

2011

*7 Day
Social
Media
Set Up
Guide*

7 DAY SOCIAL MEDIA SET UP GUIDE ©

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Design / Layout by Atina Group Productions & Publishing - www.atinagroupinc.com

Social Media has forever changed the way in which we conduct business. No one ever imagined that Facebook would grow by 200 million users in the course of twelve months. I'm sure that Mark Zuckerberg is laughing all the way to the bank. Technology is always changing. In order to survive in today's world of business you must embrace timely change and have a strategic plan in place to bridge your online and offline marketing.

While on maternity leave in 2007 I finally had a chance to "Google" my name. I was very disappointed that I only had a few entries. As I was bringing a new life into the world I decided to embark on a new marketing plan that would include this thing called social networking, social media tools, and gamification (terms I was unfamiliar with). It took me over a year to make up my mind that I needed to get serious. Finally in October of 2008 my mind was made up and I spent the rest of 2008 setting my plan in motion.






While setting my plan in motion I realized that the average person would be discouraged and would abandon their social media plan because of the time consumption and all the different steps that are involved. Therefore, I wrote a step by step guide as I implemented my new plan so that others would have a road map that would save energy, money, and time.

The goal is for you to connect with customers where the customer is comfortable. Online is the new hot spot. Let the connections begin.












Marki D. Lemons

[ABR](#), [ABRM](#), [ADPR](#), [CDEI](#), [CNE](#), [CRB](#), [CRS](#), [green](#), [QSC](#), [SFR](#), & [MBA](#)

One Week To Social Media Set Up. In seven days you can accomplish the following:

-  Setup a Google account, Gmail, Google Alerts, Google Reader and identify keywords to use
-  Set Up a blog with posted articles
-  Establish an account on each of the following: Facebook, LinkedIn, Posterous, Twitter, Flickr, Slideshare, Twellow and YouTube
-  Add 500 New Followers on Twitter
-  Load personal database to each account and invite your contacts to connect, follow, or be a friend

Homework

-  Set your goals. Do you want to expand your personal brand, increase sales, establish yourself as a local authority, increase networking opportunities or gain media exposure
-  Identify your customers, Gen X, Gen Y, Baby Boomers, etc.
-  Write your Bio: [Example](#)
-  Update your resume: [Example](#)
-  Select one photo to use: [Example](#)
-  Set up a Google Account <https://www.google.com/accounts/NewAccount>
GoogleMail-works with existing email address, compatible with Outlook, POP3 and IMAP supported, and smart phone friendly
Google Docs-spreadsheets, word processing, presentations, and forms
Google Sites-Simple editable websites, choice of templates, and company intranets
Google Calendar-Share your calendar with co-workers, embed on website, collaborate, syncs with Outlook and iCal, multiple calendars
-  Set 3 hours aside each day for seven days to implement your plan-Google Calendar, [Additional Information](#) (Walker, 2008)
-  Setup an Excel template to log your username and passwords-Google Spreadsheet
-  Purchase Domain Name for Blog at www.godaddy.com
-  Get web hosting at www.hostgator.com for your blog
-  Remember to be yourself

The above should be complete prior to setting anything up. This will save you energy, money, and time.

Create, comment, engage, learn, link, listen, and share



See Appendix for an example

DAY 1








Set up your blog. A blog is a website. There are numerous free options and due to the constant change in the industry there are options that allow you to have a blog and a tool to syndicate updates, photos, and videos to all of your social networks. Check out wordpress.com, blogger.com, activerain.com, typepad.com and posterous.com.

Need Additional Help-[Build a Website the Easy Way With Wordpress](#) (Easily Amused, 2010)

Google

-  Review Google Alerts
-  Review RSS Feeds

Twitter

-  Set up your Twitter account-Remember your username can't exceed 15 alphanumeric characters
-  Upload short bio-not to exceed 160 characters. Keep it real while being fun and engaging. [Example](#)
-  Upload photo-photo can't be bigger than 700k
-  Set a color or picture background
-  Check for friends via Gmail, Yahoo or AOL
-  Post one tweet- 140 characters or less
-  Set up Twitter to Mobile-have your cell phone on and ready. Setup a contact for Twitter and add the following web address m.twitter.com

Need Additional Help-[Twittorial](#)



Twellow

-  Add yourself to Twellow, [Example](#)
-  Follow 10 leaders of your industry





Other options www.wefollow.com , <http://www.geochirp.com/> or www.justtweetit.com.

DAY 2

Google

-  Review Google Alerts
-  Review RSS Feeds






Facebook

-  Create a Facebook Account
-  Complete profile (copy and paste information from your resume)
-  Generate a custom URL-[Memorable Web Address](#)
-  Set up Facebook to Mobile-Setup a contact for Facebook in your mobile device and add the following web address-m.facebook.com

Need Additional Help-[10 Steps to Becoming a Facebook Guru](#)


Real Estate Application-See My Listings

LinkedIn








-  Create a LinkedIn account
-  Download Outlook Toolbar
-  Design Custom URL-<http://www.linkedin.com/in/markilemons>
-  Design Custom Links-[The Queen of Foreclosures](#) instead of “My Website”
-  Set up LinkedIn to Mobile-Set up a contact for LinkedIn in your mobile device and add the following web address-m.linkedin.com

Need Additional Help-[LinkedIn 101](#)


Twellow

-  Follow 10 leaders of your industry or follow 10 friends

Twitter

-  Retweet 1 tweet
-  Reply to someone
-  Add one favorite tweet
-  Follow back two people
-  Tweet one business related tweet
-  Tweet one personal tweet
-  Ask one question



Blog

-  Upload your first blog



Educate, entertain and inform daily.

DAY 3







Google

-  Review Google Alerts
-  Review RSS Feeds

Facebook


-  Post your first Facebook Entry. The entry should include a link to one of the following:
Your Twitter account, Your blog, or you're an existing website
-  Facebook to Mobile-m.facebook.com, upload via email, text messages, or application

YouTube








-  Create a YouTube account. Because you have a Google account you can use this as your log in information
-  Set up and design your own YouTube channel
-  Set up Playlists
-  Select favorite videos
-  Create custom video player
-  Subscribe to other channels

Need Additional Help-[How to Design Your YouTube Channel](#)





Twellow

-  Follow 10 leaders of your industry or find 10 friends

Twitter



-  Retweet 1 tweet [How To Retweet](#)
-  Reply to someone
-  Add one favorite tweet
-  Follow back two people
-  Tweet one business related tweet [Small Business Tweet](#)
-  Tweet one personal tweet
-  Ask one question

LinkedIn





-  Accept an invitation
-  Answer a question
-  Update your status
-  Invite new contacts to connect

DAY 4

Google








-  Review Google Alerts
-  Review RSS Feeds

Flickr














-  Set up Flickr account
-  Load photos of interest
-  Flickr to Facebook application
-  Flickr to mobile-m.flickr.com or email with your unique email address

Need Additional Help-[How To Use Flickr](#)





Twitter

-  Retweet 1 tweet
-  Reply to someone
-  Add one favorite tweet
-  Follow back two people
-  Tweet one business related tweet
-  Tweet one personal tweet
-  Ask one question





Facebook

-  Wish someone Happy Birthday
-  Accept 5 new friends
-  Respond to one Inbox Message
-  Respond to wall comments and post
-  Post one status update: [Update Example](#)
-  Share an interesting idea
-  Comment on one update of a friend
-  Leave a message on a Fan Page
-  Send an update to your Fan Page
-  Send an update to your Group
-  Respond to one event invitation
-  Join a new group up to 50 Groups
-  Invite new contacts to connect

YouTube



-  Set up Playlists
-  Select favorite videos
-  Create custom video player
-  Subscribe to other channels

LinkedIn






-  Accept an invitation
-  Answer a question: [How to Answer a Question](#)
-  Update your status
-  Invite new contacts to connect

DAY 5





Google

-  Review Google Alerts
-  Review RSS Feeds


Facebook

-  Set Up a Facebook Groups and invite contacts to join: [How To Set Up Facebook Group](#)
-  Facebook Fan Pages
-  Add 20 friends and write a post on their wall
-  Add your blog feed using the RSS application
-  Add SlideShare application: [SlideShare Application Information](#)










LinkedIn

-  Set Up a LinkedIn Group and invite contacts to join
-  Add SlideShare application
-  Accept an invitation
-  Answer a question
-  Update your status
-  Send an article to 3 groups
-  Send an update to your group
-  Invite new contacts to connect

Twellow



-  Follow 10 leaders of your industry or find 10 friends

Twitter

-  Set up a twitter application: [Twitter Application List](#)
-  Get twitter alerts
-  Retweet 1 tweet
-  Reply to someone
-  Add one favorite tweet
-  Follow back two people
-  Tweet one business related tweet
-  Tweet one personal tweet
-  Ask one question





DAY 6

Google

-  Review Google Alerts
-  Review RSS Feeds

Autopilot Tools








Review the tools below and select one. I use HootSuite and Posterous. [Other options and tutorial.](#)

-  Hellotxt.xom
-  Ping.fm
-  Posterous: [Additional Information](#)
-  Hootsuite














Twellow

Follow 10 leaders of your industry or find 10 friends







Twitter

-  Retweet 1 tweet
-  Reply to someone
-  Add one favorite tweet
-  Follow back two people
-  Tweet one business related tweet
-  Tweet one personal tweet
-  Ask one question





Facebook

-  Wish someone Happy Birthday
-  Accept 5 new friends
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-  Respond to wall comments and post
-  Post one status update
-  Share an interesting idea
-  Comment on one update of a friend
-  Leave a message on a Fan Page
-  Send an update to your Fan Page
-  Send an update to your Group
-  Respond to one event invitation
-  Join a new group up to 50 Groups
-  Invite new contacts to connect

LinkedIn



-  Accept an invitation
-  Answer a question
-  Update your status
-  Send an article to 3 groups
-  Send an update to your group
-  Invite new contacts to connect

Blog








-  Reply to one comment on your blog
-  Comment on a blog you follow
-  Bookmark blogs of interest
-  Comment on a new blog

DAY 7














Google

-  Review Google Alerts
-  Review RSS Feeds







Twitter

-  Retweet 1 tweet
-  Reply to someone
-  Add one favorite tweet
-  Follow back two people
-  Tweet one business related tweet
-  Tweet one personal tweet
-  Ask one question




Facebook

-  Wish someone Happy Birthday
-  Accept 5 new friends
-  Respond to one Inbox Message
-  Respond to wall comments and post
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-  Share an interesting idea
-  Comment on one update of a friend
-  Leave a message on a Fan Page
-  Send an update to your Fan Page
-  Send an update to your Group
-  Respond to one event invitation
-  Join a new group up to 50 Groups
-  Invite new contacts to connect



LinkedIn

-  Accept an invitation
-  Answer a question
-  Update your status
-  Send an article to 3 groups
-  Send an update to your group
-  Invite new contacts to connect

Blog

-  Reply to one comment on your blog
-  Comment on a blog you follow
-  Bookmark blogs of interest
-  Comment on a new blog

Youtube

-  View a videos to link or use
-  Link to one Video

