There are LOTS of Social Media Sites
Field Guide To Social Media

- Publishing
- Sharing
- Social Networks
- Mobile
- Public Relations
- Discussion & Review
- Co-Creation
- Microblogs

CONTENT
It isn’t about creating accounts.

It is about what you do with them.
Publishing
People are Information Hungry. 
Got Useful Content To Share?

Publishing is when you share information with others by posting it online. The information can take many different forms. They key to success is the CONTENT.

- Blog
- Email Newsletter
- Webinar
- Ebook
- Whitepaper
- Podcast
  - Video
  - Audio
REPURPOSE EVERYTHING!!!!

AND

BE STRATEGIC
Email Newsletter

- Constant Contact
- Create a free one in 20 mins
- Starts at $25/month
Webinar

- Pre-scheduled virtual event
- People call in and can view your powerpoint or computer screen on their computer
- Live and recorded
- Can have Q&A, take polls, ask questions, etc
Webinars

**GoToWebinar**

Increase your reach with unlimited Webinars.

**GoToMeeting**

How it Works | Features | Security & Reliability | Ways to Use | Customer Stories | Case Studies | Plans & Pricing | Multi-User Accounts | FAQs
---|---|---|---|---|---|---|---|---

**GoToWebinar**

With GoToWebinar you can conduct do-it-yourself webinars with up to 1,000 people— all for one flat rate. Reduce travel while reaching larger audiences around the world:
- Set up a webinar in minutes – without IT support.
- Generate more qualified marketing leads— for less.
- Present to hundreds of people from your Mac or PC.
- Save with integrated audio conferencing (via computer and telephone).

Next Steps:
- How it Works — Using GoToWebinar is easy. See for yourself.
- Customer Stories — Hear what customers have to say about GoToWebinar.

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**Business Fitness**

Australian business consultancy firm uses GoToMeeting and GoToWebinar to teach prospects about its software and services.

"GoToWebinar is a great engagement tool that keeps the audience involved."

View Case Study (PDF)

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**Globalign**

With its clients and workers located all around the world, global resourcing company Globalign considers GoToMeeting a necessity for customer acquisition, training and collaboration.

"We expect GoToMeeting to play a huge role in future growth."

View Case Study (PDF)

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**Kaulkin Ginsberg**

Kaulkin Ginsberg uses GoToMeeting to provide fast, high-impact and reliable demonstrations and training sessions to its customers in the financial services industry.

"GoToMeeting Corporate helps us make a great first impression."

View Case Study (PDF)

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**Xpitax LLC**

Massachusetts-based tax and bookkeeping services provider Xpitax uses GoToMeeting to grow its outsourcing business and build strong relationships between U.S. clients and the company’s staff in India.

View Case Study (PDF)
Webinar

★ Simple way to connect
★ Requires email to join (can begin relationship marketing from here)
★ Can include internal or external experts
★ Free to join or paid
★ [www.gotowebinar.com](http://www.gotowebinar.com)
★ Starts at $100 per month
Webinars

New Horizons free training webinars are a great opportunity for business decision-makers, training professionals, developers and managers to see the real value the latest technologies can bring to their organizations. Our training webinars cover the latest topics in IT training, information security, graphics and design, business skills, office productivity and more. With new topics every month, they are educational for everyone.

View the Webinar Archive for previously recorded webinars.

2012 Webinar Schedule
New webinars are scheduled on Cloud, Office 2010 and Online Marketing! Register for these webinars to get free tips and this new platform.

FEBRUARY

Microsoft Office 2010 Application Content Sharing
Date: Wednesday, February 15, 2012
Time: 10:00am PST / 1:00pm EST / 6:00pm GMT
Presenter: Andrew Reed, Senior Training Specialist, Microsoft Corporation

Learn the ways and approaches for sharing content, from simple cut, copy & paste to shared drives, and information from your drives. Learn the tools, formats and reasoning behind how Microsoft Office system shares and accesses content for productivity. This includes Microsoft Word, Microsoft Excel and Microsoft PowerPoint.

MARCH
The Science of Social Media

Webinar Details

**Duration:** 60min

**Presenters:** HubSpot's Social Media Scientist, Dan Zarrella

**Hashtag:** #smsci

Social media effectiveness shouldn't rely on luck. Too long have superstitious, unicorns-and-rainbows myths dominated the field. The culmination of years of research, this webinar presents a framework for reliable social media success.

Watch this on-demand webinar to learn how to build your reach, engineer contagious ideas and measure your results, through data-backed, scientifically-proven best practices.

Dan Zarrella, author of *The Social Media Marketing Book*, is an award-winning social, search, and viral marketing scientist. Dan studies social media behavior from a data-backed position enabling him to teach marketers scientifically grounded best practices.

This webinar was certified by Guinness World Records as the largest online marketing seminar and become part of history!

View the On-Demand Webinar:

First Name *

Tweet this Webinar

Share on Facebook

Share on LinkedIn

Last Name *
Ebook and Whitepaper

- Digital written information on a subject
- Typically a comprehensive overview of a subject.
- 8 – 20 pages long (depending)
- Available via download
Free eBook! Google+ 101: How the Next Big Thing Can Impact Your Business

Google+ was one of the biggest developments in the marketing world this year. From launch hype to the rollout of business pages, the newest social network from the
Podcast

★ A regularly produced program; like a radio or TV show
★ Anywhere from 2 minutes to 1 hour long
★ Video or audio
★ Can be downloaded via iTunes or other sites
★ Typically produced weekly or bi-weekly