



Home & office computer help

iHateMyPC

Social Media Workshop

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What, why, how?

- **What is social media**
- **Why do I need social media for my business?**
- **How does social media affect privacy and security?**

Why would you use social media in your business?

- To spread your brand
- To help your clients
- To help prospects
- To monitor feedback on your service and brand
- For fun
- To disseminate information
- Add value to your services
- Organise events
- Promotions

Dos

- **Plan your social media use**
- **Schedule times & durations per day, per week etc.**
- **Be consistent in your use & follow-up**
- **Be varied and interesting with your content**
- **Give more than you take**
- **Use best of breed & most suitable for you**
- **Get into mobile social media**

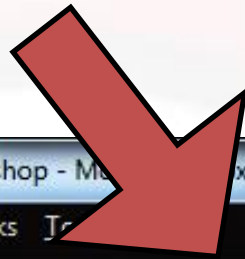
Don'ts

- **Brag endlessly**
- **Quote endless +ve customer feedback**
- **Just post links that aren't self explanatory i.e. URL only**
- **Reveal things you wouldn't face to face**
- **Post angry**
- **Take "the bait"**
- **Take risks with your security**
- **Get sucked into the numbers game**

Security

- Assume that everyone can see everything you put on the web
- Don't upload what you don't want public
- Or cancel your account/s
- Having said that, there are some things you should do...
- and some to avoid...

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Social Media Workshop...

[Top 10 Social Media networks](#)

[Facebook Privacy Settings Every User Needs To Know](#)

[Social Media Aggregators - Tweetdeck](#)

[Gmail \(Google Mail\)](#)

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Aggregators

- What are they?
- Be everywhere & not lose your life
- They are good for the poster but aren't so great for the readers



The whole point of social media and web 2.0 and beyond is...

- The customisation of the experience to suit the individual
- You, your customers, your friends, etc.
- This means “you don’t have control”...
- ...but you can “have fun”
- There’s no right and/or wrong

Any questions?



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