



ROSLINDALE VILLAGE MAIN STREET MARKETING
PRESENTS:

SOCIAL MEDIA BREAKFAST

08 OCTOBER 2009

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What is Facebook and Twitter?

Both are free social networks that allow you to connect with people; share ideas and insights; and build deeper relationships with an audience.

What they can do for your business?

- Provide you a free marketing tool to grow your business
- Develop a stronger loyalty factor with your patrons
- Offer incentives and exclusive offers like an insiders club
- Create viral awareness of your business to introduce you to new people

How does it work?

Facebook allows you to create 2 types of experiences: profile and pages.

- Profiles are personal pages to connect with friends.
- Pages are business pages to connect with fans
- Includes an internal email tool; event calendar; and additional applications that you will discover along the way.

Twitter is considered a micro-blogging tool, which means you only have 140 characters to say what you need to say.

- lots of people publically
- a specific person publically
- a specific person privately

Fanpage Examples

“The fan pages that are doing it right are the ones that are actively engaging with their fans. These pages have creative content, two-way communication, active discussion boards, videos and images, and a fun and casual tone to match the medium.”

June 16th, 2009 | by Callan Green <<http://mashable.com/author/callan-green/>> | mashable.com

CocaCola - <http://www.facebook.com/cocacola>

Ashton Kutcher - <http://www.facebook.com/Ashton>

Vin Diesel - <http://www.facebook.com/VinDiesel>

Whole Foods - <http://www.facebook.com/wholefoods>

Whole Foods in Dedham - <http://www.facebook.com/pages/Dedham-MA/Whole-Foods-Market-Dedham/132528484746?ref=sgm&v=wall>

Twitter Examples

■ Aggregators and influencers

<http://twitter.com/dineboston>

<http://twitter.com/hubeats>

■ Local businesses

<http://twitter.com/ivyrestaurant>

http://twitter.com/blue_ginger

<http://twitter.com/kickasscupcakes>

■ Big brands

Dell – customer service focused; monitoring trends around the brand and products

Ashton Kutcher – Everyone has heard the CNN battle to the 1MM followers. Why this is important.

Rick Sanchez – journalist using it as a tool for conversation and personal brand building

BostonBudget – inside scoop on food and rink deals in Boston

Comcastcares – customer service

JetBlue – customer service and special offers

Twitter Vocabulary

- **Twitter Handle:** Also known as a **username**. This is the name you select to represent yourself.
- **To Follow:** To subscribe to someone's updates on Twitter.
- **To Follow Back:** To subscribe to the updates of someone who has recently started following you.
- **Follower:** A person who has subscribed to receive your updates.
- **Update:** Also known as a **tweet**. They can be no longer than 140-characters.
- **@Reply:** A public message sent from one Twitter user to another
- **Direct Message (or DM):** A private message sent from one Twitter user to another
- **Twitter Stream:** A list of a person's real-time updates.
- **Tweet up:** An event specifically organized for Twitter-users to meet up and network, usually informal.
- **Hashtag (#):** A tool to aggregate the conversation surrounding an event or theme.
- **Retweet (or RT):** To repeat what someone else has already tweeted.

Sep 25, 2009 11:34 pm US/Eastern

Save Money In 140 Characters Or Less

Follow: [WBZ On Twitter](#)

Reporting [Paula Ebben](#)

BOSTON (WBZ) —

Do you [Twitter](#)? It's the newest social media platform that's taken the world by storm. But the benefits are not obvious to everyone.

"I don't need to let everyone know what I'm doing every five seconds," one man told us. "I have too much to do to Twitter," another man said.

These people could be passing up an opportunity to save money on everything from vacation to the hottest restaurants in Boston.

Poe's Kitchen, at the Rattlesnake on Boylston Street, offers discounts exclusive to those who follow the restaurant on Twitter. Executive Chef Brian Poe says he's sent out tweets for a 25% discount and given away free cornbread via twitter.

Just a few blocks down Boylston Street, Vox Populi offers similar discounts.

"We have Twitter Friday's," explained owner Joe Quatrocchi. "The 12th person that Twitters back to us gets a \$50 dollar gift certificate."

If you don't have the time to follow individual restaurants on Twitter, check out [BostonTweet](#) or [DineBoston](#). These sites gather deals from all over the city so they're all in one place.

You can also get deals on clothes. Stores like Gap, Banana Republic and Nordstrom have offered discounts on Twitter and other social media sites.

Sick of the 'staycation'? Twitter can help you plan a trip at rock bottom prices. Sites like [Travelocity](#) offer discounts on hotels, vacation packages and cruise deals. The site recently directed Twitter followers to more than 100 hotels offering rooms for less than \$100.

Many hotels also offer their own deals on Twitter. Marriot international tweeted a deal of the day, an \$84 a day weekend rate at their hotel in New Orleans. If you are not interested in the big easy, check out Tweetdeck. It can help you set up alerts for deals on the places that you want to go.



☰ Read: [What Is TweetDeck?](#)

All these sites can help you save money in 140 characters or less.

And Poe's Kitchen at the Rattlesnake is offering a special deal for WBZ-TV viewers and web surfers. Just retweet, 'Heading into [@poes_kitchen](#) after seeing the Twitter story on [@WBZ](#), and you'll get a free order of the Grilled Green Chile Cornbread this weekend.

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How to Create a Facebook Public Profile or Fan Page For Your Business Or Group

By [crosswised](#)

User-Submitted Article

Article Rating: ★★★★★ (12 Ratings)

Create a Facebook Fan Page For Your Business Or Group

Facebook is an extremely popular social networking website that is growing in reach and influence everyday. While the basic PROFILE Facebook account that everyone is allowed to create is great for interacting with friends, it is not allowed to be used for business purposes. But Facebook does allow you to create a PUBLIC PROFILE page, or what it calls a FAN PAGE, for your business or other entity. Here is How to Create a Facebook Public Profile or Fan Page For Your Business Or Group!

Difficulty: Moderately Easy

Things You'll Need: Facebook Account

1. Step 1

A Fan Page, or Public Profile Page, can be set up to represent your Business, Website, Band, Youth Group, or Yourself! You can put photos, videos, or links to your website on this Fan Page. Attract more people to your business or other interest by creating your own Public Profile Page!

2. Step 2

To create your Public Profile Page, log into your Facebook account. Go to the very bottom of the page and click on the [ADVERTISING](#) link. Towards the top of the next page, there is another link that says PAGES - click on this. You are now at the FACEBOOK PAGES creation page. Click on CREATE A PAGE, and you are taken to CREATE NEW FACEBOOK PAGE.



3. Step 3

Click On The Category Your Group or Business Belongs In

Next, choose how you want to be represented through this Fan Page: Local (Business/Service); Brand or Product; or Artist, Band, or Public Figure. There are many choices within each category, but if you don't find an exact match for yourself, pick something as close as possible. Suppose under Brand Or Product, you choose [Online Store](#). A box will appear for you to enter Name Of Online Store. Enter the name and click on Create Page. Your new Public Profile page is now created!


4. Step 4

[New York Times](#) Facebook Profile Page

Now, edit and add content to your Fan Page. Upload a picture or logo to your page to represent you. Edit your page Settings, selecting age or country restrictions. You also have options to Activate Facebook Mobile, use Discussion Boards, set up Events, or post Links to anything you want. Add Notes, Photos, Reviews or Video, and when you're done, click on the Publish link to finish your page. You can go back and Edit your page anytime, adding product or group photos, posting new messages to your Wall, or updating your profile. You can add Applications from outside developers to make your page more unique and useful. You can also use Facebook Ads to promote your page and draw more traffic to it. Your Public Profile page has great potential to help you promote your Team, Band, Business, Youth Group, etc. You can find more information about it on Facebook.

http://www.facebook.com/note.php?note_id=103555437619&ref=nf#

facebook
Home Profile Friends Inbox
Brad Harris Settings Logout



Boston's Hidden Restaurants: Boston–Area Restaurants on Twitter
Boston's Hidden Restaurants's Notes

Boston–Area Restaurants on Twitter Share

Thursday, July 16, 2009 at 10:43am

Social networking sites are all the rage today, and Twitter is perhaps the hottest one out there right now. But Twitter is not just for chatting with friends and family; it can also be used to promote businesses, including restaurants.

More and more Boston–area dining spots are using Twitter, often to post specials, events, menu changes, and general updates. Below is a list of Boston–area restaurants on Twitter. We will update this page as often as possible, so if there are any we missed, please let us know! NOTE: We also have a page listing New England restaurants (outside of the Boston area) that are on Twitter. That page can be found at: <http://bit.ly/E06Op>

- <http://twitter.com/1790restaurant>
- <http://twitter.com/2sistersnebo>
- <http://twitter.com/28DegreesBoston>
- <http://twitter.com/29Newbury>
- <http://twitter.com/33Restaurant>
- <http://twitter.com/75Chestnut>
- <http://twitter.com/88wharf>
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- <http://twitter.com/AtlanticBeerGrd>
- <http://twitter.com/auraboston>
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- <http://twitter.com/banQrestaurant>
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- <http://twitter.com/BeaconHillPub>
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- <http://twitter.com/BOKX109>
- <http://twitter.com/boloco>
- <http://twitter.com/BondBoston>

In this note

No one.

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OCTOBER 1, 2009

Firms Get a Hand With Twitter, Facebook

Entrepreneurs Hire Consultants to Promote Business on Social-Media Sites, but the Extra Cost Is Big Question

By SARAH E. NEEDLEMAN

Sylvester Chisom began paying a consultant last summer to blog on Twitter, post status updates on Facebook and run marketing campaigns on both sites for his auto-detailing business.

David Buckner

Sylvester Chisom, front, and Arthur Shivers pay a consultant to market their auto-detailing business on Facebook and Twitter.

He thinks the service, which costs \$450 a month, is worth it. "It's just better having somebody else dedicated to thinking of stuff to put up," says Mr. Chisom, co-owner of Showroom Shine Express Detailing LLC in St. Louis.

Some small-business owners, overwhelmed by the time commitment required of marketing their products and services via social media, are hiring consultants to lend a hand. But the price of such support can vary widely based on the extent of work involved, and many entrepreneurs with already meager resources for marketing and advertising may need to think carefully before taking on the extra cost.

The start-up 3 Green Angels, for example, charges clients a \$400 fee to organize Twitter parties -- real-time discussions on specific topics. Everywhere LLC, another specialty firm in Atlanta, charges clients up to \$20,000 to arrange three streaming video press conferences led by popular bloggers.

Other agencies simply tack on social-media support as part of a package of advertising and public-relations services. Red Square Agency Inc., in Mobile, Ala., charges clients around \$200 an hour, and ThinkInk LLC charges \$10,000 to \$20,000 a month for the integrated services.

Showroom Shine's Mr. Chisom says he's received several inquiries from potential customers who said they learned about his company through a recent promotion on Facebook. Revenue and traffic to his company's Web site are up slightly from this time last month, he adds.

But Jonathan Zadok, co-owner of the Coffee Groundz LLC in Houston, says he wouldn't pay another firm to blog on behalf of the four-year-old café.

"The idea with Twitter is that you get close to an immediate response," he says. With an in-house person handling it, "there's no middle man that has to go check with the company," he says.

Mr. Zadok says last fall Coffee Groundz's general manager, J.R. Cohen, set up profiles for the café on Twitter and Facebook. Customers started tweeting orders and special requests such as



booth reservations, and in-store events promoted on the sites drew crowds three times as large as those previously advertised through signs and other traditional means.

Mr. Cohen, 31 years old, says he simultaneously posts blog entries on Twitter, Facebook and his employer's Web site three times a day, often from his BlackBerry. He receives text-message and email alerts whenever messages are posted to Coffee Groundz's feed so he can respond, if necessary, in a timely manner.

Mr. Cohen taught himself how to use Twitter and Facebook in about a month despite being someone who's "not tech savvy at all," he says. He estimates he devotes no more than 30 minutes a day to managing his employer's presence on social media. "That's really all you need," he says.

Larry Chiagouris, professor of marketing at Lubin School of Business at Pace University, says it makes sense for some companies to pay for help to quickly learn social-media basics. But to use sites like Twitter and Facebook effectively, he says small firms typically need to be in control to show they are legitimate and sincere. "Unless a third party lives with you a long time, they can't do that very well," he says.

Some small-business owners say they are paying only for training and will eventually take full responsibility for managing their companies' day-to-day presence on social media. Still, others say they need continuous support for handling certain tasks and promotions because they lack the necessary manpower and expertise.

Back of the House USA LLC, a St. Petersburg, Fla., provider of back-office support to solo entrepreneurs, falls into the latter category. Founder Erik Vonk says he and the firm's 12 employees are getting "technical guidance" in using social media from consultants at Everywhere. But he adds that any opinions expressed on the sites "are ours."

Back of the House has been paying Everywhere a monthly retainer since the spring and expects the social-media training to wrap up late next month. Afterward, Everywhere's consultants will continue to help the firm take advantage of social media by organizing special promotions, monitoring what's being said about the company and more.

The service is costing Back of the House between \$5,000 and \$15,000 a month (Mr. Vonk declined to be more specific).

So far Mr. Vonk says the investment is paying off. "I'm learning enormous amounts about how social media work, where to find the right software, how to search, what lingo to use, etc.," he says.

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