

Build Your Tribe with Social Media



*5 Weeks to Boost Your Impact
and Influence with the BIG Four!*

by Adela Rubio

Build Your Tribe with Social Media

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Introduction



Are you maximizing the power of your social media power to help you build your tribe? Are you connecting with your community in 'real time'? Are you sharing fabulous resources and providing unique solutions to a Tribe that you serve BEST?

These are VERY exciting times! Today, any conscious entrepreneur has access to the global marketplace at NO cost through social media. You

no longer need a 6-7 figure marketing budget, an online entrepreneur can put up a shingle and have the world beat a path to your door through social media.

If you want to be successful on the internet you need targeted traffic. It is the lifeline of your business. It doesn't matter how good your service or your product is, you still need traffic. But social media does so much more.

Social Media also helps you:

- Build authority and grow your platform
- Tweak your visionary message
- Discover your Tribe's HOT topics & challenges
- Connect with potential joint venture partners
- Create authentic community and connection

It won't cost you a dime but it does require an investment of your time and energy. Social Media is a powerful skillset and it's one that you want to implement wisely in your visionary business.

We've all seen the power of social media to mobilize millions. It is a gold mine of potential, but only if you know how to use it.

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Social media came on slow and strong for me. Twitter was my first infatuation. I used it to connect with my Tribe and my Colleagues... and also to take notes at conferences and live events. It provided extraordinary visibility because I had hit on something that my peeps valued: the byte sized tweets that captured the best tips and tricks from the event I was attended (and they couldn't)!

I've since created outposts on ALL the major social media sites, not to mention niched social networks like [Quora](#) and [Klout](#). I've learned a LOT about how to build a community of colleagues, collaborators and clients on Social Media. I'll share it all in the pages within.

Let's take a look at how you can build a solid and savvy social media presence in 6 weeks.

Playing Powerfully,



Adela

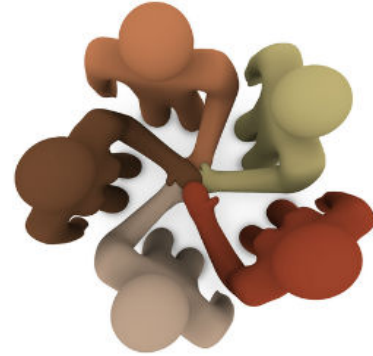
One in every nine people on Earth is on Facebook

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Week One: Your Social Media Foundation

Do you love engaging with your peeps on social media, or is it a dreaded chore?

Are you using social media strictly to support and grow your business, or do you use it as a way to connect with your community and colleagues online?



Understanding not only your target customer or client's comfort level with and use of social media, but your own preferences and style, is vital to creating a social media plan that is a reflection of you and your business and generates the results you're looking to create. You need a plan that will both grow your business and help you build your niche community without feeling forced, unnatural or burdensome.

In this training series we're going to take a look at, and set ourselves up for success, with four social media giants - **Facebook**, **Google+**, **Twitter** and **LinkedIn**.

But first, let's give ourselves a Social Media makeover.

"You have everything you need to build something far bigger than yourself."
~ Seth Godin

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Step One: What's Your Social Media Style

Before we dive into your social media style, it's important to acknowledge that like any other business tool this is NOT one that you can coast on. You really need to make it a priority and to:

- Make it part of your overall business plan
- Make sure your social media efforts support your main goal
- Understand your customers or clients
- Know where they regularly hang out

Understanding **your own online social preferences and habits** is a vital part of creating a plan that's actually going to work for you. What is your social media style and personality? You need to identify:

- Your communication likes... and dislikes
- Which social network feels the most comfortable
- Your fears about social networking
- Your current popularity level
- What you want to achieve
- How it will fit in with your overall business plan
- Your personality type.
- Your comfort level with high visibility

For example, if you are a Social type, you may find your particular pitfall becomes spending too much time on social networks. If you are an escapist and procrastinator, you may find yourself quickly becoming addicted to games. (When you consider that most social networking games are set up to keep you playing longer and longer, the danger becomes even greater.)

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Whether we're talking about you or your customer, it's important to understand that communication changes when you enter any social media platform.

Talking to your customer on Twitter won't find you interacting the way you would if she were to physically walk into your office and sit down with you, face to face.

Talking to your customer on Facebook is not the same as interacting on Twitter. And interacting on Twitter is definitely not the same as posting on LinkedIn or chatting on Google+. Each social media platform has its style and its strengths. It's up to you to figure out which ones work best.

One of the ways that you can explore which social media sites are a better fit for you (and your clients) is through personality tests. Myers-Briggs is an industry standard in the corporate world, dividing people into whether or not they are:

- **Introvert or extrovert**
- **Sensing or intuitive**
- **Thinking or feeling**
- **Judging or perceiving**

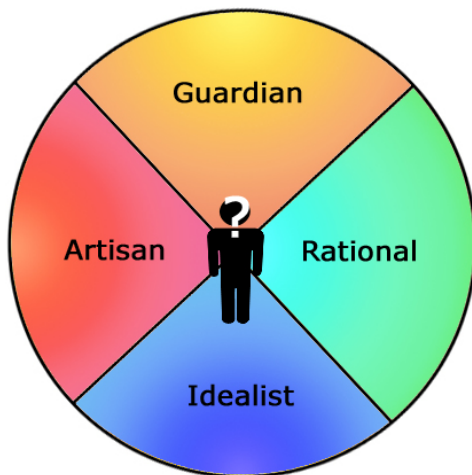


If you want to explore your own personality type, there are several standard assessments that you can use like the [Ipersonic Assessment](#) (similar to the Myers-Briggs) or the [Kiersey Temperament Sorter](#).

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The **VIA Strengths Assessment** is another valuable tool. It was developed by the VIA Institute, which is based on the work of Dr. Martin Seligman, Director of the Positive Psychology Center at the University of Pennsylvania and founder of positive psychology, a branch of psychology which focuses on the study of positive emotions and strengths-based character. You can take the [online assessment](#), at no cost.

The **Strengths Finder** is another VERY popular personality assessment tool. When you buy the book, *Now Discover Your Strengths*, by Gallup Press you'll get a code that gives you access to the [online assessment](#).



The **Keirsey Temperament Sorter** places people into sixteen basic psychological profiles based on four temperament types.

Taking free adapted versions of these tests will help you understand more about you, and the differences or similarities your fellow social network participants bring to the virtual table:

- [Myers-Briggs](#) (from Human Metrics)
- [Keirsey Temperament Sorter](#) (free mini-report)

Understanding these basic psychology tests sets your business apart, as these kinds of tools are normally reserved for multi-billion dollar corporations, who sort all their executives (and often lower-level staff) this way.

It will also help you understand your clients and your tribe, and bring better results when you focus your energies on interacting on their (and hopefully your own) favorite social network.

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Remember not to make these assessments 'gospel truth.' In trying to follow a prescribed path, don't forget your natural flow. These tests are an indicator, a guide, a tool. Always check in with your own guidance and trust your inner knowing. In the end, you're the CEO of your own business.

But... diving into the playground will help you hone your discernment. The more you interact on social media - across platforms - the quicker you'll discover the details of what works for you and your perfect peeps.

Understanding yourself, your preferences and habits is the single most crucial factor in social media success.

Be aware of the inner dialogue that may be lurking in the recesses of your mind about social media.. "It's a waste of time." Or "I don't get what the fuss is all about." Human beings subconsciously create **whatever they focus their energy upon.**

Dwelling on a negative goal - what you won't or don't want to do - only reinforces the importance of that subject in your subconscious (no matter how much your conscious mind grimly determines to do the reverse!)

Your attention is drawn away from what you want to accomplish... unwittingly reinforcing the negative you want to avoid.

TIP: Say your goals out loud before every social networking session. Try to phrase them in a positive light, rather than focusing on what you don't want in your life right now...

Here's a quick overview of the BIG four and what users are looking for...

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Facebook	Relationship-based users	Social/Business
Google+	Content-based users Business-based users	Business/Information
Twitter	Topic-based users Celebrities (at least in their own niches -- or minds!)	Business/Information Business/Self-promotion Branding
LinkedIn	Business-based users	Business/Branding/Availability

It's probably a safe guess that all of the above are interested in networking. And you'll find many people on each network because **they've been told they have to do it.**

This latter group will ***not*** be your most active group, and you'll recognize them by the sheer amount of automated posting they do, along with article links devoid of personal comment. (They seem to substitute article links for interaction). **Targeting only this group will not yield a strong ROI.**

Identifying your audience; their motivations, needs, personality types, styles and what triggers them (for good or bad) should be a habitual, ongoing study as you traverse your social media networks.

Helping yourself to a basic understanding of social media personality types should provide you with **general indicators** - but common sense and **personal observation and analysis** should count for a major portion of your conclusions.

"Figure out who your people are. Talk to them.
Create for them. And only them." ~ Seth Godin

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Step Two: Understanding Flow Patterns

Okay, so you've put some thought and study into your own social media network's personality types, motivations and preferences: Now it's time to back up or adjust your conclusions by observing and **analyzing flow patterns in social media interaction**.

Here's a basic way to start. Ask yourself:

- 1. What types of posts elicit the most comments?*
- 2. Who are your most engaged followers/friends? (What type?)*
- 3. Who consistently pops up repeatedly on your other networks?*
- 4. What motivates your most engaged fellow networker?*

In addition, there are basic social metrics you should monitor.

- Visitors
- Traffic sources
- Comments
- Rise and fall of involvement
- Number of "friends" or followers
- Increase in "friends" or followers
- Conversion (to subscribers, sales)
- Bounce rates (when people leave your sites almost as fast as they arrive)

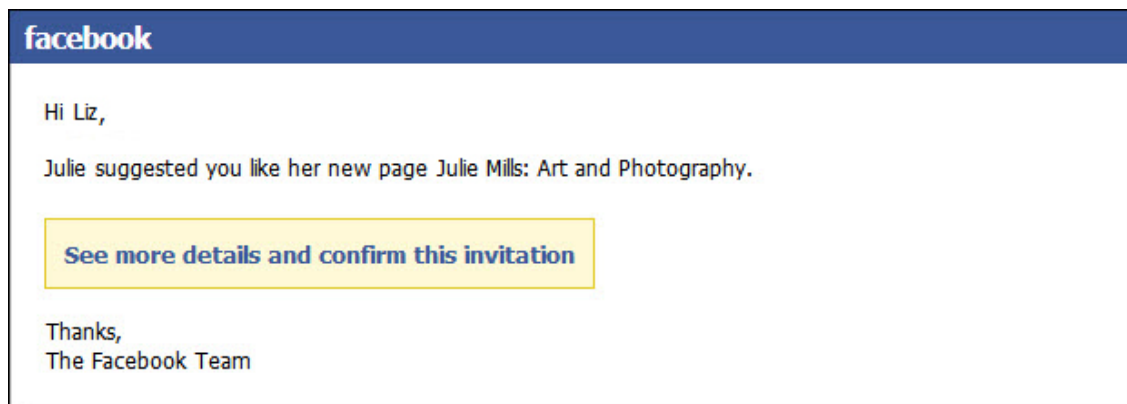
Google+ was the fastest social network to reach 10 million users at 16 days (Twitter took 780 days and Facebook 852 days).

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Tracking Your Social Media Statistics

Each of the four major social networks provides some form of tracking and feedback. The shocking part is that according to several sources, approximately 85% of online entrepreneurs don't bother to track.

1. **Install sharing devices** in every single one of your social media pages, blog sidebars, bios (where appropriate) and websites. By "sharing devices", I mean ***badges and chiclets*** that let people "share", "like", "tweet", etc.
2. **Track which posts incite the most engagement** (comments, etc).
3. **Include calls to action** in posts and on social networks encouraging people to share, tweet, pass on, etc. (This can be as simple as adding "Tell your friends" or "Please share" at the end of a post, or sending email invitations via Facebook.)



4. **Use YouTube to create content you can share** on social networks -
- "How to" videos, video reviews, funny clips, etc.
5. **Use Google Analytics** and/or ad serving tracking platforms
6. **Promptly answer or acknowledge every comment** (or at least press the "Like" button, if you're on Facebook).

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But how can you tell the value of your data?

When viewing results such as increased participation, **ask yourself if it has made any impact to your conversions** (to subscribers, sales).

(We will discuss in more detail specific tracking options for Facebook, LinkedIn, Google+ and Twitter during the upcoming lessons for these particular social networks.)

Remember that "flow" doesn't just refer to metrics, however: "Flow" also means keeping your follower or fan happy and engaged, so that he or she feels "in the zone" and time flies by without even being noticed.

Experiment with different types of content to see which types engage your audience the most. Some suggestions:

- Polls
- Quizzes
- Contests
- Tools you create, get special deals for or tip your audience off about
- Apps you create
- Quick "How to" videos
- Themes (E.G. "Mad Monday", "Quote of the Day", etc.)
- Questions

Don't be lured into thinking that automating your social media posts is the way to go. The truth is you can't engage your audience without your own participation! You can shortcut a little, but pre-scheduled posts should never be your primary mode of interaction.

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Step Three: Social Media: Energy Drain or Power Tool

The points we've covered so far may seem pretty labor-intensive. They're not. It's **knowing how to network effectively** that creates a strong presence and following - not the precise number of minutes or hours you hang out on social networks.

A habitual fifteen minutes a day of acknowledging or making comments and hitting your "Like" button is more likely to increase your visibility and trust factor than all the blog posts in the world. Yet many people engage in social networking only on a "hit or miss" basis, or avoid it altogether.

It all boils down to the same thing: Procrastination. Want to know nine common causes of social networking procrastination?

- Anxiety
- Fear of addiction
- Dislike of social networking
- The belief it's a "waste of time"
- Disorganization
- Distraction
- Reactivity
- Lack of proactivity and planning
- Laziness

Whatever the cause, you need to tackle that issue right now. (Remember, we're not talking becoming a social media guru here: We're only talking about **fifteen minutes a day** with two or more of the "Big Four" networks.

Think about it. If you were running an offline business, would you put up a website, and then sit in your office waiting for the world to discover you?

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Or would you be out and about, letting the world, or at a minimum your community, know about your business.

Even offline, your best business leads often come from word-of-mouth recommendations, and the fact that people "know" you. If they've met you volunteering or at a networking meeting, they're able to put a face to your name, when they discover it while looking for a business coach. People want the personal touch - and that's even more true on social networks.

When you realize that social networking replaces all this legwork when you run an online business, procrastination becomes no option at all!

Start by spending that fifteen minutes a day commenting on posts you like, sharing highly relevant content with selected followers or simply clicking "tweet", "Share" or "Like". Make it the same time, every day -- and don't miss it for at least three months! NASA experiments show that the human brain will actually create a neural pathway for the new behavior but it takes a good couple of months for these pathways not to "grow back" if you don't walk there every day.

Once you've created the habit you'll have plenty of time to refine your social networking skills. But **start today!**

Step Four: 10 Social Media Mistakes You Want To Avoid

Chances are that you're doing a lot of the RIGHT things on social media. But just in case, I wanted to mention 10 mistakes you want to avoid:

1. Focusing on your own needs, rather than really listening to your followers and friends.
2. Don't make your first post a promotional link.
3. Don't overdo the self promotion. 80% shared content, 20% promo

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4. Don't tag people unless they're directly involved, whether it's photos, notes or events.
5. Don't make your first request to a new friend be 'Like my fan page, I'll like yours.' You want REAL engagement.
6. Not tracking your results.
7. Not using hashtags on Twitter.
8. Not including a call to action when appropriate.
9. "Disappearing" from your chosen social network for days (or weeks... or months) at a time.
10. Forgetting it's all about building a community -- and staying to participate.

You can't possibly hang out on ALL the social media sites EVERY day. One thing you CAN do is to figure out which one is your 'home base' - the one that is MOST in alignment for you and your tribe. Make sure that you have an outpost on at least the BIG four social media sites - Facebook, Google+, Twitter, LinkedIn - where your peeps may also hang out. No matter what your personality type there's a social media site that's perfect for you!

Step Five: Where is YOUR Tribe?

We are finally ready to explore the place most social media guides start with: "Where does my ideal customer/client/tribe hang out?"

Take everything we've learned about personality types and put this week's homework into practice on the social networks you frequent. This initial research will take some time, but you'll be better off for it.

Next week, we'll take a look at Facebook and what's currently working (and not working) there.

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WEEKLY ASSIGNMENT:

1. Follow the links in this lesson and learn what you can about personality types.
2. Take 1 or 2 of the suggested personality assessments. See how accurately the results mirror (or don't mirror) your personality.
3. Read up on the profiles for those types, as provided by the test results.
4. Think about how your personality traits "translate" into the way you view (and use or don't use) social media.
5. List your social media strengths.
6. List your social networking weaknesses.
7. Analyze your existing friends, followers and subscribers as best you can and attempt to identify their preferences.

Women 55+ are the fastest growing demographic on Facebook.

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Week 1: Social Media Foundation Checklist

- ☐ I understand I need a social networking plan that is tailored to my preferences and personality
- ☐ I have taken the sample personality test at iPersonic.com
- ☐ I have taken one of the online tests and my personality type is:

- ☐ I have taken a second online test and my personality type is:

- ☐ I have thought about the people who interact with me on each social media and I have observed the majority belong to these particular types:
 - _____
 - _____
 - _____
 - _____
- ☐ I have identified my main audience (the ones that interact with me or who I want to reach) and I have analyzed:
 - Their motivations
 - Their needs
 - Their personality types
 - Their individual style
 - What triggers them (for good or bad)

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- ☐ I have asked myself:
 - What types of posts I make elicit the most comments?
 - Who are my most engaged followers or friends? (What type?)
 - Who consistently pops up again on other networks I visit?
 - What motivates my most engaged fellow networker?
- ☐ On my social networks, I plan to monitor/am already monitoring:
 - Visitors
 - Traffic sources
 - Comments
 - Rise and fall of involvement
 - Number of "friends" or followers
 - Increase in "friends" or followers
 - Conversion (to subscribers, sales)
 - Bounce rates (when people leave my sites almost as fast as they arrive)
- ☐ I have installed sharing devices (buttons, chiclets, badges, icons, links) on all of my:
 - Blogs
 - Websites
 - Social media pages
 - Other _____
- ☐ I have begun to track which of my social media posts incite the most engagement. These types of posts are:
 - _____
 - _____
 - _____

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- _____
- ☐ I am committed to including calls to action on every post where it feels natural to do so. I am vigilantly seeking each opportunity.
- ☐ I have begun to use YouTube to create videos I can share via my social networks
- ☐ I am using Google Analytics to track my social posts:
 - _____
 - _____
 - _____
- ☐ I am making an effort to answer or at least acknowledge every direct contact from fans or followers on my social networks
- ☐ I am cross-checking with my web traffic, blog visits, traffic, subscriptions, click throughs and sales to see the results of my increased participation
- ☐ I am committed to "mixing up" my content types for variety.
- ☐ I procrastinate about social networking/do way too much of it
- ☐ I have identified the following as social networking avoidance behaviors I fall back into:
 - Anxiety
 - Fear of addiction
 - Dislike of social networking
 - The belief it's a "waste of time"
 - Disorganization
 - Distraction

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- Reactivity
 - Lack of proactivity and planning
 - Laziness
 - Other _____
- ☐ I do not believe I procrastinate at all: TRUE_____ FALSE _____
- ☐ I have identified:
- My communication likes... and dislikes
 - Which social network feels the most comfortable
 - My fears about social networking
 - My current popularity level
 - What you want to achieve
 - How it will fit in with My overall business plan
 - My personality type
 - Other _____
- ☐ I have created my own, personalized social networking plan ideally suited to my personality and style
- ☐ I am committed to saying my social networking goals out loud before every social networking session (until my new habits are deeply ingrained)
- ☐ I will express my goals in a positive manner, focusing on what I want in my social networking life -- not what I don't want
- ☐ I am ready to ask myself: "Where does my ideal customer/client hang out?"
- ☐ I have completed the weekly assignment!

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Week Two: Build Your Tribe With Facebook

Now that we've broadened our understanding of the psychology behind social networks, it's time to start zeroing in on the Big Four, starting with Facebook.

It's a rare person who doesn't already have a Facebook account. If you're one of the few, go sign up [now](#). Whether your account is old or needs refreshing, it may help to take a look at the key points to observe...

Step One: Set up Your Profile

There are a few small but important pointers for setting up a strong Facebook profile...

Photos:

- Do upload a headshot for your profile photo.
- Use the same profile photo across all social networks.
- Make sure it's a current one -- preferably a head shot with no distractions in the background
- Make sure what you're wearing in your profile photo reflects the image you want to portray. If you serve a corporate market you'll want to dress accordingly.
- Have your photo ready to upload before you set up your profile. It doesn't really matter what size it is, as you'll be able to drag your thumbnail around to select the portion you want, but 367 pixels by 327 pixels is the size you need.

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Privacy Settings:

- Don't take these for granted. Make sure you configure them to your liking. Go through each one individually.
- Remember that since you're using it for business you don't want to limit too much! You want potential friends to be able to read your wall and your profile page.

Step Two: Set Up Your Facebook Page

We're going to spend some quality time on your Facebook Page because that Page will be your main business engine on Facebook. Ideally, you should restrict your general Facebook Wall to your personal life -- close friends and family -- and interact with business clients, customers, fans and peer acquaintance on your Facebook Page. However, there are no hard and fast rules, and you can do a mix of personal and business content on your wall too.

Facebook pages are meant for your group, band, business, non-profit -- any permanent cause that isn't simply personal. (If you are your business, you can make it all about you.)

Your fans don't have to "Like" your Facebook page: Facebook has changed it so that any viewer can comment, "Like" or share your content. They can also post on your page, which expands three key ingredients for successful social networking:

- Interactivity
- A sense of community
- Emotional involvement

When you post frequently and invite engagement, it's no longer a question of forcing people to press "Like" -- artificially -- to share your content (or even read it). The result? Facebook "Likes" are no longer a joke --

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something everyone knows you did to support all those begging friends. ("Please "Like" my page -- I'll get my own custom URL if I get just seventeen more "Likes"! Remember that?)

Instead, if you are tuned in to the psychology of your followers, your calls to action should naturally prompt them to share your content.

If you monitor your results and discover what your "hot topics" are, you'll be able to create content with a huge potential to go viral. **And your fans will now be able to share it with anyone they like.**

No more desperate, annoying pleas to "Like my page". (And what was the result of having a "Like" emotionally blackmailed out of you by someone you barely know? Did you ever visit their page again?)

7 Must Haves on Your Facebook Fanpage

As you're creating your fan page make sure that you include the following 7 elements:

1. **Name.** This is the title of your Fan Page. You want to incorporate keywords that are relevant to your page theme, and will help you attract targeted visitors directly from the search engines. You won't be able to change the name once you have 100 Likes.

After choosing your page category and title, you will be taken to the main administration area for your Fan Page. You will now spend time customizing your page to include information about your website or product.

2. **Address.** If you are creating a Fan Page around a local business or service, you will want to add your company address and telephone number in the appropriate fields.

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3. **About.** Enter a brief description. Make sure to include a direct URL in the "Website" field, and a 3-4 line description of what your product, service or website is about within the "Description" box.
4. **Description.** This is where you can outline what your page, website or product is about. Remember to include keywords that will help your Fan Page gain a higher ranking in the search engines for your targeted keywords.
5. **Customized Header Graphic.** Go ahead and get one of these made. You can get a great design for less than \$200. It's worth it to brand your page with your business' logo and marketing message. Be sure your image is 200px wide exactly. You can create your own too.
6. **Create an Opt In Landing Page.** You'll need to install the Static FBML App and you'll set the new tab as the landing page for non-fans. This help you build your list!
7. **Add Your Contact Info and Links Everywhere!** On the left side bar you have a 'note' box, you can use it to include links and contact info. There is also a 'Information' box on Fanpages, so use that specifically for contact details like work phone number, main website and contact e-mail. Be sure to also fill in all the relevant information in the default 'Info' tab. Many people will go there first to find where to contact you.

Step Three: How to Rock Your Facebook Page

One of the reasons people use Facebook is for interactions. So... use your fan page NOT just to post your stuff, but to talk to your fans. Encourage interaction in many ways, such as:

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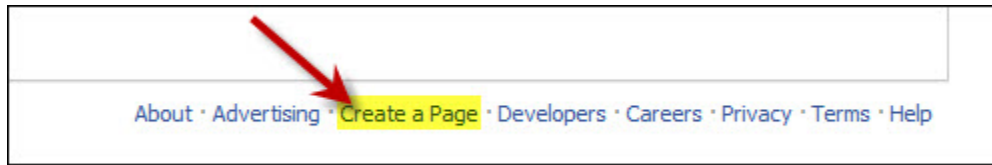
- Generously share high-value content submitted by fans (and give them specific credit in your comment). Everyone loves to be acknowledged! You'll make their day (and increase their loyalty and liking) by making them feel their time and thoughts matter to you.
- Tell people in each post what you want them to do.
- Mix your media and your subject types (photographs, text, video thumbnail links, contests, polls, questions, tips, etc.)
- Create a custom vanity URL with either your name or your best keyword
- Create badges, chiclets and links between your Page and your website, blogs, and other web appearances
- Track your results -- even if only by analyzing the number of views and comments (as well as increases in followers and blog subscribers)
- Cut down on the word "I" as much as possible. Keep the focus on your viewers. ("What do you think of the drop in email responsiveness?") Or use wording that is warm, but could be said by anyone: ("Now HERE'S a business model that's rockin' the house!")
- Stay on top of breaking news sources for your niche and subscribe to authority source RSS feeds. (A great way to find the most relevant ones, if you don't know what to search for: Visit Alltop.com, select the most appropriate category for your niche and choose from a list of authority blogs and online publications.)
- Finally.... Publicize your page!

Step Four: Create a Facebook Page

Now you're ready to set up your Facebook Page -- or tweak it, if you already have one. Don't wait until your business is "ready" or you've got more subscribers, etc. **Do it right now.** (It's really easy!)

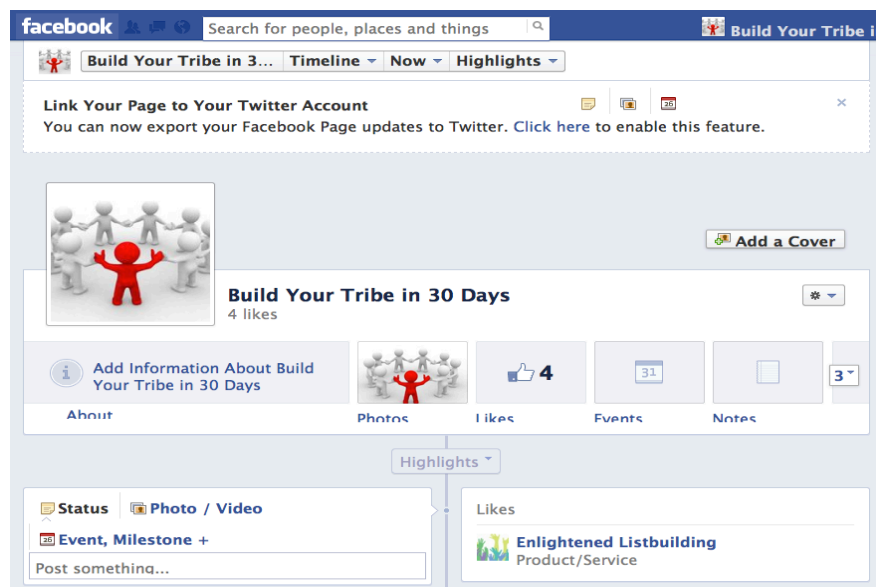
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- Log into Facebook and slide down to the bottom of your Wall posts page. Click on the "Create a Page" link and follow the prompts:



1. Make sure you include a strong tagline
2. Create ***custom tab apps*** to increase interactivity
3. Don't be intimidated into putting this task off. Just get your page started -- you can customize it and add content later.

Here's what a brand-new page might look like, before you've invested it with "character" and got the conversational ball rolling...



Taking this as an example, bare-bones, essential ingredients you'll want to have ready and plan to include are:

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- a. **Your Page's Best Category.** (Don't worry about putting it in the most appropriate one: Instead, put your energy into visualizing what category *your ideal reader would be searching*.)
- b. **Your Description.** Here's where your most direct, punchiest copy should be. (TIP: Cut out every adjective or adverb and keep sentences short.)
- c. **A Call-to-Action** at the end of your description. ("Visit www.mywebsite.com", "Share this page link with your friends"...)
- d. **Your blog or website URL** (test it, to make sure it works!)
- e. **A "Join" or "Like" button**
- f. **Contact info**

Your very basic page should: **Tell people what you want them to do** - while making it feel that it's all about their interests, dreams, needs or entertainment.

Anyone can create a page! So go do it. Get it up and running, and make sure all your links and badges point people to your Facebook Page.

Besides, if you've studied your competition's Pages, made note of the tips we've discussed, found yourself some authority feeds to follow (in order to keep up with changes and new Facebook features), you will naturally gain from these a strong idea of what you'd like to emulate and what wouldn't work for you.

Remember you can always continue tweaking your page!

Page Design. You have three options, when it comes to upgrading the look of your basic Facebook page to a more professional layout:

1. Use a template

Build Your Tribe with Social Media

2. Use static FBML (markup language for Facebook pages)
3. Leave it alone and rely on photos and content to help you engage viewers
4. Hire a professional to design and set up your page for you

If you have any basic web design experience at all, you may wish to install the static FBML app and customize your page yourself. To add the FBML app, look under Applications for "Ads and Pages". If this doesn't work, simply type "Static FBML" in your Facebook search bar and it will bring up the app page.



Select "Add to my Page" in the left-hand sidebar on the Static FBML page:

(TIP: You can find any Facebook app this way!)

If you don't want to do it yourself, you will find many companies (and virtual assistants) who specialize in Facebook Page setup, and the costs vary to suit any budget.

Each Facebook user spends on average
15 hours & 33 minutes a month on the site.

Build Your Tribe with Social Media

Step Five: Wrapping It Up!

There's one more aspect of Facebook you shouldn't ignore ... **security**. As an online entrepreneur, you want your page as accessible as possible, but that doesn't mean you have to leave it wide open to scammers, frauds, phishers and identity thieves.

Facebook expert Mari Smith recently released a succinct post giving shrewd and sensible [Facebook security "best practices"](#), which include:

- **Use a password manager service** such as [1Password.com](#) or [Roboform.com](#) (a great practice for all your sites!)
- **Clear your cache regularly after you log out**
- **Turn on secure browsing:**
 1. Go to Account Settings
 2. Select "Security", then "Secure Browsing"
 3. Choose "Edit", then check the box enabling secure browsing
 4. Save your changes
- **Use common sense and good judgment when deciding to click on unknown links** or ones that sound too good to be true -- even ones purporting to be from your friends!

Make a habit of visiting your Privacy Settings and Account Settings on a regular basis (once a week to no more than once a month), to see if (a) settings are still the way you left them (b) settings have "disappeared", or new settings have been enabled.

Facebook has a habit of announcing changes via its official blog only. Unless you visit the blog regularly, you may not know something has changed.

Build Your Tribe with Social Media

A Word About Contests. Before you rush into doing that "Send Us Your Cute Pet Photo" contest on Facebook be aware that Facebook has fairly strict rules about running promotions and contests via its platform.

Certain types of contests absolutely have to be run using Facebook apps only. And until you grow more familiar with what you can and can't do, do make sure you check Facebook's own [Promotions_Guidelines](#) first.

Take Advantage of Apps. But use only Facebook apps, to be safe. For example, run polls using the **PollDaddy** app or add your blog, using the **Social RSS** app (which currently allows you to add up to five feeds.)

You should be able to add apps by selecting "Applications" on the left-hand sidebar of your Facebook account, under your Profile photo. If you don't see it there, select "More". And if that doesn't work, follow the instructions in Facebook's [Help Center](#).

(Be sure to read the ["Discover Games and Apps"](#) section too.)

Educate Your Followers. Tell them about Facebook apps like the Android app. Instruct them simply on how to answer your poll, and reassure them about their privacy as honestly as you can.

Never assume your readers know the same things about Facebook that you do. Always look for an opportunity to point out a handy Facebook link (especially if it makes your Facebook Page easier for them to access) or how to configure their settings for an app you want them to install. As well as that most basic of basics, **where to find it!**

Keep it Current. Facebook seems to invest in more twists and turns than a Stephen King novel, so make sure you regularly check the official [Facebook blog](#) for up-to-the-minute news. Another way to make sure you're not getting left behind with Facebook changes is to get in the habit of *constantly tracking and re-evaluating your friends' and your own*

Build Your Tribe with Social Media

communication patterns and content. This is something you should do on a regular basis.

Watch for changes in audience behavior (a shift in your demographic). This can occur spontaneously, in response to changing social trends or to Facebook changes. (For example, a huge number of people have left Facebook for Google+, which they say better meets their needs while still having all the advantages of social search and social impact.)

Stay with the Big Picture. Make sure that Facebook really is the best social network where you and your target demographic best connect! Don't invest hours in Facebook, if they only communicate via Twitter and Google+.

Have your business goals always before you. It doesn't mean your posts always have to be about business -- of all the social networks we're discussing in this series, Facebook is by far the most personal and informal! But it does mean you should never lose sight of the image you want to present. Don't get on a soapbox about politics if your main business focus is all about New Age positive energy and removing stress from people's lives.

Remember the Golden Rule of entertainment: "Always leave them wanting more".

But make sure you visit regularly so they actually look for you in the first place!

More than 250 million people access
Facebook through their mobile devices.

Build Your Tribe with Social Media

WEEKLY ASSIGNMENT:

1. Find and study at least six Facebook pages. Make notes of what you like about them and what you don't like.
2. Look at your "likes". Ask yourself: "Would these features and strategies work with my target reader? Do they align with her psychological profile?"
3. Analyze your current Facebook profile photo. Is it the same as your other social network profile photos? Does it say who you are and what you're about? Is it professional? Is it too formal? Are you making eye contact? Does it support your image or contradict it?
4. If you need to change your photo, do so.
5. Set up a Facebook Page for your business
6. Clean up your Privacy and Account settings. Make sure you have a strong, long password
7. Start to interact! (Posting an irresistible YouTube video that is funny, amazing or entertaining **but also relevant to your business niche** and asking people to share it is a great Facebook "icebreaker"). Find one and do this, if you can't think of anything else to post immediately.
8. Select three Facebook apps and learn about them. Install the one you think will help your target reader the most.
9. Remember your calls to action in each post!
10. Monitor and acknowledge any comments

Build Your Tribe with Social Media

Week 2: Build Your Tribe with Facebook Checklist

- ☐ I have selected and uploaded a Profile Photo I can use across all my social networks. It represents me and the image I wish to portray
- ☐ I feel my profile photo represents my business
- ☐ I have configured my Facebook privacy settings to my liking
- ☐ I have installed at least a basic, non-FBML Facebook page
- ☐ I plan to make sure that on my Page I will always:
 - Tell people clearly in each post what I want them to do
 - Mix my media and subject types (photographs, text, video thumbnail links, contests, polls, questions, tips, etc.)
 - Create a custom vanity URL with either my name or my best keyword
 - Create badges, chiclets and links between my Page and my website, blogs, and other web presences
 - Track my results -- even if only by analyzing the number of views and comments (as well as increases in followers and blog subscribers)
- ☐ I have made a plan to share and publicize my Facebook Page
- ☐ I am committed to acknowledging fan shares and contributions, giving credit where credit is due
- ☐ I have prepared to create my Facebook Page by putting advance thought into:

Build Your Tribe with Social Media

- My Page's Best Category
 - My Description
 - A Call-to-Action at the end of My description.
 - A "Join" or "Like" button
 - Contact information
- ☐ I have created my Facebook Page for my business now! I have included: A strong tagline and a URL for my main site
- ☐ I have decided on how I am going to handle customizing my Facebook Page:
- Leave Page customization until later
 - I am downloading the FBML app and customizing it myself
 - I am using a template
 - I am hiring a web designer/ V.A. specialist to customize it for me
 - Other _____
- ☐ I have checked out the recommendations for Facebook Page and account security
- ☐ I am using a password manager such as iPassword.com or Roboform
- ☐ I have turned on "Secure Browsing" in my settings
- ☐ I am getting into the habit of clearing my cache every time I leave Facebook
- ☐ I remembered to Save my Changes!
- ☐ I plan to check my Privacy and Account settings regularly, to see if Facebook has made any changes I need to know about!
- ☐ I have read the Facebook Promotions Guidelines

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- ☐ I am educating my followers about ways they can enjoy Facebook -- and my page -- even more (as well as what options are available to them)
- ☐ I am keeping alert for Facebook changes by:
 - Checking Facebook's official blog
 - Tracking and evaluating communication patterns and content
 - Watching for shifts in my demographic
 - Staying alert for changing web trends
 - Other_____
- ☐ I have finished the weekly assignment!

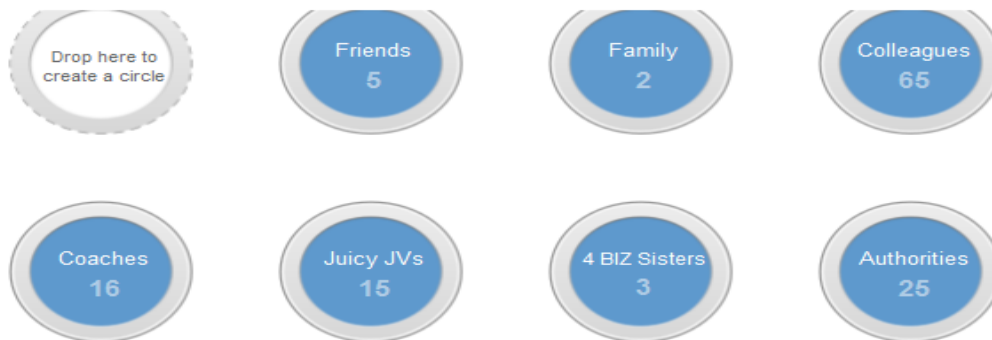
Build Your Tribe with Social Media

Week Three: Build Your Tribe with Google+

If you've been feeling disappointed with Facebook (i.e. it's not the right fit for you and your clients) then Google+ may be for you!

Google has addressed all the common objections to the way Facebook currently allows you to share content. It is the perfect tool for a highly-focused audience that dislikes "wasting time" wading through "feel good personal posts."

Google+ also pleases those who think visually... thanks to Google+ Circles:



The 5 Learning Styles

Speaking of which, one subject we didn't touch upon when exploring the psychology of social media users during Week One was **Learning styles**.

Learning styles came into fashion in the '70's. Supporters suggest that there are five ways of learning, or 'learning styles.' Though it's not completely supported by the 'the powers that be', it is another perspective through which you can view your content, your message and your style of engagement.

Build Your Tribe with Social Media

There are FIVE learning styles:

- **Visual.** Thinks in images and pictures. Prefers diagrams to descriptions.
- **Auditory.** Retains things best on hearing them rather than seeing diagrams or reading text. Prefers .mpgs and audio tapes to reading.
- **Text-based.** Needs to see things in print before being able to retain them. Prefers books or written instructions.
- **Tactile (Kinesthetic).** Needs to actually do something, hands-on, before it will "stick". This is the person who has to "just start using the software" and to whom manuals make no sense
- **Digital.** There's a 5th group that has just been discovered... Busy entrepreneurs who have learned that **visual "shortcuts" - imagic thinking - save time**. This "fifth element", through experience, has grown capable of grasping abstract concepts or detailed information very quickly with the most basic visual clues. And the simpler, the better!

If you search on the Internet you'll see there are LOTS of variations on learning styles. Remember that these assessments are fun to do and generate some insights but they're not 'absolute truth.' You can check out this [quick assessment](#) to generate some clarity about your own learning style.

Google+ has already been embraced by entrepreneurs who fit this description, as well as by tactile and visual learners. In fact, this social network racked up 40 million users in October 2011, and another 6.8 million U.S. active return visitors were recorded, according to analyst weblog site, [Experian Hitwise](#), making that a jump of 5% in one week alone:

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Google+ records 3rd biggest week since launch

November 16, 2011

Last week Google+ recorded its 3rd largest week in terms of total US visits for the week ending Nov. 12, 2011 receiving more than 6.8 million total US visits. The growth represents a 5% increase versus the previous week and... [Continue reading](#)

Posted by Hitwise Research at 03:43 PM | [Google+](#) | [Social Networking](#)

The only active users you need to worry about, however, are the ones in your own Circles. That puts us back to knowing your audience (and all their preferences and psychological profiles). And educating your potential audience, of course. (Many people you'd like to network with will join you, if you let them know how easy it is to connect on Google+.)

But before we explore the potential advantages and disadvantages for your business purposes, let's explore what many feel is Google+' biggest advantage...

Step One: Understanding and Using Circles

Dragging and dropping someone into a particular Circle, using their profile photo, is so much simpler than sending "friend" requests, waiting for an answer, being unable to remember which "group" or "list" you put them in; then discovering that the group accidentally got wiped out with the social media network's last volley of changes.

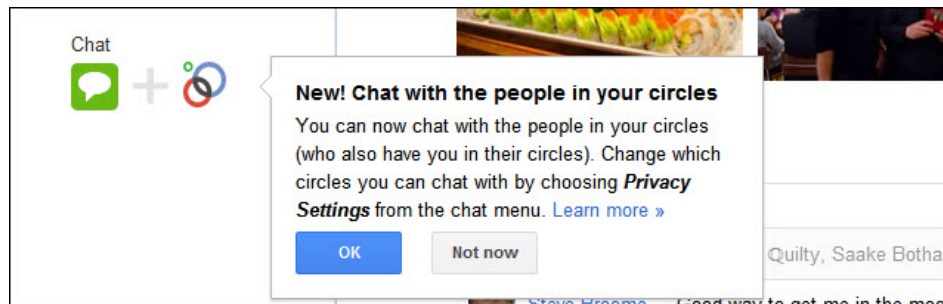
With Circles, "you can choose who gets to know what", as Google+ puts it. You can include or exclude personal information separately for each circle (complete customization). For example, you wouldn't include your relationship information in your "Work" circle, but you might want to detail your work history. Or you may choose NOT to share your work information with your "Family and Friends" circle.

Google+ has more than 25 million users

Build Your Tribe with Social Media

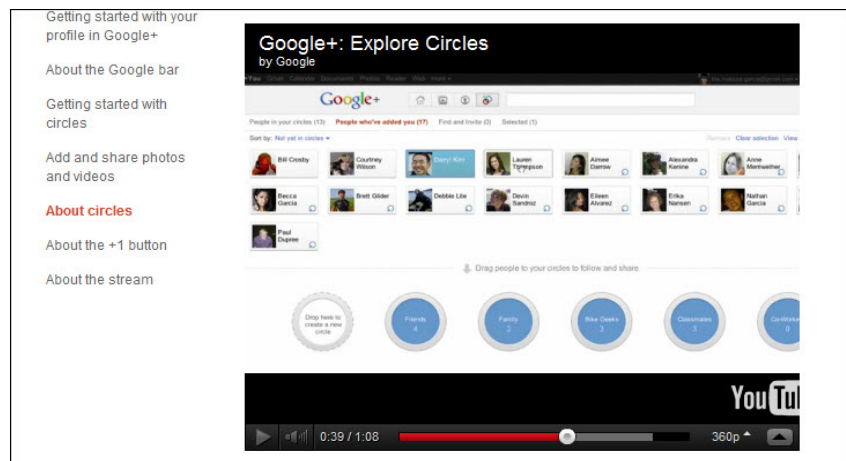
The five main benefits of Circles include:

- Ease of use and management
- You don't need permission to add people to your Google+ Circles (though you will only be able to see Public posts from them)
- It's much easier and more efficient to segregate different types of contacts in Google+ Circles.
- When you add someone to a Circle, they know they've been added, but they don't know which Circle they're actually in.
- Google+ allows you to chat "off the record" (select **Options>Off the Record**). Your discussion with that particular Circle contact is not saved. (You can also disable the Chat option in individual circles via the Privacy Settings.)



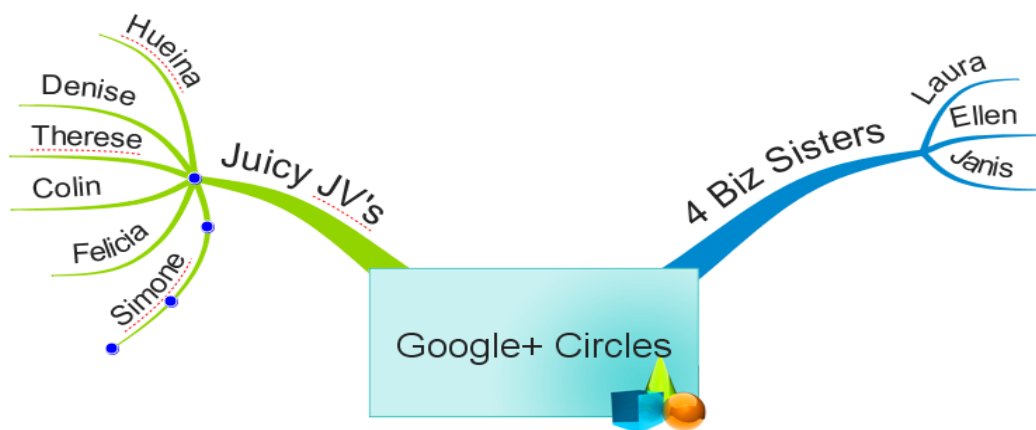
It's REALLY easy to add to your Circles, once you've signed up and imported your address lists. Google+ walks you through the process (visually, of course). You can check it out further by viewing the [Google+ video...](#)

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Register for Google+ right now. It will walk you through the steps in minutes. The only "prep" you'll need to do?

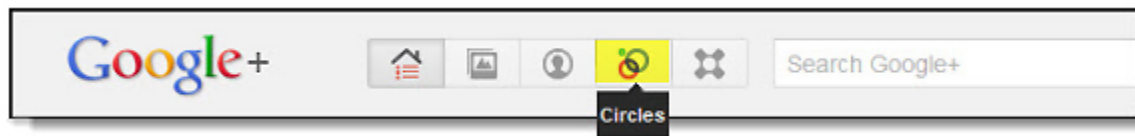
- **Plan your Circles in advance**, so you don't end up moving people later
- Make sure you have that great profile picture (created for Facebook last week) ready to load!
- **Optional:** Make a quick list of key contacts and pre-assign them to your upcoming Circles (and you can do this visually - mind-mapping software is great for this - or list-style, of course):



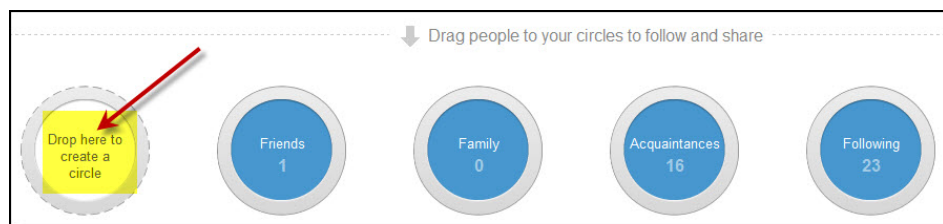
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How to Create a Circle

When you select the circle button in your top menu bar...



You'll be taken to a page where you can manage your circle or create a new one. To create a new circle, simply drag-and-drop profile pics for the people you want into the blank circle that says: "Drop here to create a circle".



Google+ does suggest profile photos of people who are likely candidates. It displays those in rows above the Circles. These include:

- People in your circles
- People who have added you
- A "Find People" option
- Acquaintances

(You can also change the name of any circle too.)

Build Your Tribe with Social Media

Once you've got your Circles created and populated, it's time to take a look at other Google+ features and advantages, especially the newest ones.

You can find out more about Circles by visiting the [Google webmaster support](#) page.

Step Two: Google+ Update

Now that you are beginning to be familiar with Google+, it's time to bombard you with a few facts...

- You no longer need an "invite". Google+ has opened its doors to all.
- Google Plus now has Business Pages.
- If you run or service a non-profit organization, you'll love Google+ special options for non-profits!
- Google+ is set up to encourage focused networking for those who prefer social networks for business rather than pleasure.

This new social network allows you to...

1. **Sync Google+ with several email address books** so that you can instantly add contacts
2. **Chat, real-time, to others in your Circles.** Chat appears in a sidebar, just the same as in Facebook
3. **Import contacts from Gmail.**
4. **Chat "off the record".** (Select "Options">"Off the Record"). Your discussion with that particular Circle contact will not be saved. (You can also disable the Chat option for an entire circle via the Privacy Settings.)

Build Your Tribe with Social Media

Unfortunately, you cannot import your Facebook Group lists directly into Google+. And remember that *Google+ content is public*.

Step Three: Your Google+ Tools 'Cheat Sheet'

1. (The "+1" button)

One tool that's promising to become especially valuable is the Google +1 button. This chiclet has been compared to Facebook's "Like" button, but it carries weight in Google Search results as well as on the entire World Wide Web.



Unlike the Facebook "Like" button, which often is pressed only because a user wishes to (a) please a friend, or (b) gain some bonus one can't access without "Liking" a post or page, the Google "+1" carries real value.

Using the "+1" button yourself to favorite others' content won't artificially net you bonuses but it often will show your photo and link in search results for that item.

Think of the +1 button as your recommendation. If part of your services includes sending your subscribers and followers to powerful resources, the +1 button is a natural tool to use, when sharing the content of others.

Here are 5 ways to reap the benefits of Google's "+1" for your business:

1. **Install the "+1" button on all your sites.** Google+ helps you do this by walking you through the process and generating code you can copy-paste into your website. If your site is a secure one, however, do check the code and manually add the "s" to your "https://" designation. (The Google+ code generator currently defaults to "http://" when writing code.)

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2. **Educate your blog and website audience about "+1"** with prompts and calls to action.

3. **Share "+1" recommendations in your Circles** to:

- Get the ball rolling on conversations
- Share high value resources and links
- Put your personal seal of endorsement on other web content or posts.

Remember, however, that it goes both ways: When you +1 a website or piece of content, you're putting your reputation behind it so be selective and be sparing. Other Google+ users may see your recommendation in Google search results.

4. **Mobile Support for "+1"**. Another advantage is that the "+1" button will be visible on your site to iPhones with iOS 4.0+, as well as Android 2.1+ browsers.

5. **" +1" badge Sizes** .The chiclets come in four sizes, ranging from 15px to 60px

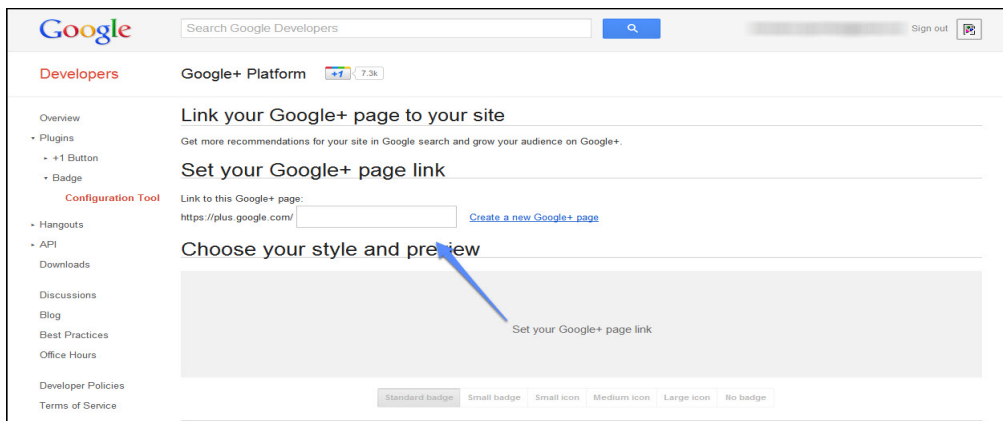
2. Google+ Badges

Get your Google+ badge. Use these just as you would your Facebook badges: Embed them on your websites.

They are easy enough to create. Go to the [Badge creation plugin page](#) and fill in the blanks, selecting the size of badge you want to end up with:

30 billion pieces of content are shared
on Facebook each month

Build Your Tribe with Social Media



You can learn more about badge creation and customization on the [Developers page](#).

3. Keeping Up with Google+ Changes

You don't have to subscribe to a bunch of Tech blogs to hear about the latest Google+ Pages -- though if you have the time, it's always nice to read outside opinions.

You can simply subscribe to the [Google+ Platform Preview](#) group. Do this, and you'll be the first to hear about upcoming changes or new features!

4. Google+ Security

Google itself has a thorough and helpful section packed with easily-followed security recommendations and tips in its [Webmasters Tools Help](#) section.

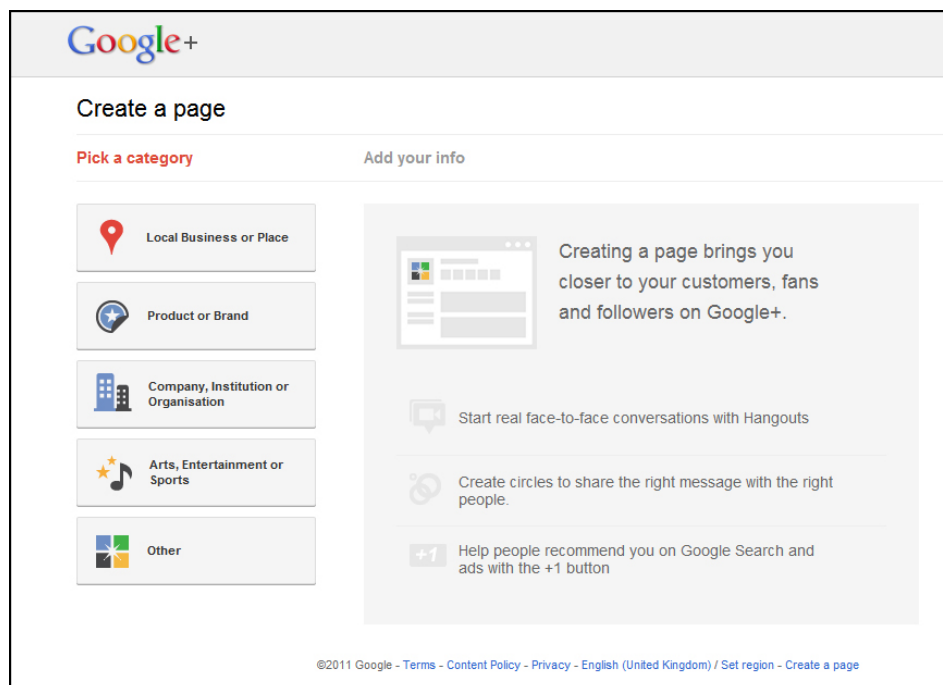
Don't assume that because Google+ is run by Google, it's safe: You'll still be vulnerable to phishers and frauds, just the same as on any other social network so don't skip visiting the link above!

Build Your Tribe with Social Media

Step Four: Create a Google+ Page

One of the biggest advantages of Google+: It allows you to create Google+ pages for your business, and the format addresses many of the problems Facebook pages have not yet resolved. So set up a Google+ Page for your business straight away.

Google+ will walk you through [creating your Google+ Page](#). The most important choice you'll have to make is picking the best category.



Once you've selected your category, it will prompt you to add your contact information, which will differ slightly for each category. Be prepared with your phone number if you've selected "Local Business or Place" and your website URL.

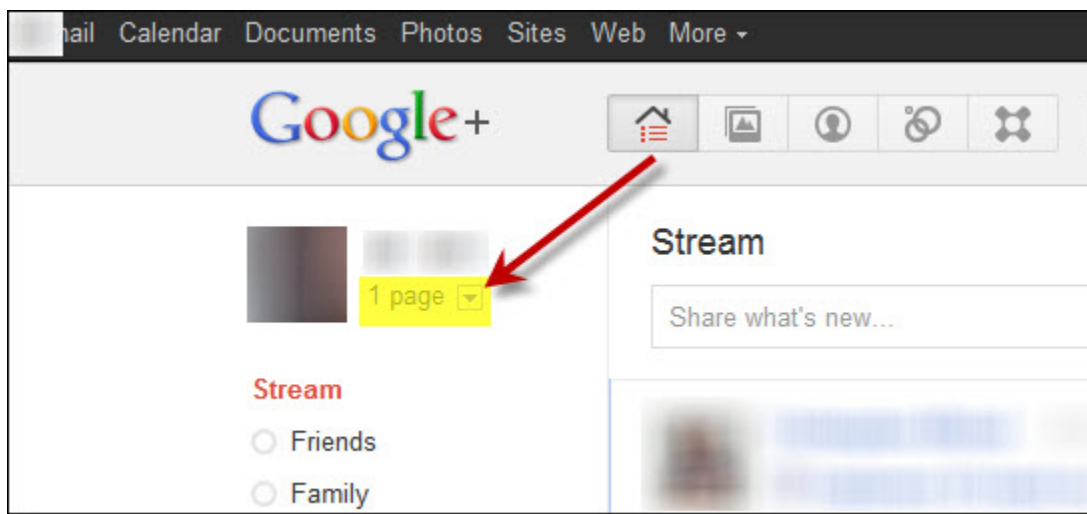
It will also allow you to designate who can see your site: Leave it on the default setting (above).

Build Your Tribe with Social Media

It's pretty straightforward to set up. Include your perfect profile photo (the one you are using for all your social networks).

Finding Your Page Again. One of the most common complaints from new Google+ users has been: "I can't find my page!"

Nothing could be simpler: Go to the top-left corner and look beside your Profile picture. Your pages will be listed and you can access them via the drop-down arrow.



Share it with your Circles! (As well as everywhere else you can think of!)

You can use your new Google+ Page to share:

- Photos
- Videos
- Links
- Tips
- Information

And just about anything else you can think of!

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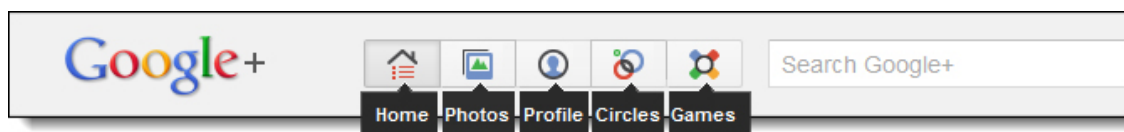
And here's a bonus, people looking for your page, or the information it provides, will find it much more easily in Google Search results.

Be sure to use Google+ badges or your Page URL on all your sites, as well as calls to action.

Step Five: Google+ Best Practices

Your next important step is to get into the habit of using Google+ and nothing could be easier!

Simply use the icon buttons at the top of your browser to navigate your content. (Google+ is visually-based, remember?)



As you grow more familiar with it, you'll no doubt generate your own ideas as to how Google+ can help your business grow and help brand you as an expert and trusted resource in your field.

- **Consider using long posts.** Unlike other social networks, Google+ allows up to 1000 words in posts! While shorter often gets the point across more efficiently, there are times when a longer post will demonstrate more knowledge, be more helpful to the reader or just plain interest them into reading. And the longer they read, the more they engage!
- **Include photos, graphics, videos and links** within your posts. (Calls to action won't be as important here, if you're concentrating on building credibility and trust.)

Build Your Tribe with Social Media

- **Use your tagline and keywords in your profile.** This is a "must" for anyone looking to network for business!
- **Segment your customers by using Circles.** This is ideal for putting customers or clients who come from two differing demographics in their own separate circles. Not only will it help you quickly share highly-customized content with each group, but it will help you "organize" them in your mind. You'll create the habit of catering to each segment automatically.
- **Educate your subscribers and fans.** Don't abandon your Facebook Page, instead, promote each Page on the other.
- Be sure to look out for the **red Notifications** icon at the top right of your page letting you know you have messages.
- **Visit Google+ daily.**

Build Your Tribe with Social Media

WEEKLY ASSIGNMENT:

- Sign up for Google+. Have your profile photo, tagline, contact information and keywords ready
- Import contacts from your other address books to quickly populate your Google+ network
- Put some thought into Circle categories you could create that would be helpful. Make a list for each!
- Create or populate your Circles, dragging and dropping your contacts into each preferred Circle
- Create at least two custom Circles, with your unique category designation (name)
- Create a Badge and install it on all your sites
- Study the Google+ Webmaster section
- Join the Google+ Platform Preview group
- Create a Google+ Business Page
- Share it with your Circles -- and your subscribers, clients, etc.
- Get into the habit of using Google+ daily

Build Your Tribe with Social Media

Week 3: Build Your Tribe with Google+ Checklist

- I am aware of the four basic Learning Styles plus one created by the web itself.
- I have studied the material in the lesson on Google+ Circles. I have planned my Circles in advance
- I have made a quick list for each circle of people I already know
- I am aware that on Google+ I can now:
 - Sync Google+ with several email address books to instantly add contacts
 - Chat, real-time, to others in your Circles
 - Import contacts from Gmail
 - Chat "off the record"
- I am aware I cannot import Facebook Group lists directly into Google+
- I am aware that Google+ content is public
- I have created a Profile on Google+
- I have installed the +1 button on all my sites and blogs
- I have educated my website and blog audiences about the +1 button
- I have begun to share +1 recommendations on my Circles to:
 - Get the ball rolling on conversations
 - Share high value resources and links

Build Your Tribe with Social Media

- Put my personal seal of endorsement on web content or posts I enjoy or value
- I am aware that the +1 button will be visible on selected mobile browsers and I have made sure my contacts and subscribers are aware of it too
- I have created Google+ sharing badges in my preferred sizes
- I have placed them in all my blogs and sites
- I have joined the Google+ Platform Preview group
- I am keeping up with Google+ changes
- I have created a Google+ Business Page. I have chosen the best category for it
- I know how to find my Google+ Page again
- I have announced my Google+ Page and shared it with my Circles
- I have used my Google+ Page to share:
 - Photos
 - Videos
 - Links
 - Tips|
 - Information
 - Anything else I can think of _____
- I have segmented my customers, clients and network contacts by using Circles
- I have included my Tagline and best keywords in my Profile
- I am using Google+ daily (and adding to my Circles)

Build Your Tribe with Social Media

Week Four: Build Your Tribe with Twitter

Now we come to the fastest and most immediate social platform on the net, Twitter. Millions of people use this platform and it's deceptively easy to simply log in, post a thought or two, check the posts displayed above the fold and fly out again.

Yet people who do that are missing Twitter's incredible power. The ways in which it can help you maximize your social reach can be huge!

Step One: Maximize the 'Less is More' Strategy

Don't make the mistake of thinking that this micro blogging platform is a waste of your time. On the contrary, it primes you to distill the essence of your communication. It also helps you clarify your Authentic Message and glean incredible market research for your niche.

I'm ONLY going to give you 4 things to do with your 140 characters:

1. **Make a bold statement or pose a provocative question.** You have seconds to grab your peep's attention. You want to spark engagement, connection and conversation. When appropriate, add a link.
2. **Be YOU and BRING you to the party!** It's been said 1,000 times and you might need to hear it 1,000 more... Being YOU attracts 'your peeps.' Stop thinking about 'how you're supposed to come across, or the 'right' thing to say or do.' Just BE you AND bring your perspective and your gifts, to the party. Share your unique ways of looking at or solving a problem, your connections and community, your questions and

Build Your Tribe with Social Media

explorations, your passions and your pet peeves.

3. **Celebrate & Appreciate!** Celebrate your friend/follower wins, show appreciation when appropriate, be a source of lightness. This sheer force of positive energy is life changing AND naturally magnetic.
4. **Give Them What They Want.** Notice the engagement and responsiveness to your posts. When your posts incite a flurry of comments take note of the topic and the positioning... that's a HOT topic, give your peeps what they want. If folks post lots of comments and share your post on the 'inner game' give them more of that! If your peeps LUV those touchy feely quotes, make sure you continue to share them.!

Remember to acknowledge all posts, follow the 80/20 rule on 'share content' vs 'self promo' and to have MORE conversations. The same guidelines apply to ALL social media.

Want more Twitter Tips? Check out [The Twitter Guidebook](#) hosted by Mashable. There's a HUGE library of content available for your perusal.

Step Two: What Works On Twitter

Whether you're a niche expert, or a celebrity, there are some basic types of posts that guarantee engagement. You'll connect for REAL when you...

1. **Share personal interests.** Do you LUV green smoothies? Are you an avid runner? Shared interests are a great way to quickly create connection.
2. **Have conversations.** Whether it's a niche concern or a how to question, we all love to mine the gold of shared expertise and experience. Use @tags to invite others into the conversation and

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pool the expertise of your connections.

A LOT can happen in an online conversation... joint ventures are formed, a stroke of insight on your launch, sudden clarity on your niche market. Have more conversations!

3. **Acknowledge all posts.** This might seem a bit overwhelming, but you don't have to make it a job. A quick thanks or a "Whoo hoo!" go a long way to create authentic connection with your peeps.
4. **Share resources.** Your peeps will appreciate targeted resources and links. Remember the last time someone passed on a cool link. Didn't you feel like you hit the jackpot?!

Here are a few things you can post about. I'm sure it will spark 10 other ideas for you:

1. **Share something that touches you emotionally** (a movie trailer, Youtube video)
2. **Promote a teleclass, interview, or a public appearance and provide a link.** (Highly relevant to your fans)
3. **Share a photo...** using an intriguing comment to move people to click through
4. **Share a resource.** This is where your interests and expertise are your natural allies. Share links to favorite books, sites, 'how-to's', favorite wordpress plugins, etc. We ALL love cool, and relevant, resources

Twitter is handling 1.6 billion queries per day .

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Step Three: Twitter Best Practices

Here are some proven tips to make the most of your Twitter experience:

- **Make sure you have a foolproof password.** I know this seems obvious but you'd be surprised how many people use 'password' as their password. Don't use your name, birthday, or phone number either. Here's a [resource on creating passwords](#).

You can check out the strength of your password at [Microsoft's Safety & Security Center](#).

- **Find out when your best audience likes to frequent Twitter.** Select some of your followers and follow their tweets back over a few days. See if there's a time they consistently appear (e.g. every day after 12 pm).
- **Tweet daily and consistently.**
- **Be sincere.** Don't just tweet for the sake of tweeting.
- **Find a core group of real Twitter buddies.** Carry on real conversations and don't worry that your "fans" won't understand your cryptic utterances. It's proof you really do interact with those on the "inside" of your personal circle.
- **Don't worry about how you "appear".** Yes, there's a fine line between making sure your tweets support your professional image and business goals and being yourself. (Practice makes perfect!)
- **Acknowledge and answer people who tweet directly "@ you.** Use their Twitter call signs to respond (and so you can track the conversation, if you need to).

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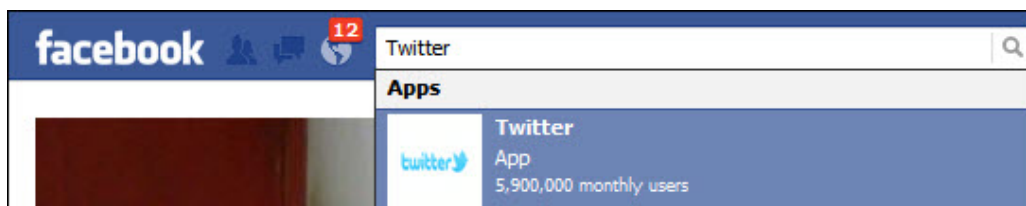
- **Don't acknowledge abusive or rude tweets.** Attention is what this type of tweeter is hoping for. (And do report them!)
- **Track your results.** See what works. (At the very least, use your [pretty link](#) to see how many people clicked through on links you provided in your tweets. Monitor your website or blog traffic to see if it's consistent with particular tweets or heavier Twitter engagement on your part
- **Make notes.** Keep track of what works well and what garnered zero response.

Step Four: Use Your Twitter Tools

There are a few tools that can shave time off your Twitter posting and make it easier to engage. Let's take a look at these, right now...

- **Facebook Twitter app.** This Facebook app lets you post your own tweets to your Facebook Page (or profile, if you prefer). It also provides a call to action for your Facebook friends to "follow me on Twitter", as well as helping you find those friends who tweet in the first place.

To locate it, log into Facebook and type "Twitter" into your search box. It will come up first in the search result drop-down:



Click on the icon, and then when the Twitter app page opens up, the "Go to your Twitter Profile Settings to start" button.

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Fill in your information to post tweets to your Facebook Page or Feed or "share your Twitter profile with your friends on Facebook." (Don't worry you can choose where on Facebook Twitter should post your tweets.)

Use a tweet manager/dashboard such as HootSuite or TweetDeck. This is a great option if you have multiple Twitter accounts.

Both of these allow you to preschedule tweets or see all of your Twitter content at a glance, so that you don't have to keep clicking through to locate replies, conversations or Retweets you've made (or your own tweets others have Retweeted).

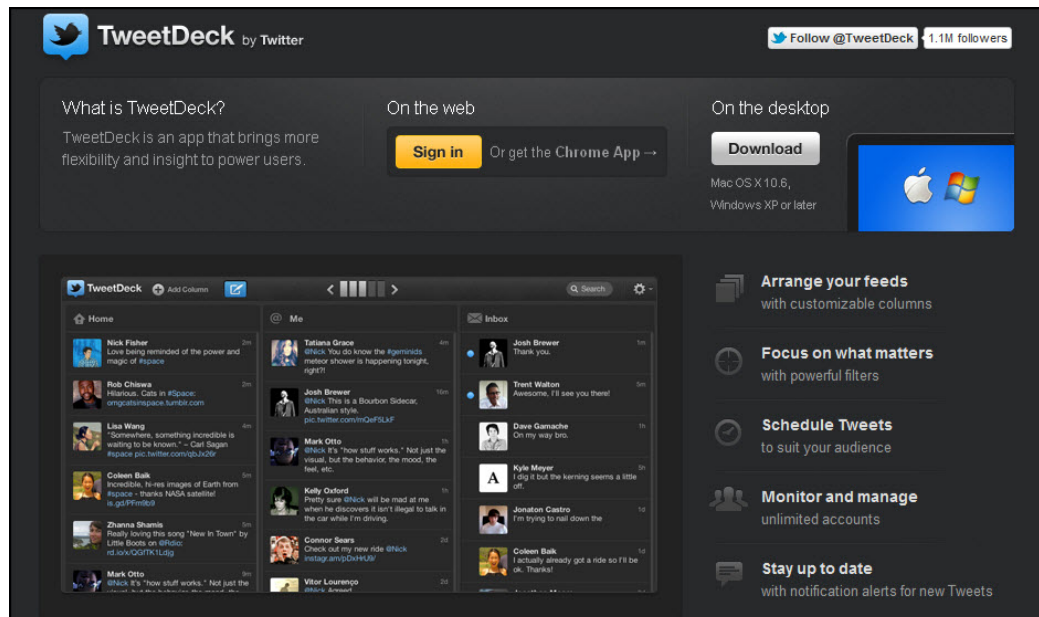
[TweetDeck](#) allows you to:

- Compose a message by clicking on an icon
- Add multiple Twitter accounts
- Add accounts for Facebook, MySpace and LinkedIn
- Manage your Twitter Lists
- Add or delete columns containing your Twitter feeds
- Sync your columns with TweetDeck on the iPhone
- Search, using the "add columns" button to create a search column

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- Decide if you'd like pop-ups every time a new message arrives in your Twitter feed

You can also choose which columns to display for example, "Mentions", "Direct Messages", "Trending", etc. as well as download TweetDeck to your desktop.



[HootSuite](#) is built much along the same lines, and offers both free and paid options.

Twitter is handling 1.6 billion queries per day

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It's simply a matter of which platform feels more comfortable to you. It's very easy to keep an overview and save time with a Twitter dashboard like TweetDeck or HootSuite and great for visual learners.

1. **Badges and Feed Plugins.** Be sure to set up and use your Twitter feed plugin, if you'd like to your blog readers to see your latest tweets scrolling on your blog page. Install your Twitter badge on your blog and invite people to "Join me on Twitter".
2. **Remember to check authority sources** such as tech RSS feeds you've subscribed to, such as Mashable's video announcement about [Twitter launching a major redesign](#). You'll be ahead of the crowd in learning about new features and changes.
3. **Twitter for Android.** If your mobile device is an Android or Blackberry, install this app right from your Twitter feed page. You'll find this and other tips you can follow on the right hand side (simply click on it to start the set up process):

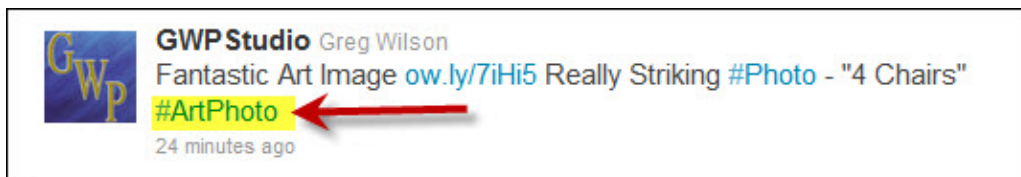
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Twitter for Android

The official Twitter app for Android phones.

4. **#Hashtags.** Use relevant hashtags to join trending conversations and present your tweets to potential followers who otherwise might not find you.

A Hashtag is simply any word you like with a "#" in front of it. Including a hashtag in your tweet means that anyone on Twitter using the same hashtag will be served your tweet:



Twitter will automatically serve up a bunch of currently-trending hashtags in the right-hand sidebar of your Twitter feed. You can pick one up from existing Twitter friends tweeting about that subject for example, you could write a post that says: "*Crosses in nature - black and white photos: ow.ly/1aBa2: #ArtPhoto*" and have your tweet seen by everyone following the #ArtPhoto hashtag.

Or you can start your own and call on others to re-tweet it.

Hashtags can be a powerful tool when you're:

- Promoting a webinar or other event for your business
- Focusing on a specific topic you'd like your followers to see
- Positioning yourself to align with a certain group

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- Looking for followers (or people to follow) with the same narrow focus
- **URL shorteners.** Since a tweet cannot be any longer than 140 characters, it's necessary to use URL shorteners such as bit.ly.

Another strong reason to use it? Bit.ly allows you to easily **track your tweets** and view a timeline of how many clickthroughs your tweets are individually gathering.



You can also use HootSuite's Ow.ly to upload your photographs and provide short links.

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Find your own best uses for Twitter. Mix up the types of tweets you send, share photographs, and use hashtags.

Always thank people for Retweeting your content and reply to direct mentions, if you want to make people feel important.

But, above all, if your followers or potential customers prove to be strong Twitter users, get into the habit of tweeting daily and engage them in active conversation.

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WEEKLY ASSIGNMENT:

- Identify any Twitter bad habits you may have picked up
- Identify the reason you allowed yourself to adopt them:

"All the books told me to do this:"

"Social networking is a chore:"

"I'm simply too busy to hang out!"

"Others were doing it:"

Other:

- Familiarize yourself with your Twitter account settings and tools. Install any tools you think will help your business goals
- Decide on which Twitter Tools you'll use to manage your Twitter Account.
- Install Twitter widget or Chiclet on your sites
- Find out what time of day (or night) your best audience and/or favorite people like to hang out on Twitter -- and join them
- Join bitly or owly to track your tweets

Make a plan for daily tweeting and stick to it!

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Week 4: Build Your Tribe with Twitter Checklist

- ☐ I am going to habitually:
 - Determine whether or not my interaction on Twitter affects my traffic or ROI
 - Analyze my followers, referring back to what I learned in Week 1
 - Put more thought into why and what I am tweeting and how I can do it better
 - Analyze what really works on Twitter
- ☐ I have begun to analyze what really works on Twitter:
 - Among those I am following
 - Generally, through trends and hashtags
 - In followers who engage with me (and others)
 - In tweets I am drawn to respond to
 - Other _____
- ☐ I have begun to observe Twitter Best Practices (if I am not doing that already) by:
 - Making sure I have a foolproof password (or use a Password Manager like [Roboform](#) or [iPassword](#))
 - Finding out when my best audience likes to frequent Twitter.
 - Tweeting daily and consistently
 - Finding a core group of real Twitter buddies and carrying on real (if short) conversations
 - Being myself and being sincere

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- Acknowledging/answering those who directly tweet "@" me (excluding obvious spammers!)
- Tracking my results and seeing what works
- Signing up with bit.ly, if I haven't already done so. Using any bit.ly links I include to track click-throughs on my tweets
- Monitoring my blog/website traffic to see if my tweeting has affected it
- Keeping notes of:
 - Which type of tweets worked well
 - Which ones resulted in zero response
- ☐ I have made the acquaintance of the Facebook Twitter app and have:
 - Decided to install it
 - Decided to skip it for now -- I am satisfied with my current routine
- ☐ I have familiarized myself with and started using my chosen tweet manager:
 - HootSuite
 - TweetDeck
 - Other _____
- ☐ I have created my Twitter badges and installed them on my sites and blogs
- ☐ I have checked out Twitter plugins and installed the ones I feel would be beneficial for my business goals
- ☐ I have installed a mobile Twitter app, if there is one available to suit my particular mobile device

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- ☐ I am aware of and using Hashtags (when relevant)
- ☐ I am aware Hashtags can be a powerful tool when I want to:
 - Promote a webinar or other event for my business (and get others to spread my Hashtag)
 - Focus attention on a specific topic I'd like my followers to see
 - Position myself to align with a certain group
 - Look for followers (or people to follow) with the same narrow focus
- ☐ I have signed up with Bitly.com: I am also aware of Owly.com for photograph uploading -- and I have signed up there too
- ☐ I plan to upload photos to my Twitter account (ones that will interest, intrigue or entertain my followers)
- ☐ I have completed my weekly assignment!

Build Your Tribe with Social Media

Week 5: Build Your Tribe With LinkedIn

We've reached our final installment for this social media training series and that's LinkedIn.

This used to be the network you used if you were job hunting. You could post your resume or CV and present yourself to employers.

It also served as an unofficial Business Directory a sort of "Who's Who" in the internet business world. For this reason, the demographic tended towards "young professionals", and felt formal and focused.

LinkedIn instituted some changes a couple of years ago, adding new features and expanding sharing options, and it has rapidly grown in popularity since then.

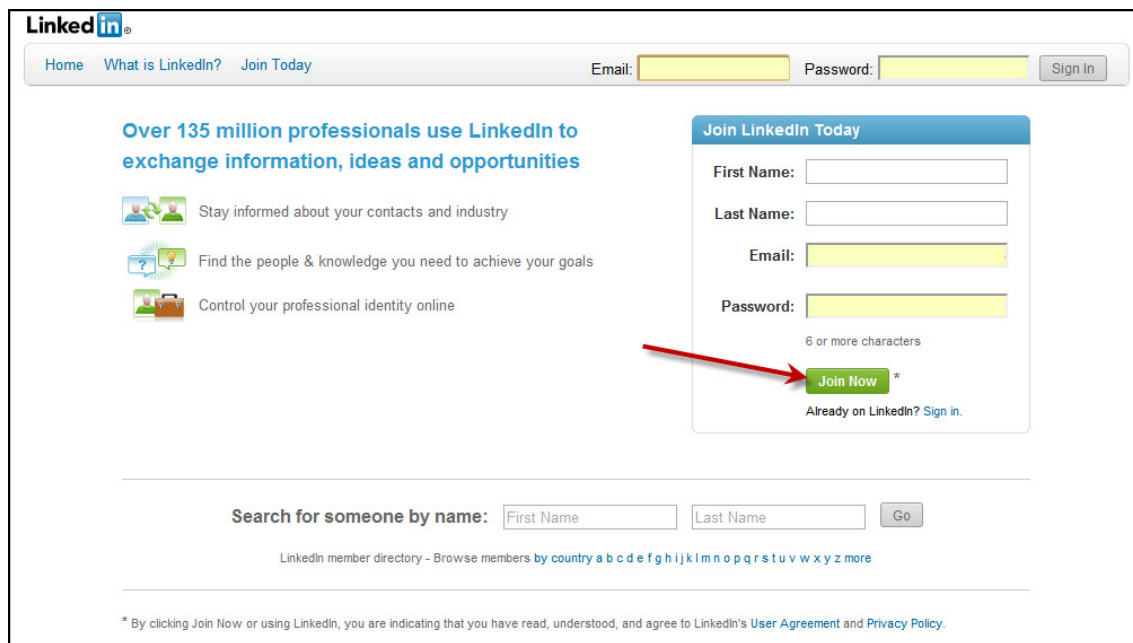
This is the one social media platform you should use no matter what your focus: People nowadays automatically check LinkedIn to see if you have a "valid" presence, as one person I surveyed told me.

In other words, if you're not in the "Who's Who" (a.k.a. LinkedIn) your trustworthiness goes down in the eyes of potential subscribers.

Step One: Setting up your Profile

It's easy enough to set up your LinkedIn profile. Once again, you'll be prompted every step of the way...

Build Your Tribe with Social Media



The screenshot shows the LinkedIn homepage. At the top, there's a navigation bar with 'Home', 'What is LinkedIn?', and 'Join Today'. To the right are fields for 'Email' and 'Password' with a 'Sign In' button. The main content area features the text 'Over 135 million professionals use LinkedIn to exchange information, ideas and opportunities'. Below this are three icons with text: 'Stay informed about your contacts and industry', 'Find the people & knowledge you need to achieve your goals', and 'Control your professional identity online'. On the right side, there's a 'Join LinkedIn Today' box. It contains fields for 'First Name', 'Last Name', 'Email', and 'Password' (with a note '6 or more characters'). A red arrow points to the green 'Join Now' button. Below the button is a link: 'Already on LinkedIn? Sign in.' At the bottom of the page, there's a search bar for 'Search for someone by name' with 'First Name' and 'Last Name' fields and a 'Go' button. Below the search bar is a link: 'LinkedIn member directory - Browse members by country a b c d e f g h i j k l m n o p q r s t u v w x y z more'. At the very bottom, there's a small disclaimer: '* By clicking Join Now or using LinkedIn, you are indicating that you have read, understood, and agree to LinkedIn's User Agreement and Privacy Policy.'

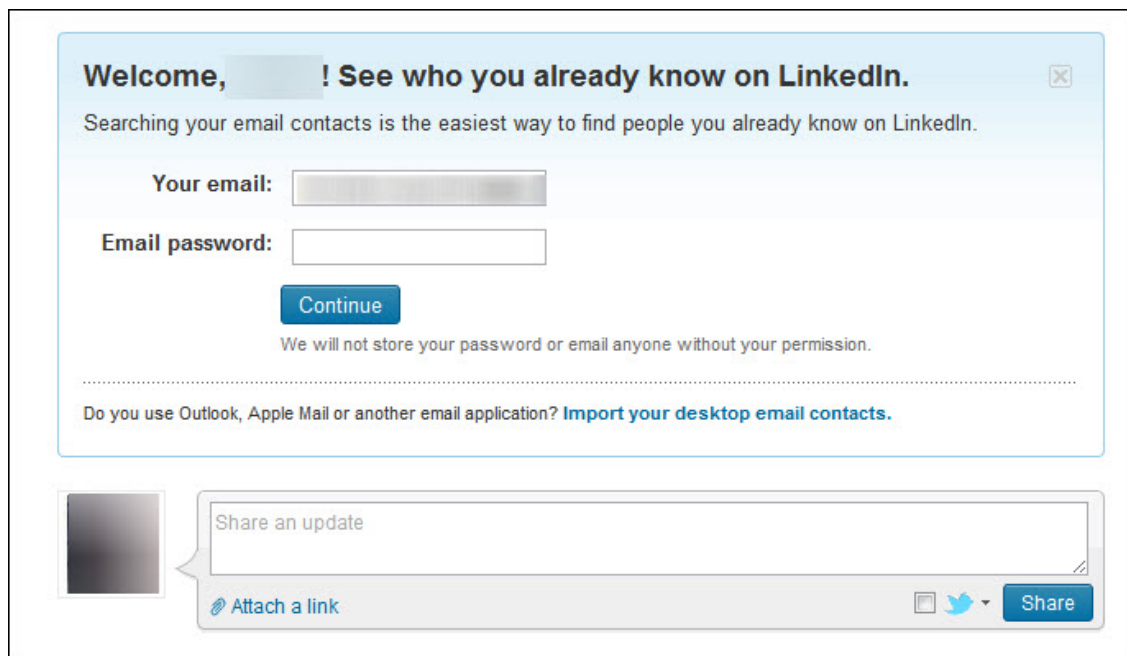
Have your great profile photo handy. (Your resume or CV too, if you want it to be available to people.)

And write a short Summary that focuses on you only inasmuch as it relates to **what you can offer potential clients, followers, subscribers and employers**. (Remember people always read content with the attitude: "What's in it for ME?")

You will be ready to simply copy-paste your Summary into the Summary section, when setting up your profile.

You'll also be walked through **adding contacts**.

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The screenshot shows the LinkedIn 'Welcome' screen. At the top, it says 'Welcome, [redacted]! See who you already know on LinkedIn.' Below this, a message states: 'Searching your email contacts is the easiest way to find people you already know on LinkedIn.' There are two input fields: 'Your email:' and 'Email password:'. A blue 'Continue' button is positioned below the password field. A small disclaimer reads: 'We will not store your password or email anyone without your permission.' At the bottom of the login box, it asks: 'Do you use Outlook, Apple Mail or another email application? [Import your desktop email contacts.](#)' Below the login box is a section for sharing an update, featuring a profile picture placeholder, a text area with the placeholder 'Share an update', and a blue 'Share' button. There is also a link to 'Attach a link' and a small Twitter icon.

Ten Tips and Tricks

There are ten tips and tricks, however, which will greatly increase your visibility both in LinkedIn and Google's search engine.

- **Customize your public profile with your name:**
(<http://www.linkedin.com/in/yourname>)
(If your name has already been taken, you'll have to get creative!)
- **Be selective about contacts.** People who don't really understand how LinkedIn works or people with totally unrelated interests can really drag down your status and clutter your feeds, so don't feel guilty about deciding not to add them to your connections.
- **Ask for recommendations** as soon as you've signed up and added your contacts. Don't be shy everyone does it and it's expected (just make sure you ask people who actually *know* you.)

Build Your Tribe with Social Media

- **Be selective about recommendations** both when asking for and giving them. (After all, it's your reputation on the line.)
- **Optimize your keywords for SEO in your "Summary" section.** (You'll find this in your Profile.)
- **Join Groups.** This is a fast way to let LinkedIn know your areas of special interest and become part of your desired community but be sure to participate in discussions, acknowledge comments on your posts or comment on others' posts.
- **Always add a personal note to a Network request (friend request).** You will increase your chances of acceptance -- especially if they've forgotten who you are or don't realize you're the same Joan Smith that partnered with them at the Arizona workshop last year.
- **Make sure comments you do make are *interesting* and *relevant*.** Consistently posting something lazy, like: "Awesome Susan!" may stroke the egos of those you reply to (not that most people on LinkedIn are looking for that or need it) but it won't exactly position you as an expert. And it will decrease your professional image.

Making sure you have a Profile on LinkedIn should be viewed as a business essential like having a business card. Think it doesn't really matter?

Check out how many people have viewed your profile lately, after 90 days in LinkedIn's database.



Build Your Tribe with Social Media

Compare that number to:

- Increases in your website traffic
- New subscribers, clients and network contacts

You can create a higher interaction rate simply by making sure you **join groups aligned to your business mission and interests**.

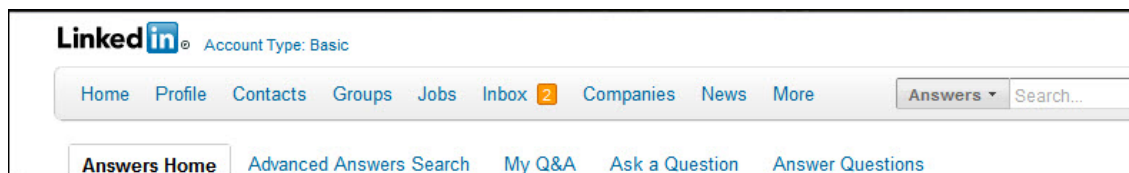
What you end up as you ride on the coat-tails of each group's keywords is **targeted SEO** so the right people find you.

Step Two: Building Your Reputation

You've already started to build your reputation and niche authority by joining the right groups, including your best keywords in your Summary and asking for recommendations. But there's lots more you can do.

LinkedIn's "Answers" section

Another effective way to set yourself up quickly as an authority voice: Provide valuable responses to questions asked in LinkedIn's Answers section:



You'll notice you (and others) can Search Answers. You can ask a question. You can see a list of the latest questions requesting answers. And you can view a list of your own questions-and-answers (something that can come in handy, if you want to jog your memory for post ideas).

Build Your Tribe with Social Media

You can also see which questions and categories:

- Generate a high rate of interaction and response
- Fall flat and remain ignored



Now, granted, the example with 0 answers was only just posted nine minutes earlier but so was the question that gathered 29 answers.

Monitoring new questions over a period of time does give a clearer indication of how popular or in current mindsets they prove to be.

Simply going to Answers and viewing the featured Questions in its feed can provide you with valuable clues about where to focus your energy.

If a particular Category is highly active, explore that Category. Build your expert status by thinking up strong Questions - or answering - them for that particular Category (making sure, of course, that you are picking a category that is relevant to your business mission).

TIP: If you really want to build your "Expert" reputation, look for questions beginning with "What are..." or "How do you..."

Build Your Tribe with Social Media

Here's a question I found when exploring Business Development...

? **What are some of the better Twitter Hashtags you have found when it comes to Social Media?**

3 answers | Asked by David Murray | 16 hours ago in Business Development

If nothing else, the answers others give can offer valuable tips and clues in increasing your own business effectiveness. For example, the question above promises to immediately give you strong Twitter hashtags you can use straight away.

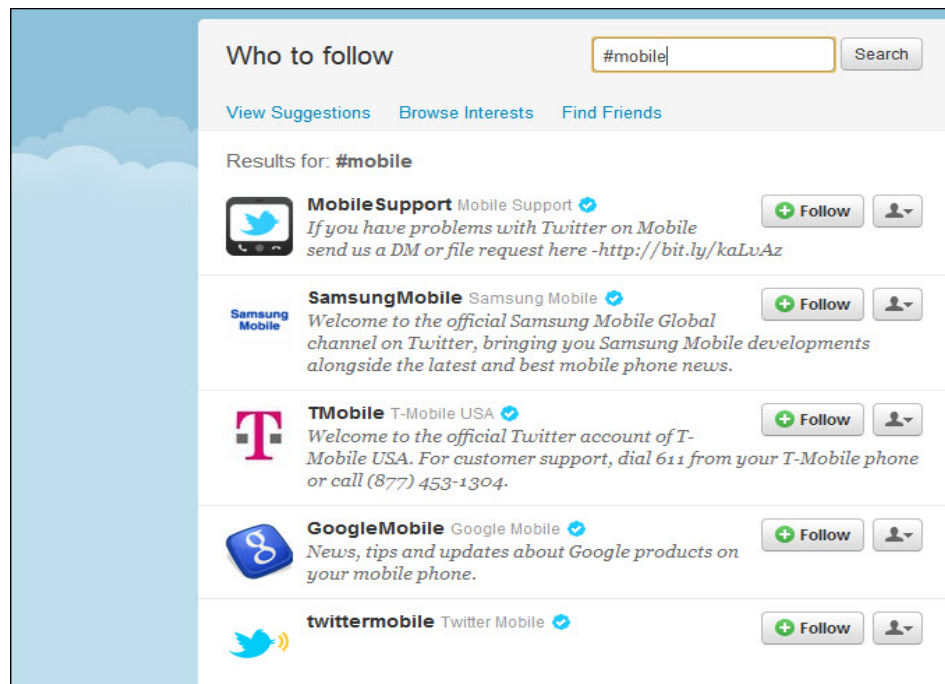
From our actual sample question above, those three answers generated the following concrete results:

- #measure - ROI and analytics
- #mobile
- #social
- #hcsm - health care social media
- #branding
- #SCRM
- #cmgr (community managers, who often deal with social media management)
- #HFChat
- #Tchat
- #socialmedia

These are hashtags you can instantly check out on Twitter, to get a focused picture on what is being discussed, real-time, about these topics... or to get tips and valuable links you can add to your personal Resource database.

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To Find a Recommended Hashtag Conversation on Twitter simply click "Who to Follow" in your Twitter top-menu bar; then enter the hashtag in the Search box:



In short, you can use LinkedIn answers as both a valuable resource in itself... and to help you boost your own "expert" authority status. (But be selective about questions you answer.)

And it can help you **manage and make the most of your other social networks!**

Step Three: Maximizing LinkedIn's Features

Once you've established a solid Linked in habit -- checking your inbox and feed every day, answer questions in Answers, studying Answers and joining well-focused Groups -- it's time to explore LinkedIn's lesser-known features.

Build Your Tribe with Social Media

This is a good time to do it, because most likely you will have added or imported at least fifty contacts by now. And when you have built up your network a little, it's time to take advantage of...

- [InMaps](#) -- Logging in and allowing InMaps access to your Linked profile lets this app create a "map" of your unique connections. Linked in describes it as "an interactive visual representation of your professional universe, based on the relationships between your connections".



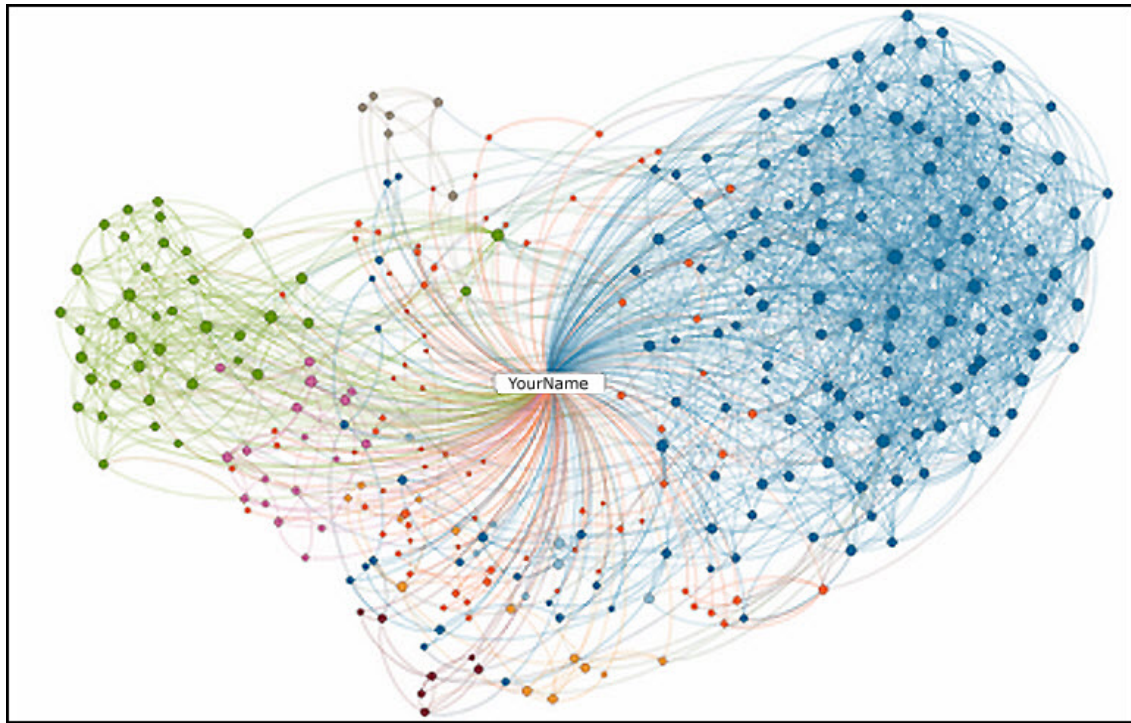
To get your own, personal InMap, you will need:

- At least 75% of your profile updated
- At least 50 LinkedIn connections

How InMaps Works and What it Can Do for Your Business. Your InMap will be alive and interactive. You can zoom in on "nodes" (by using your mouse wheel) to see who and what they represent.

You can create labels for each group...

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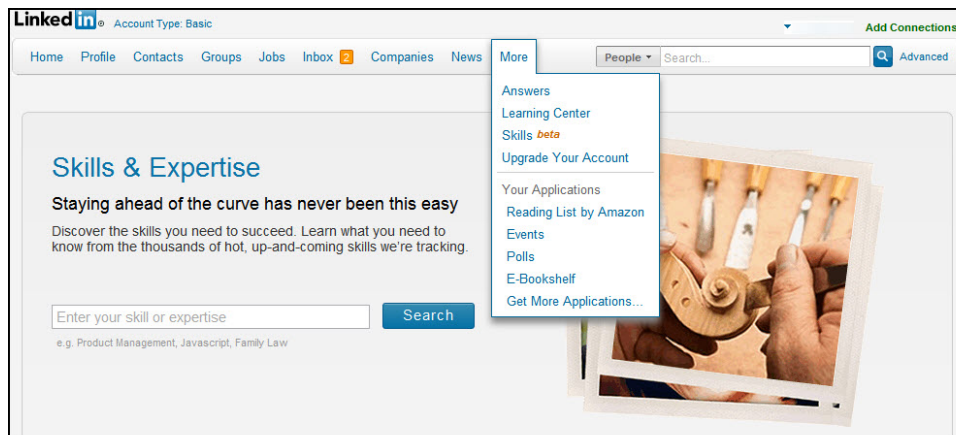
and share your InMap with others.

- **Pay Attention to Daily LinkedIn Headlines** -- You can quickly catch all the latest industry news here, right on your main feed page. And LinkedIn only serves up what your keywords and connections indicate is a good selection for your interests:

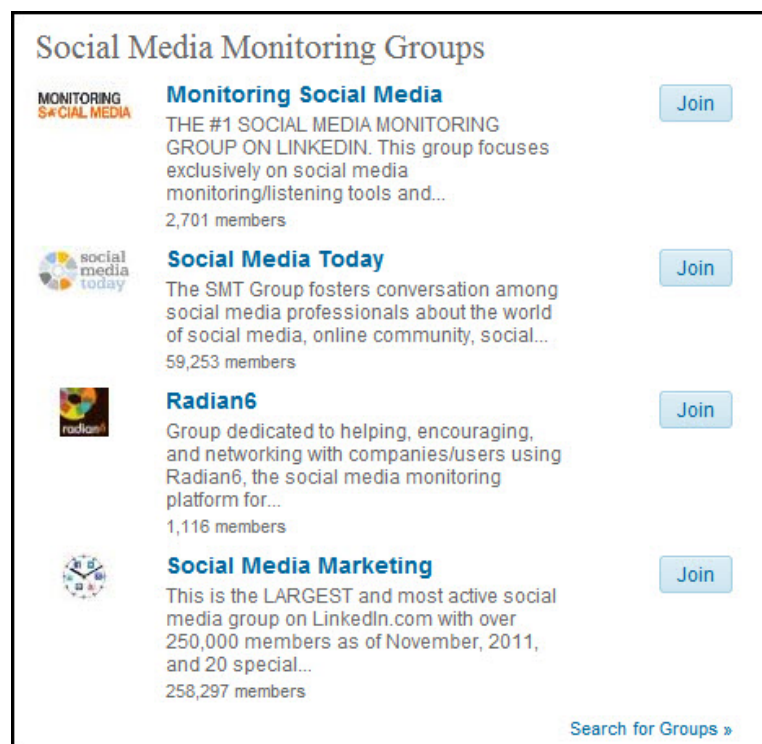


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- **Use the "More" Tab.** This is where you'll not only find LinkedIn "Answers", but a whole lot more besides. Including the Learning Center, LinkedIn Apps and the latest new features, such as "Skills".



You can input and search a skill to learn about the latest news and resources and add it to your profile to further boost your reputation and help the right people find you. Plus uncover relevant new groups!

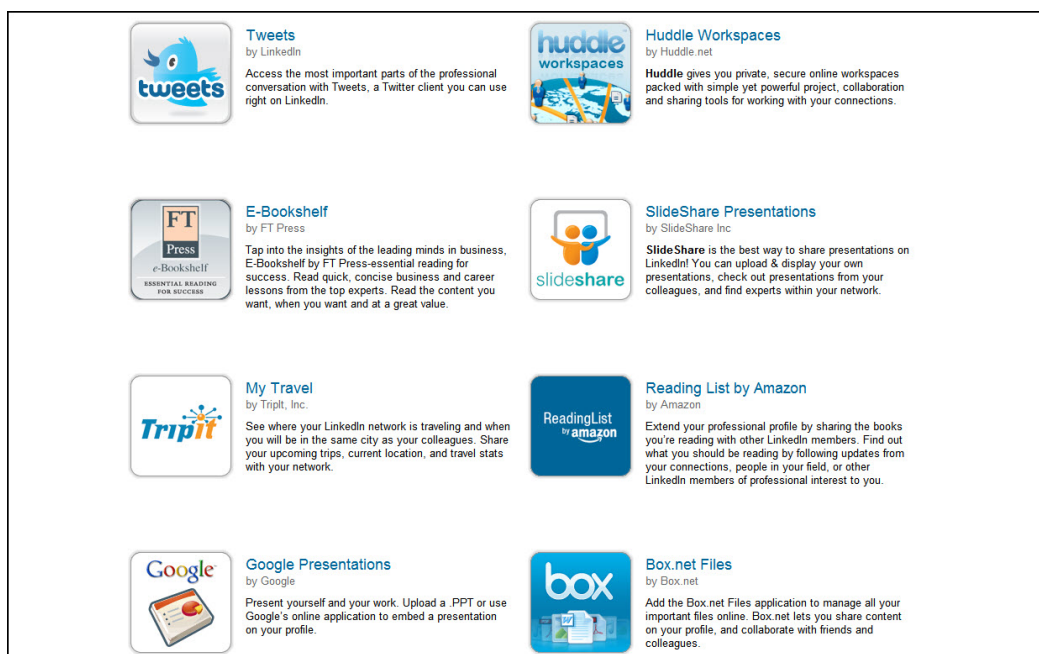


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- **Check the "News" Tab.** You'll find it on the right-hand side of your main menu bar.

Another great way to not only find up-to-the-minute news (topics presented based on your LinkedIn keywords and connections) but also to discover new sources you may wish to connect with. (It's an expanded version of your top main headlines, with more added for you to select from, gallery-style.)

- **Check out LinkedIn Apps.** You can add apps to instantly connect you with other social media and resources you use all from within LinkedIn. This enhances your business performance by making things easy to manage: You keep a clearer overview with less confusion and less step-taking.



Most of all, LinkedIn is a vibrant, alive community. It's balanced. It's professional. And it's there for you to make the most of!

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WEEKLY ASSIGNMENT:

- If you haven't already joined LinkedIn, create a Summary (a short, 1-3 paragraph statement) of what you're all about. Don't focus on your accomplishments so much as show how these accomplishments can benefit potential clients or employers. Remember keep it punchy: Cut down the adjectives and adverbs. Keep sentences short. Ask yourself the question: "Why should this summary interest someone who wants to network with me?"

MY SUMMARY:

[Enter your text HERE...]

When you've finished, copy-paste the text only into your LinkedIn Profile's "Summary" text area box.

- ☐ If you already have a LinkedIn profile, make sure:
 - Your profile is at least 75% complete
 - You've added at least 50 connections

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- Think of relevant personal connections you can search for in LinkedIn and add:
 - Groups
 - Companies
 - Skills (under "More")
 - Answers
- Think of relevant personal connections you can search for in LinkedIn and add:

Send out invitations to as many relevant people you can today!

Enjoy your Social Networking!

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Week 5: Build Your Tribe With LinkedIn Checklist

- ☐ I have a profile on LinkedIn
- ☐ I do not have a profile on LinkedIn but I am preparing right away to set one up!
- ☐ I have written a short Summary to copy-paste into my LinkedIn Profile:

[Enter your Summary Text here]

- ☐ I have included my best keywords in my Summary

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- ☐ I have my favorite Profile Photo ready to upload
- ☐ I have decided which address books I'd like LinkedIn to import contacts from
- ☐ I have customized my Public Profile with my name, like this:
<http://www.linkedin.com/in/myname>
- ☐ I am practicing diligence and being selective about who I connect with. I understand indiscriminate choices can hurt my LinkedIn status and reputation
- ☐ I have asked people who have worked with me to give me recommendations and I understand this is a perfectly acceptable, expected practice on LinkedIn
- ☐ I have joined at least one relevant Group
- ☐ I am committed to adding a personal note to connection requests I make
- ☐ I have resolved never to comment for the sake of commenting. I will do my best to ensure my posts are interesting, intriguing, enriching or relevant at all times
- ☐ I understand that LinkedIn is a professional network by tradition, and not the appropriate place to let my hair down
- ☐ I am committed to building my LinkedIn reputation. I have begun to do this by:
 - Getting into the habit of checking out LinkedIn "Answers"
 - Offering relevant, valuable Answers for questions that are perfectly suited to me and my area of expertise

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- Monitoring questions asked for clues on what my followers might like to hear more about
 - Exploring Answer Categories that are spiking with lots of action
 - Other _____
-
- ☐ I have updated at least 75% of my LinkedIn Profile
 - ☐ I have made at least 50 connections
 - ☐ I am now ready to sign up for InMaps! (I understand they can take at least a week to respond or post changes)
 - ☐ I have analyzed my InMap Nodes
 - ☐ I am monitoring chosen Headlines my daily feed serves up, to check for up-to-the-minute changes in my niche topics or ideas for content and posts
 - ☐ I am getting into the habit of exploring and using the "More" tab in my main, horizontal menu bar
 - ☐ I have checked out (and added) "Skills"
 - ☐ I am regularly checking out the "News" tab to see the latest content for my industry and interests
 - ☐ I have added LinkedIn apps that I think will be particularly useful
 - ☐ I am participating regularly in this powerful, vibrant community (and adding more contacts!)
 - ☐ I have completed my final Weekly Assignment. I am now ready to make the most of Social Media for my business!

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About Adela Rubio



Adela Rubio is a joint venture strategist and expert tribe builder. She has hosted and produced over twelve virtual events and grown her own tribe to 30k+.

She teaches coaches, creatives and visionary change agents how to host their own transformative virtual events so that they can increase their impact, influence and income in 30 days!

You can learn more about Adela and her programs and products for conscious entrepreneurs at www.adelarubio.com.

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