



LISTEN UP
IT BEGINS WITH YOU.
www.LISTENUP.biz
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LISTEN UP
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The Use of Social Media in Business & Disaster Preparedness

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Experience

BA in Marketing from Kent State University

19 years in Marketing

Web Design and Development since 1999

Focus on Search Engine Optimization, Analytics, Social Media & Online Reputation Management

Certified Inbound Marketing Professional



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LISTEN UP
IT BEGINS WITH YOU.

Social Media Training

- Identify Tools that work Best
- Platform Setup and/or Training
- On-site Courses on Use
- Email support



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Why is Social Media Relevant?

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Socialnomics

How Social Media Transforms the Way We Live and Do Business

By Erik Qualman

[Socialnomics](#)

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Traditional Marketing

- Outbound Marketing
- Mass Media (TV, Radio, Print)
- Push Marketing
- Interruption Marketing

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Missing the Message

- **TiVo** out Ads & Announcements
- **XM** Satellite = No Interruptions
- Newspapers being replaced by **Online News Feeds**

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Shift to Inbound Marketing

- Marketing by the Masses
- Attraction Marketing
- Inbound Marketing
 - **Create**
 - **Optimize**
 - **Promote**

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Using Social Media

- Necessary to Reach Audience
- Cost Effective
- Increase Exposure
- Build Relationships
- Share Information

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Effective Approach

- Set Goals
- Create a Social Media Policy
- Incorporate Into Your Routine
- Be A Source
- Be Interesting
- Be Found

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MRC and Social Media

- Recruit
- Mobilize
- Communicate
 - ✓ Right **Information**
 - ✓ Right **Time**
 - ✓ Right **Audience**

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Social Media Tools for Emergency Management



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Create Communicate Listen Effectively

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Create Content

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What is Content?

- a Tweet
- a Blog Post
- a LinkedIn Group Post
- a Facebook Post
- a Graphic
- a Video
- an Audio clip

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Developing Content

- What knowledge can you share?
- What product or service do you provide?
- What can you explain (How-to, tutorials)?
- What media best carries your message?
- What topics should you avoid?

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Communicate

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Engage with Your Audience

Commenting & Sharing

Blogs
Groups
Forums
Reviews

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Develop an Online Community

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Where Do We Start?








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Todd Defren of Shift Communications

- Fish where the fish are...
- Swim with them not against them
- Don't bore them
- Don't overfeed them

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Good Starting Point

-  Facebook
-  Twitter
-  YouTube
-  LinkedIn
-  RSS Feed for your Content

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Hear What Others are Saying

Especially when it is **About**
You but not **To** You.

Manage Your Online Reputation

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Listen Effectively

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Create A Listening Station

Monitor conversation around a topic
to take a proactive role in a discussion.

- Volunteer Opportunities
- Program Information
- Emergency Communication
- Online Reputation Management
- Customer Service and Community Building

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5 Steps to Free Listening

1. Create a Gmail account www.google.com
2. Log in to Google Reader
www.google.com/reader
3. Create a watch list
Organization Name, People, Services, Domain Names,
Topics, Disaster Alerts, News Sources, Influencers
4. Visit Google Alerts www.google.com/alerts
5. Enter each term and subscribe through Feed

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Thank You!