I Tweeted, I linked, 
I Connected

Facilitated by:
Jonathan Fuhrman
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I TWEETED, I LINKED, I CONNECTED

Presented by:
Jonathan Fuhrman
CU Solutions Group Marketing Consultant

AGENDA

• Twitter 101
• The 411 on LinkedIn
• Connecting with Social Media
  – How you can connect
  – How your credit union can connect
• Enhancing Your AC&E Experience
OBJECTIVES

• Have an understanding of the basic functionality of Twitter and LinkedIn for personal use
• Begin to appreciate how social media can be used to communicate with various entities for personal and business use

TWITTER 101
WHAT IS TWITTER?

• A social networking and micro blogging service that enables users to send and receive posts of up to 140 characters, known as “tweets”
WHY WE USE TWITTER

Though most people use Twitter to keep in touch with their friends, other reasons for using the service differ slightly among men and women. Posting status updates is the second most popular reason women use Twitter, while men use it to find the latest news.

HOW WE USE IT

People use Twitter in a variety of ways:
- Post personal updates
- Post work updates
- Share photos
- Share videos
- Share links
- Tweet locations
- Connect with others

HOW OFTEN WE CHECK IT

About 1/4 of all Twitter users are extremely active, checking in on tweets from others several times a day.
THE CORPORATE TWEET

Businesses large and small are getting in on Twitter, too. A recent report looked at the top 100 of the Fortune Global 500 Companies to find out how many of the world’s largest corporations are tweeting.

77% of the top 100 companies have a Twitter account

• 83% of European Companies
• 72% of U.S. Companies
• 67% of Asia-Pacific Companies

FG100 companies average 5.8 Twitter accounts per company. They use those accounts to post a variety of tweets.

Latest!

Hello!

88% POST COMPANY NEWS/UPDATES

Join Us!

40% OFFER CUSTOMER SERVICE

Sale!

28% OFFER DEALS

Infographic Source: BuySellAds.com

CREATING AN ACCOUNT

• Easy as entering your name and email, then selecting a user name (15 character max) and password
• Even if you don’t want to use an account today, it is still a good idea to create one and reserve your name!
Current Numbers

Who to follow

Trending Topics

Timeline (posts from people you are following)

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**FOLLOWING OTHERS**

- **Follow (v.):** To subscribe to a Twitter user’s Tweets. These will appear in the timeline when you log into your account.
- You can find people to follow by
  - Reviewing Twitter’s recommendations (Who to follow)
  - Using the search box
  - Typing in a Twitter account’s URL or clicking a Twitter icon off of a website
Tweet (v): to post something on twitter / to write a message on Twitter

Tweet (n): a post on Twitter
**140 CHARACTER LIMIT**

- Don’t need to write in complete sentences
- Can abbreviate words
- Use URL shortening site like tinyurl.com to condense long URLs

**COMMON ABBREVIATIONS**

- Because = b/c
- Before = b4
- By the Way = BTW
- For You = 4u
- Forward = fwd
- Great = gr8
- Here to Help = HTH/H2H

- Thanks = Thx
- Thank you = TY
- With = w
- Without = w/o
- Your = ur
- You are = u r
- You’re Welcome = YW
**Retweeting**

- **Retweet/RT (v.)**: To share what someone else tweeted with your followers

  ![Retweet example](image1)

- **@reply**: Any update posted by clicking the "reply" button on a Tweet
- **Mention**: Any update that contains @username anywhere in the body of the Tweet
- **Both ways hyperlink the username to that Twitter profile**

  ![Mention example](image2)
# HASHTAGS #

- The # symbol, called a hashtag, is used to mark keywords or topics in a Tweet.
- People use the # symbol before relevant keywords or phrases (no spaces) in their Tweet to categorize those Tweets and help them show more easily in Twitter searches.
- Clicking on a hash-tagged word in any message shows you all other Tweets with that hashtag.

DIRECT MESSAGING

- Direct message/DM (v./n.) This is a private message between you and the recipient. They can only be sent to accounts that are following each other.
- Can be useful to relay information you don’t want everyone to see:
  - You should connect with this person.
  - Did you see this tweet?
CUSTOMIZING YOUR PROFILE

• Make SURE you upload a square profile image
  – Logo for a credit union page / Headshot or icon for your personal page

• Twitter provides 19 standard backgrounds, with a hyperlink to thousands more
  – Okay to use one of these themes for your personal profile; should have custom for your CU

• Enter your bio, including relevant keywords people may use in searches
• While not of great importance to your personal account, great tools are available for you to analyze your tweets and your followers.
• There are lots of tools out there including some free ones like HootSuite, but my favorite is Sprout Social.
NEED MORE INFO OR HELP?

• support.twitter.com

Tweets & messages
- What Are Hashtags ("#" Symbols)?
- What are @replies and Mentions?
- Types of Tweets and Where They Appear
- How to Post a Tweet
- How to Delete a Tweet
- How to Retweet a Tweet
- How to @Reply and Mentions
- How to Favorite a Tweet
- How to Post and Delete Direct Messages (DMs)
- How to Directly to an Individual Tweet
- How to Tweet With Your Location
- How to Post shortened Links (URLs)
- How to Post videos on Twitter
- What is a Timeline?
- FAQs About Retweets (RT)
- About Tweets (Twitter Updates)
- About the Activity and Interactions Tabs
- About Twitter Community Accounts

Finding & following people
- How to Find People on Twitter
- How to Follow Others
- How to Unfollow Users on Twitter
- How to Block Users on Twitter
- How to Approve/Deny Follower Requests
- How to Promote Your Profile
- How to Use Twitter’s Suggestions for Who to Follow
- How to Find People Using an Email Address Book
- About Twitter Limits (Update, API, DM, and Following)
- About Twitter Suggestions: Browse Categories
- Following Rules and Best Practices
- FAQs About Following
- About Tailored Suggestions
- Tailored Suggestions FAQ

THE 411 ON LINKEDIN
• The Facebook of the professional world
• Can be used to:
  – House an online resume
  – Connect with past and present colleagues
  – Collect recommendations
  – Interact with other professionals via groups
  – Aid in job searches or finding candidates to fill a position

• 160 million members (about 61.5m in the US)

Infographic Source: Business Insider
LinkedIn Stats

Company Size

- 10001+: 19.2%
- 5001-10000: 27.3%
- 10001-50000: 17.4%
- 501-1000: 16.1%
- 201-500: 11.9%
- 51-200: 8.2%
- 100: 7.2%
- 1-49: 5.9%
- Other: 7.2%

Industry

- Higher Education: 18.7%
- Information Technology and Services: 16.4%
- Financial Services: 15.6%
- Retail: 13.0%
- Computer Software: 11.9%
- Marketing and Advertising: 11.9%
- Hospital and Health Care: 8.4%
- Telecommunications: 8.2%
- Insurance: 8.2%
- Oil and Energy: 8.2%

Infographic Source: Business Insider

LinkedIn Stats

How often do you access LinkedIn?

- Daily: 35%
- A few times a week: 32%
- A few times a month: 16%
- Whenever I get an email from LinkedIn: 6%
- Monthly: 5%
- Less than once a month: 1%
- Never: 2%

Infographic Source: lab42.com
• Your full name, a valid email address, and password are all you’ll need to start
• After that, just fill out your profile
  – Headshot
  – Education
  – Previous/current positions
  – Professional affiliations, volunteer work, community involvement, etc
CONNECTING WITH PEOPLE

- Search for people using the search field
- Import your desktop email contacts from Outlook, Apple Mail, etc.
- Connect to your web-based mail account (Gmail, Yahoo, MSN, etc)

NEWS FEED

- Just like Twitter or Facebook, LinkedIn has a news feed where you can read updates from your connections, as well as make your own posts
- You can also like, comment and share content
**Interesting content**

- **Amy Reede** via Twitter @39
  - CU Solutions Group What a fun campaign concept: Tweet the Truck: http://bit.ly/CHImVyp via @MarketTwit
  - Collective Messaging On NYC Trash webinar.com
    - Digital audience targeting company Collective began running ads this week on New York City trash trucks and on bus shelters, telephone kiosks, and newsstands close to ad agencies with campaign messages like 'Is This Where Your...

**Career changes**

- **Farhan Aitz** is now Deputy Director of Regional Services at Atlanta Igual Open University
  - Like • Comment • Send a message • 4 days ago

**Job postings**

- **Overdrive Interactive** posted a job you may be interested in: Director of Marketing Automation in Greater Boston Area
  - Share • Careers at Overdrive Interactive • See more jobs • 4 days ago

**Recommendations**

- **Jennifer Gamse** recommends **Dianna Scerpa**: "You know, I've known Dianna for years, and have always found her to be an upbeat, positive individual, with hi...
  - Like • Comment • Send a message • Read more • 4 days ago

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**CONNECTING TWITTER TO LINKEDIN**

- Want to keep your LinkedIn profile up-to-date, but don’t want to log in everyday? You can connect your Twitter account to LinkedIn, so all of your Tweets will automatically be posted on LinkedIn. Go to www.linkedin.com/twitter for more information.

- But you should still be making an effort to log in a few times per week!
RECOMMENDATIONS

- LinkedIn allows you to write recommendations for others, as well as collect and post them on your profile.
- Just add in your work experience, then “ask to be endorsed” by someone you worked with.
- Once you receive a recommendation, you can select to display or hide it.
- Can erase a recommendation you write at any time.

GROUPS ON LINKEDIN

- Discussion forums where you can ask questions and exchange ideas with your peers.
- Types of groups include:
  - Alumni (schools, clubs)
  - Professional associations (PRSA, IABC)
  - Common interests (credit union marketing)
  - Regional interests (Fusion Detroit)
LinkedIn is a great resource to find a job or recruit a candidate to fill a position

As a job-seeker you can:

- Search by region, job title, company, functions, level of experience, industry, salary
- See how you are connected to the company
As an employer you can:

- Post ads to recruit employees
  - $199/job for 1 job, $155/job for 5 jobs, $125/job for 10 jobs
- Receive applications directly from LinkedIn or have the listing redirect the applicant to your site
- Begin the screening process by reviewing a candidate’s profile and recommendations
COMPANY PROFILES

- Once you have a personal account, you can set up a company profile
  - Provides additional information about your credit union to those in your personal network, prospective employees, and people you are interacting with in discussion groups
  - Just like Facebook or Twitter, you can post updates from your company on LinkedIn, which users can opt to follow (appears in their news feed)
SOCIAL MEDIA CONNECTS...

- Credit union professionals with resources
- Credit union professionals with each other
- Credit unions with the media
- Credit unions with consumers

CU PROFESSIONALS ↔ RESOURCES

- @CuSolGroup
- @MICreditUnions
- @MCULEvents
- @cumagazine
- @CookeonCUs (Credit Union Times)
- @CUChatUp
- @FinancialBrand
- @NewsNowLiveWire (CUNA news feed)
CU PROFESSIONALS ↔ EACH OTHER

- @NCUACreditUnion
- @cunambdcouncil
- Credit Union Network
- Credit Union Group
- Social Media for Credit Unions
- Search for “credit union” in LinkedIn Groups to find dozens more

CU PROFESSIONALS ↔ EACH OTHER

- www.facebook.com/CreditUnionEducation
  and click on the “Join the Discussion” tab
• Love My Credit Union
  – www.facebook.com/lovemycreditunion
  – @LoveMyCU
• Credit Union Link
  – www.facebook.com/creditunionlink
  – @CreditUnionLink
• Your Credit Union!
LOVE MY CREDIT UNION - FACEBOOK

Wow - at the end of March, the United States’ 7,300 credit union passed $1 trillion in assets. If you have a relationship with a credit union, tell us why!

LoveMyCreditUnion May 15 via Sprout Social

Wired.com shares a great review of the XP5 15” notebook. http://www.wired.com/reviews/2012/04/6689-apr-13/ What they don’t mention is that credit union members can save on this hot new item. Read all the info here: http://www.lovemycreditunion.org/Bell-752.html

Wired.com May 14 via Sprout Social

You can get in-depth coverage of current and future trends in technology, and how they are shaping business, entertainment, communications, science, politics, and culture at Wired.com.

LoveMyCreditUnion May 14 via Sprout Social

LOVE MY CREDIT UNION - TWITTER

South Carolina Federal (@SCFederal) April 11

Check out Invest in America for #CreditUnion discounts on vehicles & lots of great ideas via @LoveMyCU;

Expand

Love My Credit Union (@LoveMyCU) April 13

@SCFederal Thanks for promoting invest in America!

Hide conversation · Reply · Delete · Favorite

4:43 PM - April 12 via Sprout Social · Details

Mrs. Sturms @Whojealous April 13

On my way 2 Sprint 2 get this Phone Activated

Expand

Love My Credit Union (@LoveMyCU) April 13

@Whojealous Are you a credit union member? If so, make sure to take advantage of your Sprint discounts. Info here: lovemycreditunion.org/Sprint-169.html

Expand

Community America CU (@CommunityAmericaCU) May 5

RT @shawnncm: Today marks 7 years with @CommunityAmcCU. One of the best decisions I’ve ever made. Join in. @LoveMyCU #YES!

Expand

Love My Credit Union (@LoveMyCU) April 13

@CommunityAmericaCU Thanks for tagging us in your post. Glad to see you have a happy member of 7 years!

Hide conversation · Reply · Delete · Favorite

4:42 PM - April 12 via Sprout Social · Details
CREDIT UNIONS ↔ THE MEDIA

• Social media can serve as part of your public relations efforts to get the word out about:
  – Community involvement (charity events, scholarships, etc)
  – Branch openings or other events (free document shredding)

• @detroitnews
• @freep
• @MichRadio
• @LSJNews
• @GRPress
• @Mlive
• @flintjournal
• @michigandaily
ENHANCING YOUR AC&E EXPERIENCE WITH SOCIAL MEDIA

DURING THE CONFERENCE

• @MCULEvents with your questions about the conference
• Include #mculace12 in your Tweets to discuss sessions, share what you’ve learned, let people know what you are up to, share pictures, etc.
• Participate to enhance your conference experience and for great prizes!
AFTER THE CONFERENCE

• Join one or more of the MCUL LinkedIn Groups
• Start a conversation
• Engage in the conversations started by others
• Make it a habit

FINAL THOUGHTS
WHAT YOU SHOULD DO:

• Make social media part of your everyday life, even if its just 30 minutes per week
• At the bare minimum, it serves as an excellent means of:
  – Keeping up with the latest CU news
  – Exchanging ideas with other CU professionals
  – Learning what is working for other CUs and tweaking these ideas for your own use

WHAT YOUR CREDIT UNION SHOULD DO:

• Determine your goals and objectives for social media
• Have a social media strategy in place
• Devote the resources to make it happen
• Have a social media policy
Complimentary Website Report Card for AC&E attendees from CU Solutions Group

www.facebook.com/CuSolGroup

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