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Social Media Overview

Facebook Fan Page

Overview

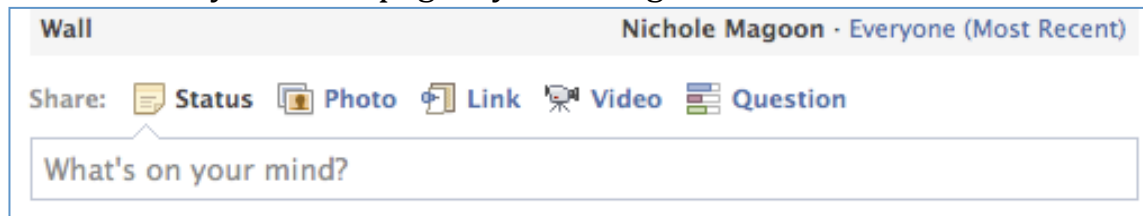
Today, it's almost become a necessity for businesses to have a Facebook page. Facebook *fan pages* are different than *profiles*; You, the business owner, can have a profile. Your business has a *fan page*.

Fan pages are a great way to keep in touch with and provide content to your consumers. It's simple to update, and it provides a great area to build a relationship and encourage conversation.

How-To Guide

Posting Content

Using a Facebook Page is fairly simple. Most of the edits or posts can be added directly onto the page if you are signed in.




On your main page, post your content here in this space. Share status updates, photos, links, and videos here. NOTE: if you share videos that are posted on your Youtube page—share the Youtube link. This encourages people to visit the page and hopefully subscribe.

Polls

One way to engage with your consumers and also find out more about them is through the “Questions” option. After clicking Questions, type your question in the space provided, add your answer options and click “Ask Question”. Consumers will then see the poll posted on your page and can select/submit the answer that best applies to them.

Editing Information

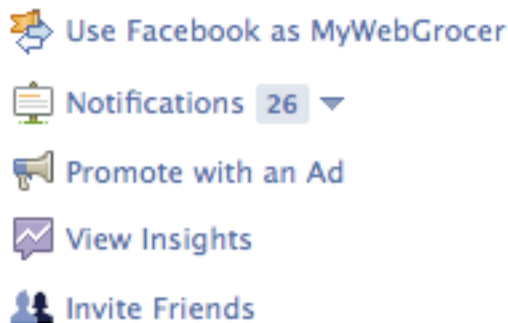
On your Facebook page, click on “info” tab on the left and side of the page. Here you will see various places with this symbol:  Use this space to tell visitors more about you, why you have the page, and what they can expect to receive by “liking” your page. Include any

other social media links here (i.e. link to your Twitter, your Youtube, your LinkedIn)

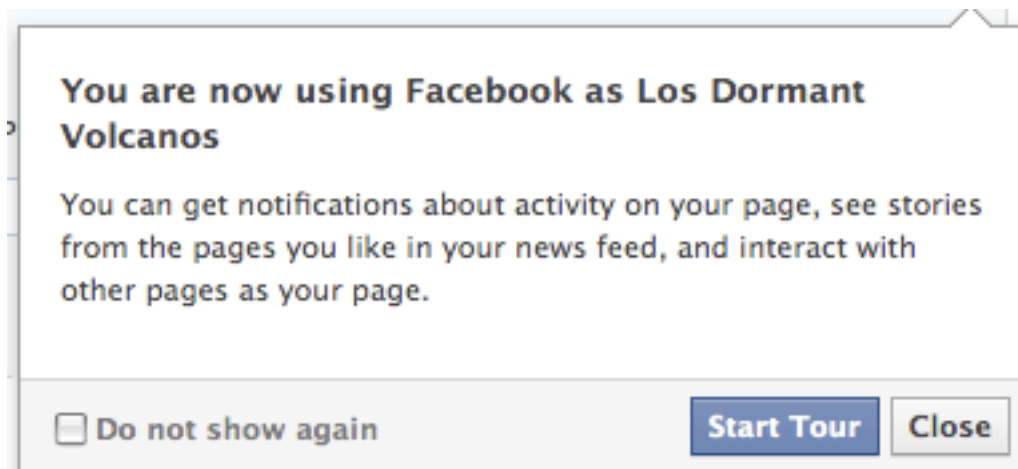
Using Facebook as A Page

Facebook now offers a way to post as your page. This can be useful when commenting on fans' profiles or interacting with other brand pages. This way, others can easily click on your name and will be directed back to your page.

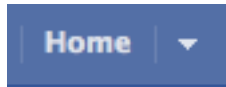
On your Facebook page, you'll find these options in the top right hand portion of the page when logged into Facebook:



The first time (and every time until you click “do not show again”) the page will offer a quick tour on how to use Facebook as a page.



When finished, you can easily switch back to your own personal account:



click the downward arrow next to the Home button.

Nichole Magoon
Switch back to Nichole

Under your name, there will be an option to switch back. After clicking “Switch Back...” you should automatically be re-directed back to your Facebook newsfeed.

Note: When you switch to using Facebook as a page, you’ll notice your profile picture and name next to “Home” will change to the page name and picture. Also, when you click the Facebook logo in the top left hand corner, you will be brought back to your business page.

After clicking “Switch back...” your profile name and picture (top right hand corner) should change back to your own personal photo and name.

Facebook Pages has a great resource for those starting out:
<http://www.facebook.com/FacebookPages>

Useful Information & Terms

Tips for using Facebook pages:

1. Be personal and authentic.
2. Be active and update often.
3. Engage with your customers.
4. Listen to your customers.
5. Monitor your page.

Terms:

Admin: Owner(s) of the Facebook page. Admins have full rights to the page, can edit content and information, and use Facebook as a page.

Fan: A person who has joined a page because they like what the page represents.

Tag: Marking a photo or video with text that identifies the image or the person in the image.

Content Ideas

- Pictures of recent purchasers and their vehicles, thanking them for their purchase and congratulating them on a new car
- Pictures of the license plates you have customers write on
- Youtube videos you create
- New cars that just came in
- Polls—ask questions such as “what do you want most in a car” with answers like “fuel efficiency”, “storage space”, etc.... These questions give you more insight into your consumer and also show that you’re listening to them.
- Post new or exciting video ads from Nissan and ask what users think
- Ask your users to post photos of the cars they’ve purchased
- Offer special discounts or exclusives to Facebook fans
- Facebook Ads
- Contests—self run or with a 3rd party, such as Wildfire App
- Links to relevant articles
- Fun car facts or trivia questions

Twitter

Overview

What is it?

Twitter is the most popular form of *Microblogging*. Microblogging allows users to share small bits of content such as short sentences, images, or video links. You are able to share content, similar to a blog, but on a much smaller, 140-character limit.

Why use it?

It allows for spontaneous, real-time sharing and allows for constant communication with prospective clients, brands, and businesses. It's also a real-time communication and conversation tool for consumers.

How-To Guide

Useful Information & Terms

Tweet: The term for any 140 character update a user sends out.

Handle: A Twitter username. All handles have an "@" symbol in front of it. To tweet a specific user, include his/her handle in the tweet.

Stream: the central location for all tweets from users you follow.

Follow: to "follow" someone is similar to subscribing to someone's updates. If you "follow" a user, you will receive his/her tweets in your stream and can send/receive direct messages.

@replies (mentions): Any tweet that include your handle; This could be a public tweet sent to you by another user or a tweet that someone else as retweeted (as it must include the handle of the original source)

Retweet: The act of sharing someone else's tweet with your followers. Most retweets include the letters "RT" so users can easily identify that the content is not your own. You must also include the handle of the person you obtained the information from per Twitter's terms of service.

Direct Message: A private message between you and another twitter user. In order to receive a direct message, both users must be following eachother.

Hashtag: a word or phrase that includes the number sign (#) in front of it to organize and categorize information. Hashtags are an easy way to follow and participate in popular topics. Not only do hashtags allow you to see what others are saying about popular topics, but it allows your tweets to be seen by others interested in those topics.

#followfriday: a very popular hashtag used every Friday. Users recommend other users to follow by listing out their handles and including the #followfriday (can also use #FF) hashtag. I.e.:

nicholemagoon: Follow these good resources! @mashable
@freedomnissan @ford @chevy #followfriday #ff

Clients: standalone applications that help you manage Twitter and twitter searches; examples include Tweetdeck, Seesmic, and Hootsuite, among others. These make managing your stream, searches, mentions, and replies by separating them into separate columns.

URL Shortener: A service that shortens any URL into a smaller URL. This is helpful with Twitter because of the 140 character limit. Two well known ones are Bit.ly and tinyurl, and most clients have built in URL shortening. When the link is clicked from your tweet, the user is brought directly to the original URL. Another bonus: most URL shortening services build in analytics to help you see how many times the link has been clicked and who is sharing the link.

Content Ideas

Hashtags to follow:

#BTV

#nissan

#rouge

#Armada

#EVchat
#FF/ #followfriday
#nissanlove

Brands to follow and Tweet At:

@chevrolet
@gmblogs
@buick
@thisisGMC
@cadillac
@ford
@ChryslerAutos
@dodge
@jeep
@ramtrucks
@toyota
@lexus
@scion
@honda
@accura_insider
@nissannews
@nissan_global
@nissanLEAF
@otmezger—expert sience in electric vehicles

LinkedIn

Overview

A social network designed specifically for business professionals. It's very popular with those that are trying to grow their network of contacts and its great way to market a business. It allows business owners and employees to interact with customers that are interested in their services by answering questions and participating in discussions.

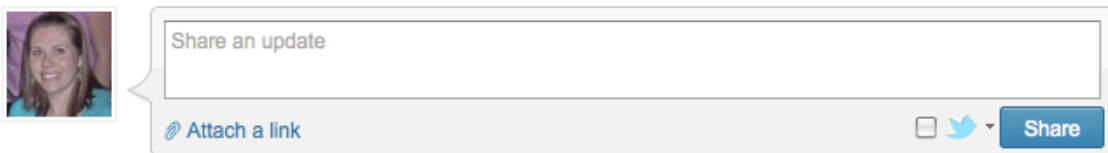
The best part about LinkedIn is that it allows you to build long lasting relationships and connections and allows you to stay in communication with current, past and future customers.

How-To Guide

Vanity URL

One important thing to do is create a vanity URL as this improves your search rankings. On your homepage, click "Profile" then "Edit Profile". Slightly down the page there is a "Public Profile" option, click on "Edit". From there you can customize your public profile link.

Update status



To update your status, first log into LinkedIn. On your home screen, you'll see your profile pic with a box next to it. Here you can update your contacts and business followers on business updates, articles, or promotions. To add a link to your status update, click the "Attach a link" button. To send the same update to Twitter, check the tic box next to the "Share" button.

Navigation buttons/options:

Home—this will bring you back to your main page.

Profile—view and edit your profile here. You can also manage the recommendations you've received and ask for others based on your current and previous positions.

Contacts—view your current connections or search for new ones. Also, you can view your network statistics—learn more about your network of trusted professionals, the LinkedIn Network and the top areas/industries in your network.

Groups—Easily access groups you've joined, get group recommendations based on your interests, see a national directory of groups, or create a group.

Jobs—find or create jobs.

Inbox—Your message inbox; receive and send messages, manage invitations to connect, and receive/send endorsement messages.

Companies—see companies you're following or search for ones to follow.

News—LinkedIn News, saved articles, and Signal—see what others are talking about or updating their status about, see trending links, and industry headlines.

Useful Information & Terms

Invitation: sent to existing member asking them to connect with you or to those not using LinkedIn, inviting them to connect.

Introduction: Messages that allow members to contact or be contacted through a shared or mutual connection.

Network: a group of users that can contact you through connections up to three degrees away.

1st degree connection: Direct connection. A person you know on a personal, professional level.

2nd degree connections: connections to each of your 1st degree connections

3rd degree connections: connections to those in your 2nd degree connections

Content Ideas

- Set up a company profile, include information and allow for other LinkedIn users to follow company and receive updates.
- Connect your Twitter account and list your Facebook and Youtube accounts on your profile.
- Put link to profile in email signature

- Update your status often about company updates
- Join groups related to your industry
- Post articles and join in discussions—brands you as an expert
- LinkedIn Answers—answer questions that others pose—can lead to new clients and customers and brands you as an expert

Youtube

Overview

Popular video hosting and sharing service that lets users upload and view videos. It also lets users rate videos, add comments and subscribe to their favorite producers. Free to register and upload videos.

How-To Guide

Tag and organize your videos. Tagging and organizing your videos makes them easily searchable and accessible for viewers.

Create Playlists. This helps users view your videos or similar videos easily and increases your search visibility. You can include your own clips or create playlists of other users clips with similar content. This cuts down on the some of the search and navigation work for users and they will begin to come to you for videos and expert advice.

Use Annotations. Annotations add interactive commentary to videos. You can add additional information to the video , link to related Youtube videos or search results. By suggesting additional videos, it keeps users clicking through/viewing your videos.

Helpful link setting up Annotations:

<http://www.google.com/support/youtube/bin/answer.py?answer=92710&topic=14354>

Useful Information & Terms

Promote your video with Youtube Email and Bulletins.

Youtube offers ways to email other users and create bulletins on your profile or other users' channel pages.

Comment on other user content. This builds a rapport with other users and can generate traffic to your channel from users clicking on your user name from your comment.

Join groups. Find groups that match your interests and areas of expertise and join them. Then you have the ability to post videos or comments to the group discussion area. If you can't find one, you can always create your own group.

Content Ideas

- Demonstrate videos of new cars, pointing out useful features
- Create 1 min how-to videos, such as check oil, check air pressure, jump start it, change battery, change a tire, check and add fluids
- Video testimonials—ask purchasers to say a few nice words about you, the experience, the dealership
- Tour of the dealership
- Quick, fun videos of events at the dealership
- Create videos discussing your newest promotions

Blogging

Overview

A blog can be a part of your site or a standalone site on blogging services such as Blogspot, Tumblr, or Wordpress. It allows you to express your thoughts and opinions, promote your business and yourself, help others, and brand yourself as an expert—all beyond the 140 character limit of other social networking tools.

Blogs are a great way to demonstrate your “voice”—your thoughts, opinions, and knowledge in the industry. It encourages conversation of your users through comments and sharing.

How-To Guide

1. Determine if it will be a website or standalone blog. First, if you will have a website, I would add the blog to the website. Or, if you will use a site like Wordpress to build a website, create it as a blog first and then use the same domain name to build a site on it.

If you will not have a website, then select the best blogging service that suits your needs and level of comfort for use. I would suggest Blogger, Wordpress, or Tumblr. Be sure to read each one and find out which one you like better.

2. Determine your goals. Define what you’re hoping to accomplish with the blog and list out a few tactics of achieving those goals before you begin writing. These will help guide your posts and focus your efforts.

3. Know your audience. While we’d all love to reach “Everybody”, marketing efforts are almost useless if you don’t narrow down your target market and who you’d like to reach. Think about who will read your blog and what they would like to read about and would like the blog to look like. Once your blog is started, keep track of your audience. If it changes, change your content to reflect that. If you find more women than men are reading it, what topics or areas of interest are important to them? If more men are reading it, what interests them?

4. Be persistent. Update frequently and with relevant information. Don’t just create meaningless posts for the sake of updating. Try planning out your content on a weekly or a monthly schedule and writing a few blog posts in one sitting if your time is short. That way, you can simply log in on the day you want to post content, copy a blog post, then paste and update.

6. Be inviting. Make your readers feel welcome and that the blog is a form of conversation, not a soapbox for you. Ask your readers questions and encourage them to post comments with the answers.

Useful Information & Terms

Blogroll: A list of other blogs that a blogger might recommend by providing links to them. This is great for your search engine rankings, but might also encourage other bloggers to link to YOU, generating more traffic to your blog.

Blogosphere: all blogs, or the blogging community.

RSS Feeds: Your blog should feature this option. For people that read a great deal of content such as blogs, news sites, etc... they sometimes use an RSS feed reader—it pulls all the content from all of their selected sites into one central location for easy reading.

Permalink: Stands for permanent link. This is the unique URL of a single post; You use this link when you want to post a link to the post somewhere such as your Facebook or Twitter accounts.

Vlog: Video blog, or someone who records short videos of him/herself talking. Similar to an audio blog (but with video).

Content Ideas

- Lists – I.e. 5 tips to winterizing your car, 10 tips to selecting winter tires
 - Great SEO and generally people like to share these
- Your take on new cars and why you like them
- Events going on at the dealership
- Current sales or rebates
- Go into more depth on cool features of a new car
- Car reviews from trusted sites

Resources
Contact

Direct loan
Add on

2/9/2011 beginning date
2/9/2022 ending date

check other: direct loans forgot to consolidate, doing an add on with direct loan consolidation

campus partners does not do LVCs for Champlain college, all goes through champlain.