

The Twitter logo, featuring the word "twitter" in a light blue, rounded, lowercase font with a white outline.The Facebook logo, consisting of the word "facebook" in white lowercase letters centered within a solid blue rectangular background.The LinkedIn logo, featuring the word "Linked" in black and "in" in white lowercase letters inside a blue square, with a registered trademark symbol to the right.

# Social Networking for Business Owners & Professionals

*Blending traditional and virtual networking  
to expand your relationships*

*Chuck Hall, Your Marketing Exec, LLC*

# Business Owners & Professionals

Q.

- What Is Social Networking?
- LinkedIn, Facebook or twitter?
- How Can They Help My Business?

# Social Networking

Wikipedia:

Building online communities of people who share interests and/or activities, or who are interested in exploring the interests and activities of others. Most social network services are web based and provide a variety of ways for users to interact . . .

# Three Levels of Networking

- Your Resume



- People You Know (f2f)  
Things You Care about

facebook

- The Big Cocktail Party

twitter

# Getting the Business Benefit

“Let me make this clear: there are no secrets. None. There is no new information. What it took to be successful a thousand years ago is exactly what it takes to be successful today.”

– Larry Winget



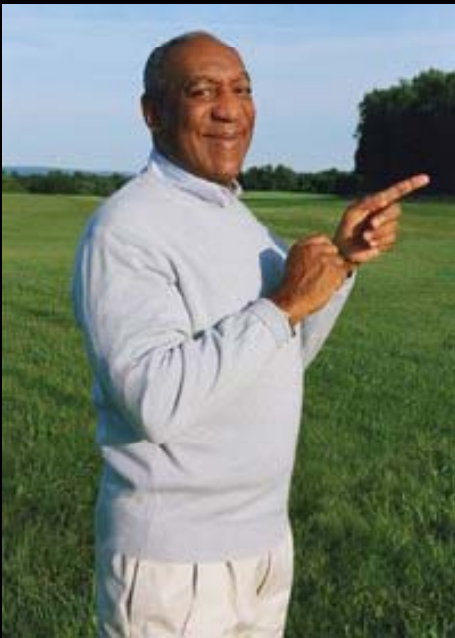
# Getting the Business Value

- How Do You Create Your Business Value Today?
  - What Do You Do in Your Business Now?
  - What Is Important?
  - What Would You Like to Do?

# Networking

- You know what networking is and how to do it.
- Your value as a networker translates from the real world to the virtual world.
- Your words and actions are magnified.

# A Lesson from Dr. Cosby



*Picture of Bill Cosby  
from his Facebook*

- I said to a guy: “Tell me, what is it about cocaine that makes it so wonderful?”
- He said: “Well, it intensifies your personality.”
- I said: “Yes, but what if you're an asshole?”

*Everything is instant, transparent, and ubiquitous – so remember your purpose.*

# Strategic Marketing Principles


- ***Experience***
  - What is your business?
  - Who are your customers?
  - What are your business goals?
- ***Insight***
  - What do you do that is special?
  - Who do you want as customers; who else wants them?
  - What makes you different?
- ***Action***
  - What are you going to say?
  - What tactics should you use?
  - How are you keeping score?

[Free website - See your idea grow - Join the Smallvolution™](#)

### Network Activity



Share an update

 Attach a link



Share

2 days ago · is holding a ...<http://lnkd.in/zcbbPM> · [Comment](#) · [More »](#)

### UPDATES



**James Tierney** RT [@TechCrunch](#) U.S. Online Ad Revenues Hit Nearly \$6 Billion In The First Quarter <http://tcm.ch/cv9nka> via Twitter 

28 minutes ago · [Comment](#) · [Reply privately](#)



**Tom Kantner**



Ride for the Heroes [ridefortheheroes.org](http://ridefortheheroes.org) · via Mark Glidden

2 hours ago · [Comment](#) · [Reply privately](#) · [Share](#)



**Debra Andrews** MARK YOUR CALENDAR FOR CBCC'S BUSINESS CARD EXCHANGE AT GILMORE & ASSOCIATES MAY 27TH 5-7!

2 hours ago · [Comment](#) · [Reply privately](#)

[More updates...](#)

### RECOMMENDATIONS



**Brad Sanders** recommends **Frank Dolski Associate Broker, MBA**, "Frank is very knowledgeable about his field. He knows and understands his industry. I have worked wi..."

8 hours ago · [Read more](#)

### PROFILE UPDATES



**Manny Rechani** has an updated current title: Looking for a new assignment as advisor to profit/non-for-profit organizations in Social Media/E2.0. at InterPlex

2 hours ago · [Send a message](#) · [Comment](#)

### People You May Know



**Issac Gadsden**, Pres at Sales & Marketing Process Mgt...



[Connect](#)



**Christine Cavalieri**, at The Napier Group



[Connect](#)



**Ellen Lindeman**, President at Ted Lindeman Outreach...



[Connect](#)

[See more »](#)

Get tax amnesty now.


[Who's viewed my profile?](#)

Your profile has been viewed by 6 people in the last 15 days. In the last 7 days, you have appeared in search results 10 times.


[See more »](#)

[Reading List by Amazon](#)



 have worked wi...  
8 hours ago · [Read more](#)

#### PROFILE UPDATES

 **Manny Rechani** has an updated current title: Looking for a new assignment as advisor to profit/non-for-profit organizations in Social Media/E2.0. at InterPlex  
2 hours ago · [Send a message](#) · [Comment](#)

#### DISCUSSIONS


 **Judy Habel** (Central Bucks Chamber of Commerce) started a discussion: **Free Seminar: iPad in Business**  
1 hour ago · [Add comment](#)


 **Howard Cooperman** (Central Bucks Chamber of Commerce) posted a link:


 Bucks County Gallery of Fine Art Proudly Announces Representation of... [prlog.org](#)  
Bucks County Gallery of Fine Art Proudly Announces Representation of artworks by Victor Mordasov. Bucks County Gallery of Fine Art, is pleased to announce their representation of oil paintings by Victor Mordasov, born in Minsk, B...

3 hours ago · [Comment](#) · [Share](#)

#### GROUPS ACTIVITY


 **Jeanette Lucciola** joined 7 groups: [Customer Analytics Group](#), [The Job Board: New York City Area](#), [Customer Experience Management Professionals](#), [SaaS \(Software as a Service\) Networkers](#), and [CEM Professionals](#)  
31 minutes ago · [Find a group for you](#)

 **Nanette Gaffin** joined 7 groups: [E-Recruitment Group Jobs & Resumes](#), [IxDA NYC](#), [Interaction Design Association](#), [Digital NYC](#), and [Boxes and Arrows](#)  
3 hours ago · [Find a group for you](#)

 **John Duke** joined the group [Our Lady of Good Counsel Alumni](#)  
6 hours ago · [Find a group for you](#)

[More updates...](#)

#### APPLICATION UPDATES

 **Steve Wrightstone** is now using the LinkedIn Outlook Toolbar. [Learn more »](#)  
7 hours ago · [Comment](#)

#### QUESTIONS & ANSWERS

#### Who's viewed my profile?

Your profile has been viewed by **6 people** in the last **15 days**. In the last **7 days**, you have appeared in search results **10 times**.

[See more »](#)

#### Reading List by Amazon

## ReadingList by amazon

 [Your Reading List](#)


 [Network Updates](#)

 [Industry Updates](#)

 [All Updates](#)

#### Update Your Reading List

#### Events

 Browse events in your industry and see who is attending what and when.  
[Browse events for you »](#)

**NEW** See events your connections are attending »

Sponsored By: 

#### Answers: Organizational...

[edit](#) | [X](#)

Q. Philanthropy and you - Why should business leaders become philanthropists?

Q. What computer/tech topics is your company having trouble finding training for? (pardon the weird grammar)

Q. Secondo voi il coaching come può aiutare in Italia ad uscire dall'impasse ?

[See more »](#)

# LinkedIn Recommendations

- Get your resume and business information up on LinkedIn and connect with people you have worked with – it adds profound credibility!
- Connect/reconnect with valuable people.
- Strategically engage

 **Chuck Hall**  
Edit My Profile

News Feed

Messages (147)

Events (3)

Photos

Friends

Applications










Games

Groups (1)

SuperPoke! →

More

Friends Online

-  April Glenn Showaker ●
-  Barry Peters ●
-  Paula Froke ●
-  Seth Goldstein ●
-  Tina Hay ●
-  Jamie Broderick ☾
-  John Averi ☾
-  Patty Newbold ☾
-  Ruth Anne Wood ☾

See All →

News Feed

Top News · Most Recent

What's on your mind?



Birchwood Farms

Hide



Frugal and Tasty: Traditional Ways to Stretch Grassfed Meat | Tender Grassfed Meat

www.tendergrassfedmeat.com

One way to reduce the cost of grassfed meat is to add wholesome, frugal ingredients that stretch the meat, while adding a delicious taste and texture.

12 minutes ago · Comment · Like · Share



**Rodger A. Kaufman** The Wizard of Oz is 70 years old...Today, if Dorothy were to encounter men with no brains, no hearts and no courage...she wouldn't be in Oz...she'd be in congress!



14 minutes ago · Comment · Like · Share



**St. Francis Winery** Craig and Nancy Johansen from Big Bear Lake, Ca selected our Wild Oak, Cabernet as the wine of the day. Come by our tasting room today for a free taste.

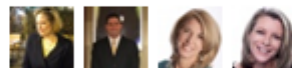


Wine of the Day

20 minutes ago · Comment · Like · Share



**Nickey Hollenbach** is now friends with Jennifer Lyn Miller, Scott Slobotkin, Jamie Broderick and Deborah Reynolds.



24 minutes ago

Events

See All

What are you planning?

3 event invitations

**31** Casting Call for Working Moms Now  
Social Networking for Business Owners & Professionals Today 5:00pm

Suggestions

See All



Laurie Gable Palau

×

Jamie Broderick is a mutual friend.

Add as friend



Brian Pfister

×

Share the latest news.

Send him a message

Sponsored

Create an Ad

Credit Score Updated?

×



700 is good, 598 is bad. Click here to see your credit score in two easy steps from Experian.

Like

Requests

See All

4 Page suggestions

1 group confirmation

1 cause invitation

Get Connected

Who's on Facebook?  
Find your friends

Who's not on Facebook?  
Invite them now

Who's here because of you?  
Track your invites

Connect on the go



View Photos of Me (15)

Edit My Profile

Write something about yourself.

### Information

Relationship Status:

Married to  
Amy Perry Hall

Birthday:

March 29

Hometown:

Doylestown, PA

### Friends

285 friends

See All



Joanna Chodorowska



Beverly Hofmann Rost



Marian Hall



Roger Saias



William E. Smith



Poppy Vsevolod

## Chuck Hall

Happy Mother's Day to all! on Sunday clear

Wall

Info

Photos

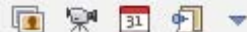
Notes

Events

+

What's on your mind?

Attach:



Share



**Natalie Napoleon Wi** Great presentation at the Expo yesterday--thank you!!

4 hours ago · Comment · Like · See Wall-to-Wall



**Chuck Hall** Thank you, Natalie! Sorry I did not have more time to talk with you.

4 hours ago · Delete



**Natalie Napoleon Wi** No worries! I had to man the Entrepreneurial Assistance Committee booth at 4, so I had to run. I'd love to do coffee one day!

4 hours ago · Delete

Write a comment...

#### RECENT ACTIVITY



Chuck likes Bucks County Children's Museum.

Remove



Chuck commented on Wayne Cianci's photo.

Remove



Chuck commented on Marie Sides Axler's status.

Remove



Chuck and Angela Giovine are now friends. · Comment · Like

Remove



Chuck likes Natalie Napoleon Wi's post on Central Bucks Chamber of Commerce's Wall.

Remove



Chuck and Teri Bonett Schiech are now friends. · Comment · Like

Remove



**Howard Cooperman** Hi Chuck, are we still on for tonight?

10 hours ago · Comment · Like · See Wall-to-Wall



**Chuck Hall** Yes -- we are on! Via LinkedIn, email and facebook, I have 8 confirmed participants. I will see you at five at Saxby's.

9 hours ago · Delete

Write a comment...

Create an Ad

**QVC - Dell Brand Shop**



Come see what's being celebrated for Dell's 9th Anniversary on QVC. Click here for great Dell deals!

Like

**MBA in Renewable Energy**



Find out how fuel alternatives and renewable energy sources can positively impact your business with an Online MBA from Marylhurst.

Like

**Are you ready to sleep?**

Sleep Like a KING!  
877.696.3233

Reduce Fibromyalgia symptoms and back pain with the Natural Form Sleep System or your money back guaranteed. Order now and get 20% OFF!

Like

More Ads

# FaceBook Recommendations

- Guard your privacy!
- Consider separating personal and business if it makes sense.
- Jump into twitter – it is easy and requires only short updates.

What's happening?

about 3 hours ago

Tweet

## Home



**mariaandros** I've decided to buy rock band for the second time :)

less than 5 seconds ago via Echofon



**manuelgross** #trespalabrasdespuesdelsexo Rica tu prótesis

less than 10 seconds ago via web



**mparent77772** NOT FOR THE FAINT OF HEART: Stunning Photos Of The Bangkok Riot <http://bit.ly/bsinrJ>

half a minute ago via bit.ly



**cellflare29** #Cellflare Now Available in #India via #Blackbbery App World <http://bit.ly/3ygWNd>

half a minute ago via SocialOomph



**Office Live** 6 common tax and bookkeeping mistakes -- never a bad time to watch out for these: <http://bit.ly/dcGL14> ^KE

half a minute ago via CoTweet



**viesearch** Camping Directory, Camping Information, Camp Resource - AllCamp.com offer links to other sites... <http://viesearch.com/66369>

less than a minute ago via web



**MYT4U** Speaker Accessories <http://migre.me/EBml>

less than a minute ago via API



**ChuckHall**

5,695 tweets

1,911 following 1,975 followers 49 listed

**fav·star**

n. a place to discover Twitter's favorite tweets.

Home

@ChuckHall

Direct Messages 826

Favorites

Retweets



Saved Searches



"organizational development"

"hepatitis B"

doylestown

Lists



book

doylestown-area

New list View all

Trending: Philadelphia



Change

#myquestionis

Graduation

#np

Fivers

## Tweets mentioning @ChuckHall



**MannyRechani** @ChuckHall What a well deserved smile on her too!

about 4 hours ago via web in reply to ChuckHall



**buckshappening** @ChuckHall thanks!

about 7 hours ago via UberTwitter in reply to ChuckHall



**buckshappening** @ChuckHall nice to meet you! Don't 4get 2 send me that travel contact. Blog@buckshappening.com. Thx!

about 16 hours ago via UberTwitter in reply to ChuckHall



**AmandaSoler** Tks 4 everthing! RT @ChuckHall: really enjoyed networking w people at Central Bucks Chamber of Commerce B2B Expo today! Nice job, Chamber!

about 19 hours ago via Echofon



**jeremyvictor** @ChuckHall You too Chuck - look forward to it.

about 19 hours ago via HootSuite in reply to ChuckHall

Reply Retweet



**MacOutfittersPA** RT @ChuckHall: @MacOutfittersPA Thanks! Great seeing you as well. You will get me into an ipad eventually!

about 20 hours ago via TweetDeck



**MacOutfittersPA** @ChuckHall Better sooner rather than later is mv motto! Come to our seminar on 5/21? I promise it will be

Home

@ChuckHall

Direct Messages 826

Favorites

Retweets

Search



Saved Searches



"organizational development"

"hepatitus B"

doylestown

Lists



book

doylestown-area

New list View all

Trending: Philadelphia



Change









#myquestionis

Graduation

#np

Flyers


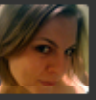






All Friends

-  **WORKPLACE:** Workplace rants on social media are headache for companies <http://dld.bz/dphj>  
• DanSchawbel, [+] Thu 13 May 15:35 via API
-  We're working on fixing our site. Sorry about the bad links. Stupid technology.  
• dcagle, [+] Thu 13 May 15:35 via web
-  **PrivatIslandsOnline:** Watch Island, New York, United States <http://bit.ly/9eIPOd> Full <http://bit.ly/cov9oF>  
• AdventureLive, [+] Thu 13 May 15:35 via WebPartner
-  **Continental's New Lighting Website:** <http://www.continental-lighting.com/>  
• Continental\_Inc, [+] Thu 13 May 15:35 via HootSuite
-  Shit My Kids Ruined <http://bit.ly/9caJji>  
• mparent77772, [+] Thu 13 May 15:35 via bit.ly
-  Gripping photos of the Vietnam War or as the Vietnamese call it, the "American War" RT @jgaya <http://bit.ly/baBlIX> #VNhistory  
• TedNguyen, [+] Thu 13 May 15:35 via HootSuite
-  REMINDER: Crews closing 91/71 interchange tonight to continue work on bridge deck. See detours: <http://ht.ly/1KLa0> via @91fwy  
• TedNguyen, [+] Thu 13 May 15:35 via HootSuite
-  RT @InsightDaily: Why Talent Flight Is the Newest Business Risk <http://ow.ly/1KBmb>









Mentions

-  @ChuckHall What a well deserved smile on her too!  
MannyRechani, [+] Thu 13 May 11:20 via web in reply to...
-  @ChuckHall thanks!  
buckshappening, [+] Thu 13 May 08:13 via UberTwitter in re
-  @ChuckHall nice to meet you! Don't 4get 2 send me that travel contact. Blog@buckshappening.com. Thx!  
buckshappening, [+] Wed 12 May 23:48 via UberTwitter in r
-  Tks 4 everthing! RT @ChuckHall: really enjoyed networking w people at Central Bucks Chamber of Commerce B2B Expo today! Nice job, Chamber!  
AmandaSoler, [+] Wed 12 May 20:37 via Echofon
-  @ChuckHall You too Chuck - look forward to it.  
jeremyvictor, [+] Wed 12 May 20:34 via HootSuite in reply to...
-  RT @ChuckHall: @MacOutfittersPA Thanks! Great seeing you as well. You will get me into an ipad eventually!  
MacOutfittersPA, [+] Wed 12 May 19:41 via TweetDeck
-  @ChuckHall Better sooner rather than later is my motto! Come to our seminar on 5/21? I promise it will be good....  
MacOutfittersPA, [+] Wed 12 May 19:39 via TweetDeck in rej
-  RT @ChuckHall: Your Story: A Clear Simple Approach. Presenting today 3:30 pm, Central Bucks Chamber Business Expo

Direct Messages

-  barrypeters: See you in a bit at NBI.  
ChuckHall, [+] Wed 12 May 19:08 via Direct Message
-  I'm trying to & hope so! I want to start a blog to display my knowledge (don't quite feel comfortable saying "expertise" yct).  
heathie, [+] Tue 11 May 18:24 via Direct Message
-  heathie: Be strategic! I think we are getting close to good hiring times. . . maybe already there?  
ChuckHall, [+] Tue 11 May 18:21 via Direct Message
-  Thank u! It's tough, bc I'm approaching 5-yr mark w/the company & will finally have a 3rd wk of vaca but something's gotta give.  
heathie, [+] Tue 11 May 17:52 via Direct Message
-  heathie: If there's any way I can help you, please let me know!  
ChuckHall, [+] Tue 11 May 17:46 via Direct Message
-  melanie0: Yes! But must be brick oven w/ real cheese and home made sauce!  
ChuckHall, [+] Tue 11 May 17:02 via Direct Message
-  Pizza wine ...clearly :)  
melanie0, [+] Tue 11 May 16:42 via Direct Message
-  melanie0: We are doing well! Your tweet reminds me I have a bottle of Opus One in the cellar. It was a gift. Suppose I should

@ChuckHall/doyle

-  RT @chrisbro... whole new p... Like, by @just... Sure does  
• jeremyvictor, [+] Thu 13 M
-  Blood drive (@ Church) <http://bit.ly/c>  
• TheMarkGlidden, [+]
-  celebrate Mil... a Joe Ledger... <http://bit.ly/c>  
• JonathanMaberry, [+] TH
-  HP Touchsm... our @svmom... my 12yo son  
• MobiMom, [+] Thu 13 M
-  You are a ma... song do you... step up to ba... <http://jeremy>  
• jeremyvictor, [+] Thu 13 M
-  In case u miss... Profile: Laure... <http://ow.ly/1>... er PHS grad C...  
• buckshappening, [+] Th
-  Use Story Ele... Content <http://>... @ardath421#...  
• B2Bbloggers, [+] Thu 13
-  So excited ab... Museum com... help get this p...  
• Mama's Little Helper

# Twitter Recommendations

- Create an account, including photo, profile information and a link to your website.
- Begin posting items of value to others and retweeting valuable information
- Prudently follow and engage interesting people.

*Grow strategically and authentically!*

# Some examples from twitter

- I just listed a house today at 1313 Mockingbird Lane. Check it out! (web link)
- [@WholeFoods](#) Is there any possibility that one will appear in Bucks County in the next few years? In **Doylestown** or Newtown, perhaps?
- BABY GATE 6'-12' (**doylestown**, pa) \$75: a beautiful baby gate, reaches up to 12 feet long has a door that locks. . .
- Hi Lisa, I graduated from Delaware Valley College in **Doylestown** back in 1993. Very beautiful town

# Chuck Hall, Your Marketing Exec

- [chuck@yourmarketingexec.com](mailto:chuck@yourmarketingexec.com)
- @ChuckHall
- [www.yourmarketingexec.com](http://www.yourmarketingexec.com)
- 866.606.7686
- 35 Cedar Crest Ct., Doylestown