google+ to get traffic to your post thus resulting in the post being ranked higher by the search engines. This is also known as back-link creation or cross promoting. It is a good idea to add photos to your blog post as well, and Merchant Circle allows you to upload photos that you can use. Uploading your promotional flyer or a logo will help get the blog post noticed. Blogging via Merchant Circle is a great free way to generate exposure for your business, project or venture and will get you ranked higher in the search engine results for your business name and for the key words you use in the posts.

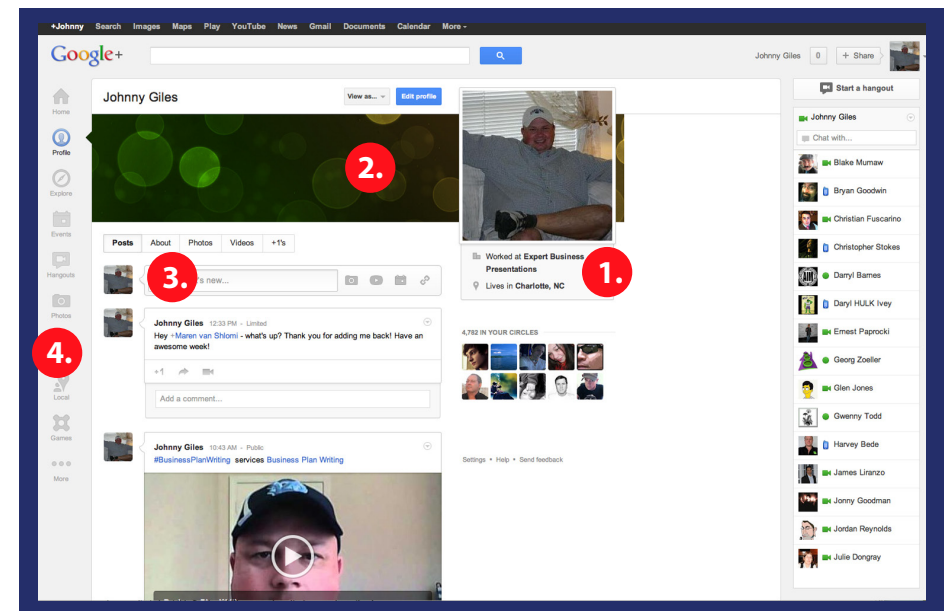
3: On the Network page on Merchant Circle you can connect with other businesses locally and across the United States with the simple click of a box. Customizing your connection request will get you better results and making positive comments as well as giving five-star ratings to other businesses will also get you noticed.

4: Becoming Mayor of your city requires you to have more connections than any other merchant with a profile in your area. This can be a challenge to accomplish in major cities, however it is fun and rewarding. When you reach Mayor status on Merchant Circle your profile will show up in every search done in your city and this can give you massive exposure. Be sure to create specials and coupons to attract more clients and add people to your network daily or at least one or more times weekly.

5: The Text Box on your dashboard gives you the ability to share information and links to your other posts as well as links to videos, your website and your blog. You can also use the # hash tag symbol to get greater exposure such as #ABCGraphics to promote ABC Graphics as a local business. Using the # hash tag to promote other local business will be appreciated by other merchants, who, like you, are seeking more exposure too! To ensure your link is live, be sure to use the http:// before the www. and this will make it easy for others to navigate to the link you have just shared.



Chapter 6 Google+



1. Your Google+ Profile
2. Customization
3. Posts
4. Your Circles
5. Giving +1's

Google+ is one of the most powerful social media platforms on-line today and the posts you share from your Google+ profile get directorized by Google almost instantly. This means your posts show up in Google and other search engine searches faster than on any other social media platform. This fact alone makes using Google+ a priority in your social media initiatives.

1: Your Google+ Profile should be filled out as completely as possible so that when others want to consider connecting or doing business with you, there is ample information for that consideration. Having a photo of yourself on your profile is best because it shows you are a real person; however the second best option is a logo image. Your Google+ Profile is like a calling card others will use to determine quickly if you are someone with whom they want to connect or do business. Most people using on-line resources are good at making fast decisions so a completed profile will always serve you best.

2: The Customization options on Google+, at the time I am writing this book, are somewhat limited; however you can upload a header to your profile. You can have your graphic designer create a custom header for you or you can use photos, images or logos that you already have or can source on-line. An important factor to consider is that your image will either instantly attract others or not, and putting a little extra work into your Google+ Profile will help you attract people with whom you want to do business. Once your profile is completed, share a link to your Google+ profile on all of your other social media profiles through cross promotion and try to do this at least one to two times per week, asking others to join you. Add your Google+ Profile to your e-mail signature and keep all of your profile links in an MSWord document so you can copy and paste it onto other sites, blog posts and e-mails at any time.

3: Posting often onto your Google+ stream is one of the best ways to create high quality back-links to the links you share. Sharing links to your website, blog, video and other social media profiles should be a daily activity you engage in on Google+. When you post onto Google+, that post is directorized very quickly by Google and becomes a highly ranked post that will show up in search engine searches. This is very powerful because this gives you the ability to promote your links yourself without having to pay for top rank placement through pay per click or Google Adword campaigns. While this is subject to change, posting on your stream is a great way to share information and engage with others.

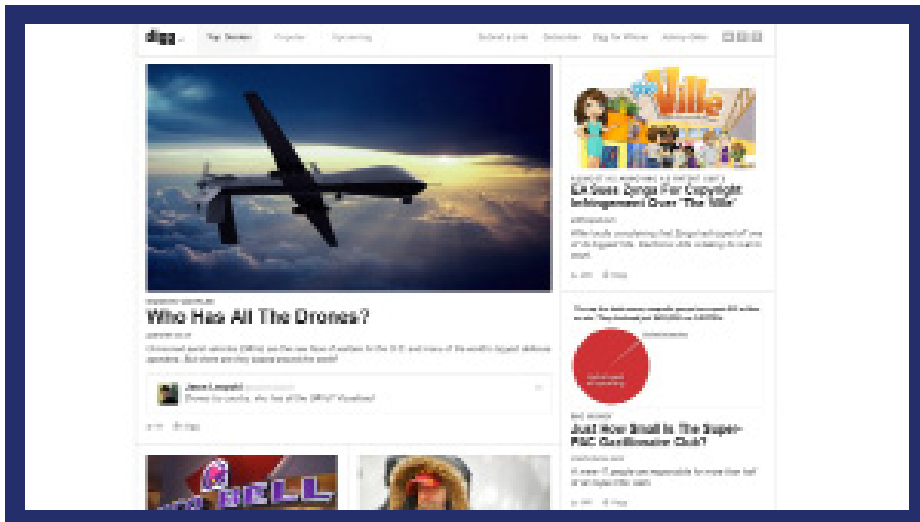
4: Your Circles on Google+ are limited to the number of people Google will allow you to connect with, and this includes how many people you can add to your circles daily. Be very careful not to add too many people too fast. The people in your circles have access to your posts as they see your streams when they are on-line, and you see theirs.

5: It is important that you give other posts +1's for the content and information they share that you like. Doing this creates interaction between you and others and will encourage them to extend you the same courtesy by giving you +1's when they see your posts. It is important to know that +1's also increase the ranking of your post and make it more visible to others through search engine searches. Give +1's freely and you will see great results from that activity.



Chapter 7

Digg



1. The New Digg
2. Using Digg
3. Content on Digg
4. Giving a Thumbs Up Digg

During the writing of this book Digg completely redesigned its platform and how it is used by those who sign-up on the site. There are no red numbers showing on the screenshot image for Digg like I have shown in the other platforms because Digg seems to be in the phase of platform reconfiguration. The information sharing is basically the same however the interactivity is either still under construction or has changed to leave out the functionality of the old Digg. Either way Digg is still an awesome platform that should be used for cross promoting your other social media sites, classified ad posts and blog posts.

1: The New Digg is far more visually stimulating than the old one and they did a great job on incorporating easy navigation. Digg has added an iPhone interaction option that did not exist on the old version and we may see more development from Digg in the near future. In the top menu bar, once you are signed into your account, you will see the most important button and that is the Submit a Link button. You can also connect with Digg on Facebook, Twitter and Google+ using the icons in the top right hand corner of the page. The information shared on Digg is easy save to your iPhone or share using your connection to Twitter and Facebook.

2: Using Digg is all about submitting a link to anything you feel worthy of review. You should use Digg to cross promote your classified ad and blog posts as well as by sharing links to your other social media profiles. When you submit a link to Digg you are creating a high quality back-link to your information. Sharing links to YouTube videos can result in more views and this is great if you have a video you want to promote. When others Digg your post by giving it a thumbs up you can generate more traffic to your post as well as to the link you have shared.

3: The content shared on Digg is informative and current. This includes the content you share when you submit a link. If you are a news junkie or are just interested in learning new things Digg is a great platform to do your reading on. If you like something you read it is very important that you Digg it by giving a thumbs up and that you share the Digg post onto your connected Twitter and Facebook accounts using the share option at the bottom of each post. Doing this creates interaction with others and ultimately the same courtesy will be given to your shared links.

4: Giving a thumbs up Digg is an indication that you found the content interesting, informative and/or enjoyable to read. Giving Digg is a great way to interact with others and it gives you more exposure on Digg as an active participant. By being active you are creating awareness and this will help you generate real connections with others. When you Digg and share the link posted by others on your Facebook and Twitter pages you are helping others spread the word while drawing positive attention to yourself.

Digg seems to be in an aggressive evolutionary development stage where their platform may change related to their functionality. Be sure to stay informed on Digg's changes and if you have a budget to do so consider using Digg as a platform to promote your business, project or venture through advertising. Digg generates a lot of traffic and you can benefit from having a presence on this social media platform.

backpage.com
post ads for free

craigslist

Chapter 8 BackPage & Craigslist

The screenshot shows the backpage.com website interface. At the top, there's a navigation bar with 'backpage.com' and 'Post an Ad'. Below this is a search bar with a 'keyword' field and a 'search' button. A list of car listings is displayed, including '2006 Nissan Maxima SE', '2004 Honda Civic DX Sedan', and '2003 Honda Accord EX'. On the right side, there's a sidebar with a sponsored ad for a '2007 Chevy Corvette LOW MILES' and a 'Luxury LIMO / PARTY BUS'.

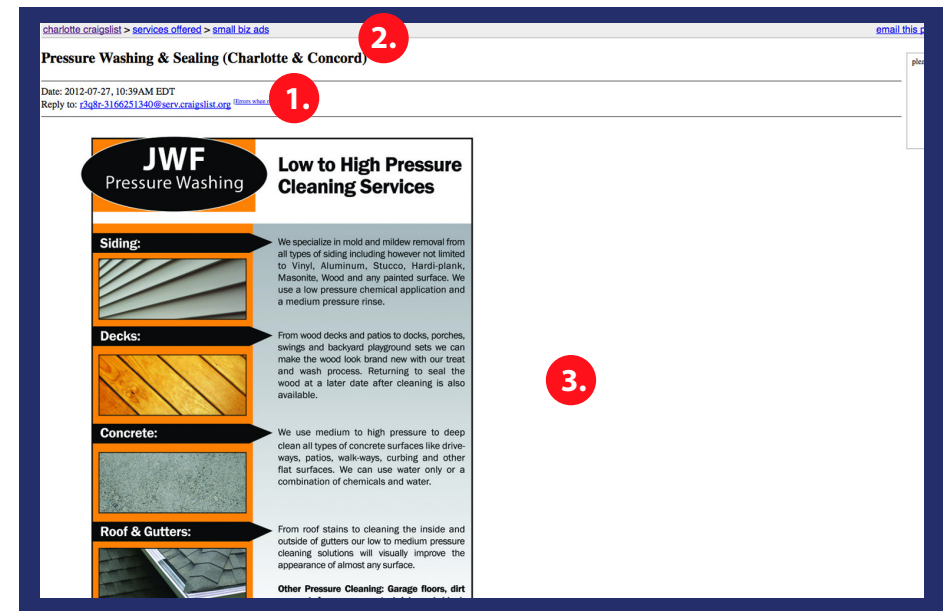
1. Posting Your Ad
2. Regular Ads
3. Sponsor Ads

BackPage is a great free classified ads site that allows you to post regular ads with photos or html ads that have built-in redirect code. Therefore when the ad is clicked, the person is redirected to your website or blog. BackPage ads also get really high ranking on search engines like Google, so placing ads regularly can increase your business and drive traffic to your sites. Adding photos to your ads make them more appealing for others and will increase the views to your ad.

1: Placing Your Ad onto BackPage is easy and free. It only takes a few minutes to set-up your free account and if you are promoting your business, project or venture placing your ads under the Services categories will generate the best results. It is wise to limit the number of ads you place each day, per account, to four to five ads every 24 hours so that your ads are not deemed spam by the community and removed. You can setup more than one account using different e-mail addresses, giving you the ability to post more ads daily.

2: The content of your Regular Ad and Sponsor Ad can be the same, however regular ads are free to post. If you are posting text, be sure to type the text differently with each ad and make sure you add photos. If you copy/paste the text content, it is highly likely that your ad will not be accepted by the system and/or be removed by the system later. Creating HTML Ads using sites like PhotoBucket.com are easy. Just upload your photo to PhotoBucket.com, copy the html ad code they provide, and then paste that code to an MSWord document. The first part of the code that has the link going back to PhotoBucket.com should be removed and replaced with the link you want the person to be redirected to when they click the ad. You can find YouTube videos on how to do this quickly and easily, and best of all, it's free.

3: BackPage has a Sponsor Ad option where you can post your ad into multiple cities at one time. The ad placement fees are very reasonable and your ad will show up on the right side of the page in the category chosen. This will give your ad more exposure and daily traffic.



1. Ad Category
2. Ad Link
3. HTML Ad

Craigslist is one of the most visited sites on the Internet daily, and as a result your ads have the potential to be seen by a very large audience. Craigslist allows you to post regular and HTML ads with or without photo images; however you can only place three ads every 24 hours and your account must be phone verified. Craigslist is a community so others can flag your ad for removal by the system, and it only takes a few flags to get your ad removed. In addition, ads appear newest to oldest, so when you place your ad is important, and will determine how many views you will receive.

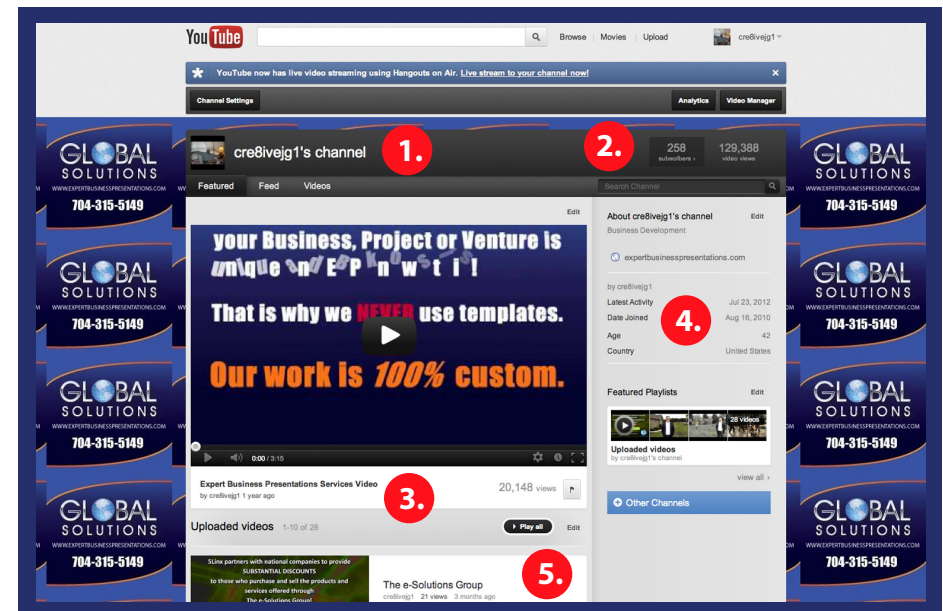
1: On Craigslist you should choose the right Ad Category that best fits your business, project or venture. If you are selling something, post the ad into the proper category under the For Sale section. If you are offering services, place your ad under the Services category for best results. Craigslist is geared towards local interaction, however if you are offering products and/or services nationally then placing ads into other cities is fine. Be sure you use the same phone verified e-mail account for each city daily, and do not switch-up, or you may be asked by the Craigslist system to reset your account and to re-verify your phone number. Keep notes on the phone number and e-mail used for each account on a piece of paper.

2: Once your ad is placed you can share the link to the ad on your other social media profiles to generate more traffic to the ad you have placed on-line.

3: HTML Ads work best on Craigslist and as previously indicated you can search YouTube for videos on creating your own HTML ad code for the image you want to use in your ad. HTML ads redirect the person who clicks the ad to your website or blog and are great for getting traffic directly to the site you want to promote. HTML ads are also more professional and are visually appealing to the visitor looking for the type of information you are providing. Using HTML ad code will help you brand your business' image.



Chapter 9 YouTube



1. Your YouTube Channel
2. Subscribers & Views
3. Videos
4. Your Profile
5. Generating Views

Search engines love videos and YouTube videos have the ability to get you ranked in the top 10 of relative search results on most search engines like Google. Video gives you the ability to promote your business, project or venture and it is a very powerful tool to share your message with others. There are four primary types of videos; text, music and image videos, animated videos, self-produced videos and professionally produced videos.

1: Your YouTube Channel exists if you have a g-mail account with Google. All you have to do is open a new browser when you are logged into your g-mail account and go to YouTube.com, and from there the set-up is easy. You can upload custom images to your background and your channel is the place to upload your videos. Having a YouTube account also allows you to subscribe to other channels, and click the like option on videos you view that you like.

2: The goal is to get as many Subscribers to your YouTube channel as possible and to make sure your videos get Views, as this will help with your ranking. A large part of getting views is in the description for your video and in the title of the video itself. YouTube is not really geared towards business and does not currently have a business category for you to select when asked what the video is related to. Adding a url to your website or blog into the description section, along with key-word specific content will help you get more exposure. If your goal is to generate an audience and to get ranked highly in search engines, then buying authentic, real non-robot views will help you promote your video, however you should use caution.

3: You can upload your own Videos to your channel as well as the videos you download that you like. Be careful not to infringe on the copyright of others and always get permission from the video owner or producer to use a video if it is not yours. This will keep you from being blocked by YouTube.

4: Your Profile on your YouTube channel should be filled out completely and it is always good to have a photo of yourself on there so that others see you as a real person. Your profile will be viewed by others who are considering subscribing to your channel and by those who want to connect with you in other ways, so a photo or logo image will help.

5: Generating Views to your individual videos and to your YouTube channel itself will help you achieve a higher ranking on search engines; however both types of views are completely different. Channel views will be used by YouTube to rank you within the YouTube community and individual video views are used by both YouTube and search engines to rank your video to show up in searches that are relevant to the content you are sharing. As previously stated, you can buy video views and you can also buy channel views. Individuals on sites like Fiverr.com sell these types of services and other on-line companies offer video and channel views for a price. Going viral is an “event” that seems to happen on its own when your video catches the eye of the masses and people begin sharing the video with other people. It is suggested that you use purchased video and channel views to jump start your campaign, however not on an ongoing basis. Avoid robot views, as this can be counter-productive for your YouTube account. YouTube does not condone abuse on its system and you need to research the types of strategies you plan to engage to determine what is right for you. And yes, there are YouTube videos that can help you make the right decision.



Chapter 10

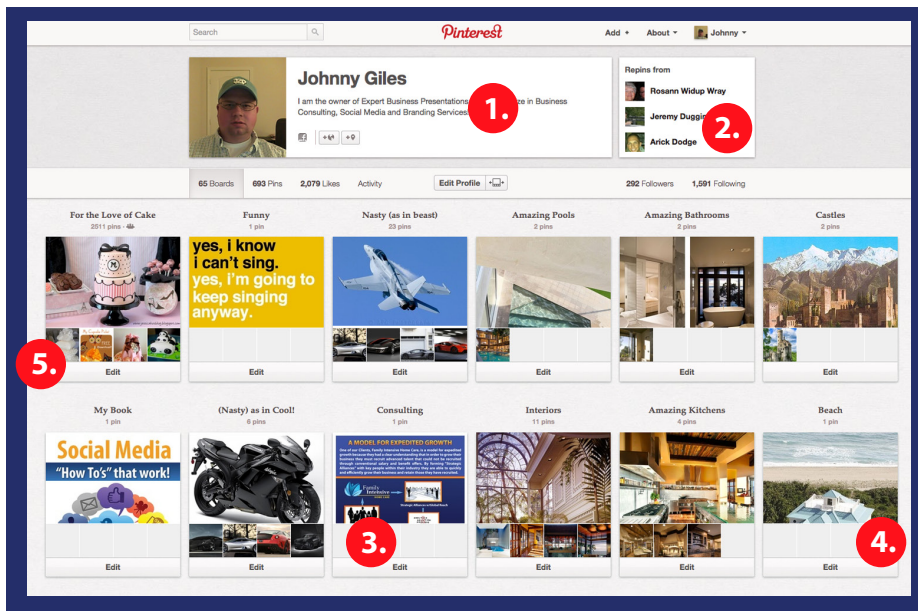
Pinterest

Pinterest is one of the fastest growing social media platforms in the world today, and the rate in which people are joining this social media site is staggering. While the majority of Pinterest users are women, the men are catching up now that the word is spreading about Pinterest.

1: Your Pinterest Profile should include a photo of yourself or at least an image of your logo. Fill out all sections completely and note that the majority of viewers of your profile and pins may initially be women. Pinterest is a new social media platform geared towards sharing photo images on which others can comment, however you can also share websites, blogs and videos just as easily. Pinterest has a high participation rate among its members and pinning is very fun.

2: The Re-pinning of your pins by Others is a huge compliment and you should return the favor. It is also a good idea to follow the Pinner you like, and to upload new images that you feel others will enjoy. YouTube has videos on how to use Pinterest for business; however it is important that you mix in the pleasure of pinning “just because”. Use the same 70/30 rule as with Twitter; 70% of the time pin, re-pin and follow for the joy of it not focusing on your business, project or venture, and 30% of your activity on Pinterest can be for your business, project or venture.

3: Use the 30% rule and by all means Self-promote your business, project or venture and create as many different boards as you can to keep your message spread out and diversified. Avoid pinning and re-pinning the same images, sites or videos as this will come across to the members as spam. Use Explorer or Firefox for pinning websites, blogs and videos as Google Chrome does not work well, at present, for this activity. Be sure to add links to your description when you upload an image directly and create new boards on Pinterest regularly.



1. Your Pinterest Profile
2. Re-pins by Others
3. Self-promotion
4. Promoting Others
5. Re-pins you Pin

4: Promoting Others is a good thing for many reasons. First, it shows others that you are not all about yourself and what you like. Secondly, it gives a good impression on others about your character and this will result in others following you. Thirdly, do good as this will result in good being done to you. This is a matter of Universal law that most people believe in anyway. Take time regularly to pin for the sake of others and promote your local businesses that you frequent as they will appreciate the exposure.

5: When someone pins an image or a website, blog or video, you are encouraged to re-pin it and place the pin onto a board you feel matches the type of pin that it is. You can always create new boards and there are always thousands of new pins placed onto Pinterest by others daily. When you click onto a pin you have the option to like it, re-pin it and to follow the pinner who pinned it. Using the Category button you can choose from a wide range of subjects and from each page you will see amazing images and content that will inform and often inspire. While it is good to re-pin the pins of others, you may want to include your own unique pins just as often yourself. Make comments on the pins you like and those you re-pin to spread your message. In some cases, the pins of others give you the opportunity to re-pin their pin and then change the comments of the pin to promote your business, project or venture. It is also good Pinterest etiquette to give credit to the original source of the pin whenever possible. Pinterest is a social media platform that is growing daily in its popularity, and as a result, is an excellent site to create an on-line presence for yourself and/or your business.



Chapter 11 Wordpress



1. Page Title & Tagline
2. Custom Header
3. Menu Bar
4. Post Field
5. Social Media Profile Buttons

WordPress is one of the most powerful platforms to present information about your business, project or venture. As a blog, the site is functional for adding new posts every day or every few days that can show up at the top of search engine searches. A WordPress blog is just like a website and can be custom designed with images and many built-in functions such as e-commerce, forms, slide shows, videos and more.

1: When you create your WordPress blog, make sure your Page Title and Tagline match your business name and the tagline used for your business, as this will cause the blog to show up in search engine searches for your business name. This is easily completed through your Dashboard and Settings options. There are YouTube videos and on-line tutorials that provide instruction for setting up your WordPress blog and customizing it.

2: The Custom Header for the blog is a part of the custom design and you may want to find a graphic designer or website developer who specializes in WordPress blog customization to help you create the best image possible. The Header is easy to upload through the Appearance option on your Dashboard.

3: You can create as many pages for your WordPress blog as you like that will show up on the Menu Bar. There are many different templates available to choose from through WordPress and some are easier to customize than others. Your Menu Bar features the individual pages you create for the blog and each page can contain anything you like from images and text to videos, forms and e-commerce features. You can also add clickable pdf downloads to documents and/or forms that you want to feature on your WordPress blog.

4: One of the best features of your blog is that the Home page is the Post Field, and this is where your blog posts show up once published by you. It is a good idea to incorporate images, live links and even html ad code ads into your blog posts for maximum impact on the readers. Each new blog post will have a new title and this title, along with the key words used in the content of the blog post will cause your WordPress blog to be ranked in the top of search engine searches that relate. It is suggested that you post a new blog post at least one to two times per week. Posting more than two times per week does not give the posts enough time to be directorized by sites like Google. You can even cross promote your other social media profiles by creating live links within the blog posts themselves, and I have created a tutorial that you can download in easy-to-read pdf format on how to post on WordPress at this link on-line;

<http://www.expertbusinesspresentations.com/WordPressTutorial.pdf>

Once you do this one or two times, you will be a pro at it. Using WordPress is very user friendly.

5: It is a great idea to add Social Media Profile Buttons to your WordPress blog that when clicked onto, open a new browser directly to that profile. This makes it easy for others to connect with you on your other social media profiles. Make sure you set the protocol for your WordPress blog to open a new browser when one of your social media profile buttons is clicked onto, so that the person is not navigated away from your blog.



Chapter 12

Blogger (BlogSpot)



1. Design Options
2. Posting
3. Header
4. Blog Post Title
5. Post Field

Blogger blogs, also known as BlogSpot, are very powerful tools to use to spread the word on-line about your business, project or venture. Blogger posts show up in search engine directories very quickly and people search Blogger for information on a regular basis. If you have a g-mail e-mail account, then setting up a Blogger blog is very easy.

1: Blogger blogs offer a number of Design Options and templates to choose from and the features are easy to understand and apply. As with WordPress, it is a good idea to use the services of a professional blog designer or website developer to custom design your Blogger blog so that it matches your image and branding initiatives.

2: Posting on Blogger is easy, and before you publish your new post you need to make sure you fill out the Labels section to the right of the page using key words that will be used to find your blog post through search engine searches. There are tutorials and YouTube videos that will walk you through the process of posting to your new Blogger blog with ease. Make sure your blog post title is appealing to others and conveys the type of information you are sharing.

3: The Header of your Blogger blog should be custom designed to flow with your image and branding initiatives, as it gives a face to your business, project or venture that others will recognize. It is important that all of your custom design elements flow with the design scheme you have for your business, project or venture, and that you incorporate your logo in each design if you have one. Most Blogger blogs are single page blogs that feature the Header and the blog posts streaming from the newest to the oldest. There are many different setting options, so click the Design button at the top right of your Blogger blog to see those features and options.

4: Your Blog Post Title is important because it should describe the type of information you are sharing in your Blogger blog post. Be creative and make sure you use different titles for each blog post you make. As with WordPress, it is best if you post a new Blogger blog post at least one time per week, with two times a week being best, separated by a few days. This gives the blog post time to be directorized by the search engines so that the post shows up in search engine searches.

5: Every time you post a new blog post on Blogger, it will show up in the Post Field. Depending on the template you choose for your Blogger blog, the width may be different and this is an easy change through your design settings if the Post Field is not large enough. When you post onto your Blogger blog, it is a good idea to incorporate photos, live links and html ad code ads as these items make your posts more appealing to other readers. Just posting text only is not the best option, since the purpose of blogging is to share information that others will respond to and/or use to contact you. Also, when blogging, try to incorporate the Human element by speaking personally about your experiences that are relative to the information being shared. This gives your blog post depth. While attracting a following is always a goal for your blogging efforts, the most important thing your Blogger blog can do for you is get your information ranked high in the search engines so that it is easy to find by others. Make sure that each blog post has relative content about your business, project or venture.



Chapter 13

Cross Promoting

Using social media to promote your business, project or venture or to just simply promote your views on any subject, will be easier when you use Cross Promoting as a strategy. Cross Promoting is when you place an ad on BackPage or Craigslist then share a link to this ad on several other social media platforms like Facebook, Twitter, Digg, Merchant Circle and LinkedIn through the status update option on those sites. This creates high quality back-links to give your information greater exposure.

The process of Cross Promoting is easy once you create your own system for doing it. Personally I try to share my information as diversely as possible so I incorporate posting on all of my primary social media profiles throughout the day. I never over-post, however I do create new content that allows me to post often without sharing the same information.

Klout.com is a site I did not mention as a primary social media profile to use to promote your business, project or venture however it is a good site for measuring and keeping track of your social media influence. Klout gives you a Klout score based on the number of posts you have on the social media profiles you connect to your Klout profile when you set it up. There are so many more social media platforms that I have not mentioned in this book, where you can create profiles. Some of these are Vimeo, Bebo, Orkut, Delicious, Biznik, Referral Key, Focus, Squidoo, Quora and many others. All social media platforms and classified ad sites are great for your Cross Promoting initiatives.



Chapter 14

Your Success In Social Media

Using social media for business is something that you should do on a daily basis, if possible. Posting randomly onto your social media profiles once a week or whenever you make time will not produce the best results for you. Personally, I have used a large number of services and have worked with many different service providers who have all tried to automate my social media initiatives, and for me the efforts never paid off for my business. Because of this, I started researching authentic and organic methodologies that generate real results at little or no cost to you, except in the form of your time.

If you are too busy to implement the social media activity you want to initiate yourself then use an administrative assistant or a member of your staff to do these things I have suggested. The “how to’s” I have outlined in this book will produce real results over a short period of time. The key to Your Success in Social Media is being authentic and personable. People do not respond well to information they feel is blasted onto the platforms they share with you, and because of this, a slow and steady strategy will work best for your business.

It is a widely accepted fact that when you read, even just one to two hours per week, you are able to double your acumen in a specific subject or field every six months or less. I read magazines like Wired, Popular Science, Popular Mechanics, Fortune, Forbes and Inc. for enjoyment and these publications open up new doors for me on-line in every issue I read. Reading blogs and the discussions on LinkedIn have also given me a lot of knowledge in the area of social media.

I hope you have enjoyed this book, my first as an author, on Social Media “How To’s” that work, as it was intentionally written with the KISS (keep it simple and short) principle in mind. Social Media and the enormous amount of diverse initiatives and strategies one can apply is an ever evolving Universe of its own. There are many people who call themselves experts in social media; however I find that the best people to advise you are those who work diligently to stay ahead of the application curve.

By doing your own research on-line you can learn many more ways to achieve your own success through social media than I have shared in this book. This book was intended to crack open the doors to different strategies that I have found and then applied for my clients and myself. The strategies and information I have shared in this book have helped me drastically increase the on-line presence of my clients and my own business while creating awareness, authentically and organically, that is easy to find on most search engines.

I would enjoy reading your feedback to this book and encourage you to send me an e-mail on your thoughts as well as your successful use of the information contained herein. Thank you for reading my book and please share it with others! Knowledge is power and those with the most knowledge have the most power!

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Once you have a base knowledge for using popular social media platforms you will be able to evolve your own strategies and grow your on-line presence. This book contains information that is easy to follow and then apply. What you read within the pages of this book will advance your acumen and give you knowledge that will benefit you in your on-line social media initiatives for your business, project or venture. The exposure you create on-line through social media will provide many benefits and rewards that you will experience for yourself as you apply the information contained in this book.