

Social Media for Business in Corvallis

What is Social Media? Simply put, social media is people having conversations and sharing with each other on the web. Most importantly, it is a change in the way we communicate. Monologue v. Dialogue. Information and communication is more available than ever.

Social Media for Business is an ongoing series of free and open informational sessions sharing **new web trends, technologies, tools and strategies** to help businesses with sales, marketing and service. Drop-in sessions are hosted every 2-3 weeks at the Corvallis-Benton Chamber. Check the Chamber calendar or www.proworks.com/blog/events/ for upcoming dates and times.

Coming Up:

- August 27th (12-1:30 PM, Corvallis Chamber) – CoTweet and Flickr
- September 17th (12-1:30 PM, Corvallis Chamber) - Facebook Fan Pages
- September 29th (12-1:30 PM, Corvallis Chamber) - PeopleBrowsr & HootSuite

Corvallis Business Twitter Directory

The Corvallis Business Twitter Directory is an online collection of Corvallis businesses using Twitter. The directory is organized alphabetically by business name. Contact ProWorks (contact@proworks.com) to submit your business.

www.proworks.com/blog/corvallis-twitter-business-directory/

Who Cares About Social Media?

- Two-third of US homes have high-speed broadband internet access
- By 2010, 50% of all Americans will be active on social networks
- Social media activity has overtaken porn and email in popularity
- 85% believe that companies should use social media to *interact* with customers
- 78% of consumers trust peer recommendations, 14% trust advertisements

Basic Tips to Remember

- There are no absolute rules (there is a lot of undiscovered frontier)
- If we want to be heard, we need to **listen first**
- Give your customers something (valuable) to share and talk about
- Give up control to gain conversation. **Word of mouth** happens in conversations.
- Act like a party host for your customers and fans
- No one can develop your relationships as well as you can
- Don't use social media as another channel to make broadcasts

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