

## Using LinkedIn ([www.linkedin.com](http://www.linkedin.com))

LinkedIn is business social media. That means it works well with people in business. If that's your market, you are in the right place on LinkedIn. You can use it to connect with - and stay top of mind with - prospects, clients and centres-of-influence.

Your LinkedIn profile has six parts:

1. Name: use your usual name. Don't be too formal or people will miss you. Don't be funky – remember, this is business social media.
2. Picture: use a quality picture that looks like you...today. Don't put your logo here.
3. Professional headline: this is not your title. Use the professional headline to capture the benefit of your work or business.
4. Industry: be as specific as you can. Don't just select the easiest match from the selections offered.
5. Summary: write 150 words describing the benefits your customers or clients experience when you solve their problems.
6. Specialty: this is the real, specific reason people want to deal with you and not in your competition.

The main difference between LinkedIn and Facebook is the business focus. This is a forum for making purposeful, business related connections. This is not the place to “nudge” people or pepper them with frivolous messages or personal updates.

## Social Media Stats

- Over 80% of people in North America have at least 1 social media account
- Social media makes up over 17% of all online usage (more than email)
- As of February, 2011, there were 156 million public blogs (~ 1 million posts/day)
- 93% of Americans believe companies should have a social media presence
  - 85% believe those companies should be interacting with customers

### Facebook

- 600 Million active users worldwide
  - 200 Million on mobile devices - mobile users twice as active
- Average user has 130 friends
  - Over 900 million objects people interact with (pages, events, groups)
- Average user creates 90 pieces of content per month
- Fastest growing segment is 35-45 years old

### Twitter

- 110 Million registered users – adding up to 300,000 daily
- 55 Million tweets daily
- 600 Million search queries on twitter search daily
- Peak days to tweet are Tuesday & Wednesday

### Youtube

- More videos uploaded in 60 days than 3 largest networks create in 60 years combined
  - 35 hours of video uploaded every minute (~ 200,000 movies/week)
- 2<sup>nd</sup> largest search engine on the web
- 3<sup>rd</sup> largest website on the web
- Exceeds 2 Billion views daily
  - Double the prime-time audience of all 3 major US networks combined

**It appears that Social Media is not just a passing fad!**