

Social Media

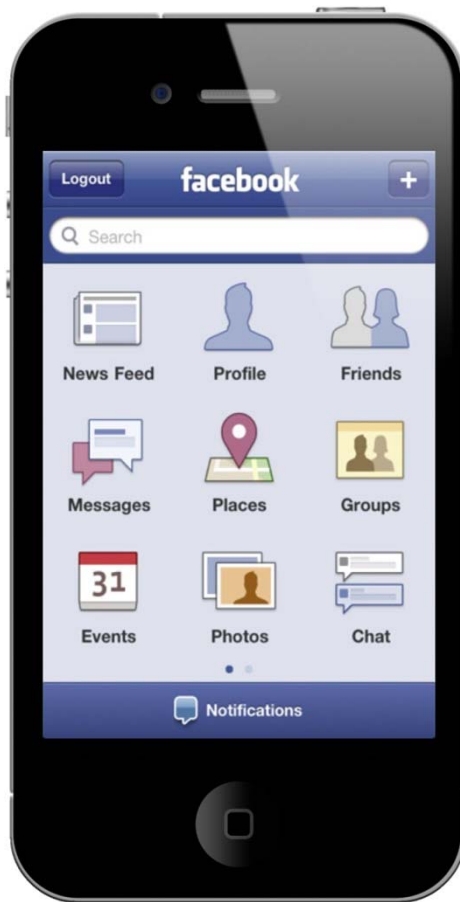
How to Use it to Your Advantage



Agenda

- Growth of social networks
- Benefits
- Social Networks
- Integration & Operations
- Considerations
- Examples

Growth Driven by Mobility

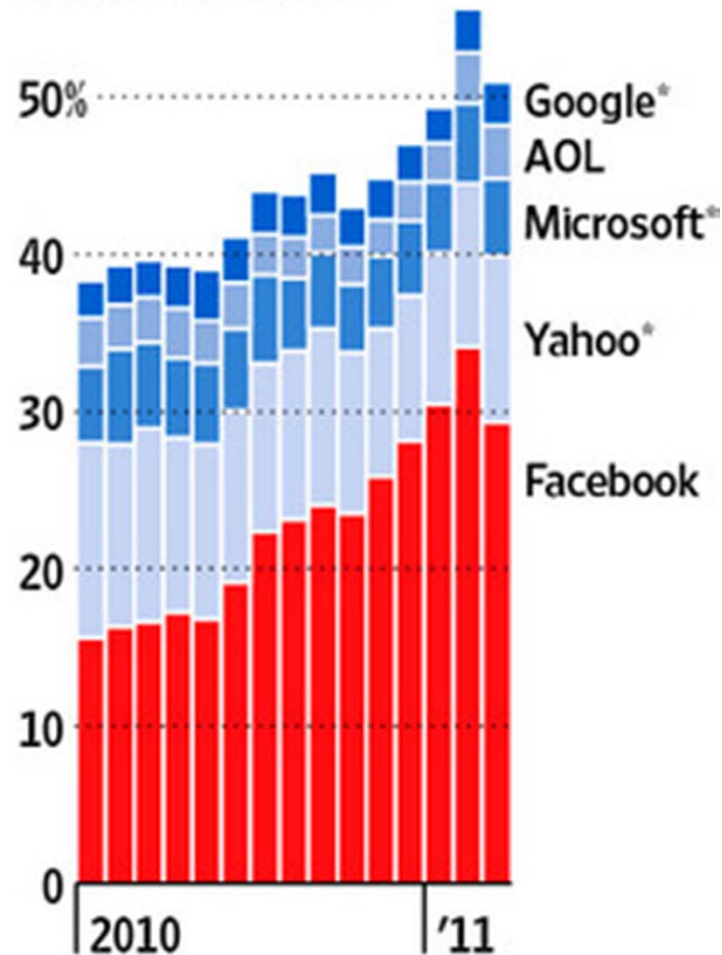


LinkedIn IPO

- LNKD went public on 5/19, priced at \$45/share
- The stock opened at \$83 on the NYSE, up 83%
- It closed at \$94.25, up 109%
- \$8.9 Billion

Doubled Up

Share of Internet display ads served in the U.S.



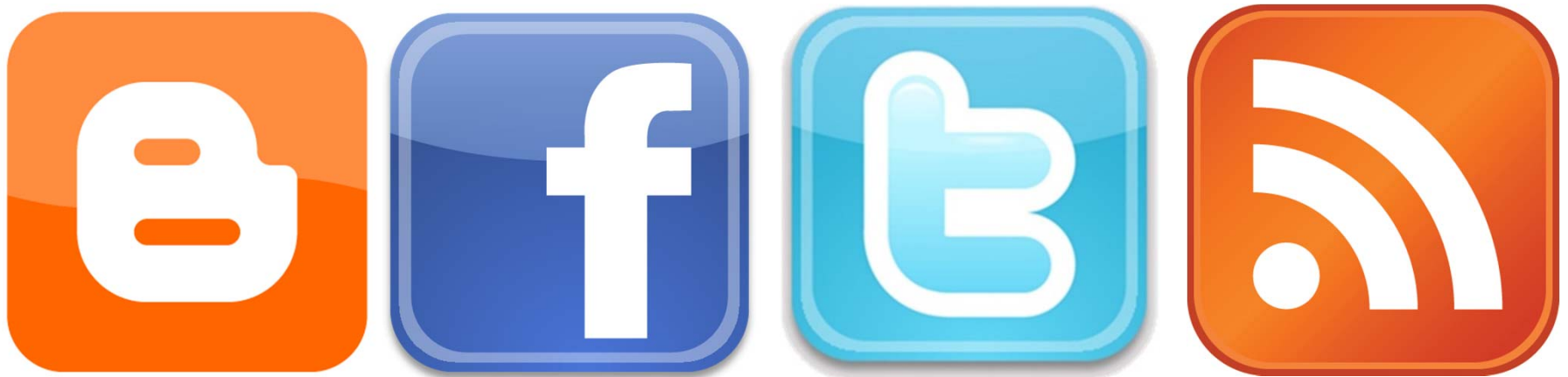
*All properties

Source: comScore

Not just a toy

- Facebook = \$2BB 2011 EBITDA
- 500MM users
- \$50B implied market value
- Private email
- 911 Rescue
- World revolution

Some key players





Facebook

- Why?
- Testimonials
- Market research
- Communications vehicle
- Considerations when setting up

Create a Page

Connect with your fans on Facebook.



Local Business or Place



Company, Organization, or Institution



Brand or Product



Artist, Band or Public Figure



Entertainment



Cause or Community

Create a Page

Connect with your fans on Facebook.



Local Business or Place



Company, Organization, or Institution

Brand or Product

Join your supporters on Facebook.

Product/Service ▾

ABC Telecom

☒ I agree to Facebook Pages Terms**Get Started**

Artist, Band or Public Figure



Entertainment



Cause or Community

ABC Telecom ▶ Get Started [Like](#)[Edit Page](#)Product/Service [Edit Info](#)

Welcome [?]

1 Add an image



Upload an Image

From your computer

2 Invite your friends

Start building your fan base by suggesting this Page to friends who might like it.

[Suggest to Friends](#)

3 Tell your fans

Let your current customers and subscribers know about your new Page.

[Import Contacts](#)

4 Post status updates

Share your latest news.

[Post Update](#)

5 Promote this Page on your website

Add a Facebook Like Box to your site and give people an easy way to discover and follow this Page.

[Add Like Box](#)

Admins (1) [?]

[See All](#)[Use Facebook as ABC Telecom](#)[Notifications](#)[Promote with an Ad](#)[View Insights](#)[Suggest to Friends](#)

Quick Tips

Get more people to like your Page with Facebook Ads today!

Sample Ad: ABC Telecom

Your ad text here.

[Like](#) · Albert Bodamer likes this.[Promote My Page](#)

Sponsored

[Create an Ad](#)

Georgia Fencing

Visit our Page and 'Like' us today!

[Like](#) · 68 people like this.

Escape to the Mountains!

rowellauctions.com

North Georgia Mountain
Lots going to AUCTION!

Your Facebook Page

- Soft launch to friends & staff with initial URL assigned by Facebook
- Once you have 20 “Likes” you can assign a vanity URL
- Official Launch with vanity URL
- Cross-Promote, Publish & Monitor



Wall

Hidden Posts

- Info
- Discussions
- Photos
- Edit

About

Edit

We provide consulting services to small utilities and buyers of utilities s...

More

30

people like this

Likes

See All



Western
Telecommunica...
Alliance



South Central
Rural Telephone
Co..



Polar
Communications

ComSouth

ComSouth

Bodamer Consulting

Product/Service Edit Info

Edit Page



Wall

Bodamer Consulting · Most Recent ▾

Share: Status Photo Link Video Question

What's on your mind?



Bodamer Consulting

It's always a good idea to ensure your staff is informed about CPNI compliance:
http://www.bodamer.com/work/publications/CPNI_Compliance.htm

CPNI Compliance Training: A Refresher Course. by: Eileen Bodamer.
www.bodamer.com
www.bodamer.com

Title: CPNI COMPLIANCE TRAINING: A Refresher Course. Author: Eileen Bodamer
Web address: www.bodamer.com Presentation: Client Training Date: 1Q2010

157 Impressions · 0% Feedback

May 19 at 11:31am · Like · Comment · Share



Bodamer Consulting

Learn how to add a QR code to your email or website, visit:
<http://www.bodamer.com/qr/>



www.bodamer.com

353 Impressions · 0% Feedback

May 2 at 11:21am · Like · Comment · Share

Admins (2) [?]

See All



Use Facebook as Albert

Notifications ▾

Promote with an Ad

View Insights

Quick Tips

Get more people to like your Page with Facebook Ads today!

Sample Ad: Bodamer Consulting



The text of your ad will go here.

Like · Albert Bodamer likes this.

Advertise Page



Wall

Info

Discussions

Photos

Edit

About

Edit

We provide consulting services to small utilities and buyers of utilities s...

More

29

people like this

Likes

See All



CornerStone Telephone



Westelcom



South Central Rural Telephone Co.



3 Rivers

Bodamer Consulting

Product/Service [Edit Info](#)

 \$49,679,709	 \$4,627,306	 \$9,187,245	 \$25,514,183	 \$11,550,000
-------------------------	------------------------	------------------------	-------------------------	-------------------------

Basic Information

About

We provide consulting services to small utilities and buyers of utilities services.

Company Overview

We bring a fresh perspective to market deployment and strategic planning and help our clients expand by securing funding and supporting key acquisitions. We help them manage existing business lines by reducing operating costs and maximizing revenues.

Description

We're a small consultancy, offering tailored solutions to exceed client expectations. Our size keeps us focused and readily adaptable to our client needs. When you engage our company, you work with the principals.

General Information

Albert Bodamer and Eileen Bodamer are the Principals of Bodamer Consulting, LLC. We have over 40 years of combined hands on operations management experience and we leverage this expertise to provide management consulting services to utility providers throughout the United States.

Mission

Our mission is to ensure our clients leverage their assets to deliver value to the communities they serve.

Website

<http://www.bodamer.com>

Likes and Interests

Likes

Western Telecommunications Alliance, Hometown Cable Sports, National Telecommunications Cooperative Association (NTCA), 3 Rivers, Westelcom, Polar Communications, CornerStone Telephone, DFT Communications, ComSouth, South Central Rural Telephone Co., Waitsfield and Champlain Valley Telecom, Ringgold Telephone Company, Appalachian Wireless, Peoples Rural Telephone Cooperative, North Central Telephone Cooperative and 1 more

[Edit Page](#)

Admins (2) [?]

[See All](#)

[Use Facebook as Bodamer Consulting](#)

[View Notifications](#)

[Promote with an Ad](#)

[View Insights](#)

[Suggest to Friends](#)

You and Bodamer Consulting



[11 friends like this.](#)

[Hometown Cable Sports](#)

Quick Tips

Get more people to like your Page with Facebook Ads today!

Sample Ad: Bodamer Consulting



The text of your ad will go here.

[Like](#) • Albert Bodamer likes this.

[Get More Fans](#)

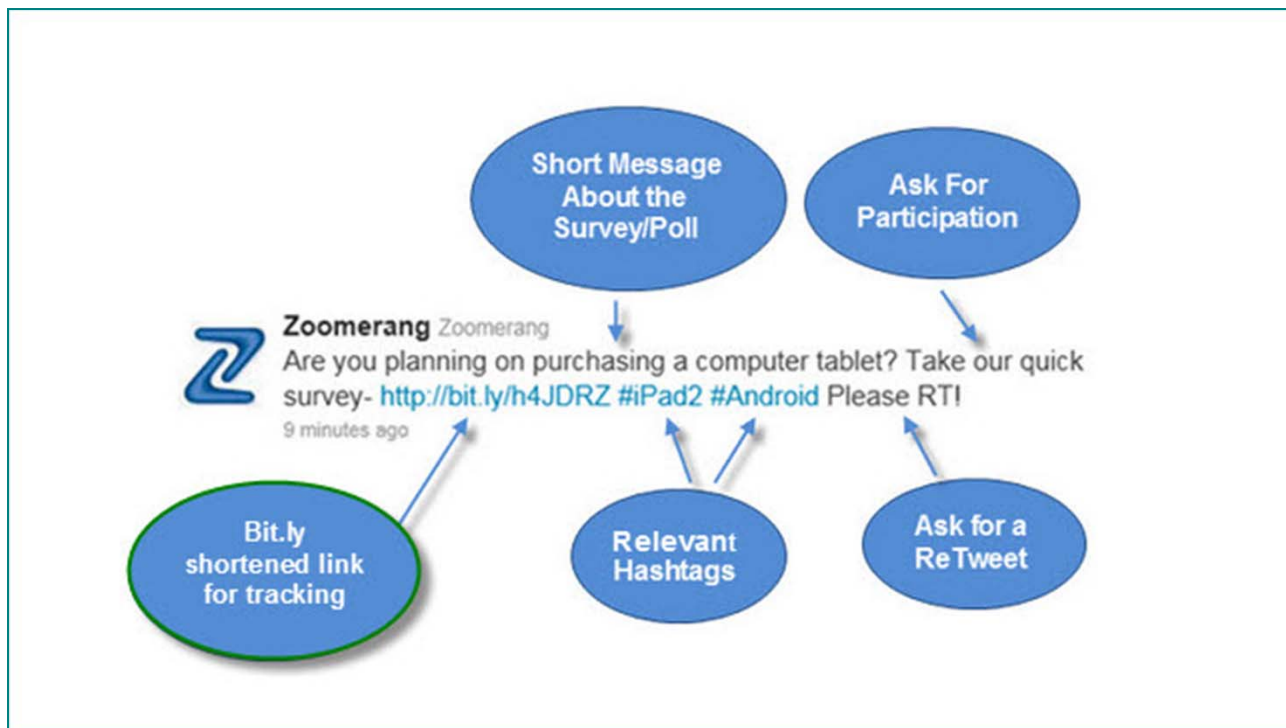


twitter

- Following your inner circle
- Links to industry case studies/white papers/blogs/sites
- Grow your connections

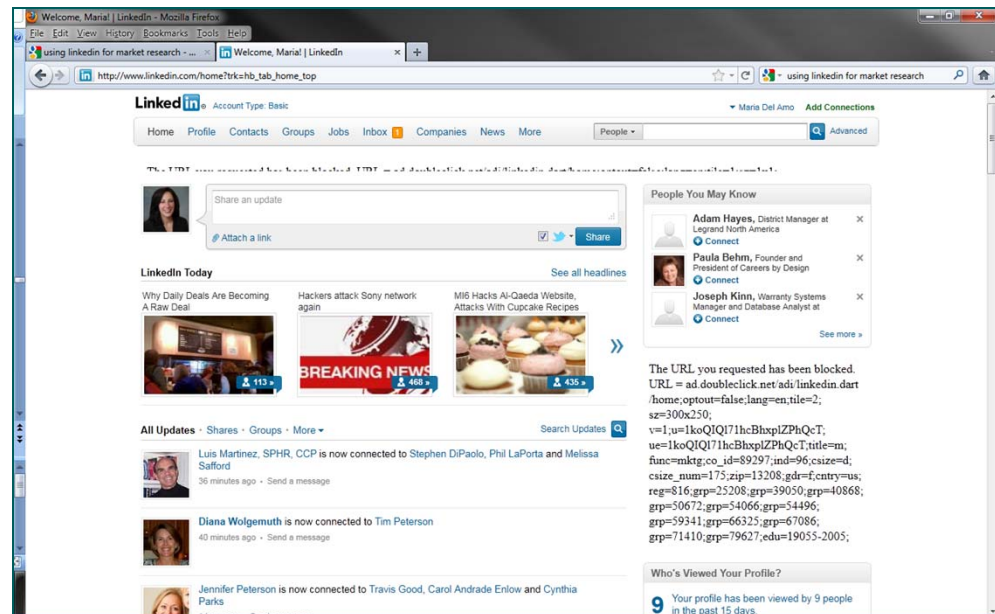


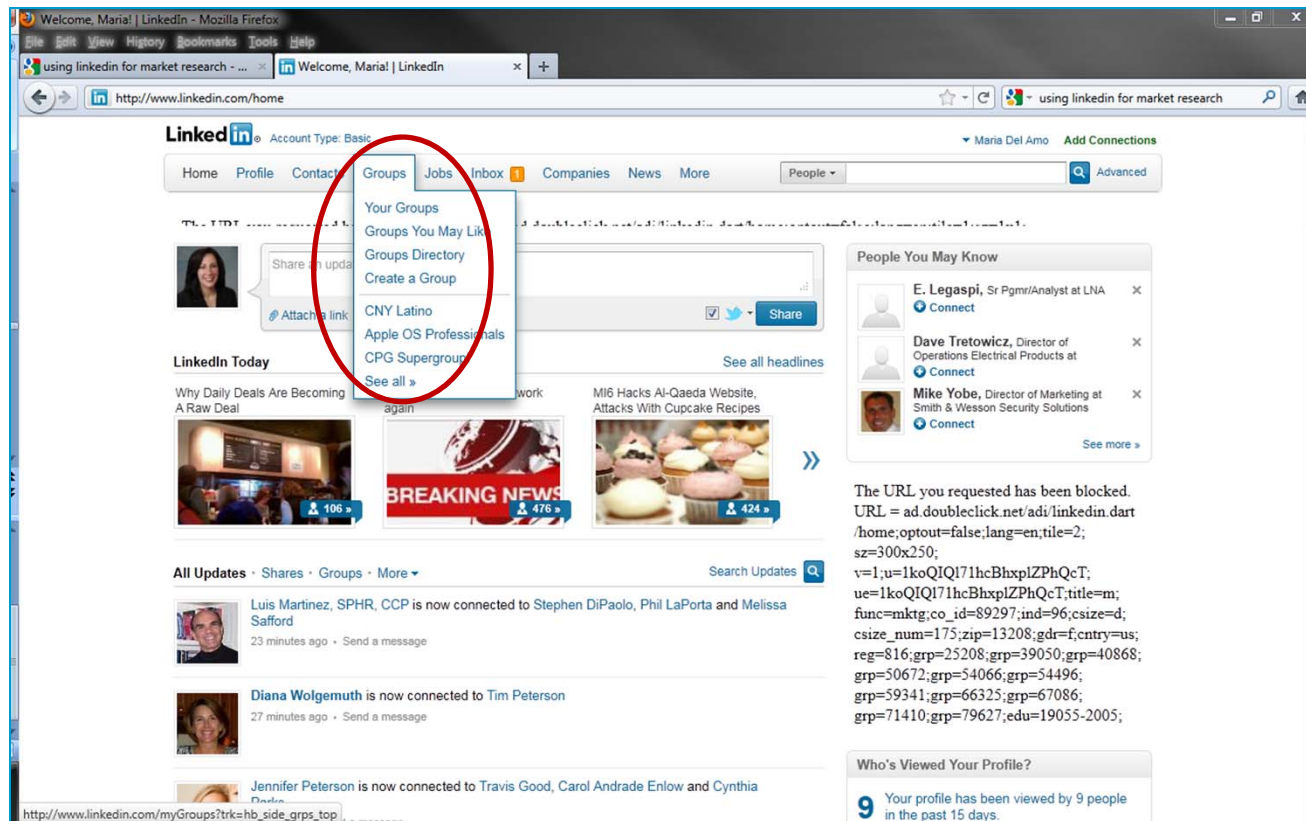
twitter

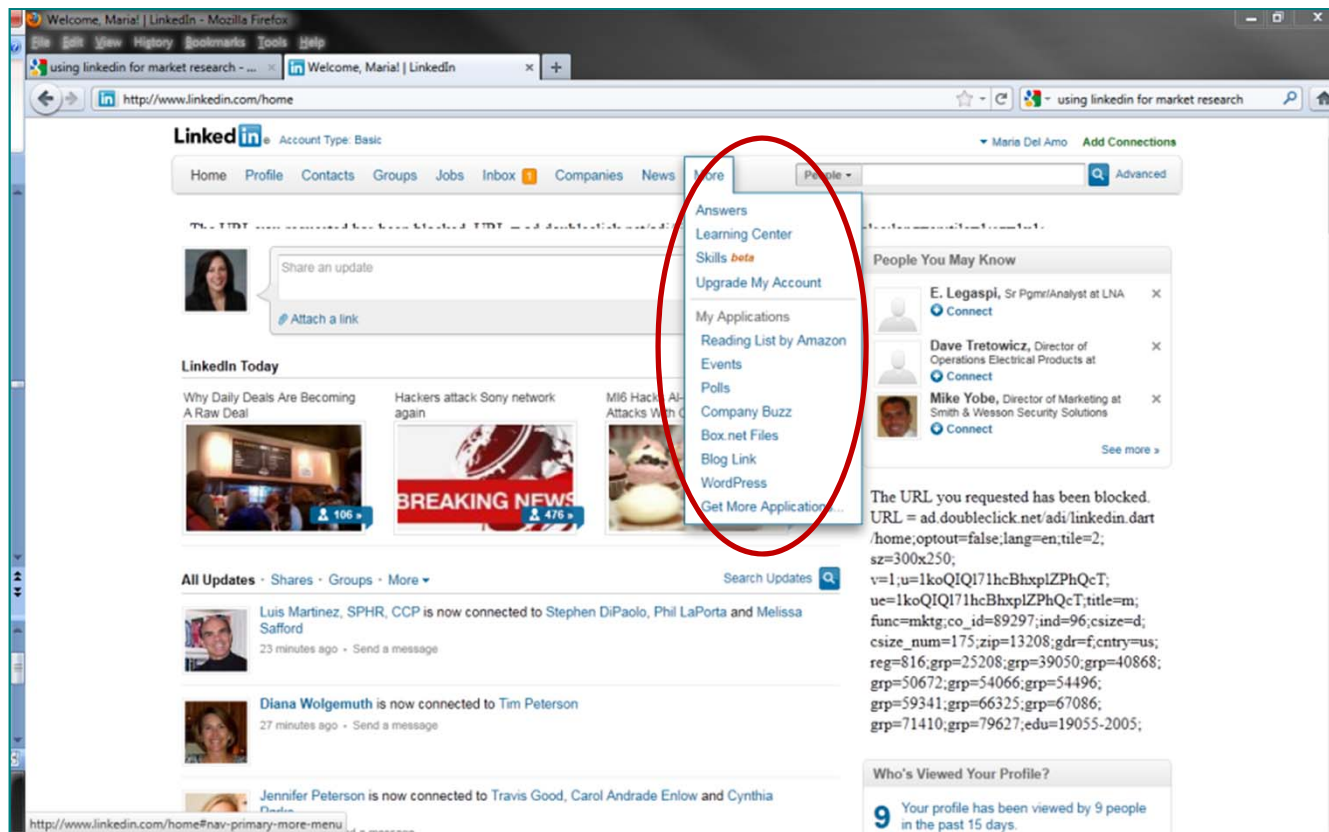




- The use of industry specific Groups
- The use of polls
- The use of connections









Blogging



- Incorporate with newsletter
- Users can subscribe to
- Link to other industry blogs
- Push blog posts to facebook & twitter
- 2-way communication through comments
- Admin can moderate & approve before comments appear

Bodamer Blog

I sound my barbaric YAWP over the roofs of the world. ~Walt Whitman



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← [P90X Postscript: Plyometric Snowshoeing](#)

[The Insanity Fit Test and Fear](#) →

How to add a QR Code to your email or website using Google's Chart Wizard

Posted on [May 2, 2011](#) by [Albert Bodamer](#)

A QR code (short for Quick Response) is a specific matrix barcode (or two-dimensional code), readable by dedicated QR barcode readers and camera phones. The code consists of black modules arranged in a square pattern on a white background. The information encoded can be text, URL or other data.



Google offers a free [QR Code Generation Tool](#). Follow





0 1 2 3 4 5 6 7 8 9 10 11 12 13 14
15 16 17 18 19 20 21 22 23 24 25
26 27 28 29 30 31 32 33 34 35
36 37 38 39 40 41 42 43 44 45
46 47 48 49 50 51 52 53 54 55 56
57 58 59 60 61 62 63 64 65 66
67 68 69 70 71 72 73 74 [...] 75
76 77 78 79 80 81 82 83 84 85
86 87 88 89 90 :: [P90X Review](#)

- Dashboard ▾
 - Home
 - Blog Surfer
 - My Comments
 - Readomattic
 - Tag Surfer
 - Site Stats
 - Akismet Stats
 - My Blogs
 - My Subscriptions
- Upgrades
- Posts ▾
 - All Posts
 - Add New
 - Categories
 - Post Tags
 - Copy a Post
- Media ▾
 - Library
 - Add New
- Links ▾
 - All Links
 - Add New
 - Link Categories
- Pages ▾
 - All Pages
 - Add New
- Comments
- Feedbacks

Bodamer Blog

Howdy, Albert Bodamer ▾

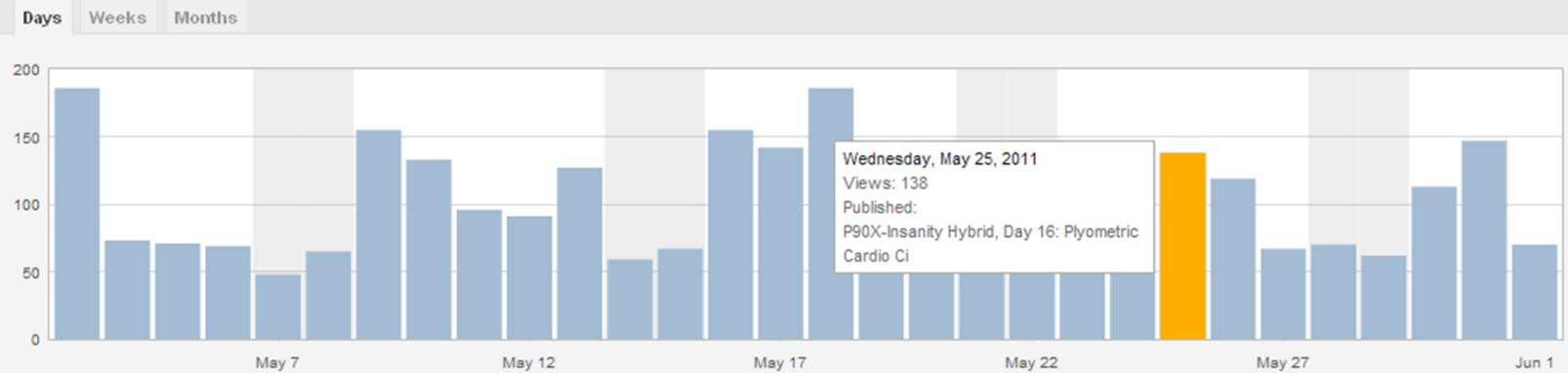
Stats

Screen Options ▾ Help ▾

Bodamer Blog

WordPress.com announcement: [New Theme: Vertigo](#)

At A Glance



7,524
views all-time

70
[views today](#)

241
views on your busiest day, [April 19, 2011](#)

[Summary Tables](#)

Referrers

Today Yesterday [This week](#)

No data.

Search Engine Terms

Today Yesterday [This week](#)

Top Posts & Pages

Title	Views
P90X-Insanity Hybrid, Day 24: Core Cardio & Balance	9
Home page	7
The Zell Miller Scholarship GPA Requirement is Seriously Flawed	7
P90X-Insanity Hybrid, Day 23: Cardio & Max Recovery	6
P90X-Insanity Hybrid, Day 0: Fit Test & Schedule	5

Other

flickr™

digg

yelp®

You Tube

 delicious

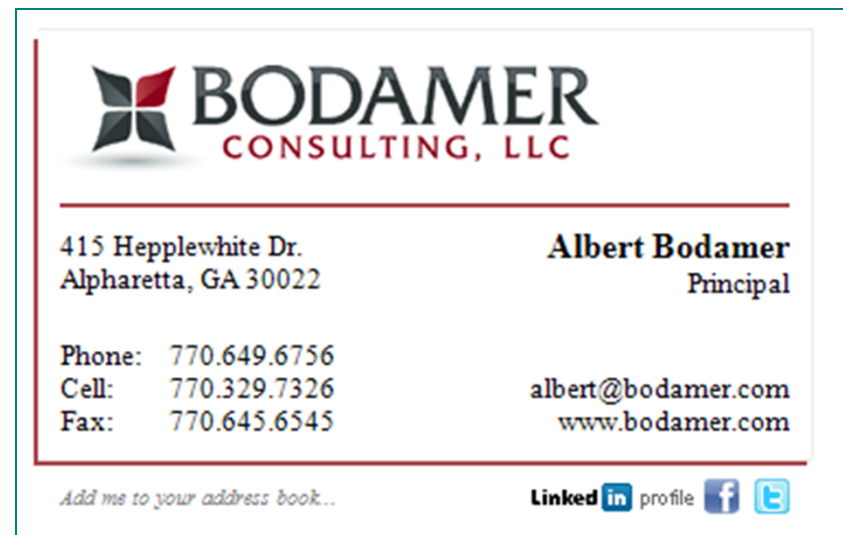
Cross-Promotion



NYSTA Annual Meeting | June 6-8, 2011

Cross-Promotion

- Your Newsletter
- Bill message, inserts
- Your Mobile Apps
- Company print ads
- Your website, blog, LinkedIn & twitter
- Your email signature



Cross- Promotion

Social marketing gives us the opportunity to understand:

- What's important?
- Why is important?
- What are they saying?
- How we need to communicate?

Community News
A newsletter for WCCU Members
6 must-do's

In next month's issue look for photos from our 1st CU4Reality Financial Literacy Fair held May 11th!

For details, read more on our website under Quick Links and Educate Yourself/Media Newsroom

Westery Community Credit Union
Westery - Belmont's South Kingsway
www.westeryccu.com
401.996.7000

Find us on Facebook
www.facebook.com/WesteryCommunityCreditUnion
596-7000 - www.westeryccu.com

Westery Community Credit Union
122 Granite Street
Westery, RI 02891

FROM: 05/01/11 THRU: 05/28/11 PAGE: 2 of 3
MEMBER NUMBER: 0000123456

Westery Community Credit Union
122 Granite Street
Westery, RI 02891

FROM: 05/01/11 THRU: 05/28/11 PAGE: 1 of 3
MEMBER NUMBER: 0000123456

Over 200 people 'like' us - are you one? 'Like' us and keep up to date on events, specials, contests, and more!

Find us on Facebook
www.facebook.com/WesteryCommunityCreditUnion
596-7000 - www.westeryccu.com

TRANSACTION DESCRIPTION

DATE	TRANSACTION DESCRIPTION	AMOUNT	BALANCE
	Balance Forward		700.19
	Joint Owner:		
	SUE O SAMPLE		
05/01	Check 001234	-17.83	772.36
05/04	Deposit by Check	100.00	872.36
05/06	Withdrawal ACH NARR ELECTRIC CO	-150.10	722.26
05/08	ACH Trace Number: 9999999999999999		
05/11	Check 001235	-303.01	419.25
05/11	Deposit by Check	100.00	519.25
05/19	Deposit ACH FISHER CONTROLS	256.11	775.36
05/19	ACH Trace Number: 9999999999999999		
05/17	Deposit Cash	1500.00	2275.36
05/21	Check 001236	-200.00	2075.36
05/24	Withdrawal ACH COX COMM RHT	118.76	1956.60
05/24	ACH Trace Number: 9999999999999999		
05/24	Check 001239	-300.00	1656.60
05/24	Processed Check - NARR/LS		
05/24	ACH Trace Number: 9999999999999999		
05/24	Check 001238	-647.32	1009.28
05/24	Check 001240	-400.00	609.28
05/24	Check 001237	-34.00	575.28
05/27	Check 001241	-200.00	375.28
05/28	Deposit ACH FISHER CONTROLS	256.09	631.37
05/28	ACH Trace Number: 9999999999999999		
05/28	Ending Balance		631.37

***** Checks Cleared *****

Number	Amount	Number	Amount	Number	Amount	Number	Amount
001234	17.83	001236	200.00	001238	647.32	001240	400.00
001235	303.01	001237	34.00	001239	300.00	001241	200.00

8 Checks Cleared for 2,102.16

***** Withdrawals and Other Charges *****

Date	Amount	Description	Date	Amount	Description
05/06	150.10	Withdrawal ACH	05/24	118.76	Withdrawal ACH
2 Withdrawals or Other Charges for 268.86					

www.westeryccu.com / 401-996-7000
SEE OTHER SIDE FOR IMPORTANT INFORMATION
NCUA

Like Box & Button

Like Box

The Like Box is a social plugin that enables Facebook Page owners to attract and gain Likes from their own website.

<http://developers.facebook.com/docs/reference/plugins/like-box/>

Like Button

The Like button lets a user share your content with friends on Facebook. When the user clicks the Like button on your site, a story appears in the user's friends' News Feed with a link back to your website.

<http://developers.facebook.com/docs/reference/plugins/like/#>

facebook DEVELOPERS
Documentation Forum Showcase Blog My Apps
Search for documentation

Getting Started
Core Concepts
Social Plugins
Graph API
Social Channels
Authentication
Open Graph protocol
Advanced Topics
SDKs & Tools

Plugins
Activity Feed
Comments
Facepile
Like Box
Like Button
Live Stream
Login Button
Recommendations
Send Button

Like Box

Core Concepts > Social Plugins > Like Box

The Like Box is a social plugin that enables Facebook Page owners to attract and gain Likes from their own website. The Like Box enables users to:

- See how many users already like this Page, and which of their friends like it too
- Read recent posts from the Page
- Like the Page with one click, without needing to visit the Page

Facebook Page URL (?)

<http://www.facebook.com/bodamer-consulting>

Width (?)

292

Color Scheme (?)

light

Show Faces (?)

☒ Show Faces

Border Color (?)

Stream (?)


☒ Show stream

Header (?)

☒ Show header

Get Code

Find us on Facebook

 **Bodamer Consulting**

You like this.


Bodamer Consulting It's always a good idea to ensure your staff is informed about CPNI compliance; http://www.bodamer.com/work/publications/CPNI_Compliance.htm

CPNI Compliance Training: A Refresher Course. by: Eileen Bodamer. www.bodamer.com


Title: CPNI COMPLIANCE TRAINING: A Refresher Course; Author: Eileen Bodamer; Web address: www.bodamer.com; Presentation: Client Training; Date: 1Q2010

May 19 at 11:31am

Bodamer Consulting Learn how to add a QR code to your email or website, visit: <http://www.bodamer.com/qr/>

 **BODAMERCONSULTING**

31 people like **Bodamer Consulting**.



<http://developers.facebook.com/docs/reference/plugins/like-box/>

Keeping the Customer Happy

Retention Strategies to Survive
Increasing Competition
& the Great Recession



NCTA Finance and Accounting Meeting

0

 Tweet

 4

 Like

Publication Details


Title: KEEPING THE CUSTOMER HAPPY: Retention Strategies to Survive Increasing Competition.

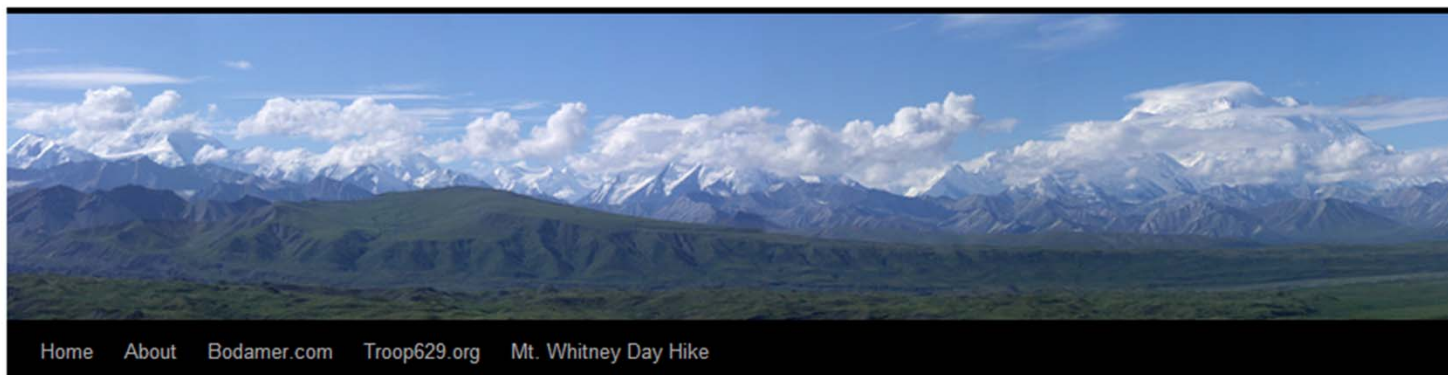
Author: Albert Bodamer

Web address: www.bodamer.com

Presentation: NTCA Finance & Accounting (Meeting)

Date: September 9, 2010

 [Click to download this presentation](#)



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Google offers a free [QR Code Generation Tool](#). Follow these steps to use the tool:



- 1) Go to the [Google QR Code Generation Tool](#)



P90X Calendar

Round 1

0 1 2 3 4 5 6 7 8 9 10 11 12 13 14
15 16 17 18 19 20 21 22 23 24 25
26 27 28 29 30 31 32 33 34 35
36 37 38 39 40 41 42 43 44 45
46 47 48 49 50 51 52 53 54 55 56
57 58 59 60 61 62 63 64 65 66
67 68 69 70 71 72 73 74 [...] 75
76 77 78 79 80 81 82 83 84 85
86 87 88 89 90 :: [P90X Review](#)

P90X-Insanity Hybrid Calendar

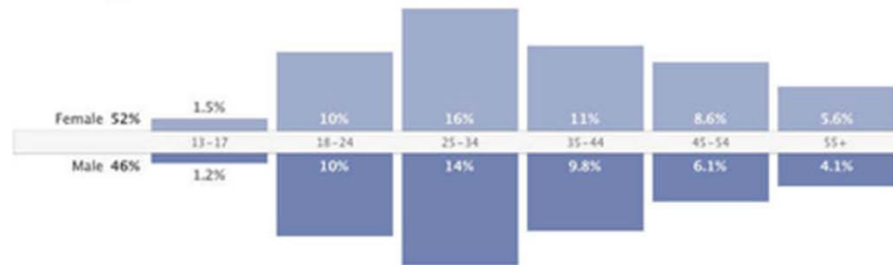
0 1 2 3 4 5 6 7 8 9 10 11 12 13 14
15 16 17 18 19 20 21 22 23 24 25
26 27 28 29 30 31 32 33 34 35
36 37 38 39 40 41 42 43 44 45

Considerations

- Assign Administrator(s)
- Keep content fresh and varied
- Ensure comments are monitored
- Use Facebook Insights reporting to learn

Demographics

Gender and Age



Countries

4,238 United States
206 Canada
203 Philippines
147 India
114 Taiwan
101 United Kingdom
91 Australia
[More](#)

Cities

208 New York
142 Los Angeles
96 Taipei
91 Chicago
86 Seattle
71 Dallas
69 Atlanta
[More](#)

Language

5,291 English (US)
583 English (UK)
168 Spanish
81 Traditional Chinese (Taiwan)
65 French (France)
47 Portuguese (Portugal)
45 Portuguese (Brazil)
[More](#)

Sharing

Daily Likes **587** ▲32% Daily Shares **3,136** ▲3.8% Feedback per Share **1.56** ▲15% Reshare Rate **13%**

Daily activity of all pages

☒ Daily Shares ☒ Daily Likes



Daily Most Shared

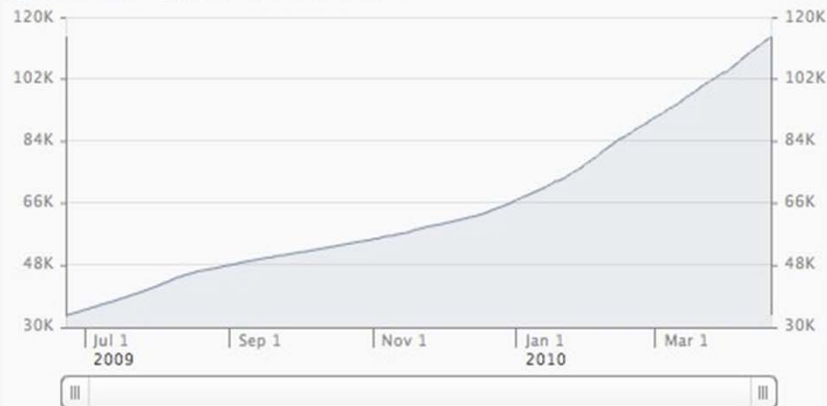
Page	Likes	Shares	Feedback Rate	Reshare Rate
Hypocrite - The 10 Worst Inventions	82	533	1.65	6.57%
Marilyn's Toilet Paper Usage - Photo Slideshow	150	505	0.51	4.55%
New Orleans History: New Map Shows Areas in Willem's Shadown	52	194	1.60	6.70%
All and Tupper Cases Separates: Who's Using Marriage?	13	123	2.40	28.46%
Tall Tale - The 10 Worst Inventions	0	103	1.45	6.80%
A Brief History of the World Cup - Photo Slideshow	7	90	1.57	46.67%
Study: To Your 4th Anniversary Unhappy Days	5	77	1.23	40.26%
Miley - She's Back! Miley's Top 10 Hits	20	66	1.23	1.52%
Hypocrite - Toilet Paper Usage - Photo Slideshow	7	66	1.56	30.30%
Hypocrite - Toilet Paper Usage - Photo Slideshow	15	49	0.65	6.12%

All Fans of MySpace

All Fans Over Time [Learn more](#)

Choose a graph: **Total Fans / Unsubscribed Fans** ▼

☒ Total Fans ☐ Hidden From News Feed



Google™



Microsoft®



Like Us

Albert Bodamer

albert@bodamer.com

www.bodamer.com

www.facebook.com/BodamerConsulting

Maria DelAmo-Lombardo

mdelamo@cathedralcorporation.com

www.cathedralcorporation.com

<http://www.linkedin.com/in/mariadelamo>