

ComMetrics



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ComMetrics University – Coffee Break Webinar

Wednesday 7 April 2010

Social network metrics – 4 steps is all it takes on Xing or LinkedIn

Urs E. Gattiker <http://info.cytrap.eu/?p=114>
My.ComMetrics.com

More about the **team at ComMetrics** <http://info.cytrap.eu/?p=156>

_Overview <http://commetrics.com/?p=7502> (red more here)

> Where are you right now – geographically speaking
– temperature

Zurich – sunny, fresh morning

A screenshot of a login form for My.ComMetrics.com. The form has an orange background with rounded corners. At the top, it says "My.ComMetrics.com". Below that, there are two input fields: "Username:" and "Password:". Below the password field is a "Log In" button. At the bottom, there is a link that says "Click Here to Register".

_ComMetrics University

During the webinar you can ask questions
by using the:

- chat function,

Thank you and here comes the **first poll**

the Financial Times describes ComMetrics ...

„... Good things come in small packages.“



_Overview

> Goals for this webinar



1 – 4 issues that we should address for getting more out of our social network metrics

2 – being able to work through these 4 questions successfully for ourselves

Free tool and links at the end

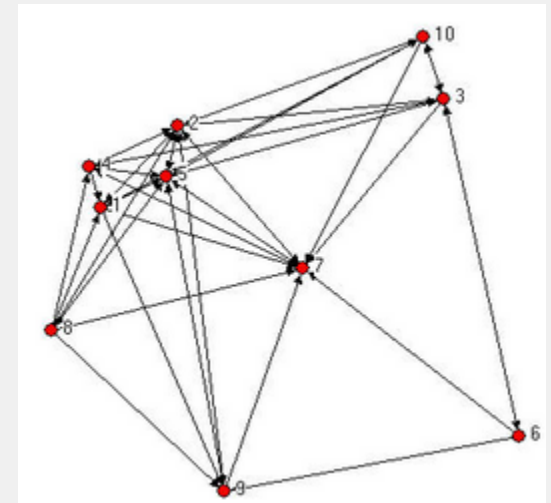
_1 Why did you join Xing, LinkedIn and/or Viadeo

- Your purpose - primary focus should be on answering this
- Company's purpose - should we have a group on LinkedIn/Xing/Viadeo? Find out - join us next week

_2 what goal(s) have you set yourself

- Related to career, building relationships, acquiring new skills or insights

- 1 Visibility
- 2 Fun
- 3 Building a large network of weak ties



<http://commetrics.com/articles/four-new-habits-to-save-you-time-on-twitter/>

_3 leverage network by being nice on Xing/LinkedIn

Always answer

- 1 Request for connects – always respond politely even if you say no
- 2 Messages – you met somebody at a forum, Xing event, PLEASE respond to the person
- 3 Treat everybody the way you wanted to be treated – answer messages, say thank you

Cultural barriers increase chances for misunderstandings => being overpolite (overdressed) tends to make things easier

Focus on the long-term – it is not about 1 more sale this weekend

_4 where is my set of metrics?

It is a process not an event – takes time

- 1 the set of metrics evolves – changes in six months – must fit the purpose (getting more connections versus increasing visibility or improving reputation)
- 2 Your context, situation matters (e.g., being a student – Facebook, versus trying to find a job – Xing)

_Xing group discussions

What we found out

- 1 Understand your clients -

<http://www.xing.com/net/smmetrics/questions-and-answers-discussions-435097/does-xing-understand-its-clientel-not-your-take-29373351/29373351/#29373351>

We may say qualitative data needed but focus on quantitative data instead

- Number of connections
- The higher the score in football, the better – same in social media
- 100,000 follower --- 1 % reads vs. 700 and 10% read (of course this does not address whose people are more influential ☺)

_Overview

> Goals for this webinar



1 – 4 issues that we should address for getting more out of our social network metrics

2 – being able to work through these 4 questions successfully for ourselves

_Overview

>> 4 questions and issues we must work through

1. Purpose for joining or spending time on Xing or LinkedIn
2. Setting the objectives?
3. Leveraging membership as best as we can
4. What are the best metrics for measuring my performance on Xing or LinkedIn?



_Conclusions

- Review Xing Goals and metrics regularly:

<http://commetrics.com/?p=7502>

- Knowing what the baseline is for your Xing activities is the key to effective social networking (e.g., 10 useful contacts => 1 phone call?)

_Conclusions

- Download slides: <http://cli.gs/nQRgRU>
- Wednesday April 21, same time, same place:

TOPIC: Launching a successful group on Xing or LinkedIn

<http://www.xing.com/net/smmetrics/best-practice-social-media-101-q-as-discussions-about-benchmarking-measuring-etc-502278/how-can-this-xing-group-help-you-more-29326304/29326304/#29326304>

_Tools & Tips

- Make your SM presence more accessible to others:

<http://xeesm.com/ursg/>

register yourself here:

http://xeesm.com/_/system/register.cfm





XeeSM 34483

Urs E. Gattiker

Co-founder and CTO of ComMetrics and CyTRAP Labs GmbH, visionary working on successful execution of strategic plan - bottom line focus - But first of all - I am a dad.

What's up:
Working on our next release of My.ComMetrics.com [click to go](#) + series of Webinars on Intel.ComMetrics.com [click to go](#) to start April/May 2010



Visits: 328

My Social Sites
My Groups
Other Places

	+41 44 272 1876	GMT + 1 (CET)	
	email	I still use email	
	Website	our software to benchmark	
	Xing	my Xing profile	
	Blog	ComMetrics	
	Blog	ComMetrics - Q & A	
	Blog	CyTRAP Labs	
	LinkedIn	my LinkedIn profile	
	Twitter	follow me	
	YouTube	YouTube	
	Viadeo	Viadeo	
	FriendFeed	sharing	
	SlideShare	presentations	
	Google	Google	
	Delicious	Bookmarks can be helpful	
	Digg	Digg my links	
	BizNik	Seattle here I come	

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My.ComMetrics.com

Username:

Password:

[Click Here to Register](#)

Thank you



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