Prospecting and researching clients using social networks

- **Understand the importance of a social media presence for sellers**

- **Learn advanced search features on LinkedIn, Twitter, Slideshare**

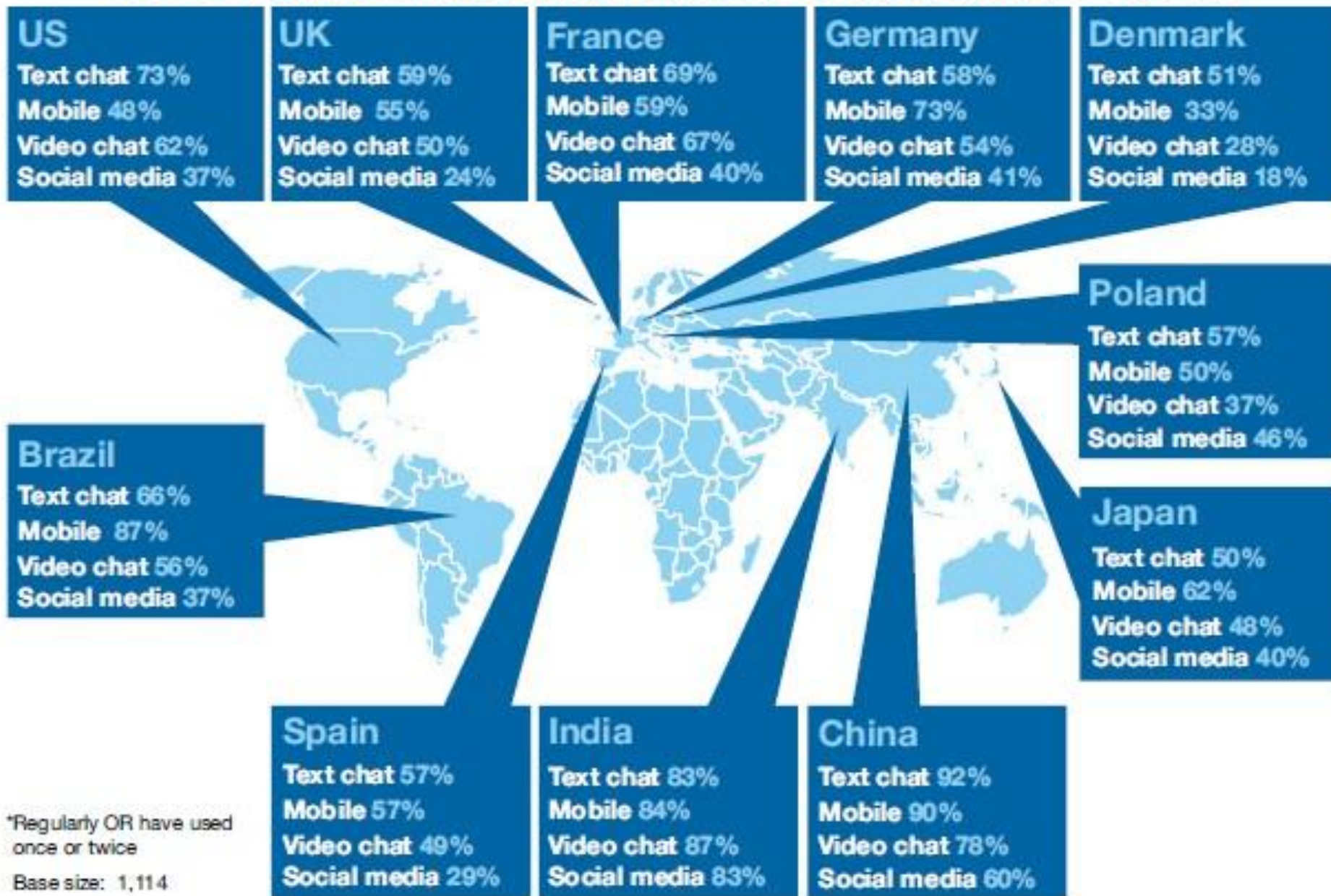- **Research a company or set of selected individuals**

In a survey of 1100 of our buyers, 34% said they use social media to learn about new products and technologies.

75% plan to start in next six months

This trend is global, not regional

Use of Digital Collaboration Tools to Aid in IT Purchase Process*

US
Text chat 73%
Mobile 48%
Video chat 62%
Social media 37%

UK
Text chat 59%
Mobile 55%
Video chat 50%
Social media 24%

France
Text chat 69%
Mobile 59%
Video chat 67%
Social media 40%

Germany
Text chat 58%
Mobile 73%
Video chat 54%
Social media 41%

Denmark
Text chat 51%
Mobile 33%
Video chat 28%
Social media 18%

Poland
Text chat 57%
Mobile 50%
Video chat 37%
Social media 46%

Brazil
Text chat 66%
Mobile 87%
Video chat 56%
Social media 37%

Japan
Text chat 50%
Mobile 62%
Video chat 48%
Social media 40%

Spain
Text chat 57%
Mobile 57%
Video chat 49%
Social media 29%

India
Text chat 83%
Mobile 84%
Video chat 87%
Social media 83%

China
Text chat 92%
Mobile 90%
Video chat 78%
Social media 60%

*Regularly OR have used once or twice

Base size: 1,114

The average B2B purchase decision is 57% complete, and more than 10 information source have been consulted, by the time sales is engage

Reference

According to a September 2012 IDC Report, the top reasons for returning a reachout from a vendor are:

The rep provided some kind of value for my interaction: whitepaper, link to article, webcast etc.

The rep clearly indicated they have done research on my organization and my challenges

The rep mentions an internal referral
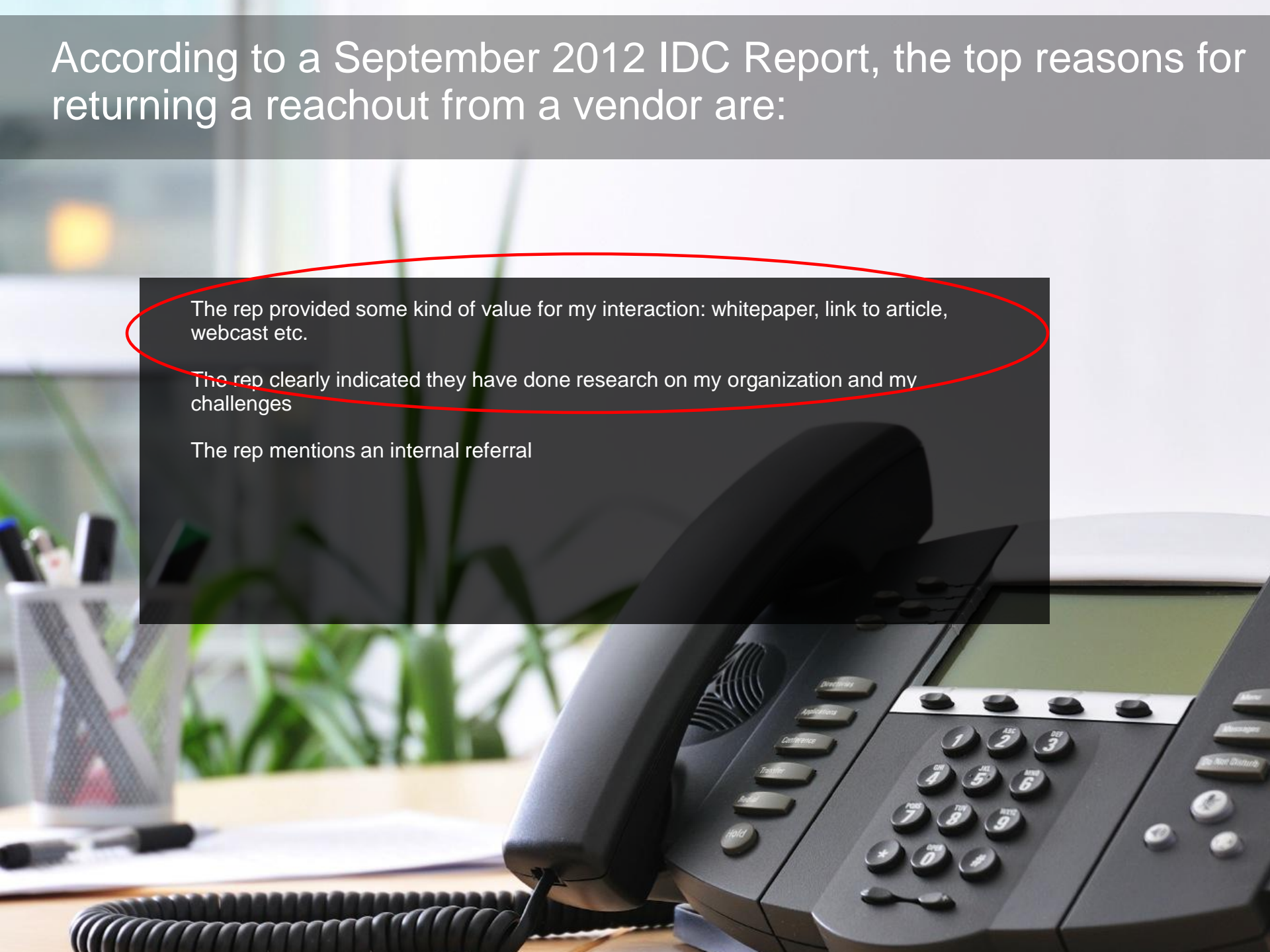
Our spectrum of how to get a meeting

Referral (IBMer, BP or Client) ←→ "Cold Call"

"The Custom Call"

Both require:
- Research to understand client
- Development of a relevant, quantified value message
- Thoughtful delivery

Bottom Line: this session is valuable across Core/GB/Invest

Why use LinkedIn for research?

250 million members in over 200 countries and territories (60% outside of USA)

16 languages including English, Czech, Dutch, French, German, Indonesian, Italian, Japanese, Korean, Malay, Portuguese, Romanian, Russian, Spanish, Swedish and Turkish.

Over 2 million companies have LinkedIn Company Pages

Over 1 million LinkedIn Groups

4.2 billion professionally-oriented searches in 2011

New members are joining worldwide at a rate of 2 per second!

Source: LinkedIn Press Center

Getting the first touch

- **Identify company**

- **Find the relevant contact**

- **Research contact**
  - LinkedIn, Xing, other relevant Social Network
  - Google – to flesh out information
  - Twitter – for market trends

Reminder
It's all about getting more meetings
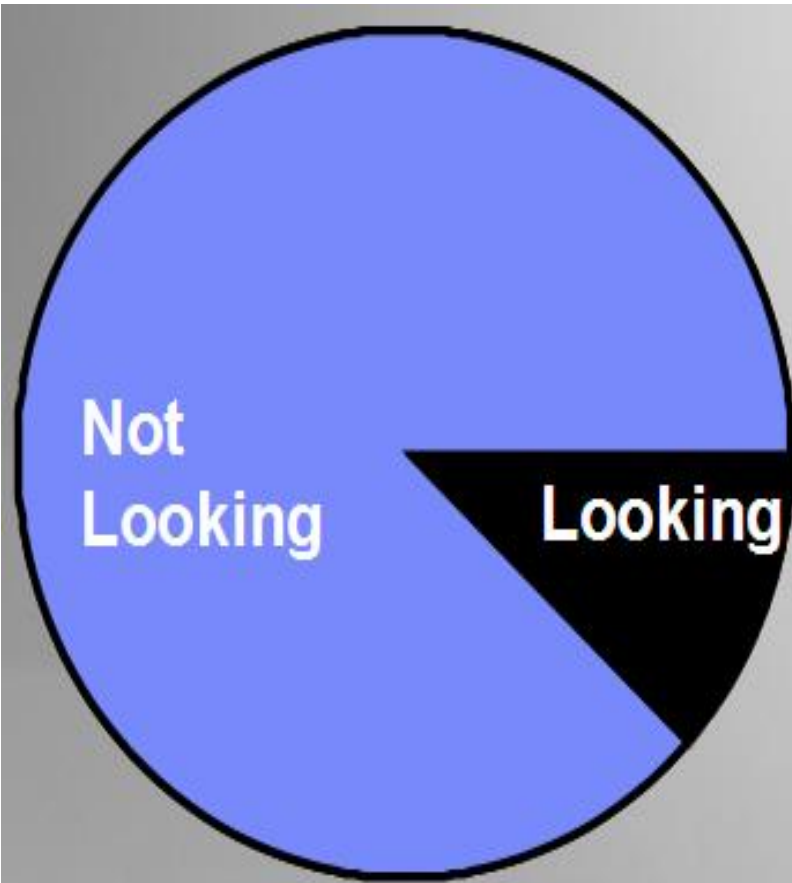
Most opportunities come from customers who are not actively evaluating options.

Use LinkedIn Advanced Search to Identify and Research Prospects

Find

Organize & Research Prospects

- Lead Builder
- Search Filters
- Saved Search

Relate

Generate, Contribute, & Leverage Insights

Tips for reaching out to customers and prospects

Engage

Personalize Connections & Conversations

When to use:
- InMails
- Introductions

Using advanced search to get results

Narrow your results using keywords

Change this to **sort by "Relationship"** so your search results show the people with whom you have the closest connections.

Twitter – Fast Facts

❑ Dell reported that Twitter promotions helped it sell $6.5 million in gear

❑ 51% of active Twitter users follow companies, brands or products on social networks

❑ 81% of marketers using social media said it generates more exposure for their business

Source: Baseline Magazine

The "Currency" of Twitter

Thought Leadership

Twitter Stats

✓ 340,000,000 Tweets per day

✓ 140,000,000+ active users

[twitter #numbers]

Developing your personal brand to become an influencer on Twitter is achieved through:
- Followers: how many people are listening (and responding) to what you say?
- Retweets: when you say something, how many people retweet that comment? And, who is retweeting you and what is their reach?
- URL Clickthrus: when you post a URL, how many people click on the link and find it useful? (see above)

Our Goal

- **We will use Social Media to**
  - **Increase Share of Voice (SOV) in digital space both around the Tivoli product portfolio and the capabilities it supports**
  - **Increase productivity of sellers to find new prospects, nurture existing customers and close deals**
  - **Bolster traditional communications channels and increase buzz around events and**
  - **Expand Demand Generation Reach**
  - **Build virtual communities to further transparent development**
  - **Provide support for our customers and partners**
- **We will achieve this by**
  - **Creating a strong external entry point presence on LinkedIn, Twitter, YouTube and regional social networks**
  - **Building digital eminence amongst IBM experts, IBM Champions and key external influencers**
  - **Strengthening our blog, wiki and community presence on IBM properties, user groups and the web at large**
  - **Creating/growing strong forums for technical audiences**
- **We will measure using Social Media reporting available from SIO and Digital Marketing team**

Select SME Training Module

Twitter 101: The Basics

Susan Emerick, Program Manager, Social Business Enablement
IBM CHQ Digital Strategy & Development
Anna Dreyzin, Education Program Manager
Social Engagement and Insights

Learning Objectives

- Identify the basic features of Twitter and it's terminology

- List how Twitter can be used for business

- Describe the guidelines and policies of using Twitter at IBM

What is Twitter?

- Twitter is **a social networking** service that enables users to **connect and exchange brief messages**—a form of communication known as microblogging.

- Twitter is the **most commonly known and used platform of its** kind (others include Tumblr, Jaiku, and Hellotxt, as well as the "status update" features of Facebook, Google+, XING, etc.)

- Twitter **communications—known as "tweets"**—are limited to **140 characters or fewer.**

- Twitter enables you to **build a network by "following" and being "followed" by other members.**

- Your **tweets are posted to your profile and sent to your followers**, and you will receive tweets from members you follow.

- Your **tweets are publicly searchable on Twitter search.**

- Your **tweets are publicly viewable**, unless you change the default setting to allow only people you approve to follow your tweets.

Twitter has many uses, but you will primarily want to use it for:

- **Social Messaging**
- **News Reporting**
- **Link Sharing**
- **Social Media Marketing**
- **Networking**
- **Relationship Building**

Why Should I Use Twitter?

One of the unique attributes of Twitter is that it allows people to find information in real-time, which can be beneficial in the following ways:

Find, Follow, Understand + Engage Your Audience

Listen to members from this worldwide community to identify current trends and gain insights into the mindset of your audience. Then add value to the conversation.

Gain Competitive Intelligence — and React in Real-time

Monitor what those you follow, those who follow you, and the Twitter community at large, is saying and can reveal about the competition— then capitalize on opportunities to provide real-time responses to announcements and claims about or by competitors.

Build + Maintain Collaborative Relationships

Interacting with peers, colleagues and influencers who have similar or complimentary interests and knowledge can spark new ideas and opportunities.

Why Should I Use Twitter?

One of the unique attributes of Twitter is that it allows people to find information in real-time, which can be beneficial in the following ways:

Promote Events /Broadcast Relevant News + PR

Communicate company news, press releases, announcements, webcasts, tradeshows, events, and other content that is relevant to your audience.

Generate Awareness + Demand for IBM Offerings

It is fine to use Twitter as a marketing tool for IBM products and services, as long as you balance value-added interactions with marketing. After all, building digital eminence is about speaking with— not at—your audience.

Drive Traffic to Your Website / Blog / Other Communities

Twitter is great for broadcasting links to new blog posts, your site and other relevant content (e.g. a presentation on Slideshare)

Using Twitter Foster Collaborative Relationships

One of the most common misconceptions people have when creating content for social platforms is that if they post it, people will find it.

With roughly 140 million blogs and countless experts with a voice on the Internet, **there's stiff competition among subject-matter experts to attract and keep an audience.**

Using Twitter to post a link to your blog/site and announce updates— accompanied by a short description or relevant, enticing question— allows you to **tap into the power Twitter offers for connecting and engaging with your audience in real time.**

Actively sharing links and promoting your content through Twitter (and similar distribution channels and activities) **helps reach a broader audience, establish and strengthen your voice as a trusted expert, and grow your digital eminence.**

Using Twitter to Sustain Relationships

In addition to being a primary platform for distribution, Twitter should also be used to **connect and build collaborative relationships with internal and external influencers that share your interests and expertise.**

You can use Twitter to **sustain relationships you've established through @replies, @mentions, direct messages, and retweets**—all of which are explained in greater detail later on in these tutorials.

By introducing your followers to other influencers and their tweets, you increase the likelihood that these influencers will reciprocate by following you and sharing your tweets with their followers. The goal would be to have amplification beyond your immediate network and the echo-chamber.

Anatomy of a Tweet – Default State

Decoding a tweet can be daunting at first. Before setting up a Twitter account, let's look at the main components of a tweet – in its DEFAULT state. Terms in **bold text** are discussed in greater detail later on in this tutorial.

Tweet author's Twitter username

Tweet author's full name

Tweet text, 140 characters or fewer – all text, including **@mentions**, **hashtags**, and URLs are counted

Hashtags with "#" symbol, linked to API keys – keywords that provide context and link to Twitter search results for the term

Tweet author's Twitter profile picture

manojsaxena Manoj Saxena
Discussed at @IBMResearch Haifa event, is #healthcare
relationship evolving to doctor, patient, computer? ibm.co/s3VydI
#ibmwatson
2 Dec

Timestamp – links to the permanent Twitter host page for the Tweet

Mention of other Twitter user with **"@" symbol** (referred to as an **@mention**) – opens sidebar with member profile overview

Link to related external content – shown here as ibm-branded "shortened URL" created with Bit.ly (helps keep tweets within character limits)

Anatomy of a Tweet – Rollover State

IBM

Moving your mouse over a tweet enables additional functionality. Terms in **bold text** are discussed in greater detail later on in this tutorial.

Tweet Author's Twitter Username becomes clickable – opens sidecar with member profile overview

Clicking this arrow opens a sidebar containing pertinent details about the tweet – including how many times it's been **retweet**ed and by whom, as well as providing details and links to profiles of other users **@mention**ed in the tweet

Tweet actions include Favorite, **Retweet**, and Reply. You must be signed in to enable this functionality.

FAVORITE > You can favorite a tweet by clicking either the star or the "Favorite" link. Other users can view your favorites, and you can view theirs by clicking "Favorites" on their profile page.

RETWEET > "**Retweet**"-ing broadcasts another user's tweet to your followers, appears on your profile, and is indicated as a retweeted item. (You will sometimes see "RT" in front of retweeted content, but this is not an official Twitter command).

REPLY > You can publicly reply to the author/retweeter of a post by clicking "reply". This launches a pop- up window that automatically inserts the **@reply** command at the beginning of the tweet.

You do not need to follow a user to send a public **@reply**.

Change Your Mind?

No worries. You can delete a retweet by rolling over the tweet wherever it appears (your profile, the author's profile, search results, etc), then clicking "Undo Retweet".

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@Replies + @Mentions

The @ symbol is a way of referring to and communicating with another Twitter user.

For example, using @IBMResearch in your tweet means you are either replying or sending tweet to the user "@IBMResearch" (known as @replies) or talking about that user in a tweet (known as @mentions).

@replies

Posted by clicking the "Reply" button on another Tweet

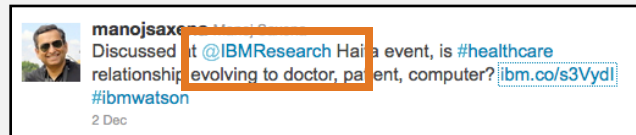Has "in reply to" indicated next to the timestamp

@username appears FIRST in tweet

= @mentions
A reply is always a mention

To reply to a tweet:
1. Hover your mouse over the tweet, and click "Reply"
2. Write your tweet in the pop-up window (AFTER the @username)
3. Click "Tweet" to send

BOTH

Follow the @username format

manojsaxena
Discussed t @IBMResearch Hai a event, is #healthcare relationship evolving to doctor, patient, computer? ibm.co/s3Vydl #ibmwatson
2 Dec

Can be viewed by clicking the "@username" tab on your Twitter home page.

What's happening?

Timeline @atrinamusic Activity Searches Lists
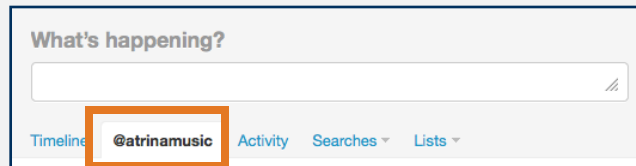
Are PUBLICLY viewable and indexed in Twitter search

@mentions

Does NOT have "in reply to" indicated next to the timestamp

@username appears ANYWHERE in tweet

≠ @replies
a mention is not always a reply

To post a @mention:
Type your message, including any members you'd like to refer to

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Retweeting (RT)

Retweeting (RT) is the act of sharing someone else's tweet with your followers.

How to Retweet a Post

1 Hover over the tweet, and click "Retweet":

2 Click "Retweet" to confirm when the dialogue box appears:

3 Your retweet will now appear like this on the AUTHOR'S PAGE

4 AND on YOUR HOME PAGE:

Change Your Mind?

You can delete a retweet by rolling over the tweet in your profile by then clicking "Undo Retweet". You will remove it from your timeline but it has gone out on the web and if other tools have picked it up then you cannot take it back.
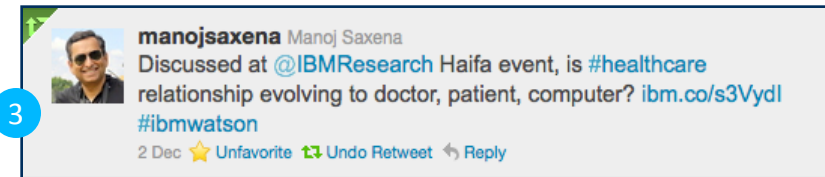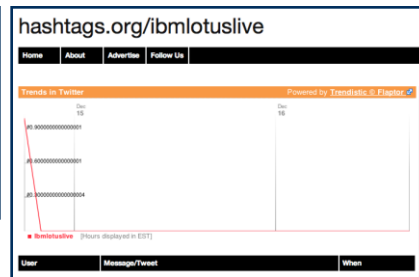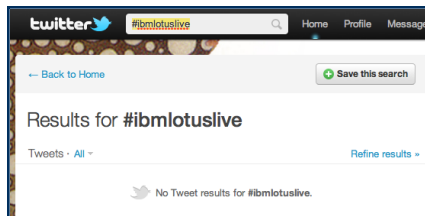
#Hashtags

Hashtags are keywords or phrases that begin with the hash, or pound, "#" sign. They are essentially a search tool—providing additional context to your tweets and making it easier for others to find news and information that is relevant to their interests and needs.

How to Create / Use #Hashtags

1. BEFORE creating a hastag, see if a relevant hashtag exists by using the search field at to top of of the page on Twitter,   or on Hashtags.org:
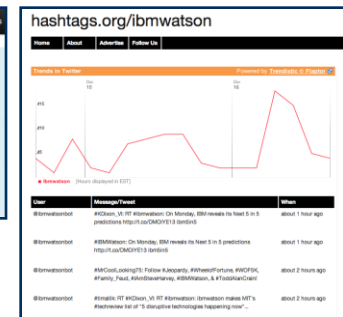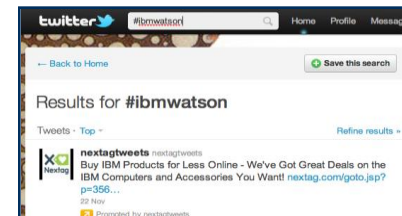
2. If there is no existing hashtag, you can **create a new hashtag simply by putting the "#" symbol in front of a keyword** (#IBMWatson, #analytics)

3. Keep hashtags **short and simple, using direct, clear, and relevant words**—hashtags should be short are contextually relevant keywords that relate to the topic of interest.

Direct Messages (DM)

A Direct Message (DM) is a personal message sent via Twitter to one of your followers, or received by one of your followers. Although DM are meant to be private, DMs are not always private. There are examples of them leaking out, and IBMers should not treat Twitter like a service that would protect their conversations as private by IBM standards. If an IBMer wants to have a private discussion, they can initiate it via DM with a request to discuss a topic via email.

1. Click "Messages" at the top page, which will take you to a page showing your Direct Message history.

2. Click "New Message", a pop-up window will appear.

3. Type in the name or username of the person to whom you want to send   a direct message—you can ONLY send message to users who are   following you.

4. Type your message in the message box—like tweets, direct messages   are limited to 140 characters or fewer

5. Click "Send", and the message will be sent to the intended user as   private message rather than posted publicly as a tweet.

OR

1. Create a new tweet from either your home page or by clicking the "new tweet" button in the top, right-hand corner of the page.

2. Begin your tweet by typing "DM @username ", and follow it with your message—you can ONLY send message to users who are following you and, like tweets, DMs are limited to 140 characters or less

3. Click "Tweet", and the message will be sent to the intended user as private message rather than posted publicly as a tweet.
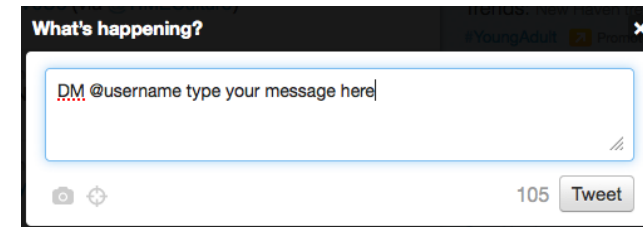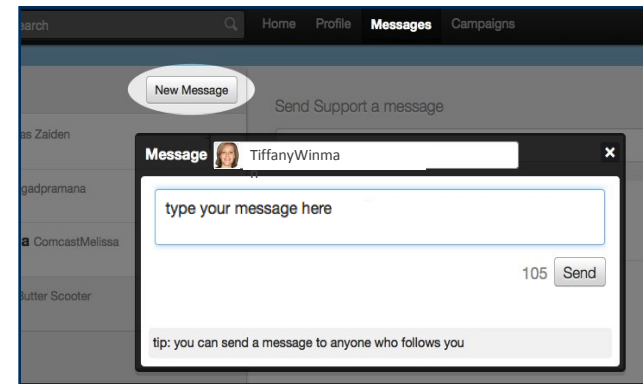
DO's and DON'Ts of Using Hashtags

Hastags (#s) are best used to thread a conversation together or provide additional context for your communications. Here are guidelines on how IBMers should and should not use hashtags.

#Hashtag **DOs**

✓ Use hashtags only when they add value to your tweets or to the conversation you participate in.

✓ Use hashtags that influencers in your expertise area use, so you can be part of the same conversation.

✓ Use general hashtags to be part of industry discussions; use IBM-specific ones to change these conversations. Find a natural balance.

✓ Use hashtags promoted by official IBM accounts (for campaigns, events, etc.) whenever it makes sense.

✓ It's OK to use hashtags not related to your work, if it helps express your personality #justsayin

#Hashtag **DON'Ts**

✘ Never use a hashtag if questionable or indecent content is associated with it. Do a Twitter search for a hashtag before using it.

✘ Avoid using more than two hashtags in a tweet.

✘ Don't use anything other than letters and numbers in a hashtag. Any other characters will break the hashtag.

✘ #DontUseLongHashtagsBecauseTheyAreVeryDifficult ToRead

What to Share

Here are some guidelines on ACCEPTABLE kinds of content and communications that IBMers might share in their tweets.

Messaging + Content **DOs**

GENERATE INTEREST AND ENTHUSIASM

- ✔ Discuss trending topics frequently.
- ✔ Talk about recent events, collaborations, and projects.
- ✔ Share press releases, product announcements, and previews.
- ✔ Highlight IBM rankings in analyst reports constructively.

ENCOURAGE PARTICIPATION

- ✔ Use an authentic, conversational tone.
- ✔ Share your thoughts on other interesting posts.
- ✔ Ask questions related to debates that your team is having that is appropriate for the public.
- ✔ Get to know your audience, discuss things they like, and
- ✔ respond to their comments.

ADHERE TO ESTABLISHED CODES OF CONDUCT

- ✔ Admit and apologize for mistakes.
- ✔ Be transparent about your identity and affiliation to IBM.
- ✔ Always follow:
    IBM Social Computing Guidelines, IBMSecure Computing Guidelines and Business Conduct Guidelines.
- ✔ Offer expert predictions about future trends and technologies.

What NOT to Share

IBM

Here are some guidelines on UNACCEPTABLE kinds of content and messaging that IBMers should NOT share in their tweets.

Messaging + Content **DON'Ts**

AVOID CONFIDENTIAL INFORMATION

- ✖ Any content which IBM does not hold the copyright to, which IBM hasn't paid the royalties for, or which is not in the public domain.

- ✖ Any content shared internally and marked as "Internal Only." By default, everything on w3 Connections is "Internal Only"

- ✖ Content not previously published externally, and that has not been reviewed for external publication with either your manager or an IBM communications representative.

  Don't disclose customer information unless you have their express written consent.

AVOID POLICY VIOLATIONS

- ✖ Never share anything covered under a non-disclosure agreement (NDA).

- ✖ Never post revenue or sales figures, other than what is officially reported by IBM.

- ✖ Don't share anything that violates IBM's Social Computing Guidelines, IBM's Secure Computing Guidelines or general Business Conduct Guidelines.

OTHER THINGS

- ✖ Don't be overly formal or corporate.
- ✖ Never make commitments about product or service features.
- ✖ Never include political or religious views that might be construed as offensive or inappropriate to others.

Success Story

Casey Dugan uses Twitter for research and development

"My research group spends a lot of time building the newest social tools and features that are incorporated into IBM products," says IBM Software Engineer and Developer Casey Dugan. An important part of what she does is making IBMers, and the public, aware of what her team is working on. Real-time feedback and promotion of what's new and available plays an important part of the research development process.

Casey regularly tweets about non-confidential projects, presentations or academic papers that her team discusses at conferences to IBM's external constituencies - and tweets regularly to IBMers who follow her on Twitter. Internally, Casey uses the microblogging function on IBM Connections, the company's internal social platform, to get the word out to IBMers about new research projects, features and demos. "This is where social comes full circle – we use the tools we're building and encourage other IBMers to use them as well."

Casey Dugan

Lab Exercises

IBM

1. **Creating Your Account**

2. **How to Setup Your Twitter Profile**

3. **How to Follow/UnFollow Members**

4. **Identify Who to Follow**

5. **Using Advanced Search**

6. **Creating a Tweet**

Creating Your Account

Creating a Twitter account is easy. Follow these steps and guidelines for creating your account.

How to Create Your Twitter Account

1. Go to Twitter.com

2. Complete the fields in the "New to Twitter?" form on the home page

   Full name: Select and enter your personal, public-facing username, try to keep it as short as possible for easy communication and to make it easy to retweet.

   - Up to 15 characters
   - Do NOT use IBM in your username (reserved for company-owned accounts)
   - Upper- and lowercase characters are permitted

     If available, use same username for all social media accounts

   Password: Select the password you would like to use for this account

3. Click "Sign up", and follow Twitter's instructions to verify your account
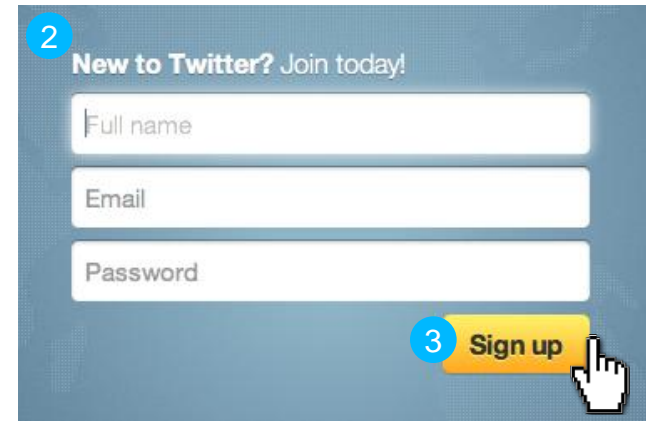
How to Setup Your Twitter Profile

1 Login into your Twitter account and select "settings" from the dropdown menu in the top, right-hand corner

2 Click on the "Profile" tab, and complete all components of your profile

Picture: Upload a business-appropriate photo of yourself. This picture will appear as the icon displayed next to all of your tweet

Email: Enter your real name so people can find you.
- Do NOT use IBM in your name

Location: (*Optional*) Enter the location from which you work/where you live

Web: Enter the address of your personal or professional website, blog, etc.

Bio: Enter a short description about yourself and your profession
- 160 characters or fewer
- INCLUDE your title / affiliation with IBM
- INCLUDE language that opinions shared are your own, not IBMs
- Share only what you are comfortable sharing

3 Click "Save"

Settings

Help

Sign out

TiffanyWinman's settings
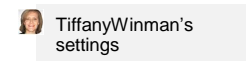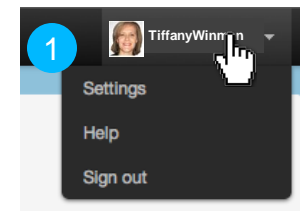
Following (and Unfollowing) Members

Following someone on Twitter means subscribing to their tweets. Unlike some social channels, Twitter allows for one-way relationships. If you follow someone on Twitter, that person does not necessarily have to follow you.

To follow a member, find the "Follow" button that appears:

- On the users profile page
- In the sidebar that appears after clicking a user's thumbnail image
- In recommendation and search results lists found under "Who to Follow" (described on next page)

If you **are NOT following a member**, you will see this button:
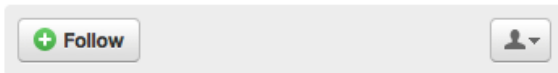
If you **ARE following a member**, you will see this button:

To **UNFOLLOW a member**, rollover the "Following" button wherever it appears, then click "Unfollow"

When you first start it's acceptable to follow more people than are following you. Over time, **your following to follower ratio should ideally be around 1:1.**

Who to Follow

IBM

Twitter has many tools to help you decide and find members to follow based on your interests and existing connections. Start with the people you know, then expand your network from there. Here are a few simple ways to find people on Twitter.

Start by clicking "Who to Follow" at the top of the page.

FIND COLLEAGUES who are already Twitter members

1.Click "Find Friends", find your email provider, the click "Search Contacts"

2.Enter your email address and password (or grant third party access) to securely connect to you email address book, then click "Submit"

3.Choose "Follow All", or individually select members to follow

INVITE COLLEAGUES who are not Twitter members

1.Enter an email address into the invite box (see right), then click "Invite".

2.Twitter will send an invitation to your contact on your behalf.

SEARCH for friends + colleagues by name or interest

1.Enter someone's name or a keyword (shown right, "collaboration") into any Twitter search box

2.Click to "Follow" any user (you can click their username to learn more about them before deciding whether or not to follow the member)
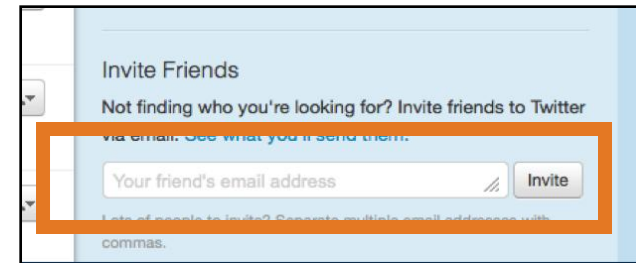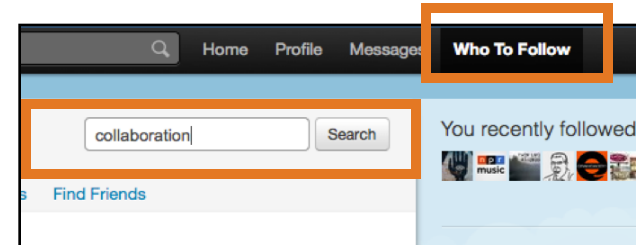
Who to Follow

SEE WHO OTHERS ARE FOLLOWING and who's following them
1. Click any user's thumbnail image, then click "Following" and/or "Followers" on the right-hand sidebar
2. Click to "Follow" any user (you can click their username to learn more about them before deciding whether or not to follow the member)

TRY TWITTER'S RECOMMENDATIONS based on who you are following and your interests
1. Click "View Suggestions", and Twitter will give you a list of recommended users to follow with similar interests to you
2. Click to "Follow" any user (you can click their username to learn more about them before deciding whether or not to follow the member)

BROWSE BY INTEREST to explore recommended users by topic/category
1. Click "Browse by Interest", then click a relevant topic/category and Twitter will list relevant recommendations
2. Click to "Follow" any user (you can click their username to learn more about them before deciding whether or not to follow the member)
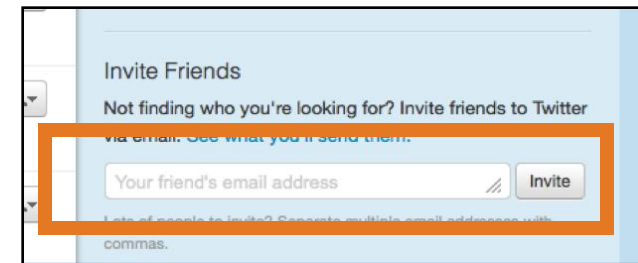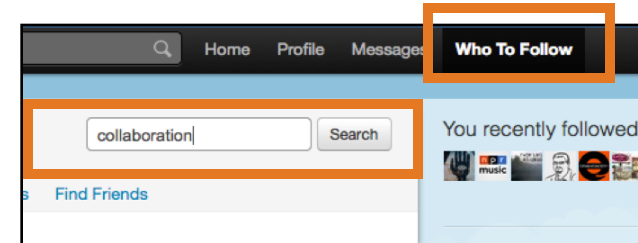
Using Advanced Search to Find People

Twitter's advanced search functionality makes it easier to find colleagues and others with similar interests and expertise, by allowing you to refine results based on keywords, hashtags, and other relevant parameters.

1 Go to search.twitter.com and click "advanced search" or click "Refine Results" from any search results page.

2 Narrow search results by completing applicable fields.

> **Words:** Enter keywords, phrases, and hashtags specific to your brand, industry, area of expertise or topic of interest—separated by commas—in   to the   applicable fields.
>
> **People:** Enter specific account usernames—separated by commas—into the applicable field.
>
> **Location:** Enter locations and distances from those locations—separated by commas—to filter by the geographic area from which a tweet was posted
>
> **Other:** Select to apply filter based on sentiment or tweet type ("postive", "retweet", etc.)

3 Click "Search", and the top filtered search results will appear.

4 Click "View All Tweets" to view more results.

5 Click to "Follow" any user (you can click their username to learn more about them before deciding whether or not to follow the member)

Advanced Search

Words
All of these words
This exact phrase
Any of these words
None of these words
These hashtags: analytics, mobile, social **2**
Written in: Any Language

People
From these accounts
To these accounts
Mentioning these accounts: IBM, ibmwatson

Places
Near this place: Boston, New York
Within this distance: 500 ◉ miles ○ kilometers

Other
Select: ☐ Positive :) ☐ Negative :(☐ Question ? ☐ Include retweets
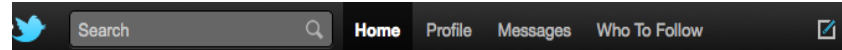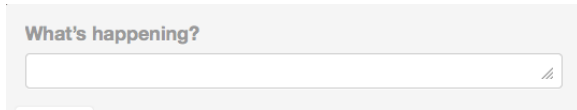
Search **3**

Creating a Tweet

Twitter communications are commonly referred to as "tweets". Here's how to share original content using your Twitter account.
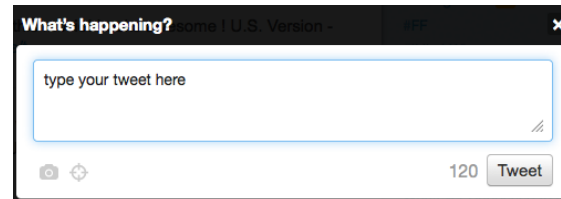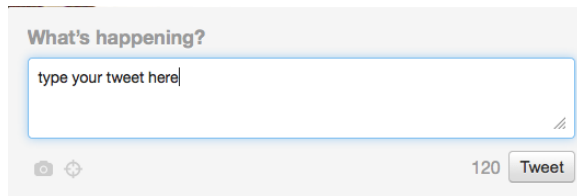
1 Log in to your Twitter account

2 Click into the box at the top of your home page   OR   Click the blue "Compose new tweet" button at the top of your screen

What's happening?

3 Type your tweet in the tweet box and   OR   Type your tweet in the pop-up window with the tweet box and
character counter that opens, then click "Tweet"   character counter that appears, then click "Tweet"

What's happening?

type your tweet here

120 Tweet

What's happening? some I U.S. Version -   #FF   ✕

type your tweet here

120 Tweet

4 Your tweet will immediately be available on the "Timeline" on your home page, and the home page of your followers.

Timeline @atrinamusic Activity Searches ▾ Lists ▾

RokuPlayer Roku, Inc.
Who is the voice of the Grinch in the original
#GrinchWhoStoleChristmas? Answer & RT for a chance to win a
@RokuPlayer! #10DaysofRoku
2 minutes ago

Hit "Tweet" too Soon?
Don't worry. You can delete a tweet by rolling
over the tweet wherever it appears (your profile,
the author's profile, search results, etc), then
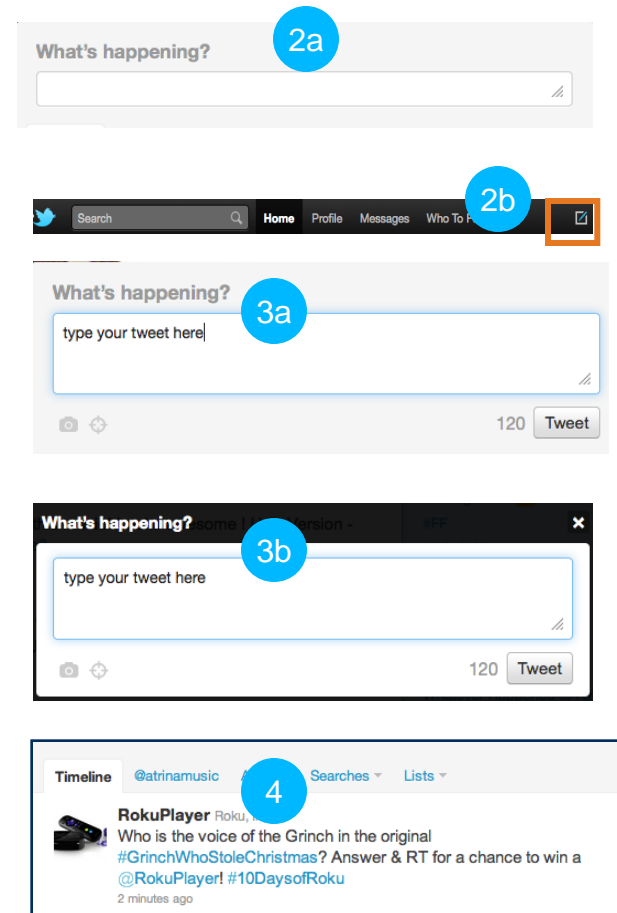clicking "Delete".

Creating a Tweet

Twitter communications are commonly referred to as "tweets". Here's how to share original content using your Twitter account.

1 Log in to your Twitter account

2a Click into the box at the top of your home page

2b OR Click the blue "Compose new tweet" button at the top of your screen

3a Type your tweet in the tweet box and character counter that opens, then click "Tweet"

3b OR Type your tweet in the pop-up window with the tweet box and character counter that appears, then click "Tweet"

4 Your tweet will immediately be available on the "Timeline" on your home page, and the home page of your followers.

Hit "Tweet" too Soon?
You can delete a tweet by rolling over the tweet wherever it appears (your profile, the author's profile, search results, etc), then clicking "Delete". This will delete it from the timeline, but if some other tool has picked it up, then you cannot delete from there. So the sooner you delete the tweet the less likely others have picked it up and used it.

2a What's happening?

2b Search | Home | Profile | Messages | Who To F

3a What's happening?
type your tweet here
120 | Tweet

3b What's happening?
type your tweet here
120 | Tweet

4 Timeline | @atrinamusic | Searches ▾ | Lists ▾
RokuPlayer Roku,
Who is the voice of the Grinch in the original #GrinchWhoStoleChristmas? Answer & RT for a chance to win a @RokuPlayer! #10DaysofRoku
2 minutes ago

Resources + References

Log into The Digital IBMer Hub
w3.ibm.com/digitalibmer

Click the Education tab

Videos + Tutorials
IBM Best Practices for Social Computing >
http://ibm.co/eew6bu

Articles + Websites

Twitter Help Center
https://support.twitter.com/

Top 10 Twitter SEO Tips
http://on.mash.to/cElRp

IBM

Select SME Training Module

LinkedIn 101: The Basics

Susan Emerick, Program Manager, Social Business Enablement
IBM CHQ Digital Strategy & Development
Anna Dreyzin, Education Program Manager
Social Engagement and Insights

Learning Objectives

IBM

- **Identify the basic features of LinkedIn and it's terminology**

- **Identify how to make connections using LinkedIn for business**

- **Describe the guidelines and policies of using LinkedIn at IBM**

What is LinkedIn?

LinkedIn is a widely used professional networking social platform, with more than 135 million registered professionals from over 200 countries and territories.
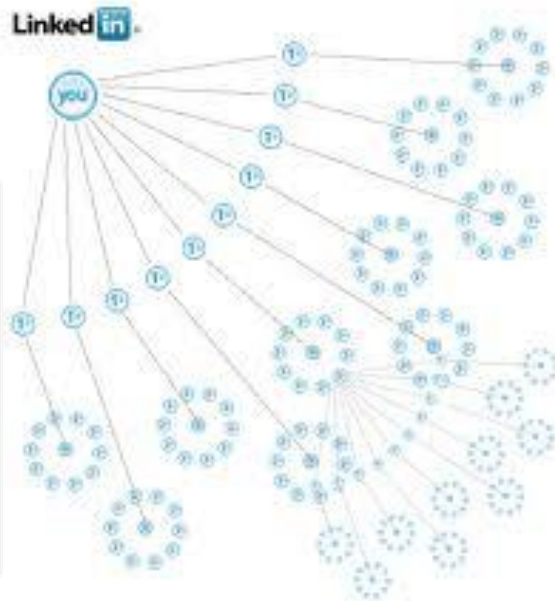
LinkedIn allows for many uses:

- **Expand your professional network**
- **Discover new business opportunities**
- **Identify prospective clients/business partners**
- **Get and give answers to business-related questions**
- **Share and promote your user-generated content**

Did you know?
There were more than 633,067 viewers of IBM employee profiles on LinkedIn in April, 2012?

Why Should I Use LinkedIn?

LinkedIn is a powerful tool for growing your professional network and boosting your social eminence, and can be beneficial in the following ways:

Extend your Reach

- Expand your network of professional contacts
- Manage your own professional reputation

Engage your Connections

- Get and give answers to business-related questions
- Participate in industry related groups

Discover new opportunities

- Share and promote content
- Search and discover new business opportunities

Your LinkedIn Profile

Completing your LinkedIn profile is a good way to manage your online reputation, build trust and influence search results.

Profile Picture:
Personalize your profile by adding a business-appropriate image of yourself. **Using the same picture across social platforms will make it easy for others to identify and connect with you.**

Headline:
Change this to describe how you can help others, or what you do as an outcome (By default it's your last position)

Recommendations:
Ask for recommendations from clients as well as from colleagues. Client ones are stronger and will help demonstrate to potential new ones where you have added value to others

Connections:
Build you network of connections, by inviting clients, colleagues, those whom you have met and trust

Search Results return your profile picture, headline, number of recommendations, and connections.

Completing your Profile on LinkedIn

IBM

Summary Edit

Summary

- Clearly demonstrate the value you have provided to others. The outcome they received from your engagement.
- Add your professional story that describe your contributions, business experience, career goals, and areas of expertise in easy to read paragraphs, include key words to help people find you when they search

Experience

+ Add a position

- Include all relevant past and present work experience. Create a unique entry for every position you've held
- Add the "elevator pitch" for your brand —describing your business experience, career goals, and areas of expertise in a concise paragraph that takes about 30 seconds to read.
- Highlight 1-3 accomplishment in each role (clients like to see progression). It is also a good idea to mention any achievements, awards, or special recognition you have received in each position. Try not to include sales talk. Just focus on the value and expertise you offer.

Skills + Expertise

- Add keyword tags to your profile to indicate your skills and expertise. Use key words that will help search engines find you. Research the keywords your competitors use and use them.

Skills & Expertise Edit   + Add a skill

Social Media   Education Management   Instructional Design   Learning

Online Communities   Web 2.0   Program Management   Collaboration Tools

Sidebar helps you complete your profile,

Click on Improve your Profile

Improve your Profile   Edit profile

100% profile completeness

Security Reminder, your profile should not include any proprietary information about IBM (product roadmaps, specific client names, etc).

Completing your Profile on LinkedIn

Education

Provide the names of the educational institutions you've attended and the degrees you've earned, be sure to mention relevant projects, activities, and academic achievements associated with each.

Additional Information

This section allows you to add information about your personal and professional interests, organization, websites, and blogs to your profile.
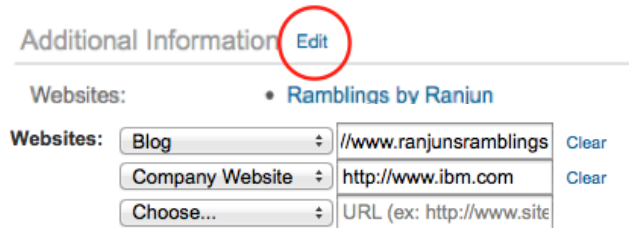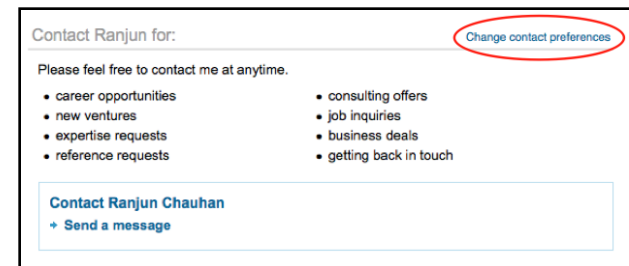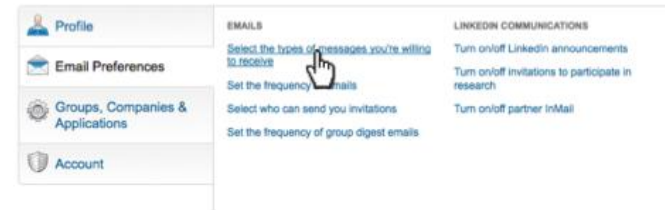
Adding a Twitter Account

To link to your Twitter account from your profile, click the corresponding "+ Add" link under "Additional Information" and follow the instructions in the pop-up window that appears.
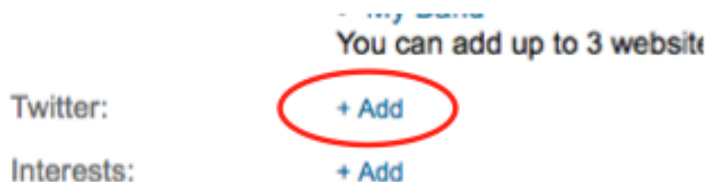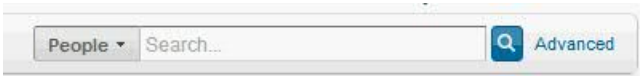
Set your Contact Preferences:

• **set types of contact requests**
• **who can send you invitations.**

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Making Connections on LinkedIn

1) Search for a Contact

2) Click on Connect

3) Personalize your message with why they should connect with you and click Send Invitation

Get LinkedIn to help you find Connections:

Reminder be careful to accept connections only from people you know. Scam artists will attempt to connect to IBMers, be selective about who you connect with, and verify that the people are who they say they are.

IBM Community on LinkedIn

Search and Follow Company:

•According to statistics released by LinkedIn in June 2011, **IBM is the most followed company on LinkedIn**—with over 50 LinkedIn Groups representing IBM's diverse, global community.

•You can **follow companies** and **join groups, you can also leave groups that you are no longer interested in participating with. You need to evaluate if you are adding value or getting value and then decide about membership**

•Be sure to **include a mix of IBM and non-IBM groups**—whichever are best for connecting with peers, prospects, clients, and influencers.
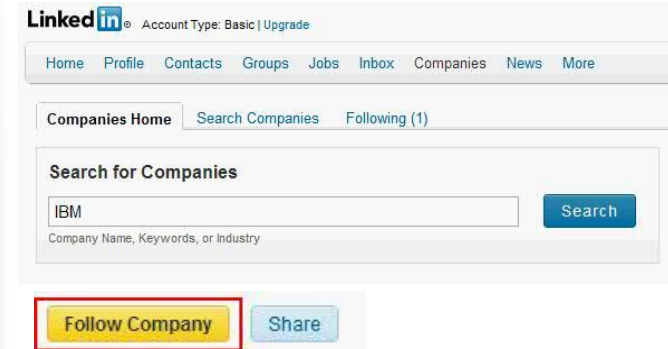
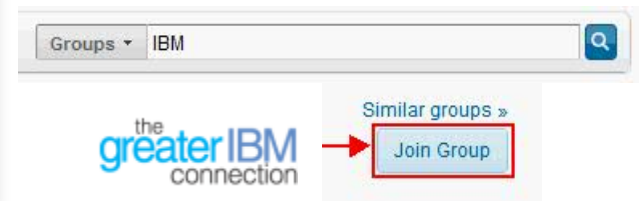**Examples of IBM Groups:**

Corporate Networks IBMers >
http://linkd.in/t5uLuD

http://linkd.in/vNQ1IN

IBM Global >
http://linkd.in/toNHUX

Search and Join Groups:

What to Share on LinkedIn

IBM

Here are some guidelines on ACCEPTABLE kinds of content and communications that IBMers might share in their LinkedIn Profile.

Messaging + Content **DOs**

THOUGHT LEADERSHIP INSIGHT
- ✓ Add your expertise and thoughts
- ✓ Industry research
- ✓ Market insights
- ✓ IBM events and activities
- ✓ User Generated content
  (projects, presentations, etc)

EXISTING WEB CONTENT
- ✓ Share Industry news from reputable sources
- ✓ Relevant white papers
- ✓ Videos and photos from YouTube and Flickr
- ✓ Updates to IBM websites

RESPONSES TO CONSUMERS
- ✓ Service information and assistance
- ✓ Tips/recommendations for consumers considering IBM products or services

ADHERE TO ESTABLISHED CODES OF CONDUCT
- ✓ Admit and apologize for mistakes.
- ✓ Be transparent about your identity and affiliation to IBM.
- ✓ Always follow:
  IBM Social Computing Guidelines,
  Secure Computing Guidelines and
  Business Conduct Guidelines.
- ✓ Offer expert predictions about future trends and technologies.

What NOT to Share

Here are some guidelines on UNACCEPTABLE kinds of content and messaging that IBMers should NOT share in their LinkedIn Profile.

Messaging + Content **DON'Ts**

AVOID CONFIDENTIAL INFORMATION

❌ Do not post anything "off the record" that you do not want others to see.

❌ Don't disclose client information unless you have their express written consent.

AVOID POLICY VIOLATIONS

❌ Never share anything covered under a non-disclosure agreement (NDA).

❌ Never post revenue or sales figures, other than what is officially reported by IBM.

❌ Don't share anything that violates IBM's Social Computing Guidelines, IBM's Secure Guidelines or general Business Conduct Guidelines.

OTHER THINGS

❌ Don't be overly formal or corporate.

❌ Never make commitments about product or service features.

❌ Never include political or religious views that might be construed as offensive or inappropriate to others.

IBM

Networking on LinkedIn turns introduction into Win!

A fantastic win from Chrissy Bray - Inside Sales Rep for UK. She turned an introduction using LinkedIn into a Win Revenue!

Despite previous attempts to engage with the client and getting no response. Chrissy looked for a common contact on LinkedIn and asked her common contact to reach out to the client, connect and make the introduction.

She followed up and was able to setup a meeting with the client which ultimately resulted in a win for IBM.

Chrissy Bray

Lab Exercises

IBM
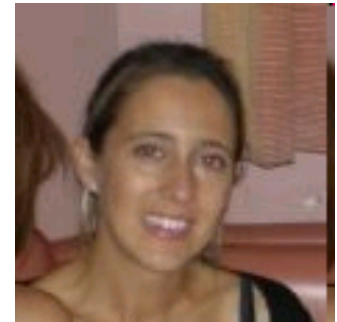
1. **Create and update your LinkedIn Profile**

2. **Invite a colleague to join your network**

3. **Join an industry related group**

Creating Your Account

Creating a LinkedIn account is easy. Follow these steps and guidelines for creating your account.

How to Create Your LinkedIn Account

1 Go to LinkedIn.com and bookmark it.

2 Complete the fields in the "Join LinkedIn Today" form on the home page

Full name: Select and enter your name, this will be how other members will search for you and communicate with you.

- Up to 15 characters
- Upper- and lowercase characters are permitted

Password: Select the unique password you would like to use for this account. Don't use the same password across multiple accounts, and change it frequently.

3 3. Click "Join Now"

Creating Your Account

Fill in Important Sections:

How to Create Your LinkedIn Account

Summary
  Describe your business experience, career goals, and areas of expertise in a
  concise paragraph that demonstrates the value you have provided to others
  and he outcome they received from your engagement.

Experience
  Include all relevant past and present work experience.
  Create a unique entry for every position you've held
  highlighting 1-3 accomplishment in each role (clients like to see
  progression). It is also a good idea to mention any achievements, awards, or
  special recognition you have received in each position. Try not to include
  sales talk, just focus on the value and expertise you offer.

Skills + Expertise
  Add keyword tags to your profile to indicate your skills and expertise. Use
  key words that will help search engines find you. Research the keywords
  your competitors use and use them.

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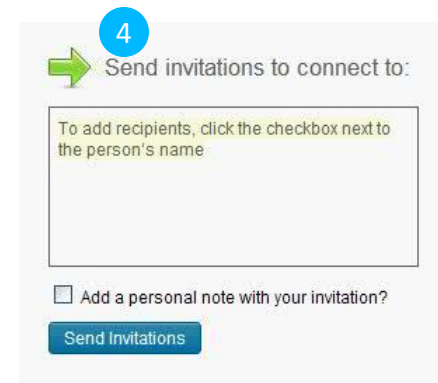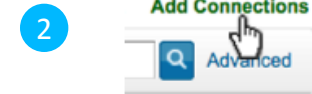# Invite a colleague to join your network

Add Connections

1. Login into your LinkedIn account, go to top right-hand corner

2. Click on "Add Connections"

3. Select People You May Know. Are there clients you have done business with?

4. Select and Send Invites to Colleagues you know and recognize, do not use the default intro. **Personalize the message with why they should connect with you**

Add Connections | Colleagues | Alumni | People You May Know

Send invitations to connect to:

To add recipients, click the checkbox next to the person's name

☐ Add a personal note with your invitation?

Send Invitations

Join an Industry Related Group

1. Login into your LinkedIn account, go to top right-hand corner

2. Search on Groups

3. Click on Join Group

2

3

Resources + References

Log into The Digital IBMer Hub
w3.ibm.com/digitalibmer

Click the Education tab

Go through the required skill-building courses

Overview	Your Progress	Education	Enablement	Expertise	Social Business

Required skill-building courses

IBM Social Computing Guidelines
If you participate in social computing as an IBMer, we expect you to understand and follow our Social Computing Guidelines.

☐ **Time:** 10 Minutes → Start course

Secure Computing
Learn how secure computing is a foundation for innovation.

→ View

Why IBMers Need Social Computing
Learn how to optimize your social profile to extend your reach and increase your visibility.

Time: 45 Minutes → Start activity
⊞ How to Complete

Digital Strategy
Learn how IBM's digital strategy is transforming IBM into a social business.

Time: 45 Minutes → Start activity
⊞ How to Complete

Videos + Tutorials
IBM Best Practices for Social Computing
http://ibm.co/eew6bu

Articles + Websites

LinkedIn Help Center
https://help.linkedin.com/

LinkedIn Learning Webinars
http://bit.ly/vyHNfL

26 Tips for a Better LinkedIn experience
http://bit.ly/ekbPLy

Becoming a Stronger LinkedIn User
http://bit.ly/fyvXH9

Four Ways to Grow Your LinkedIn Network
http://tek.io/nubp6Y

Six Ways to Start a LinkedIn Discussion
http://bit.ly/9jWf8g