SOCIAL MEDIA PRESENTATION
SOCIAL MEDIA FACTS

- LinkedIn has over 70 million members in over 200 countries.
- A new member joins LinkedIn approximately every second, and about half of our members are outside the U.S.
  - Source: LinkedIn

- More than 500 million active Facebook users
- 50% of active users log on to Facebook in any given day
- Average user has 130 friends
- People spend over 700 billion minutes per month on Facebook
- More than 70 translations available on the site
- About 70% of Facebook users are outside the United States
- Over 300,000 users helped translate the site through the translations application
  - Source: Facebook

- over 60% of registered Twitter accounts come from outside the U.S.
- After earthquake in Chile, 1200% increase in signups, much of the traffic in Spanish
  - Source: Twitter Blog
Linked-In

- Business Network
- Groups
  - Subgroups
- Connections
- Event announcement
- Job Announcements
- Industry News
FACEBOOK

- Privacy
- Pay Ads - targeted
- Business Application
  - Fan pages
  - Weekly notification
Choose Your Privacy Settings

- **Basic Directory Information**
  To help real world friends find you, some basic information is open to everyone. We also suggest setting basics like hometown and interests to everyone so friends can use those to connect with you. View settings

- **Sharing on Facebook**

<table>
<thead>
<tr>
<th>Everyone</th>
<th>Friends of Friends</th>
<th>Friends Only</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>My status, photos, and posts</td>
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<td></td>
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<tr>
<td>Bio and favorite quotations</td>
<td></td>
<td></td>
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<tr>
<td>Family and relationships</td>
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<td>Photos and videos I’m tagged in</td>
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<td>Religious and political views</td>
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<td>Birthday</td>
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<td>Can comment on posts</td>
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<td>Email addresses and IM</td>
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<tr>
<td>Phone numbers and address</td>
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</tbody>
</table>

  - Customize settings
  - This is your current setting.

- **Applications and Websites**
  Edit your settings for using applications, games and websites.

- **Block Lists**
  Edit your lists of blocked people and applications.

- **Controlling How You Share**
  Learn more about your privacy on Facebook.
Anyone have experience in exporting to Pakistan, and willing to share their experiences?

World Trade Center of Central PA

Certificate of Free Sale for Vietnam requirement has been updated. Find this information along with much more on Our Trade FAQ page http://ow.ly/2iePU

WTC FAQ

When do I need to Fill out a Shippers Export Declaration?

July 29 at 8:23am via HootSuite · Comment · Like · Share

Keep checking our webpage for upcoming events! http://wtccentralpa.org/events.htm

January 29 at 9:50am · Comment · Like · Promote

Follow us on twitter, too! twitter.com/wtccentralpa

August 26, 2009 at 1:25pm · Comment · Like · Promote

Today: Member Roundtable Luncheon: Success and Challenges in the Global Marketplace at Elser Engineering Works...

August 20, 2009 at 10:06am · Comment · Like · Promote

Chat (19)
Twitter

- Microblog
- Examples of what to Tweet
- Replies/Mentions
- Followers
- Keywords
- Hashtags
- Monitoring “Conversations”
- Good/Bad examples
  - Politicians, businesses, etc
- Tweet Ups
Wttcentralpa

That's you!

Lists

Wistrade S Africa's PMI ticks up but pressure remains
http://bit.ly/6x85y5
about 2 hours ago via twitterfeed
Retweeted by you

Congrats!!! RT: @HiAirpot We were featured beside some
tweeting greats in a Boston Globe list of top US Airports on
Twitter....
1:06 PM Jul 30th via HootSuite

Anyone have experience in exporting to Pakistan, and willing to
share their experiences?
11:00 AM Jul 29th via HootSuite

Certificate of Free Sale for Vietnam requirement has been updated.
Find this information along with much more on Our Trade FAQ
document.
6:23 AM Jul 29th via HootSuite

Register for Upcoming Events such as "Members at the Baseball
Game" or the Philadelphia Port Tour here http://ow.ly/2hHIp
8:39 AM Jul 28th via HootSuite
What's happening?

Home

worldtradene... Chips: Baird Downgrades MU, TXN, STM, D... 2 minutes ago via twitterfeed

worldtradene... Obama to Reaffirm Iraq Exit Plan: President Obama will reiterate the U.S.'s determination to end... 2 minutes ago via twitterfeed

COPLA RT @CSISSimonChair: US planning trade complaint against Guatemala: http://nyti.ms/auhaN 2 minutes ago via twitterfeed

COPLA RT @news_islam: New Silk Road Built by China Connects Asia to Latin America http://bit.ly/asuX2D 2 minutes ago via twitterfeed

COPLA RT @CSISSimonChair: The new Silk Road: http://bit.ly/0VuAm 2 minutes ago via twitterfeed
INTEGRATION

- Social Media tied together
  - i.e. WTC has status of Twitter tied to our Linked-in accounts
- Same Status to multiple sites
- HootSuite, Seesmic, etc
- Ping.fm
Ping.fm is a simple and FREE service that makes updating your social networks a snap!

Post From Anywhere » To Anywhere

Post to all of your favorite services!

Signup is free. So get crackin!

* E-mail address: [input field]

* Password: [input field]

* Verify Password: [input field]
FOURSQUARE

- “Checking in”
- See who’s around you via 4square or Twitter
- Good way to Advertise Business
- International
- Integrations with Facebook and Twitter
- Mayors/Badges

**Starbucks**: Starbucks offered $1 off any size Frappuccino® for its mayors. Since running their Mayor Special on foursquare, Starbucks (already the most checked in retailer on the platform prior to running the Special) has seen a 50% increase in Check-Ins at its locations. Also, not only are our users excited about the competition the mayor deal creates but they’re also welcoming the opportunity to try new products! Source: 4Square blog

- Tradeshow usage?
Melissa
York, PA
This is you!
+ Twitter Feed
+ Facebook Profile

Tips
You haven’t added any tips near Mohnton, PA yet. Got to it!

To Do

Total Nights Out: 34
Total Checkins: 50
Total Things Done: 0

Badges

Mayorship
You are currently the mayor of 4 places! [huh?]
+ Maple Grove Raceway [X]
+ Maple Grove Raceway Office [X]
+ Shiloh Veterinary Hospital Manchester (York, PA) [X]
+ World Trade Center of Central PA (York, Pennsylvania) [X]

Feed

APPLICATIONS

- Droid, Blackberry, Iphone
- Barcode Scanning
  - Marketing, e-newsletters
- Facebook app with Notifications
- Twitter apps
  - Ubertwitter with Tweetphoto
  - Twitter for Blackberry, Iphone
  - Twitter apps
- Applications for almost everything
  - Recipes, Scores, Maps, Music