

what cheer

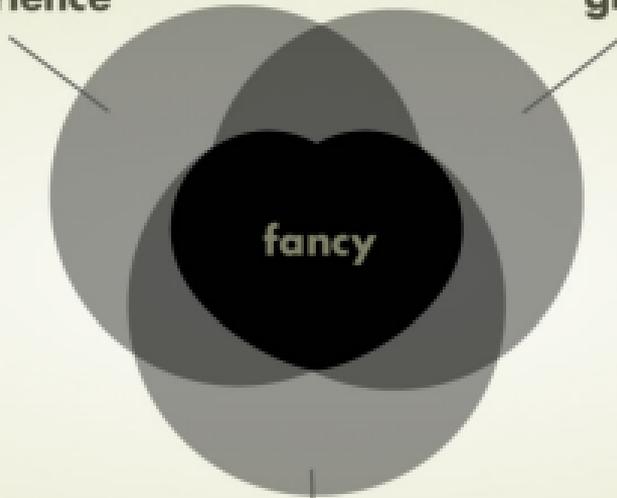
Introduction:

About us.

**We make
fancy
websites.**

**elegant user
experience**

**attractive
graphics**



progressive technology

**We are
NOT social
media
experts.**

**Then why
the heck
are we
credible?**

We use social media for business:

- Promoting events
- Promoting new work
- Promoting projects

We help businesses use social media:

- Best practices
- Unified design
- Integration with websites

We use social media in life:

- Stay in-touch
- Dialogues with peers
- Keep up with news/events

Overview:

- 1.** What is "social media?"
- 2.** Some popular networks.
- 3.** Ways to communicate.
- 4.** Bring it all together.

1.

**What is
"social media"
?**

***"...people having billions
of conversations online."***

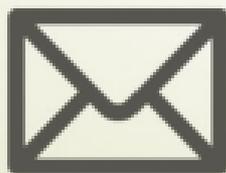
-Nathan T. Wright
Lava Row



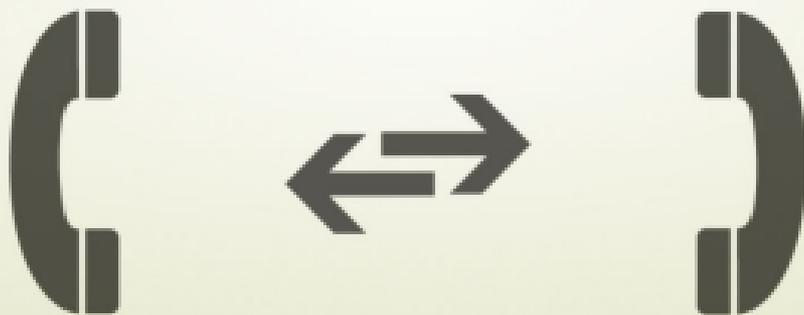


**Tool for
communication.**

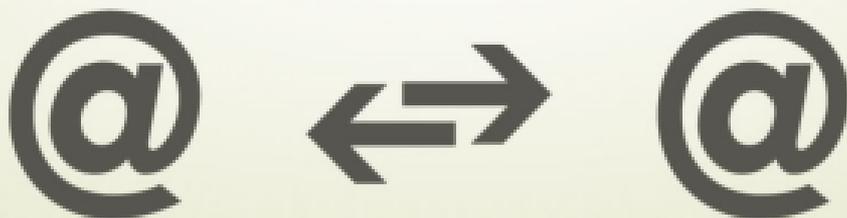
Tools for communication:



Tools for communication:



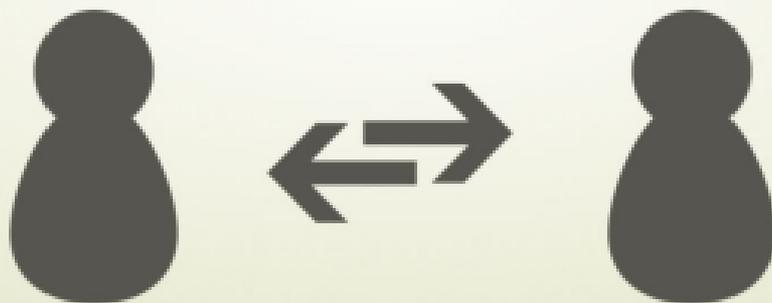
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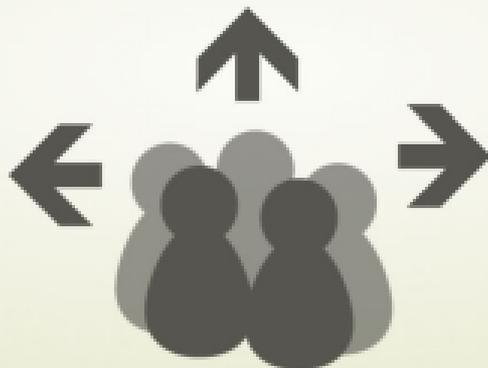
Tools for communication:



Tools for communication:



Tools for communication:



**It is all
communication.**

2.

**Some popular
networks.**

twitter

facebook

Linked in





WIKIPÉDIA

**It is all
communication.**

3.

**Ways to
communicate.**

Ways to communicate:



1. Listen.

Ways to communicate:



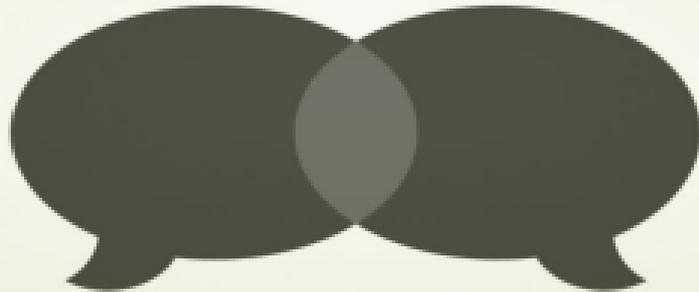
2. Speak.

Ways to communicate:



3. Relay.

Ways to communicate:



4. Respond.



Listen.



**Good ways to
"listen" with
social media.**



Tools for "listening."



**Handling
negativity.**



Speak.



Good ways to "*speak*" with social media:

- Promoting events
- Spreading ideas/news
- Being a resource
- Excellent customer service



Do & Don't



Do:



Be succinct.



Be respectful.



Be positive.



Be genuine.



Be honest.



**Be a good
resource.**



Be entertaining.



Be personable.



Be a person.



Spellcheck!



Test urls.



Shorten urls.



Don't:



Don't be spammy.



**Don't be
automatic.**



**Don't be
condescending.**



**Don't be
offensive.**



**Don't forget
to listen.**



**Don't mix
personal views.**
(work vs play)



**Don't be
annoying.**



Don't be naggy.



DON'T SHOUT!!!



don't ovr abrv8

(text speak)



Relay.

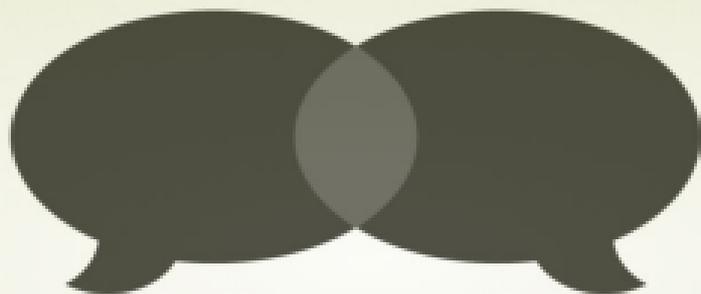


**Be a good
resource.**

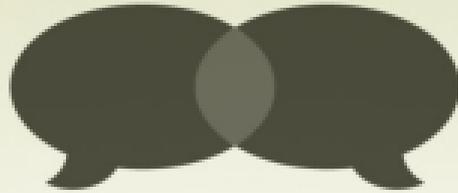


Repost.

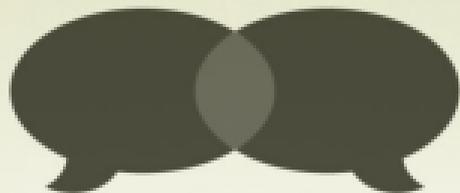
(give credit where
credit is due)



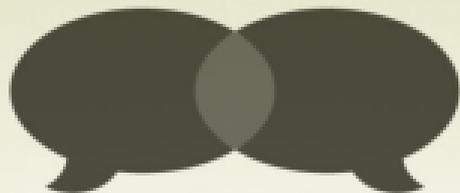
Respond.



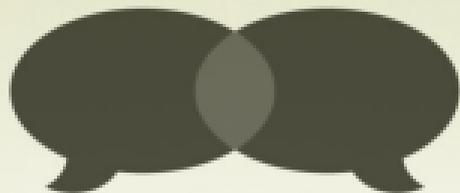
**When do you
need to respond?**



**Don't be afraid to
apologize.**



**Remain cool and
calm. Don't argue.**



Don't be late.

(But don't be hasty.)

4.

**Bringing it
all together.**



**Integration
with your site.**

**Consistent
voice/visuals.**

Create a plan.

Seek help.

Seek help.

BEWARE OF:
"social media experts"

***"Technology evolves,
but the human desire
to communicate, share
information and tell
stories does not."***

-Nathan T. Wright
Lava Row

Thank you.

FOLLOW US:

@whatcheer

@alexpgates

@johnhenrymuller

twitter

FRIEND US:

facebook.com/whatcheer

facebook.com/alexpgates

facebook.com/johnhenrymuller

facebook

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