

NEW MEXICO BROADBAND PROGRAM

INTERNET TOOLS FOR SMALL BUSINESS SUCCESS – MODULE 12 HANDOUT

Terminology and activities

Social media is a suite of online services that facilitates two-way communication and sharing of content.

There are six different kinds of social media:

- Blogs
- Microblogging (Twitter)
- Social Networks (Facebook, Myspace)
- Social Media Sharing: video (YouTube); photo (Flickr, Picasa); audio (podcast alley)
- Social Bookmarking (Digg.com, StumbleUpon.com)
- Professional Networking (LinkedIn)

For finding employees and filling jobs:

- Begin creating connections with people you know
- Get introduced to second and third degree connections by the people you know
- Get recommended
- Find recommendations for filling open jobs

Activity: Setting up an account on LinkedIn

1. Go to www.Linkedin.com and register for a new account
2. Login to your new account
3. Once you have an account, use the Profile tab on the menu to create a profile
4. LinkedIn will find people you might know and suggest connecting with them. You can choose to do so or not. You can also search for people you know and invite them to connect.
5. Explore the other resources, including groups you can join and job listings. You can also post a job under the Jobs tab.