

Social Networking for Business

What you can do right now!

1. Join at www.linkedin.com

Why? This business networking site has more than 40 million members and is great for reaching out to colleagues, clients and business associates alike. Use it for an online resume, contact list, recommendations, groups (i.e. BizBash Event Planners Gather), event mgt, answering questions.

Request to be linked to *Elizabeth Beskin* and *Betsy Kent* to start your network!

2. Set up your Business Fan Page at www.Facebook.com

Why? It's a great tool for building connections between your brand, the people you know and *the people you want to know you*. Announce events, talk about company news, collect fans, post photos of your events, even consider running an ad.

3. Join at www.Twitter.com

Why? Communicate and stay connected to colleagues and learn from social media masters by following *their* favorite sites and postings. Listen before you start to talk and engage and follow. Find us: @photobiz (Elizabeth) & @bevisible. (Betsy).

4. Go to www.Technorati.com or www.AllTop.com and find blogs that interest you. Set up to receive them daily by rss feed or in your mailbox.

Why? A great way to understand how to develop your own "blog voice".

5. Set up a profile www.Google.com/profiles and set up **Google Alerts** so you can find out when something with your name or something you are interested in is circulating on the web. Great for blog ideas!

6. Subscribe to our blogs!

www.FifthAvenueDigital.com/blog Learn about the business behind the artistry, social media tips, & ways to use photography for marketing events.

www.BeVisibleAssociates.com/blog "Just Ask Betsy" Where you can ask questions & get answers about anything Web related (There are no stupid questions!)

Pick one Social Media site to focus on and get really good at it before you go on to the next. If you get stuck...we're here to help!



brought to you by:
Corporate Photography Internet Marketing
Elizabeth Beskin Betsy Kent
Elizabeth@FifthAvenueDigital.com Betsy@BeVisibleAssociates.com
212-741-6427 212-420-5950

