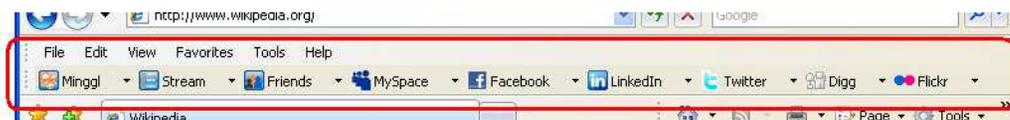


Winning in Social Media

Best Tactics to Succeed in Today's
Social Internet Jungle!

Michael Michelini
迈理倪

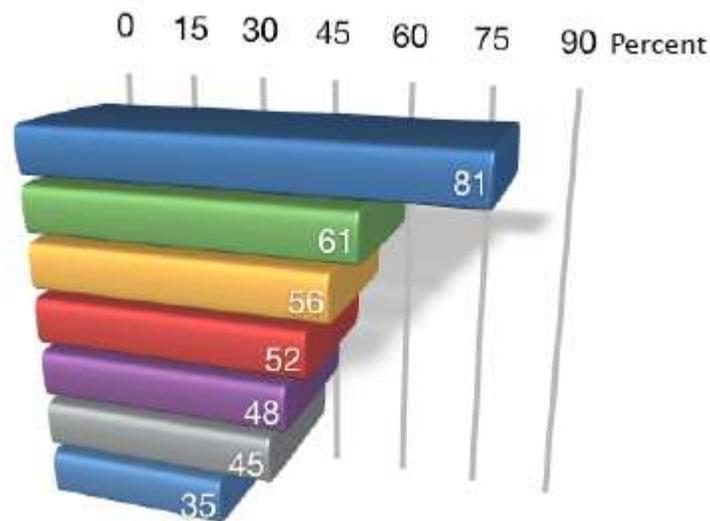
Social Media Today



... feed your blog to twitter,

Benefits of Social Media

- Business Exposure
- Increase Traffic
- Business Partnerships
- SEO rankings
- Qualified Inquiries
- Cheaper Marketing
- Close Deals



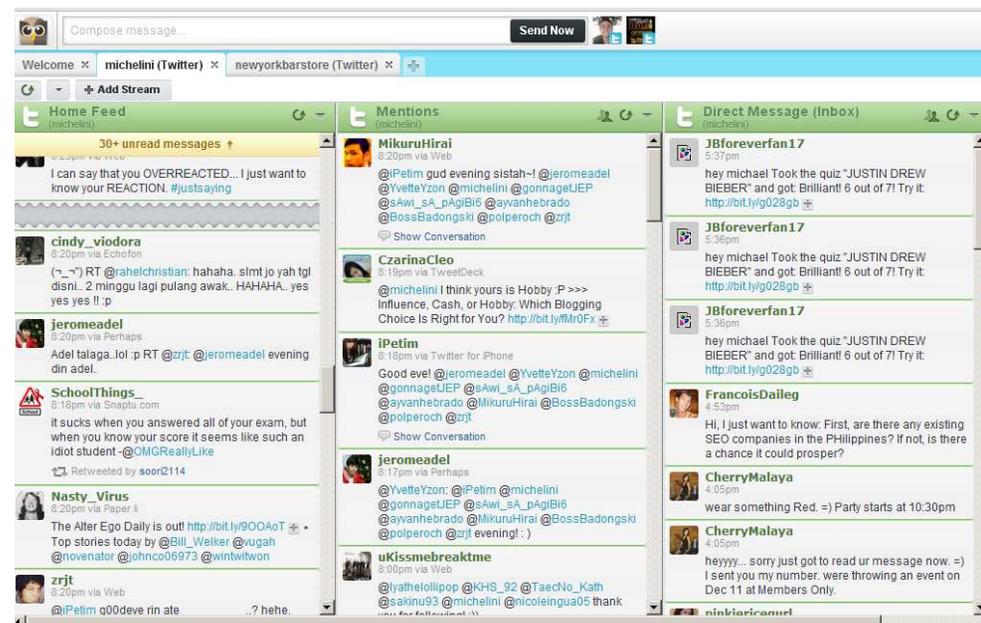
- Connect with an audience – DIRECT PERSONAL INTERACTION
- Get great insight when you ask questions
- Face it, get you site traffic
- People on Twitter spread thoughts to new places.
- See what others are saying about your brand.



Social Media
is the new
customer
service

Listen

- Monitor keywords
 - See what people are talking about
 - Your brand
 - Your products
 - Your industry
 - First you'll listen to everything
 - Probably not possible
 - Tweak, refine, focus.



Social Media Monitoring

Social Media Platforms & Social Media Monitoring

[Alterian \(Techrigy\)](#) (Social Monitoring)

[Collective Intellect](#) (Social Monitoring)

[BlueKiwi](#) (Social Platform + Monitoring)

[Elgg](#) (Social Platform, Open Source)

[KickApps](#) (SaaS Social Platform)

[Microsoft Looking Glass](#) (Social Monitoring)

[Networked Insights](#) (Social Monitoring)

[Ning](#) (Social Platform)

[Radian6](#) (Social Monitoring)

[SAS Social Media Analytics](#) (Social Monitoring)

[Scout Labs](#) (Social Monitoring)

[Social Engine](#) (Social Platform)

[Spiral16](#) (Social Monitoring)

[Sysomos](#) (Social Monitoring)

[Visible Technologies](#) (Social Monitoring)

[Wool Labs - WebDig](#) (Social Monitoring)

MONITORING = LISTENING to what people are saying about

YOU

YOUR BRAND

YOUR ALLIANCES

YOUR COMPETITORS

YOUR INDUSTRY



radian⁶
social media monitoring

Engage

- Businesses seem to be scared of this
- Sharing valuable information relevant to your type of followers
 - News in the industry
 - Fun facts
 - Interactions in the office
- Beta Test
 - Survey
 - ASK WHAT YOUR TARGET MARKET WANTS!



Act

The whole company has to be “on board”

- Plan on how to react to certain situations.
- Which departments are responsible for which situations.

How to Grow Following

- Obviously “be a leader” in the industry or group you are involved with / targeting

More Technically.....

- Search (search.twitter.com) for keywords you are interested in.
- Listen, Engage in those conversations, follow
 - INTERACT with your audience.
- Blog about a specific topic

Measuring Influence

The Klout Score is the measurement of your overall online influence.

The scores range from 1 to 100 with higher scores representing a wider and stronger sphere of influence.

Klout uses over 35 variables on Facebook and Twitter to measure:

- True Reach
- Amplification
- Probability
- Network Score

The screenshot shows the Klout website interface for a user named Michael Micheleni. At the top, there is a navigation bar with links for 'dashboard', 'my profile', and 'logout'. The main header features the Klout logo and the tagline 'the Standard for Influence'. Below this, there are tabs for 'Klout Summary for michael micheleni' and 'Score Analysis'. A search bar is present with the text 'find twitter user'. The user's profile information includes a profile picture, the name 'michael micheleni', and a bio: 'american entrepreneur between USA, china + philippines, doing internet marketing + ecommerce, sell bar products all over! follow back love to meet more people! USA / China / Philippines'. The 'Klout Score' section displays the score '66' and a description: 'Measurement of your overall online influence Learn more'. The 'Score Summary' section shows four metrics: '66 klout score', '166 true reach', '52 amplification', and '67 network'. Below this are 'Achievements' with social media share buttons. A grid of achievement icons is shown, each with a score and a description: '50 LIST MEMBERSHIPS', '100K MESSAGE REACH', '100 TOTAL RETWEETS', '100 UNIQUE RETWEETERS', '100 UNIQUE MENTIONERS', '100 UNIQUE MSGS RETWEETED', '100 TOTAL LIKES', '100 TOTAL COMMENTS', '50 UNIQUE LIKERS', and '100 UNIQUE COMMENTERS'.

Case Study: Dell

- In Texas, USA Headquarters
- Using social media monitoring tool *Radian6* to power its data collection.
- Track on average more than 22,000 daily topic posts related to Dell
- Information can be sliced and diced based on topics and subjects:
 - Conversation
 - Sentiment
 - Share of voice
 - Geography
 - Trends



http://www.youtube.com/watch?v=w4ooKojHMkA&feature=player_embedded

So Many Twitter Accounts!

Dell on Twitter

Keep up with Dell on Twitter!
Breaking news • 24/7 updates • Deals and discounts
Follow us, tweet us, and retweet us to all your friends. We'll see you on Twitter!

View by Type **View by Language**



OFFERS AND SALES

Get exclusive discounts and deal alerts based on your location and interests

- [US - Outlet](#)
- [US - Home](#)
- [US - Small Business](#)
- [Australia - Small Business](#)
- [Brazil - Home](#)
- [Canada - Home](#)
- [India - Home](#)
- [Ireland - Outlet](#)
- [Japan - Home](#)
- [UK - Home](#)
- [UK - Outlet](#)



COMMUNITIES

Join the conversation and connect with others over topics that matter to you.

- [Dell Lounge](#)
- [Digital Life](#)
- [Digital Nomads](#)
- [Edu4U](#)
- [IdeaStorm - Ideas in Action](#)
- [IdeaStorm - New Ideas](#)
- [Inside IT](#)
- [Studio Dell](#)
- [TechCenter](#)
- [Dell Health](#)
- [Power Solutions](#)
- [Dell Insights](#)



BLOGS

Read and respond to the latest posts from our global blog network.

- [Direct2Dell \(English\)](#)
- [Direct2Dell \(Norwegian\)](#)
- [Direct2Dell \(Chinese\)](#)
- [Direct2Dell \(Japanese\)](#)
- [Direct2Dell \(Spanish\)](#)
- [Channel Blog](#)
- [Education Blog](#)
- [Small Business Blog](#)
- [Dell Tech Center](#)



NEWS

Get breaking news from Dell, and keep up with the latest technology news.

- [Alienware](#)
- [Dell UK](#)



New to Twitter?

[Sign up here!](#)

Most Popular

- [Dell Outlet](#)
- [Dell Home Sales Brazil](#)
- [Dell Home Sales Canada](#)
- [Dell Home Offers](#)

Dell Communities

- [Community Home](#)
- [Facebook](#)
- [IdeaStorm](#)
- [Tech Center](#)
- [Digital Nomads](#)

Featured Employees on Twitter



Lionel M.
Chief Blogger for Dell
[More Details](#)



Richard B.
Dell's PR Team
[More Details](#)



Stefanie N.
Gal behind @DellOutlet
[More Details](#)

Staff Have Own Worker Account

The image shows a screenshot of a Twitter profile for StefanieAtDell. The profile header includes a profile picture of a woman with blonde hair, the name 'StefanieAtDell', and the handle '@StefanieAtDell' with 'United States' listed as the location. A bio reads: 'Hi! I'm no longer managing @DellOutlet, but I'm still at Dell and still love Twitter! For @DellOutlet assistance, please contact @EliseAtDell or @ChrisCBAtDell.' Below the bio is a 'Follow' button and a settings icon. The main content area shows a 'Timeline' of tweets from StefanieAtDell, including mentions of @ggroovin, @eRocketFuel, and @FollowChintan, along with links to Dell resources. The right sidebar features an 'About @StefanieAtDell' section with statistics: 1,234 Tweets, 2,106 Following, 2,881 Followers, and 101 Listed. It also lists 'Following' users and 'Similar to @StefanieAtDell' accounts like delldeveloper, Dell_Business, CarolineatDell, and Konstanze.

@DellCares





DellCares is here to listen to our Customers, help where we can, provide proactive support to the community. How can we help?



Team Member of @ScottVatDell

Find other twitter links <http://www.dell.com>

Find us on Facebook <http://www.dell.com>



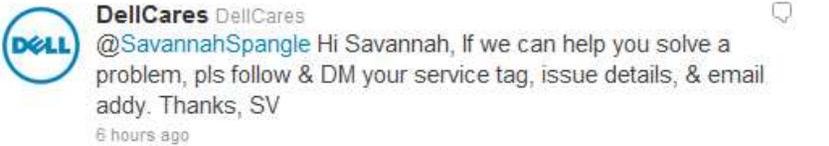
DellCares

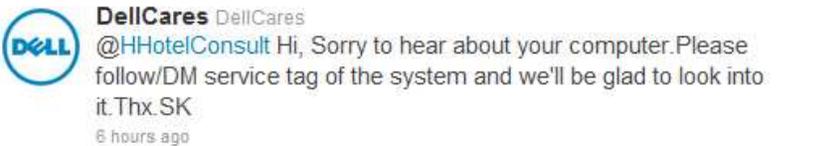
@DellCares Austin TX
Dell's Social Media Outreach Team. Hours (CST): 8AM-9PM, M-F & 8AM-5PM S-S We are here to listen, help and provide proactive info to our Customers.
<http://support.dell.com/>

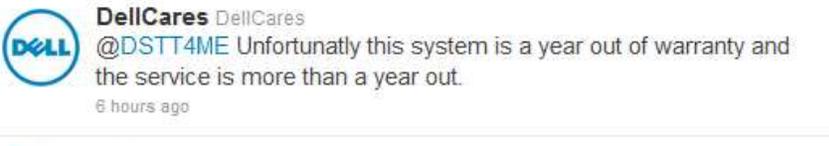
[+ Follow](#)

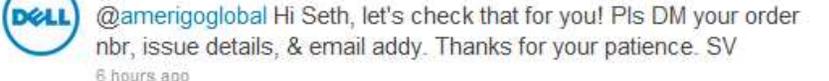
Timeline Favorites Following Followers Lists

**DellCares** DellCares
[@mjh1004](#) Hi Michael. Please DM your email to us. Pls edit your tweet to remove order nbr for your security. We'll check on order for you. SV
5 hours ago

**DellCares** DellCares
[@SavannahSpangle](#) Hi Savannah, If we can help you solve a problem, pls follow & DM your service tag, issue details, & email addy. Thanks, SV
6 hours ago

**DellCares** DellCares
[@HHotelConsult](#) Hi, Sorry to hear about your computer. Please follow/DM service tag of the system and we'll be glad to look into it. Thx. SK
6 hours ago

**DellCares** DellCares
[@DSTT4ME](#) Unfortunately this system is a year out of warranty and the service is more than a year out.
6 hours ago

**DellCares** DellCares
[@ameriglobal](#) Hi Seth, let's check that for you! Pls DM your order nbr, issue details, & email addy. Thanks for your patience. SV
6 hours ago

About @DellCares

4,239 Tweets	1,447 Following	5,136 Followers	243 Listed
------------------------	---------------------------	---------------------------	----------------------

Following **1,447**

Similar to @DellCares · [view all](#)

 JohnnatDell · Follow John Green	 farfromfearless · Follow farfromfearless
 MichaelDell · Follow Michael Dell 	 ReGeneration · Follow ReGeneration.org

[About](#) · [Help](#) · [Blog](#) · [Status](#) · [Jobs](#) · [Terms](#) · [Privacy](#) · [Shortcuts](#)
[Businesses](#) · [Media](#) · [Developers](#) · [Resources](#) · © 2010 Twitter

Upset Customer 1

The image shows a screenshot of a Twitter profile for Savannah Spangler (@SavannahSpangle). The profile header includes a profile picture of a family, the name 'Savannah Spangler', and the handle '@SavannahSpangle'. Below the header are statistics: 239 Tweets, 57 Following, 44 Followers, and 0 Listed. The 'Following' list shows several users. A tweet from Savannah Spangler is highlighted, containing the text: 'PC's suck. My computer sucks. And @MichaelDell sucks for creating Dell computers. #iwantamac):):'.

Savannah:
[SavannahSpangle](#) Savannah Spangler
PC's suck. My computer sucks. And
[@MichaelDell](#) sucks for creating Dell computers. [#iwantamac](#)) :):

[@SavannahSpangle](#) Hi Savannah, If we can help you solve a problem, pls follow & DM your service tag, issue details, & email addy. Thanks, SV

Upset Customer 2

Michael Hraba

@HHotelConsult Inner Sunset, SF, CA
Hotel Consulting: 14 years operating (rooms / F&B) hotels, 23 years online experience; web 2.0 fan, marketing skeptic, data gatherer, and hospitality help!
<http://www.hrabaconsulting.com/blog/>

+ Follow

Timeline Favorites Following Followers Lists

HHotelConsult Michael Hraba
@dellcares is it likely that purchase would replace laptops? Or is it likely they will simply credit fixing the chip?
8 hours ago

HHotelConsult Michael Hraba
@DellCares & the effected part number new computer now, & can't wait. If I buy a new computer now, & can't wait. If I buy one, what happens?
8 hours ago

HHotelConsult Michael Hraba
@dellcares any idea how to handle the NVIDIA class action lawsuit? my screen blacks out, is too hot to type on - it *is* the affected model
14 hours ago

About @HHotelConsult

7,636 Tweets	1,693 Following	3,604 Followers	143 Listed
------------------------	---------------------------	---------------------------	----------------------

Following 1,693

Similar to @HHotelConsult - view all

TravelSocial - Follow Roseanne Landay
enriquetagv - Follow Enriqueta G. Vinuesa

Timeline Favorites Following Followers Lists

HHotelConsult Michael Hraba
@dellcares is it likely that purchase would be reimbursed if they replace laptops? Or is it likely they will simply credit fixing the chip?
14 hours ago

HHotelConsult Michael Hraba
@DellCares & the effected part number per NVIDIA lawsuit. I need a new computer now, & can't wait. If I buy one, what happens?
14 hours ago

HHotelConsult Michael Hraba
@dellcares any idea how to handle the NVIDIA class action lawsuit? my screen blacks out, is too hot to type on - it *is* the affected model
14 hours ago

Putting It All Together



Question & Answer

Michael Michelini

迈理倪

mike@shadstone.com



Find me on
twitter

@michelini

t.sina.com.cn/michelini

Facebook.com/michelini

Mailini.com/blog

blog.michaelmichelini.com