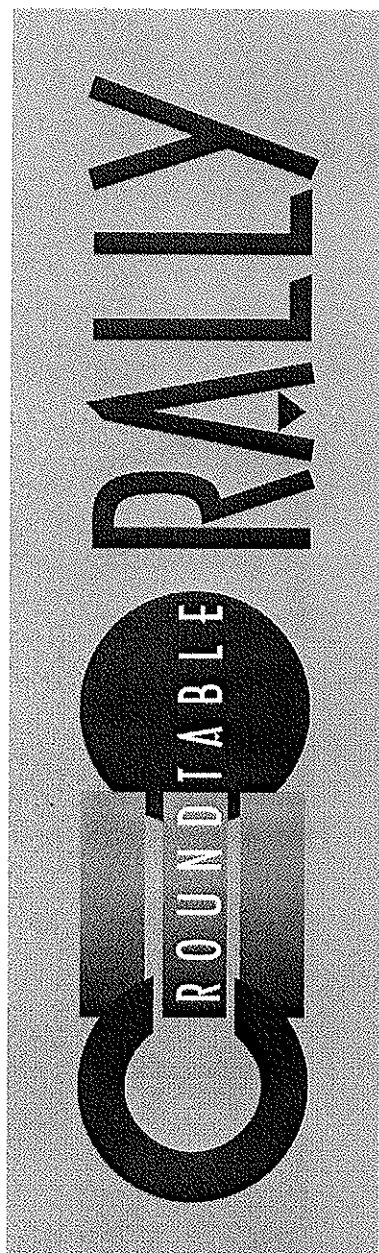


Daring to Be Social: How your peers are using social media to increase business



October 13, 2010

11:30 a.m. Networking and Lunch

11:50 a.m. Welcome

Janet Wyllie, Grand Rapids Area Chamber
of Commerce, VP of Programs & Events

Panel Presentation

Moderator:

- Stewart Healey, Handicomp, Inc. and
International Golf League Federation

Panelists:

- Amanda Rogalski, viastore systems, Inc.
- Scott Seifferlein,
GrandRapidsGolfLesson.com
- Bob Koch, Rim Guard, Inc.
- Jennifer Puplava, Mika Meyers Beckett &
Jones PLC

Question & Answer

1:30 p.m. Conclusion

2:00 p.m. Optional 9 holes of Golf

Sponsored by:



*Thank you for attending the 2010 CEO Roundtable Rally.
We hope you will discuss this information further in your Roundtable
groups and within your organization. Special thank you to our Panelists,
Moderator and the Steering Committee.*

Panelist Bios

Amanda Rogalski, viastore systems, Inc.

Amanda Rogalski is the Director of Corporate Development at viastore systems Inc. She is responsible for marketing and communication strategy and implementation for the North American market. At viastore she initiated and maintains all social media activity as a piece of the overall marketing strategy. She received her Bachelor's in Business Administration majoring in Marketing and International Business and is currently pursuing her Masters in Communication at Grand Valley State University. Amanda is also the current President of the Grand Rapids Young Professionals.

Scott Seifferlein, GrandRapidsGolfLesson.com

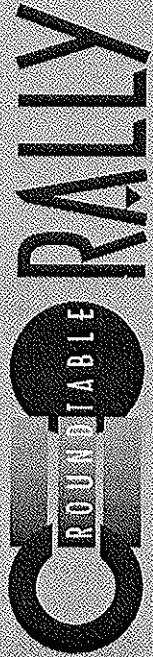
Scott, PGA Instructor has been in the golf business for 17 years. He has worked in Michigan, South Carolina, New York and Florida. His current company, GrandRapidsGolfLesson.com holds the #1 location for golf instruction in West Michigan. Facing the 18th fairway of The Highlands Golf Club you can almost hear the sweet sound of persimmon as if the legends who walked these lands were still there. Bob Hogan, Jack Nicklaus, Lee Trevino and others have grooved their swings on the same practice tee that now hosts GrandRapidsGolfLesson.com at The Highlands Golf Academy. Scott has previously taught at White Lake Golf Club, Middle Bay Country Club, Advantage Golf Schools USA, Poxabogue Golf Center and Mines Golf Club. He was recently featured at the annual golf clinic for Ferris State University President's Golf Outing, the 2009 MIGCA Winter Clinic, and on Grand Rapids Fox 17 News. He has authored his own EBook titled Seven Golf Myths That Are Destroying Your Game.

Bob Koch, Rim Guard, Inc.

Bob is owner, along with a partner, of Rim Guard, Inc. a national manufacturer and distributor of a patented liquid tire ballast serving the agricultural and construction industries. Prior to Rim Guard, Bob was an owner and Managing Director of The Charter Group, a Grand Rapids based M&A firm. He remains active with Charter as needed helping to manage certain investment funds organized during his tenure. Prior to joining The Charter Group, Bob was President of Leisure Life Limited from 1985 to 2000, a family owned manufacturer of recreational watercraft. During his tenure of leadership, the company grew from \$1.5 million in sales to \$20 million and was successfully sold to Johnson Outdoors (NASDAQ: JOUT). Bob graduated in 1972 from the University of Michigan with a BGS degree. He currently serves as a member of the CEO Roundtable Steering Committee for the Grand Rapids Area Chamber of Commerce. He and his wife, Julie, have three children ages 19 to 28 and just moved to Holland.

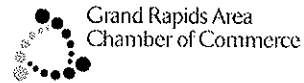
Jennifer A. Puplava, Mika Meyers Beckett & Jones PLC

Jennifer Puplava is an attorney and a member of the law firm of Mika Meyers Beckett & Jones PLC. Jennifer routinely assists clients with technology law and intellectual property issues. She counsels clients regarding trademarks, copyrights, trade secrets, domain names, cybersquatting, data privacy, licensing, use policies, development, and other cyberlaw issues. Mika Meyers Beckett & Jones is a mid-sized law firm that combines the friendly familiarity of a small firm with diverse and flexible skills. These attributes enable MMBJ to serve the legal needs of individuals, businesses, municipalities and institutions throughout Michigan and the nation.



Daring to Be Social

How your peers are using social media to increase business



Panel

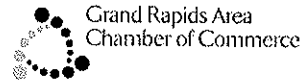
- Amanda Rogalski – viastore systems, Inc.
- Scott Seifferlein – GrandRapidsGolfLesson.com
- Bob Koch – Rim Guard, Inc.
- Jennifer Puplava – Mika Meyers Beckett & Jones PLC

- Stewart Healey – Handicomp/IGLF (Moderator)

ROUND TABLE RALLY

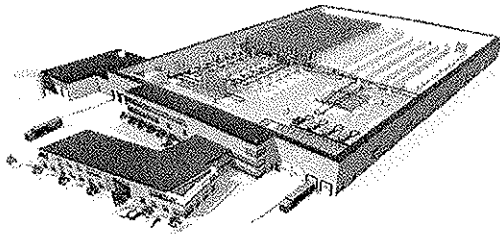
Amanda Rogalski

viastore systems, Inc.



viastore systems - Global Supplier

- **viastore systems** is among the worldwide leading suppliers of automated warehouses and distribution centers including warehouse management software, material flow control, S/R machines and conveyor systems.



Steelcase

WOLVERINE
WORLDWIDE

GFS
golden food service

ZONDERVAN

Baker Perkins

meijer

WALLEN-GARDNER

NOTONS
MARKETING

Criterion
Manufacturing Solutions

THE MOUNTAIN

HACKNEY

HAWORTH

Why did we start trying social media?

- Budgets were Cut
- Extra Time
- We were already using the Internet and e-mail for marketing purposes
- Realized the phenomena of social media was happening not just for people but for businesses
 - Started with LinkedIn Company Page in early 2009
 - Started a Company Twitter Feed mid-2009
 - Started a Company YouTube page late 2009
 - Started a Company Facebook page late 2009

What are the results so far?

- Engaging and Connecting our Customers and Employees
- Improved Search Engine Optimization (SEO)
 - From Page 7 to Page 2 on Google Organic Search
- Number of Leads from the Internet Increased from 1 per month to 1 per week
- Editorial Opportunities
- Increased Visibility in the Market Place
- Stay Informed
- Promotion of Press Releases and Events
- Our end users were going to be on social media in some form eventually

What we were already doing – Survey Monkey

- Engagement
- Asking our customers for feedback on our products and services
- Asking employees how we can improve project management
- Asking our entire database what information is most relevant to them
 - Helped us to divide our database into categories and send more relevant messaging

The screenshot shows the SurveyMonkey 'My Surveys' dashboard. At the top, there's a navigation bar with 'My Surveys', 'Address Book', and 'My Account'. Below that, a banner indicates a 'PRO account' with an option to upgrade to 'UNLIMITED'. The main content is a table of surveys with the following columns: Survey Title, Created, Modified, Design, Collect, Analyze, and Actions. The table lists 10 surveys, including 'viastore Post Project Internal Survey', 'Step 1: viastore Post Project Survey', 'viastore Marketplace Survey', 'Quarterly Sales Meeting Survey', 'Global Intranet Survey', 'Library Listening Group Survey', 'November Customer Service Survey 3', 'November Customer Service Survey 1', 'November Customer Service Survey 2', and 'GRYP Get Involved Event Feedback'. Each row includes icons for design, collect, and analyze, along with response counts and 'Clear'/'Delete' actions.

Survey Title	Created	Modified	Design	Collect	Analyze	Actions
viastore Post Project Internal Survey	April 15, 2010 6:32 AM	67 days ago			10	Clear Delete
Step 1: viastore Post Project Survey	March 4, 2010 1:28 PM	134 days ago			0	Clear Delete
viastore Marketplace Survey	February 1, 2010 2:32 PM	204 days ago			73	Clear Delete
Quarterly Sales Meeting Survey	January 18, 2010 2:15 PM	237 days ago			8	Clear Delete
Global Intranet Survey	November 24, 2009 4:36 PM	274 days ago			245	Clear Delete
Library Listening Group Survey	December 4, 2009 2:29 PM	276 days ago			23	Clear Delete
November Customer Service Survey 3	November 10, 2009 4:15 PM	278 days ago			12	Clear Delete
November Customer Service Survey 1	November 10, 2009 4:02 PM	287 days ago			19	Clear Delete
November Customer Service Survey 2	November 10, 2009 4:12 PM	288 days ago			4	Clear Delete
GRYP Get Involved Event Feedback	September 20, 2009 12:37 PM	344 days ago			23	Clear Delete

Showing 1 - 10 of 18

What we were already doing - Constant Contact

- Tool to send information to our database
- Track who opened the message
- Track who clicked on what links
- Directly follow up with individuals
- Stay in contact with existing customers
- Get in front of new customers on a regular basis

Constant Contact: Emails; Sent Email Summary - Windows Internet Explorer

https://www.constantcontact.com/...

File Edit View Favorites Tools Help

Google Search

Favorites Constant Contact: Email... All Traffic Sources - Google A...

Page Safety Tools

Email Statistics

See All Email Reports

Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
12552	38.4% (4800)	2	0.2% (23)	10.7% (897)	3.0% (27)	0

Click-through Statistics

Email Link	Unique Click-throughs	Click-through Distribution
http://www.facebook.com/onesyncand-Rainco-M... max/kick-systems.html?ref=prf&fbclid=IwAR1077382256569077cuf3x	2	9.7%
http://www.mtsa.com/companies/150713	1	3.2%
http://www.us.madira.com/	12	38.7%
<a href="http://www.us.madira.com/products/consort...
systems.html">http://www.us.madira.com/products/consort... systems.html	3	9.7%
<a href="http://www.us.madira.com/products/stratos...
tweat-machina.html">http://www.us.madira.com/products/stratos... tweat-machina.html	9	19.4%
<a href="http://www.us.madira.com/customer-service/
about.html">http://www.us.madira.com/customer-service/ about.html	0	0.0%
<a href="http://www.us.madira.com/customer-service/
facebook-administrator.html">http://www.us.madira.com/customer-service/ facebook-administrator.html	1	3.2%
http://www.madira.com/	1	9.7%
http://www.madira.com/kick-systems	2	6.5%
Total Click-throughs	31	100%

Printable View

www.us.viastore.com

Viastore AS/RS, Con... | Salesforce - Professio... | Facebook | Amanda B... | HootSuite | Login - Hoover's | Constant Contact | H...

NEW PATENT... | INNOVATION | CONFIDENTIAL... | WAREHOUSE... | BULK LOGISTICS... | STORAGE... | SERVICE

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New Installations
Modernization
Consulting & Planning
Order Picking Systems
Storage/Retrieval Mechanisms
Conveyor Systems
ARC Belt Curve
Warehouse Management & WMS
Conlicts
vaqGISORT
Service
Company
Customer Installations
Press
Event Calendar

Welcome to viastore systems

viastore systems is a leading manufacturer of AS/RS, Conveyor Systems and WMS Software Solutions. Located in Grand Rapids, MI, viastore systems, inc. works closely with each client to develop full material handling system solutions utilizing one or many of our expanded capabilities: AS/RS manufacture and integration, conveyor system design and integration, control system design and upgrade, custom software design and integration, robotic systems, robotics and refurbishments, and custom design and manufacture of special equipment.

Service Corner

- Customers Magazine
- Brochures
- Case Studies
- Photo
- Home Message
- Order Spare Parts
- Info & Contact

News

12.02.2010
Difco selects viastore systems, inc. to provide Puma Spring Stamp Machine in San Marcos, TX

25.04.2010
viastore systems shares established channel for mexican relief

13.01.2010
viastoreblue monitors your entire warehouse

INDUSTRIAL AUTOMATION
INDUSTRY

Follow viastore on Twitter

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viastore systems inc. 4202 Kendrick SE Grand Rapids, MI 49512 Phone: 616-977-3050 info.us@viastore.com

Visits for all visitors - Google Analytics#1284475261474 - Windows Internet Explorer

https://google.com/.../analytics/#ui=1284475261474

File Edit View Favorites Tools Help

Google | Search | Share | Sidewalk | Check | Translate

Constant Contact : Emails | Visits for all visitors - Goo...

viastore-us@mosaiq-media.de | Settings | My Account | Help | Sign Out

us.viastore.com

Dashboard

Intelligence ^{NEW}

Visitors

- Overview
- Benchmarking
- Map Overlay
- News Returning
- Languages
- Visitor Trending
- Alerts
- Absolute Unique Visitors
- Pageviews
- Average Pageviews
- Time on Site
- Bounce Rate
- Visitor Loyalty
- Browser Capabilities
- Network Properties
- Mobile
- User Defined

Export | CSV Email | Add to Dashboard

Advanced Segments | All Visits

Visits for all visitors

Jul 1, 2009 - Jun 30, 2010
Comparing to Jul 1, 2008 - Jun 30, 2009

18,337 Visits
Previous: 12,138 (+51.07%)

50.24 Visits / Day
Previous: 33.25 (+51.07%)

Segment	Visits	Percentage
Jul 1, 2009 - Jul 31, 2009	11,822	64.5%
Jul 1, 2008 - Jul 31, 2008	6,533	5.22%
Aug 1, 2009 - Aug 31, 2009	2,101	11.46%

The Newton Group, ESA... Google... viastore systems Inc. Com...

www.linkedin.com/companies/viastore-systems-inc./trk-co_search_results%goback=aps_1284473786088_1

viastore AS-RS, Conv... Salesforce - Professo... Facebook | Amanda B... HostSuite | Login - Hoover's | Constant Contact : H... Other

Basic Account Upgrade Welcome, Amanda Rogalski Add Connections Settings Help Sign Out

LinkedIn Home Profile Contacts Groups Jobs Inbox (11) More... Companies

viastore. viastore systems Inc.





Overview Followers (36) Activity Companies Home Add Company Follow

Follow company **NEW**
Last edited by Amanda Rogalski

viastore systems is a leading manufacturer of AS/RS, Conveyor Systems and WMS Software Solutions. Located in Grand Rapids, MI, viastore systems, Inc. works closely with each client to develop full material handling system solutions utilizing one or many of our expanded capabilities. AS/RS manufacture and integration, conveyor system design and integration, control system design. [more](#)

Specialties
engineering, design, manufacturing

Current Employees (42 total, 27 in your network)

-  **Ken Lewis** (1)
Director
-  **Philipp Hahn-Wootilo** (1)
Member of the Management Board
-  **Jeanette Essink** (3)
director
-  **Mark Holleboek** (12)

Top Locations

- Greater Grand Rapids, Michigan Area (22)
- Suttgart Area, Germany (7)
- Headquarters, Arizona

There's way, way, way more to this space than clicks.
Google

The Newton Group, ESA... Google... Details | LinkedIn

www.linkedin.com/groupitem?v=...&gid=3995406&type=member&em=25211395&rqd=f701c775-7f5a-46fd-925f-7fc20b550194

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LinkedIn Home Profile Contacts Groups Jobs Inbox (11) More... Groups


Order Picking Warehouse Operations

Discussions Members Promotions Jobs Search More... Start a discussion

viastore has put together a new compilation of "goods to man" or what we call "product to person (P2P)" solutions from simple to sophisticated. Message me for a copy!
1 month ago


Like Comment Stop Following Flag More

7 comments

 **Don Downs** • Amanda,
Send me a copy.
Thanks
Don Downs
dondowns@askdci.com
1 month ago


Updates: Last 7 Days

8 people have joined the group, including MICHAEL MULLEN, Tim Blomme and Michael Ortiz
3 days ago

 **Ram Krishnan** commented on:
How do you measure the production of an order picker?
3 days ago • 16 comments

John Peck and 2 more commented on:
How do you measure the production of an order picker?
4 days ago • 10 comments

Latest Post

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Cristos Bocu
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www.linkedin.com/search/?searchKeywords=service+technician&searchLocationType=1&countryCode=us&postalCode=49512&dic...

Home Profile Contacts Groups Jobs Inbox (11) More... People

Find People Advanced People Search Reference Search Saved Searches

Looking for Service Technician candidates? Post your Service Technician job on LinkedIn

Search Sort by: Relevance View: Basic 35 results Save

Keywords:

First Name:


Last Name:


Title:


Company:


School:

Location:

Dan Broekhuizen  **Director of Human Resources**
Greater Grand Rapids, Michigan Area | Logistics and Supply Chain
In Common with 2 shared connections

Bill Trinklein  **Project Manager, PMP/ITPM/RCDD/ITS at Dematic Corp.**
Greater Grand Rapids, Michigan Area | Logistics and Supply Chain
In Common with 1 shared connection

David Larink  **System Engineer 3 - Controls at Dematic**
Greater Grand Rapids, Michigan Area | Logistics and Supply Chain
In Common with 1 shared connection

Sarah Stark  **Logistic Technician at Total Logistic Control**
Greater Grand Rapids, Michigan Area | Logistics and Supply Chain

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Add by LinkedIn Member

Meet CFO buyers in PERSON

Do you want to meet face-to-face with an te

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High Performance Picking System

From viastoreUS | December 09, 2009 | 133 views

Demonstration of a High Performance Picking System in action. For more information, visit www.us.viastore.com.

Search

High Performance Picking System
133 views · 9 months ago

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130 views · 9 months ago

viastore Presents Patented Air Assisted
82 views · 9 months ago

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https://twitter.com/viastoresystems

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Home Profile Find People Settings Help Sign out

viastore systems

Name viastore systems
Location Grand Rapids, MI USA
Web http://www.via...
Bio viastore systems is a leading provider of AS/RS, conveyor systems and material handling software.

65 following 118 followers 6 listed

Tweets 172
Favorites

Following

15091 15 hours ago via Linktree

Make Positive Change! http://ow.ly/2BYQR
via HootSuite

Keep your Material Handling System "Forever Young" - message me for our new brochure about system modernization!
http://ow.ly/2rg9G
via HootSuite

RT @crashmarketing Rogalski on MarCom: 'You've got a great product or service... now tell people ab... http://bit.ly/1t15D1

RSS feed of viastoresystems's tweets

The Newton Group, ESA | Twitter / Home | Google

twitter.com

viastore AS-RS, Conv... | Salesforce - Professo... | Facebook | Amanda B... | HootSuite | Login - Hoover's | Constant Contact : H...

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What's happening? 140

Getting your location... Tweet

Latest: viastore systems is currently hiring a Sales Manager for our After Market division and a Maintenance Technician - message me if you're inte... about 15 hours ago

Home

IncMagazine When you are your company's brand, how can you change the brand's perception? Weigh in at Ask Inc...
via HootSuite

zondervan RT @proctorgophn: I'm about to be on the radio. At 11:15 eastern. Listen live here. http://bit.ly/1dn1DUS
via TweetDeck

State Two is the magic number: the #creatvepairs that change the world http://state.me/1qzXk
via My...
Retweeted by IncMagazine and 2 others

LockheedMartin Celebrating National Aerospace Week - a message from Chairman and CEO Bob Stevens
http://bit.ly/2GYGz2
via TweetDeck

DRMeyer1 Learn How to Create a Successful, Sustainable Supply Chains @CSCHMP Annual Meeting in San Diego 9/26-29

viastoresystems 172 tweets

74 following 118 followers 6 listed

Who to follow

supply_chain
chris_scioce
Follow

Automation_AGV
SPUS
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Direct Messages 9

Favorites

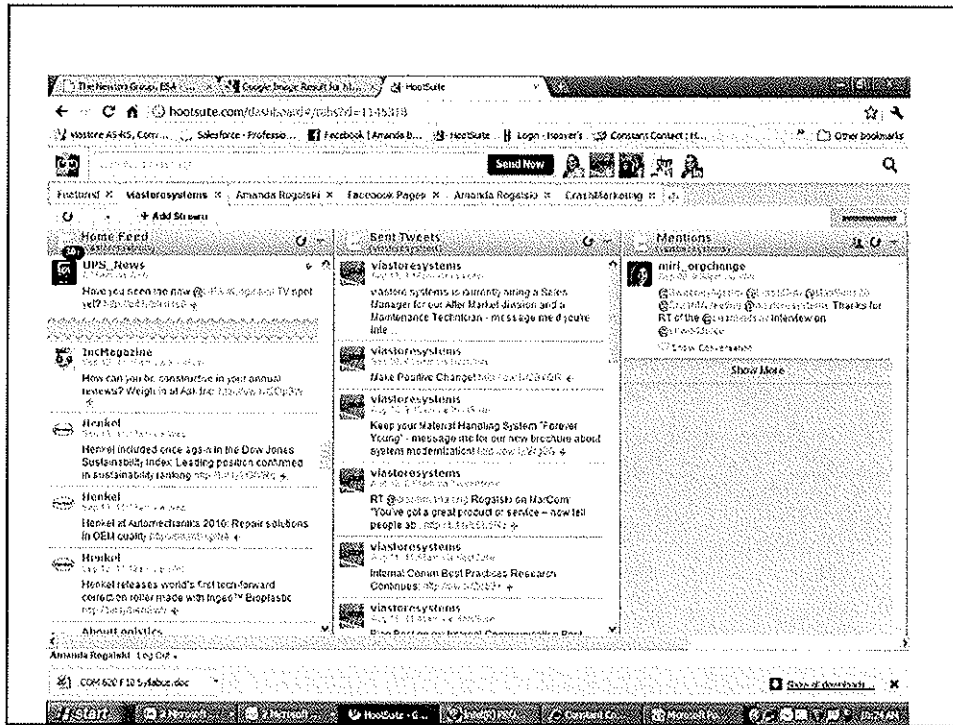
Retweets

Search

Lists

Lists are timelines you build yourself, consisting of friends, family, co-workers, sports teams, you name it.


New list



ROUNDABLE
RALLY

Scott Seifferlein

GrandRapidsGolfLesson.com



Grand Rapids Area
Chamber of Commerce

Shocking Confessions of a BANNED Facebook Member



GrandRapidsGolfLesson.com

At The Highlands Golf Academy

&

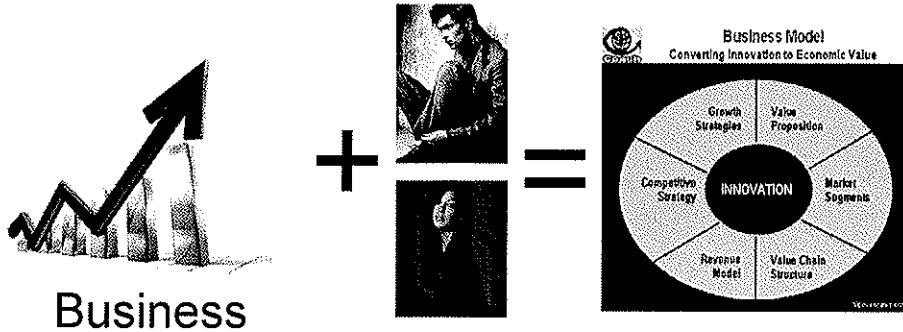
Champions Gate Indoor Golf

GrandRapidsGolfLesson.com

Stop Slicing Five Swings Guaranteed!



Business Model



Over 100 Other Marketing Actions

Beat The Pro Golf Outings
 Golf Digest Free Lesson
 Golf Fitness Class @ Escape Fitness Center
 Golf Savers 2 for 1 book
 Golfshow
 GR Be Healthy Magazine
 GR Chamber
 GR Chamber Health Expo
 GR Jaycees
 GR Press AD
 GRChristian Newsletter
 GROW
 GRpress release
 GRpress sports signups
 Health Motion
 Highlands Members
 Highlands Website
 Internet Searches
 Johnny Ad

BNI
 CEO Roundtable
 Accountant
 AWE
 Direct Mail
 Chamber Networking Group
 Current Client Referral
 Non-Client Referral
 donated gift certificates
 free lessons on the range
 FSU Presidents Outing
 GKIC
 Yellow Pages
 EWGA
 Pen Club
 Sports Clips
 Advance Newspaper
 Lions Club
 Meijer Pro-Am

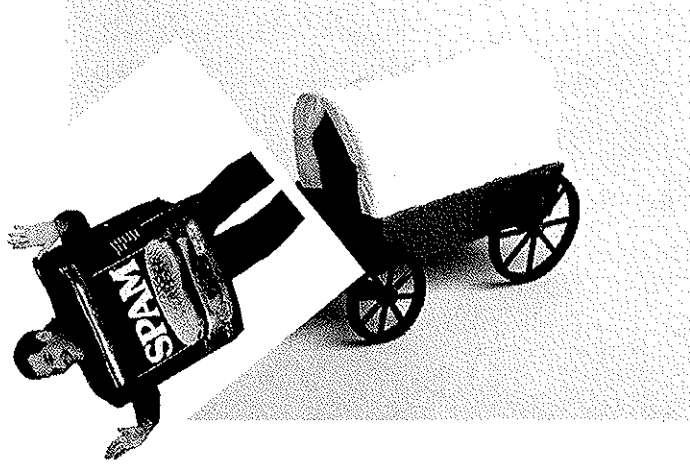
Confessions of a Banned Facebook Member

- How I got started

Confessions of a Banned Facebook Member



Confessions of a Banned Facebook Member



What I Do (Do Being The Key Word)

“The only time you are growing is when you are uncomfortable” - T Harv Eker

LinkedIn Tips

Home Profile Contacts Groups Jobs Inbox (1) More...

View Your Business Overview - Join the Elite RegistryUSA & Recognized For Your Career <complete> - From Kenneth A. Seltzer

Edit My Profile View My Profile

Scott Seifertlein (1st)

PGA Golf Guru at Highlands Golf Academy (1st)

Owner Grand Rapids Michigan Pro Golf Sports (1st)

Scott Seifertlein just submitted an entry to the Golf Channel's Instructor Search Contest. at www.golfdchannel.com and www.youtube.com/scottseifertlein thanks to the help of Cassidy Bishop at www.dragdrop.com - Voting will soon be available and I'll let you know who to vote for!

Golf News, Scores, Instruction, Equipment, Video, Golfing Shows...

22 people have recommended you

500+ connections

My Website (1st)

Hi, Scott

- Forward your profile to a connection
- Edit Contact Settings
- Edit Public Profile Settings
- Create your profile in another language

100% profile completeness

Wisdomsoft ScreenHunter 5.1 Free

ScreenHunter

From: [] To: [] Start: []

Single clicks []

100% completeness

LinkedIn Tips

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My Connections Impromptu Contacts Profile Organizer Network Statistics Add Connect

Share your phone, IM and more with your connections. Update it now.

Filter Connections Select All None

All Connections (979)

- Tugs group members (243)
- Professors (133)
- Friends (41)
- Classmates (17)
- Colleagues (15)
- Unlabeled (10)
- Last Name
- Companies
- Locations
- Industries
- Recent Activity

Name	Connections
Abbott, Ashley	192
Acker, Jennifer	10
Adkins, Paula	37
Ahearn, Brian	43
Alexandra, Laura	23
Allen, Kevin	112
Allen, Mark	72

Quickly view and organize your connections?

ScreenHunter 5.1 Free

ScreenHunter

From: [] To: [] Start: []

Single clicks []

100% completeness

LinkedIn Tips

Basic Account Upgrade Welcome, Scott Sellhorn Add Connections Settings Help Sign Out

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My Groups (50) [Join the cover of your groups](#) [Find a Group](#) [Create a Group](#)

Christian Golfers
Golfers • Actions

Desperate Golf Wives
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Grand Rapids Business Golf Networking Group
Manage: [Revoke access](#) (1)
Golf • Actions

Grand Rapids GKIC Marketing Gurus
Golf • Actions

Grand Rapids Golfers
Golf • Actions

Grand Rapids is the Greatest Place on Earth
Golf • Actions

Grand Rapids The Highlands Golf Academy
Golf • Actions

A Golf & Business Networking Group
Golf • Actions

Align Your Business Units For Competitive Advantage

Wisdomsoft ScreenHunter 5.1 Free

From: To: Stat Single button 16

FaceBook Tips

GrandRapidsGolfLesson.com at The Highlands Golf Academy Another GR golfer just edged 10 yards by swinging faster. Amazing, almost all golfers underestimate their ability to swing fast because their hero golf partners are always telling them to slow down.

Wall Info Notes Photos Discussions Reviews >> +

What's on your mind?

Attach: Share Photos

GrandRapidsGolfLesson.com at The Highlands Golf Academy another GR golfer just edged 10 yards by swinging faster. Amazing, almost all golfers underestimate their ability to swing fast because their hero golf partners are always telling them to slow down.
11 hours ago Connect Post Favorite

GrandRapidsGolfLesson.com at The Highlands Golf Academy just submitted an entry to the Golf Channel's Instructor Search Contest. At www.golfchannel.com and www.golftv.com competition thanks to the help of Gary's 8 over voting will soon be available and I'll let you know who to vote for :)

Golf News, Scores, Instruction, Equipment, Video, Golfing Shows, Travel, Courses | Golf Channel
www.golfchannel.com
It has over 20 years of experience, quality, and it's the only place online to be able to go to the very best of the sport.

GrandRapidsGolfLesson.com at The Highlands Golf Academy <http://www.yournewspaper.com>
December 19 at 12:06pm - 14K

Bernie Fowler Scott Good let's meet in SR on Wednesday morning, I hope to see you.
Photos at 6:56pm - Like - 1K

GrandRapidsGolfLesson.com at The Highlands Golf Academy Are you an accountant or real estate agent who would like to work

Get more people to like your Page with Facebook Ads! [Learn more](#).

GrandRapidsGolfLesson.com at The Highlands Golf Academy
There is a Masters hotel lobby for The Practice Rooms - but the odds of having a state hole-in-one...
Scott Sellhorn likes this.

Get Page Private to Business Ad Suggest to Friends Remove from My Page's Favorites

GrandRapidsGolfLesson.com where you will stop along 5 HURRY! Guaranteed! The Official Golf Lesson of the Grand Canyon's Greatest Double Guarantee in the Entire Universe

The Place Where Your Golf Dreams Come True
Private Coaching & More!

Information
Location: 2718 Grand St. SW Grand Rapids, MI, 49504
Phone: 616-862-9999

FaceBook Tips

201 Friends Like This

6 of 201 Friends

See All



222 People Like This

See All



Favorite Pages

4 Pages

See All



GrandRapidsGolfLesson.com at The Highlands Golf Academy still have those old scorecards before you started at GrandRapidsGolfLesson.com? You know, the ones with all the high scores. Get them shredded for free next week, and bring all your personal docs that need shredding too. September 23, 2010 at the Spaulman Hovingh parking lot coopersville MI, 4-6pm. FREE SHRED event - 4...

September 18 at 12:58am · Comment · Like · Share · Promote · Flag

September 17 at 10:05pm · Comment · Like · Promote

September 16 at 3:51am · Comment · Like · Promote

September 16 at 2:14am · Comment · Like · Promote

September 15 at 7:14am · Comment · Like · Promote

Fatenas Nordeste Almeida Junior likes this.

Write a comment...

GrandRapidsGolfLesson.com at The Highlands Golf Academy private house at the 2011 Masters up for raffie. Last week to get a raffie ticket Pink Ball Charity Classic.

September 15 at 1:50:20am · Comment · Like · Promote

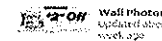
FaceBook Tips

Myco Coaching, Swift & Company, Inc., We Are Golf

Photos

1 Photos

See All



1 photo by others

See All



Video

2 of 23 videos

See All



Dec 18, 2009 8:22pm
1:54 · View about 9 months ago



Dec 17, 2009 9:04am
1:50 · View about 9 months ago

To view this video for video G&L Settings.

GrandRapidsGolfLesson.com at The Highlands Golf Academy 1,000th client contest winner Roger Erbaugh of Erbaugh and Venthouse Dental. Roger wins \$1,000 in private coaching!!



September 9 at 10:12 am · Comment · Like · Share

Chad Rayson and Fatenas Nordeste Almeida Junior like this.

Write a comment...

GrandRapidsGolfLesson.com at The Highlands Golf Academy Michigan pro Tom Gillis just eagled #18 to move past Tiger Woods in the Fed Ex Cup standings.

September 6 at 5:02am · Comment · Like · Promote

Fatenas Nordeste Almeida Junior likes this.

Write a comment...

GrandRapidsGolfLesson.com at The Highlands Golf Academy Casting Call for Grand Rapids Resident to lose 10% of their body weight. Might as well be one of our golfers. Good luck and click here to enter- <http://link.in/duagkm>

Casting Call: Grand Rapids Goffer Wanted To Lose 10% Of Their Body Weight - The Better Golf Blog

Headline: To without your interest at the moment, please email Karla with your name, address information and a brief message why you want to be the best candidate. Entries are due to close this Friday, September 17th. Email Karla at karla@bettergolfblog.com

September 5 at 10:55am · Comment · Like · Share · Promote · Flag

Fatenas Nordeste Almeida Junior likes this.

Write a comment...

FaceBook Tips

Displaying 1-10 of 10 posts from 10 items.

41 Friends Like This

6 of 41 Friends See All



40 People Like This

See All



Favourite Pages

1 Page See All



Breaking 80 Before Ray Romano today is Bob's big day. He will be teeing off at 7:30 with Chuck Lottour from 100.5 The River and Scott Seiffertlein. Statistically only 6% of all golfers break 80 on a regular basis. What do you think the chances are of breaking 80 today? what about over the next 6 months? It's been almost a year and Ray Romano still hasn't broken 80.

August 7 at 4:05pm · Comment · Like · Favorite



Breaking 80 Before Ray Romano Have you heard about the Golf Channel Reality Series **Breaking 80 w/ Ray Romano and Hank Haney?**

We are doing a local version w/ Bob Bishop on August 7th at 7:30am.

Bob is a mid 90's player who has never broken 80. 6 weeks ago we challenged Ray Romano and put together a plan to break 80 in 6 weeks. The story was featur...

See More

July 13 at 11:14am · Comment · Like · Favorite



Breaking 80 Before Ray Romano Week 6 update- http://www.youtube.com/watch?v=d_1C6W6_K11



Breaking 80 Before Ray Romano Week 6

www.youtube.com
This is the 6th update for Bob Bishop's personal video for attempting to break 80 in 6 weeks. Ray Romano has been able to break 80 in 6 weeks.

July 29 at 10:00pm · Comment · Like · Share · Favorite · Flag

Steve Kovacs: Hey Bro,

Write a comment...



Breaking 80 Before Ray Romano Week 5 update- <http://www.youtube.com/watch?v=IRtqgKakKk>

Breaking 80 Before Ray Romano Week 5
www.youtube.com
Bob Bishop of Walker, MI describes the ups and downs of his quest to break 80 before Ray Romano.

YouTube Tips



Search Browse Upload

seeiffertlein Sign Out

Post History Settings Themes and Colors Modules Videos and Playlists

Great Golf Now! [Subscribe](#) All Uploads Favorites



Golf Channel Video for 2010 Instructor Search
From Golf Channel | Uploaded 10/20/10 | 130 views

Like

Uploads (140)

- Golf Channel Video for 2010 Instructor Search**
130 views · 2 days ago
- Meiji LPGA Pre-Am Putting Contest with**
7 views · 3 weeks ago
- Junior Golf Lesson**
17 views · 3 weeks ago
- Favorites (1)**
- Junior Golf 3 Swings Guaranteed!**
14 views · 1 day ago

YouTube Tips



Search Browse Upload

ssalfortin Sign Out

Video File Upload

4 Ways To Get It Up & Down.wmv (16,142KB)

Upload progress: About 1 min remaining 8% cancel



Video information and privacy settings

Title: 4 Ways To Get It Up & Down.wmv

Description:

Tags:

Category:

Privacy: Public (anyone can search for and view - recommended)
 Unlisted (anyone with the link can view) Learn more
 Private (only specific YouTube users can view)

YouTube direct mobile uploads
Did you know you can upload directly from your mobile phone? [Set up](#) | [Learn more](#)

Advanced Video Upload
Support for large (>2GB) files and resumable uploads (requires Java). [Try now](#) | [Learn more](#)

Important: Do not upload any TV shows, music videos, music concerts, or commercials without permission unless they consist entirely of content you created yourself.

The Copyright tips page and the Community Guidelines can help you determine whether your video infringes someone else's copyright.

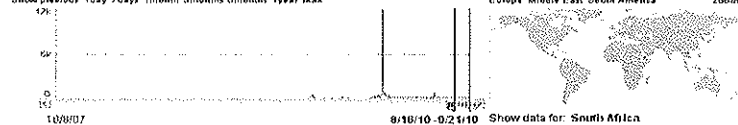
By clicking "Upload Video", you are representing that this video does not violate YouTube's Terms of Use and that you own all copyrights in this video or have authorization to upload it.

YouTube Tips

Total views of all videos: 84,513. In the selected range and region: 6,355

Show previous 1 day 7 days 1 month 3 months 6 months 1 year Max

Show region: All USA Asia Africa Europe Middle East South America Zoom



All Videos

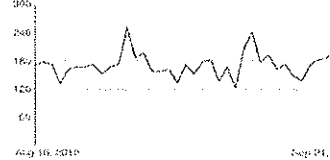
- Summary
- Views
- Discovery
- Demographics
- Community
- Subscribers

Search

Summary

Views

How many views are my videos getting?



Demographics

Who is watching the videos in this channel?



My videos

Video	Views (% of total)	Attention
MIA1 Thompson Sub Mattan...	21.3	
Black&Til	20.5	
Robson Carmona for 2010	13.0	
Big Shot Routine - Tiger Woods	10.6	
John Senden	3.1	
How To Hit The Golf Ball Out	2.8	
220 Pounds with the MIA1...	2.7	
Butler Golf 5 Swings Ground	2.6	
How Not To J. Pull and burn	2.5	
The Masters Golf Tournament...	2.4	

Popularity

How popular are my videos relative to those of other uploaders?



Results

- Tremendous Leveraged Exposure With Google & Referrals (my top 2 resources)
- LinkedIn- 1.6% of direct business
- Facebook- Exposure that helped produce significant transactions. Created more fans and connections as a sole proprietor than virtually all other area golf facilities.
- List Building- over 917 LinkedIn Connections, over 686 facebook connections, over 288 Facebook fans, over 87,860 YouTube views
- Publicity- Newspaper Article, Podcasts
- Added Value For Future Career Options

Do Something



“The Only Time is NOW
Time”
- Dr. Edward Kramer

Bob Koch

Rim Guard, Inc.

Social Media Marketing

Report on getting started in Social
Media as a “non-believer” in a
challenging business environment

The Company

- Rim Guard, Inc.
 - Patented liquid tire ballast for tractors
 - Sold to 700 dealers nationwide
 - 50% Tractor Dealers
 - 50% Ag Tire Shops
 - Consumer base is 95% farmers
 - Annual Sales @ \$2.5M
 - Marketing Budget \$130K
 - Pull through consumer print advertising

Challenging Environment

- Don't understand Social Media or how to use it
- Skeptical on how it can work for us
- Can't rely on local relationships for using Social Media to grow business – national customer base
- Don't think tractor dealers, farm tire shops and farmers are into Social Media

Paradigm Shift

- This is NOT advertising or direct marketing
- Embrace Social Media as a way of participating in the community that contains your customers
- Instead of targeting tractor owners or dealers with direct ads --- engage the larger agricultural community as another voice in the daily dialogue
- Use the power of leveraging networks rather than one on one conversations
- Be patient and walk softly

Process

- Upfront Research
 - Who are the active Social Media players in Agriculture, Farming, Ag Tires, Tractors
 - Twitter, Facebook, Blogs
 - Some farmers, more Ag infrastructure
 - Look everywhere and identify those most relevant to follow and join
- Commitment
 - One hour per day, everyday

Goals

- Develop Social Media relationships in Ag community (Ag umbrella is broad, but..)
- Build Brand Recognition through Social Media connections
- Establish position (eventually) to gain followers of Rim Guard as farm tire ballast expert / resource

Getting Started

- Mindscape provided Ag Social Media research week of August 16
- Set up Facebook and Twitter accounts Aug. 24
- Started “following” from day one, needed to begin filtering almost immediately as we learned what was relevant to us
- Set up Tweetdeck to organize

Listening Phase

- Daily following of Twitter and Facebook activity
- Monitoring of forums
 - Before Facebook/Twitter, Farmers found chat rooms to be a great way to communicate with peers
 - Today there are about a dozen prominent tractor related forums



Participation Phase

- Started Tweeting occasionally in Mid September – frequency is growing
- Weighed in on several Forums
 - Misinformation difficult to recover
- Continuing to refine who we follow and adding additional relevant sites

Next Steps

- Tie web site into Social Media strategy
 - Links to our Twitter and Facebook accounts
 - Links to other Twitter and Facebook accounts
 - Add interactive content and collect email addresses, invite followers and friends
 - Surveys and video demonstrations (YouTube)
- Add a blog – enables us to put a bigger more targeted voice into the community
- Engage our dealers and consumers more actively through multiple platforms

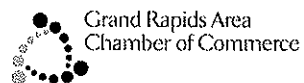
Learnings to Date

- It took a paradigm shift to see where the value in Social Media comes from
- It takes time to learn the lingo – having help is good
- It takes time to develop a presence but being a little shy is not a bad thing
- You must make a commitment of time and apply it consistently

ROUND TABLE
RALLY

Jennifer Puplava

Mika Meyers Beckett & Jones
PLC



How Should the Employer/Employee Relationship be Managed?

What control will your business have over employees' use of social media?

For example...

Option 1: Tell employees they are not allowed to use social media (during work time, ever, etc.)

Option 2: Tell employees they are not allowed to discuss anything work related online.

Option 3: Counsel employees on what is appropriate, how to use good judgment, and who to talk with if confused.

How Should the Employer/Employee Relationship be Managed?

Examples of best practices for guiding employees' use of electronic media:

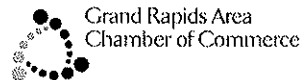
- Implement a company policy for email, internet usage, publication of online content, and use of other social media
- Use filters/blockers
- Designate gatekeeper(s) who will be responsible for company online posts/content
- Understand that not all employee online activity can be controlled
- Understand how a business can (and cannot) use social media in regards to its employees
- Counsel employees on appropriate and inappropriate conduct

How Can a Business' Use of Social Media be Managed?

- Some questions to ask before posting:
 - Would you put the content of the post on a billboard or in the newspaper?
 - Who owns the content that is being posted?
 - Will the post invade another person's privacy?
 - Will the post cause brand confusion?
 - Is the poster complying with the rules of the social media site?
 - Will the post result in the disclosure of sensitive or proprietary content?
 - Is the post an unsolicited advertisement?
 - Is the post truthful and not misleading?
 - Will the post violate applicable regulatory requirements?
 - Does the company's insurance policy cover the types of risks described above?

ROUND TABLE
RALLY

Q & A



Mika Meyers Beckett & Jones PLC

900 Monroe Avenue NW Grand Rapids, MI 49503 Tel 616-632-8000 Fax 616-632-8002 Web mmbjlaw.com

Attorneys at Law

CEO Roundtable Rally --

Daring to Be Social:

Managing the Risks of Social Networking

Prepared By:
Jennifer A. Puplava
Mika Meyers Beckett & Jones PLC
900 Monroe Avenue NW
Grand Rapids, MI 49503
(616) 632-8000
jpuplava@mmbjlaw.com
www.mmbjlaw.com
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MANAGING THE RISKS OF SOCIAL NETWORKING

Social networking is a great tool, and employers should accept the presence and use of social media both by a business and its employees. Wise employers also identify the legal pitfalls of social networking and manage the risk involved.

1. How should the employer/employee relationship be managed?

a. *Summary/Quick Take:*

- i. Determine how your business will use social media, and how the business' employees will be permitted to use social media.
- ii. Manage expectations: counsel employees on what is appropriate, how to use good judgment, and who to talk with if confused. (This is often a better approach than to prohibit employees from all use of social media.)

b. *Examples of best practices for guiding employees' use of electronic media:*

- i. Draft, circulate and enforce a company policy for email, internet usage, publication of online content, and use of other social media. For example:
 - (1) Clarify what privacy (or lack of privacy) employees can expect.
 - (2) Give instruction regarding how to protect the confidentiality of sensitive, proprietary or trade secret information owned by the business.
 - (3) Advise employees when (if ever) they are permitted to use social media during the work day.
 - (4) This type of policy can be included in an employee handbook, or can be a standalone document or agreement.
- ii. Have filters/blockers on the company's network restricting the access/use of inappropriate sites.
 - (1) Filters may not be workable if employees will need access to a restricted site for business reasons.
- iii. Counsel employees on appropriate postings and the consequences of inappropriate postings. Also counsel employees on appropriate and inappropriate use of company equipment (computers, cell phones,

PDA's, etc.), and address ownership of the device being used by employees to connect with social media.

- (1) In addition to instructions to employees about protection of confidentiality, give instruction about other common sense use of social media (e.g., do not sexually harass others, do not let social media use interfere with job responsibilities, etc.).
 - (2) If employees are aware that their online activity and use of company resources may be monitored by the company, they are less likely to use those resources inappropriately.
 - (3) If an employee does use company equipment inappropriately, the consequences will not be a surprise, and the business will more easily be able to enforce the rules it has previously communicated to employees.
- iv. Designate gatekeeper(s) who will be responsible for company online posts/content.
- (1) Having a single source for company posts helps to ensure that messages are on-brand and controlled.
 - (2) The gatekeeper can function as the quarterback and coordinate the online business effort of other employees.
- v. Update policies relating to harassment. If the company harassment policy does not reference online harassment, the policy should be reviewed by the company's attorney.
- c. ***Understand that not all employee online activity can be controlled.*** Some employee speech is protected. For example, the National Labor Relations Act protects employees who engage in concerted actions, which often includes the right to discuss the terms and conditions of the employee's employment with coworkers and outsiders. Whistleblower laws also protect employees who complain in certain situations.
- d. ***Understand how a business can (and cannot) use social media in regards to its employees.***
- i. ***Monitoring employees.*** An employer can check up on employees through social media, with some limitations. For example, an employer can check for postings that may be viewed as harassment of other employees, misrepresentation of whereabouts, etc. An employer can also investigate the actions of employees who have

claimed workplace injury, and information could be useful to show that an employee has misrepresented the scope of his/her injury.

- ii. **Recruitment.** An employer can't use information revealed in social media in a discriminatory way. For example, if an employer discovers via social media that a prospective employee is a minority, race cannot be a factor in the hiring decision. Some examples of steps that can be taken to avoid allegations of discrimination include:
 - (1) Keep track of what information is reviewed and used in hiring decisions.
 - (2) Use a gatekeeper to screen information from social media and then provide a report to the person/committee making hiring decisions.
- iii. **Recommendations.** Recommendations made via social media (e.g., recommendations via LinkedIn) should be consistent with traditional human resources policies in regards to letters of recommendation. For example, if the business has a standing policy not to give letters of recommendation, employees should be instructed not to "recommend" via social media.

2. How can a business manage its posts?

- a. **Would the business put the content of the post on a billboard? In the newspaper?** Posts via social media should be considered the same as any written advertisement or message. In fact, they are sometimes more dangerous, because they never truly go away, and they can be discoverable even after deletion.
- b. **Who owns the content that is being posted? (Will the posting violate someone's copyright?)**
 - i. Copyright laws apply to use of social media. The original author of material owns the copyright to that material (including posts on social media).
 - (1) An employer generally owns material created by its employees in connection with the employees' duties, but address this in an employee handbook or employment agreement.
 - (2) If a third party (including an independent contractor) creates work for your business, get a transfer of copyright to the material (or at least a license).

others' trademarks (e.g., Google Adwords, Keywords, metatags, domain names, etc.)

- f. **Is the poster complying with the rules of the social media site?** Again, a business should have its social media gatekeeper review the terms and conditions of any social media site being used for business purposes. Some sites restrict the types of posts that are allowed (for example, requiring advance approval before advertising a sweepstakes or contest, etc., restricting "spam", etc.)
- g. **Will the posting result in the disclosure of sensitive or proprietary content?** Trade secrets can be easily (and inadvertently) leaked through use of social media. Once certain confidential information has been disclosed, it is very difficult to recover the value of such information. Precautions should be taken to protect the disclosure valuable confidential information, such as:
 - i. Draft, communicate, and enforce a confidentiality agreement with employees that explains to employees how to identify and protect your business' confidential information.
 - ii. Use nondisclosure agreements with third parties to make them promise not to disclose confidential information.
- h. **Are the postings negative or positive?** Defamatory/libelous statements made by an employee or a business put the business at risk. Although truth is a defense to defamation claims, and true opinions (rather than statements of fact) are not actionable, they could still end up as a basis for a lawsuit if a plaintiff's feelings are hurt. Be careful when posting mean or critical things about people or business, and think twice before doing so.
- i. **Is the post an unsolicited advertisement?** Determine whether CAN-SPAM (which regulates unsolicited email) applies to a post and take appropriate action to comply with the requirements of that law.
- j. **Is the post truthful and not misleading?** Certain advertising laws, including the FTC Act, prohibit "unfair or deceptive acts or practices". For example, if your company uses third party bloggers to endorse your products or services, that relationship should be disclosed or you risk violating advertising laws.
- k. **Are you violating applicable regulatory requirements?** If your business is in a heavily regulated industry (such as health care, financial institutions, etc.), be mindful of violating applicable laws.
- l. **What actions are being taken to ensure compliance with applicable law?** Employers should examine the activity of employees online to assess if there

is a problem with information being leaked or inappropriate messages being posted.

- m. **Does your insurance policy cover the types of risks described above?**
Review your insurance coverage and consider expanding it if online activity is not currently covered.

Social Media Glossary

App – is simply an application that performs a specific function on your computer or handheld device.

Blog - is an online journal that's updated on a regular basis with entries that appear in reverse chronological order. They typically contain comments by other readers.

Crowdsourcing – refers to harnessing the skills and enthusiasm of those outside an organization who are prepared to volunteer their time contributing content or skills and solving problems.

Digg – is a popular social news site that lets people discover and share content from anywhere on the Web. Users submit links and stories and the community votes them up or down and comments on them.

eBook - is an electronic version of a traditional printed book that can be downloaded from the Internet and read on your computer or handheld device.

Embedding - the act of adding code to a website so that a video or photo can be displayed while it's being housed at another site.

Facebook - is the most popular social networking site in the world, with more than 500 million members.

Feed – (or RSS feed) is a format that provides users with frequently updated content. Content distributors syndicate a Web feed, enabling users to subscribe to a site's latest content.

Flash mob - is a group of individuals who gather and disperse with little notice for a specific purpose through text messages, social media or viral emails.

Flickr – Founded by two entrepreneurs and purchased by Yahoo! In 2005, Flickr is the world's premier photo sharing and hosting site. It's members have uploaded more than 3 billion photos.

Geotagging – is the process of adding location-based metadata to media such as photos, video or online maps. Geotagging can help users find a wide variety of businesses and services based on location.

Hashtag – is a community-driven convention for adding additional context and metadata to your tweets. You add them in-line to your Twitter posts by prefixing a word with a hash symbol (or number sign).

Hosting - A blog, video, or podcast needs a hosting service before it can appear online. This service allows the content to be housed on servers and broadcast on the Internet.

Metadata - refers to information – including titles, descriptions, tags and captions – that describes a media item such as a video, photo or blog post.

Microblogging - the act of broadcasting short messages to other subscribers of a Web service such as Twitter.

Moblog - a blog published directly to the Web from a phone or other mobile device.

MySpace - an online social network similar to Facebook. MySpace caters to artists and bands, who enjoy the flexibility of creating an individual “look” for their page.

OpenID – a single sign-on system that allows Internet users to log on to many different sites using a single digital identity, eliminating the need for a different user name and password for each site.

Pay Per Click Advertising - the placement of paid ads for a business or service on a search engine results page. An advertiser pays the search engine if the visitor clicks on the ad.

Podcast - a digital file (usually audio but sometimes video) made available for download to a portable device or personal computer for later playback.

RSS - Really Simple Syndication is a Web standard for the delivery of content – blog entries, news stories, headlines, images, video – enabling readers to stay current with favorite publications or producers without having to browse from site to site.

Search Engine Marketing - (SEM) a series of online tactics that, when combined with SEO, helps to attract customers, generate brand awareness and build trust.

Search Engine Optimization - (SEO) the process of arranging your website to give it the best chance of appearing near the top of search engine rankings.

Short Code - a mobile shortcut. Consists of a telephone number with four to six digits that makes it easier for subscribers to vote, subscribe to a service, order ringtones and the like via SMS.

SMS - stands for Short Message Service, a system that allows the exchange of short text-based messages between mobile devices.

Social Bookmarking – a method by which users locate, store, organize, share and manage bookmarks of Web pages without being tied to a particular machine.

Social Capital - a concept used in business, nonprofits and other arenas that refers to the good will and positive reputation that flows to a person through his or her relationships with others in social networks.

Social Media – works of user-created video, audio, text or multimedia that are published and shared in a social environment, such as a blog, podcast, forum, wiki, or video hosting site.

Social Media Optimization - a set of practices for generating publicity through social media, online communities and social networks.

Social Networking - the act of socializing in an online community. A typical social network such as Facebook, LinkedIn, Myspace or Bebo allows you to create a profile, add friends, communicate with other members and add your own media.

Tag Cloud – a visual representation of the popularity of the tags or descriptions that people are using on a blog or website.

Tags – keywords added to a blog post, photo or video to help users find related topics or media, either through browsing on the site or as a term to make your entry more relevant to search engines.

Tweet – a post on Twitter, a real-time social messaging system.

Tweetup - an organized or impromptu gathering of people who use Twitter.

Twitter - a popular social network, unveiled to the public in July 2006, that lets members post updates of no more than 140 characters.

Twitterverse - is simply the universe of people who use Twitter and the conversations taking place within that sphere.

Videoblog - (Vlog) is simply a blog that contains video entries.

Web 2.0 - refers to the second generation of the Web, which enables people with no specialized technical knowledge to create their own websites to self-publish, create and upload audio and video files, share photos and information and complete a variety of other tasks.

Web Analytics - the measurement, collection, analysis and reporting of Internet data for the purpose of understanding who your visitors are and optimizing your website.

Web Conferencing – used to conduct live meetings or presentations over the Internet.

Webinar - Short for Web-based seminar, a webinar is a presentation, lecture, workshop or seminar that is transmitted over the Web.

Widget - sometimes called a gadget, badge or applet, is a small block of content, typically displayed in a small box, with a specific purpose, such as providing weather forecasts or news, that is constantly updating itself (typically via RSS).

Wiki – a collaborative website that can be directly edited by anyone with access to it.

Wikipedia – a Web-based, multi-language, free-content encyclopedia written collaboratively by volunteers.

WordPress - a popular open source blog publishing application.

YouTube – the world’s most popular video hosting site, making up 10% of all bits that travel across the entire Internet.

Social Media Resources

Social Networking Sites

Facebook	www.Facebook.com
Twitter	www.Twitter.com
LinkedIn	www.Linkedin.com
MySpace	www.MySpace.com
Flickr	www.Flickr.com
YouTube	www.YouTube.com
FourSquare	www.FourSquare.com

Blog Publishing Tools

WordPress	www.WordPress.org
Blogger	www.Blogger.com
Posterous	www.Posterous.com

Listening / Management Tools

Tweet Deck	www.TweetDeck.com
Hoot Suite	www.HootSuite.com
Co-Tweet	www.CoTweet.com
Social Oomph	www.SocialOomph.com
Google Alerts	www.Google.com/Alerts
Radian 6	www.Radian6.com
Alterian SM2	http://www.alterian.com/products/social-media-marketing