



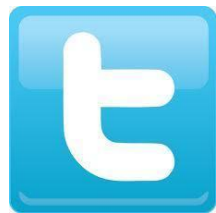
The Social Media Smorgasbord

“Get Socially Connected”

2014 Volk Field “Growing Your
Business Conference

Dane Deutsch | Tobiah Deutsch
DCS Netlink | UW-Milwaukee

- Who are we?
- Who are you?
 - Public/Non-Profit?
 - Private?
 - Use of Social Media?
 - Personal Vs. Business



Conference Hastag = **#vfproc2014**

Technology... Where are we headed?

- Taking over traditional mediums
- Increased daily use
- The power to...
 - Destroy
 - Change
 - Create



Traditional Mediums



Increased Daily Use



Destroy, Change & Create



So... Why Social Media?

- Creation of Relationships!
 - The Neighborhood
 - Access
 - YOU!



The Neighborhood

- This is nostalgic!
- Why? What was so good?
- You knew **EVERYONE!**
 - Personal relationships
create value



Access

- Creating relationships allows access to who you are!
- Let others see, get to know, and understand YOU!
- You can't be out creating relationships 24/7



You!

- Your CHARACTER dictates the business you run.
- Let your philosophy, ethics, and persona shine!
- Show who you are!



www.dcsnetlink.com

www.eauclairechamber.org

Social Media: Which one do I use?

Facebook



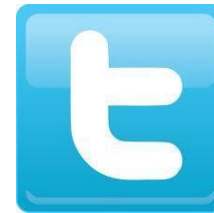
LinkedIn



Google+



Twitter



Pinterest



& Many, Many More!

Enhanced Social Media Management

- Hootsuite
- [SocialOomph](#)
- [Tweepi](#)
- [Spredfast](#)
- Tweetdeck

Posts

- Sharing
- Commenting
- Google Juice

The Smorgasbord.



=



It has a little bit of everything...

- General Social Media application
 - Post
 - Share
 - Discuss
 - And...More?!

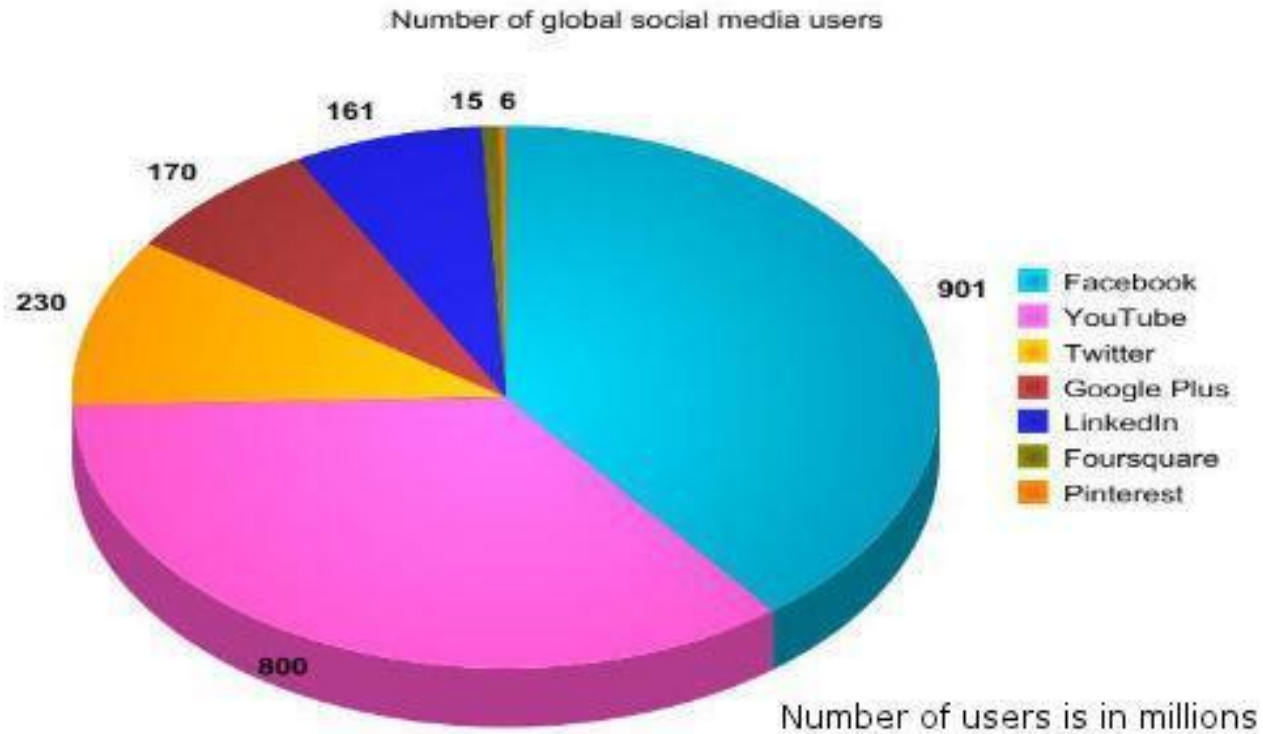


- Incorporation of Google Suite of applications...

- Gmail
- Calendar
- Docs
- Gtalk/Gvoice
- Video/Hangouts
- YouTube
- And much more...



Who's Using G+?



Shouldn't we use the largest site to reach the largest audience?

Personal Vs. Business Use

- What are we using this for?
- What's the goal?

Search
Engine
Optimization

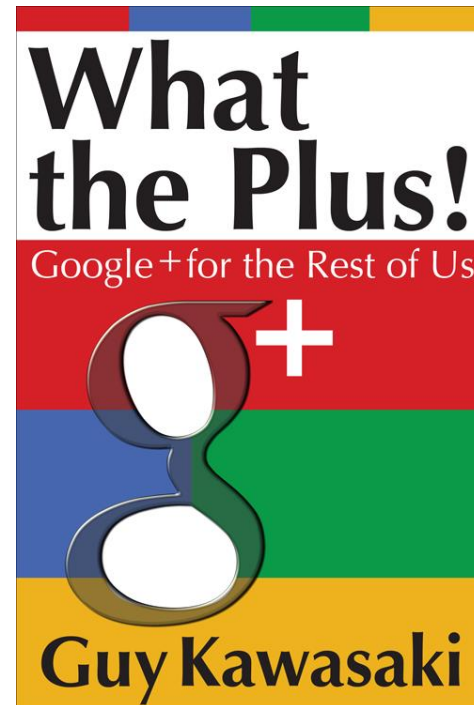


Google Juice!



Elements of G+

- Posts
- Hangouts
- Chat
- Circles
- Analytics
- Data Liberation
- G+ Plug-In



Hangouts

Real time F2F Interaction

What could we use this for?

- Customer Service
- Q&As
- Demos
- Focus Groups
- Training
- Screen Shares

Integrated with Gmail
and search now!



Chat

- Text OR Video
- No Desk Phones
- Desktop & Mobile
Are the new phones!



Circles

- Direct communication with a specific audience
- Market strategically!



Analytics

- Hashtags = Searchability

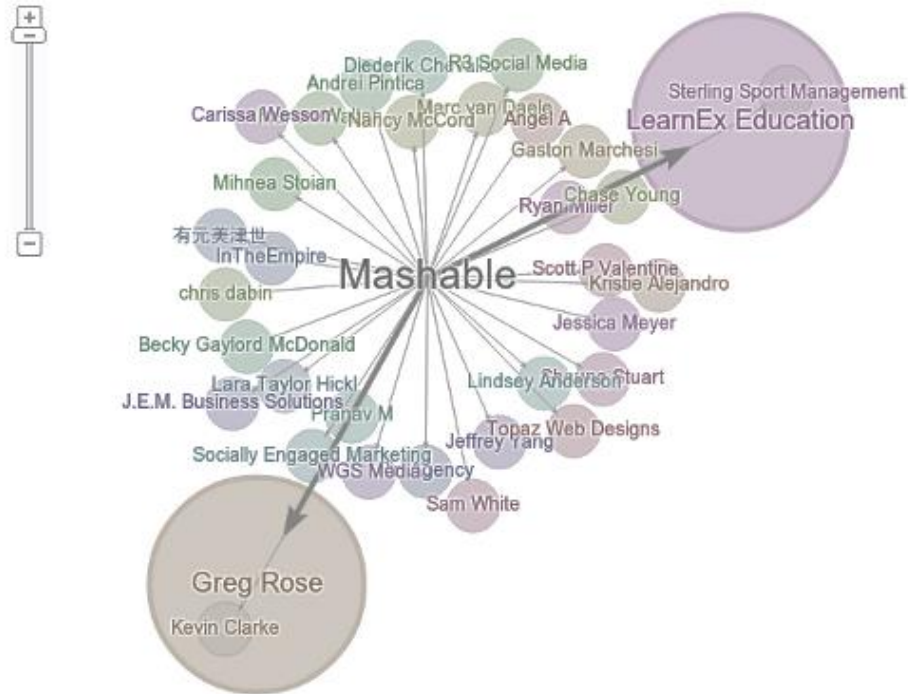
#HASHTAGS

Conference Hashtag = **#vfproc2014**

Analytics

- Ripples = Shares/Touches

34 recent public shares out of 58 total.
We don't show older or private shares.



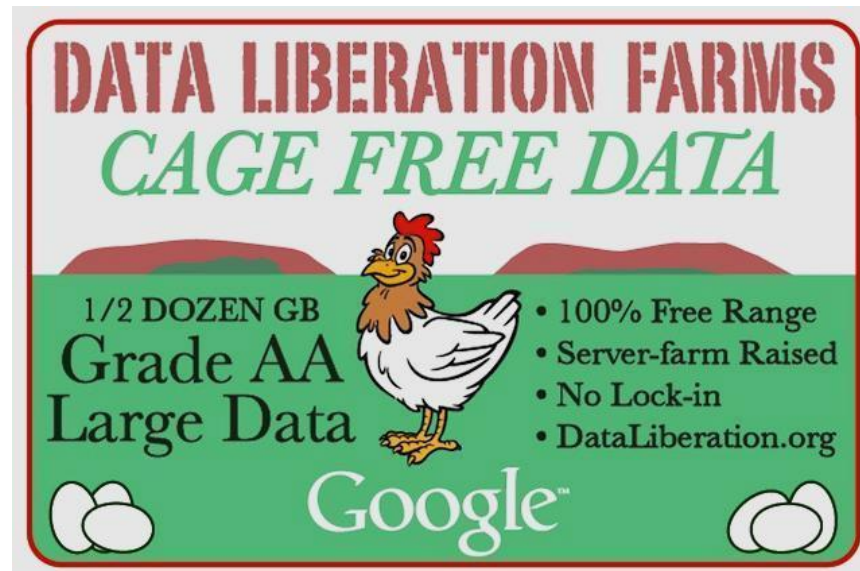
Analytics

- +1 button
 - Add it to your website!
 - G+ version of “likes”



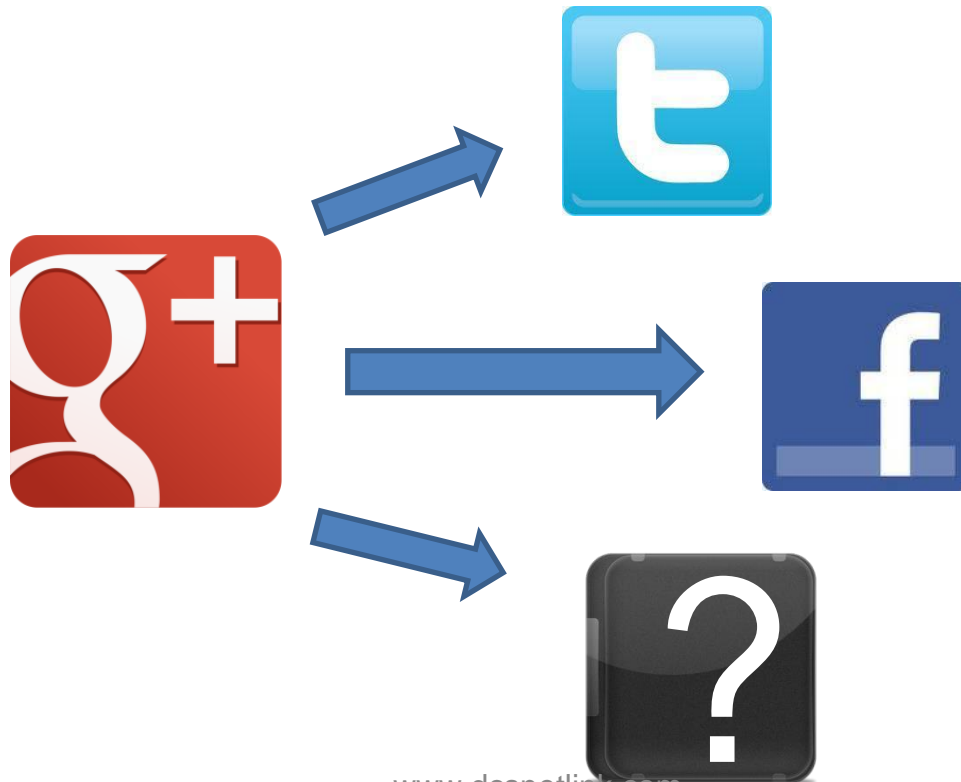
Data Liberation

- Privacy concerns?
 - Who can access your data?
- YOU own your data!



G+ Plug-in

Manage multiple social media posts from one place.



How to Get G+ Help

- support.google.com
- googleappsupdates.blogspot.com
- googleblog.blogspot.com



Summary

- Social Media seeks to imitate real life
 - **Let it!**
- G+ provides you with powerful analytics
 - Use these to your advantage!
- Take advantage of the smorgasbord
 - Use G+ and all of the Google Apps to provide your business with solutions and opportunities.



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Thank you!



Questions?