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*Bringing effective insight  
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*Open Line*

**Guest,**

**Welcome to:**

## **Social Networking & It's Role in Business**

Presented by  
Lighthouse Consulting Services, LLC

To print program slides, click here: 



**Featured Guest:**  
Michael Utvich  
Principal, Epsilon Interactive

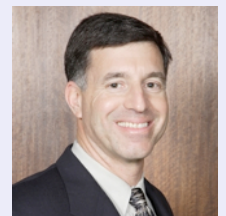
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**Host:**  
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## Who Are YOU?

*Welcome to your Socially Networked  
Present (and Future)*



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## What if...

- You could instantly find the connections in your network to meet **anybody you wanted?**
- Monitor alliances and connections between your **clients, partners and competitors on demand?**
- Build a **free broadcast network** to engage the marketplace?

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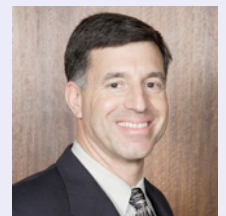
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## What if... (cont.)

- Create a **Social Store** to present your products and services to customers and their friends?
- Monitor and **participate in opinion leader dialogues** in your industry and marketplace?
- Present your personal professional brand to a **worldwide network of influencers** - as well as potential customers.



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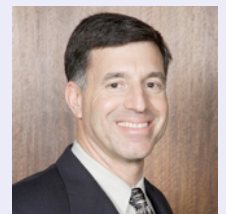
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## Your Web Presence

- The first step in using social media is learning how to tell your story and engage the online conversation.
- This presentation will focus upon your web presence - how others see you through media like **Linked in** and **facebook**.



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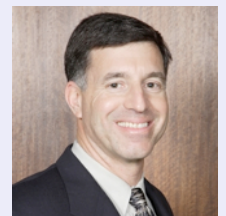
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## Who were YOU?

- Your resume is about what you have done in the past
  - Professional achievements
  - Jobs held in your career
  - Educational details
  - Titles held
  - Promotions
  - Awards
  - Industry recognition
  - Speaking



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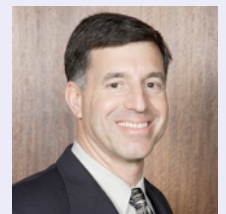
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## Who are **YOU** now?

- Profiles in social networking are about who you are and what you do now - in the present tense:
  - How you think, what you look for
  - Your angle on business and life
  - Cultural interests, affinities and connections
  - How you do what you do?
  - What people think about you in their own words?
  - What's the answer to your So What test?



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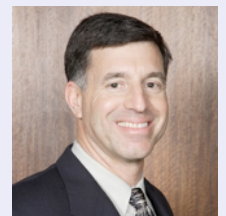
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## Social Networking Plan

- **Your Web Presence objective** - Who are YOU, and how to best present it?
- **Information about you** today, your background and experience.
- **Individuals and groups** of people you wish to interact with



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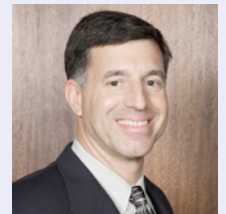
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## Social Networking Plan (cont.)

- **Content you need** including video, audio, presentations
- **Web 2.0 social media** select to meet your purpose.
- **Timing** and step-by-step

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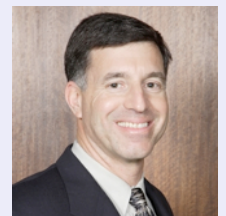
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## For Example: **Linked in**

- Execute your a **social networking plan**
  - Go through contacts and add to **Linked in**
  - Invite contacts from casual meetings / business card exchanges to **Linked in**
  - Exchange endorsements with valued colleagues
  - Join Interest Groups
  - Monitor your contact connection links

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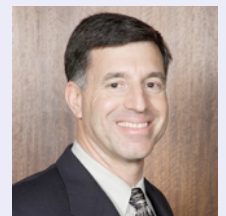
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## Now, Connect

- Think of content as foundation (something you point to that has value) and social networking actions to drive the conversation with your networks.
- The best social communicators demonstrate their knowledge by pointing out issues of interest. Did you know that? Played professionally is a key method to establish background, perspective and insight.

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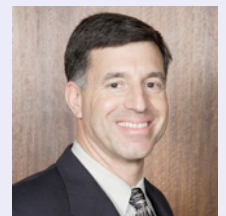
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## Action Planning

- Develop a social networking plan
- Select your Social Network base (**Linked in**, **facebook** or other)
- Execute social networking plan daily
- Invite new contacts systematically
- Add new features (videos, photos, powerpoints) to your presence.

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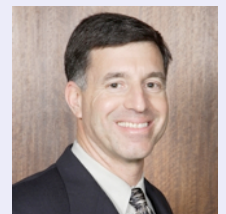
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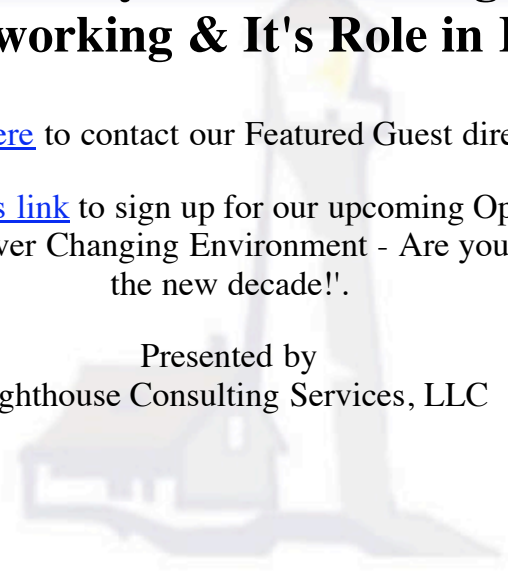


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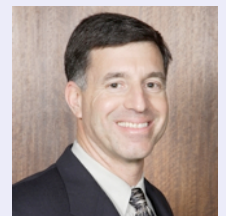
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