

Intro to Social Media

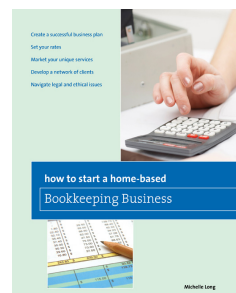


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- ▶ Member, Intuit's Trainer/Writer Network
- ▶ Advanced Certified QuickBooks ProAdvisor
- ▶ Author of *How to Start a Home-based Bookkeeping Business* and *Successful QuickBooks Consulting*
- ▶ Accounting Today – '10 Women who Inspire a Profession' and '10 Worth Watching Accounting Blogs'



www.LongforSuccess.com/blog

Agenda

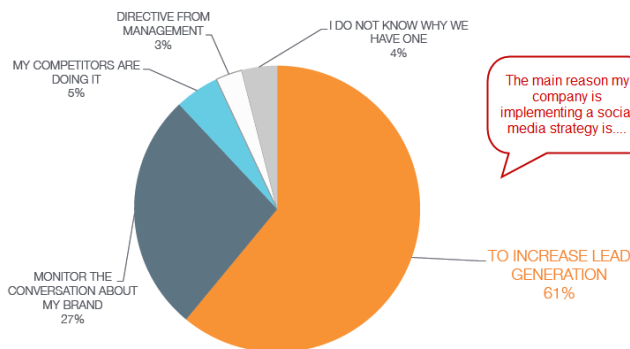
- ▶ Brief Overview of Social Media Stats
- ▶ 5 Tips to Use LinkedIn Effectively
- ▶ 5 Tips to Use Facebook Effectively
- ▶ 4 Twitter Tips
- ▶ 6 Tips for Managing Social Media
- ▶ Basic Comments about Blogging
- ▶ You Tube – You Can!



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Why are you here?

61% of US marketers use social media to **increase lead-gen.**



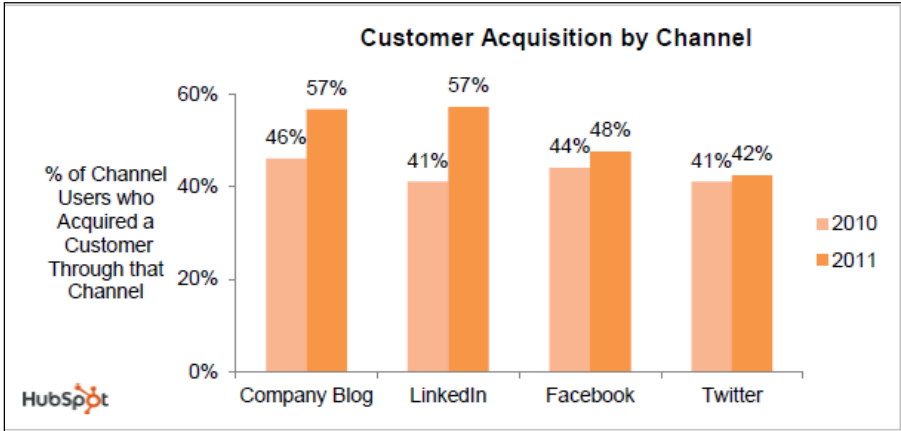
The main reason my company is implementing a social media strategy is...

SOURCE: R2INTEGRATED, APRIL 2010

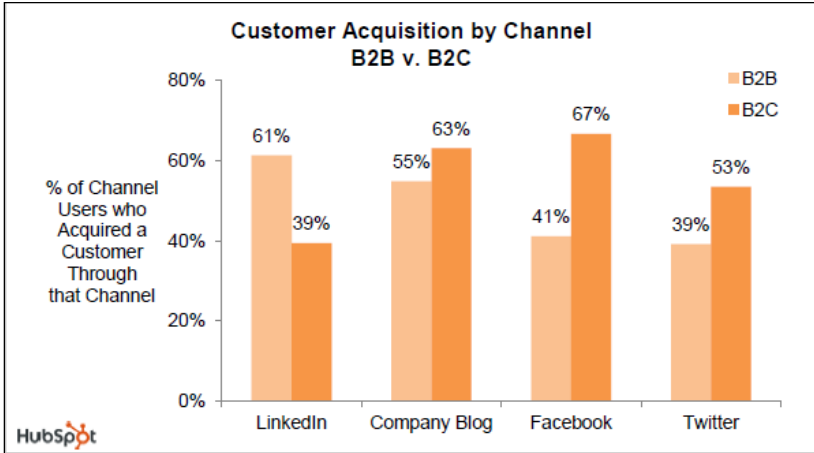
HubSpot

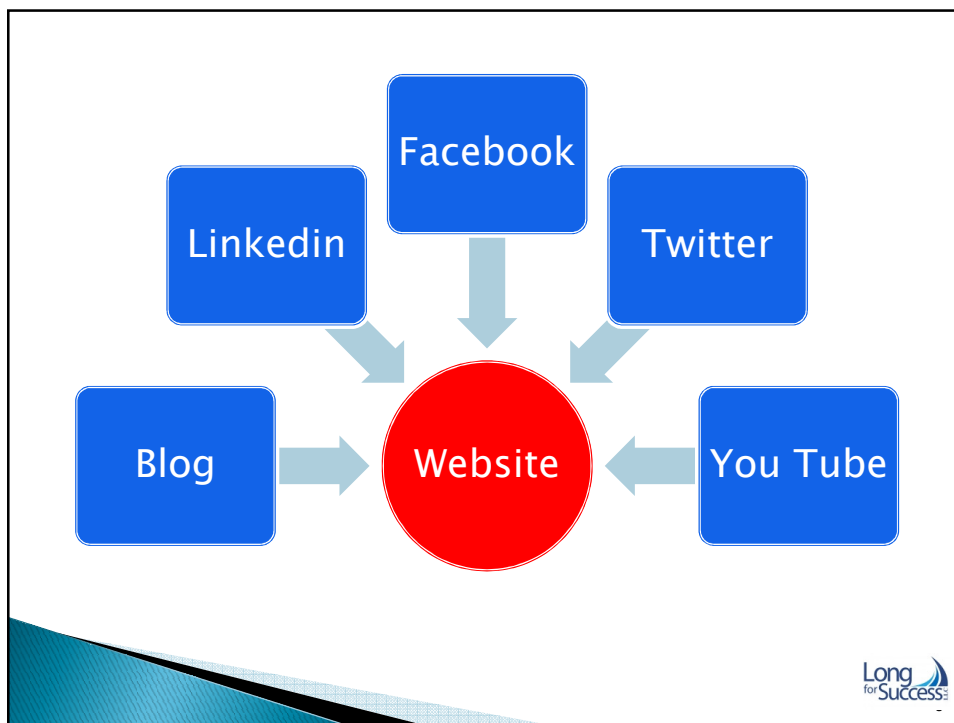
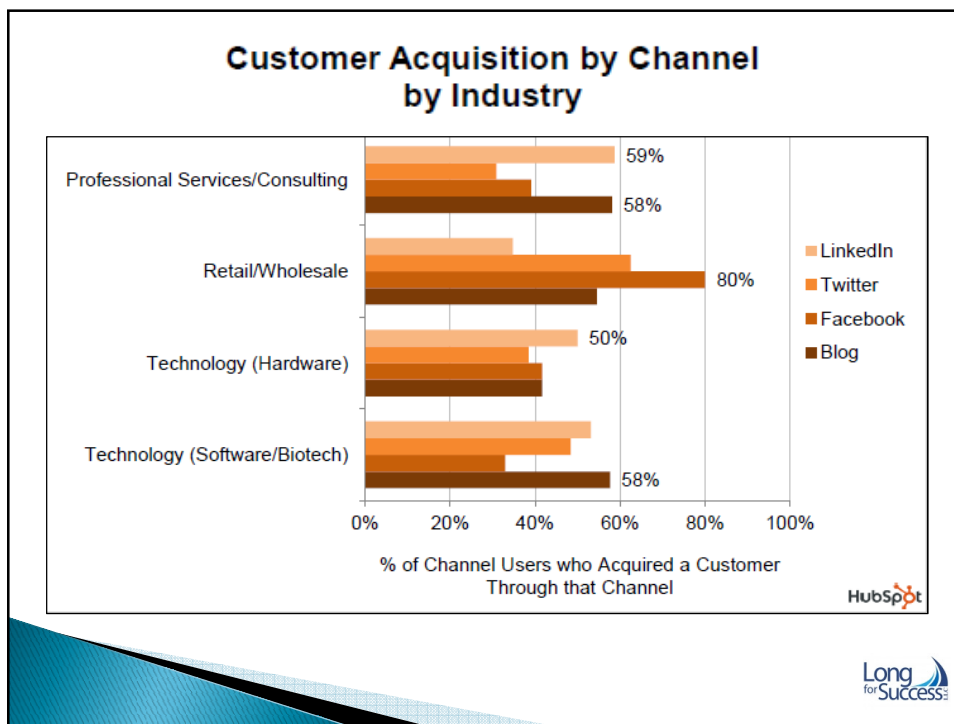
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Does it Work?



LinkedIn Best for B2B





5 Tips to Use LinkedIn Effectively

1. **Compelling Profile**
 - Title, location, photo, experience, education, website & summary
 - Keywords in 'headline'
2. **Make Connections**
 - Former co-workers, classmates, peers, friends, relatives and others
3. **Ask for Recommendations**
 - Clients, peers, boss or others

Michelle Long, CPA, MBA
 Speaker, Author, National QuickBooks Consultant & Trainer, Member Intuit Trainer / Writer Network
 Kansas City, Missouri Area | Accounting

Michelle Long, CPA, MBA Intuit's Average Billing Rates Survey 2011 - Details for QuickBooks ProAdvisors, Accountants, Bookkeepers - by region, population density...
 Like • Comment • See all activity • 2 minutes ago

Current Owner at Long for Success, LLC (Self-employed)
 National Trainer/Writer for Intuit and Consultant for Product Development at Intuit
 SBDC Instructor and Adjunct Professor at Johnson County Community College (JCCC)

Past FastTrac Facilitator/Coach at Kauffman Foundation
 Adjunct Professor of Strategic Management at University of Missouri-Kansas City
 Owner at Michelle L. Long, CPA and M. Long Consulting, LLC
 see all

Education University of Missouri-Kansas City
 University of Missouri-Columbia

Recommendations 28 people have recommended Michelle

Connections 500+ connections
Websites Company Website
Twitter MichelleLongCPA
Public Profile http://www.linkedin.com/in/michellelongcpa



5 Tips to Use LinkedIn Effectively

4. **Join and Participate in Groups**
 - Successful QuickBooks Consultants
 - Industry, College Alumni, Local and others
5. **Answer Questions**

LinkedIn Account Type: Basic Michelle Long, CPA, MBA Add Connections

Home Profile Contacts Groups Jobs Inbox Companies News More Groups Search

Successful QuickBooks Consultants / Consulting - Accounting &...
 Discussions Members Promotions Jobs Search Manage More Share group • Group rules

Groups in the LinkedIn app for iPhone and Android.

Start a discussion or share something with the group.
 Maximum length is 280 characters.
 Attach a link Share

Choose Your View Show all RSS discussions

Latest Discussions

My QBs for MAC client has a great interface with DAYLITE - a CRM. But he doesn't like QBs for MAC. Reasons: the time sheet is not printable. The time sheet data does not transfer to the job/cost function. He's a landscaper, and MAC...
 16 days ago

Question about assigning labor costs to customers/jobs? I have a landscaping client who would like to get a better understanding of profitability by customer. The biggest cost is direct...
 17 days ago

Laura Dion 13 days ago • Here is another thought - ...

Manager's Choice

Subscribe, Share & Post to enter to Win QuickBooks Premier 2012 at QuickBooks Enterprise 12.0
 Michelle Long, CPA, MBA See all

Latest Updates

Heil Swanson started a discussion: Think SAP is only for big companies? Watch this very cool youtube video. It cracks that old myth about SAP right out of the park!
 Like • Add comment • 13 minutes ago

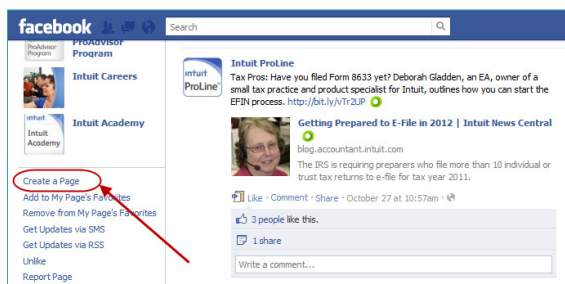
9 people have joined the group, including Heil Swanson, Michelle Resch and Mark Peterson
 25 minutes ago

Rhonda McManara likes this discussion by Michelle Long, CPA, MBA
 ALERT - Spam / Phishing Email



5 Tips to Use Facebook Effectively

1. **Create a Page for your Business**
 - Complete the info – don't forget to include your name too
 - Must have a personal Facebook account first
2. **Get 25 Likes for 'vanity URL'**
 - Invite all your friends to like your page
 - www.Facebook.com/LongforSuccess



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5 Tips to Use Facebook Effectively

3. **Different posts for Personal vs. Business**
 - Create Lists for Personal Friends
4. **Periodic business posts on personal page**
 - Passed certification, attended a conference or webinar, new client or project, etc.
5. **Be Friends with former classmates, co-workers, peers, and others**



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4 Twitter Tips

- Complete Profile – @Yourname**
 - Use location based on search criteria (i.e. city or suburb?)
 - 160 character ‘tagline’
- Followers**
- Tweets**
 - 160 character limit – use a URL shortener (bit.ly, etc.)
- Hash Tags**
 - # -- mark keywords or topics in a Tweet

Michelle Long, CPA
 @MichelleLongCPA Kansas City, MO
 QuickBooks Consultant, Speaker, Author, National Trainer/Writer for Intuit and Business Coach
<http://www.LongforSuccess.com>

Edit your profile →

Tweets Favorites Following Followers Lists

MichelleLongCPA Michelle Long, CPA
 Subscribe, Share & post by Nov. 1 midnight & you could Win QuickBooks Accountant 2012 FREE on Wed GREAT odds
ow.ly/7elgf
 3 hours ago

MichelleLongCPA Michelle Long, CPA
 Long for Success Small Biz Ed is out! bit.ly/nMd6t3
 6 hours ago

MichelleLongCPA Michelle Long, CPA
 @generlyb You download a QBO file from the bank.
 7 hours ago



6 Tips for Managing Social Media

- Use a Tool**
 - Post to LinkedIn, Facebook and Twitter with one tool
 - Hootsuite, Tweetdeck, ping.fm or others
 - Schedule posts

Michelle (Facebook) x LongforSuccess-FB Page x MichelleLongCPA Twitter x LongforSuccess (Twitter) x Michelle (LinkedIn) x

→ Add Stream

quickbooks
 Search
 nercenterprises
 0:03pm via Google
 URGENT News Flash – Do Not Click on QuickBooks Security Notice goo.gl/fb/7CH4R

B3Solutions
 Oct 21, 11:12am via twitter ads
 Free @Intuit Webinar | What's new in QuickBooks 2012 for you & your clients | event.on24.com/eventRegistrat... | Hosted by @GreggBossen
 Promoted by B3Business Solutions

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 yho0.tvnbsiV ✦ Bill4Time, Web-based Time Tracking & Billing Software, Offers 3 Free Months to Intuit QuickBooks Time Tracker and

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 Search
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 8:03pm via web
 yho0.tvnbsiV ✦ Bill4Time, Web-based Time Tracking & Billing Software, Offers 3 Free Months to Intuit QuickBooks Time Tracker and

GoPayment
 Oct 20, 10:50am via Intuit Social Media Team
 "Check is in the Mail," an original video by Intuit employees. What's the worst job you've ever had? intuit.me/pOY9XS
 Promoted by Intuit GoPayment

rad_rachel
 8:01pm via TweetDeck
 @intuit - I'm creating a site with your website product for my uncle's flower farm - does 404 page count as 5t... (cont) deck.ly/~ccTtB

Mentions
 (Michelle.orgCPA)
 RivesCPA
 1:59pm via Paper3
 NeedsCPA? is out! bit.ly/dM7qbw ✦ • Top stories today via @tatweet @OSCPA @DanielStoicaTax @MichelleLongCPA @Outright
 1 retweets

Generlyb
 12:13pm via Twitter for iPhone
 @MichelleLongCPA sorry I mean QBO.
 Show Conversation

Generlyb
 12:13pm via Twitter for iPhone
 @MichelleLongCPA how can I transfer excel or some extension file to QBO
 Show Conversation



6 Tips for Managing Social Media

2. **Identify your Goals – it's a process**
 - Brand awareness – recognition of your name and services you provide
 - Relationships
 - Leads & Referrals
3. **80/20 Rule**
 - Useful and relevant content vs. self promotion
4. **Consistency**
 - Spread activity throughout the week – not all on one day



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6 Tips for Managing Social Media

5. **Observe**
 - Watch the activity of other people
 - Note what seems effective vs. annoying or ineffective
6. **Evaluate**
 - Which posts get most response – likes, shares, re-tweets or comments
 - Ask people where they learned about you – not just 'the internet'
 - Use analytics – Google Analytics for your website, bit.ly or ow.ly stats, etc.



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Basic Comments about Blogging

•Benefits

- Improve search engine ranking
- Enhance your reputation
- Create brand awareness

•Possible Topics

- New information, rules or regulations
- Questions you hear frequently
- Useful tips, tricks or resources
- Increase traffic

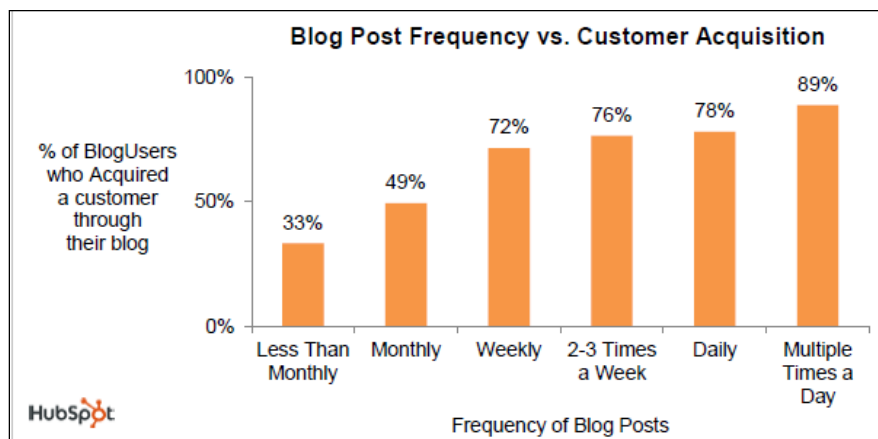


•Quick Tips

- Integrate with your website
- Consistency

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Blogging Goal – Weekly Posting



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YouTube – You Can!

- **Benefits**
 - Second largest search engine after Google
 - Videos in Google search results
 - Demonstrate your knowledge
 - Get to 'know' you
- **How to Record a Video?**
 - Jing (techsmith.com/jing) – Free or \$15
 - CamStudio.org (Free Open Source)
 - Camtasia (\$300)
 - QuickBooks How-Tos
- **MichelleLongCPA is my channel**

Profile	edit
Name:	Michelle
Channel Views:	2,390
Total Upload Views:	36,382
Joined:	Jan 4, 2009
Latest Activity:	5 days ago
Subscribers:	152
Website:	http://www.LongforSuccess.com
Advanced Certified QuickBooks ProAdvisor Author of the book: Successful QuickBooks Consulting National Trainer for Intuit Trainer/Writer Network Author of several courses for Intuit Blog: QBConsultant.blogspot.com	
Hometown:	Lee's Summit, MO
Country:	United States
Companies:	Long for Success, LLC
Interests:	Going to the lake, snow skiing, reading and traveling



Thanks for Attending



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