

Social media strategy

Effectively using Twitter,
LinkedIn, Facebook, YouTube
and MySpace

Burning questions about
social media?

Twitter: What is it best for?

- Building credibility
- Staying on people's minds
- Updating the public through the influencers
- Staying informed (Learn from the people you follow and learn when you research for your updates.)
- Adding timely information to your blog/website



Symbiocracy

Name Moriah Harris-Rodger
Location California
Web <http://www.symbio...>
Bio Cause marketing strategy brought to you by Moriah

81 following 71 followers


Updates 33

Favorites

Following



[View All...](#)

 [RSS feed of Symbiocracy's updates](#)

Hanging out at petsmart with some dogs that are up for adoption. Come by and check them out!

9:51 AM Jun 27th from mobile web

RT @GiveMusicLife: A grant honoring Michael Jackson was started yesterday by a donor. To contribute to the grant, visit <http://bit.ly/Okbv0>.

9:10 AM Jun 26th from web

This is one of the best viral marketing videos ever: <http://tinyurl.com/3apm2t>. Brilliant. To the point. Just try to keep from sharing it!

8:40 AM Jun 19th from web

RT @nonprofitorgs: "Nonprofit Job of the Day :: Online Organizer @ Change.org: <http://tinyurl.com/kqed9o>." How much fun would this be?!

8:33 AM Jun 19th from web

@AlexScoble Thursday is the new Friday. There's no doubt about it.

7:18 PM Jun 18th from btx

What do you Tweet?

- ◉ Interesting facts, figures and data
- ◉ Tricks of the trade
- ◉ Current events on the topic
- ◉ Quote other Tweeters and talk about them
- ◉ Twitter is NOT Brightkite!

Twitter Language

- “@name” is a person’s username. They will see you wrote about them.
- “Rserne. They will see you wrote about them.
- when you research for your updates.)T” stands for “retweet.” It means you are quoting someone else.
- “#word” means you are referencing a Twitter discussion.



GiveMusicLife

WEEKLY SPECIAL - Dave Mustaine VMNTX Signature Guitar. Only 3 more days to purchase at the discounted price.

<http://tinyurl.com/kvccsf>

about 22 hours ago from web

A grant honoring Michael Jackson was started yesterday by a donor. To contribute to the grant, visit <http://bit.ly/Okbv0>.

9:08 AM Jun 26th from web

RT @Ididsbury: 4500 Mile Ride for Charity group on Facebook - two contests to win guitars...must join to enter contests! Tell your friends!

4:16 PM Jun 24th from web

Check out our "Weekly Special" every Wednesday on our official blog. <http://thefendermusicfounda...>

1:17 PM Jun 24th from web

@socialgood, we reach 98% of our donors through our social media network! They are our biggest supporters and advocates. #FindingTheGood

2:52 PM Jun 22nd from web

Name FenderMusicFoundatio
Location United States
Web <http://www.fender...>
Bio A nonprofit foundation that awards instruments to music education programs.

92 following 153 followers

Updates 30

Favorites

Following



View All...

RSS feed of GiveMusicLife's updates

How to maximize Twitter for SEO

- Write a strong Twitter bio for your account, filled with keywords.
- Use keywords as often as you can in the first 5 words of your posts.

Homework

- Participate in a discussion about your social media challenges and successes. We will call it #LnL. Reference it every time you add to the discussion.

Facebook: What is it best for?

- Reaching the general public
- Starting something viral/Spreading something viral
- Sharing Twitter posts
- Your customers and potential customers can promote you for free

The Facebook elements:

- A profile
- A group
- Applications
- A page

A page offers the easiest way to be promoted on FB

- The name is the most important part. Your potential customers must identify with it.
- Post updates that people will want to share with their friends.
- Sending messages through a page is much more effective than email.



- Edit Page
- Send an Update to Fans
- Promote Page with an Ad
- More

Give. Music. Life.
FenderMusicFoundation.

Fans

6 of 848 fans See All



Natasha Beth



Wendy Escobar



Kenneth Powers



Jeda Higgs



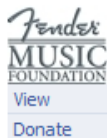
Dave Young



Erin Trutwin

Causes

The Fender Music Foundation (edit)
818 members
\$60 donated



View
Donate



Saving Lives Through Music

- Wall
- Info
- Photos
- Discussions
- Boxes
- Video
- >>
- +

What's on your mind?

Attach

Share

Saving Lives Through Music + Fans Just Saving Lives Through Music Just Fans

Settings



Saving Lives Through Music Only 3 more days to purchase our WEEKLY SPECIAL! Our Dave Mustaine VMNTX Signature Guitar signed by Dave Mustaine is this week's special. The special is \$150 off the original price and the Donor special is \$250 off the original price.

Original Price: \$650
Weekly Special: \$500 (23% off)
Donor Price: \$400 (39.5% off)

Visit our blog for full details. <http://tinyurl.com/kvccsf>



Weekly Special: Dave Mustaine VMNTX Signature Guitar signed by Dave Mustaine « The Fender Music Foun

Source: tinyurl.com

Every Wednesday we will be presenting an item from our online store as the "Weekly Special" which will be offered at a featured price. This week's special is a white Dave Mustaine VMNTX Signature Guitarmade ...

Yesterday at 12:02pm · Comment · Unlike · Share

You and Anne Ward like this.

Write a comment...



Saving Lives Through Music Yesterday, an anonymous donor started a grant in honor of Michael Jackson. To contribute to the grant, type "in honor of Michael Jackson" in the comment field when you make a donation. This grant will give children the opportunity to make music.

Donate to Support Music Education

Source: www.fendermusicfoundation.org

The Fender Music Foundation is a 501(c)(3) public nonprofit. In other words, it is funded by people like you. Your donation will allow us to continue to put instruments into the music education programs that need them most.

YouTube

- YouTube is for viral videos.
- Viral videos spread because people are shocked by them and want to share them with their friends.

How to maximize a viral video

- Your product or service should be the star of the video.
- The video must include the company's name and website.
- It can't be too long.
- It needs to be appealing to your target audience.

MySpace

The MySpace audience is generally:

- Teenagers
- Not too trendy
- Musicians
- Music fans

Do not mess with MySpace unless the above is your target audience.



WE'VE MOVED!

Add our New MySpace! Add the NEW MySpace by searching for the FENDER MUSIC FOUNDATION on MySpace! Don't fall behind! Mood: adventurous at 1:58 PM Jun 16

view more

View My: Photos Videos Blog Playlists

34 / Male
Agoura Hills, California, US
Last Login: 6/18/2009

URL www.myspace.com/gcmusicfoundation

- Send Message
- Add to Friends
- Add Comment



myspace music Pop Out Player

...Then Came A Sudden Vali...
QUIET COMPANY - NEW M...

00:50 05:44

Buy Album Ringtones Add Buy

...Then Came... by QUIET COMPANY - ...

- I Might Have Gu... by Birdmonster
- California by SUNDAY RADIO (Frida...
- Oh So Lovely by the Paper Dolls
- Don't Shut Your... by The Crash Moti...
- everything is b... by hot bitch arsenal
- Like I Do by minipop
- New Road by AM
- Be OK by ingrid michaelson

Playlists (2)

Latest Blog Entries

Subscribe View WE'VE MOVED's Blog

- May 26, 2009 3:54 PM Add our new Myspace page!
- Apr 16, 2009 11:13 AM Our Myspace page is moving!
- Apr 7, 2009 3:43 PM The Guitar Center Music Foundation Announces Company Name Change
- Mar 17, 2009 3:16 PM Just started a Twitter!
- Mar 11, 2009 3:35 PM Andrea LaBarge chooses GCMF as beneficiary

Blurbs

About me:

The Fender Music Foundation formerly named the Guitar Center Music Foundation was created to take a stand against the loss of music programs in America. We work to support and educate the public on the value of a musical education. We provide resources to music programs, both public and private, throughout the country, so kids and adults alike can experience the joys of making music. With your help, we can make a difference in people's lives by providing them a gift that lasts a lifetime.

Learn more about FMF!
www.fendermusicfoundation.org

Donate!

Donate

Buy memorabilia!

Purchase memorabilia signed
by your favorite artists

Interests

General

The Fender Music Foundation raises money by selling signed memorabilia on www.fendermusicfoundation.org, through in-kind donations and through charity events.

Music

Social Media

- Questions?

September Lunch and Learn

- Discuss questions brought forward on Twitter
- Blogging
- Search Engine Optimization
 - Social Media
 - Your Website

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