

Community Conversation Connection

Turning Strangers Into Friends, Friends Into Fans

Social Networking communities allow you to . . .

- become a resource
- build relationships
- break barriers

Become A Resource

Add Value. To say, "I'm having dinner" adds to the noise. Instead, give us insight: "Just had an amazing steak at Flemings in West Hartford with editor at Hartford Business Journal."

Ask Questions. Poll friends about their thoughts and ideas or ask a question about anything and see what gets a response and when.

Drive Traffic. Use Twitter, Facebook, FriendFeed and other platforms to announce news and share resources – always linking (when possible) to the primary source for content.

Build Relationships

Follow Thought Leaders. Connect with people that you respect and want to connect with. Get into the habit of sharing their thoughts with others, but always with your added commentary.

Find Your Voice. Develop your own voice by producing content that reflects your personal and business passions. People will find you (via key words) and use you as a resource.

Respond. Now that you're out there, watch conversations so you can be ready to respond.

Break Barriers

Get Human. Because Social Media is "social," typical new relationship barriers go away quickly.

Find the Media. The Hartford Courant, Hartford Business Journal, New York Times, TV stations, etc. are all on Twitter, Facebook and LinkedIn and they want to connect with experts.

Connect Tweeps. Use your power for good! Making connections is a great way to build relationships.

TIPS: Don't tell us everything, complete your profile, use a real physical location, use Twitter via an application (TweetDeck, Seesmic, etc.), connect status updates to Facebook and LinkedIn, only share what you know to be true and share blogs after you've commented on the blog.

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