

Social Smarts Live Chat

Jun 23 2010, 2:35 PM

Nichelle (admin): Welcome all from Marc, Suzanne and myself. We're talking today about social media and how we filter all of the advice that's offered from... well, every direction!

Jun 23 2010, 2:36 PM

Nichelle (admin): So let's get to it. I have a question for Guests actually - answer freely...

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Nichelle (admin): In REAL LIFE, when you are looking to do business or partner with someone, what kinds of questions would you ask of them?

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Nichelle (admin): How long have you been in business, maybe?

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lesleac (guest): I would ask them about their experience

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Nichelle (admin): experience, others?

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lesleac (guest): how long they have been in business or doing their line of work

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Gina (guest): What can they bring to the table that I can't already handle/do/get myself. For example contacts, skills etc.

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IndiPitch (guest): who else do they work with?

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Nichelle (admin): good, others

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Icey (guest): I would ask *why* they would be interested in doing business with myselfg

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Icey (guest): myself*

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Tonimiller (guest): how does their business relate to mine

Jun 23 2010, 2:38 PM

osiris661 (guest): what r yur long term goals

Jun 23 2010, 2:39 PM

AshaniMfuko (guest): What their personal and business goals are for the next 1,3,5,to 10 yrs.

Jun 23 2010, 2:39 PM

Nichelle (admin): what about references?

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Tonimiller (guest): personal or business references

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Nichelle (admin): These are all good questions...

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lesleac (guest): yes references are important

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AshaniMfuko (guest): References are always good. Although, people can choose who they want you to contact, and there may be important information that you may not get from their references.

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Nichelle (admin): Marc, if you were approaching someone online for a partnership...

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Nichelle (admin): what's the first question you'd ask in terms of social media?

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lesleac (guest): i feel references are important because sometimes people are just good talkers or good at making a nice first impression

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Marc K: As far as someone who would handle social media for my company?

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Nichelle (admin): Awesome, thanks all.

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Nichelle (admin): Yes, Marc

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osiris661 (guest): importance of references all depends on why your partnering

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Tonimiller (guest): there are legalities to references though, one has to be careful,

Jun 23 2010, 2:42 PM

Marc K: I would want to know more about their non-social media communications history.

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Tonimiller (guest): good idea Marc, let's explore what you mean

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Marc K: More specifically, I think there has to be a realization that social media is a tool, but it's not the only element of an effective communications strategy

Jun 23 2010, 2:43 PM

Marc K: I would want to see a real marketing or PR background, for example

Jun 23 2010, 2:43 PM

Nichelle (admin): Okay, so guests, I'm going to ask you to hold your thoughts for just a moment. I'm going to take some time to ask Marc and Suzanne some questions. And then open the floor.

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Tonimiller (guest): if they were going to represent you would you be concerned that they have similar business experience as you do

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Nichelle (admin): So Marc, an important first question for you then would be who have you worked with before?

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Marc K: Track records are essential.

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Nichelle (admin): And with social media experience, I would look for results...

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Marc K: I'd want to see at least one case study

Jun 23 2010, 2:45 PM

Nichelle (admin): Evidence of their track record?

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Nichelle (admin): Suzanne, can you think of other questions you'd ask of someone...

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Nichelle (admin): wanting to help you with social media and marketing your dance studio online?

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Suzanne Gerety: What relevant industry experience do you have?

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Nichelle (admin): For either of you... what would you consider relevant work or industry experience?

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Tonimiller (guest): I would want to know if they ever owned a dance studio

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Suzanne Gerety: Right - do they 'get' my world

Jun 23 2010, 2:47 PM

Suzanne Gerety: What results have you produced for your current clients?

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Nichelle (admin): So do social media professionals have to be a dance studio owner, or from the dance industry to work with you? Marc?

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Marc K: let me think for a sec

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Suzanne Gerety: I'm focused on building offline and online relationships with people over the long term - so for me it's about taking the time to get to know people rather than jumping at everything

Jun 23 2010, 2:49 PM

Marc K: I think they have to understand the field, or a similar field

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Nichelle (admin): Yes, I think that's true for me too, Suzanne.

Jun 23 2010, 2:50 PM

Tonimiller (guest): I think if you represent dance studio owners you should either owned one or do own one

Jun 23 2010, 2:50 PM

Marc K: ultimately, since in my world, they have to have a marketing and pr background, they have to be able to target appropriate outlets

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Marc K: they have to understand the core business, although maybe not be a part of it

Jun 23 2010, 2:51 PM

Nichelle (admin): How important is marketing and pr experience? If you are going to take guidance, or business advice from someone on your social media efforts?

Jun 23 2010, 2:51 PM

Marc K: I still want extra communications knowledge and experience, which a studio owner may not have

Jun 23 2010, 2:51 PM

Suzanne Gerety: Toni makes a good point, although I cannot speak for all markets and industries it helps that I live and breathe the dance studio world that allows me to connect with and help the most

Jun 23 2010, 2:53 PM

Nichelle (admin): Ultimately, we are talking about business here. But I want to add that going into blogging, I was not thinking about business. However, growing an audience still involves partnerships

Jun 23 2010, 2:53 PM

Tonimiller (guest): some studio owners may have advanced degrees in other areas than dance, they may be career transioners with experience in PR or communications, there are those who offer dance studio social media management but have limited dance or dance studio experience,

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Nichelle (admin): I think I was fortunate to have started in a slightly less cluttered atmosphere

Jun 23 2010, 2:54 PM

Suzanne Gerety: I think that in regards to social media there is not 'one' solution for every person or business

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Marc K: To which my gut response is "what is dance studio social media management" as a service?

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Nichelle (admin): Good question, Marc. Do you have some thoughts?

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Marc K: I think it brings us to the core issue, which is the overflow of information from "social media experts"

Jun 23 2010, 2:56 PM

Tonimiller (guest): I think teachers need a cut and paste approach something they can simply modify for their specific purpose similar to the combinations offered to them in summer seminars and workshops

Jun 23 2010, 2:56 PM

Marc K: Ultimately, if someone is going to be communicating on behalf of my brand and my business, I want to know that they have the pr and marketing experience to execute

Jun 23 2010, 2:56 PM

Nichelle (admin): Ok, toni. I'm going to ask for a breather for a second. We'll get to the approach.

Jun 23 2010, 2:56 PM

Suzanne Gerety: I would add that social media when done well is infused with your personality, mission, vision and values - only YOU know that best

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Tonimiller (guest): I agree Suzanne

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Nichelle (admin): I have asked that guests hold off for a moment. Thank you.

Jun 23 2010, 2:57 PM

Marc K: That means, they need to be a part of a bigger initiative than just social media

Jun 23 2010, 2:57 PM

Tonimiller (guest): ☺

Jun 23 2010, 2:58 PM

Nichelle (admin): So let's get to what it means to be an "expert."

Jun 23 2010, 2:58 PM

Marc K: SM needs to be considered along with every other marketing option, especially when considering expenditure of time and resources

Jun 23 2010, 2:58 PM

Suzanne Gerety: Expert is used so loosely it has lost it's power

Jun 23 2010, 2:58 PM

Nichelle (admin): What are some of the concerns in the way social media experts have presented themselves?

Jun 23 2010, 2:59 PM

Suzanne Gerety: We should ban the use of expert and get more creative

Jun 23 2010, 2:59 PM

Tonimiller (guest): SG ☺

Jun 23 2010, 2:59 PM

Marc K: I take the position that anyone who calls themselves a social media expert... isn't one

Jun 23 2010, 2:59 PM

Marc K: The people that I do know who are "experts", all include SM under a bigger umbrella

Jun 23 2010, 2:59 PM

Nichelle (admin): Yes, experts in social media are professionals in other things usually

Jun 23 2010, 3:00 PM

Suzanne Gerety: We need to view social media as an incredible tool to connect with some very talented people - sift through the noise - and learn from the information that can map on to your particular style

Jun 23 2010, 3:00 PM

Nichelle (admin): So social media is only one portion of a marketing initiative?

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Suzanne Gerety: Precisely - social media is NOT the silver bullet

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Marc K: Yes.

Jun 23 2010, 3:01 PM

Suzanne Gerety: But it is a very, very fast way to connect, build relationships, grow your network, and leverage your TRUE talents

Jun 23 2010, 3:02 PM

Marc K: Here's how one friend of mine, who is a real expert, describes what they do: "I create communication strategies..."

Jun 23 2010, 3:02 PM

Suzanne Gerety: In fact, those that are using social media to sell and have one-sided conversations will surely say that it's a waste of time

Jun 23 2010, 3:02 PM

Marc K: Suzanne brings up a great point.. what are good uses for SM

Jun 23 2010, 3:02 PM

Nichelle (admin): So for anyone trying to grow a business, is it wise to avoid those using titles like expert... Ninja... guru??

Jun 23 2010, 3:03 PM

Suzanne Gerety: Ninja especially Unless you are one

Jun 23 2010, 3:03 PM

Nichelle (admin): LOL

Jun 23 2010, 3:03 PM

Marc K: I just think the people who fit those terms know better than to use them, lest they be lumped in with the dregs

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Nichelle (admin): So what are the uses of social media? What do we use it for?

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Suzanne Gerety: I have actually had the pleasure of meeting 'in real life' many of the people I connect with on SM. What can you do for other people that would add value, forward the conversation?

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Marc K: I agree. It's a terrific way to build and maintain relationships, around a conversation

Jun 23 2010, 3:05 PM

Nichelle (admin): So it is a way to connect with customers

Jun 23 2010, 3:05 PM

Suzanne Gerety: Yes, there is a real thing - Social Media Marketing - but it can't be that all the time

Jun 23 2010, 3:05 PM

Nichelle (admin): or your audience

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Nichelle (admin): As in marketing=selling, Suzanne?

Jun 23 2010, 3:05 PM

Suzanne Gerety: You can earn a reputation quickly on SM

Jun 23 2010, 3:05 PM

Nichelle (admin): It can't be selling all the time?

Jun 23 2010, 3:05 PM

Suzanne Gerety: Like, a one-sided tweeter

Jun 23 2010, 3:06 PM

Suzanne Gerety: A 'over zealous update poster'

Jun 23 2010, 3:06 PM

Suzanne Gerety: Sell, sell, sell

Jun 23 2010, 3:06 PM

Marc K: It's the party analogy. You don't want to be the person who shows up at the party and only talks about themselves

Jun 23 2010, 3:07 PM

Suzanne Gerety: People will want to do business with you if you show up being the type of person they'd want to do business with. There are lots of choices on where people can spend their time and money

Jun 23 2010, 3:07 PM

Suzanne Gerety: That's actually the really cool thing about social media. It's like one big audition all the time

Jun 23 2010, 3:08 PM

Nichelle (admin): So people positioning themselves as experts... we've talked about the fact that many fail to put social media in context of other marketing efforts...

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Nichelle (admin): we've talked about the concern that they have little hands-on experience...

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Suzanne Gerety: Yes, there are many channels you can market through - social media is 'personality marketing' in my opinion

Jun 23 2010, 3:09 PM

Suzanne Gerety: Yes "big hat no cattle"

Jun 23 2010, 3:09 PM

Marc K: Great way to put it Suzanne

Jun 23 2010, 3:10 PM

Nichelle (admin): some seem to have little experience in the niche and on top of that little experience in those other areas we talked about... marketing, PR, etc...

Jun 23 2010, 3:10 PM

Suzanne Gerety: Right - I see this in other industries too.

Jun 23 2010, 3:10 PM

Nichelle (admin): For me, I may be simplifying, but I'd want to see at least one or the other or both on their resume

Jun 23 2010, 3:10 PM

Suzanne Gerety: I'm married to a professional keynote speaker and author, happens across other platforms/niches

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Nichelle (admin): (areas of experience I mean... the business side and the arts side)

Jun 23 2010, 3:11 PM

Suzanne Gerety: So, again, since we are still in the 'fairly new' territory with SM going mainstream, it's key as professionals, colleagues, business people that we take time to get to know the 'true colors' of people b-4 jumping in

Jun 23 2010, 3:12 PM

Marc K: Do they have communications and marketing capabilities once you take SM away?

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Nichelle (admin): Yes, Suzanne, with the explosion of SM, there are "experts" in every niche

Jun 23 2010, 3:12 PM

Suzanne Gerety: Marc, great point when the curtain is pulled back what's really behind it?

Jun 23 2010, 3:12 PM

Nichelle (admin): Marc, great way of putting it. What's behind the curtain?

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Suzanne Gerety: I'd also like to say, this isn't about people being perfect, or flawless - we're all human

Jun 23 2010, 3:13 PM

Nichelle (admin): Like someone said before, what skills do they bring to the table? And are the skills relevant? And.... we're getting to this too. Are they real?

Jun 23 2010, 3:13 PM

Suzanne Gerety: BUT you have a BIG responsibility if you are providing services/information/consulting to people and don't have a background

Jun 23 2010, 3:14 PM

Suzanne Gerety: or true training/experience to back it up

Jun 23 2010, 3:14 PM

Marc K: When I first started on twitter, there was a social media expert for dance studios who was shouting social media from the rooftops

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Marc K: Literally presenting it like a get rich scheme.

Jun 23 2010, 3:16 PM

Marc K: She had no background in marketing, less sense, and I think some people got taken in

Jun 23 2010, 3:16 PM

Suzanne Gerety: Here's the thing, I'd have never connected with some amazing people had it not been for SM. But I've also learned to be very cautiously optimistic

Jun 23 2010, 3:16 PM

Suzanne Gerety: Well said Marc,

Jun 23 2010, 3:16 PM

Marc K: It's important to have a process, or to have tools to employ to vet those people

Jun 23 2010, 3:17 PM

Marc K: When you're running a studio, you don't want to take the risk that your new semester enrollment is going to take a hit because you followed bad advice

Jun 23 2010, 3:17 PM

Suzanne Gerety: Right - like a 'gut' checklist

Jun 23 2010, 3:17 PM

Nichelle (admin): Ok, as a blogger and a teacher, I teach what I know. Lots of people are out there just "teaching" what they know and have learned from using SM...

Jun 23 2010, 3:18 PM

Marc K: The problem with people like that Nichelle, is that they haven't necessarily seen the "other" side of the cycle, or experienced things gone wrong.

Jun 23 2010, 3:18 PM

Nichelle (admin): Yes, so there is a risk in taking their advice

Jun 23 2010, 3:18 PM

Suzanne Gerety: Exactly, and Marc truly SM is something that SO's have a mixed opinion about b/c even at our studio we had some fallout to manage from a former disgruntled employee - it's not all 'popcorn & balloons' as I like to say

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Nichelle (admin): I'm going to relate this to blogging cause it's what I know...

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Nichelle (admin): I am a dance teacher, I don't know everything, I write about dance...

Jun 23 2010, 3:21 PM

Suzanne Gerety: Our guests have generously given their time to be on this chat should we see what they have to say?

Jun 23 2010, 3:21 PM

Nichelle (admin): I don't pretend that I've worked or danced for NYCB if I haven't. It's transparent.

Jun 23 2010, 3:22 PM

Nichelle (admin): If you want to pay me for an ebook I write, you are paying ME for what I know not what I'm pretending I know...

Jun 23 2010, 3:22 PM

Tonimiller (guest): hmmm

Jun 23 2010, 3:22 PM

Nichelle (admin): and that's where a lot of social media experts are failing... they are "faking it to make it" pretending they know when they don't. Not all... but lots that are jumping on the bandwagon.

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Suzanne Gerety: Well said Nichelle

Jun 23 2010, 3:23 PM

Nichelle (admin): Okay, so one question at a time from Guests. What would you like to ask?

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Tonimiller (guest): do you have an agenda for this chat, a list of questions or???

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Nichelle (admin): an agenda? there are talking points. some have been covered, some not.

Jun 23 2010, 3:24 PM

Suzanne Gerety: We have been working off of a list but also 'dancing in the conversation'

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lesleac (guest): i just want to say before i go that this was very helpful. It reminded me to screen people I deal with online just as I do in "real life"

Jun 23 2010, 3:25 PM

lesleac (guest): a big thank you to Nichelle, Suzanne, and Marc

Jun 23 2010, 3:25 PM

Nichelle (admin): Thanks leslea, we are actually going to get to some methods for "screening" so please check the archive later

Jun 23 2010, 3:25 PM

Marc K: The ability to screen people is a good skill to develop.

Jun 23 2010, 3:26 PM

Nichelle (admin): Any questions from others? I know the typed chat is tricky - it's a lot at once.

Jun 23 2010, 3:26 PM

lesleac (guest): thank you Nichelle and yes i agree Marc, although sometimes hard to do behind a computer

Jun 23 2010, 3:26 PM

Tonimiller (guest): FYI most onine chats have a list of questions to support the discussion, I don't understand what today's purpose was with the exception of Suzanne whom I follow offline

Jun 23 2010, 3:26 PM

Tonimiller (guest): oops online

Jun 23 2010, 3:26 PM

Marc K: It can actually be a fairly easy process. You may not get 100% certainty, but if you can get more than 50%, you're in good hands

Jun 23 2010, 3:26 PM

lesleac (guest): thankfully i am starting to develop those skills for my online contacts as well

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Tonimiller (guest): how do you propose to make these discoveries

Jun 23 2010, 3:27 PM

lesleac (guest): after this chat i will be sure to practice more!!

Jun 23 2010, 3:28 PM

Suzanne Gerety: Tonimiller I think the key take-away for anyone who took the time today to be here would be to approach social media gurus with a discerning eye

Jun 23 2010, 3:28 PM

lesleac (guest): well its simple toni, just go off of your vibes and feelings, just like you do with people you do business with in real life

Jun 23 2010, 3:28 PM

Nichelle (admin): So, when I'm trying to figure out if I want to learn from, take advice, or consult with someone I've met online...

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Marc K: I think the first thing you can do is to simply observe their behavior. From a practical perspective, imagine your brand being included in everything they tweet or say in their status update

Jun 23 2010, 3:28 PM

Nichelle (admin): the first thing, honestly, that I do is look at the way they describe themselves (which we've talked about)

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Nichelle (admin): Then I watch...

Jun 23 2010, 3:29 PM

Marc K: You can look at their twitter follower quality (as opposed to their count) if they're on there

Jun 23 2010, 3:29 PM

Suzanne Gerety: But even more so, realize that social media is not the 'answer' it's the 'access' to connecting with real-people who actually run businesses or services offline and to take time to find out if they are the right fit for you

Jun 23 2010, 3:29 PM

Marc K: Are they being followed by more than spambots? Or are they being followed by real people within the same field

Jun 23 2010, 3:29 PM

Nichelle (admin): Okay so Marc, let's talk about twitter quality - quality of followers...

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lesleac (guest): social media is open for everyone but its our choice who we want to associate with

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lesleac (guest): i think thats the moral of this chat

Jun 23 2010, 2:30 PM

lesleac (guest): am i right?

Jun 23 2010, 2:30 PM

Tonimiller (guest): social medi is too new and in a state of flux, I think you need to adopt a wait and see approach, some purchase followers on Twitter and Facebook

Jun 23 2010, 2:30 PM

Suzanne Gerety: Well said Leslea

Jun 23 2010, 2:30 PM

Marc K: Are they setting up multiple online identities? Do they have 5 twitter accounts and 20 facebok pages? Are they participating in online chats under one name, but posting similar comments on facebook under another

Jun 23 2010, 2:30 PM

lesleac (guest): same as your real life business contacts

Jun 23 2010, 2:30 PM

Nichelle (admin): Thanks leslea... good business sense

Jun 23 2010, 2:31 PM

lesleac (guest): i like to surround myself with legit, profession people

Jun 23 2010, 2:31 PM

Suzanne Gerety: tonimiller, I think it's safe to say that with Facebook in particular - I'm all for businesses and brands using ads and methods to get the word out about a product or service

Jun 23 2010, 2:31 PM

Suzanne Gerety: The key is as the consumer to then have the tools to determine if that is the business you want to open your wallet or give your time to

Jun 23 2010, 2:32 PM

Nichelle (admin): Okay Suzanne and Marc,

Jun 23 2010, 2:32 PM

Marc K: One thing to clarify... one can't actually "buy" fb followers as far as I know.

Jun 23 2010, 2:32 PM

lesleac (guest): Well thanks again everyone for this chat. I must run.

Jun 23 2010, 2:32 PM

Nichelle (admin): I want to make a list... when I'm watching on Twitter (let's say) what am I watching, where am I looking?

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Tonimiller (guest): SG but unfortunately the newbies don't realize this and think you have actual followers, I actually delte some who follow me on Twitter, may not be appropriate to my brand

Jun 23 2010, 2:33 PM

Marc K: Which brand toni? AADI or DanceStudioBiz?

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Tonimiller (guest): Marc you can for under \$200 a month, seen lots of ads for it and for twitter, or you can make ads and promote on both

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Marc K: Ads are different. But you

Jun 23 2010, 2:34 PM

Tonimiller (guest): Marc have no idea what you are talking about on both I am a dancewear person

Jun 23 2010, 2:34 PM

Suzanne Gerety: I actually connect with a diverse group that make up professional speakers, authors, marketers, dance related people, working moms, etc so I thrive on the diverse crew

Jun 23 2010, 2:35 PM

Nichelle (admin): We are getting off track, so I'm going to ask again that guests hold off on comments. When I'm on twitter, and someone follows, strikes up conversation, and is interested in partnering...

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Suzanne Gerety: I always first go and visit their website or sites listed in their profile

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Nichelle (admin): where do I look? what am I watching for? how do I examine that follower list for example?

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Suzanne Gerety: Then try and find them on Facebook if they have a public page to see what kind of interactions they're having

Jun 23 2010, 2:36 PM

Marc K: I actually make a vetting step before looking at websites.

Jun 23 2010, 2:36 PM

Suzanne Gerety: I check to see if they are listed on twitter

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Nichelle (admin): Okay, Mark and what is that process?

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Marc K: Again, it's how they describe themselves. If they say social media expert, or expert, I don't even bother

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Marc K: If their tweet stream is full of tweets delivered via API that's also a sign of a spammer

Jun 23 2010, 2:38 PM

Nichelle (admin): Okay, then what... maybe they aren't saying that, then where do we go? Right there on twitter..

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Nichelle (admin): API (for those who don't know, Marc...)

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Marc K: API is a programming interface by which one can directly deliver updates into twitter (or other applications)

Jun 23 2010, 2:40 PM

Marc K: Tweetdeck, for example uses the API, but when you use tweetdeck it says so. If it says "via API" it means they're essentially mainlining it directly into twitter

Jun 23 2010, 2:40 PM

Nichelle (admin): I also look at their tweets to see if all are links back to themselves

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Nichelle (admin): Great, thanks for clarifying that Marc.

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Marc K: which requires real programming knowledge...

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Marc K: I also look at the people whom I follow as curators of information, and how they curate. For instance, when they share links... are they transparent

Jun 23 2010, 2:41 PM

Nichelle (admin): curating is a good term, what do you mean by transparent (it's a popular word lately)

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Marc K: in the sense of: when they rave about a blog post, are they sharing someone else's post, or sharing their own

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Marc K: It's fine if they share their own, but it's a question of the manner in which they share

Jun 23 2010, 2:42 PM

Nichelle (admin): are they insulting the intelligence of their audience in other words...

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Suzanne Gerety: Right, I'd also add that it's incredibly frustrating to be misled when someone says, 'check out my new blog post' and it's a year+ old

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Marc K: or "check out this great blog post" and it's theirs

Jun 23 2010, 2:43 PM

Suzanne Gerety: It's totally cool to repost a popular older blog - just let me know that it's one from the archives

Jun 23 2010, 2:43 PM

Nichelle (admin): yes, there's an inherent untruthfulness in that... people aren't stupid and don't like to be patronized

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Nichelle (admin): so that's a simple way of gauging transparency, are there other ways?

Jun 23 2010, 2:44 PM

Suzanne Gerety: each of us only have 24 hrs in the day, be straight in your communication and it will do the world wonders

Jun 23 2010, 2:45 PM

Suzanne Gerety: Yes, transparent to me with 'brands' are when they show the human side, talk about what's going on behind the scenes, share 'real life' non-perfect moments when appropriate

Jun 23 2010, 2:45 PM

Nichelle (admin): I can tell an expert doesn't know a thing about social media when I can see they know nothing about blogging -- it is sort of the original social media...

Jun 23 2010, 2:45 PM

Suzanne Gerety: Great point Nichelle

Jun 23 2010, 2:45 PM

Marc K: Actually Nichelle, I would even go earlier.

Jun 23 2010, 2:46 PM

Marc K: In 1994, I was helping market new music releases on the usenet message boards

Jun 23 2010, 2:46 PM

Suzanne Gerety: transparent - for individuals is when you take the time to actually @reply to people

Jun 23 2010, 2:46 PM

Marc K: The rules are the same now as they were then. Don't start posting about how great an album is. Try to engage the regular posters to discuss the album.

Jun 23 2010, 2:47 PM

Marc K: social media is no different.

Jun 23 2010, 2:47 PM

Suzanne Gerety: love that Marc - great point

Jun 23 2010, 2:47 PM

Nichelle (admin): I'll go to an expert's page from twitter and they don't understand how to properly cite or link or title posts -- that tells me that they're not being truthful about the time they've spent engaged online

Jun 23 2010, 2:47 PM

Marc K: Which brings us to another point about vetting experts... it's seeing the dialogue that they're able to generate around their own promotional efforts.

Jun 23 2010, 2:48 PM

Nichelle (admin): ... cause if I know how to do that stuff, then they are behind me even!

Jun 23 2010, 2:48 PM

Nichelle (admin): yes, good point Marc

Jun 23 2010, 2:49 PM

Nichelle (admin): that goes back to the big hat, no cattle thing again...

Jun 23 2010, 2:49 PM

Suzanne Gerety: Last summer I saw someone speak at an industry event (not a dance related one) who claimed 'social media expert' and didn't even know how to use a hashtag in Twitter

Jun 23 2010, 2:50 PM

Nichelle (admin): doh!

Jun 23 2010, 2:50 PM

Suzanne Gerety: How does a person like that get through gatekeepers and people deciding upon who's going to be positioned as the expert? Which goes back to - as consumers/users of the interface you have to take the time to really dig into what's going to be true for you

Jun 23 2010, 2:51 PM

Nichelle (admin): There are hundreds of sites on social media marketing, it is easy to lift ideas and the proper promotional language

Jun 23 2010, 2:51 PM

Nichelle (admin): how do we spot this?

Jun 23 2010, 2:52 PM

Suzanne Gerety: Every industry has copy cats

Jun 23 2010, 2:53 PM

Nichelle (admin): the language has to match up with results don't you think?

Jun 23 2010, 2:53 PM

Suzanne Gerety: However, as the consumer, you may not be able to tell the original from the knock-offs right away

Jun 23 2010, 2:54 PM

Suzanne Gerety: Results, clients, testimonials, longevity, etc are where to look

Jun 23 2010, 2:54 PM

Nichelle (admin): so if I see the language, I look next for actual people they've helped or worked with

Jun 23 2010, 2:54 PM

Nichelle (admin): right, results, clients...

Jun 23 2010, 2:54 PM

Nichelle (admin): BOTH have to be there, agreed?

Jun 23 2010, 2:54 PM

Suzanne Gerety: This is a free country, we can all set up shop, post a website, open a dance studio for that matter

Jun 23 2010, 2:54 PM

Nichelle (admin): Even if the info is free, in my book!

Jun 23 2010, 2:55 PM

Suzanne Gerety: yes Nichelle, results and clients = you're doing something right/well

Jun 23 2010, 2:55 PM

Marc K: ultimately, the differentiator is are they talking about real life cases or not

Jun 23 2010, 2:55 PM

Nichelle (admin): Yes - consumer has responsibility to do their homework

Jun 23 2010, 2:55 PM

Guest383 (guest): ☺

Jun 23 2010, 2:56 PM

Nichelle (admin): yes, I've seen experts skillfully use language to speak in hypotheticals...

Jun 23 2010, 2:56 PM

Suzanne Gerety: are there more questions? Would love to hear from our guests?

Jun 23 2010, 2:56 PM

Marc K: that way, you can also go back, possibly look at the campaigns, and see the results

Jun 23 2010, 2:56 PM

Nichelle (admin): Yes, guests are there questions, thank you for sticking with us...

Jun 23 2010, 2:57 PM

Nichelle (admin): typed chat is slower than phone, I appreciate you are still here

Jun 23 2010, 2:57 PM

Nichelle (admin): Questions?

Jun 23 2010, 2:57 PM

Tonimiller (guest): what kinds of social media is the best, facebook, twitter

Jun 23 2010, 2:57 PM

Tonimiller (guest): sorry if that is the wrong question to ask

Jun 23 2010, 2:57 PM

Nichelle (admin): There is no best. One size does not fit all. Professionals know that.

Jun 23 2010, 2:58 PM

Tonimiller (guest): should campaigns include many

Jun 23 2010, 2:58 PM

Marc K: I think it also depends on what your ultimate goals for the social interaction are



Jun 23 2010, 2:58 PM

Suzanne Gerety: Exactly

Jun 23 2010, 2:59 PM

Marc K: and how that platform supports those goals

Jun 23 2010, 2:59 PM

Tonimiller (guest): does anyone of the 3 here consider themselves to be an expert in a field

Jun 23 2010, 2:59 PM

Suzanne Gerety: For people who are new to social media, it can be overwhelming to think that you have to manage and maintain dialogs on multiple platforms

Jun 23 2010, 3:00 PM

Suzanne Gerety: I would consider myself experienced in certain areas

Jun 23 2010, 3:00 PM

Suzanne Gerety: and trained and educated as well

Jun 23 2010, 3:00 PM

Nichelle (admin): Not at all. We've just been around for 2 years. I have no marketing or PR background, I've not owned a studio, I'm a dance teacher and a writer

Jun 23 2010, 3:00 PM

Marc K: Experienced practitioner, but I wouldn't call myself an expert

Jun 23 2010, 3:00 PM

Nichelle (admin): Sorry I've been around for 2 years.

Jun 23 2010, 3:00 PM

Suzanne Gerety: such that I have insights and things to say but not expert

Jun 23 2010, 3:01 PM

Tonimiller (guest): so what was the purpose of the chat again

Jun 23 2010, 3:01 PM

Nichelle (admin): Marc has been using online technology probably the longest

Jun 23 2010, 3:01 PM

Tonimiller (guest): to discuss social media or???

Jun 23 2010, 3:01 PM

Nichelle (admin): To share how we filter all the noise from social media experts...

Jun 23 2010, 3:01 PM

Tonimiller (guest): sometimes people are branded an "expert" by others when that was not their intent agree

Jun 23 2010, 3:02 PM

Marc K: We've had great success in relationship building via sm platforms, and success in avoiding other relationships

Jun 23 2010, 3:02 PM

Suzanne Gerety: We're doing the opposite here of claiming to be experts in social media, but instead shedding the light on how to know where to invest your precious time and resources

Jun 23 2010, 3:02 PM

Tonimiller (guest): and why are you doing that what is the purpose of all 3 of you or intent

Jun 23 2010, 3:03 PM

Suzanne Gerety: Personally I've had members approach me about how they've completely abandoned SM b/c of some fallout

Jun 23 2010, 3:03 PM

Nichelle (admin): This was all covered before, in past posts toni. I'd like to know if other guests have questions, thank you.

Jun 23 2010, 3:04 PM

Nichelle (admin): I'm feeling that toni is highjacking things a bit. I apologize to other guests and would like to now if anyone else has questions.

Jun 23 2010, 3:05 PM

Marc K: We've also witnessed cases where people have proclaimed themselves to be sm experts, only to announce (via youtube no less), that they were frauds.

Jun 23 2010, 3:06 PM

Suzanne Gerety: any other questions or comments?

Jun 23 2010, 3:06 PM

Lydia (guest): I'd like to hear a little bit about how important consistency is in terms of posting updates/tweets for business.

Jun 23 2010, 3:07 PM

Marc K: Excellent question.

Jun 23 2010, 3:07 PM

Nichelle (admin): Consistency is key I think, Lydia. From both companies/business and the experts themselves

Jun 23 2010, 3:07 PM

Marc K: I think consistency of voice is key

Jun 23 2010, 3:07 PM

Lydia (guest): I see.

Jun 23 2010, 3:07 PM

Marc K: I think consistency of quality is key

Jun 23 2010, 3:08 PM

Suzanne Gerety: In my personal opinion I think that some businesses 'over update' meaning they verge on the line of annoying and run risk of being the 'talk of the town for all the wrong reasons'

Jun 23 2010, 3:08 PM

Nichelle (admin): As marc mentioned before, curating links and statements of value on a regular basis

Jun 23 2010, 3:08 PM

Marc K: I think consistency of quantity needs to be evaluated on a case-by-case basis

Jun 23 2010, 3:09 PM

Suzanne Gerety: But if you're updating with quality/relevant content frequently - great

Jun 23 2010, 3:09 PM

Marc K: Part of the problem is that it's hard to get "negative" feedback on platforms such as facebook. It's hard to tell if someone is hiding you in their feed, or generally ignoring you.

Jun 23 2010, 3:09 PM

Lydia (guest): exactly

Jun 23 2010, 3:09 PM

Marc K: You can only measure the positive... interactions, retweets, etc

Jun 23 2010, 3:10 PM

Nichelle (admin): quantity - yes, I think if there is a balance of good quality then quantity (lot of tweets or just a few) is tolerable either way

Jun 23 2010, 3:10 PM

AshaniMfuko (guest): DO you think that it's important for people to recognize that building a presence in social media and those relationships is something that takes time, and doesn't happen overnight? Just like in real-life...

Jun 23 2010, 3:10 PM

Marc K: On twitter, I use a tool that tells me when I've been unfollowed. I've been unfollowed thousands of times at this point, but only a handful of times by "real people"

Jun 23 2010, 3:11 PM

Marc K: Absolutely Ashani.

Jun 23 2010, 3:12 PM

Suzanne Gerety: Ashani, definitely yes. The practical application is related to the 'hometown' dance studio. They don't need to friend up the whole world - if they already have students it should be a natural progression to easily build their online community

Jun 23 2010, 3:12 PM

AshaniMfuko (guest): Marc, sometimes I forget that I have the option to unfollow people. Then when reading a completely inappropriate or annoying tweet, I remember. It feels so good to unfollow people sometimes! lol

Jun 23 2010, 3:12 PM

Nichelle (admin): Ashani, yes I think that's very important. And very important when you are watching one who wants to partner with you.

Jun 23 2010, 3:13 PM

Marc K: The trick is to be able to measure your real growth and productivity. Are you being followed/fanned/liked by people who are within your potential customer base?

Jun 23 2010, 3:13 PM

Marc K: What is the value of those potential customers, etc.

Jun 23 2010, 3:14 PM

Nichelle (admin): If I'm going to take the relationship to the next step... watching is important.

Jun 23 2010, 3:14 PM

AshaniMfuko (guest): Thank you Suzanne and Marc. Nichelle, absolutely! That's one of the many things that I respect about you and Suzanne. You guys are no nonsense, and very careful about who you connect with. That is definitely a must. I always say, it's social media, but it's also real-life and real people.

Jun 23 2010, 3:14 PM

AshaniMfuko (guest): Nichelle, it's almost like dating someone lol.

Jun 23 2010, 3:14 PM

Nichelle (admin): Yes, let's go further with that... WHY are we careful

Jun 23 2010, 3:14 PM

AshaniMfuko (guest): Great point Marc.

Jun 23 2010, 3:15 PM

Nichelle (admin): Let's be honest about some of the things we've seen...

Jun 23 2010, 3:15 PM

Marc K: Ashani... someone once described social media to me as dating, except everyone you had a date with has a megaphone with which to share details of the date with the world

Jun 23 2010, 3:15 PM

Marc K: (although they said it much more cleanly and succinctly)

Jun 23 2010, 3:16 PM

Suzanne Gerety: The "Why" for me Nichelle is that I truly do love what social media can give access to for people - but it's also a tool where people can say hurtful things and such (just look at any middle school/high school)

Jun 23 2010, 3:17 PM

Nichelle (admin): I've seen marketers putting up facebook pages about a topic, an alumni association or an organization...

Jun 23 2010, 3:17 PM

Marc K: Evidently, judging by twitter and facebook, it looks like someone isn't happy with the date they just went on

Jun 23 2010, 3:17 PM

Suzanne Gerety: So the why for me is that it's my reputation and the real life person that I am sitting behind the computer that I have to a. protect b. have awareness of what's going on

Jun 23 2010, 3:18 PM

AshaniMfuko (guest): Nichelle, I think you're careful for a couple of reasons....1, you've had those bad experiences with people in social media who were not who

they said they were and 2, you of course don't want to associate with people online, or in real-life for that matter, who are not on the same page as you when it relates to business practices and values in general.

Jun 23 2010, 3:18 PM

Nichelle (admin): ...sorry, interrupted for a moment. the organization is fake. No transparency.

Jun 23 2010, 3:20 PM

Marc K: LinkedIn should be noted as a good tool for background checks as well

Jun 23 2010, 3:20 PM

Suzanne Gerety: Agreed

Jun 23 2010, 3:20 PM

Nichelle (admin): I've seen someone I ran into a long time ago on Twitter, tout her expertise in SM, later apologize that she lied about her experience, and then a month later start a new page telling people how to earn 6-figures online

Jun 23 2010, 3:21 PM

Nichelle (admin): We all know there are snake-oil salesman.

Jun 23 2010, 3:21 PM

AshaniMfuko (guest): Yes, it's hard to perpetrate a fraud on LinkedIn lol.

Jun 23 2010, 3:21 PM

Marc K: It's harder... definitely. Obviously, you can create a fake profile, but people are much more difficult to connect with via LinkedIn.

Jun 23 2010, 3:21 PM

Nichelle (admin): Yes, let's get to the tools - the ways to check up on seeing if you are getting the whole story.

Jun 23 2010, 3:22 PM

Suzanne Gerety: Nichelle, good point. And then there are the true social media 'experienced' people who really do offer incredible information who we want to mention are worth learning from

Jun 23 2010, 3:22 PM

Nichelle (admin): Marc you said to me once that you can probably eliminate 95% of social media experts w/in a few minutes...

Jun 23 2010, 3:22 PM

Marc K: 1.) Are they calling themselves an expert?

Jun 23 2010, 3:23 PM

Nichelle (admin): It's not magic is it ☺

Jun 23 2010, 3:23 PM

Marc K: 2.) Do they come from a marketing/pr/branding background?

Jun 23 2010, 3:23 PM

Marc K: 3.) Do they have case studies or clients?

Jun 23 2010, 3:23 PM

Marc K: 95% don't.

Jun 23 2010, 3:24 PM

Nichelle (admin): 4) Is anyone talking about them?

Jun 23 2010, 3:24 PM

Marc K: Yes on 4 as well. That's actually the original algorithm behind google's search engine, btw

Jun 23 2010, 3:25 PM

Marc K: Page rank was a way to measure scholarly success by measuring how often academics were cited by other academics on a topic

Jun 23 2010, 3:25 PM

Nichelle (admin): Social media is a huge keyword and spam bots follow it like crazy...

Jun 23 2010, 3:25 PM

Nichelle (admin): How do we check if real people are following someone?

Jun 23 2010, 3:26 PM

Marc K: bit.ly is a good way to get a quick glance at the conversations taking place

Jun 23 2010, 3:26 PM

Nichelle (admin): It can appear like they have lots of hits right? But it's really just spam...

Jun 23 2010, 3:26 PM

Marc K: and to see if they're legitimate, or spambots picking up predetermined search terms

Jun 23 2010, 3:27 PM

Marc K: You can see highly inflated traffic counts as a result of people feeding their posts into twitter and having them picked up by bots

Jun 23 2010, 3:27 PM

Marc K: but you also need additional context.

Jun 23 2010, 3:27 PM

Nichelle (admin): How do you tell if they are inflated?

Jun 23 2010, 3:28 PM

Marc K: It's hard to tell with certainty, but you can employ tools to get a decent answer

Jun 23 2010, 3:28 PM

Marc K: For instance, does the traffic represent a spike?

Jun 23 2010, 3:29 PM

Marc K: eg. if a blog gets 500 hits a day, and then gets 50,000, you should investigate

Jun 23 2010, 3:29 PM

Marc K: Does bit.ly show spambots resyndicating the article?

Jun 23 2010, 3:29 PM

Marc K: Is there conversation around the article?

Jun 23 2010, 3:30 PM

Nichelle (admin): Yes, my articles get both RTs and conversation from real people and then accounts that just look for key words and resyndicate - you have to look at the balance

Jun 23 2010, 3:31 PM

Marc K: Actual conversation is the strongest indicator of quality

Jun 23 2010, 3:32 PM

Nichelle (admin): I wouldn't claim for instance that 50 people RTed my article if 25 of those were just the bots for instance... but that's one way social media experts try to "talk big"

Jun 23 2010, 3:32 PM

Suzanne Gerety: This has been really great Marc, Nichelle, guests - I naturally have to get back to my offline life - our recital weekend kicks off tomorrow and my kids need dinner. Thank you for including me in this informative chat

Jun 23 2010, 3:32 PM

Nichelle (admin): Thank you so much Suzanne!!

Jun 23 2010, 3:33 PM

AshaniMfuko (guest): Thanks for your input Suzanne. This was very informative.

Jun 23 2010, 3:33 PM

Nichelle (admin): I will wrap things up, because I know people have to go.

Jun 23 2010, 3:33 PM

Marc K: It's been great to actually have this conversation out in the open. We usually have it off line

Jun 23 2010, 3:33 PM

Nichelle (admin): Yes, it's true Marc

Jun 23 2010, 3:33 PM

Suzanne Gerety: No thank you! There's always 'five points to go' more to learn, ways to grow, people to learn from, mistakes to avoid. Good stuff.

Jun 23 2010, 3:34 PM

Nichelle (admin): Here's what I'd like to say to wrap up...

Jun 23 2010, 3:34 PM

AshaniMfuko (guest): Nichelle, Marc, Suzanne, thank you again for doing this. It was very useful to me, and I learned a lot. I appreciate it very much. See you guys on Twitter, or Facebook , or something! lol

Jun 23 2010, 3:34 PM

Lydia (guest): Yes, thank you for involving us!

Jun 23 2010, 3:34 PM

Nichelle (admin): ASIDE from the technical stuff, I weed out experts after not a lot of watching just by gauging what they are like and how they interact with others.

Jun 23 2010, 3:35 PM

Nichelle (admin): The point is, you MUST watch!

Jun 23 2010, 3:35 PM

Nichelle (admin): Wait, take a breath, be polite. But people will reveal their true selves after not very long!

Jun 23 2010, 3:35 PM

Nichelle (admin): We saw that even in the chat today!

Jun 23 2010, 3:36 PM

Marc K: That we did. This turned into a live demonstration. Who knew?

Jun 23 2010, 3:36 PM

Nichelle (admin): Before you partner, or endorse, or accept someone's advice just watch!

Jun 23 2010, 3:36 PM

Nichelle (admin): Ha! Yes, Marc I believe it did

Jun 23 2010, 3:37 PM

Nichelle (admin): Are there any questions? I fear that the interruptions may have made it difficult for those with real concerns.

Jun 23 2010, 3:38 PM

Nichelle (admin): No? Well, I hope you got something out of this today. Feel free to contact me via the site <http://danceadvantage.net/contact>

Jun 23 2010, 3:39 PM

AshaniMfuko (guest): Thanks Nichelle!

Jun 23 2010, 3:39 PM

Nichelle (admin): I will post some helpful links that I wanted to share today but I want to thank you all very much for being here.

Jun 23 2010, 3:39 PM

Nichelle (admin): Have a great day!!!

Jun 23 2010, 3:46 PM

Nichelle (admin): Some links:

Jun 23 2010, 3:46 PM

Nichelle (admin): http://business.twitter.com/twitter101/best_practices

Twitter 101 — Best Practices

Jun 23 2010, 3:47 PM

Nichelle (admin): http://www.facebook.com/terms_pages.php

Facebook Pages Guidelines | Facebook

Jun 23 2010, 3:47 PM

Nichelle (admin): <http://www.wisebread.com/7-ways-to-spot-a-social-media-snake-oil-salesperson>

7 ways to spot a social media snake oil salesperson | Wise Bread

Jun 23 2010, 3:49 PM

Nichelle (admin): <http://www.socialmediatoday.com/SMC/195132>

Social Media Gurus Losing Their Luster? | Social Media Today