

# How to Socialize—Social Media Style

*NECA is now active on several social sites. It's time for you to join the conversation!*

Social media—shared information online tools—can help you keep up with your industry and connect with business contacts. Here's how to get started.



Facebook

## How to Socialize

**Facebook** is more than a gathering place for online social butterflies. It's an easy way for you to connect with millions of other people and provide a public image for you or your business. Once your Facebook page is set up, how frequently you update the information is up to you. For business leaders, we recommend some kind of weekly post, including:

- A link from a website or news story you like.
- A picture of a recent event, to show friends, family and co-workers what matters to you.
- A video, home movie, or tv show clip
- Update your status to reflect what you're doing (see tweet ideas).
- Add new friends and become a Fan of other Facebook users.

## How to Advertise Your Business with a Fan Page on Facebook

Facebook pages are just for individuals; businesses and organizations must create Facebook **Fan** pages. To make the most of your company's Fan page:

- Post your company logo, description of your services, project profiles, and pictures from a recent event or staff photos
- Post a link to a news story from your company's website, and you'll let a new audience know about your work and drive new traffic to your site.
- Post a video, commercial or advertisement
- Update company status with recent happenings within your organization – new projects, completed project, new employees.

## Ready to get started?

1. Log-on to [www.facebook.com](http://www.facebook.com)
2. Fill out the requested information to sign up. You have total control of how much information you want displayed, and who should have access to what information. For example, if you do not want people knowing your age, place of residence or gender, you can remove those options from the display after your Facebook registration is validated.
3. Once you have established a username (your name), start answering the questions Facebook asks. The more information you put out there, the easier it will be for friends, colleagues, clients, employees and others to find you.
4. You're ready to start socializing, so use the search box to find people you know—or people who you *want* to know—called **Friend Requests**. Without these connections, your Facebook profile isn't worth much. Search for businesses, issues, and people to become fans of, to help identify who you are.

## Ready to get started?

1. Log-on to [www.facebook.com](http://www.facebook.com) and sign onto your personal account.
2. Select “create fan page for business” from Facebook homepage
3. Fill out the requested information, update company history, profile and add your logo
4. Start notifying the world! Tell everyone why your company is the best place to go.



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## LinkedIn

### How to Link Up

**LinkedIn** is the business card of social networking. This is a place where you can set up a company profile, individual profile and several groups that relate to your business, industry, and interests. If you only try one of these social sites, LinkedIn should be it.

- Having a personal profile (e-business card) is handy way to keep in touch.
- Keeping exact records online helps people search for you.
- Having a business profile or group on LinkedIn gives your company the spotlight it deserves.

### Ready to get started?

1. Log-on to [www.linkedin.com](http://www.linkedin.com) and click on “new member.”
2. Fill out the requested profile information and upload a picture.
3. Find your present employer, past employers, friends and families and request to connect—your resume or CV.
4. Search for colleagues you know and groups that interest you, or start your own group based on your company profile or individual status. *HINT: set up your LinkedIn “Company Profile” if there isn’t one already established. Company profiles can be edited only by individuals with company email addresses.*



## Twitter

### How to Tweet

**Tweeting** or twittering is a short, simple response to the question, “What are you doing?” For NECA members, this question can be answered in many ways:

- My company just started/completed this project; moved; joined forces with; etc.
- Did you know my company won this award, my industry is booming, funding is heading our way, my company is the only place to find... etc.
- I’m at the NECA Show, heading to a technical workshop on LED lighting.

### Ready to get started?

1. Log-on to [www.twitter.com](http://www.twitter.com)
2. Join the conversation, and “sign up now”
3. Fill out the required information. Be sure to choose a username that signifies your company or personal image, ie: name, company name, industry, acronym, etc.
4. Sign-in and off you go! Twitter is a live response site which means if you’re trying to get noticed, you need to tweet your heart out. A good best practice is around once a day. But it’s hard to over-tweet, especially when you’re attending a special event.
5. Use RT *@fellowtweep* to indicate if you are re-posting another person’s tweet on your own account.

