

# INCREASING YOUR ONLINE PRESENCE

With Social Networking Tools

# Social Networking Advantages

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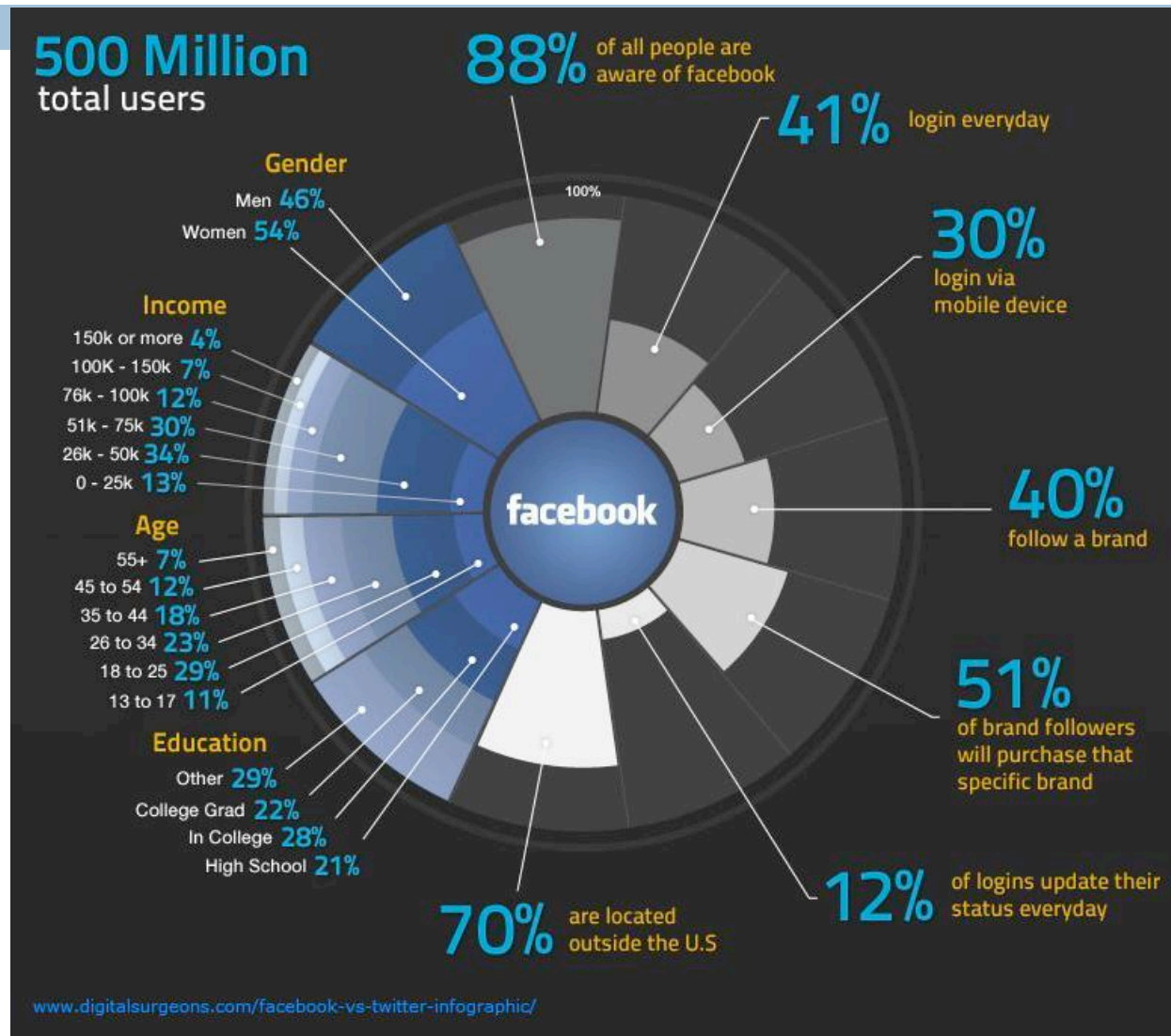
- FREE!
- Easily accessible
  - Anyone can sign up
  - Updated in real-time
- Community-oriented
- Mobile-accessible

# Facebook

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- Social network
- Groups vs. pages vs. profiles
- More than 500 million active users
- Members can join networks and communities

# Facebook User Statistics



# Facebook—Advantages

- Multimedia-capable
  - Video, photos
- Good for community input
  - The wall-post structure encourages back-and-forth communication
- Potential to reach large audiences
  - More than 500 million users, who knows how many might be interested in your information?

# Facebook—Disadvantages

- Not good for posting documents
- Personal profiles
  - ▣ Need to have a profile to access pages, but some may be uncomfortable with creating a personal profile
- Access
  - ▣ Efficient use requires a good internet connection

# Facebook Profiles

- Profiles are created for one individual
  - Connecting and keeping in touch with friends
  - Profiles are required to administer groups and pages
- New option: Business Account
  - Can be used to administer pages in place of personal profile
  - Limited access to other information on Facebook

# Facebook Pages

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- Represents an organization or entity
- Administered by individuals
- Fans will “like” the page



# Facebook—Examples

- [Wisconsin Lakes Partnership](#)
- [Alliance for the Great Lakes](#)
- [Pelican Lake, Wisconsin](#)
- [Green Lake](#)

# Cautions

- Security

- With any third-party site, using emails and passwords can be a weak spot. Big security incidents are rare, but do sometimes happen.

- Privacy

- Remember that anything online may be seen by others —only post what you're comfortable with.

# Social Media & Strategy

- Social media is just *part* of a larger communication plan
- While Facebook is a great way to engage a new audience, you don't need to abandon your previous communication strategies.