

# TOP FIVE

## Best Practices When Using Social Media from *Karen Underhill*

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**Social Media** is here to stay and will continue to grow--don't let someone else get your brand names. Capture the name and keep the account hidden until ready to launch your strategy. Set up Google feeds on your name and business name, so you can hear what is being said online. Then open up the conversations and begin connecting.



SNAG YOUR NAME ON ALL SOCIAL MEDIA SITES



IDENTIFY WHAT SITES YOUR TARGET AUDIENCE USES



DEVELOP A SOCIAL MEDIA STRATEGY



BUILD YOUR PROFILE, BEFORE CONECTING



SET UP GOOGLE FEEDS ON YOUR BRAND AND YOU

## Social Networking Statistics

Social networking began as chat rooms around 1995 and migrated to friend lists such as Classmates or Friendster. In 2003 MySpace added the multimedia features such as photos, and LinkedIn captured the professional network.

### As of March 29, 2011 site member totals:

Facebook - launched 2004 – 500 million members  
(2008 – 124 million)

Twitter - launched 2006 – 175 million members  
(2008 – 2.2 million)

LinkedIn – launched 2003 – 100 million members  
(2008 – 30 million)

MySpace – launched 2003 – 100 million members  
(2008 – 246 million)

Classmates – launched 1995 – 50 million members

### Examples of sites used in other countries:

Habbo – worldwide teen audience - 200 million members

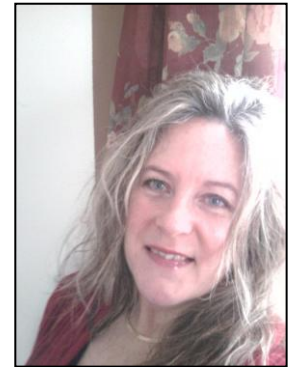
Qzone – China – 200 million members

Orkut – India and Brazil – 100 million members

*Information source, Wikipedia, social networking service*

## MnACE Tweet Panel Member Profile

**Karen Underhill**, creative social media enthusiast with a BA in professional communications from Metropolitan State University.



Karen has worked in government outreach, communications and training positions since 2005 where she has coached others with career planning and job search.

Karen joined Facebook in 2004, MySpace in 2006, and LinkedIn and Twitter in 2008. Karen currently uses social media as a career and life coach.

## Need help with the Top 5?

Feel free to contact me about how I can assist at:

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