

**Social Media  
Google SEO**



**(617)-PATRICK**

# **Advanced Social Media: Some Best Practices For Accountants**

## **GSCPA 2010**

**Contact Information:**

**(617)-PATRICK**

**[www.617-patrick.com](http://www.617-patrick.com)**

**[pat@617-patrick.com](mailto:pat@617-patrick.com)**

**Twitter: @617patrick**

# Introduction (Part 1)

- Thanks
- Handouts, “college style”
  - <http://www.617-PATRICK.com/gscpa.html>

# Goals/Objectives

- You will learn more about
  - LinkedIn (40%)
  - YouTube (15%)
  - Facebook (10%)
  - Twitter (25%)
    - Amber Alert – great Twitter story
  - Others (10%)
    - Blogging
    - Google Advertising

# Business Problems 20 Years Ago

- Want something?
  - Who do I know that ...
- Business cards
  - People move...
  - Can't be searched
- Advertising
  - expensive
  - TV commercials
- Word of mouth

# LinkedIn

- Scale of 1-10
  - 10 is expert
  - 1 never used it

# Strategies For Using LinkedIn?

1. Rolodex that gets updated when people move
2. Powerful research tool
3. “Friends of friends” network
4. More ...

# LinkedIn Strategy #1

1. Rolodex that gets updated when people move
  - Maintain relationships
2. Powerful research tool
3. “Friends of friends” network
4. More ...

# LinkedIn Strategy #2

1. Rolodex that gets updated when people move
  - Maintain relationships
- 2. Powerful research tool**
3. “Friends of friends” network
4. More ...



# Details

- If you care...
- Example
  - Chief Financial Officer

# LinkedIn Advanced Search

The screenshot shows the LinkedIn homepage in a browser window. The address bar displays [http://www.linkedin.com/home?trk=hb\\_tab\\_home](http://www.linkedin.com/home?trk=hb_tab_home). The navigation bar includes links for Home, Profile, Contacts, Groups, Jobs, and Inbox (2). The 'Advanced Search' button is highlighted with a red box. Below the navigation bar, there are links for 'Comedians & Entertainers' and 'Corporate Events & Meetings Reduce Stress & Increase Morale'. The main content area is divided into 'Inbox' and 'Network Updates'. The 'Inbox' section shows two messages: one from Dan Edmonds about a LinkedIn Group and another from Elizabeth Morris about a Fox-TV news report. The 'Network Updates' section shows a post by Patrick O'Malley about a keynote speech. The 'STATUS UPDATES' section shows posts from Mark A McKenney and Liz Isaacs. On the right side, there is a promotional banner for the Chevrolet Malibu, comparing its fuel economy to the Toyota Camry and Honda Accord. Below the banner, there is a section for 'Answers' with two questions and their respective answers.

Basic Account: Upgrade

Welcome, Patrick O'Malley · [Add Connections](#) · [Settings](#) · [Help](#) · [Sign Out](#)

**LinkedIn** Home Profile Contacts Groups Jobs Inbox (2) More... People ▾ **Advanced Search**

[Comedians & Entertainers](#) | [Corporate Events & Meetings Reduce Stress & Increase Morale](#)

### Inbox (2 unread)

**Dan Edmonds** [LinkedIn Group: 2010 Massachusetts Governors...](#) Jan 21 [take action](#) ▾

**Elizabeth Morris, M.A.** [RE: Patrick was on Fox-TV News last night...](#) Jan 21 [take action](#) ▾

Action items: [Invitations \(7\)](#), [InMails \(1\)](#), [See all messages](#) >

### Network Updates

[See more updates](#) >

**Patrick O'Malley** is in New Orleans to do a keynote speech about Social Media to NATD, the Telecom Conference. The city looks lively. [#in](#) 4 hours ago from Twitter [Share](#)

### STATUS UPDATES

**Mark A McKenney** Go Green: Reduce, reuse: All yoga mats go to heaven... (from [#SpaClique](#)) <http://bit.ly/5b1JF6> 19 minutes ago from Twitter [Reply privately](#) - [Add comment](#)

**Liz Isaacs** Don't miss "How to Become an Authority in Your Niche" w/ [@heartatwork](#) & [@bonniedubrow](#) next Wed. 2 pm on [#BlitzTime](#): <http://bit.ly/90uWUv> 25 minutes ago [Reply privately](#) - [Add comment](#)

**Dennis Mezik** Is making connections a responsibility or a badge of honor?

**Answers: Marketing and Sales** [edit](#) | [X](#)

- Q. Does anybody have a recommendation for a good backlink tool/tracker?
- Q. Need economic statistics. Who do we contact?
- Q. Can anyone suggest a top-notch, comprehensive Internet Marketing course?

[See more](#) >

**Answers: Using LinkedIn** [edit](#) | [X](#)

- Q. Which CAM software is the best for programming 5 Axis milling/turning DMU 80 FD machine

Find People **Advanced**

Keywords:   
First Name:   
Last Name:

Location: Located in or near:   
Country: United States   
Postal Code: 30303  [Lookup](#)  
Within: 50 mi (80 km)

Title: chief financial officer   
Current or past   
Company:   
Current or past   
School:

Industries:  All Industries  Accounting  Airlines/Aviation  Alternative Dispute Resolution  Alternative Medicine

Groups:  All Your Groups  Cornell University Alumni Network  Executive Suite

Seniority Level:  All Seniority Levels  Manager  Owner  Partner  CXO  VP  Director  Senior  Entry

**Premium Search**  
Find the right people in half the time

**Premium Search Tools:**

- Premium filters
- Automatic suggestions
- Full profile access

or [Learn more](#)

Find People Advanced

Looking for Chief Financial Officer candidates? Post your Chief Financial Officer job on LinkedIn.

Search

Keywords:

First Name:

Last Name:

Title:

Current or past


Company:

Current or past

School:

Location:

Sort by: Relevance View: Expanded 1,107 results Save

 **Rebecca Holderread** (2nd)  
**Chief Financial Officer at Excelerate Automotive Solutions, Inc.**  
Greater Atlanta Area | Automotive  
Current: **Chief Financial Officer** at Excelerate Automotive [more...](#)  
Past: Temporary Part-time Consultant at Excelerate Automotive [more...](#)  
In Common: ▶ 1 shared connection ←

 **Ken Anthony** (2nd)  
**Chief Financial Officer**  
Greater Atlanta Area | Staffing and Recruiting  
Current: Senior Vice President and **Chief Financial Officer** at [more...](#)  
Past: Vice President and Controller at CORESTAFF Services, [more...](#)  
In Common: ▶ 1 shared group

**Curtis Cain** (2nd)  
**Chief Financial Officer at iHealth Technologies**  
Greater Atlanta Area | Computer Software  
Current: **Chief Financial Officer** at iHealth Technologies  
Past: Senior Vice President at Infor Global Solutions, **Chief** [more...](#)

**Premium Search**  
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- Full profile access

[Upgrade](#)

or [Learn more](#)

Ads by LinkedIn

[Up to \\$300 in](#)

Come in before the ends and receive monster rebates on select products.

[www.draut.com](#)



Find People Advanced

Looking for Chief Financial Officer candidates? Post your Chief Financial Officer job on LinkedIn.

Search

Keywords:

First Name:

Last Name:

Title:

Current or past

Company:

Current or past

School:

Location:

Sort by: Relevance View: Expanded 1,107 results Save



**Rebecca Holderread** (2nd)  
**Chief Financial Officer at Excelerate Automotive Solutions, Inc.**  
Greater Atlanta Area | Automotive

Current: **Chief Financial Officer** at Excelerate Automotive [more...](#)  
Past: Temporary Part-time Consultant at Excelerate Automotive [more...](#)  
In Common: 1 shared connection

Shared Connections



**Grant Bell**

[Send InMail](#)  
[Get introduced](#)  
[Add to network](#)  
[Find references](#)



**Ken Anthony** (2nd)  
**Chief Financial Officer**  
Greater Atlanta Area | Staffing and Recruiting

Current: Senior Vice President and **Chief Financial Officer** at [more...](#)  
Past: Vice President and Controller at CORESTAFF Services, [more...](#)  
In Common: 1 shared group

**Premium Search**  
Find the right people half the time



**Premium Search Tools:**

- Premium filter
- Automatic search
- Full profile access

[Upgrade](#)

[or Learn more](#)

Ads by LinkedIn

[Up to \\$300 in](#)

Come in before ends and receive monster rebate select product

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# Homework - Search People

- You can search LinkedIn profiles
- “People” in upper right should say “Search Profiles”
  - By name
  - By company, position, skill
    - <http://www.the-linkedin-speaker.com/blog/2009/05/04/linkedin-training-tip-search-people-search-profiles/>

# LinkedIn Strategy #3

1. Rolodex that gets updated when people move
2. Powerful research tool
3. **“Friends of friends” network**
4. More ...

# Friends = LinkedIn “Connections”

## Selfish view of LinkedIn

You



Patrick O'Malley  
Social Media Speaker

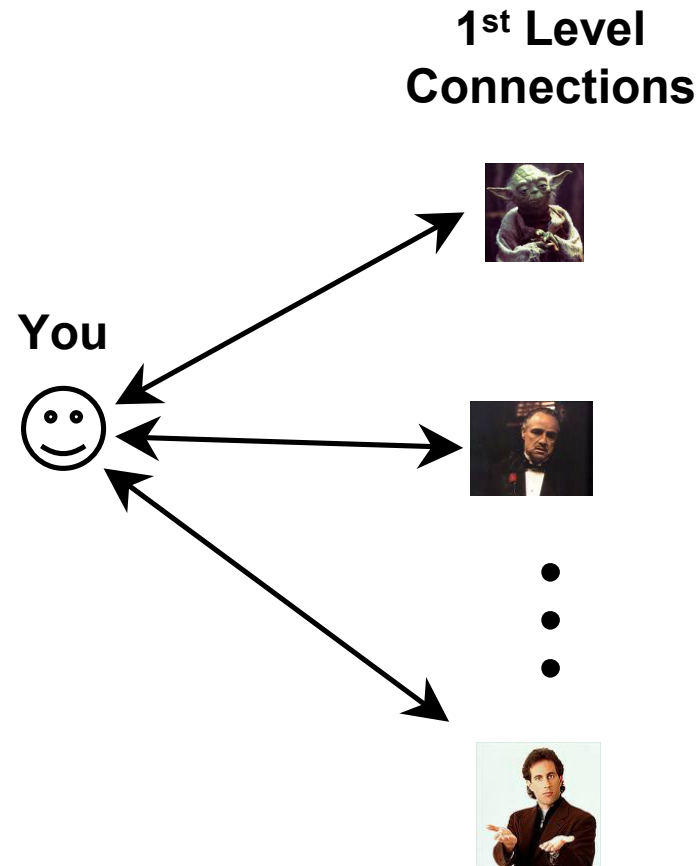
Northern Light  
Ziff

Univ Of Mass  
Cornell

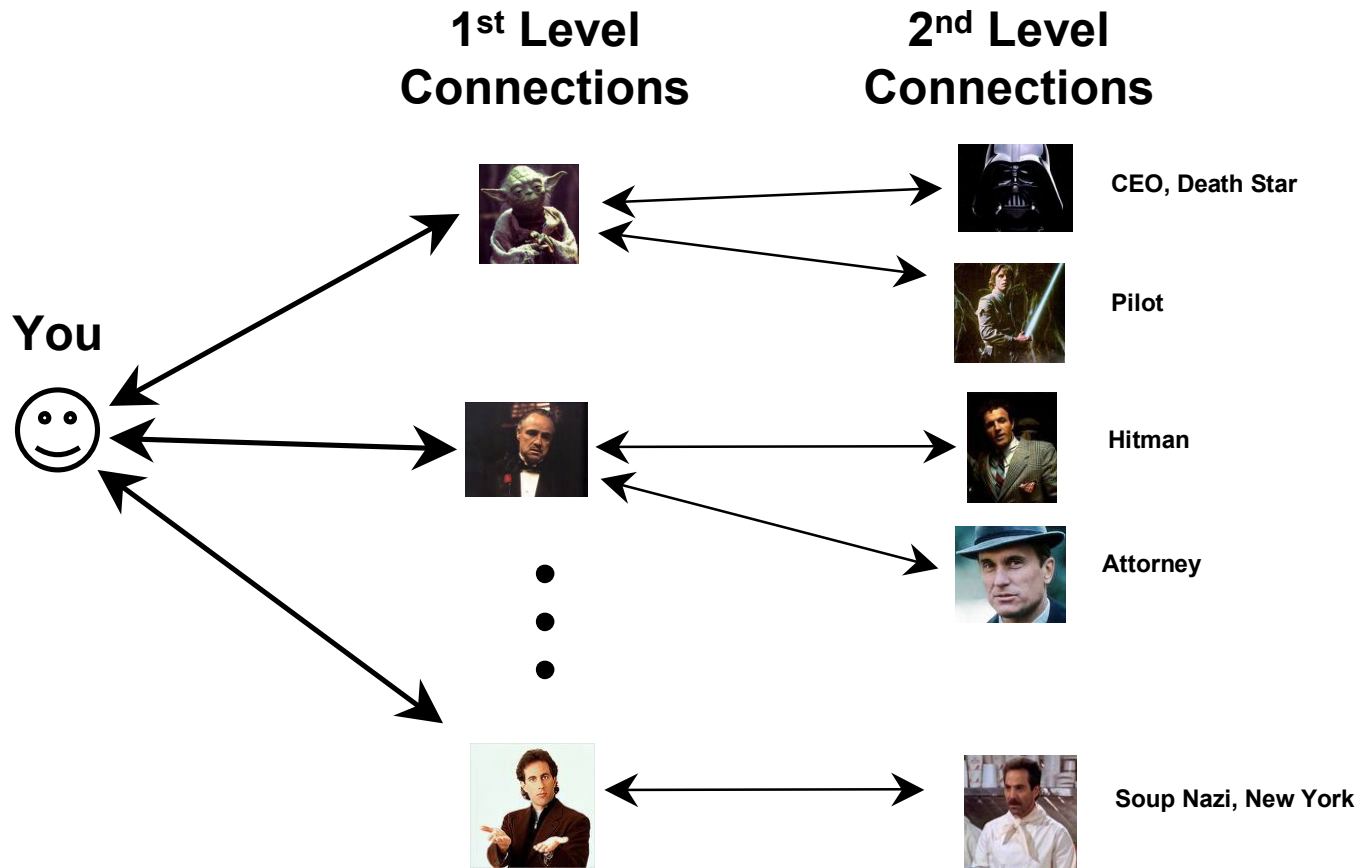


# Friends = LinkedIn “Connections”

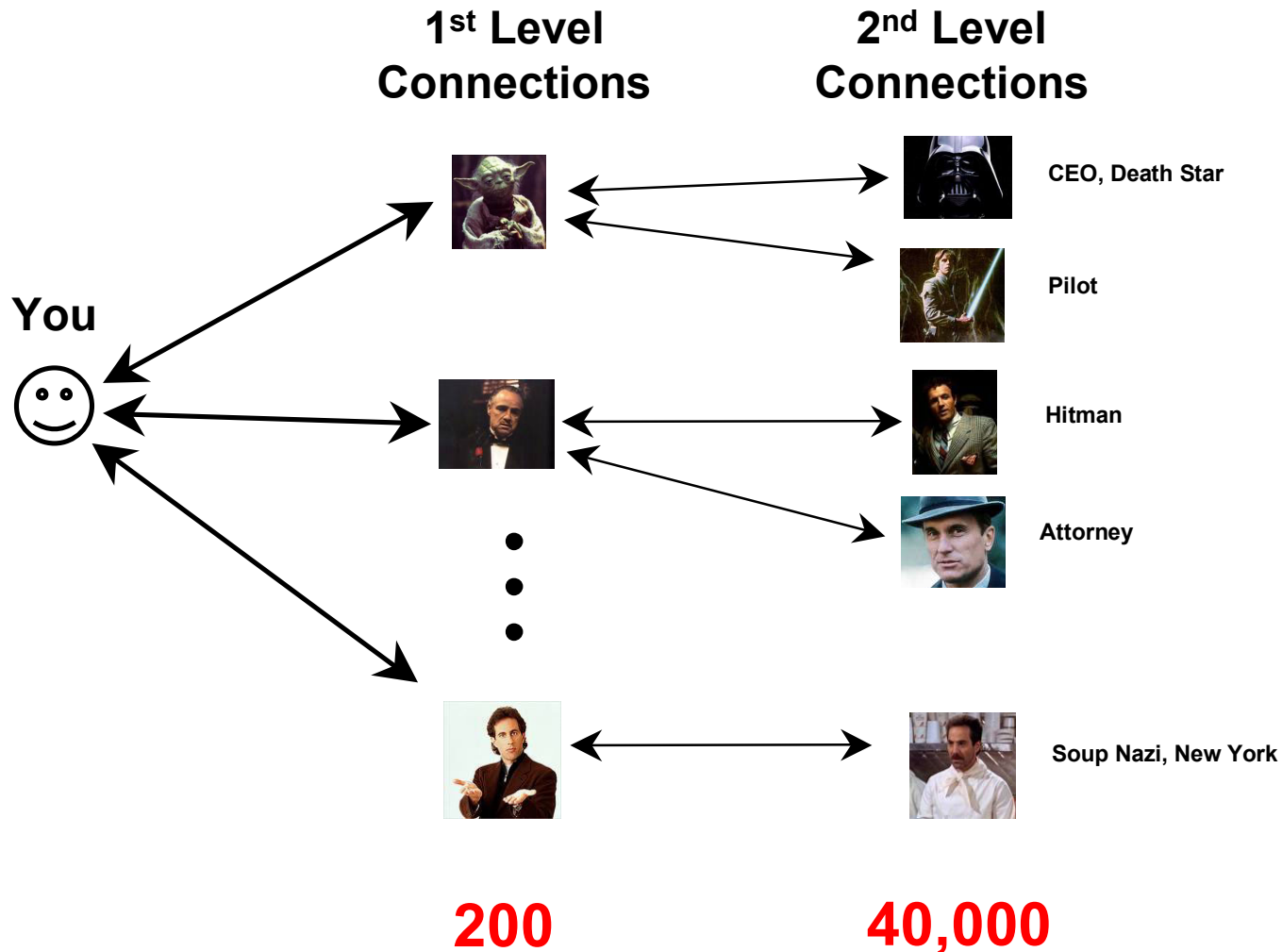
“Rolodex” view  
of LinkedIn



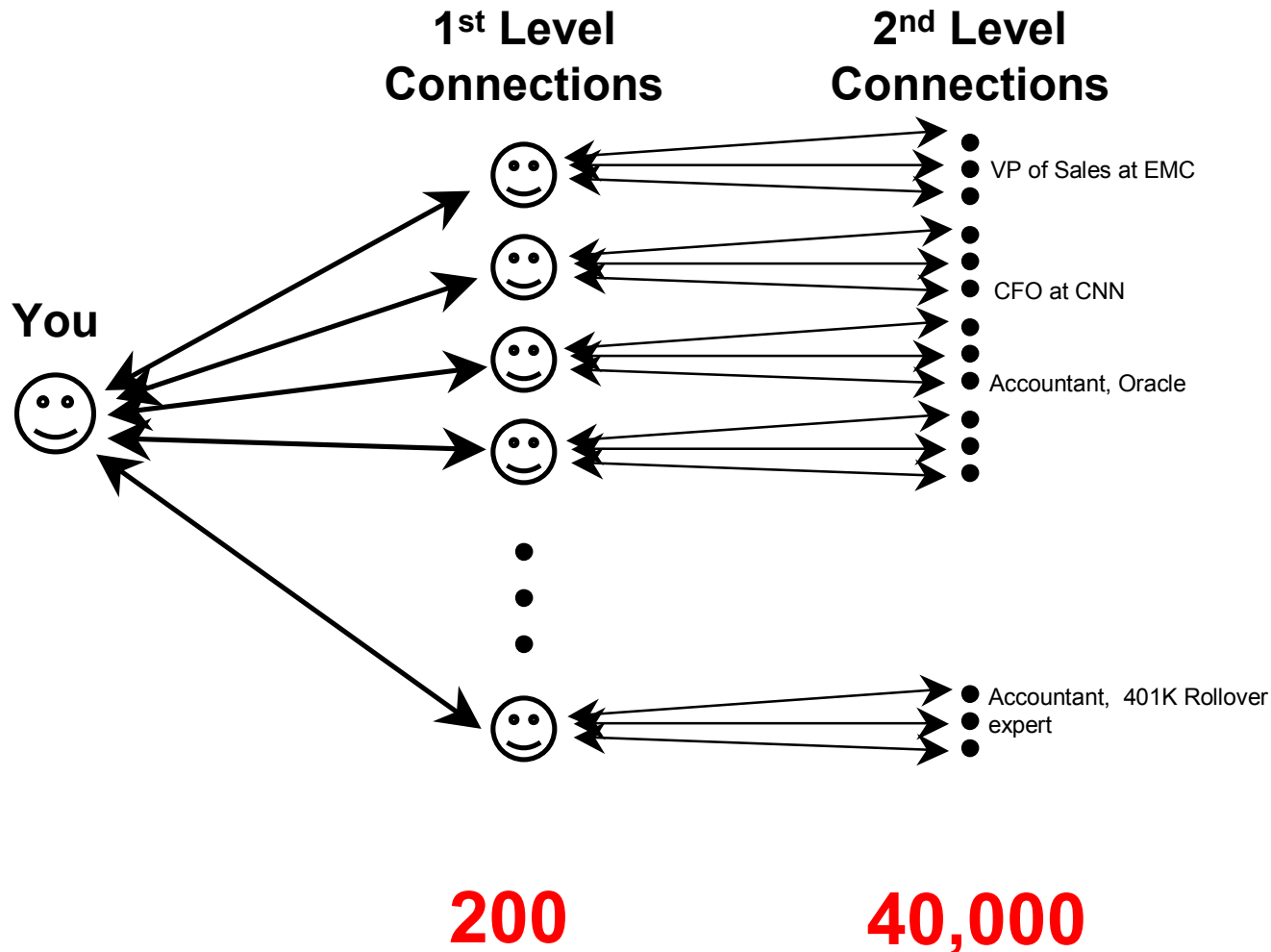
# Friends = LinkedIn “Connections”



# Friends = LinkedIn “Connections”



# Friends = LinkedIn “Connections”



# Advanced LinkedIn

- You can only see 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> level connections
  - Avoid paying LinkedIn \$25
    - <http://www.the-linkedin-speaker.com/blog/2010/02/02/linkedin-expert-tip-find-out-of-network-without-paying-25-dollars/>

# Who Would You Connect To?

- Who would you connect to?
  - Former workers
  - College roommates, friends, social club members, teammates
  - High school friends
  - Neighborhood groups
  - Parent groups
  - Military friends
  - Childhood friends, i.e. Cub Scout, Girl Scout, Baseball, Gymnastics, ...
  - People you met at conventions
  - Relatives
  - Others

# Miscellaneous LinkedIn Features

- Questions & Answers
  - Show potential clients your expertise
- Groups
  - Yours
  - Your customers
- Events
- Lots more...

# Advanced “Pat Tricks”

- Profile Tips

- How many know how to spell your last name?

- <http://www.the-linkedin-speaker.com/blog/2009/01/27/missing-linkedin-tip-%e2%80%93-misspell-your-last-name-in-your-linkedin-profile/>

- Maiden name

- <http://www.the-linkedin-speaker.com/blog/2009/04/15/linkedin-training-best-way-to-put-your-maiden-name-linkedin-profile/>



# Advanced “Pat Tricks”

- Professional Headline – not title
  - 10-15 word marketing slogan
  - Things to include?
    - Job
      - What you do, flavored
    - Company
    - City
  - Choice
    - “Accountant, Patrick O’Malley and Associates”
    - “Tax accountant at the best CPA firm in Smyrna, GA”
  - <http://www.the-linkedin-speaker.com/blog/2009/05/07/linkedin-training-tip-professional-headline-should-be-a-marketing-phrase-not-your-job-title/>

# Advanced “Pat Tricks”

- Build your profile to be found
- Add keywords
  - What is your potential customer looking for?
    - Certified Public Accountant
    - CPA
    - Tax accountant
    - 401 K and 401K
    - IFRIS
    - What else?
  - Put these keywords anywhere
    - Summary field, within current job

# Advanced “Pat Tricks”

- Don't invite people you don't know!
  - If 5 people say “IDK” you, you are “blacklisted”
    - <http://www.patrickomalley.com/linkedin-speaker-why-email-IDK-1.html>
  - \*\* changed in the past month so you can invite people more liberally now
- Privacy settings (block people from “browsing” your network)
  - <http://www.the-linkedin-speaker.com/blog/2009/05/29/linkedin-training-tip-hiding-your-connections/>

# Advanced “Pat Tricks”

- Put full spelling of your city, like Atlanta, Smyrna, etc in your LinkedIn profile
  - <http://www.the-linkedin-speaker.com/blog/2009/12/17/linkedin-training-tip-put-the-name-of-your-city-in-text-somewhere-in-your-profile/>

# Advanced “Pat Tricks”

- Get LinkedIn recommendations
  - Bold?
    - You can then approach their connections
      - Go to their profile
      - Click connections
      - Request an introduction or just do some research and contact them directly
    - Get referrals
  - Flaunt recommendations on your web page

# LinkedIn Q & A – Details

- Top navigation
  - More...
    - Answers
    - Can do search for hotel questions, Boston questions
- “Advertise” your expertise
  - Get business

Top Ranked British MBA - The University of Wales online MBA  
College - From David Costa

### Inbox (1 unread)


LinkedIn Partner Message  
**Omniture Webinars** Do Your Customers "Digg" Your Website?


Action items: Invitations (6), Jobs (1), See all messages >

### Network Updates

  
**Patrick O'Malley** "Social Media For Meeting Planners" Seminar, Boston, Friday, 8-9:30, free for m.p., \$29 others  
<http://bit.ly/crHvab> 1 day ago

### STATUS UPDATES

  
**Susan Levin** New blog post The Secret to Crafting a Hooky Talk Title That Will Get You Booked: Post by Lisa Sassevich Lisa at ...  
<http://bit.ly/bbELcl>  
1 hour ago from Twitter · Reply privately · Add comment

  
**Dinesh Ramkrishna** Are you looking for World Class QA Service? Offshore/Onsite - Discuss at Skype dinesh.ramkrishna drop e-mail to dinesh@techgeek.co.in  
1 hour ago · Reply privately · Add comment

  
**Mike Beaudet** Lilly Scott and Alex Lambert leave #americanidol while weak talent remain??? C'mon America. #fox25  
1 hour ago from Twitter · Reply privately · Add comment

More...  
People  
Jobs  
Companies  
Answers  
Inbox  
Groups  
Turn off suggestions



IT'S A NEW STAY<sup>®</sup>  
Introducing **GoBoard**<sup>™</sup> with information to keep you going.  
Only at **COURTYARD**  
BOOK NOW

Answers : Marketing and Sales edit | x

- Q. How do you qualify prospective customers/clients
- Q. Radio Advertising by Barter?
- Q. Do you participate in a Barter Network?

See more >

Answers : Using LinkedIn edit | x

- Q. why are some items in german
- Q. What is the best way to inform people of a new group in their geo-location
- Q. how do I get my home page to connect to my blog

See more >

Get insights from target customers and industry experts using LinkedIn Polls. Learn More.

Go back to My Answers | < Previous | Next >

Hannah Owens  
Graduate Teaching Assistant at University of Kansas  
see all my questions

**How do I import contacts from another Linked in account?**  
I have more than one e-mail address and I accidentally started an account for each e-mail address. Is there a way to consolidate these accounts?  
posted 9 days ago in Using LinkedIn | Closed | Report question as...

Share This

### Good Answers (3)

★ This was selected as Best Answer

This happens a lot, so you aren't alone.

Here's how you fix it, but it's more complicated than you might think.

1. get the email addresses from your connections at the 2nd account
2. delete the 2nd account
3. invite those connections to the original account (and explain that you are consolidating accounts)

you Patrick O'Malley  
Social Media Training, Keynote Speaking, Consulting, see videos @ www.PatrickOmalley.com  
see all my answers  
★ Best Answers in: Using LinkedIn (22)... see more



# LinkedIn Q & A

- You can become a recognized expert

# LinkedIn - A Bad Name

- What do you need?
- You are
  - looking for knowledge
  - relevant information
  - fast

# Should have called it ...

**Prompt  
Access  
To  
Relevant  
Information  
Containing  
Knowledge**

# Conclusion - LinkedIn

- LinkedIn
  - Powerful research tool
    - find someone to help you
  - “Friends of friends” network
    - Who do I know ...
  - Rolodex
    - Bye, bye business cards
  - Build your network
  - More...
    - Answer questions in Q&A
- Planners and Suppliers

# Whoah...

- Too fast?
- Too slow?
- Too loud?
- Too soft?
- Missing anything?

# Introduction (Part 2)

- Seen a sample
- Pace of presentation
- Handful of questions
- Email addresses or business cards
- Behind curve?
- Show what you can do with social media

# My Bio

- I do speeches and consulting on
  - Social Media
    - LinkedIn, Facebook, Twitter, YouTube, ...
  - Google ranking (SEO & PPC)
- VP of Operations for search engine that was tied with Google in 2000
- I do NOT work for LinkedIn, Twitter, etc

# You

- Accountants
  - CPAs
  - Independent?
  - For companies?
  - CFOs?
- Any specific things??



# YouTube

# YouTube

- A picture says a thousand words...
- Make a “TV commercial”
- Free

# YouTube Technical

- Videos on YouTube
  - can point to your web page
  - can be “embedded” on your web page
  - are often ranked by Google

# YouTube Technical

- Process
  - Get a \$200 camcorder
    - Flip
      - Careful: 63 minutes max, not 120
      - They create mp4 files
    - Kodak ZI8
      - Careful: less than 90 minutes max
      - Creates MOV files, which don't work on Microsoft
    - Others
  - Create an account at [www.Youtube.com](http://www.Youtube.com)
    - Upload
    - Give Title, Description

# YouTube Technical

- Can be “embedded” on your web page
  - Code is to the right of the video at YouTube

# Embedded Video



The screenshot shows a web browser window displaying a website for Patrick Malley. The main header features a green background with a photo of Patrick Malley and the text: "Social Media and Google SEO Expert", "Keynote Speaking, Training, Consulting", and "(617)-PATRICK". Below the header, there is a navigation menu on the left with items like "Home", "Keynote Speaker One Sheet, etc", "Social Media Speaker Videos", "Testimonials", "TV, Newspaper appearances", "BLOG - Social Media", "Mom in my speech", "LinkedIn Training", "LinkedIn Training Expert Tips", "Time Saving 'Pat Tricks'", "Courses/Workshops", and "Public Events". A red arrow points to the "Testimonials" link. The main content area is titled "Social networking speaker testimonials" and includes a form for "For monthly Social Media tips" with an email input field and a "Go" button. Below the form, it says "Here is a set of video testimonials, followed by the text snippets from the video:". An embedded YouTube video player shows a testimonial from "Kate Lastinger, President MPI, Georgia". The video player has a play button and a progress bar at the bottom.

# YouTube

- Uses of video for accountants
  - Testimonials
  - Show tips if they can be visual
    - Software tips for Quickbooks, Excel, Tax software?

# YouTube

- Videos now rank on Google
  - 53 times more likely to get on first page
  - Use keywords that your potential clients might use
    - If you think they would search for
      - CPA Macon, GA
      - Then make sure the title of your video is
        - » CPA Macon, GA



# YouTube – Conclusions

- Videos
  - 30 second to 5 minute “TV commercials”
    - Testimonials
    - Sample tax tips or Quickbooks tips
- Mistake everyone makes ...

# 20 Years Ago, You Wished...

- Free TV commercials
- Show your product
- Pass word of mouth

# Whoah...

- Too fast?
- Too slow?
- Too loud?
- Too soft?
- Missing anything?
- Having a good time?

# Facebook

# Facebook

- Scale of 1-10
  - 10 is expert
  - 1 never used it

# Facebook

- For businesses
  - “Facebook page”

- Patrick O'Malley**  
View My Profile
- News Feed**
- Messages (1)
- Events (13)
- Photos
- Friends
- Applications
- Games
- Ads and Pages
- Groups (1)
- Marketplace (225)
- More

- Friends Online**
- Abboud Toulany
  - Frank Doherty
  - Randylyn Masse
- See All

### News Feed

Top News · Most Recent

What's on your mind?

**Bill Riley** and 11 other friends are attending Just 'Cause - Breast Cancer.  
33 minutes ago · RSVP to this event

**Vanessa Rand**

**Vanessa found a sad Ugly Duckling on their farm. Oh no!**  
Vanessa was farming when a sad, Ugly Duckling wandered onto their farm in FarmVille. This poor ducky...  
See More

56 minutes ago via FarmVille · Comment · Like · Adopt the Duckling

**Melissa Villoldo** i provide my own entertainment

59 minutes ago via Facebook for iPhone · Comment · Like · Share

Deejay Gemini likes this.

**Michael Woods** I'm sure you did this on purpose... but you DO realize just HOW many jokes are waiting behind the curtain for this one?  
56 minutes ago

**Damon Brooks** Did you Phillie Blunt it? Dat's ole skool...  
37 minutes ago

**Requests** See All

- 13 event invitations
- 1 group invitation
- 3 Page suggestions
- 4 other requests

**Suggestions** See All

- Ari Edelman** 3 mutual friends  
Add as friend
- Nicole Demaso** Help her find her friends.  
Suggest friends for her

**Sponsored** Create an Ad

**Thank you Patrick**

Thanks to you, many of your friends are now on Facebook. Find your **Gmail** friends with your **patrick.omalley.g@gmail.com** account and start connecting.

**Find Friends**

**Events** See All

- Great Deal from Express Tire of Watertown and Stoughton Now
- Orient Express Limousine \$100 coupon for \$55 Now
- Lisa Geib's 29th Birthday PARTY Saturday 9:00pm
- Dick n Jane at The Beachcomber Tomorrow Night, Quincy, 9:30 Saturday 9:30pm
- JOSHUA TREE Saturday 10:00pm

Chat (13)



# Facebook

- Upper left navigation
- “Facebook pages”
  - <http://www.patrickomalley.com/facebook-create-a-fan-page-for-business.html>



# Advanced Facebook

- Promoting your business
  - Facebook advertising



**Patrick O'Malley** Thanks for the comments and emails, everybody. I spent all day thinking that if that baby was still missing, I'd be seeing that billboard on the highway for years & always wishing we'd done more. We still don't know how they found her, but it blows me away that Twitter-ing may have saved her life. 6 hours ago clear

Wall Info Photos Boxes Video +

What's on your mind? Attach: [Icons] Share

View Photos of Me (203)  
View Videos of Me (1)  
Edit My Profile

I often put up pictures of other people. If I put up my own picture, random women looking for a "hot guy" fill up my Inbox.

Information

Current City: Boston, MA  
Hometown: Waltham, MA, Medford, MA  
Religious Views: Amish Extremist  
Website: http://www.patrickomalley.com

RECENT ACTIVITY

- Patrick commented on Debra Gold's status.
- Patrick commented on Beth Molaskey's status.
- 5 more similar stories
- Patrick likes Paul D'Angelo's status.



**AnnMarie Cody Oliveira** Saw you on Fox last night.. so proud to be your friend (even though you advised me to barb wire my son in his crib).. You looked great and spoke great.. Good job kid!!!! :o)  
6 hours ago · Comment · Like · See Wall-to-Wall

Diane Gorton likes this.



**AnnMarie Cody Oliveira** oh, is Sarah as pretty as she is on tv in person?  
6 hours ago · Delete



**Patrick O'Malley** 1) barb wiring the kid in the crib keeps him from being kidnapped.  
2) I'm not bullshitting - she's much prettier, friendlier, nicer, and funnier in person than she is on TV.

Create an Ad

**Freed Maxick & Battaglia CPAs**



Visit our Page and become a Fan. Accounting marketing enthusiasts and AAM members welcome.  
Become a Fan

**For Cornell Alums Only**



Get a 2nd chance to choose the right major, eCornell has certificates in leadership, HR, hospitality and more, 25%

### 2. Targeting

**Location:**

- Everywhere
- By State/Province
- By City

**Age:**  -

**Birthday:**  Target people on their birthdays

**Sex:**  Male  Female

**Keywords:**

**Education:**

- All
- College Grad
- In College
- In High School

Graduation years:

to

**Workplaces:**

**Relationship:**  Single  In a Relationship  Engaged  Married

**Interested In:**  Men  Women

**Languages:**

**Connections:** Target users who are connected to:

#### Targeting

By default, Facebook targets all users 18 and older in the default location. You can change any targeting specifications you wish.

#### Location

Facebook Ads uses IP address and a user's profile information to determine a user's location.

#### Keywords

Keywords are based on information users list in their Facebook profiles, such as Activities, Favorite Books, TV Shows, Movies, etc.

#### Connections

Connections are fans of your Page, users who have used your Application, users who have RSVP'd YES or MAYBE to your Event, and members of your Group.

#### Friends of connections

Friends of connections targeting delivers ads to the friends of people already connected with your Page, Application, Group or Event.

#### More Help

[Ad Targeting FAQ](#)

# Facebook – Bad Name

- Made up by a college kid to be used by other college kids
- Used it for
  - Pictures
  - Sharing stories

# Should have called it...

**Pictures**

**And**

**Tales**

**Really**

**Inspiring**

**College**

**Kids**

# Whoah...

- Too fast?
- Too slow?
- Too loud?
- Too soft?
- Missing anything?

# Blogging

# Blogging

- “Weblog”
- Like a newspaper article, diary, essay



# Blogging

- Google loves them
- Put blog on your website
  - Wordpress
  - Get SEO all in One plug in

# Advanced Blogging

- Strategy for higher Google ranking
  - What is our client looking for?
    - Macon, GA Corporate Tax Accountant
  - Blog your good content
    - 300-600 words about details
    - Write your tax accounting tips
      - Title: Macon, GA Corporate Tax Accountant Planning tip – home deductions

# Twitter

# Twitter

- Scale of 1-10
  - 10 is expert
  - 1 never used it

# Twitter

- “Micro-blogging”
  - 140 character messages, called “tweets”
  - Junk
- Like Facebook “status updates”
- You “follow” people

# Twitter

- If I only followed
  - Ashton Kutcher. i.e. aplusk
  - Coldplay, i.e. coldplay
  - Chris Brogan, i.e. chrisbrogan



**aplusk** We received some pretty hilarious Valentine's Day gift videos! Watch and subscribe to the channel <http://bit.ly/d8qQ9P>

6:36 PM Feb 18th from Brizzly



**aplusk** We've gotten some pretty hilarious Valentine's Day gift videos in- submit yours and be sure to subscribe to see some of... <http://lnk.ms/4dpHZ>

6:11 PM Feb 18th from MySpace



**coldplay** The Oracle will be joining Coldplay on their Latin American trip - answering your questions about the tour <http://bit.ly/cx1w54> A

3:37 PM Feb 18th from web



**chrisbrogan** "Men can't design products for women." - [@tom\\_peters](#).

1:34 PM Feb 18th from Seesmic



**chrisbrogan** The beauty of every lesson I share is that how they are received educates me more about you.

1:27 PM Feb 18th from Seesmic



**chrisbrogan** I'll say this: the measure of my next great performances will be influenced partly by what I learned from [@tom\\_Peters](#) and [@sanderssays](#)

12:54 PM Feb 18th from Seesmic



**aplusk** Russia is very dedicated to collaboration on e governance. Some brilliant ideas being shared. Off to Siberia.

12:48 PM Feb 18th from Seesmic



**aplusk** As an effort of diplomacy the Russian government has offered Americans access to Russian military ring tones.

12:44 PM Feb 18th from Seesmic



**chrisbrogan** I only +think+ I am a good Speaker. [@tom\\_peters](#)

# (617)-PATRICK Patrick O'Malley

Social Med  
Google SEO

Keynote Spea  
Consultant

Ask me for 1 o  
5 tips for getti  
1st page of Go

(617)-728-7425  
http://www.Patr  
pat9@patrickoma

Home Profile Find People Settings Help Sign out

## What's happening?

140

**Latest:** @davidkspencer I took Mom to Spring Training & Sanibel Island for her 90th birthday. Got 3 minutes? Cute video about it <http://bit.ly/5mcie> about 5 hours ago

update



**617patrick**  
832 tweets

21,379 21,365 248  
following followers listed

**Olympians-on-Twitter**  
n. a list of Olympians on Twitter.

## Home



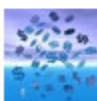
**taylormacdon** A Review Of Randy Gage | Internet Marketing: I will be very honest in my opinion of Randy Gage. It is not like he ...  
<http://bit.ly/9Xpn2T>  
less than 5 seconds ago from twitterfeed



**pynkcelebrity** There may be a lot going on in your life now. You would prefer... More for Capricorn  
<http://twittascope.com/twittascope/?sign=10>  
less than 5 seconds ago from API



**Landbiosis** U.A.E.'s Masdar Signs Egypt Wind-Power Agreement, WAM Reports ... <http://bit.ly/crUYPq>  
less than 5 seconds ago from twitterfeed



**Wealthy\_Freedom** Internet Marketing Entrepreneur Announces New Release Of His Powerful Personal ... <http://bit.ly/bnwjY8>  
less than 5 seconds ago from twitterfeed



**ToDoInNY** D-(eye) on Arts: New York Fashion Week in Review: I love New York Fashion Week and you picked out ...  
<http://bit.ly/93Xn11> #LoveNY #NewYork

## Home

- @617patrick
- Direct Messages 7
- Favorites
- Retweets

Search

Saved Searches  
mystery author

Lists  
@617patrick/top-followed

@617patrick/mpi-test

@617patrick/sports

@617patrick/cae1



# Twitter

- Rules of Twitter
  - Anyone can follow anyone
  - You see tweets from the people you follow
  - 140 characters
    - Can't say much
    - Lots of junk
  - More than 140? Pointer to web page
    - [www.bit.ly](http://www.bit.ly) makes short URLs
  - Twitter stands for ...

# What Does Twitter Stand For?

**Time**

**Wasted**

**In**

**Tracking**

**Tiny**

**Egotistical**

**Rants**

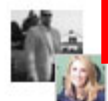
# Twitter Search

- [search.twitter.com](https://search.twitter.com)
  - Look for keywords that your customers would say



Search bar containing the text "got engaged" near:"Boston, MA" with a search button and an "Advanced Search" link.

Realtime results for "got engaged" near:"Boston, MA" 0.36 seconds within:15mi



**jaykeith**: @savvybostonian wow so funny, I went in March too! Weather also so-so, but I **got engaged**, so can't complain. Summer would be ideal.  
Boston, MA  
1 day ago from TweetDeck · Reply · View Tweet · Show Conversation



**weirdorecords**: weirdo's employee Josh is having a birthday today. And he just **got engaged**. Double congrats!  
Cambridge, MA  
1 day ago from HelloTxt · Reply · View Tweet



**mellisanne**: Currently at work, wishing I was outside...the sun is finally here. i hope it makes the bugs stay away. Oh yeah, I **got engaged**...  
Cambridge, MA  
3 days ago from web · Reply · View Tweet



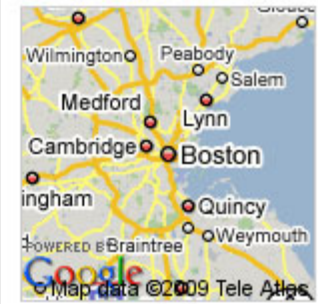
**jduganbarrett**: Jenna Fischer **got engaged**. I'm actually not as sad about this as I would have thought.  
Boston, MA  
6 days ago from web · Reply · View Tweet



**steveha**: one of my best friends just **got engaged**. i don't think his proposal was reluctantly no match with this one: <http://bit.ly/91Epe> (expand)

Feed for this query  
Twitter these results

Show tweets near:



Within: 15 miles

Show tweets written in:

English

Trending topics:

- Harry Potter
- Jakarta
- IE6 Must Die
- Muara Angke
- Ritz Carlton
- Pat Buchanan
- Goodnight

# Twitter – Marketing Magic

- Now talk to the prospects that you found during search
  - i.e. get “engaged” with them
  - talk to jaykeith from the previous example
    - Use the @reply
    - @jaykeith Congratulations! .....

# Advanced Twitter

# Twitter – The @reply

- You can yell to someone you don't know
  - Example
    - @oprah AMBER ALERT, New England, left Swansea, MA @11:40, Silver Ford Focus, MINN plate 677-AVP <http://bit.ly/dILQDy> RETWEET
  - If they search for their @replies (on right), they see it

# Twitter – ReTweet

- ReTweet
  - Repeat someone’s Tweet to your followers
- Examples
  - RT @emophilips: A computer once beat me at chess .... but it was no match for me at kick boxing
- “Word of mouth”



# Twitter – Conclusions

- Waste of time for many
- Good for meeting people with common interests
- Great for marketing/sales

# Twitter

- Greatest story
  - Thursday, February 18<sup>th</sup>
    - radio Amber Alert in Massachusetts
  - My Tweet
    - AMBER ALERT, New England, left Swansea, MA @11:40, Silver Ford Focus, MINN plate 677-AVP <http://bit.ly/dILQDy> RETWEET
  - People with most followers
    - [www.twitterholic.com](http://www.twitterholic.com)
  - People in Boston
    - [www.twellow.com](http://www.twellow.com)
  - Keep tweeting updates

# Twitter

- Greatest story
  - <http://www.617-patrick.com/baby>

# TONS More...

- Handout
  - <http://www.617-PATRICK.com/gscpa.html>
- My website
  - <http://www.617-PATRICK.com/>
- I will send you a LinkedIn invite, or invite me
  - List of emails

# Biggest Changes In Last 20 Years

- Amazing technology is free or cheap
- Searching is easier
- Power of a single voice
- Word of mouth is faster

# Motivational

- Economy
  - can't do anything about it
- Greatest time in history to be heard if you have quality content
  - Promote your meeting
    - YouTube, Blogging, LinkedIn, Twitter, Facebook
  - Network with leaders in your field
- Technology will get better
  - Twitter especially

# Summary – What You Can Do...

- LinkedIn
  - Replace your Rolodex
  - Search or research tool
  - “Friends of friends” network
- YouTube
  - Promote your knowledge, show testimonials
  - Show online examples if you have them
- Facebook
  - Advertising
  - Business page, i.e. fan page
- Twitter
  - Find your target market and talk to them
  - Fast word of mouth

# Conclusions

- Types of social media for everyone...
- How many
  - believe in relationships for business?
  - have friends?
  - have something to say?
  - ... don't have time?
  - look good?
- Social media for business
  - If you don't ...



# The End