



Agenda

- > Link Exchange
 - > Websites
 - > Blogs
- > Social Media
 - > Facebook
 - > Twitter
 - > Linked In
 - > YouTube
 - > Pinterest – Instagram
- > SM Communication
 - > Post
 - > Comment
 - > Like
 - > Share
 - > Tweet
 - > Re-Tweet
 - > Smith's Rewards
 - > HWG Fundraiser

Link Exchange

- > Link Exchange
 - > Link - A connection to another website
 - > An exchange of links from one author/company's website to another
- > Examples
 - > www.hendersonwritersgroup.com
 - > www.lasvegawritersconference.com
 - > www.theghostert.com

{ Note: Click on Logos & Pics

Link Exchange



- Ask permission first
- Ask for same in return
- Don't over do it
 - 1 or 2 per page is more than enough
- It can be:
 - Logo
 - Banner
 - Picture
 - Book



Social Media



facebook



What is a Facebook Page?



- **What is a Facebook Page?**
- Pages are for businesses, brands and organizations to share their stories and connect with people. Like [profiles](#), you can customize Pages by posting stories, hosting events, adding apps and more. Engage and grow your audience by posting regularly. People who like your Page and their friends can get updates in News Feed.
- You can [create and manage a Facebook Page](#) from your personal account.
- Note: If you want to create a Page to represent an business, brand, organization or celebrity, you must be an official representative.

Follow



- **What does it mean to follow someone?**
- When you [follow](#) someone, you'll see their posts in your News Feed. You automatically follow people who you're friends with. You can also follow the posts of people who've allowed Everybody to follow them, like [journalists](#), [celebrities](#), [political figures](#) and other people you're interested in but aren't friends with.
- Some well-known public figures with large followings are [verified by Facebook](#) and have a blue badge next to their names to help you know that they're who they claim to be. Keep in mind that not all authentic profiles are verified and that you can't request to have your profile verified.
- If you're interested in keeping up with a [Page](#) (ex: businesses, organizations, brands), you can [like it](#).

Like



- **What does it mean to "Like" something?**
- Clicking **Like** below a post on Facebook is an easy way to let people know that you enjoy it without leaving a comment. Just like a comment, the fact that you liked the post is visible below it.
- For example, if you click **Like** below a friend's video:
 - People who can see the video will be able to see that you liked it
 - A story will be posted on your Timeline that you liked your friend's video
 - The person who posted the video will get a notification that you liked it

Like a Fan Page



- [What does it mean to like a Page or content off of Facebook?](#)
- When you click **Like** on a Facebook Page, in an advertisement, or on content off of Facebook, you are making a connection. A story about your like will appear on your Timeline and may also appear in your News Feed. You may be displayed on the Page you connected to, in advertisements about that Page or in social plugins next to the content you like.
- You may see updates to in your feeds and the feeds of your friends from Pages you like. You may also receive messages. Your connection to the page may also be shared with apps on the Facebook Platform.
- You can also [unlike](#) a Page or piece of content.

Status Update



- [How do I post a status update?](#)
- You can post a new status from the top of your Timeline or your News Feed. To post a status update:
- Type your update in the share menu on your Timeline or at the top of News Feed
- You can also:
 - [tag friends](#)
 - [pick a date for the story](#)
 - [add how you're feeling or what you're doing](#)
 - [add a location](#)
 - [add a photo](#)
- Select an [audience](#) for your post

Share



- [How do I share a link on Facebook?](#)
- To share a link, enter the URL into the share menu at the top of your Timeline or homepage. You can include a message next to your link if you like.
- While you're browsing the web, you may also see opportunities to post links back to Facebook. Clicking a [Like or Recommend button](#) on another website can create a story for you on Facebook.

Comment



- [How do I comment on something I see on Facebook?](#)
- To comment on something:
- Click the **Comment** link under the post or in the white box that says **Write a comment**
- Type your comment
- Press enter or return to publish it

Twitter



What is Twitter



- If you've signed up for Twitter and are wondering how to get started or why you're here, this page is for you. Learn more about the basics of using Twitter [here](#). You can also use this guide, designed to help you dive into Twitter's wealth of information and find what matters most to you. First things first, you might be wondering:
- What is Twitter anyway?
- Twitter is an information network made up of 140-character messages called Tweets. It's an easy way to discover the latest news related to subjects you care about.
- How is it useful?
- Twitter contains information you will find valuable. Messages from users you choose to follow will show up on your home page for you to read. It's like being delivered a newspaper whose headlines you'll always find interesting – you can discover news as it's happening, learn more about topics that are important to you, and get the inside scoop in real time.

What is Twitter



- Do I need anything special to use it?
- All you need to use Twitter is an internet connection or a mobile phone. [Join us here!](#) Once you're in, begin finding and following accounts whose Tweets interest you. We'll recommend great accounts once you're signed up.
- What's a Tweet?
- A Tweet is any message posted to Twitter, and all are 140 characters or less. Once you've signed up, just type your first Tweet in the update box (shown below). We'll even count the characters for you! Click the **Tweet** button to post the update to your profile. If you'd like to learn more about how to tweet, please read [this article](#).
- Why 140 characters?
- We like to keep it short and sweet! It also just so happens that 140 characters is the perfect length for sending status updates via text message. The standard text message length in most places is 160 characters per message. We reserve 20 characters for people's names, and the other 140 are all yours!

Follow on Twitter



- How do I find people to follow?
- When you create an account, you can [search for people](#) by name or user name, [import friends](#) from other networks, or [invite friends via email](#). You can also follow some of the people [we've suggested](#).
- What does it mean to follow someone on Twitter?
- **Following** someone means you've chosen to subscribe to their Twitter updates. When you follow someone, every time they post a new message, it will appear on your Twitter home page. Read more [here](#).
- How do I know who I'm following?
- After you click the 'Follow' button on someone's profile, you're following them. See a list of people you're following by clicking on the [following](#) link on your profile page or on your home page's sidebar.
- How do I know who is following me?
- Twitter sends you an email when someone new follows you. Set up your [email preferences](#) to notify you when you have a new follower. The [Followers](#) link on your profile page or home page's sidebar will also tell you who is following you.

Retweet



- What is a Retweet?
- A Retweet is a re-posting of someone else's Tweet. Twitter's Retweet feature helps you and others quickly share that Tweet with all of your followers.
- Sometimes people type RT at the beginning of a Tweet to indicate that they are re-posting someone else's content. This isn't an official Twitter command or feature, but signifies that they are quoting another user's Tweet.
- What does a Retweet look like?
- Retweets look like normal Tweets with the author's name and username next to it, but are **distinguished by the Retweet icon** and the name of the user who retweeted the Tweet. If you see a message from a stranger in your timeline, look for **retweeted by** info in the Tweet — the retweeter should be someone you follow.

Websites/Blogs

Websites	Blogs
<input type="checkbox"/> The Ghoster	<input type="checkbox"/> Iditarod

Smith's Food and Drug



- > www.smithsfoodanddrug.com
- > Sign In
- > My Account
- > Community Rewards
- > Enroll
- > Type 96323
- > Save



social media

Questions/Discussions

Thank you
Please Like, Share, etc.
