Social Media Coolness
For IEEE Consultants

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Introduction

• Thanks
  – Rick Goldberg
  – Ronald Goodstein

• Handouts
  – Email sign up
  – More than we can cover

• Pace of presentation

• Questions
Goals

• Teach you
  – LinkedIn (60%)
  – YouTube (20%)
  – Twitter (20%)

• What else?
My Bio

• I do speeches and consulting on
  – Social Media
    • LinkedIn, Facebook, Twitter, YouTube, …
  – Google ranking (SEO & PPC)

• VP of Operations for search engine that was tied with Google in 2000

• I do NOT work for LinkedIn, Twitter, etc
What Is LinkedIn?

• Web site
  – Profiles
  – Database of connections
  – “Friends of friends” network
• Profile

LinkedIn

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LinkedIn

- Friends are "connections"
- Rolodex that updates when people move
Prospecting/Networking

- LinkedIn “Advanced Search”
Prospecting

- LinkedIn “Advanced Search”
Sarah Hammond · CFO GroupM Interactive · Greater New York City Area · Online Media
325 connections
Current: CFO at GroupM Interactive, CFO GroupM Interactive, more
Past: CFO at TBS Interactive, COO at The Howard Stern Show, more
Groups: NYU Stern School of Business, more
Connect

Gary Schrodt · CFO Macy’s Home Store at Macy’s · Greater New York City Area · Retail
200 connections · 1 recommendation
Current: SVP/CFO and Operations at Macy’s, more
Past: SVP/CFO at Macy’s Midwest, SVP/CFO at Macy’s, more
Groups: Burdines (Macy’s Florida), more
Connect
$150,000 Tip

• Result for sales client:
  – 6 deals, 4 months, min $25K per deal, min $150,000 revenue
What would you search for?
Advanced Search Strategy

• What would you search for?

1. ____________________
2. ____________________
3. ____________________
4. ____________________
5. ____________________
6. ____________________
7. ____________________
8. ____________________
Abbreviations

- The following are the same:
  - CEO
  - Chief Executive Officer

- The following are different
  - Unix System Administrator
  - Unix Sys Administrator
  - Unix System Admin
  - Unix Sys Admin
Pay For LinkedIn?

• See who looks at your profile

• InMails
  – For $25, X per month
    • One of my **hottest, undocumented tips**
    • How to get 10 times X tips

• InMail tips
  – Short, under 90 words
  – Start with name of a common connection if you have one
  – Get to the point
Brain Reviver

- Pots
- Tops
- Spot
- … come to a green light?
Cold Contact

• You found someone
• Scrutinize target profile
  – Common connections
  – Old companies
  – Schools
  – Interests
  – Flattery points
  – Twitter tweets…
  • Even if you don’t have an account
Start Inviting

- Inviting people
  1. On the right, enter email addresses. Warning about commas…
  2. On left enter email address
  3. Left at bottom “Import your desktop email contacts” and add file
  4. LinkedIn Outlook toolbar, More…
Connections And Levels

- **2\textsuperscript{nd} level connections are “friends of friends”**
  - Heart & Soul of LinkedIn

- **Beauty of mathematics**
  - 50 times 50 = 2500
  - 200 times 200 = 40,000

- **3\textsuperscript{rd} level connections**

- **“Out of network”**
  - Connect to a LION
  - My Google trick
Friends Of Friends Network

1st Level

You

You

VP Of Operations, Michael Corleone

CEO, Death Star

Pilot

Hitman

Attorney, Cornell Alumnus

Primary Investigator, Professor Indiana Jones

Marion Ravenwood

200

40,000
Building Your Network

• Different philosophies
  1. Only trusted
  2. Business card replacement
     1. Problems with business cards…
        1. People move
        2. No pictures
        3. No details
  3. LION (LinkedIn Open Networkers)
  4. Combination of the above

• Discuss good/bad networking…
Building Your Network

• Inviting new people
• Name but no email?
  – Upper right, Search or Advanced Search
  – Upper left, Relevance
  – Click on Profile
  – Upper right, “Add to network”
Anil K Nair
Chief of Neurology, Site Primary Investigator, H3 Blocker for Alzheimer's Disease Clinical Trial at Quincy Medical Center
Greater Boston Area | Biotechnology

Current
Chief of Neurology, Site Primary Investigator, H3 Blocker for Alzheimer's Disease Clinical Trial at TheAlzCenter.org at Quincy Medical Center
Neurologist at Framingham Heart Study
Site Primary Investigator, Dimebon Phase 3 Study at TheAlzCenter.org

Past
Meeting from today at Metabolon
Primary Investigator, Gamma Secretase Study at Boston University School of Medicine
Behavioral Neurologist at Marshfield Clinic

Education
Mayo Medical School
Cleveland Clinic
Temple University

Connections
232 connections

Websites
Company Website

Twitter
Follow @thealzcenter

Public Profile
http://www.linkedin.com/pub/anil-k-nair/1/281/b189

Ask Anil K For More Info
Send InMail
Get introduced through a connection
Search for references
Save Anil K’s Profile

Anil K’s Activity
Anil K Nair has an updated profile (Experience)
3 days ago
Who Would You Connect To?

1. _____________________________
2. _____________________________
3. _____________________________
4. _____________________________
5. _____________________________
6. _____________________________
7. _____________________________
8. _____________________________
9. _____________________________
10. ______________________________
Who Would You Connect To?

- Who would you connect to?
  - Former workers
  - College roommates, friends, social club members, teammates
  - High school friends
  - Neighborhood groups
  - Parent groups
  - Military friends
  - Childhood friends, i.e. Cub Scout, Girl Scout, Baseball, Gymnastics, …
  - People you met at conventions
  - Relatives
  - Others
Your Profile

• Start simple
  – Not a resume
  – Only as much detail as you want
    • Jobs & years
    • Colleges & years
  – For a LinkedIn tutorial
    • http://www.patrickomalley.com/linkedin-quick-start-tutorial.html
LinkedIn Tips - “Pat Tricks”

• How many know how to spell your last name?

• Maiden name

• Professional Headline – **not** title
Professional Headline

• Your Professional Headline
  – Not your title
  – Marketing slogan
  – Elements
    • Sales person
    • Product
    • City or cities you work in
    • Awards?
Professional Headline

• Exercise
Patrick O’Malley

Social Media Speaker, Consultant, Innovator, see videos @ http://www.PatrickOmalley.com

Current
- Keynote Speaker & Corporate Trainer at 617-PATRICK Social Media Training and Consulting

Past
- President at ASTD Boston (American Society of Training and Development)
- Chief Learning Officer at Northern Light SinglePoint
- General Manager at Northern Light Singlepoint

Education
- University of Massachusetts at Amherst - Isenberg School of Management
- Cornell University
- Waltham High School, St Sebastian’s
• Blog entry at
More “Pat Tricks”

• Add keywords that your potential clients might look for
  – Products
  – Vendor type
  – Abbreviations
  – Misspellings

• Exercise
LinkedIn - A Bad Name

• What do you need?
• You are
  – looking for knowledge
  – relevant information
  – fast
Should have called it ...

Prompt
Access
To
Relevant
Information
Containing
Knowledge
Miscellaneous LinkedIn Features

- Groups
  - Yours
  - Your customers
- Questions & Answers
  - Show potential clients your expertise
  - Professional Headline
- Events
- Lots more…
LinkedIn Conclusions

• Rolodex
• Search engine
  – Find contacts
  – Have others find you
• You are in a race
• You pass the person in 2nd place
• What place are you in?
YouTube
• Testimonials
• TV commercial for products
  – Demo?
• Free
Testimonials

- Record testimonials from happy clients
  - Learn to record a testimonial on your phone
- Upload to YouTube
Social networking speaker testimonials, Page 1

Index to social media speaker testimonials:

- Videos & text testimonials from social media presentations Page 1
- Videos & text testimonials from social media presentations Page 2 (at MPI in Cancun)
- Video testimonials from social media presentations Page 3 (NATO, Venture Group, MPI, others)
- Videos from testimonials from social media presentations at BWG, Boston
- Videos from Social Media for Sales, Boston conference training speaker
- In text on LinkedIn

Kate Lastinger, President
MPI, Georgia
• Make videos!!
  – Testimonial
  – TV commercial
    • Demo??
  – Put the same keywords in the “Title” of the video that you think your customers would use
Twitter
Twitter

• “Micro-blogging”
  – 140 character messages, called “tweets”
  – Junk
• Like Facebook “status updates”
• You
  – create an account
  – choose people to “follow”
What Does Twitter Stand For?

Time
Wasted
In
Tracking
Tiny
Egotistical
Rants
Twitter Search

- Search.twitter.com
- Search for any “tweets” by anybody
  - Any words
  - In a geographical location
Search For…

• To find potential customers/contacts
  – “Trigger words”
    • Micro-plate instrument
    • Fisher-Scientific
  – Competitors names
    1. _______________
    2. _______________
    3. (find angry customers)

• In general
  – Your brand name or product brand name
Twitter 5 minute test

• Do a search every few months for critical keywords to see if your audience is suing Twitter yet
Twitter Conclusions

- If you’re clients aren’t using twitter, it’s probably not worth your time
  - Except reading their tweets
TONS More…

• Handout
  – http://www.617-PATRICK.com

• I will send you a LinkedIn invite, or invite me
  – List of emails
Wrap-up

• LinkedIn for networking
• Twitter
• YouTube
Thank You