Clarity in a World of Social Madness

How Social Media Works for YOU, Your BUSINESS and Your INDUSTRY

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What is Social Media?

- It’s any web-based technology that allows you to communicate with members of an online network.
- Information and responses are relayed via the network’s webpages rather than email.

Still Confused?

Why Should I Care?

- Business Development
- Own Your Expertise
- It’s the New Communication Standard
- It’s Not Going Away

Business Development

- Just how much potential business are we talking about for your company?
  - Facebook more than 250 million users
  - Myspace has more than 100 million, L
  - LinkedIn has more than 45 million, and Twitter has more than 4.5 million users.
  - Grow your contacts.
Own Your Expertise

- Social networks are the new Google.
- It’s peer-to-peer information.
- Helps you develop reputation as an expert.

It’s the New Standard and it’s NOT Going Away

- Users around the globe have joined, including:
  - Family and friends, business associates, employees, colleagues, vendors, professional organizations, even your competitors.
- What are YOU missing?
- Advertise your business inexpensively and effectively.

How do I Make it Work for ME?

Chose it and use it.

SUCCESS depends on:
- Interaction
- Information
- Engage your Audience

YOU’RE the Expert!

Getting Started

- Do you have a company website?
- What should be on your company website?

Getting Social

- Finding your network
- Initiate Contact!
Getting Social

Tips & Tricks

- Be Brief
- Keep It Professional
- Update!
- Cite Your Source
- Bring It Home

How to Find US

NECA on Twitter:
- @necanet
- @necaconvention
- @energysolution

NECA on Facebook:
- National Electrical Contractors Association Fan Page
- NECA Convention Fan Page
- NECA Energy Solutions Fan Page

NECA on LinkedIn:
- National Electrical Contractors Association (NECA) Group
- NECA Safety Group