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: L:inked-In

- 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 US.
- 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 notificiation

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

	Everyone	Friends of Friends	Friends Only	Other
Everyone				
Friends of Friends	My status, photos, and posts		•	
	Bio and favorite quotations		•	
Friends Only	Family and relationships		•	
	Photos and videos I'm tagged in		•	
	Religious and political views		•	
Recommended	Birthday		•	
	Can comment on posts		•	
Custom ✔	Email addresses and IM			•
	Phone numbers and address			•

✎ 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.

👤● Chat (19)

Done   🌐 Internet   🔍 100% ▾

![World Trade Center CENTRAL PENNSYLVANIA logo]

World Trade Center of Central PA Anyone have experience in exporting to Pakistan, and willing to share their experiences? via HootSuite - on Thursday clear

| **Wall** | Info | Photos | Discussions | Reviews | Links | **+** |

Connecting Members with Global Opportunities.

Information

Location:
227 W Market St
York, PA, 17401

Phone:
717-843-1090

Insights

See All

0 ★☆☆☆☆ Post Quality

0 Interactions This Week

Insights are visible to page admins only.

6 Friends Like This

Wilda Reahm Alassi
E Adam Quinn
Mike Simmons

What's on your mind?

Attach: 🖼 📷 📅 🎥   🔒▾ **Share**

World Trade Center of Central PA + Others | **World Trade Center of Central PA** | **Just Others**

⚙ Settings

World Trade Center of Central PA Anyone have experience in exporting to Pakistan, and willing to share their experiences?
July 29 at 11:00am via HootSuite · Comment · Like · Promote

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

World Trade Center of Central PA Keep checking our webpage for upcoming events! http://wtccentralpa.org/events.htm
January 29 at 9:50am · Comment · Like · Promote

World Trade Center of Central PA follow us on twitter, too! twitter.com/wtccentralpa
August 26, 2009 at 1:25pm · Comment · Like · Promote

World Trade Center of Central PA Today: Member Roundtable Luncheon: Success and Challenges in the Global Marketplace at Elser Engineering Works...
August 20, 2009 at 10:09am · Comment · Like · Promote

World Trade Center of Central PA

Get More Connections

Get more people to like your Page with Facebook Ads! Preview below.

World Trade Center of Central PA

![World Trade Center logo]

Anyone have experience in exporting to Pakistan, and willing to share their experiences?

Melissa Stiles likes this.

👍 Like

🔵 Internet   🔍 ▾ 🔍 100% ▾

👤● Chat (19)

TWITTER

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

twitter

Wtccentralpa

World Trad
CENTRAL

That's you!

☰ Lists

🔁 **Wistrade** S.Africa's PMI ticks up but pressure remains http://bit.ly/8X85y5

about 2 hours ago via twitterfeed

Retweeted by you

Congrats!!! RT: @HIAairport 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 page...

8:23 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

Name WTC of Central PA
Location Southcentral PA
Web http://www.wtccen...
Bio Connecting Members to Global Opportunities

140 · following
161 · followers
16 · listed

Tweets 189

Favorites

Following

View all...

RSS feed of Wtccentralpa's tweets

Done

Internet

100%

twitter

What's happening?

140

New! Add a location to your tweets. Turn it on - No thanks

Latest: Wistrade S.Africa's PMI ticks up but pressure remains

http://bit.ly/8X85y5 Retweeted by you about 2 hours ago

Tweet

Home

worldtradenews Chips: Baird Downgrades MU, TXN, STM, DIOD, FCS, ONNN: Time to take profit in chip stocks? Baird analyst Tristan G... http://bit.ly/b7Y7X6

2 minutes ago via twitterfeed

worldtradenews Obama to Reaffirm Iraq Exit Plan: President Obama will reiterate the U.S.'s determination to end the U.S. combat m... http://bit.ly/9VY7li

2 minutes ago via twitterfeed

COPLA RT @CSISSimonChair: US planning trade complaint against Guatemala: http://nyti.ms/aUIhaN

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/bVBuAM

2 minutes ago via twitterfeed

Wtccentralpa
189 tweets

140	161	16
following	followers	listed

@earlybird
n. a thrifty bird that lays golden eggs.

Home

@Wtccentralpa

Direct Messages   6

Favorites

Retweets

Search

Lists

Lists are timelines you build yourself, consisting of friends, family, co-workers, sports teams, you name it.

New list

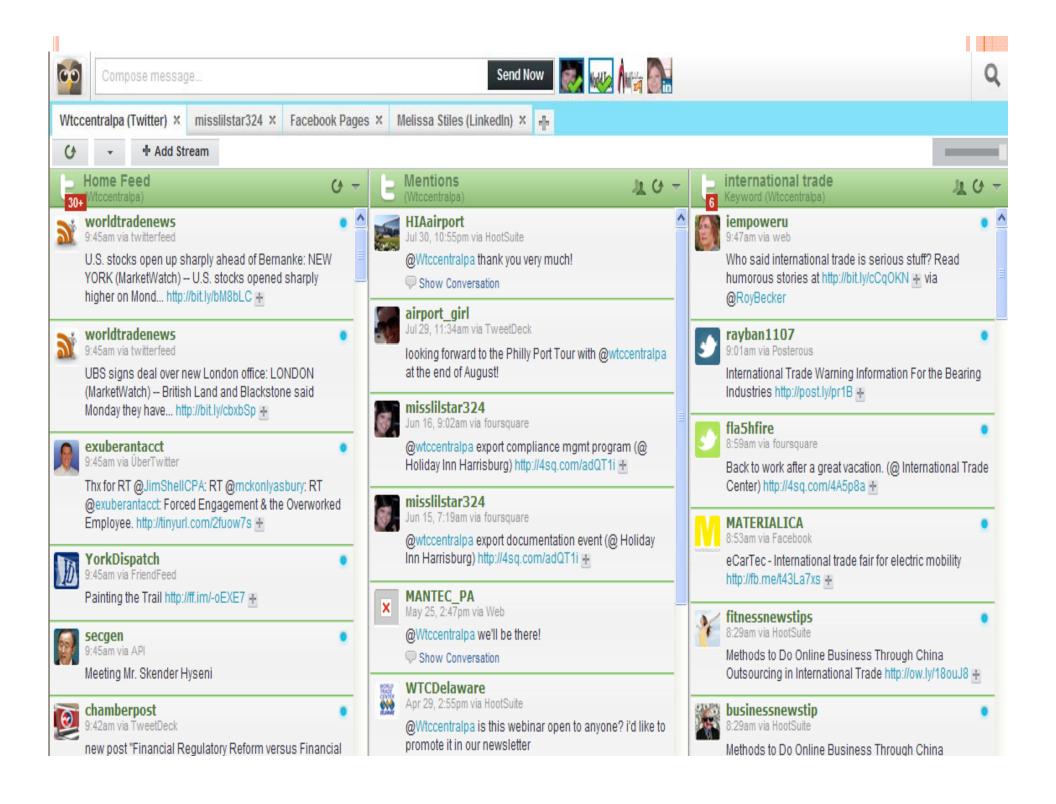Trending: Worldwide

Change

Keong Racun

Fried Chicken Flu

INTEGRATION

- Social Media tied together
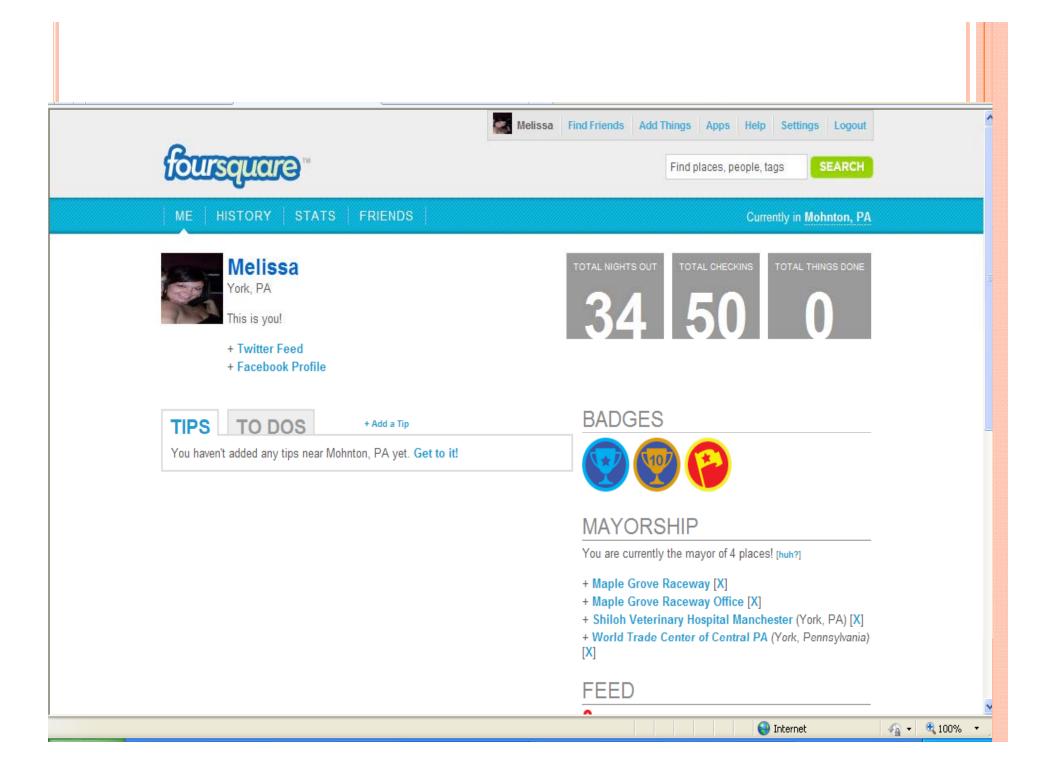 - i.e. WTC has status of Twitter tied to our Linked-in accounts
- Same Status to multiple sites
- HootSuite, Seesmic, etc
- Ping.fm

Home Feed
(Wtccentralpa)
30+

worldtradenews
9:45am via twitterfeed

U.S. stocks open up sharply ahead of Bernanke: NEW YORK (MarketWatch) -- U.S. stocks opened sharply higher on Mond... http://bit.ly/bM8bLC

worldtradenews
9:45am via twitterfeed

UBS signs deal over new London office: LONDON (MarketWatch) -- British Land and Blackstone said Monday they have... http://bit.ly/cbxbSp

exuberantacct
9:45am via ÜberTwitter

Thx for RT @JimShellCPA: RT @mckonlyasbury: RT @exuberantacct: Forced Engagement & the Overworked Employee. http://tinyurl.com/2fuow7s

YorkDispatch
9:45am via FriendFeed

Painting the Trail http://ff.im/-oEXE7

secgen
9:45am via API

Meeting Mr. Skender Hyseni

chamberpost
9:42am via TweetDeck

new post "Financial Regulatory Reform versus Financial

Mentions
(Wtccentralpa)

HIAairport
Jul 30, 10:55pm via HootSuite

@Wtccentralpa thank you very much!

💬 Show Conversation

airport_girl
Jul 29, 11:34am via TweetDeck

looking forward to the Philly Port Tour with @wtccentralpa at the end of August!

misslilstar324
Jun 16, 9:02am via foursquare

@wtccentralpa export compliance mgmt program (@ Holiday Inn Harrisburg) http://4sq.com/adQT1i

misslilstar324
Jun 15, 7:19am via foursquare

@wtccentralpa export documentation event (@ Holiday Inn Harrisburg) http://4sq.com/adQT1i

MANTEC_PA
May 25, 2:47pm via Web

@Wtccentralpa we'll be there!

💬 Show Conversation

WTCDelaware
Apr 29, 2:55pm via HootSuite

@Wtccentralpa is this webinar open to anyone? i'd like to promote it in our newsletter

international trade
Keyword (Wtccentralpa)
6

iempoweru
9:47am via web

Who said international trade is serious stuff? Read humorous stories at http://bit.ly/cCqOKN via @RoyBecker

rayban1107
9:01am via Posterous

International Trade Warning Information For the Bearing Industries http://post.ly/pr1B

fla5hfire
8:59am via foursquare

Back to work after a great vacation. (@ International Trade Center) http://4sq.com/4A5p8a

MATERIALICA
8:53am via Facebook

eCarTec - International trade fair for electric mobility http://fb.me/t43La7xs

fitnessnewstips
8:29am via HootSuite

Methods to Do Online Business Through China Outsourcing in International Trade http://ow.ly/18ouJ8

businessnewstip
8:29am via HootSuite

Methods to Do Online Business Through China

Ping.fm
Say it.

Ping.fm is a simple and <u>FREE</u> service that makes updating your social networks a snap!

Post From Anywhere » To Anywhere

MOBILE PHONE / SMS / MMS

iPhone, iPod Touch, WAP and SMS text messaging for US, Canada and Europe.

INSTANT MESSAGE / E-MAIL

Yahoo! Messenger, Google Talk, AIM, Windows Live Messenger and standard e-mail.

3RD PARTY APPS / DEVELOPER API

iGoogle   facebook   twhirl

Post to all of your favorite services!

MORE »

Signup is free. So get crackin!

* E-mail address:

* Password:

* Verify Password:

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?

foursquare™

Find places, people, tags | **SEARCH**

| ME | HISTORY | STATS | FRIENDS |

Currently in **Mohnton, PA**

Melissa
York, PA

This is you!

+ **Twitter Feed**
+ **Facebook Profile**

TOTAL NIGHTS OUT	TOTAL CHECKINS	TOTAL THINGS DONE
34	50	0

| **TIPS** | **TO DOS** | + Add a Tip |

You haven't added any tips near Mohnton, PA yet. **Get to it!**

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

Internet | 100%

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