

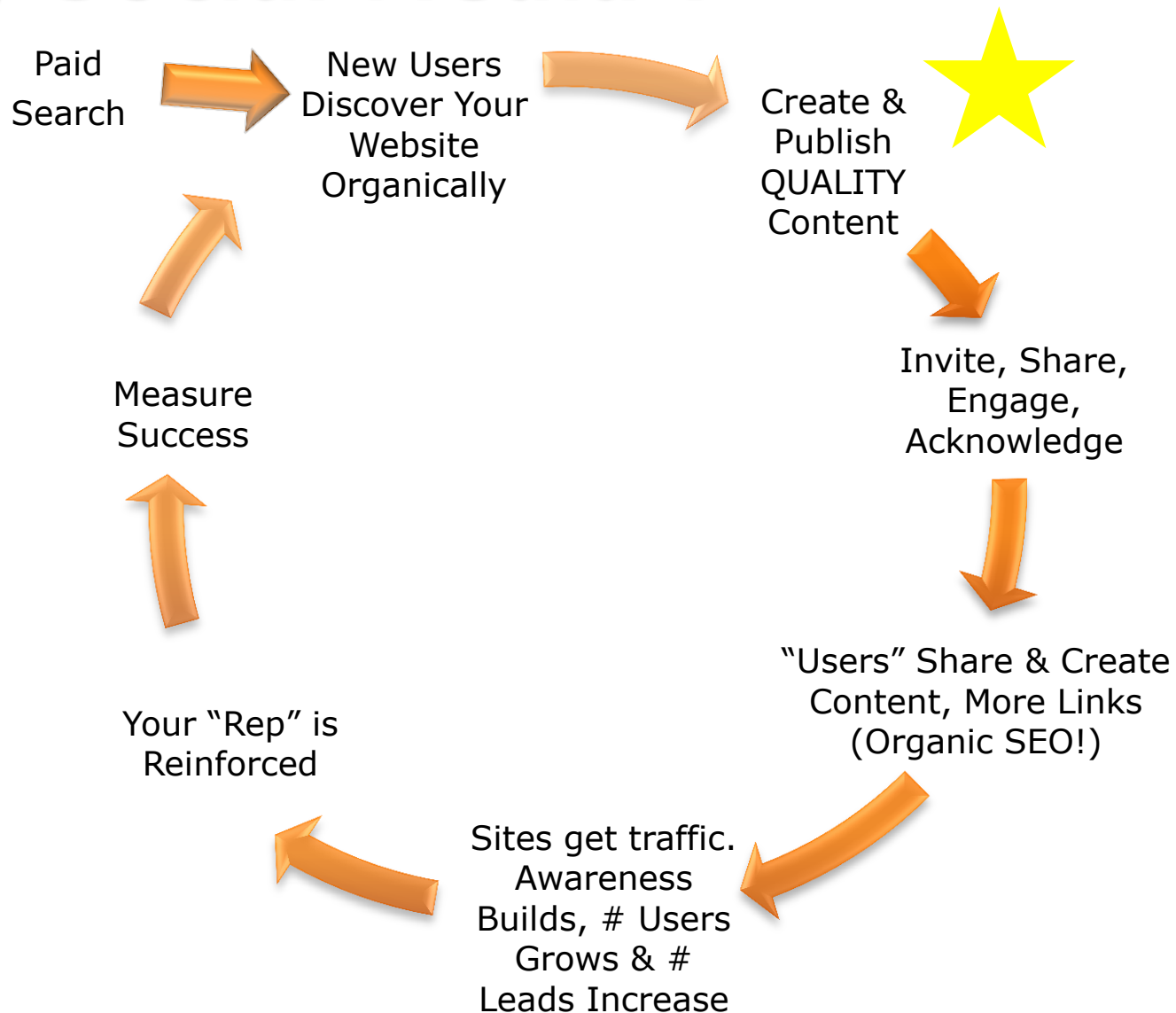
# The Social Web



# Agenda

- Expectations
- Social Media
- Content
- Thought Leadership
- Social Platforms
- Measures

# Why Social Media ?



# Create **QUALITY** Content

- Identify Who
- Be Yourself
- Be Niche
- Be Relevant
- Be Purposeful
- Be Helpful

\* Amplify with Social Media



# From One Engineer to Another®

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**Bloggers in the Spotlight**

**Profitability Potential in Printed Circuit Board Assembly**

15 May 2012  
Folks, The impetus for writing the Patty and the Professor series, in 2009, <posts here> ...

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**Regions**

**Americas** — Utica, Chicago, Clinton  
E-Mail: [askus@indium.com](mailto:askus@indium.com)  
Phone: +1 315 853 4900

**Asia/Pacific** — Singapore, Cheongju  
E-Mail: [asiapac@indium.com](mailto:asiapac@indium.com)  
Phone: +65 6268 8678

**China** — Suzhou, Shenzhen, Liuzhou  
E-Mail: [china@indium.com](mailto:china@indium.com)  
Phone: +86 (0)512 628 34900

**Europe** — Milton Keynes, Torino  
E-Mail: [europa@indium.com](mailto:europa@indium.com)  
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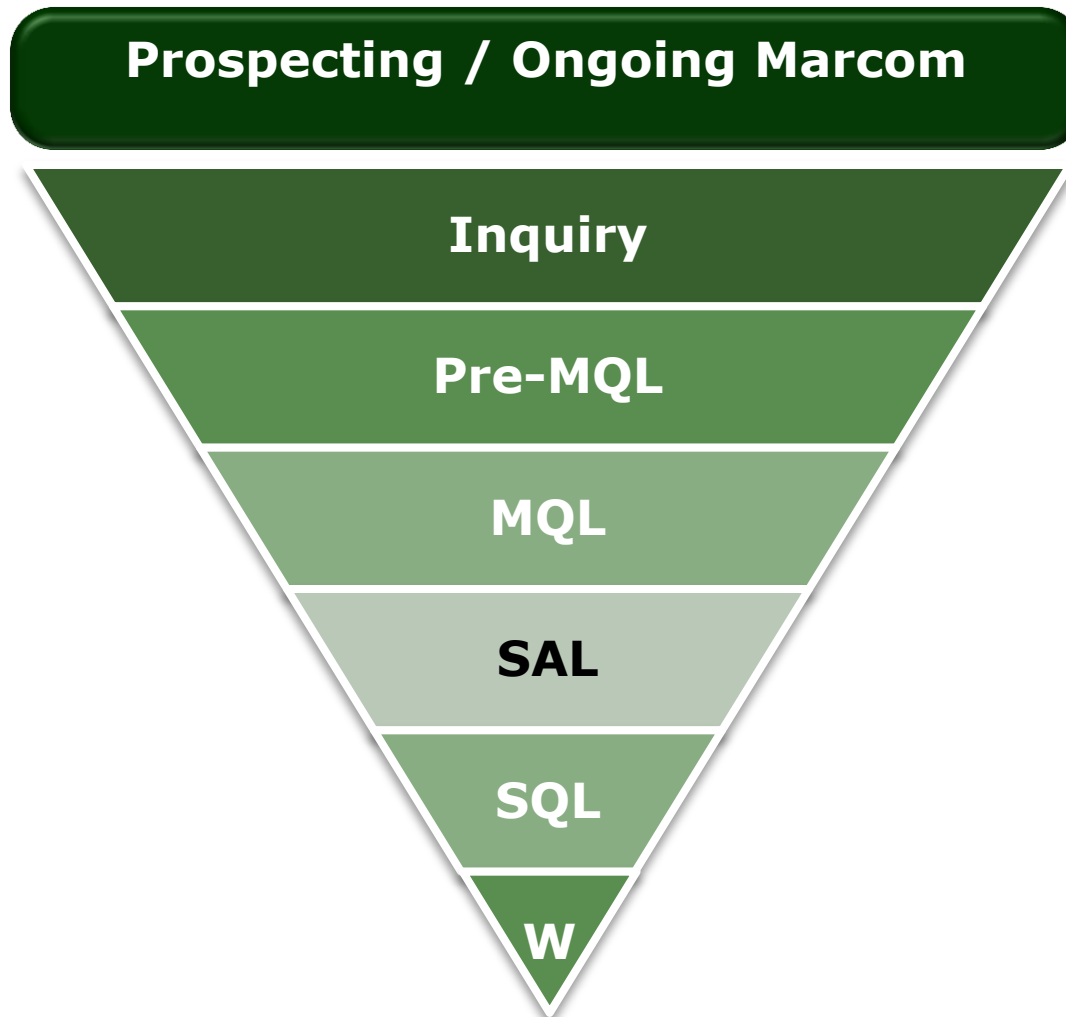
INDIUM CORPORATION  
www.indium.com  
info@indium.com  
PH: 408 109112 428 3490  
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- 16 + employees who blog
- Blogs built around 73 specific keyword searches: nanobond (2), fusible alloy (3), solder alloy (7), ...
- Rick's motto "Content to contact to Cash"

# Where does social media fit?



# Who are you?





# Goals & Objectives Could Be

- **Network Online** – raise awareness of you and your business.
- **Engage with people online.** Speak the language of each social platform.
- **Research and learn** more about our competition, prospects, customers, influencers, and others.
- **Listen** to conversations and **identify emerging trends.**
- Generate **positive word of mouth** and **monitor your reputation.**
- **Be helpful, be a thought leader** in A, Y or Z.
- Drive online audience to relevant, **quality content:** increasing visitor traffic, generating more leads and increasing your sales.

# How To Be Social, 6:1

- **A framework to guide your actions in social platforms online:**
  - **Listen**
    - Gain insight into your “audience” customers, competitors, prospects, influencers.
    - RSS feeds, Google Reader, Google alerts and tools like Hootsuite, Social Mention
  - **Share**
    - Links to content on your blog, website: whitepapers etc.
    - Events or conferences you are attending and announcements in real time.
    - Content from training/conference sessions: live tweet content, blog, post etc.
    - Videos or pictures of events, presentations, parties, customers, partners, employees.. .
  - **Engage**
    - Make comments, respond to mentions of @yourhandle. Ask questions. Help others connect online. “DM you should follow ...”
  - **Acknowledge**
    - Publicly recognize, give thanks, call out fans, followers, etc.
  - **Create**
    - Social media may be the engine for our marketing efforts, the fuel that powers it is CONTENT!
    - Commit to creating content – your own blog posts, tweets etc.
  - **Promote**
    - Any actions that drive to an offer, discount, webcast, your booth at a tradeshow... “promotional” communications.

Linked  <sup>®</sup>

# LinkedIn



**Kai Wong** 1st  
Chairman at IEEE Central Texas Consultants Network  
Austin, Texas Area | Semiconductors

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**Current** **President at QSC & Associates**  
Chairman at IEEE Central Texas Consultants Network

**Past** Overseas Representative at Hong Kong Science & Tech. Parks Corp.  
Sr. Program Manager at Motorola  
Product Manager at Motorola, Inc. / Semiconductor Product Sector

**Education** Columbia University in the City of New York  
St. Edward's University  
State University of New York at Stony Brook

**Connections** 385 connections

**Twitter** [Follow @KaiQsc](#)

**Public Profile** <http://www.linkedin.com/pub/kai-wong/0/633/156>

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## Summary

Business development and marketing for technology companies interested in the Asia market. Engineering professional with strong global program management experience. Extensive experience in new product development, marketing, manufacturing ramp up and product life cycle management. MBA degree with international business management, marketing, customer service, operations and business P&L.

## Specialties

- \* Program Management
- \* Asia Market Business Development
- \* New Product Development
- \* Product Life Cycle Management

## Experience

### President

#### QSC & Associates

October 2008 – Present (3 years 8 months)

1. Your profile is your introduction - *complete it.*
2. Add a headline that communicates what you do vs. your title. Think of keywords colleagues or prospects would use to find you in Linked In. Consider adding a benefit statement.
3. Add Summary & Specialties make them client and industry focused.
4. For each job experience: answer who you help, problems you solve & results achieved.
5. Use the space “above the fold” to communicate your most important message.

# LinkedIn Groups

743 results for "IEEE"

Search 4 Groups Here

LinkedIn Account Type: Basic | Upgrade Patricia Tynan Add Connections

Home Profile Contacts Groups Jobs Inbox Companies News More

743 results

- All LinkedIn members
- 1st Connections (2)
- 2nd Connections (143)
- 3rd + Everyone Else (600)

All categories

- Your groups (0)
- Groups You May Like (0)
- Open groups (276)
- Members only (467)

All languages

- English (692)
- Spanish (26)
- Turkish (10)
- German (5)
- Portuguese (4)

Enter language

What conversation would you like to have?

[Create a Group](#)

[Learn more >](#)


- The Official IEEE Group [official]**  
This group was formed to engage IEEE members via LinkedIn. Managed by IEEE staff, this global IEEE group is verified against the official IEEE...  
**Very Active:** 135 discussions this month · 20,160 members  
▶ 96 in your network
- IEEE Smart Grid**  
The IEEE Smart Grid Group on LinkedIn has been created to complement the IEEE Smart Grid Portal with discussions, industry information...  
**Very Active:** 220 discussions this month · 9,447 members  
▶ 45 in your network
- IEEE Computer Society Members**  
Group to link members of the IEEE Computer Society. You must be a member of the IEEE / IEEE Computer Society in order to join this group.  
**Very Active:** 58 discussions this month · 7,598 members  
▶ 47 in your network
- IEEE Communications Society**  
IEEE: Fostering technological innovation and excellence for the benefit of humanity.  
**Very Active:** 76 discussions this month · 5,842 members  
▶ 10 in your network
- IEEE-USA**  
LinkedIn group for IEEE members in the geographic USA area (Regions 1 through 6). This group is for IEEE Members only. Please ensure that you...  
**Very Active:** 78 discussions this month · 3,509 members  
▶ 21 in your network
- IEEE Signal Processing society**  
The IEEE Signal Processing Society is an international organization whose purpose is to: advance and disseminate state-of-the-art scientific...  
**Active:** 27 discussions this month · 3,847 members  
▶ 11 in your network
- IEEE Robotics and Automation Society (IEEE RAS)**  
The IEEE Robotics and Automation Society (IEEE RAS) is interested in both applied and theoretical issues in robotics and automation. Robotics...  
**Very Active:** 59 discussions this month · 3,114 members  
▶ 7 in your network
- IEEE Türkiye**  
Bu grup, 150 ülkeden 360,000 üyesiyle dünyanın en büyük... Enstitüsü (IEEE) Türkiye şubesinin resmi grubudur. IEEE Türkiye...  
14 discussions this month · 2,558 members  
▶ 4 in your network





More than 1/2 of active Twitter users follow companies or brands on social networks. Source: Hubspot, 12/11

# Twitter



The screenshot shows a Twitter profile for Krista Endsley (@kristaendsley) in Austin, TX. Her bio identifies her as SVP and GM for the Nonprofit business at Sage, with a passion for family, friends, nonprofits, and taking things to the next level. Her website is listed as <http://www.sagenonprofit.com>. The profile has 40404 text followers in the United States. The tweet history shows four recent tweets, all retweets: 1) RT @littlepinkbook: More women are promoting one another at work – & companies are reaping the benefits. Mor... (cont) [deck.ly/~uCuXs](http://deck.ly/~uCuXs) (1 hour ago); 2) RT @SageNonprofit: Our very own @geekbyte plays doctor in @ntenorg Dec Issue of Change how to diagnose & treat ... [ow.ly/7QtRD](http://ow.ly/7QtRD) (1 hour ago); 3) It's never too early to start thinking about next year's Holiday giving campaign [bit.ly/VVsDcp](http://bit.ly/VVsDcp) @sagenonprofit (1 hour ago); 4) RT @sagecrmsolution: Tom Nolan explaining drip marketing using Sage E-marketing in #sagecrm at #sagecrmbotcamp. (2 hours ago).

39% of B2B companies using Twitter have acquired new customers from it. Source: Hubspot, 12/11

1. Be consistent with your names.
2. Add a picture!
3. Write a headline communicating what you do, your interests.
4. Include a link to your website.
5. Use a SM management platform to organize.
6. Start by following and listening.
7. Share and acknowledge.
8. Engage in conversations.

# Twitter

- Things you should know ...
  - Follow and listen. Don't always talk about yourself, share information.
- Basic Terms
  - # = Hashtag, used to make terms "searchable"
  - RT – retweet, is acknowledgement
  - MT – modified tweet (use when you edit vs RT)
  - Via - use "via" for attribution and multiple acknowledgements
  - @reply – conversation between you and @reply "same" follows
  - DM is a direct message or private conversation

# Twitter – Reasons Why

1. Competitive intelligence “spy” on competitors.
2. Follow, listen and keep up with your prospects and customers.
3. Increase awareness and grow your personal & professional reputation.
4. Share great content! Generate leads.
5. Listen for positive and negative comments.
6. Address customer service or program shortfalls rapidly. (Offline as quickly as possible.)
7. Drive traffic to your website/s and increase SEO rankings.
8. ...





# Facebook

facebook Sage Nonprofit Home

Sage Nonprofit Timeline Now Highlights Admin Panel

A Sage nonprofit knows.

Sage gives you the knowledge your organization needs to raise more money and manage it through growth and change.

sage Sage Nonprofit 1,782 likes · 88 talking about this · 9 were here

Computers/Technology Welcome to Sage Nonprofit on Facebook—a place for conversation, news, and updates about the nonprofit and government sectors. Like our page to connect with us. Find About Photos Likes Win A Grant Map

Highlights

Status Photo / Video Event, Milestone +

What's on your mind?

Sage Nonprofit shared a link. about an hour ago

Sage Nonprofit is hiring a Product Manager. Do you have nonprofit experience? Do you want to help determine what features are most important to nonprofit users? If yes, definitely check out the opportunity on our Career Center.

Careers Center - More information about this job careers-sage.icims.com

At Sage Nonprofit Solutions we've been working exclusively with nonprofit and government customers for over 30 years. Our employees and partners are passionate about helping our 32,000 nonprofit customers improve how they use technology to manage their organizations and

Like · Comment · Share

2 people like this.

Write a comment...

Sage Nonprofit Yesterday

Sage Nonprofit Chill Cookoff Winners from left to right: Stan Duncan, Heather Burton and Grant Howe. Congratulations!

Recent Posts by Others on Sage Nonprofit See All

Erie Elementary Charter School Hi there! I am not sure if my submission went through. Can ...

Stacy Susla Keating I love Hospice House 3 hours ago

Florence Gemmill I vote for the United Way of Peel Region to be the recipient. 1 · 6 hours ago

Deborah Johnson I would like to vote that the Careforward foundation be gi... 1 · 9 hours ago

Lani Did you receive my entry? I'm not sure if it went through! 2 · Yesterday at 5:11pm

More Posts

Recommendations See All

Patricia Ann Juhrend I would love to share a fundraising opportunity that never e... about 3 weeks ago

Hundee Takele thank! about 3 months ago

Michael Custan friendly user accounting software

1. Create a page.
2. Create an eye catching cover photo.
3. Use a clearly branded profile picture.
4. Add milestones.
5. Pin a post a week
6. Arrange views and apps at the top of the page.
7. Manage and measure your page, FB Insights
8. Want more follows?

# Social Media Management

Twitter

LI

LI  
Group

The screenshot displays a social media management interface. At the top, there is a 'Compose message...' field. Below it, a navigation bar shows several tabs: 'Welcome', 'Patricia Tynan Williams (Facebook)', 'TheFutureScout (Twitter)', 'Patricia Tynan (LinkedIn)', and 'Houston Futures (LinkedIn)'. The main content area is split into two columns. The left column, titled 'Home Feed', shows a list of tweets from 'TheFutureScout'. The right column, titled '#futrchat', shows a chat conversation with users like BradFeinknopf, Urbanverse, and heathervescent. The interface includes various icons for navigation and settings.

- [www.Hootsuite.com](http://www.Hootsuite.com)
- [www.Tweetdeck.com](http://www.Tweetdeck.com)

[www.seismic.com](http://www.seismic.com)

# Hootsuite

Listen in on conversations online. Organize multiple streams of info by your @handle or #searchterm. Here I am listening for #futrchat and #4futr

The screenshot displays the Hootsuite dashboard interface. At the top, the browser address bar shows 'hootsuite.com/dashboard#/tabs?id=5212465'. Below the browser, there's a 'Compose message...' field and a search bar containing '#4futr'. The dashboard features a navigation bar with tabs for 'Welcome', 'Patricia Tynan Williams (Facebook)', 'TheFutureScout (Twitter)', 'Patricia Tynan (LinkedIn)', 'Futurist Scan', and 'untitled'. The main content area is divided into four vertical streams:

- Home Feed (TheFutureScout):** Contains tweets from 'nprscience' (2:55pm via twitterfeed) about gas well pollution, 'PeterFBrown' (2:55pm via Tweet Button) about government benefits, 'trieloff' (10:51am via Buffer) about tweets, and 'paleofuture' (2:55pm via Web) about 'chronocentrism'.
- Sent Tweets (TheFutureScout):** Shows tweets from 'TheFutureScout' at 2:26pm, 7:30am, 4:30pm, and 2:50pm, discussing megacities, social media shifts, sci-fi films, and women at work.
- #futrchat (Keyword):** A stream of tweets from 'Urbanverse' and 'horizonwatching' discussing the future of creativity and the move of #Futrchat to May 24th.
- #4futr (Search):** A stream of tweets from 'foresightINV', 'wendyinfutures', 'vwward', and 'leeshupp' discussing wearable brain scanners, alternative models, NYC data, and conversational networks.

# Hootsuite

Write your message and select the networks to post in by checking the account icon. You can even schedule your tweets in advance.

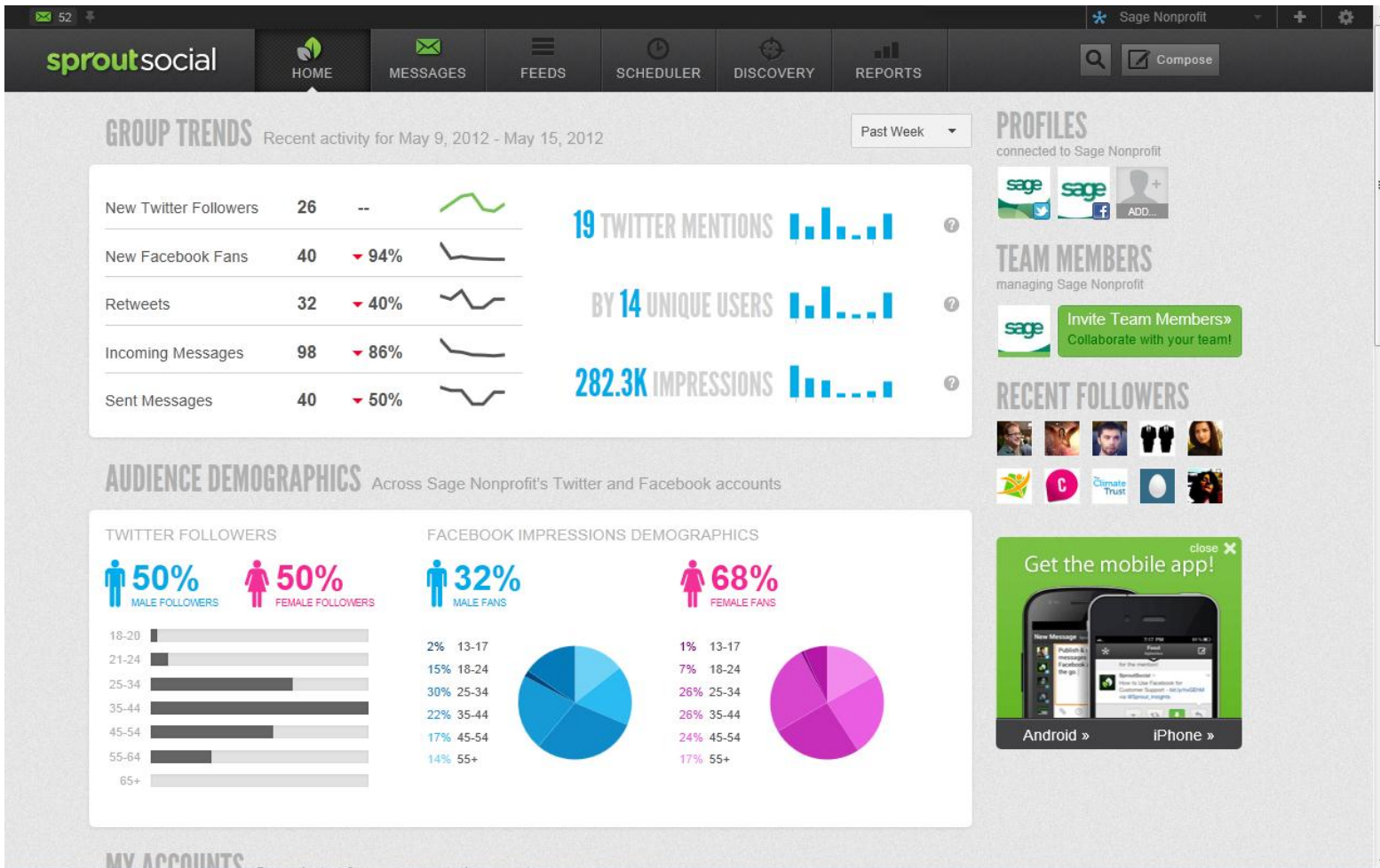
The screenshot displays the Hootsuite interface for composing a tweet. The text of the tweet is "Water worry woes? Slingshot' system of water purification <http://ow.ly/aVPzz> via @urbnfutr". The interface includes a toolbar with icons for link, settings, "Shrink", a calendar icon (highlighted with a yellow box), a location pin, and a lock. Below the toolbar are buttons for "Send Now", "Select All", and "Select None". The tweet is being composed in a social media stream with three columns of tweets. The first column shows tweets from brycebiggs, AdobeEntSupport, heervisscher, and sspycher. The second column shows tweets from TheFutureScout. The third column shows tweets from Urbanverse and horizonwatching.

# Measure Success

- Link to your goals and business objectives?
- Places to start:
  - “Headcounts” number of followers, friends, etc.
  - Engagement or activity: re-tweets, shares, likes, etc.
  - Visits unique or repeat to the website.
  - Number of “leads” generated.
  - Dollar amount of sales.
  - Sentiment.
- Free – Inexpensive Tools
  - Facebook Insights
  - Hootsuite Analytics
  - Socialmention.com
  - SproutSocial



# Measure Success



# More Links & Info

## The Official Word ...

- Facebook: <http://blog.facebook.com/>
- Foursquare: <http://blog.foursquare.com/>
- Google+: <http://googleplusplatform.blogspot.com/>
- Hootsuite: <http://blog.hootsuite.com/>
- LinkedIn: <http://blog.linkedin.com/>
- Twitter: <http://blog.twitter.com/>
- YouTube: <http://youtube-global.blogspot.com/>

## Top Sources

- Mashable: [www.mashable.com](http://www.mashable.com)
- Social Media Today: [www.socialmediatoday.com](http://www.socialmediatoday.com)
- Marketing Sherpa: <http://www.marketingsherpa.com/#>
- Marketing Profs: <http://www.marketingprofs.com/>

# Contact

- email, [patriciamtynan@gmail.com](mailto:patriciamtynan@gmail.com)
- Twitter, @thefuturescout
- LinkedIn, Patricia Tynan
- Google +, Patricia Tynan
- TheFutureScout.com

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**Pinterest is an online pinboard.**  
Organize and share things you love.

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Lunch!

9 likes 1 comment 48 repins



Anne Becker onto food



Melissa Butner Joellen Moolough



hamburger, popcorn, and sundae cupcakes

1961 likes 46 comments 9984 repins



Erica Papes onto Recipes



Cindy Rosenson I want this for my next birthday!



Brianna Mejia Yumm



Tina Tifner I really like this



Stone/Wood bathroom

142 likes 7 comments 804 repins



Kelly Lindman onto Dream Home



Jennifer Nervo Yes please!



Tracy Smothermon OMG please!



Malin Pitt Awesome I love this site



Candace Heimele Awesome!!



hippie chic.

47 likes 1 comment 362 repins



Janice Gonzalez onto Fashions fade, Style is eternal...



Lisa Garner Would so wear this!!



Skinny Taco Dip

211 likes 3 comments 1389 repins



34 DIY headboard ideas

66 likes 1 comment 407 repins



Katie Hudson onto For the Home



Kyndall Maring Bedrooms



Costa Verde, Costa Rica

6 likes 1 comment 40 repins



Ashley Ebert onto Favorite Places & Spaces



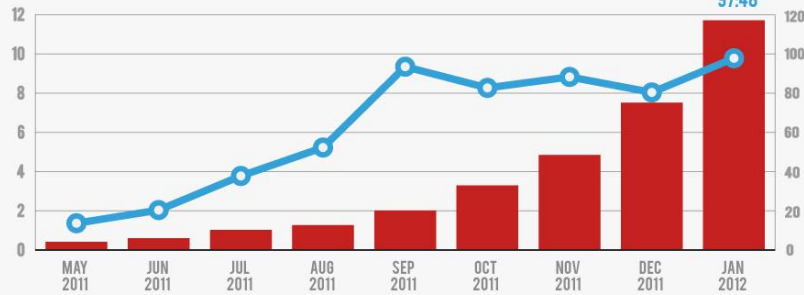
red velvet cheesecake brownies

140 likes 10 comments 919 repins

# Pinterest

## The Rise of Pinterest

**U.S. UNIQUE VISITORS**  
in millions

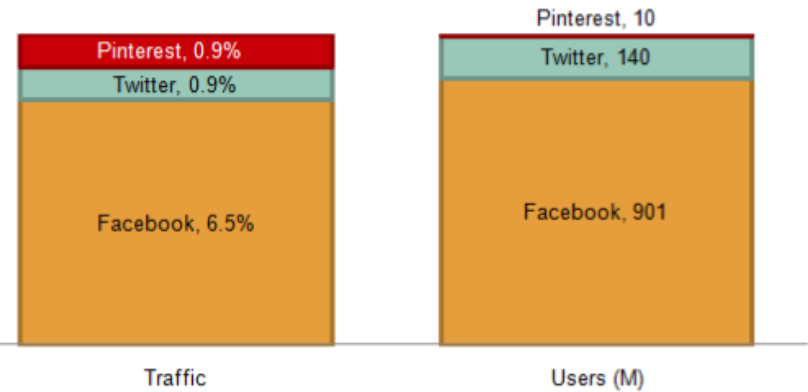


**AVERAGE MINUTES PER VISITOR (GLOBAL)**  
January 2012



*Pinterest*

## Pinterest Refers More Traffic per User Than Facebook or Twitter



Source: referral traffic: shareaholic.com; facebook users: sec.gov; pinterest users: techcrunch.com; Twitter users: blog.twitter.com



# Twitter – Current Trends

- [Twitter Search](#) search page for Twitter.com
- [TwitterVenn](#) compare and contrast items
- [Trendistic](#) great chronological analysis

