



**Thank You for Joining Us,
The Webinar Will Begin Shortly.**

Women And Technology Today Social Media & WIPP Mobile App:

Learn it, Love it, Use it!

Course Instructor:

Marisa Smith

President, The Whole Brain Group

Executive Advisory Board Member, WIPP





- The Voice for Women in Business in our Nation's Capital.
- National nonpartisan public policy organization representing over half a million Women Business Owners including 55 business organizations.
- Advocates for and on behalf of women and minorities in business.
- Thirty-one local Instant Impact teams across the country engaging with legislative officials and the business community to advocate for Women Business Owners.

www.WIPPP.org

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www.WIPPP.org www.WomenAndTechnologyToday.com

1-888-488-WIPP

Women And Technology Today Program

National program from WIPP's "Women, Money and Opportunity: Powered by WIPP" series. The WATT program is designed to educate women business owners on strategies to accelerate growth by understanding technology investment, and how to manage it.

www.WomenAndTechnologyToday.com



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smart web design and social media strategies



Agenda

Learn it! Love it! Use it! Social Media

- Tips on how to best use Social Media to your business' advantage.
- Find out how the WIPP mobile app makes it easy to stay on top of the policy that affects you.
- Learn how to share important news items and policy updates with friends.



Introduction

Social media, what is the point?

- Listen to & learn from other people in your field
- Build relationships & engage customers
- Establish expertise
- Market your products & services
- Create a network to help spread your news
- Increase awareness & traffic for your business




Learn the Tools

Connect with others...know your audience
and which tool is best:

The Facebook logo, consisting of the word "facebook." in white lowercase letters on a dark blue rectangular background.The Twitter logo, featuring the word "twitter" in a light blue, lowercase, sans-serif font above a blue cartoon bird.The LinkedIn logo, featuring the word "Linked" in black and "in" in white lowercase letters inside a blue square.

Each requires you to create an account.

Facebook

- The social network and for business pages
- Status updates, add to a Discussion, use of Comments and Likes  Like  Be the first of your friends to like this.
- Customer engagement (ads, news, events)
- Become a Fan or Group Member
- Share messages about WIPP public policy initiatives to colleagues
- When WIPP lists your event in Facebook, RSVP so your friends can see that you're attending.



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- Wall
- Hidden Posts
- Info
- Photos
- Twitter
- Events
- Reviews
- Web Address
- Poll
- Welcome!
- Edit

198 people like this

Likes See All

- Small Giants Buzz
- Ann Arbor Fiber

The Whole Brain Group

Internet/Software · Ann Arbor, Michigan

Edit Page



Wall The Whole Brain Group · Most Recent

Share: Post Photo Link

Write something...



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support

Job Opening: WordPress Web Developer
www.thewholebraingroup.com

Whole Brain News: Our Ann Arbor consulting firm, The Whole Brain Group, is a rapidly growing, woman-owned company made up of a team of experts committed to building user-friendly websites and web-based applications to help people work smarter and greener. We are focused on building websites that...

172 Impressions · 1.74% Feedback
Yesterday at 2:07pm via dlvr.it · Unlike · Comment · Share

You, Dave Koziol and Bonnie Valentine like this.

Write a comment...



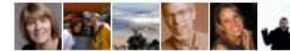
The Whole Brain Group

support

Job Opening: UX Designer
www.thewholebraingroup.com

Whole Brain News: Our Ann Arbor consulting firm, The Whole Brain Group, is a rapidly growing, woman-owned...

Admins (6) See All



- Use Facebook as The Whole Brain Group
- Promote with an Ad
- View Insights
- Suggest to Friends

You and The Whole Brain Group



- 118 friends like this.
- Jamie Latendresse Design, Ann Arbor Fiber, The New Small

Create a Facebook Page



Create a Page

Have a Local business, brand or product? Create a page for it on Facebook in minutes, for free.

Quick Tips

Get more people to like your Page with

LinkedIn

- The professional social network
- Company Profile & Recommendations
- Status updates
- Join the WIPP Group
- Create events and invite your connections
- RSVP when WIPP posts an event you want to attend so your connections see that you are attending

Join LinkedIn and see how you are connected to The Whole Brain Group, LLC

As a member you get access to insightful information about your network at thousands of companies!

[View full page](#)

Already a member?
[Sign in »](#)

Companies *beta* > The Whole Brain Group, LLC

Overview Services



The Whole Brain Group works to help organizations obtain their triple bottom line (people, planet, profits) by introducing clients to electronic solutions to help them work more efficiently. All of our solutions free people to focus on their work, use less paper, and create a "green" office.

To
... more

New Hire (1)



Relationship Manager & New Media Consultant

Kyle Stuef

Came from...

Ann Arbor Radio, Account Executive / Marketing Consultant

Company Profile

Info on 65 million companies, plus key info on top execs. **Free Trial**

www.hoovers.com/company_profiles

Cold Calling Is Dead

Learn modern prospecting techniques that work!

Free 37-pg .pdf download

www.NeverColdCall.com

Find Company Profiles

Free access to Company Profiles, SEC Filings, News, and more.

www.SECFilings.com

Local Dining

Looking For A Great Restaurant In Your City?

Sign-Up & Get 50% Off

www.LivingSocial.com



Ads by Google



Check out insightful statistics about The Whole Brain Group, LLC employees »

Type

Privately Held

Company Size

11-50 employees

Website

<http://www.thewholebraingroup.com>

Industry

Recent Tweets

Recent Blog Posts



Whole Brain Clients: Daily News is out! <http://bit.ly/fliZTB> ▶ Top stories today via @encoreresalemi @a2y_chamber 5 hours ago

Whole Brain Clients: Daily News is out! <http://bit.ly/alzz9l> ▶ Top stories today via @ajbarr @nonpareilstudio @dawnfarm 1 day ago

Twitter



What is it

- Communicate in 140 characters or less
- Follow people to learn and find content to communicate
- Communicate your own content & other people's

How can you use it

- Personally (guru, communication with customers and prospects, promote things you believe in)
- WIPP - use it to promote events, WIPP initiatives

Twitter / Home

http://twitter.com/#

Search Home Profile Messages Who To Follow

Twitter logo

What's happening?

Timeline @Mentions Retweets Searches Lists

mitten Laura Fisher
Really good experience at Frita Batidos: churros were a bit gooier than usual, Eve herself came out to talk to us and made everything right.
23 seconds ago

jewishdetroit Jewish Detroit
Hiring Content Strategist #Detroit #Jobs <http://bit.ly/hO7uWn>
22 seconds ago

RobertEReed Robert Earl Reed
<http://bit.ly/dgSEP6> Tag Archive for 'personal achievement' at Useful Business Tips ...: Articles tagged with 'Personal Achievement' ...
31 seconds ago

jewishdetroit Jewish Detroit
Hiring Web Analyst #Detroit #Jobs <http://bit.ly/hWCTzo>
41 seconds ago

HuffingtonPost Huffington Post
Guinness world record FAIL <http://huff.to/fSmqCs>
1 minute ago

jewishdetroit Jewish Detroit
Hiring Information Architect #Detroit #Jobs <http://bit.ly/h86ub3>
1 minute ago

Your Tweets 3,300

1 hour ago: Work from home makes me giggle RT @marlo_does_hair: Fairies & Littlest Pet Shop have taken over my

Following 759 Followers 807

Favorites 13 Listed 46

☆ merrillg The Social Media Marketer's SEO Checklist [http://www.seomoz.org/blog/...](http://www.seomoz.org/blog/)

Recently listed in: Roadtrippers 2011, social media, Second Place, Mutuals, Mutual-Friends

Trends

Detroit · change

Prii Promoted

#neverwilli

#imoldenough

#libya

Knicks

Christchurch

XXL

Jerry Springer

Carmelo

Wisconsin

Who to follow

Suggestions for you · view all

Shopify · Follow Promoted

Erica Urbane · Follow

Erica Finley

nbritsky · Follow

Nick Britsky

ShannonPaul · Follow

Shannon Paul

Refresh suggestions

Browse interests · Find friends

About · Help · Blog · Mobile · Status · Jobs · Terms · Privacy · Shortcuts

Advertisers · Businesses · Media · Developers · Resources · © 2011 Twitter

Mobile Social Media

Mobile is friendly

- Social media is accessible via mobile devices via a downloadable app (Facebook, Twitter, LinkedIn)
- Many apps are available (Foursquare, Google Places, Yelp)

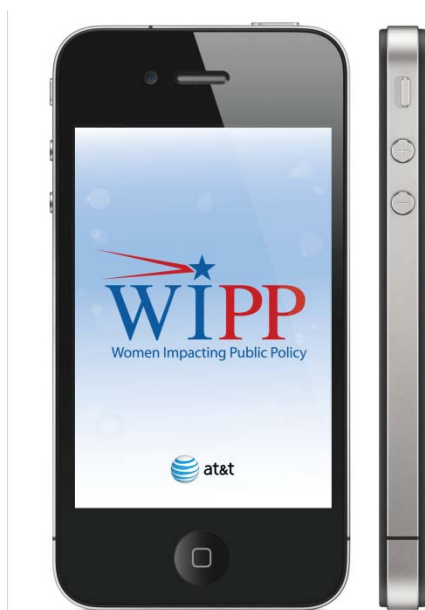
Why mobile?

- Easy access while on the move
- Location based advertising - specials nearby
- Keep up with news & events
- Promote things quickly
- Customers spread the news for you, quickly (beware of bad news)

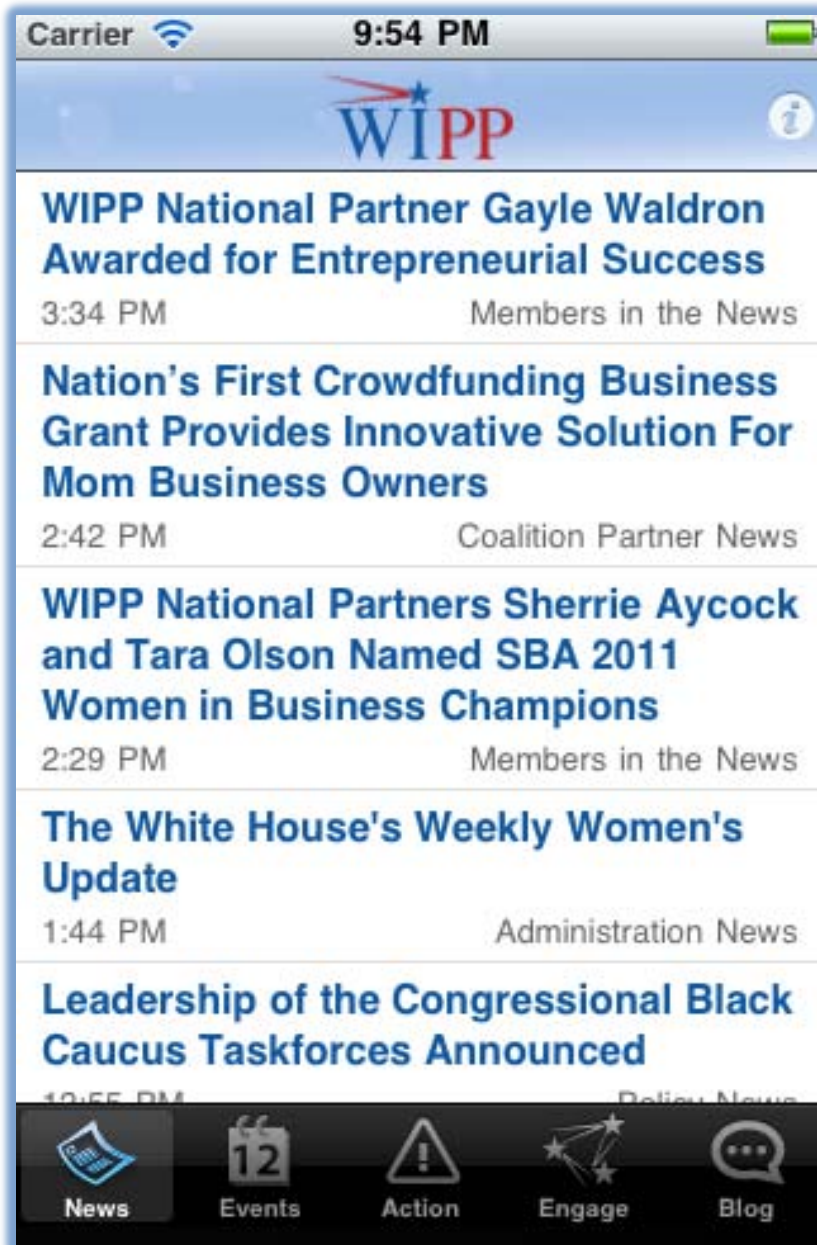


WIPP Mobile App Preview

WIPP mobile app makes it easy to stay on top of the policy that affects you.

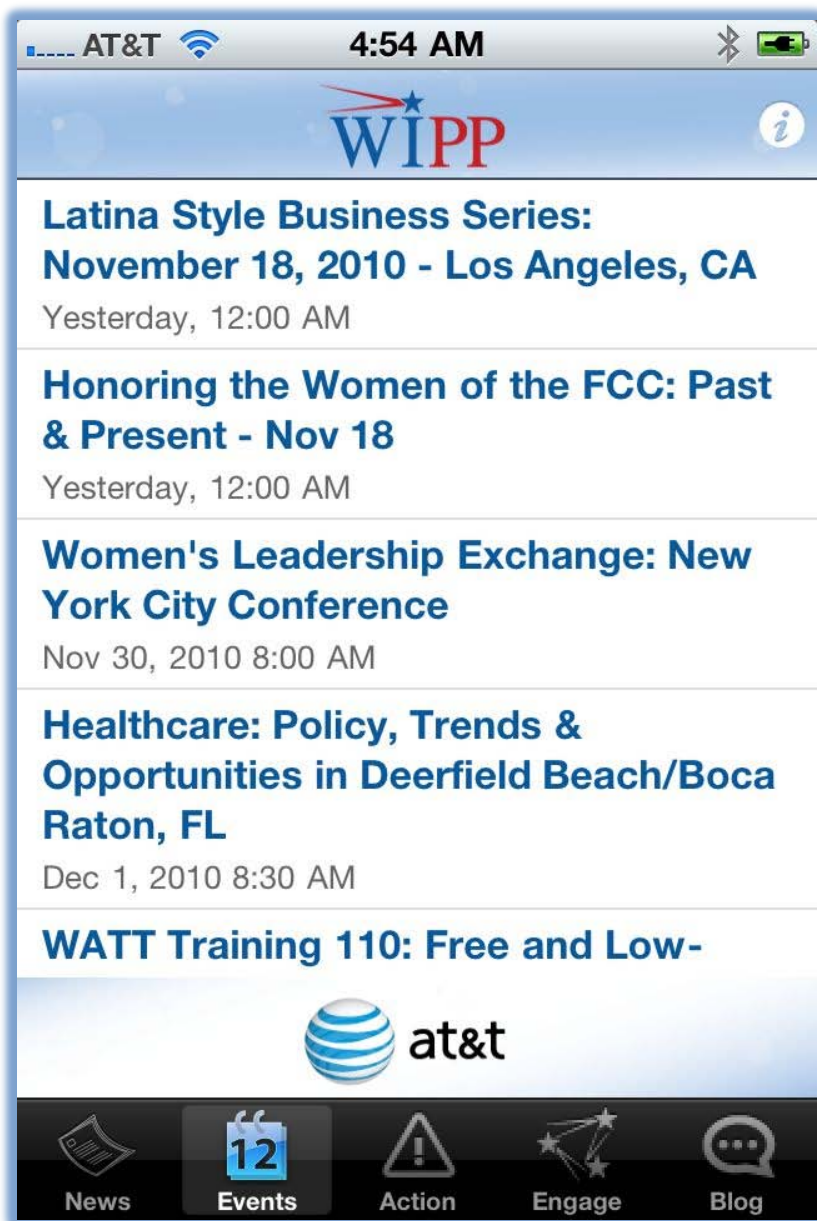


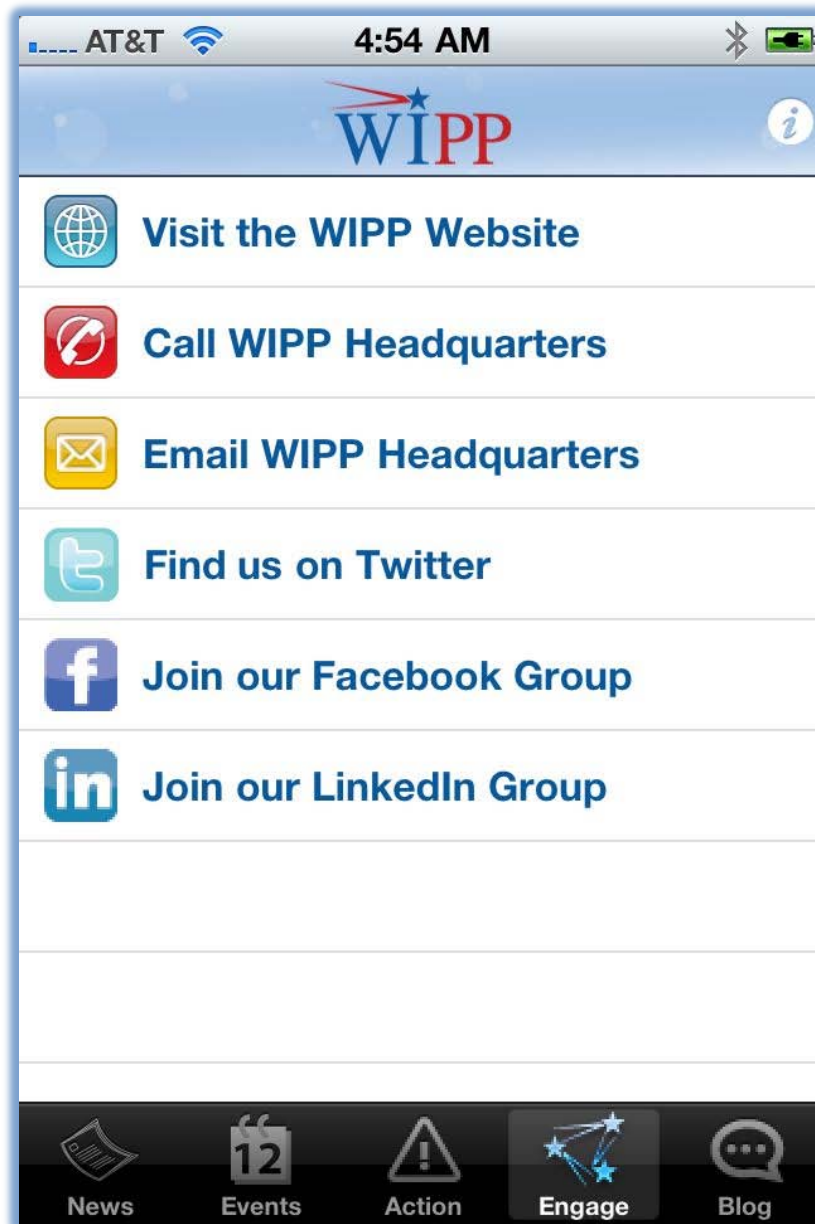
- News and events from WIPP
- One-touch access to WIPP's social media channels
- Alert notices from WIPP about important policy issues affecting women-owned businesses

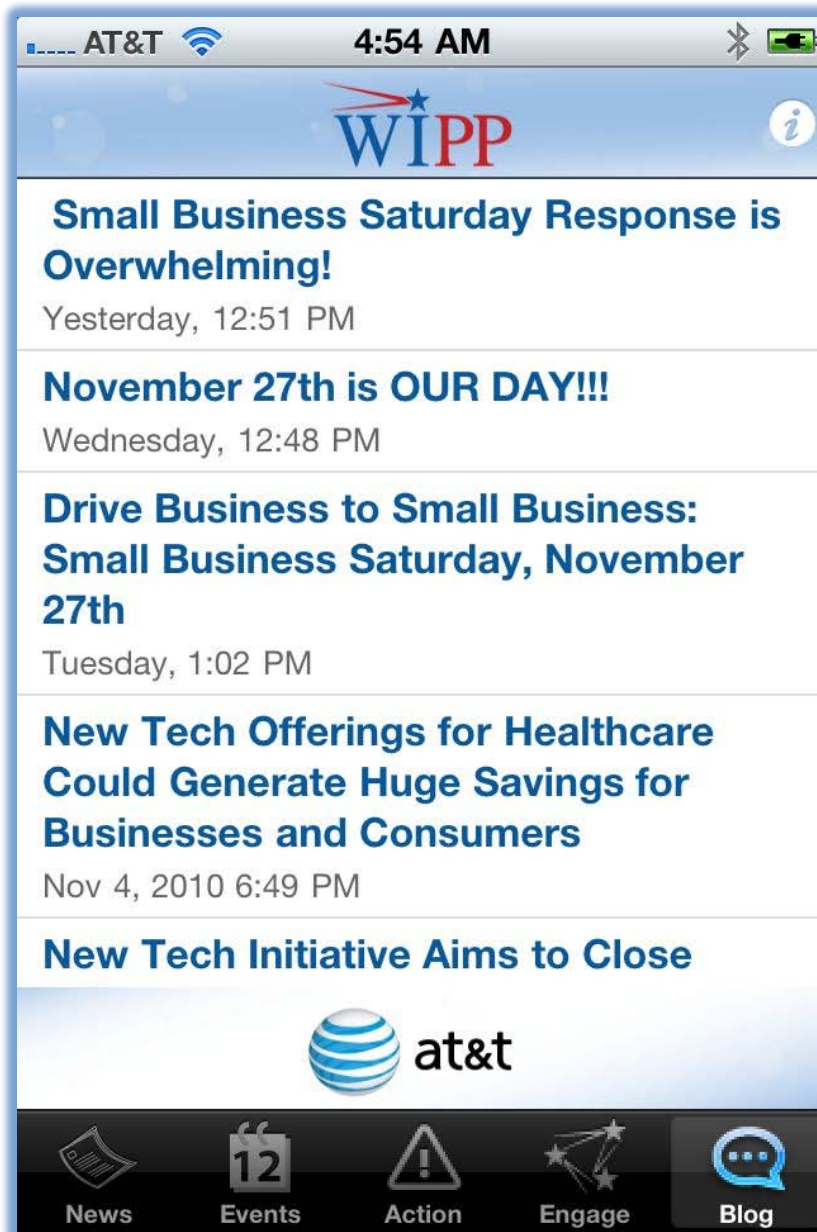














Getting Started

Develop a social media strategy:

- Stay focused and delegate wisely
- Make sure you have the time and resources
- Start slowly
- Observe what other businesses are doing
- Understand the return on your investment
- Track, analyze and adjust
- Take a class (we just happen to have some)

Takeaways

Use it! Access social media from a computer or behind a mobile device to:

- Engage in the network, build relationships
- Participate in sharing news and information
- Increase your brand and identity
- Reach your audience
- Drive business and help others



Questions?

Marisa Smith, *President*

The Whole Brain Group

msmith@thewholebraingroup.com

Phone: 734-929-0431

www.thewholebraingroup.com





Powered by WIPP Education Foundation:

Women, Money and Opportunity brings resources and a wealth of knowledge from experts within the WIPP community to educate women business owners.



Give Me 5
WIPP Gateway Program for Federal Contracting
www.GiveMe5.com



Women Accessing Capital
WIPP Gateway Program for Securing Funding
www.WomenAccessingCapital.com



Entrepreneurs, Energy & Environment (E3)
WIPP Gateway Program for Opportunities in Energy & Environment
www.EntrepreneursandEnergy.com



Women And Technology Today
WIPP Gateway Program for Understanding Technology in Business.
www.WomenAndTechnologyToday.com



Women For Wounded Warriors (W4WW)
WIPP Mentorship Program for Women Veterans & Spouses of Disabled Veterans in Small Business
www.WomenForWoundedWarriors.com



Get Involved!

- Energy & Environment, Procurement & Healthcare Committees
 - Local Instant Impact Teams
- Weekly Policy Updates Relating to Your Business

1-888-488-WIPP

www.wipp.org

Questions? Contact WIPP Staff

Senior Coordinator, Programs & Communications : Jessica Davis ▪ jdavis@wipp.org ▪ (415) 434-4314

Small Business Policy Analyst: Matt Boyle ▪ mboyle@wipp.org ▪ (415) 434-4314

Membership Coordinator: Hannah Starkel ▪ hstarkel@wipp.org ▪ (415) 434-4314

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