

# ComMetrics

ComMetrics University – Coffee Break Webinar

Wednesday 2010-04-21 – 8:45 hours

## Managing online groups successfully: 1st...

<http://commetrics.com/?p=7026>



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## \_ComMetrics – webinar

Host: Deborah Drake ==> <http://cli.gs/qJHEU0>

Presenter: Urs E. Gattiker ==> <http://cli.gs/ye8YhW>

During the webinar you can ask questions by using the:

- chat function
- please stay on the topic



the Financial Times describes ComMetrics ...

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

## \_Overview <http://commetrics.com/?p=7026>

> Goals for this webinar

What we should consider before launching a group on Xing,  
LinkedIn or having a Facebook fanpage, Twitter account



\_1 Why did your company or wants to launch a group on Xing or LinkedIn (Facebook, Viadeo, etc.)?

1 What was your purpose at the beginning

- marketing = broadcasting (coupons)
- engagement, reputation....

- size of group


2 6 months later - has your purpose changed ?

\_2 social media and 'success:' Is it about engagement, interaction? RSS feed helps

German and English - 1st step in the marketing funnel

Group: Chief Marketing Officer's Exclusive

Homepage » Minimize XING header



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[ComMetrics University - Coffee Break Webinar Series](#)  
Prof. Dr. Urs E. Gattiker, 07 Apr 2010, 4:34 pm


[iPhone Anwendungen als Marketingidee](#)  
Jochen Weiler, 06 Apr 2010, 5:56 pm




[Looking Forward to have a long Relation Networking](#)  
Hany Ebtehal, 06 Apr 2010, 07:03 am

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Group exists since: 04 Dec 2006

Members in this group: 9,244


Articles in this group: 1,350

## \_2 is your group successful?

- What is the purpose – learning and sharing = primary

**Group: Social Media Monitoring**

Homepage » Minimize XING header



**ComMetrics**  
Tools for benchmarking social media

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**News**


08 Apr 2010 ▼ 2010-04-08 - **WE are Xing's 6th MOST ACTIVE group: How to be the best?**


31 Mar 2010 ▼ 2010-04-07 - Webinar - drop the useless social media metrics

30 Mar 2010 ▼ 2010-03-31 8:05 - INAUGURAL 20 min SM Monitoring Webinar

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**Latest articles in all forums**

Re: Tim Gier: Welcome to our moderators' team!   
Prof. Dr. Urs E. Gattiker, 09 Apr 2010, 08:40 am

Re: I am @PingTweets   
Prof. Dr. Urs E. Gattiker, 09 Apr 2010, 07:59 am



I am @PingTweets


**New members**




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DotCom-Productions - NBS-SEO


  






Taural Rhoden 




RHODEN Consulting



Sven Abraham 



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You're a moderator

Group exists since: 06 Nov 2009

Members in this group: 178

Articles in this group: 507

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2010\_04\_21

## \_Overview – Wrap-up

> Goals for this webinar

What we should consider before launching ....



What do you / company intend to accomplish with the group?

- social networking (Facebook ) versus business networking (LinkedIn) OR

**Xing offering social or biz networking (depends on group)**

- Want to have fun ?

- Improve reputation , authority, customer engagement or  
broadcasting info (product, workshops, etc.) ?

## \_Conclusions

- Define purpose, set goals & be ready to change as your group or fanpage evolves:

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



## \_Conclusions



-Download slides: <http://cli.gs/AgBQDy>

- Wednesday April 28 we have two time slots: 8:45 CET (23:45 PST Tue)  
or 16:00 hours (7am PST Wed) :

TOPIC: What to do if your strategy with Xing, LinkedIn, Facebook or  
Twitter is failing? Are you sure it is succeeding?

# ComMetrics



Thank you



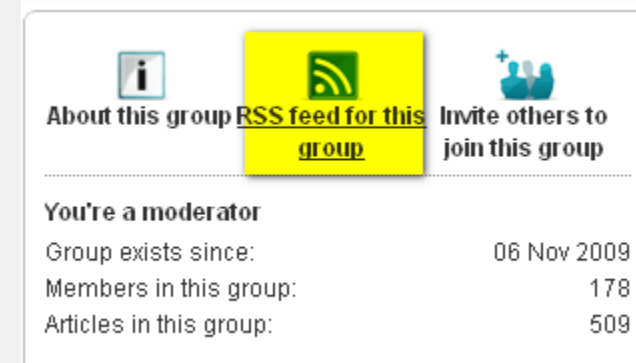
the Financial Times describes ComMetrics ...

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Deborah Drake  
Urs E. Gattiker

ComMetrics.com ==> My.ComMetrics.com

## \_Tools & Tips



- Please copy the code below into your e-mail program or RSS reader so you get the SM monitoring group's RSS feed right in your in-box (fast and easy)
- <http://www.xing.com/generated/rss/en-net8454-rssfeed2.0.xml>
- Next week we share how you can set-up this RSS feed for the Microsoft Outlook e-mail program