

ComMetrics

ComMetrics University – Coffee Break Webinar

Wednesday 28 April 2010 – 8:45 and 16:00 hours



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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



„Urs: I know your webinars are great because I know you wouldn't do anything that wasn't.”

_Overview <http://commetrics.com/?p=7824>

> Content for this webinar

1 Things your mom forgot to tell you about social media

2 What others do fails for me

3 What is the right strategy?



Topic: What to do if your strategy with Xing, LinkedIn, Facebook or Twitter is failing?

2010_04_21

_1 Things your mom forget to tell you about social media

1 Who is in charge – EULA Facebook, LinkedIn...

2 Protection: collect the addresses and eMails so you

LinkedIn - green group
As a moderator, we cannot engage with so many members, instead, we broadcast.

About this Group

Created: March 8, 2008

Type: Networking Group

Members: 82,216

Subgroups: 12

Owner: [John Horsley](#)

Website: <http://www.greenprofs.com>

About this Group

Created: November 12, 2007

Type: Networking Group

Members: 231,640

Subgroups: 5

Owner: [Robert Fleming](#)

Website: <http://www.emarketingassociation.com>

Subgroups

[Social Marketing Group](#)

2,738 members | [Forward](#) | [You are a member](#)

[Search Engine Interest Group](#)

1,354 members | [Forward](#) | [Join](#)

[eMarketing Association Off-Topic Group](#)

224 members | [Forward](#) | [Join](#)

[eMail Marketing Group](#)

2,007 members | [Forward](#) | [Join](#)

[eMarketing Event Group](#)

723 members | [Forward](#) | [Join](#)

2010_04_21

_2 does your strategy work? How do you know it does

I

Group: inside Twitter Marketing and PR

Homepage » Minimize XING header

Tweet Akademie

Kommunikation im Echtzeitweb

Expertenwissen, Intensivseminare, Wissenstransfer für Unternehmen

Homepage
Forums
Member search

Search for: ☒ Articles ☐ My articles ☐ Author Keywords Search

[Search tips](#)

News

There are no recent new entries for this group.

Latest articles in all forums

Gruppen-Newsletter: Wochenausblick - Internet W
Michael Gebert , 09 Apr 2010, 08:08 am

Kurzes Hallo
Carsten Schulz , 08 Apr 2010, 12:29 pm

Deutschlandpremiere – Foursquare Swarm Aktion auf
Michael Gebert , 08 Apr 2010, 08:07 am

Persönliche Vorstellung
Dr. Wafi Al-Baghdadi 08 , في المنصور وفي الجنداي Apr 2010, 12

New members

Andreas Schulz i

ELO Digital Office GmbH

↑
↓

Axel Mewl i

diligenZ management consulting GmbH

↑
↓

Arnold Melm

Arnold Melm

↑
↓

Verena Reinert

Bundesministerium für Finanzen

↑
↓

About this group

Invite others to join this group

You're a member of this group.

Group exists since: 02 Mar 2009

Members in this group: 1,360

Articles in this group: 123

My group options

☒
Subscribe to newsletter

☒
Subscribe to event invitations

2010_04_21

>Introduction >Purpose _How to >Decision >Conclusions >Tools & Tips

_2 does your strategy work?
How do you know it does?

-What is the purpose:
learning and
sharing = primary

http://www.linkedin.com/ug_grpupro

The screenshot shows a LinkedIn group page for 'Law And Social Networking'. The page has a navigation bar with links like Home, Profile, Contacts, Groups, Jobs, and an inbox with 41 items. Below the navigation bar, there's a group profile section with tabs for Overview, Discussions, News, Jobs, Subgroups, Manage, and More... The 'Discussions' tab is active, showing a list of recent discussions. The first discussion is 'LinkedIn Profile - send it!' by Nils Montan, 10 days ago, with 1 comment. The second is 'Facebook to Twitter all While LinkedIn -- Do people find the cross-posting services helpful? Do you read the status updates of others on a regular basis?' by Nils Montan, 29 days ago, with 4 comments. The third is 'FREE Webinar this Thursday (4/22) at 1PM ET: Public Reputation Management for Lawyers with Jay Jaffe of Jaffe PR' by Megan Olendorf, 15 hours ago, with 3 comments. The fourth is 'ComMetrics University - Coffee Break Webinar series - April 28 - is your social media strategy working? How do you know? What can you do?' by Urs E. Gattiker, 16 hours ago, with 3 comments. The fifth is 'What do you do when you Boss wants to friend you on Facebook? Should employers deal with this in their Social Media Policy?' by Dave Wilson, 10 days ago, with 22 comments. On the right side of the page, there's a Dell advertisement for the Vostro 3500 laptop, priced at 419 €. Below the advertisement, there's a section for 'Updates: Last 7 Days' showing recent activity, including a discussion started by Nils Montan and comments by Urs E. Gattiker and Megan Olendorf.

2010_04_21

_3 what is the right strategy?

>1,000 members means broadcasting – BUT convenience makes it work

<https://www.xing.com/net/iwi-weiterbildung>

Group: Weiterbildung am Institut für Wirtschaftsinformatik der FHNW
Homepage

» Minimize XING header

n|w Fachhochschule Nordwestschweiz
Hochschule für Wirtschaft

Homepage Forums Member search

Search for: ☐ Articles ☐ My articles ☐ Author Keywords **Search** Search tips

News
There are no recent new entries for this group.

Latest articles in all forums

May I introduce me to you...
Yanick Belart, 03 Mar 2010, 09:15 am

Gruppen-Newsletter: Weiterbildung, Events und Diple
Daniel Ebner, 27 Jan 2010, 2:41 pm

[more »](#)

New members

 David Tschapnizky
Unic AG

 Levis Pereira
Abraxas Informatik AG

 Peter Krummenacher 
k-webs GmbH

 Hedi Strahm
Zürcher Hochschule für angewandte
Wissenschaften (ZHAW)

[more »](#)

Upcoming events for this group

FHNW CampusTalk "Social Media: Wen...
Th. 08. May 2010, Basel, Switzerland

Search in your group!
First name

My group options

- ☒ Subscribe to newsletter
- ☒ Subscribe to event invitations
-  Manage your group subscriptions
-  Cancel your membership

Moderated by:

About this group **No RSS**  Invite others to join this group

You're a member of this group.
Group exists since: 02 Nov 2007
Members in this group: 229
Articles in this group: **38**

_Conclusions

- Write strategy, set objectives AND agree on metrics: Then, measure, improve and then measure again – read more:

<http://commetrics.com/?p=7824>

- Last week's discussion about today's webinar topic on SM Monitoring – Xing group:

<http://cli.gs/8anY50>

_Conclusions

-Download slides: <http://cli.gs/mJMT12>

- Wednesday May 5 we have two time slots: 8:45 CET (11:45pm PST Tue) or 16:00 hours (7am PST Wed) :

TOPIC: tentative - Reversing the razor and razor-blade model



ComMetrics

Thank you



the Financial Times describes ComMetrics ...

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

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_Tools & Tips

 About this group

 **RSS feed for this group**

 Invite others to join this group

You're a moderator

Group exists since:	06 Nov 2009
Members in this group:	178
Articles in this group:	509

- How to add our group's RSS code
- <http://www.xing.com/generated/rss/en-net8454-rssfeed2.0.xml>

to your Microsoft Outlook e-mail program – VERY easy:

- <http://office.microsoft.com/en-us/outlook/HA101595391033.aspx> (English)
- <http://www.mailhilfe.de/tut-outlook-6-rss.html> (super resource in German)

_2 Things your mom forget to tell you about social media

A We live in a service economy: That does not mean Xing, Facebook, E-Bay, Pay Pal do provide competent, courteous and helpful service to clients/users ... because service is not scalable = expensive.

<https://www.xing.com/net/pric3e7d1x/smmetrics/questions-and-answers-discussions-435097/does-xing-understand-its-clientel-not-your-take-29373351/29514978/#29514978>

_2 Things your mom forget to tell you about social media

B Moderators: must nurture and be present in group,

When members pose questions or replies, moderators must answer (e.g., get a comment on your blog, reply to commenter's comment = foster interaction)

C Members: if you pose a question or discussion item: When somebody replies, pls revisit your question AND answer/reply to the person that answered you..... Netiquette.