

# Social Media for Women Entrepreneurs

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## Day One: Social Media for Business



**Entreprises Féminines  
Durables**

*Women's Enterprise  
for Sustainability*



This project is funded through the U.S. Department of State, Bureau of Near Eastern Affairs, and office of the Middle East Partnership Initiative (MEPI). MEPI is a unique program designed to engage directly with and invest in the peoples of the Middle East and North Africa (MENA). MEPI works to create vibrant partnerships with citizens to foster the development of pluralistic, participatory, and prosperous societies throughout the MENA region. To do this, MEPI partners with local, regional, and international non-governmental organizations, the private sector, academic institutions, and governments. More information about MEPI can be found at: [www.mepi.state.gov](http://www.mepi.state.gov)



## Learning Goals for TOT

- To understand the basics and best practices of the five social media platforms and select the right social mix for their business
- To understand the basic steps and frameworks for social media for these business functions: research, customer support, branding/promotion, lead generation and professional networking.
- To adapt and customize the curriculum depending on the whether the audience is novice, beginner, or advanced or marketing professional services vs. products
- To learn how to make training interactive, hands-on, and engaging

# Social Media for Women Entrepreneurs Day One

## ● **AGENDA**

Welcome  
Orientation & Icebreaker

Interactive Assessment

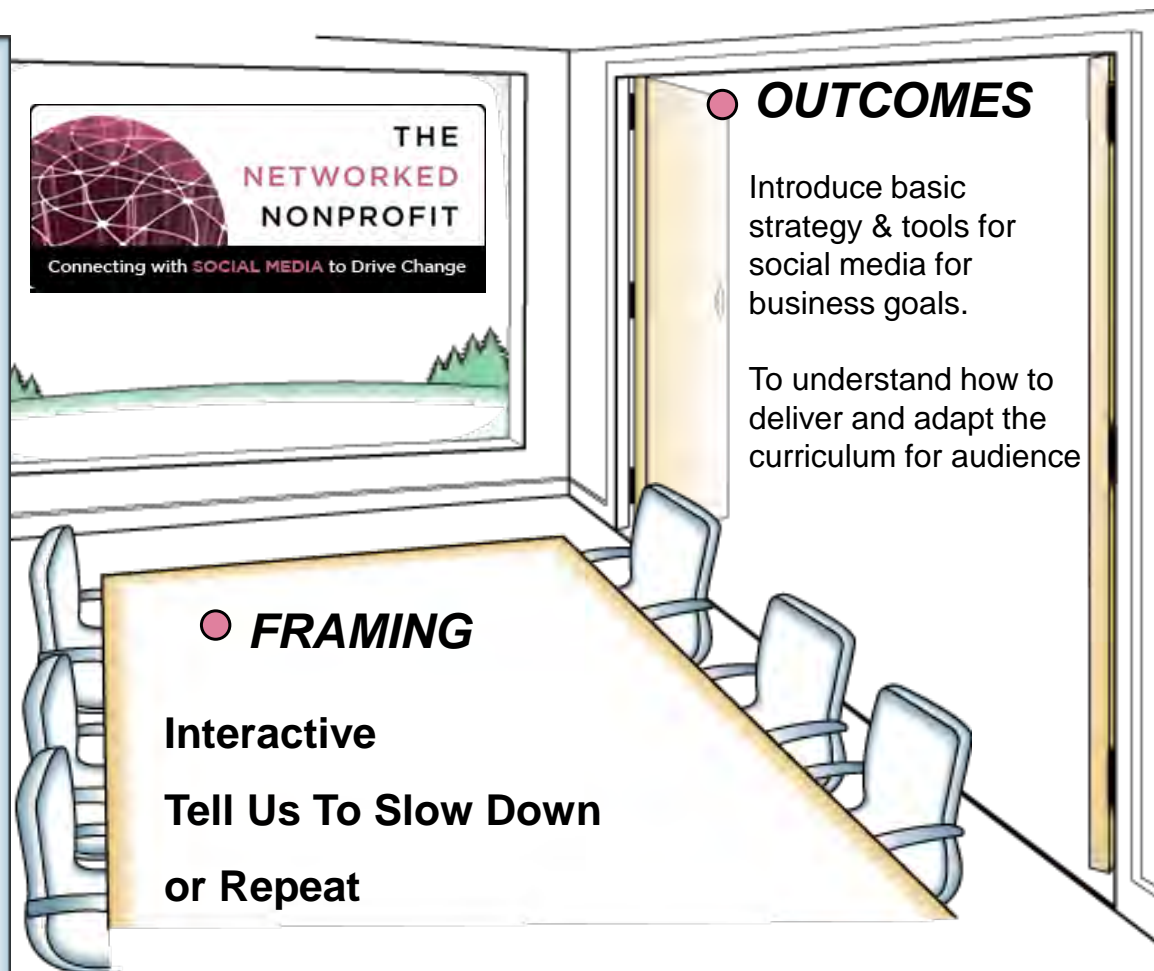
Tunisian Women  
Entrepreneurs

Blogs & Blogging for  
Women Entrepreneurs

Facebook Best Practices  
for Business

Pinterest for Businesses

Reflections

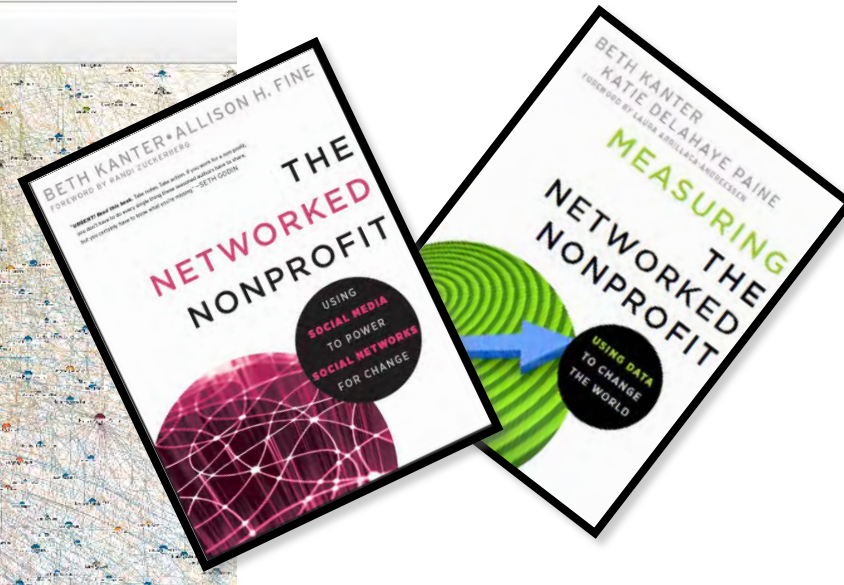
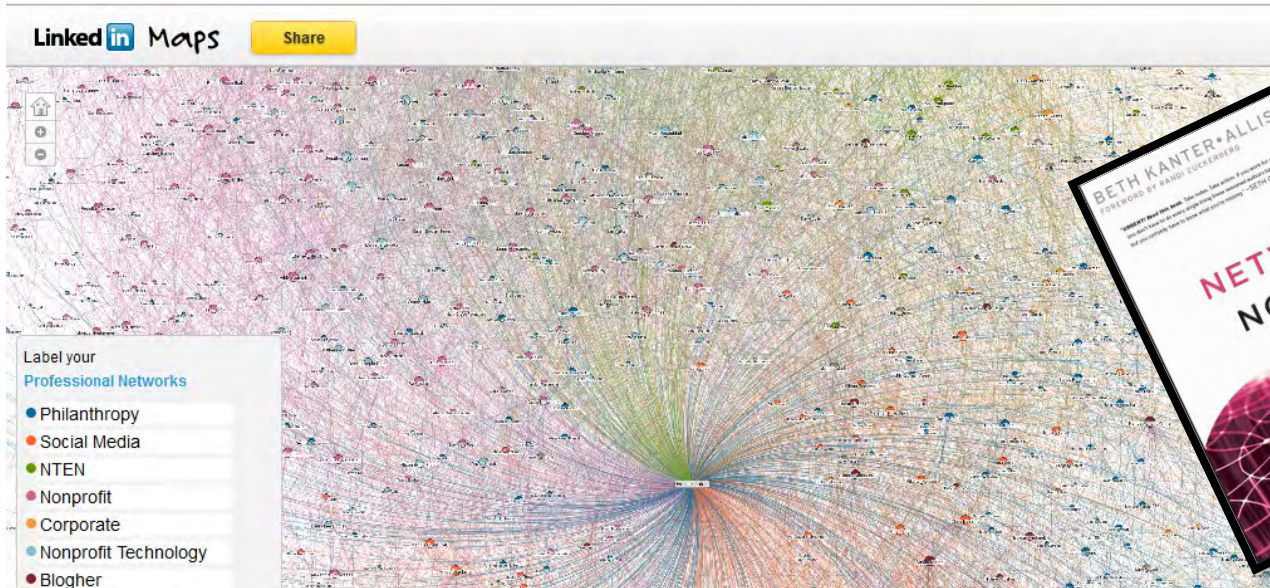


## ● **OUTCOMES**

Introduce basic  
strategy & tools for  
social media for  
business goals.

To understand how to  
deliver and adapt the  
curriculum for audience

# Trainer Introduction: Beth Kanter





## Trainer Introduction: Stephanie Rudat

April 6, 2012

# THE HUFFINGTON POST

THE INTERNET NEWSPAPER: NEWS BLOGS VIDEO COMMUNITY

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**Allen West Levels Racism Charge Against Obama Health Care Law**




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**Navy Jet Slams Into Apartments**

>

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**Stephanie Rudat**  
RSS Feed 

GET UPDATES FROM STEPHANIE RUDAT







67

Passion, principle, and allegiance are the driving forces behind Stephanie Rudat's every move. A legitimate social entrepreneur, she blends an array of eclectic business and life experiences to propel those within her sphere of influence toward an impactful existence. Her intentions are continually realized through her work, advocacy, and relationships. Purpose drives Stephanie's actions.

SOCIAL NEWS

STEALTH MODE: ☒ ON   ☐ OFF

FOLLOW US

f YOUR TIMELINE      < 1 of 10 >

[illegible]

# Orientation

- Materials
- Wiki
- Internet access
- Breaks
- Other



## The Women's Enterprise for Sustainability (WES) Tunisia



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## The Curriculum You Will Deliver

- Pre-training assessment questionnaire as part of registration to determine level and business goals
- Over time, you may add real-life stories to the curriculum from your students as examples using digital camera and screen captures (Day 2 TOT)



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# Customization of Curriculum

- Pre-training assessment questionnaire as part of registration to determine level and business goals

The screenshot shows the Google Docs interface with a Google Forms survey embedded. The survey is titled "Smith Family Reunion 2012" and asks respondents to RSVP with the number of people they will bring and what they can contribute. The form includes a name field (Owen), a party size selection (5 is selected), and a contribution field (Watermelon). The survey is part of a larger Google Forms page that includes a "Get started" button and a "Submit" button.

Google Docs

About Templates Help

Get started

Documents Spreadsheets Presentations Drawings Forms

**The collection and organization of info made simple with Google Forms.**

Collect RSVPs, run a survey, or quickly create a team roster with a simple online form. Then check out the results, neatly organized in a Google spreadsheet.

**Smith Family Reunion 2012**

Please RSVP with how many people you will be bringing, and what you can contribute. See you in July!

Your Name

How many people in your party?

☐ Just me ☐ 2 ☐ 3 ☐ 4 ☒ 5 (really?)

What will you be contributing for food or drinks?

Submit

**Get answers to your questions**

Create simple or in-depth online surveys. Share them from a link, embed them on your website, or even right inside an email.

**Sit back and watch the results come in**

All responses to your questions are neatly organized in a Google spreadsheet, so sorting and analyzing data is a snap.

**Access anywhere, anytime**

All your form data is automatically saved in Google Spreadsheets and stored in [Google Drive](#). Access them wherever you go, from any device.





## Delivery Options: Two Day Workshop

### Day 1

9:00-10:30	Social Media for Women Entrepreneurs Strategy
10:30-10:45	Break
10:45-12:00	Blogs and Blogging for Women Entrepreneurs
12:00-1:00	Practicum: Practice Blogging
1:00-2:00	Lunch
2:00-3:15	Facebook Brand Pages for Small Businesses
3:15-3:30	Break
3:30-4:00	Facebook Practicum
4:00-4:30	Pinterest to Support Online Stores and Sales
4:30-5:15	Pinterest Practicum
5:15-5:30	Reflection

## Delivery Options: Two Day Workshop

9:00-9:15	Orientation to Day 2
9:15-10:45	LinkedIn for Professional Business Networking
10:45-11:00	Break
11:00-12:00	LinkedIn Practicum
12:00-1:00	Twitter for Professional Networking and Practicum
1:00-2:00	Lunch
2:00-2:30	Twitter for Brand, Product Promotion, Customer Support
2:30-3:15	Twitter Practicum
3:15-3:30	Break
3:30-4:45	Open Lab and Coaching
4:45-5:00	Reflection

# Delivery Options: Shorter Modules

Module	Content
<b>Introduction to Social Media for Women Entrepreneurs</b>	<ul style="list-style-type: none"><li>▪ Why Use Social Media</li><li>▪ Strategic Framework</li><li>▪ Overview of the Tools</li><li>▪ Open Lab Time for Set Up</li></ul>
<b>Blogging for Women Entrepreneurs</b>	<ul style="list-style-type: none"><li>▪ Overview of Blogging for Women Entrepreneurs</li><li>▪ Planning a Blog</li><li>▪ Best Practices and Practicing</li></ul>
<b>Facebook for Women Entrepreneurs</b>	<ul style="list-style-type: none"><li>▪ Overview of Facebook</li><li>▪ Planning Your Business Brand Page</li><li>▪ Best Practices and Practicing</li></ul>
<b>LinkedIn for Professional Networking for Women Entrepreneurs</b>	<ul style="list-style-type: none"><li>▪ Introduction to LinkedIn for Women Entrepreneurs</li><li>▪ Professional Networking Techniques for LinkedIn</li><li>▪ Best Practices and Practicing</li></ul>
<b>Twitter for Professional Networking for Women Entrepreneurs</b>	<ul style="list-style-type: none"><li>▪ Introduction to Twitter for Women Entrepreneurs</li><li>▪ Professional Networking Techniques for Twitter</li><li>▪ Best Practices and Practicing</li></ul>
<b>Pinterest for Enhancing Online Retail Sales for Your Small Business</b>	<ul style="list-style-type: none"><li>▪ Introduction to Pinterest for Women Entrepreneurs</li><li>▪ Planning Your Pinterest Strategy</li><li>▪ Best Practices and Practicing</li></ul>

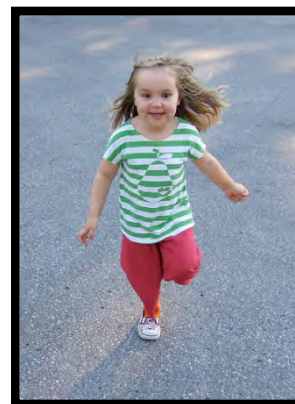
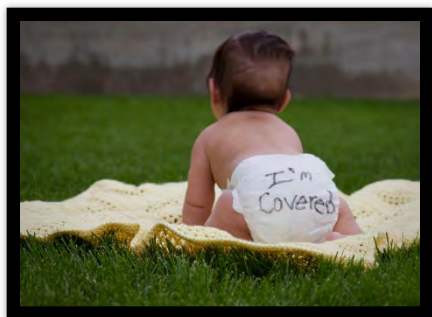
## Icebreaker – Stand Up, Sit Down



- Stand if you have delivered training
- Keep standing if you have delivered training to women entrepreneurs
- Sit Down
- Stand up if you have delivered hands-on technology training
- Keep standing if you have delivered social media training



# Crawl, Walk, Run, Fly



Crawl	Walk	Run	Fly
<b>Don't Use</b>	<b>Use personally</b>	<b>Use it professionally</b>	<b>Use it to support a business or NGO</b>

# Crawl, Walk, Run, Fly – Four Corners

**CRAWL**

If you are crawling, what does it look like?  
What do you need to get to the next level?

**WALK**

If you are walking, what does it look like?  
What do you need to get to the next level?

If you are running, what does it look like?  
What do you need to get to the next level?

If you are flying, what does it look like?  
How can you keep flying?

**RUN**

**FLY**

 Blogger

 facebook

 Pinterest

 Linked in

 twitter

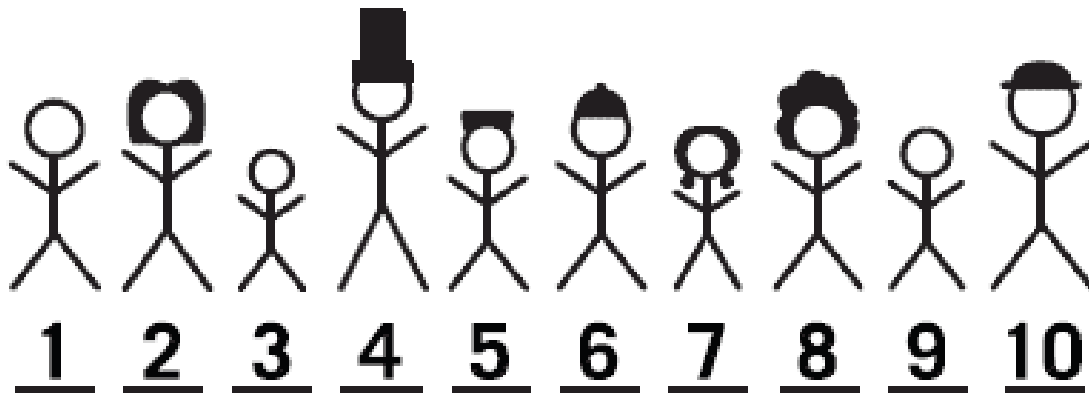
## Reflection

- What methods or techniques do you use for introductory sessions and participant assessments?
- How might you adapt the survey (see trainer's guide page X) and integrate into your registration process?

## Human Spectrogram

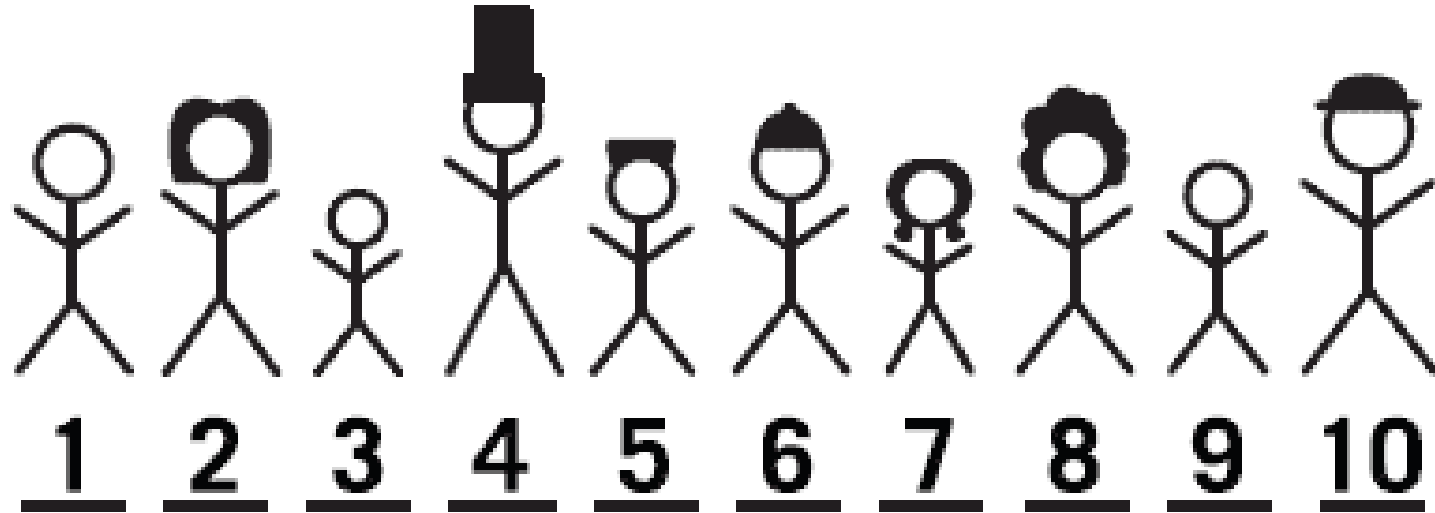


I love brik so much I  
could eat every day  
for a year





## Human Spectrogram



- Women Entrepreneurs must link use of social media tools to business results to be successful
- It is better to focus on using one social media tool well than all at once
- Some media tools are better for professional networking than others
- Social Media requires an investment of ten hours per week to be successful

# Women Entrepreneurs in Tunisia

18,000  
Women  
Entrepreneurs  
In Tunisia

11% Handicrafts  
41% Services  
22% Industry  
25% Trade

75% married  
with children

Tunisian women invest in  
several fields including ICT,  
Consulting, advertising,  
software, and AV



# Women Entrepreneurs in Tunisia and Use of Social Media



There are some examples of women entrepreneurs, business professionals, and activists in Tunisia who have turned to social media to market their businesses or for professional business networking. These examples are from early adopters, which means there is so much potential.

# Women Entrepreneurs in Tunisia and Use of Social Media – Nour Bouakline

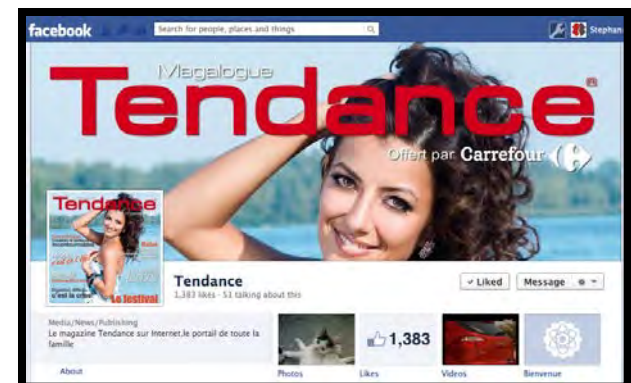
## Personal Blog



## Facebook page for Nour's personal blog



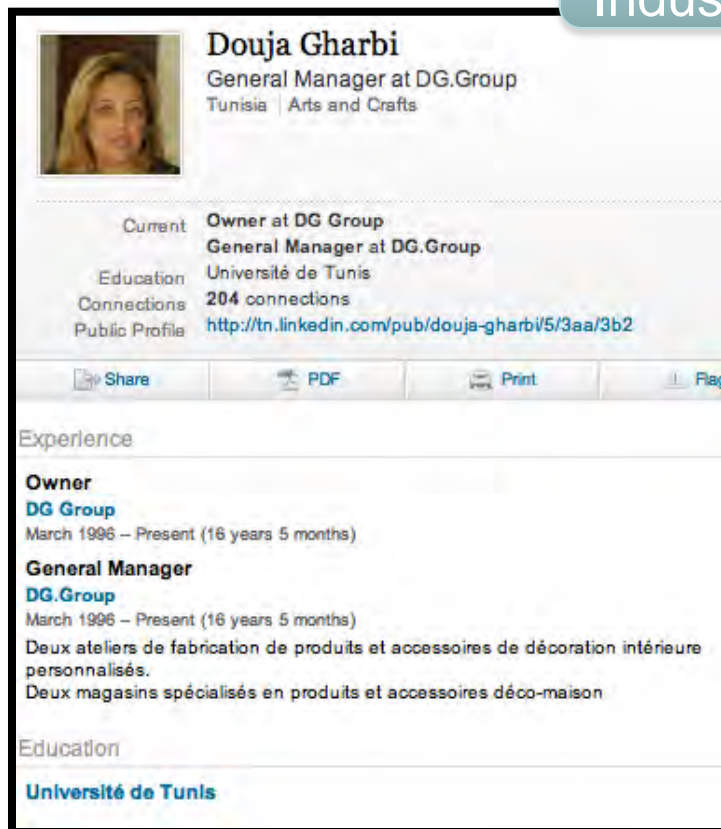
## Facebook pages of 2 magazines Nour contributes to





# Women Entrepreneurs in Tunisia and Use of Social Media – LinkedIn Users

## Textile Industry



**Douja Gharbi**  
General Manager at DG.Group  
Tunisia | Arts and Crafts

**Current** Owner at DG Group  
General Manager at DG.Group

**Education** Université de Tunis

**Connections** 204 connections

**Public Profile** <http://tn.linkedin.com/pub/douja-gharbi/5/3aa/3b2>

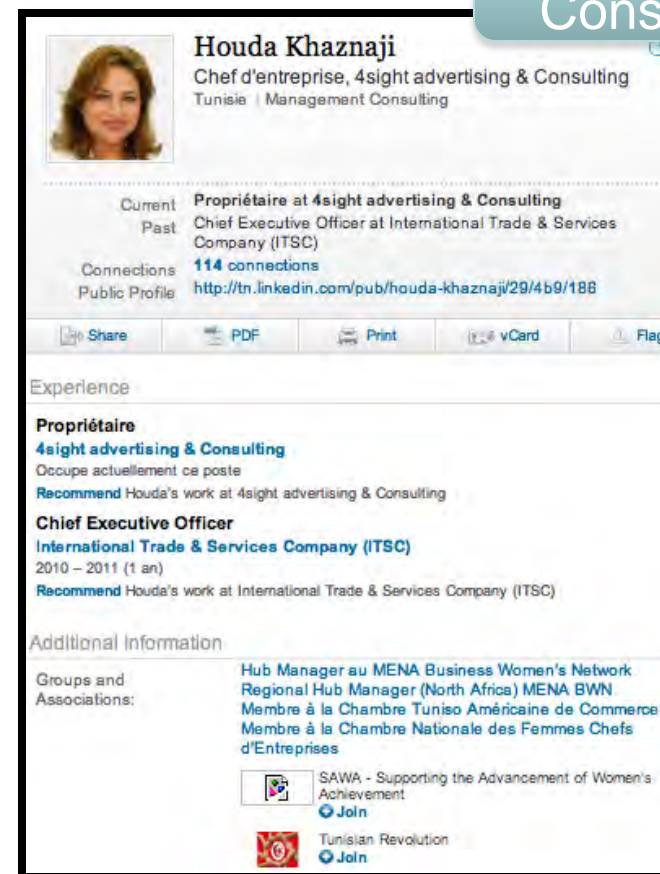
**Experience**

**Owner**  
**DG Group**  
March 1996 – Present (16 years 5 months)

**General Manager**  
**DG.Group**  
March 1996 – Present (16 years 5 months)  
Deux ateliers de fabrication de produits et accessoires de décoration intérieure personnalisés.  
Deux magasins spécialisés en produits et accessoires déco-maison

**Education**  
**Université de Tunis**

## Management Consulting



**Houda Khaznaji**  
Chef d'entreprise, 4sight advertising & Consulting  
Tunisie | Management Consulting

**Current** Propriétaire at 4sight advertising & Consulting  
**Past** Chief Executive Officer at International Trade & Services Company (ITSC)

**Connections** 114 connections

**Public Profile** <http://tn.linkedin.com/pub/houda-khaznaji/29/4b9/188>

**Experience**


**Propriétaire**  
**4sight advertising & Consulting**  
Occupe actuellement ce poste  
[Recommend](#) Houda's work at 4sight advertising & Consulting


**Chief Executive Officer**  
**International Trade & Services Company (ITSC)**  
2010 – 2011 (1 an)  
[Recommend](#) Houda's work at International Trade & Services Company (ITSC)

**Additional Information**

**Groups and Associations:**

- Hub Manager au MENA Business Women's Network
- Regional Hub Manager (North Africa) MENA BWN
- Membre à la Chambre Tuniso Américaine de Commerce
- Membre à la Chambre Nationale des Femmes Chefs d'Entreprises

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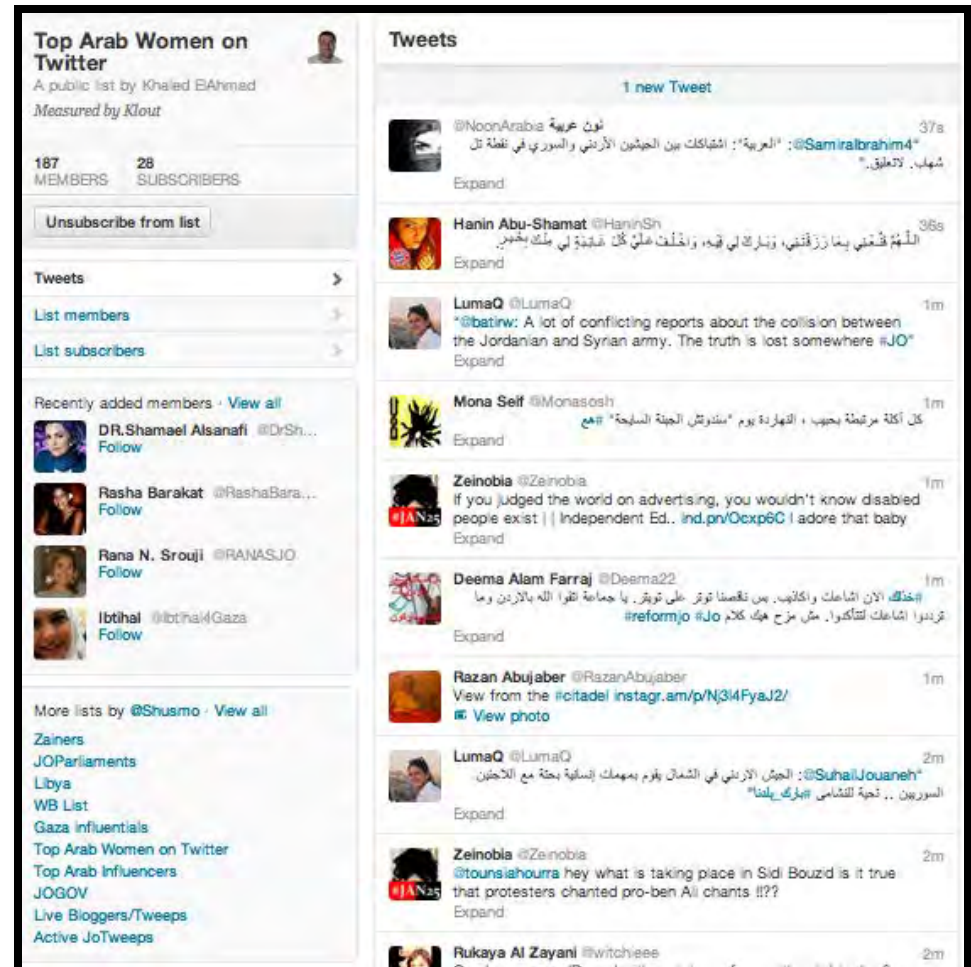
 **Tunisian Revolution**  
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# Social Media Women Entrepreneurs in the Arab World and Beyond

A scan of social platforms to find influential women from the Arab World who are using social media lead to this list of 187 women who have great influence and use Twitter.

These women come from all sectors – entertainment, business professionals, journalists, activists, and entrepreneurs.



# Social Media Women Entrepreneurs in the Arab World and Beyond – Nada Abandah



**Nada Abandah, OPM3**  
@NadaAbandah

A *#SuccessfulFailure* & an expert in the making! Trying to find the best version of myself! Meanwhile: wife, mother, friend, business owner & a risk taker...

Amman, Jordan <http://about.me/nadaabandah>

Follow 12,445 TWEETS 255 FOLLOWING 3,339 FOLLOWERS



**Nada Abandah, OPM3**  
Organizational Maturity Expert - Middle East.  
Jordan | Management Consulting

Current: OPM3 Advisory Board at Project Management Institute  
OPM3 3rd Edition - (Chapter 3) at Project Management Institute  
Founder, Owner at Intrinsic Management Services  
VP Marketing at PMI Jordan Chapter

Past: Project Management Consultant & Instructor at Freelancer  
Project & Program Manager at Freelancer

Education: Walden University  
DNV  
New York Institute of Technology

Recommendations: 23 people have recommended Nada  
Connections: 500+ connections  
Websites: Personal Website

Twitter: [Follow @NadaAbandah](#)  
Public Profile: <http://ja.linkedin.com/in/nadaabandah>

Nada Abandah

**Middle East Organizational Maturity Expert**

Organizational Maturity expert in the making...

Meanwhile: a wife, a mother & a friend, a business owner and a risk taker! [Follow me for more...](#)

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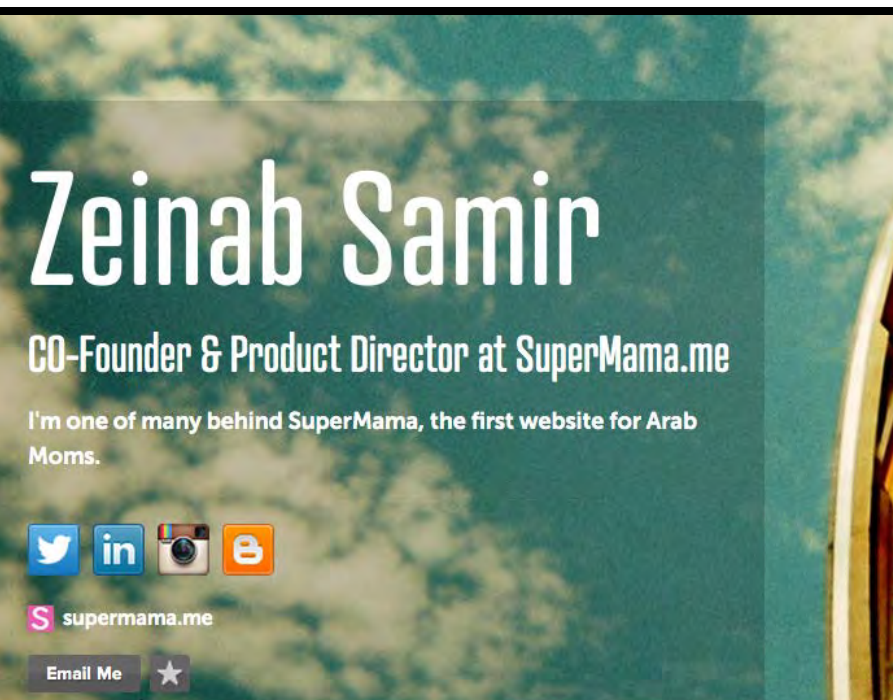
# Social Media Women Entrepreneurs in the Arab World and Beyond – Zeinab Samir



**Zeinab Samir**  
 @ZeinabSamir  
 Co-Founder & Product Director at SuperMama  
<http://supermama.me>  
 Egypt · <http://about.me/zeinab>

Follow

55,901 TWEETS  
 366 FOLLOWING  
 42,954 FOLLOWERS

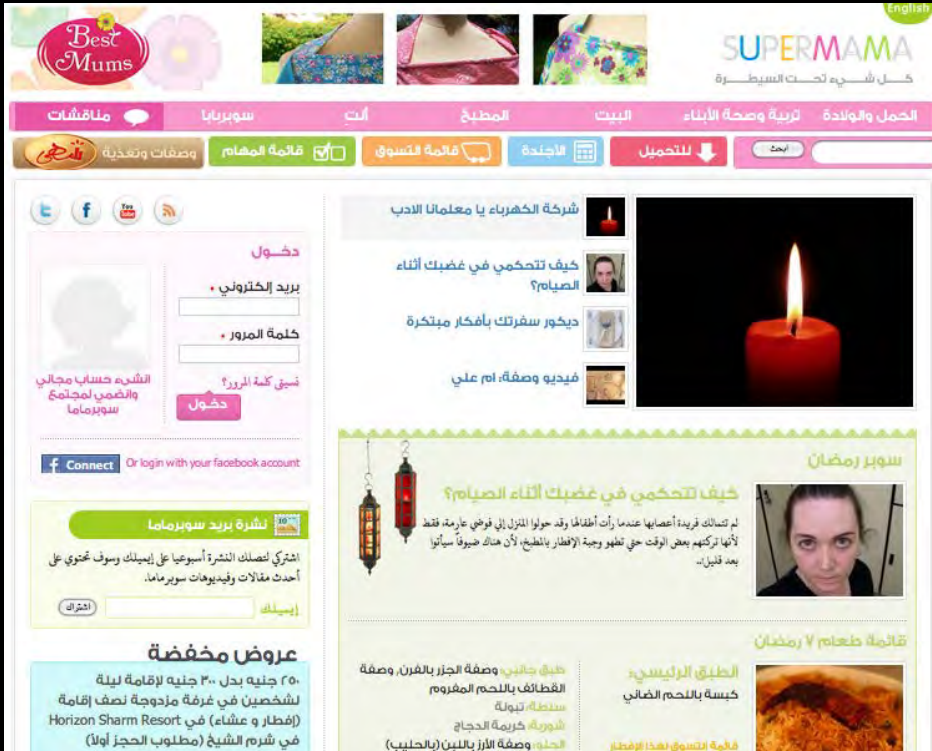


**Zeinab Samir**  
 CO-Founder & Product Director at SuperMama.me  
 I'm one of many behind SuperMama, the first website for Arab Moms.

Twitter LinkedIn Instagram Blogger

supermama.me

Email Me



English

**SUPERMAMA**  
 كل شيء تحت السيطرة

الحمل والولادة · تربية وصحة الأبناء · البيت · المطبخ · آت · سوبرماما · مناقشات

للحميل · قائمة التسوق · قائمة المهام · وصفات وتغذية

شركة الخبراء يا معلمنا الادب

كيف تتحكمي في غضبك أثناء الصيام؟

ديكور سفرتك بأفكار مبتكرة

فيديو وصفة: ام علي

سوبر رمضان

كيف تتحكمي في غضبك أثناء الصيام؟

لم تتسائل قريدها أعصابها عندما رأت أطفالها وقد حولوا المنزل إلى فوضى عارمة، فقط لأنها تركتهم بعض الوقت حتى تظهر وجبة الإفطار بالطبخ، لأن هناك ضيقاً سيأتي بعد قليل.


قائمة طعام رمضان

طبق حليبي وصفة الجزر بالقرن وصفة القطائف باللحم المفروم سنية تبولة شوربة خريمة الحجاج الحلو وصفة الأرز باللين (بالحليب)

الطبق الرئيسي: كيسة باللحم الضاني

قائمة التسوق لهذا الإفطار

# Social Media Women Entrepreneurs in the Arab World and Beyond – Sharifa Al-Barami



**Sharifa Al-Barami**  
@OmnEntrepreneur


إمرأة من هذا الزمان وذلك... أسكن وطني وتسكنني أوطان... لست ناشطة إجتماعية ولا خبيرة إقتصادية ولا سياسية فقط عاشقة لوطن عرصة السموات والأرض  
Oman <http://profile.typepad.com/omnentrepreneur>

Follow

6,331 TWEETS

1,171 FOLLOWING

2,635 FOLLOWERS



**Sharifa Albarami**

Entrepreneurship Development Consultant, Coach & Business owner  
Oman | Information Technology and Services

Current

Founder & CEO at AlJazeera Technical Solutions LLC  
Founder & CEO at Al-Jazeera Training LLC  
Managing Director at AlJazeera Global Services & Investments LLC

Past

Programs Manager, Business Consultant & Trainer at Cisco Entrepreneur Institute, AMIDEAST, Oman

Education

Portsmouth University, United Kingdom  
Abbey College, Birmingham, UK

Recommendations

1 person has recommended Sharifa

Connections

500+ connections


Websites

Personal Website

Blog

Follow @OmnEntrepreneur

<http://om.linkedin.com/in/sharifaalbarami>



**Oman Entrepreneur**  
Entrepreneur Nation

<http://om.linkedin.com/in/sharifaalbarami>

Recent Activity

Falling Smart

I recently read an article about innovation ecosystem in Silicon Valley with the goal to delve deeper into the ecosystem... holy grail of success that it currently repetitively kept coming... Continue reading  
Posted Jul 9, 2012 at OmanEntrepreneur's Blog

Great Strategic Leaders Always Think

THE STRATEGIC DECISION | Paul... old ideas influence current decisions... interpret situations from many angles... solutions. Every time. Uncertainty... scanner is how insidious the human mind can...  
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Habits of True Strategic Thinkers

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
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111831740059209398716

Sharifa Albarami

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الإعلان الترويجي لمهرجان ضلّة السليمي 2012

الإعلان الترويجي لمهرجان ضلّة السليمي 2012... الذي سيقام في مدينة ضلّة... يوم 28 من شهر رجب...  
Dhofar Municipality - 6,274 views

OmanEntrepreneur commented:

إعلان رائع... يرفع التوقعات والأمل بأن يكون مهرجان هذا العام أفضل...  
تحيةة إهتمام لهذا العمل الرائع، شاكراً جداً مبدعون

Infographic: Social Media is Changing Recruitment

Whether you like it or not, hirers are using social networks to screen job applicants... This video infographic sheds some light on...  
3,381 views

OmanEntrepreneur liked

Print Flag

Consultant, coach and businesswoman with... public sectors in the Sultanate and the

ons LLC and its subsidiary AlJazeera... Global Services & Investments... sultant, Programs Manager & Trainer at... nch of the Cisco Entrepreneur Institute... into a well recognized brand in the

association in Muscat (2010-to date) and... an Chamber of Commerce and... an Resource & Workforce committee at

ty Awards 2011, as Business Woman of... tion to developing entrepreneurship and... spearheading SME events. As an active... various social commitment initiatives,... empower the role of women, youth and

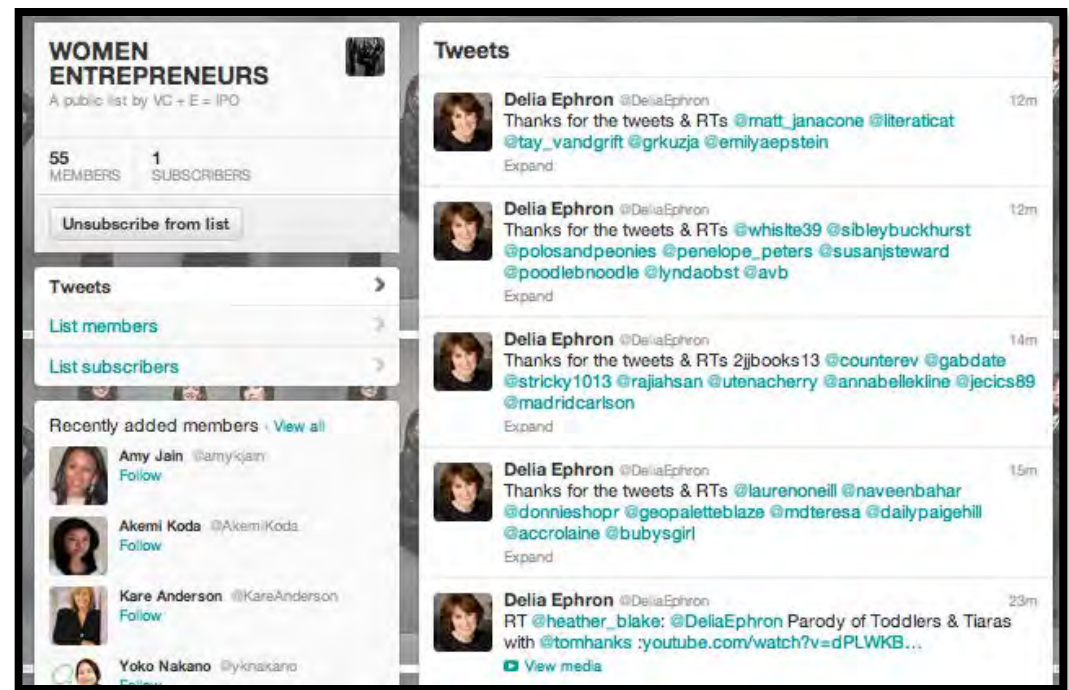


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# Social Media Women Entrepreneurs in the United States

You can find many examples of Women Entrepreneurs using social media and even a few who have developed some of the leading social platforms through “VCEIPO” which is a Twitter profile described as: *Silicon Valley's Global Women Ecosystem = female omni-powerful-dominate VCS, Angels, Leaders, Entrepreneurs Inventors, Innovators, Founders, CHWMN, CEOs, Philanthropists.*





# Introducing The Learner Personas





## Learner Personas – Women Entrepreneurs in Tunisia Hela's Tunisian Home Handicrafts



## Learner Personas – Women Entrepreneurs in Tunisia Douja's Communications and Advertising Agency





## Learner Personas – Women Entrepreneurs in Tunisia Raoudha's Pastry Shop



## Learner Personas – Women Entrepreneurs in Tunisia Amel's Cultural Tours





## Learner Personas – Women Entrepreneurs in Tunisia Marwa's Leather Notebooks



# The Potential of Women Entrepreneurs and Social Media





## The Potential of Women Entrepreneurs and Social Media – A Special Skillset

Women possess  
strong  
communication skills  
and social  
intelligence

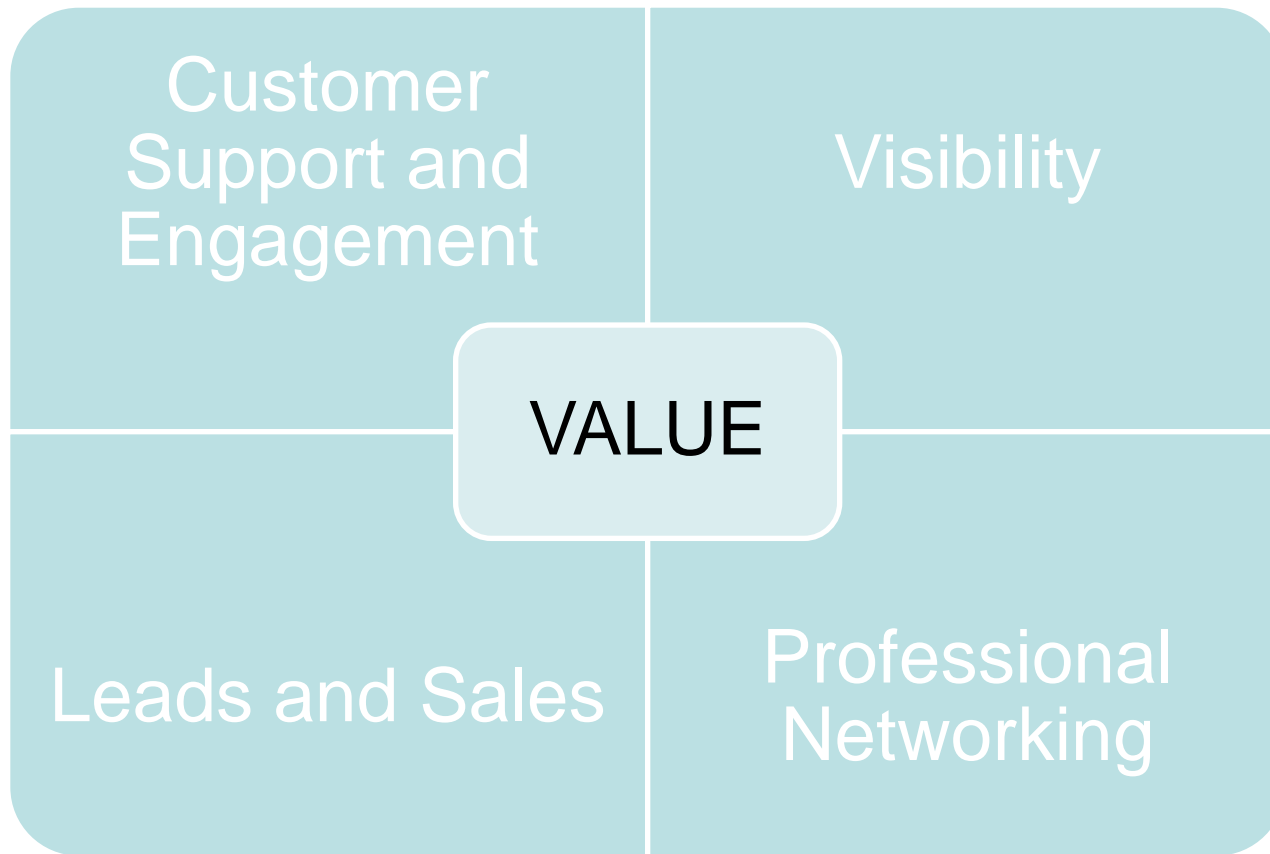
Women are better  
listeners

Women collaborate

Women prefer lower  
risk opportunities



## Why Use Social Media?



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# Selecting the Right Mix of Social Media Channels



- What is the business objective for using social media?
- Who is the current or potential customer?
- Can you reach that audience target through social media channels?
- How much time do you, the business owner, have to invest?
- Is the optimum investment of time in social media compared to other channels?
- Who is the point person for all social media activity?
- How will you define and measure success?
- What tools are most important to reach your goals?



## Selecting the Right Mix of Social Media Channels – Understanding Your Customers

Without knowing about the social behavior of your audience, how do you know they're going to be spending time in the same social networks as you?



# Selecting the Right Mix of Social Media Channels – Focus on Results



# POST Framework

This is a simple business framework that can help entrepreneurs think through how they social media integration and selection of tools.



## POST Framework – People

You may be focusing on one of two or both types of audiences:

- Business to Business Networking or Professional Networking



- Consumers

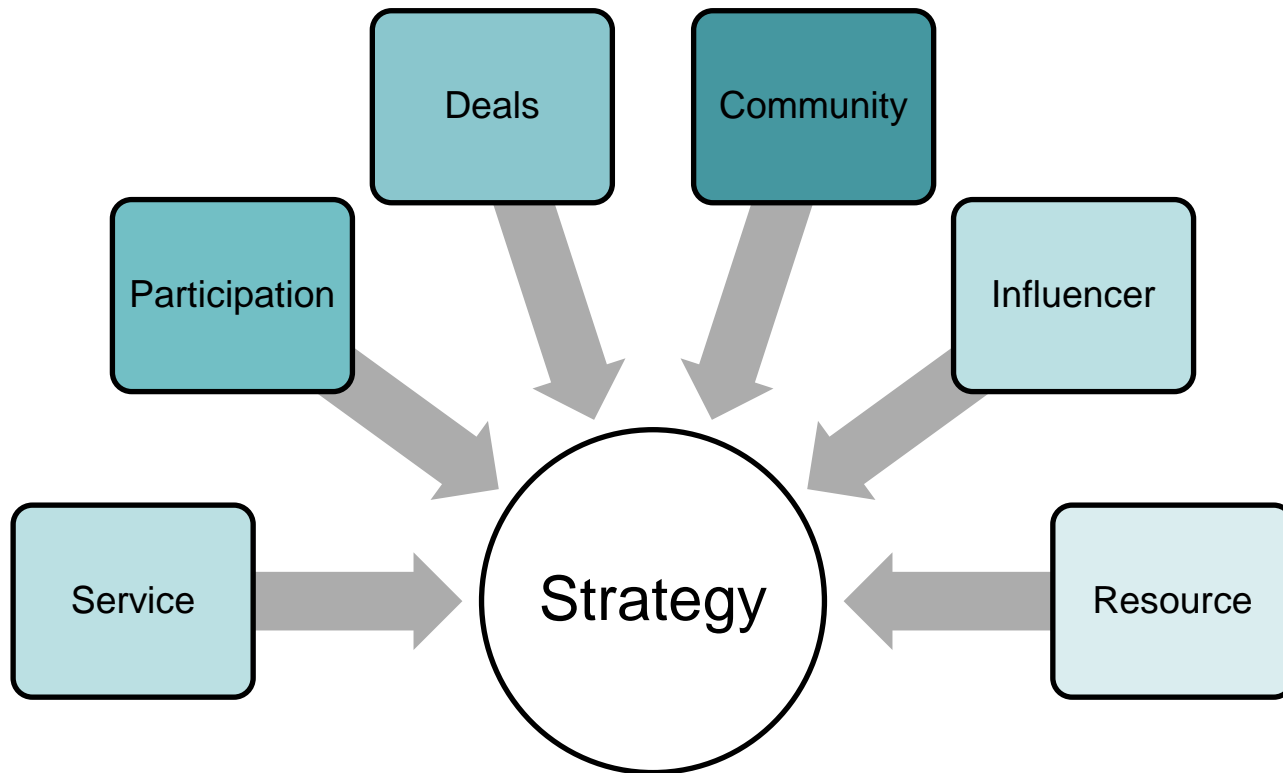


## POST Framework – Objectives

It is critical to have measureable objectives. We will go cover these in more depth for each of the social media tools, but suffice it to say that everything flows from having strong SMART objectives. The key is having a clear idea of what you want to happen, what actions you want people to take, as a result of your social media effort (will they buy, try, attend, etc.).

Specific	Significant and Simple
Measureable	Meaningful and Manageable
Attainable	Achievable and Acceptable
Relevant	Results-oriented and Realistic
Time-Specific	Time-limited and Tangible

## POST Framework – Strategies





# POST Framework – Service

See Go Granny in Action: [www.networksolutions.com/video](http://www.networksolutions.com/video)

**Network Solutions** @netsolcares  
Real Person™ support... Looking forward to your questions and conversations! Need help? We're here 24/7:  
<http://bit.ly/nshelp>  
UT: 41.041544, -76.232609 <http://www.networksolutions.com>

26,040 TWEETS  
5,340 FOLLOWING  
9,796 FOLLOWERS

**Tweet to Network Solutions**  
@netsolcares

**Tweets**  
Following  
Followers  
Favorites  
Lists  
Recent images

**Similar to Network Solutions**  
ATTTeamNatasha @ATTTeamNata...  
Women Grow Business @wgbiz  
Registrars @Registrars

**Tweets All / No replies**  
Network Solutions @netsolcares 4h  
Via @lizstrauss Teens, the Financial Crisis, and Lack of Summer Jobs: Ideas and Infographics by Mihael... [my.web.com/POCN7M](http://my.web.com/POCN7M) #blogging  
Expand  
Network Solutions @netsolcares 7h  
Via @lizstrauss Thanks to Week 354 SOBs: Successful and Outstanding Bloggers Let me introduce the blog... [my.web.com/QuX6M4](http://my.web.com/QuX6M4) #blogging  
Expand  
Network Solutions @netsolcares 21h  
SMB News: MindBloom: Personal Assistant App: Small Business Resource [ow.ly/1IGFSq](http://ow.ly/1IGFSq)  
Expand  
Network Solutions @netsolcares 23h  
Via @RamonRay Is Your Share Widget Broken? Are You Making It Easy To Share Content On Your Web S... [my.web.com/PIHveI](http://my.web.com/PIHveI) #smallbiz #tech  
Expand  
Network Solutions @netsolcares 27 Jul  
Via @RamonRay Traditional Jobs Are Slowing But Online Work Is Booming: Overall the economy is no... [my.web.com/PIkZCd](http://my.web.com/PIkZCd) #smallbiz #tech  
Expand  
Network Solutions @netsolcares 27 Jul  
Via @RamonRay Hate Typing? Can't Type? Use Dictation with the update Dragon Naturally Speaking:... [my.web.com/PSil4C](http://my.web.com/PSil4C) #smallbiz #tech  
Expand  
Network Solutions @netsolcares 27 Jul  
SolutionsArePower: 5 on Friday: Social Media Stats and Strategies: Want to advance your skills as a social media... [my.web.com/O689uY](http://my.web.com/O689uY)  
Expand

Go Granny is a fictional character created by Network Solutions and played by Academy Award winning actor, Cloris Leachman. Her tweets are intended to make you laugh. Join her wild escapades right here on Twitter starting Friday, Feb 4th at 6pm (EST); Sat, Feb 5th at 3pm (EST) and

**The Critics are Raving:**  
"Racy and Riveting"  
"This Granny is HILARIOUS!"

© 2012 Twitter About Help Terms Privacy  
Blog Status Apps Resources Jobs  
Advertisers Businesses Media Developers

# POST Framework – Participation

The screenshot shows the Facebook profile of 'Show Me Your Mumu'. The profile picture features two women with their hands behind their heads, screaming with excitement. The cover photo is a collage of various images related to the brand. The page has 2,853 likes and 208 people talking about it. The bio mentions 'MADE IN THE GORG USA' and provides links to the website, Twitter, and Instagram. The 'About' section is visible. The 'Recent Posts by Others on Show Me Your Mumu' section shows several posts from users like Daisy Nguyen, Vanessa Hagen, and Caitlin Ramsey. The right sidebar contains sponsored ads for mMedia, Danskos, and DonorSnap, as well as a business page promotion for GroSocial.

facebook Search for people, places and things Beth Kanter Home

+ Create A Page

Now  
July  
June  
2012  
2011  
Joined Facebook

Sponsored Ad Create an Ad

Advertise on Mobile!  
tools.mmedia.com

Learn how you can reach more than 300 million customers through Millennial! Click here!

mMedia

Dansko at Zappos®  
Shop Danskos shoes at Zappos.com and get fast, free shipping and returns!

Cute Animal T Shirts  
Join Fab and save on fun design objects like this animal face shirt  
Tatyana Kartzavel likes Fab.com.

Donor Management Tools  
Target your nonprofit mailings for effective fundraising. See a live demo of DonorSnap!  
47 people like DonorSnap!

Business page  
FREE FB cover for your business page  
GroSocial now makes it easy to create a cover image for your business page! Try it FREE!  
Janet Fouts likes GroSocial.

Show Me Your Mumu  
2,853 likes • 208 talking about this

Like Message

About Photos Likes Events Instagram feed

Highlights

Post Photo / Video

Write something...

Show Me Your Mumu added 16 photos to the album Mumunians II.  
Thursday

Recent Posts by Others on Show Me Your Mumu See All

Daisy Nguyen  
New fashion post on the blog! Easy & fun for the weekend...  
7 hours ago

Vanessa Hagen  
Vanessa posted a photo.  
2 Thursday at 1:15pm

Vanessa Hagen  
Trunk show in Louisiana!  
14 2 2 Thursday at 12:51pm

Caitlin Ramsey  
Hey - Tried to shop for the Kennedy dress on your website b...  
Thursday at 6:37am

More Posts

Likes See All

Ryan Hebert Photography  
Professional Services  
Like

## POST Framework – Deals





# POST Framework – Community

facebook 6 Search for people, places and things Stephanie



**Association Tunisienne des Randonneurs**  
Community Page about Hiking

L'Association Tunisienne des Randonneurs  
Publiée au JORT N°137 à la date 15/11/2011 est  
la première association officielle des randonneurs  
en Tunisie

About

Photos Likes Events RandoTunisie

RSS- RandoT... Twitter Welcome Tweets

## POST Framework – Influencer

The screenshot displays the website **mariamaalouf.com** with the name **ماريا معلوف** in Arabic. A large portrait of Maria Alouf, wearing a red jacket and a leopard-print scarf, is on the right. On the left, a section titled **عدد جديد** (New Issue) promotes a magazine from the **مجلة امرأة الخليج** (Gulf Women Magazine), available **الآن في الأسواق** (Now in the markets). Below this is the URL [www.miraataalkhaleej.com](http://www.miraataalkhaleej.com). A navigation bar includes links for **الإنجاز الفكري** (Intellectual Achievement), **تكريم وجوائز** (Honors and Awards), **معرض الصور** (Photo Gallery), and **سجل الزوار** (Visitor Log). The **Maria's Writings** section on the bottom left features an image of a pen and paper. On the bottom right, there are links for **بقلم ماريا معلوف** (By Maria Alouf) and **قالوا عن ماريا** (What they said about Maria).



# POST Framework – Resource



## Zeinab Samir

@ZeinabSamir  
Co-Founder & Product Director at SuperMama  
<http://supermama.me>  
Egypt · <http://about.me/zeinab>

[Follow](#)

56,123 TWEETS  
372 FOLLOWING  
43,218 FOLLOWERS

### Tweet to Zeinab Samir

### Tweets

- Tweets**
- Following
- Followers
- Favorites
- Lists
- Recent images



### Tweets



**Zeinab Samir** @ZeinabSamir 4h  
@Ramiii @Zeinobia عقبال ١٢٢ :  
[View conversation](#)



**Zeinab Samir** @ZeinabSamir 4h  
@imanazab سألت مديرة التحرير وقالت لي في مقال نازل الأسبوع فعلا بخصوص الموضوع ده :  
[View conversation](#)



**Zeinab Samir** @ZeinabSamir 5h  
@imanazab فكرة حلوة جدا!!!.. هتحاول ننزل حاجة قبل العيد ما يجي :)  
[View conversation](#)



**Zeinab Samir** @ZeinabSamir 7h  
@rezo007 يا غلس  
[View conversation](#)

# POST Framework – Select Tools



facebook

Pinterest

Linked in

Blogger

twitter



## Applying the POST Framework – Amel's Cultural Tours



### Goals:

- To use social media as a business tool to connect with key people in the Tunisian tourism industry who may share information about her tours with tourists.
- To connect directly with tourists online who are in Tunisia or planning a visit and looking for a highly quality cultural tour.

# Applying the POST Framework – Amel's Cultural Tours

## People

### **Business Networking:**

- Hotels managers from upscale hotels who provide tourist information to guests
- Tourism information providers in Tunisia – kiosks, offices, and others

### **Tourists:**

- English speaking people planning a visit to Tunisia who are interested in the culture and history
- French speaking people planning a visit to Tunisia who are interested in the culture and history
- Arabic speaking people planning a visit to Tunisia who are interested in the culture and history



# Applying the POST Framework – Amel's Cultural Tours

## Objective

### **Business Networking:**

- To connect with 50 people in the Tunisian tourism and hotel industry via LinkedIn by December, 2013
- To cultivate 20 connections and encourage them to link to her online site by December, 2013

### **Tourists:**

- To attract 1000 visitors per month to visit the blog/web site by December, 2013
- To convert 3% of visitors from social channels to online store to purchase tour tickets by December, 2013
- To generate 20 referrals from past customers to their friends via social channels

# Applying the POST Framework – Amel's Cultural Tours

## Strategy

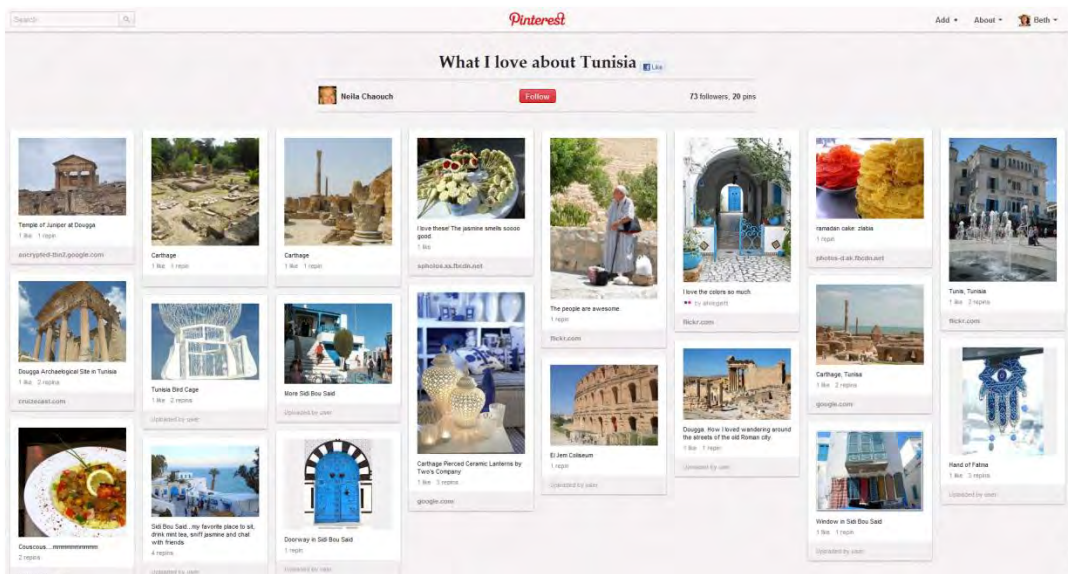
Amel's strategy is to identify, connect, and cultivate business-to-business people to help get the word out to potential buyers of her tours. She develops a prospect list of people to research on LinkedIn, identify if there are any events where she can meet them face-to-face, and ways to cultivate them on a regular basis.



# Applying the POST Framework – Amel's Cultural Tours

## Strategy

To reach online consumers, she decides that becoming a resource on Tunisian cultural and historical landmarks is a great match.



**Tourism in Tunisia**

@tourism\_tunisia  
Tunisia tourism  
Tunisia

16 TWEETS

89 FOLLOWING

130 FOLLOWERS



**Entreprises Féminines  
Durables**

Women's Enterprise  
for Sustainability

# Applying the POST Framework – Amel's Cultural Tours

## Tactics

To reach online consumers, she decides that becoming a resource on Tunisian cultural and historical landmarks is a great match. She decides to start a blog focusing on the architecture, culture, and history of Tunisia – and develops an editorial calendar so she cover every landmark over the course of the year. Her blog posts are cross posted on the Facebook, where she answers questions about Tunisian historical landmarks and culture.

She also starts a Twitter profile and also starts live tweeting her tours and answering questions about Tunisian culture and promotes her online store.

Finally, she starts a Pinterest account that showcases different Tunisian hotels, landmarks, and her tour routes. All link back to her blog and web site and store.





## Reflection with a Partner

- What exercise would you use with the personas to help participants think through strategy?
- How will you adapt or change the personas?
- What resonated?
- What is still unclear?



# Break!



**Entreprises Féminines  
Durables**

*Women's Enterprise  
for Sustainability*

# Blogs and Blogging for Women Entrepreneurs

We will now discuss how a blog can support small business objectives.




## Why a Blog Can Be Valuable for a Small Business

- Engage and connect with customers
- Making announcements
- Behind the scenes insights
- Transparency
- Sales
- Social media integration



# Examples of Blogs – Businesses



TLS Home Our Team Lip-sticking Blog Smart Reviews Smart Connections Service

July 27, 2012

## Book Review: Are You Kidding Me...

Guest post by Blog Manager [Robbi Hess](#)


I was recently sent a copy of the book, "Are You Kidding Me? A Journal of First Dates, Flings, and Finding Love" by author [Elizabeth Glasband](#). I was intrigued by the title and the cover and because I have always been a fan of [Sex And The City](#) (well, not the second movie so much -- but the television series and the first movie) I was looking forward to the read.

While I am obviously not the audience for this book (I have a child that is the age the author was when she penned the book so I am a touch older than the audience, I imagine) I enjoyed the authors recollections and recounting of her sexual exploits. I'd never been quite as adventurous as the author in her dates, flings and finding of love I had many friends that were and those friends love to share stories of love found, lost and found again.

I will admit that there were parts of the book that could have benefitted from tighter edits and deletion of some of the exclamation points, I also admit that some of the stories were laugh out loud funny. I will also admit that during the reading I wondered, "when my daughter moves out and starts dating, how many of these type of dates and flings will she have to go through before she finds love?"

I liked that the book was broken into short chapters each detailing the date of the day and I also enjoyed the updates at the end of the book -- a kind of "where are they now" wrap up. If you're looking for a quick, light beach read this book might be one to slip into your beach bag!

You might also like:



Search



Smart Friend Promotions:



Women business owners: Get your social media "act together" in 8 short weeks!



Lip-Sticking Recognitions:



## WOMEN ON BUSINESS

HOME ABOUT WRITE FOR US BLOGGERS DIRECTORY DISCOUNTS & RESOURCES JOBS SUBMIT A PRESS RELEASE EVENTS CONTACT

Search Women on Business

Advertise Here



### CATALYST BLOG » BLOG ARCHIVE » WHY WE NEED TO BUST THE MYTH OF MERITOCRACY

JULY 27, 2012

BY SUSAN GUNELIUS  
NEWS AND INSIGHTS

0 COMMENTS

NEWS AND INSIGHTS UPDATE: At The Wall Street Journal's recent Women in the Economy Conference, leading female business executives from around the world gathered to discuss women in business and identify

RENT IPADS WITH A WI-FI ROUTER!

• Sales Meetings  
• Trainings  
• Up to 1,000 attendees

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seventhsolutions.com

Favorite place on Google

Click to Find Out!

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CONNECT WITH WOMEN ON BUSINESS

AWARDS & RECOGNITION

A TOP 100 WEBSITE FOR WOMEN BY

20 BEST MARKETING & SOCIAL MEDIA BLOGS BY WOMEN

**Forbes** **Forbes**

**Woman** **Woman**

TOP 10 BUSINESS BLOGS FOR WOMEN


STEVIE AWARDS FOR WOMEN IN BUSINESS

# Examples of Blogs – Women

About Disclaimer & Privacy Sign Up for Roxanne's News

## Musings of a Work at Home Mom

Roxanne Green discusses working from home



**Programs For You**

- Social Network Your Way to Cash
- One on One Coaching
- Business or Life I Can Help
- WOW
- One on One

« OLDER POSTS

### How Do You Find Your Target Market

Posted on July 1, 2012 by Roxanne


Like 7 people like this. Be the first of your friends

First, let's define "Target Market". Your target market is your perfect client, customer or business partner.

In order to find them, you must first define them. Think of your perfect customer, client or business partner. What do they look like? What do they do? What qualities do they possess? Be specific. The more specific, the better. "Someone who wants my product/service to join my business" is NOT specific enough. You must define who that person is. For example, if you have a product that helps regulate blood sugar, your target market would be someone with diabetes. You might find them in a diabetes support group.

Once you have CLEARLY defined your target market, you can find them easily by asking yourself "Where might this person "hang out" online?"

**WELCOME**



Roxanne Green  
Cato, NY

Email Me Anytime  
Friend Me On Facebook

## A Tunisian Girl بنينة تونسية

vendredi 27 juillet 2012

**Mon Petit Livre**



**Contact Me**

canadadry83@gmail.com

**Mes prochains RDV /Public Events**

June 14th, 2012  
Diplomacy 2.0: la diplomazia al tempo di Twitter. Torino,  
<http://www.misurarelacomunicazione.it/2012/06/13/diplomacy-2-0-la-diplomazia-al-tempo-di-twitter-torino-14-giugno-2012/>

**Mise à jour et Remerciement SOS Thala**

Qu'elle était belle cette campagne qu'on a menée ensemble pour venir en aide aux victimes de la rigueur exceptionnelle de l'hiver 2011\_2012 en Tunisie.

Et si j'y reviens c'est pour me rappeler tous les amis et amies qui se sont mobilisés pour la collecte, le transport et la distribution des aides, ces am(e)s qui se sont dévoués corps et âmes et qui ont tous accepté de se donner en tant que citoyens du monde et qui ont tous accepté de taire leur appartenance idéologique et politique.

A vous tous mes am(e)s il me plaît d'annoncer aujourd'hui que la part d'aide qui n'a pas pu aboutir jusqu'aux bénéficiaires à temps ( pour différentes raisons dont les lenteurs administratives, la précipitation des événements et les charges multiples des uns et des autres) est entrain d'être distribuée à des familles parmi les plus nécessiteuses. Cette aide acheminée de la France grâce à l'initiative personnelle de [Aziza Nait Sibaha](#), journaliste à France 24 , à la générosité du personnel de France 24 et aux efforts de différents volontaires.



## Editorial Plan – What Will You Blog About?

### Content

1. What are you going to write about?
2. Will it support your social media strategy and business objectives?
3. What will be useful to your audience
4. How often will you publish blog posts?

### Steps

1. Brainstorm a list of topics
2. Brainstorm a list of blog post titles
3. Identify if you need to do research for additional information
4. What image can you use to illustrate your post?

### Blog Post Types

- 1.Features
- 2.Announcements
- 3.Sales
- 4.Ask for feedback/support
- 5.Instructional
- 6.Tips
- 7.Case Study
- 8.Lists
- 9.Instructional
- 10.Interviews



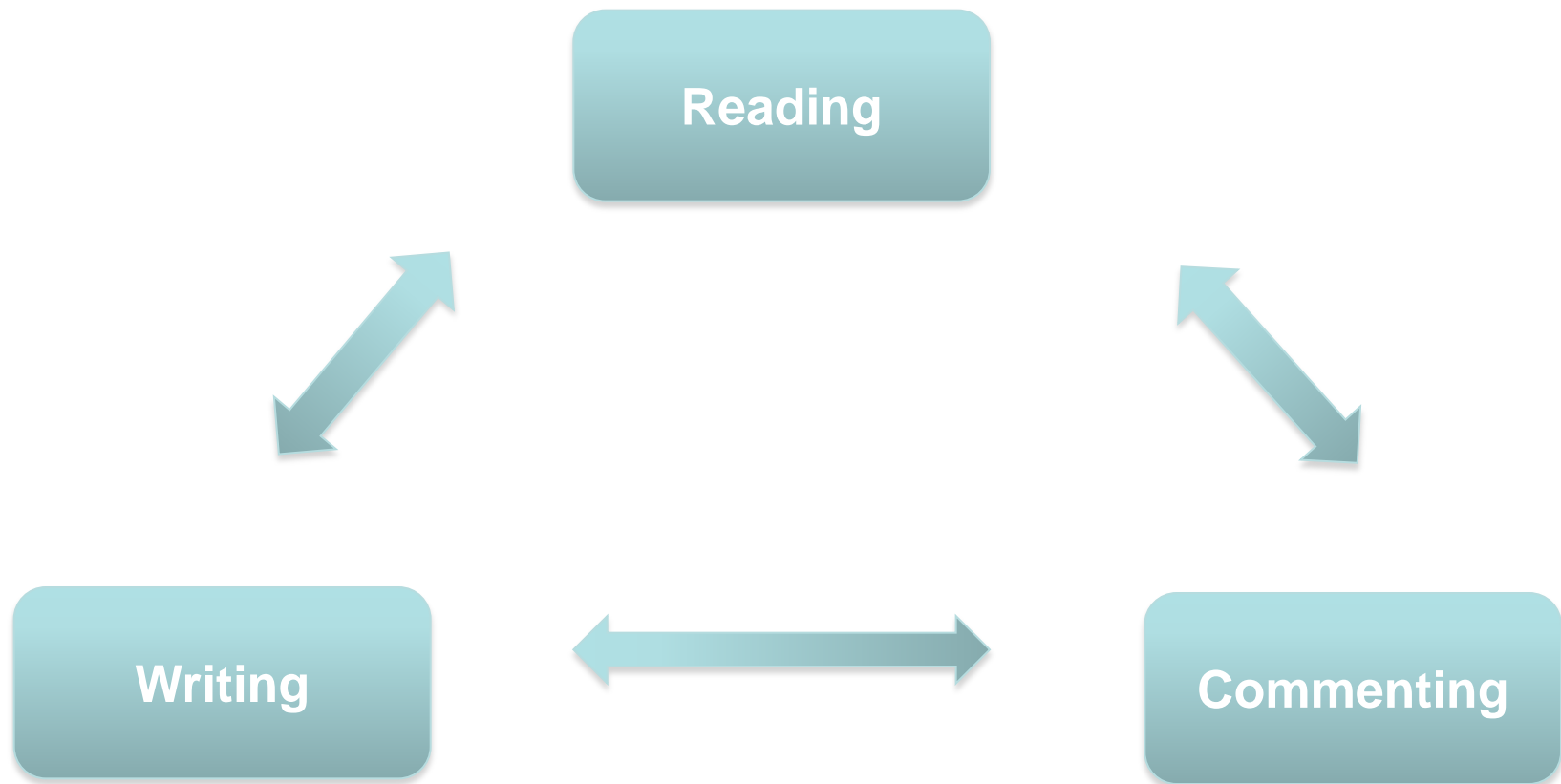
## Small Group Exercise – Brainstorm Blog Topics for one of the Persona's

Participants will work in small groups and each group will be assigned a type of business to develop an editorial plan for a blog using a worksheet. The business types will be based on the personas and include:

- Decorative Tunisian Handicrafts for the home wants to sell crafts online to consumers.
- Cultural Tours Business wants to support existing customers and reach new ones by being a resource on Tunisian cultural and historical landmarks and touring Tunisian for the history lover
- Leather Notebooks Business wants to sell handcrafted notebooks to NGOs, businesses, and retail outlets.
- Pastry Shop wants to support existing customers and attract new ones by selling pastries online and raising awareness of product and brand.
- Advertising Firm wants to generate leads for new clients from Tunisia



## The Workflow of a Blog



# Blog Post Structure

## POST TITLE

15 words or less



Keyword Caption

Image to illustrate post

Opening paragraph  
*What is post about?*

Keyword phrases

Body of the Post

*Topic sentence for each paragraph*

*Sensible linking*

*Use headers*

*Use images or videos to support text*

Conclusion

*Lesson Learned*

*End with a question to encourage comments*

Respond to all comments  
Consider follow up posts

Related Posts



## Blogging Style Guidelines

- 250-750 words, sometimes longer
- Use creative commons images or your own photos to give interest
- Descriptive title, questions help encourage interaction
- First paragraph to state what you're writing about
- “Chunk” your text, use headlines
- Make it scanable

## Using Photos and Videos

**Seven ways the right photo and video can increase readership and blog views.**

1. Convey the overall feeling or emotion of your post
2. Illustrate a metaphor or analogy that is part of your main idea
3. Share a service or product
4. Evoke surprise or curiosity
5. Complement your headline
6. Make your reader smile
7. Readers are visual learners and images can help people take in and retain information better.





## Encouraging Comments

**Encourage  
comments!**

**Share  
your  
thoughts!**

**What do  
you think?**

## Introducing Blogger



Blogger is a blog-publishing service owned by Google that is easy to navigate, available in countless languages, and simple to design.

# Set-up Your Blogger Account



1. Create a gmail account for access to all Blogger features
2. Visit Blogger.com/start
3. Click on the orange arrow that says, "Create Your Blog Now"
4. Create your blog name
5. Choose a template
6. Click on the "Start Blogging" arrow
7. Write your first blog post and then click, "Publish Post"
8. Click "View Blog" to see your post
9. Click on the orange B at any time to go to your dashboard



## Two Blog Posts

- Write a post that summarizes the editorial plan for the blog.
- Write a second post on a topic in the editorial plan and include a photo and link to an outside webpage.





## Share Your Blog Post



## Reflection

- How do you envision Tunisian Women Entrepreneurs using blogs to build their businesses?
- What types of businesses could benefit most from blogging?
- How would you deliver this segment on learning how to blog?
- What would you change, add, or take away?



# Lunch



# Facebook Brand Pages for Small Businesses – Best Practices



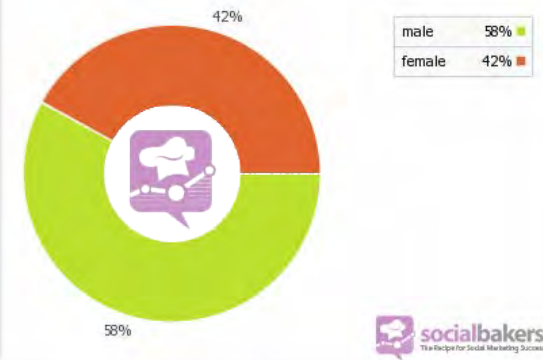
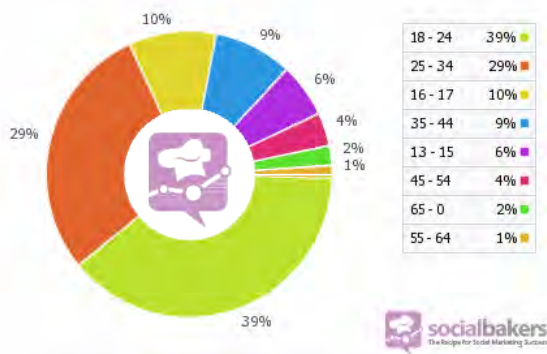
- Why Facebook
- Getting Started
- Objectives
- Look and feel
- Work flow
- Engagement
- Content
- Measurement

# Facebook in Tunisia



**Total Facebook Users: 3,107,860**

<b>Country Rank</b>	<b>47</b>
<b>Penetration of population</b>	<b>29.35%</b>
<b>Penetration of online population:</b>	<b>86.33%</b>





## Why and How Facebook Can Increase Awareness of Your Business, Brand, or Products with Consumers

- Keep current audiences engaged between events
- Raise brand awareness
- Identify and recruit new audiences to your events, programs, concerts, or exhibits
- Inspire conversation online/offline to support audience development
- Get new ideas and feedback on programs and services
- Research what people are saying about your organization
- Drive traffic to web site or blog
- Social content generation
- Identify and build relationships with influencers, allies & supporters

# How To Set Up Facebook Brand Page



**facebook** Search for people, places and things Beth Kanter Home

## Facebook *for* Business

There are over 900 million people on Facebook. Learn how to reach the right audience for your business and turn them into customers.

[Start Here](#)

### Steps to Business Success

**Learn how to:**

- [Succeed on Facebook](#)
- [Build Your Facebook Page](#)
- [Create Ads on Facebook](#)

### What's New

**Changing your Facebook web address**

Page admins are now able to change their own Facebook web address for their business Page

[Read More](#)

### Success Stories

**Luxury Link**

- ✓ 100% increase in sales from Facebook
- ✓ 90% of purchases from new customers
- ✓ 30% increase in site visits

[Read More](#)

[Like](#) [Send](#) 20,583 people like this. Be the first of your friends.

<https://www.facebook.com/business>



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Durables**  
Women's Enterprise  
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# Establishing Objectives of your Facebook Page



**Review!**

<b>S</b>	Specific
<b>M</b>	Measurable
<b>A</b>	Attainable
<b>R</b>	Relevant
<b>T</b>	Timely



**1. How Many**



**2. By when?**

# Designing the Look and Feel of Your Facebook Page – You don't have to be a graphic designer

**Cover image:** 851 x 315 px. NO contact info, CTAs, or arrows pointing to Like/Share.

**Use this area for details about your business & links.** On Place Pages, this is always your contact info.

**To 'Pin' a post, hover over any post by Page/Admin > click edit pencil > click Pin to Top.**

**Highlight any post across both columns (double wide):** hover > click star icon (not shown here).

**When logged in as your Page, click anywhere on the Timeline to add a 'Milestone'. Or add from the main wall publisher.**

**Posts are displayed in chronological order on either side of the Timeline.**

**Admin Panel (only visible to Admins).** Opens up at the top of your Page. Access your Insights, Notifications, Messages & more.

**Click to jump to any year/month on the Page Timeline.**

**Click the gear icon for more options (Admins see a different set of options to fans/visitors).**

**With 'Message' enabled, any user can send Pages a private message.**

**Click this button for more apps/views (12 max.) Admins can then rearrange; hover & click edit pencil on apps.**

**Add custom thumbnails to any 3rd party app. Size = 111 x 74 px.**

**All fan pages are personalized depending on the viewer. Number of Friends, and one post (Friend activity) show here. Privacy settings always prevail; posts shared only with Friends are visible just to that person's friends.**

**All posts made by others (fans and visitors) are displayed in this box. Click 'See All' to view, respond & moderate in a popup box. See also the 'Posts by Others' view at the top middle of the wall, which is often easier for responding/moderating.**

**Other Pages that you liked as your Page. 'Featured Likes' (favorites) are displayed in this box and rotate with each visit/refresh.**

**Pinned posts have an orange ribbon**

**Click Highlights for additional wall views.**

**Hover over 'Liked' button for option to 'Add to lists'**

**Recent Posts by Others on Mari Smith**

**Does anyone know what happens on Place Pages with the new Timeline?**

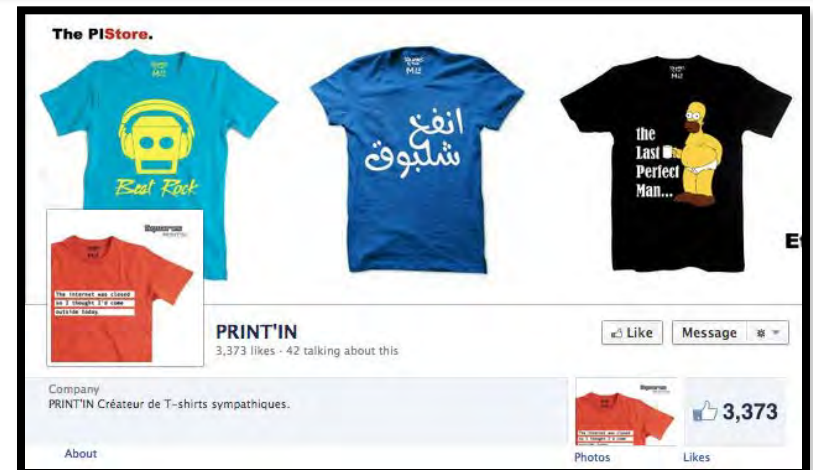
**Last week, I shared this screenshot: visitor clicks on the Like button or pops up inviting that person to w...**

**Attention all Facebook Place Page owners -- here's an update regarding your Recommendations:**

**When a visitor clicks the Like button on a PLACE PAGE, a box pops up automatically inviting the new fan to write a Recommendation (see screenshot) -- see this...**

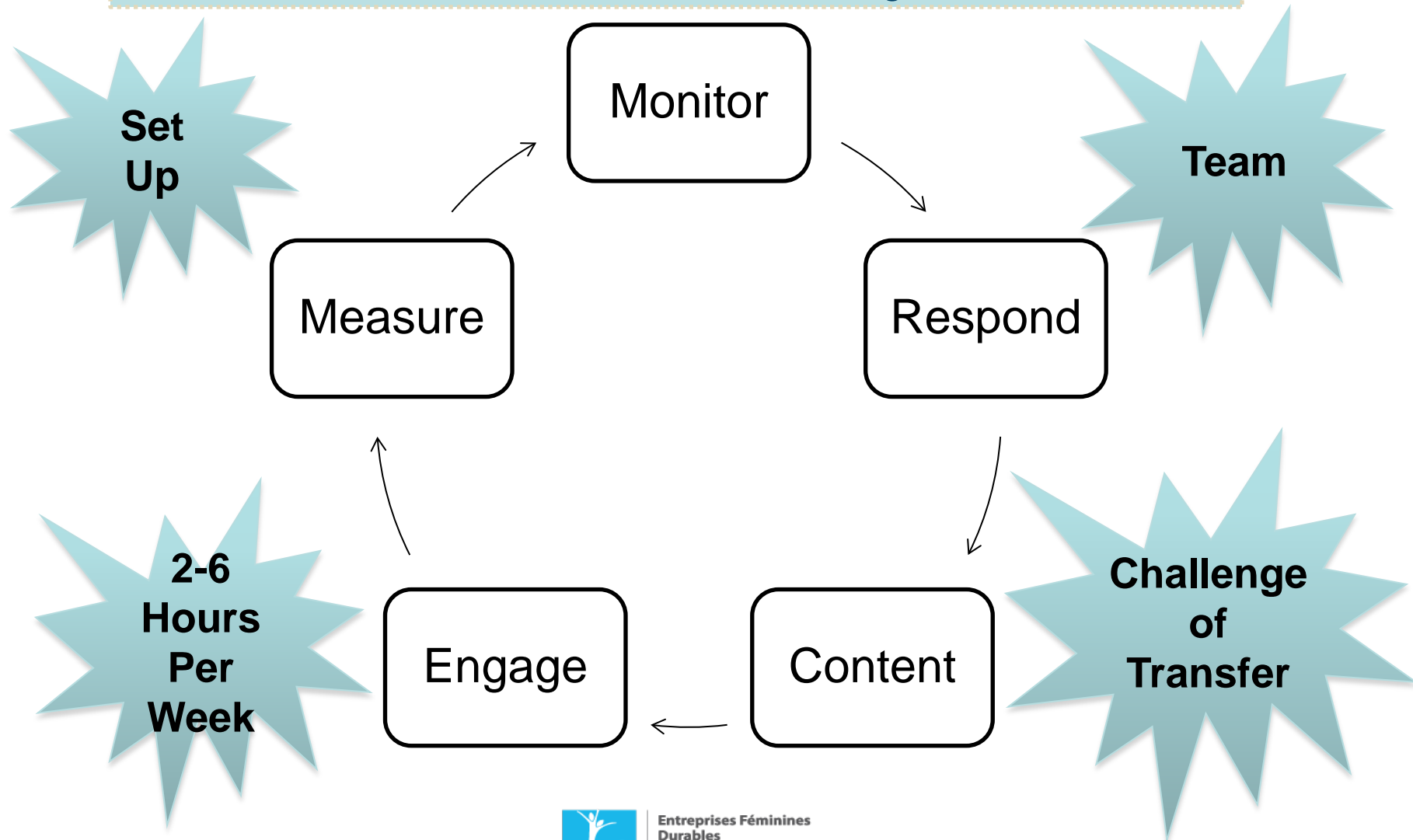


# What do you notice about the design?





## Understanding the Workflow and Time Commitment for a Successful Facebook Page



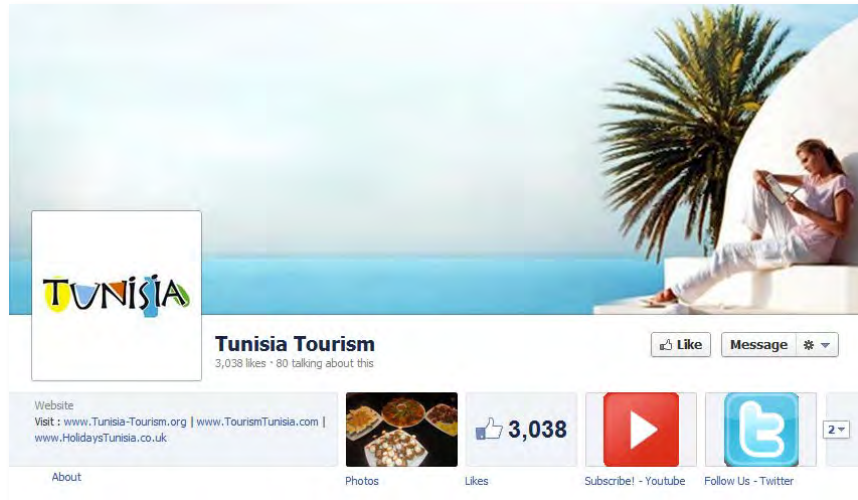
## Understanding the Workflow and Time Commitment for a Successful Facebook Page

- Who is your page administrator? You can have an unlimited amount so why do it alone?
- Will you post as yourself or your page? You can now toggle between both!
- Time management prevents you from spending all day on Facebook. Dedicate chunks of time to have conversations. This leaves time for planning as well as collecting & analyzing data.
- Tips for being effective: Spend your time being a resource, engaging, moderating & measuring.
- Do you have a Facebook Use Policy? This is useful if you have a staff and/or volunteers helping you.
- What is your Community Policy? This is where you can outline what types of posts are appropriate.
- Thinking beyond the Brand Page: Subscribe to staff profiles

## Engaging Your Customers and Creating Compelling Content on Facebook

1. Variety of content types and consistency
2. Short: 80 characters or less for status updates
3. Eye catching images with bright colors and relevant content
4. Include a call to action: share, like, comment
5. Celebrate milestones, share good news
6. Timely topics with the right frame for your audience
7. Experiment with varying times of day/day of the week
8. Special deals or coupons or contests
9. Always be commenting
10. Weekly/monthly review of analytics to better understand what resonates

# Engaging Your Customers and Creating Compelling Content on Facebook: Visuals



# Engaging Your Customers and Creating Compelling Content on Facebook: Short Posts





# Engaging Your Customers and Creating Compelling Content on Facebook: Short Posts



### Recent Posts By Others



Like · Comment · 23 hours ago

👍 Haythem Mezni likes this.



[www.visainfoservices.com](http://www.visainfoservices.com)

WorldBridge Welcomes You

[www.visainfoservices.com](http://www.visainfoservices.com)

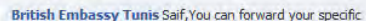
[See More](#)

11 hours ago · Like



Like · Comment · Yesterday at 7:40am

 [View all 4 comments](#)



questions to our visa team through the Worldbridge website:  
[www.visainfoservices.com](http://www.visainfoservices.com)

WorldBridge Welcomes You

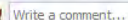
www.visainfoservices.com

[See More](#)

Yesterday at 8:52am · Like



Yesterday at 9:13am · Like



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# Using Measurement to Analyze Your Results

Reflect and Refine

Facebook Insights help you look behind the “Like”

facebook



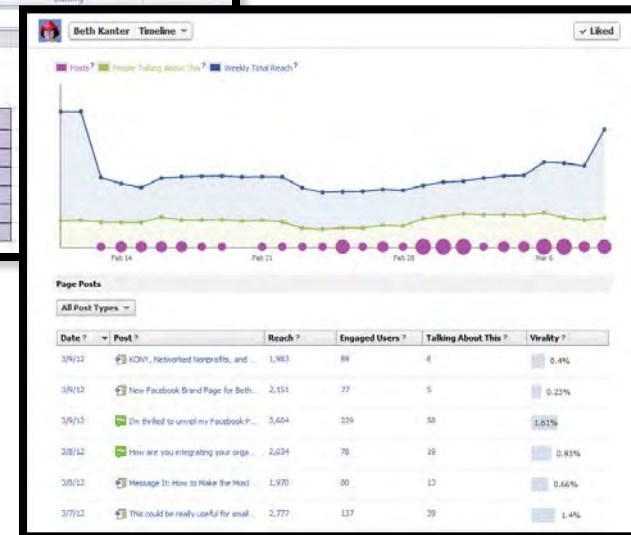
# Using Measurement to Analyze Your Results

Facebook content insights (Compatibility Mode) - Microsoft Excel

Facebook Editorial Calendar and Metrics Spreadsheet							
Date Posted	Topics	Format	Day Posted	Time Posted	Reach	Virality	What did we learn?

**Reach** = The number of unique people who have seen your post in their newsfeed (in the past 28 days).

**Virality** = The percentage of people who clicked, shared, liked or commented on the post (in the past 28 days).



## Break





## Small Group Exercise – Brainstorm Ideas for a Facebook Page

Working in small groups, brainstorm ideas for a Facebook Brand Page look and feel, content, outreach, and engagement for the persona: “Amel’s Cultural Tours” Facebook Brand Page. Here are some examples of Tunisian tourism pages on Facebook:



## Illustrate Your Facebook Strategy

Create a poster about the Facebook page for “Amel’s Cultural Tours”



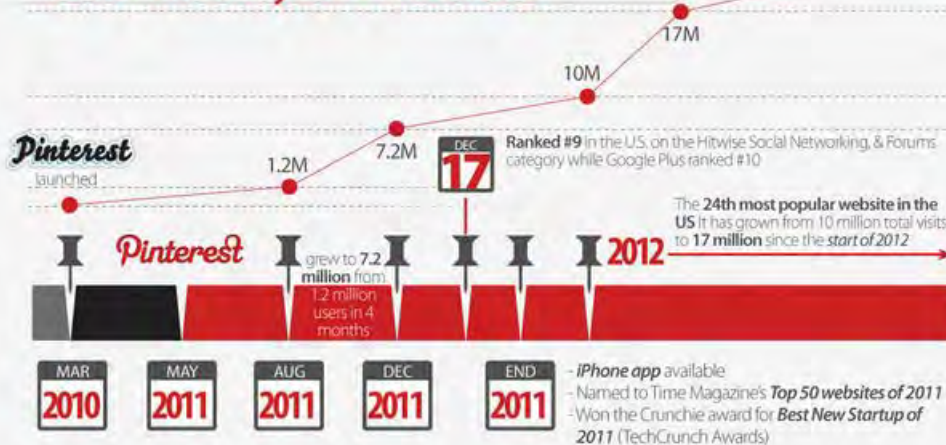
## Reflection

- How do you envision Tunisian Women Entrepreneurs using Facebook Pages to build their businesses?
- What types of businesses would benefit most?
- How would you deliver this segment?
- What would you change, add, or take away?



# What is Pinterest?

## Brief history of Pinterest



Pinterest is a virtual pinboard where you can organize and share images and videos in curated collections.





# Why Consider Using It?


Have an interest in **Pinterest?**


Pinterest is a virtual pinboard. On this social networking site, users collect photos and link to products they love to share all the beautiful, funny, helpful, inspiring and informative things they find on the web.


Used by 100+ Brands such as:


- Pillsbury, Whole Foods, HGTV, Sesame Street, M, CBS, People, TOMS, GAP, The Atlantic, Etsy, ZALES, Lowe's, UNICEF, Microsoft

**10 Million Milestone**

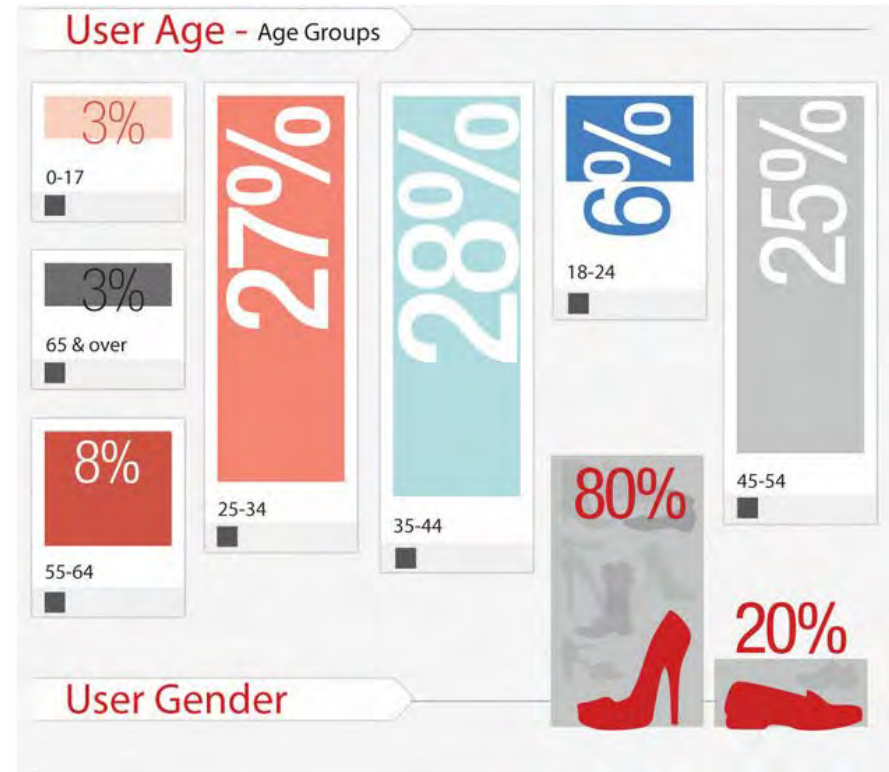
 Pinterest hit 10 million U.S. monthly unique visitors **faster than any independent site in history**

 Nearly **12 million** monthly unique visitors

 Over **10.4 million** registered users

 **9 million** monthly Facebook-connected users

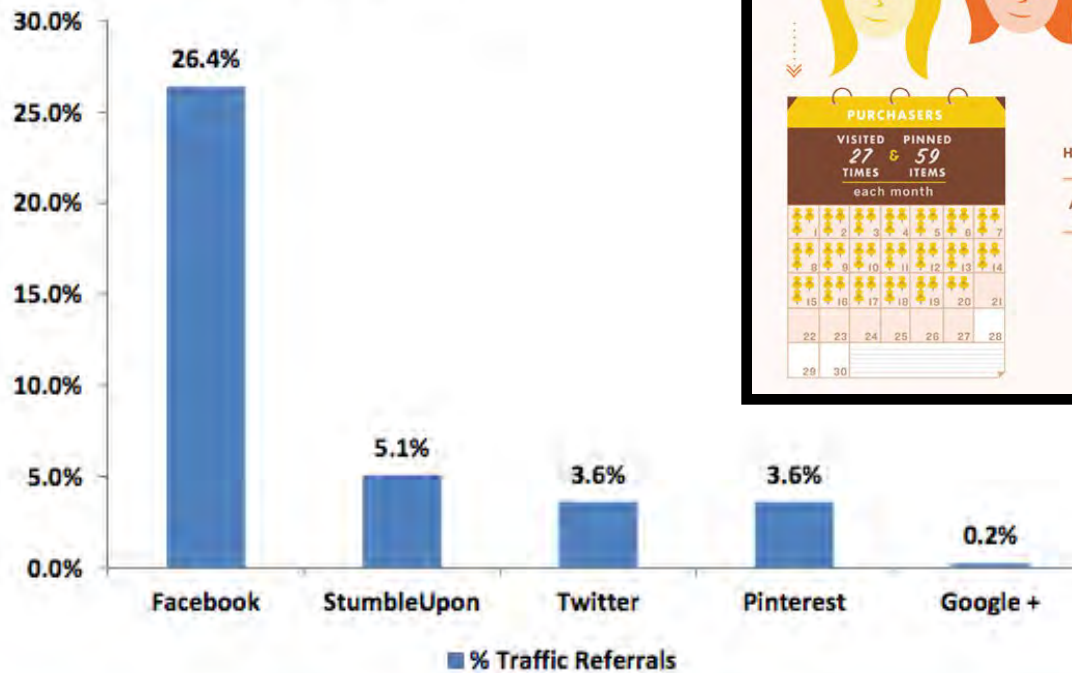
- Food/Cooking
- Television
- News/Media
- Beauty/Fashion
- Sports/Health
- Apparel/Retail
- Travel
- Home Improv./DIY
- Non-Profit





# Pinterest Offers Lots of Value To Small Businesses

Figure 4: Social Media Traffic Referrals



Source: Shareaholic



# Examples: Online Stores and Sales


Search

**Pinterest**

Add + About v Beth v

## Surfrider Foundation Gear Like


Surfrider Foundation [Unfollow](#) 718 followers , 53 pins



**\$26.95**

SURFRIDER FOUNDATION 2-IN-1 CHANGE MAT/BAG \$26.95


swell.com



**\$20.00**

LOG JAM SS TEE \$26


swell.com



**\$26.00**

The Alaska tee is one of the first of the "Surfrider Original" exclusive line. Designed by Maddy Joyce, her inspiration for designs comes from her love of the ocean and the outdoors. \$26

swell.com




**\$24.00**

DEDICATED SS TEE \$24

1 repin

swell.com




**\$30.00**

Surf and Turf. By purchasing this t-shirt you will have saved one meter of rainforest and contributed to the Surfrider Foundation. \$30

1 repin


cuipo.org



**\$26.00**

SLEEP NIGHT TEE \$26


swell.com



**\$26.00**

SURFRIDER CELEBRATE TEE \$20

swell.com




**\$40.00**

Monopoly Surfing Edition \$40

1 like 7 repins


swell.com



**\$15.00**

Surfrider Foundation NoteCards - 10 cards/envelopes. \$15

swell.com




**\$3.50**

Protect & Surf \$3.50

2 likes 2 repins

swell.com




**\$3.50**

Keep beverages cool and hands dry with this recycled beverage cooler. \$3.50


2 repins

swell.com



**\$31.95**


SURFRIDER FOUNDATION



**\$12.95**

This year's surf calendar features a collaboration of breathtaking photographs of surf spots from all over the world. \$12.95

swell.com




**\$2.00**

Think Globally Act Locally


2 repins

swell.com



**\$8.00**

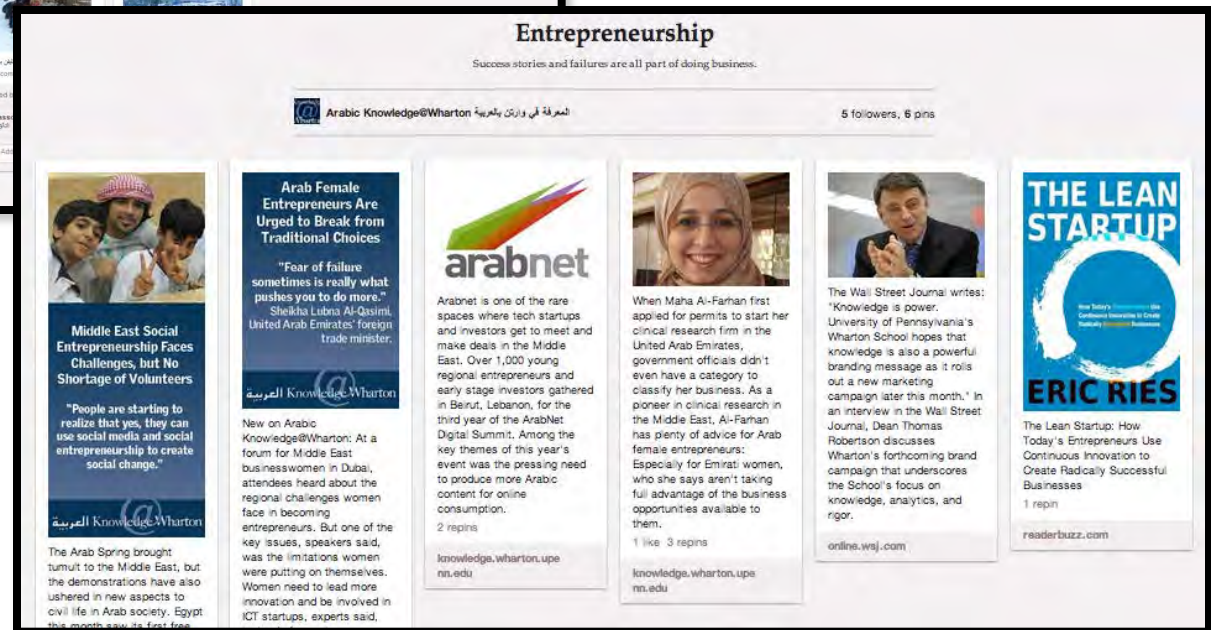
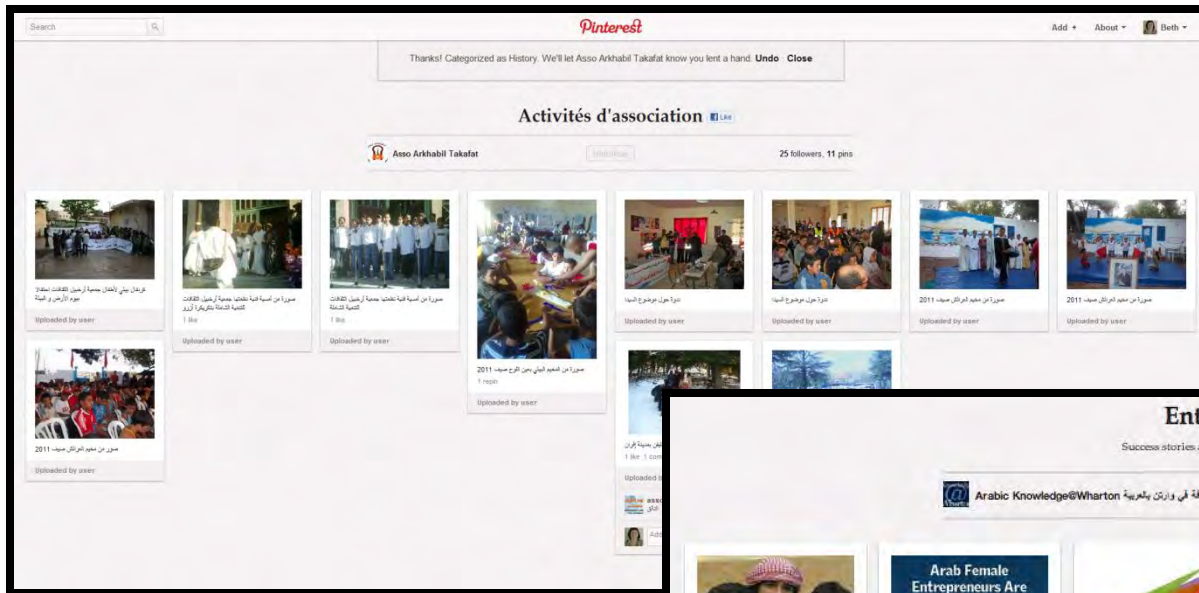
SURFRIDER FOUNDATION



**\$39.00**

SURFRIDER FOUNDATION

# Pinterest in Tunisia & the Middle East





# A Few Great Examples of Businesses Using Pinterest

engaging  
cultures  
travel deep

## Engaging Cultures Travel

Engaging Cultures Travel is a socially responsible tour operator with a passion to connect travelers and locals. [www.facebook.com/EngagingCultures](http://www.facebook.com/EngagingCultures)

🌍 🐦 📍 Jordan and Tunisia

2 Boards 23 Pins 0 Likes Activity

Following



TripAdvisor

14 Followers 1 Following

Tunisia  
8 pins



Jordan  
17 pins



Freshome

Freshome is an online magazine about design, architecture, art, style, creativity and everything that makes life less ordinary

🌍 📍 New York

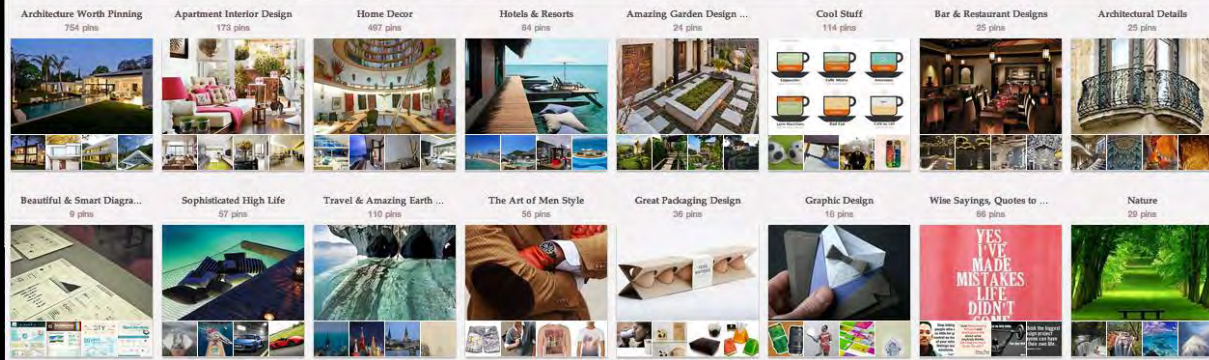
29 Boards 2,574 Pins 11,717 Likes Activity

Repins from



Lina dePinner  
Haifaa Tannous  
Christine Kysely

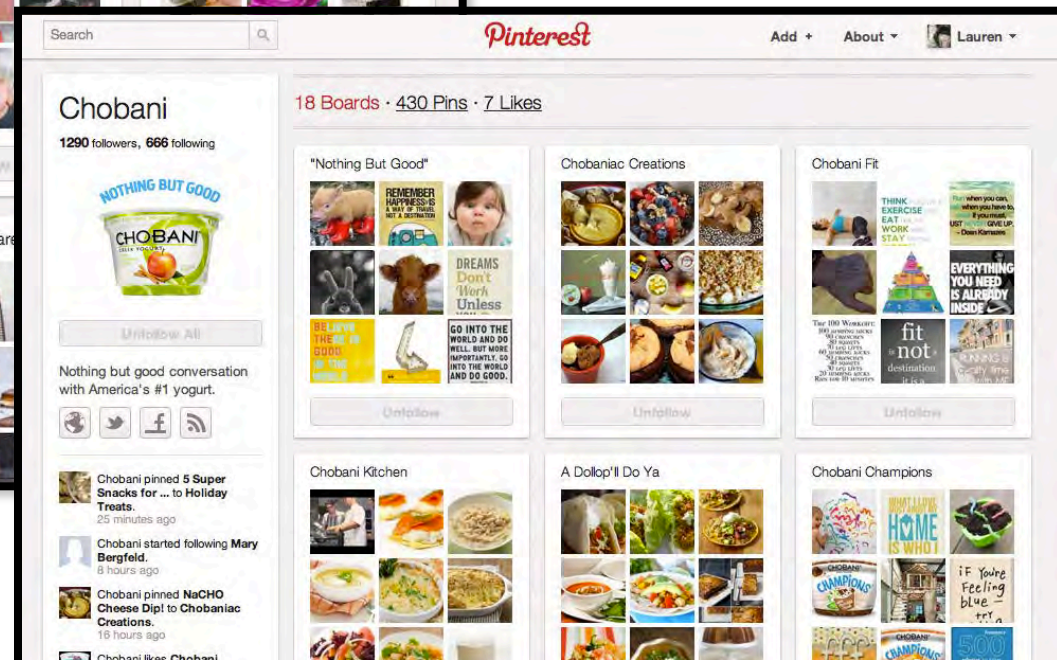
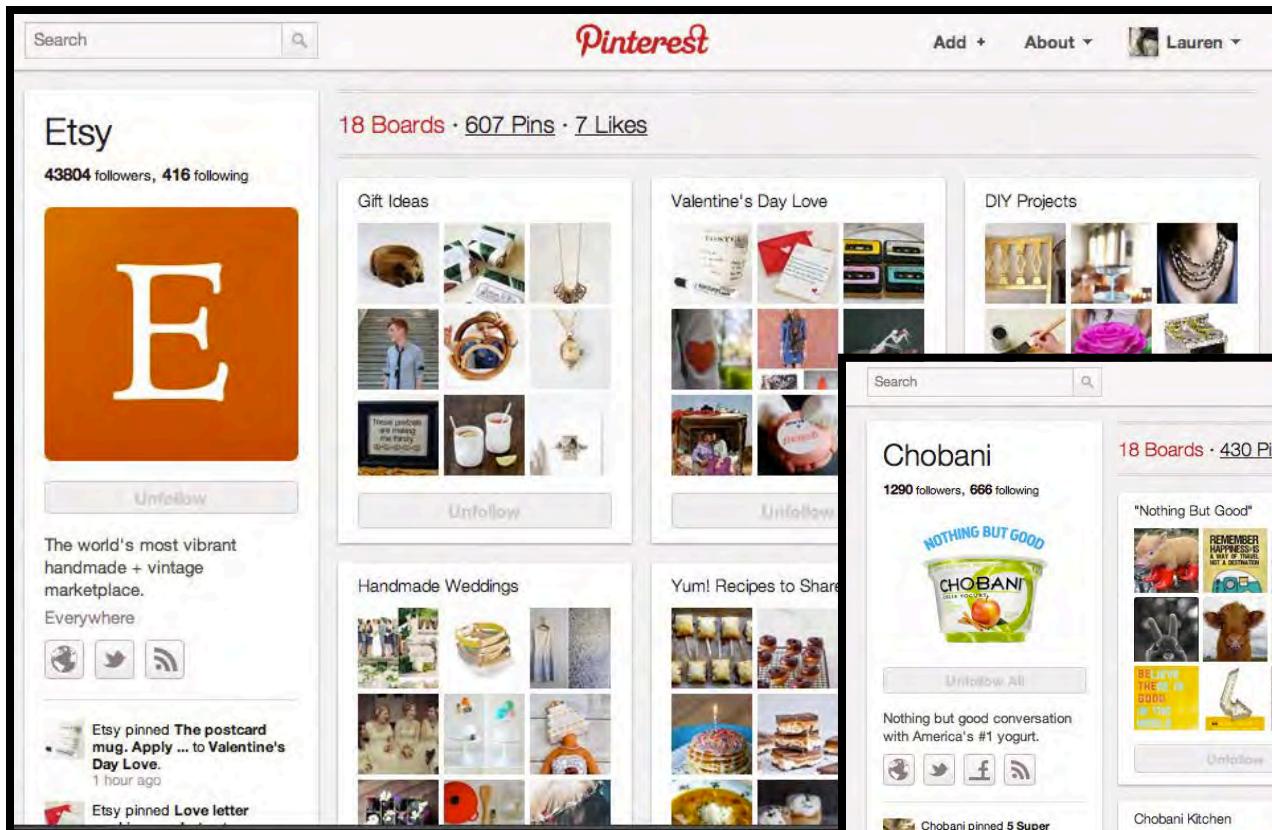
9,319 Followers 216 Following



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# A Few Great Examples of Businesses Using Pinterest

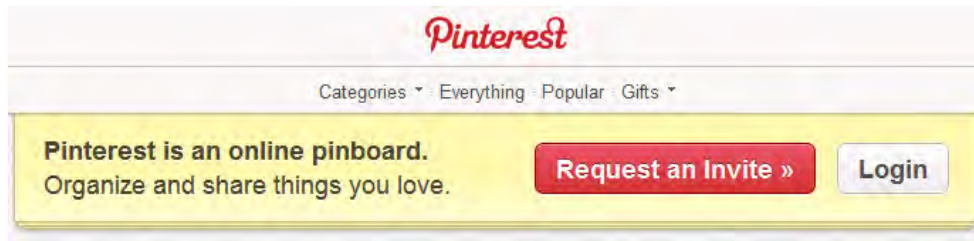




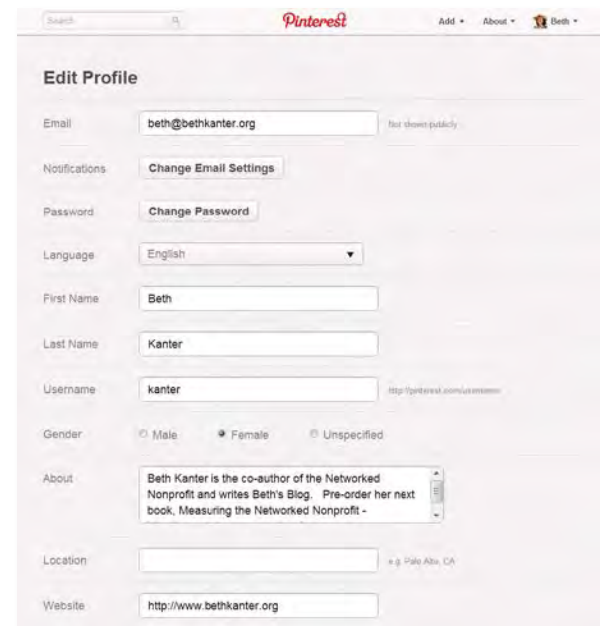
# Pinterest – How To Get Started

**How to sign up:** Visit [Pinterest.com](https://pinterest.com) and click, “Request an Invitation.” Within a few hours, an invitation will appear in your email.

**After you receive your invitation:** Connect with your Facebook and Twitter account and edit your profile. You can add a link to your website or blog as well. Add a photo.



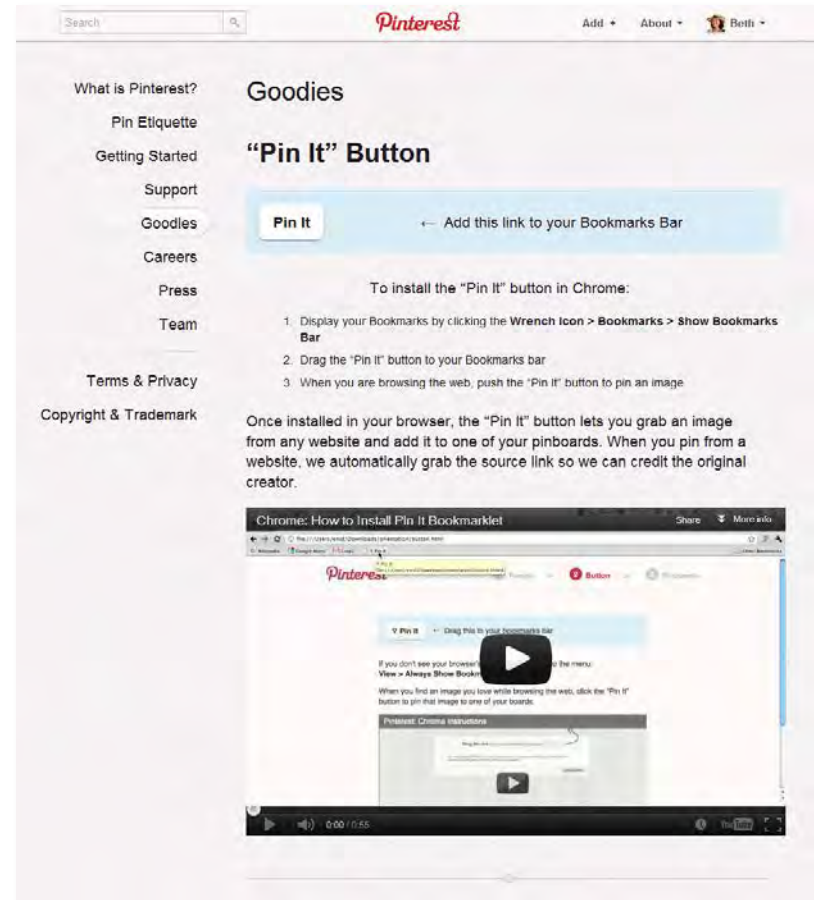
<https://pinterest.com/about/help/>



# Pinterest – How To Get Started

**Create your first Pinboard:** New pinboards can be created anytime by clicking the “Add” button on your Pinterest navigation bar. You can name each board something unique. But before you create your first board, think about what your business should pin to support goals.

**How to Pin an Image:** You can either upload a photo from your computer by clicking the “Add” button on your navigation bar. You can also pin any photo on Pinterest. With the “Pin It” button you can install on your toolbar, you also have the convenient option of pinning any photo you see on the web!



# Pinterest – Best Practices and Techniques

## [ Anatomy of a Pinterest PIN ]



Best practices when pinning:

- Pin from the original source
- Pin from permalinks
- Give credit and include a thoughtful pin description



# Pinterest – Best Practices and Techniques

## PROFILE

- 1 Use headshot, not logo
- 2 Make your name easy to find
- 3 Add links to social networks
- 4 Add keywords to your bio
- 5 Link to Facebook: find friends
- 6 Link to Twitter: find followers
- 7 Let your personality shine
- 8 Top 3 people you repin appear on top right

## BOARDS

- 17 Use playful, fun titles
- 18 Include keywords in desc.
- 19 Mix content: yours & others
- 20 Pin images from clients
- 21 Repin supporting images
- 22 Create inspirational collages
- 23 Add playful images for #7
- 24 Latest pin is largest image

## COPYRIGHT

- 33 State source when pinning
- 34 Display URL on images
- 35 Use Creative Commons bookmarklet for via & hat tip
- 36 State copyright on website
- 37 Pinned w/o credit? Ask!
- 38 Fear obscurity, not piracy
- 39 Use copyright symbols
- 40 Always credit photos

## COLLABORATE

- 49 Create themed group board
- 50 Group scavenger hunt of pins
- 51 Ask for colleague repins
- 52 Promote joint event
- 53 Curate lifestyle boards
- 54 Host a board tour
- 55 Throw a Pinterest Party!
- 56 Crowdfund product

## PINS

- 9 Use creative pin titles
- 10 Focus on lifestyle, not product
- 11 Use keywords in descriptions
- 12 Tag others using @ symbol
- 13 No photo? Pin one, edit link
- 14 Bookmarklet: easy web pins
- 15 Make it beautiful & visual
- 16 Always credit source for pins

## IMAGES

- 25 Add watermark for identity
- 26 Style product photos
- 27 Use natural light in photos
- 28 Pin photos relating to products
- 29 Not a photographer? Hire one.
- 30 Make infographic text LARGE
- 31 Overlay title on photo
- 32 Pin photo linking to video

## CONTESTS

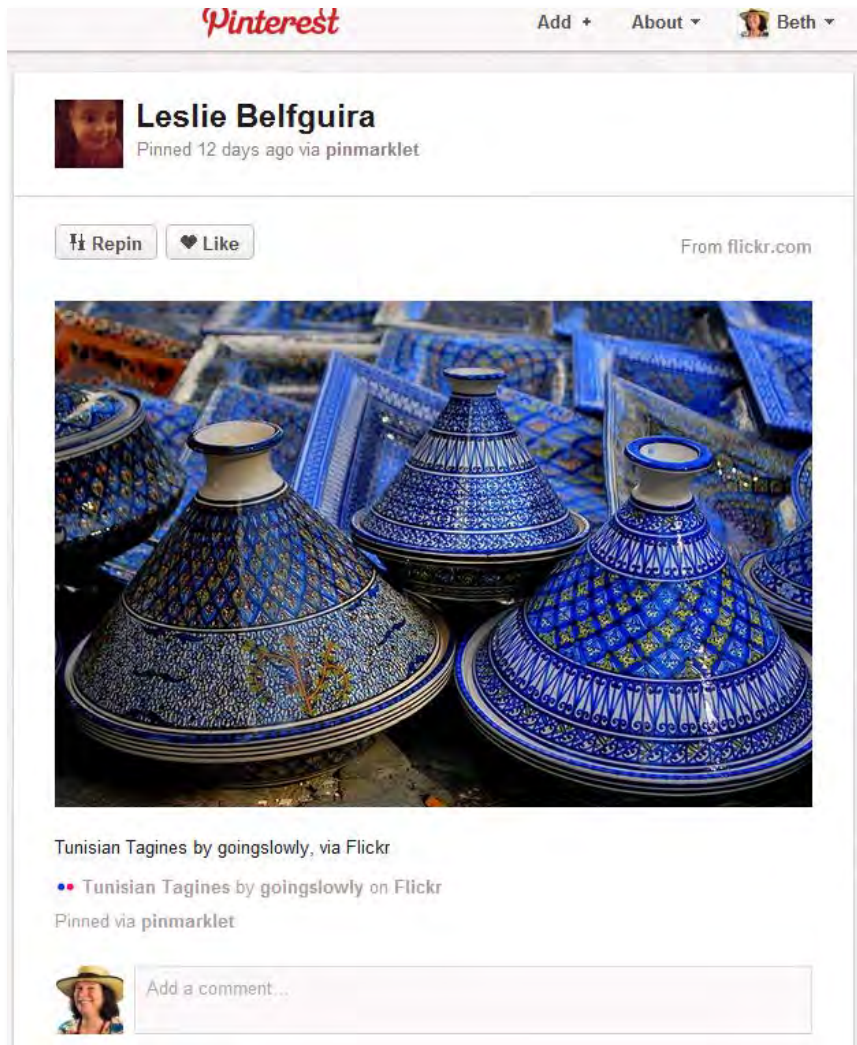
- 41 Clients pin product photos
- 42 Pin photo, tag brand to win
- 43 Host board scavenger hunt
- 44 Monthly board contest
- 45 Most repinned board wins
- 46 Pin image of contest rules
- 47 Integrate w/FB, Twitter, YT
- 48 Client videos; use hashtag

## RESEARCH

- 57 Review other business boards
- 58 Identify Pinterest mktg goals
- 59 Do keyword searches for:
- 60 Pins, Boards, & People
- 61 Review, evaluate results of 59, 60
- 62 How are brands converting?
- 63 What boards get repinned?
- 64 Is Pinterest driving traffic?



# Lets Practice Pinning!



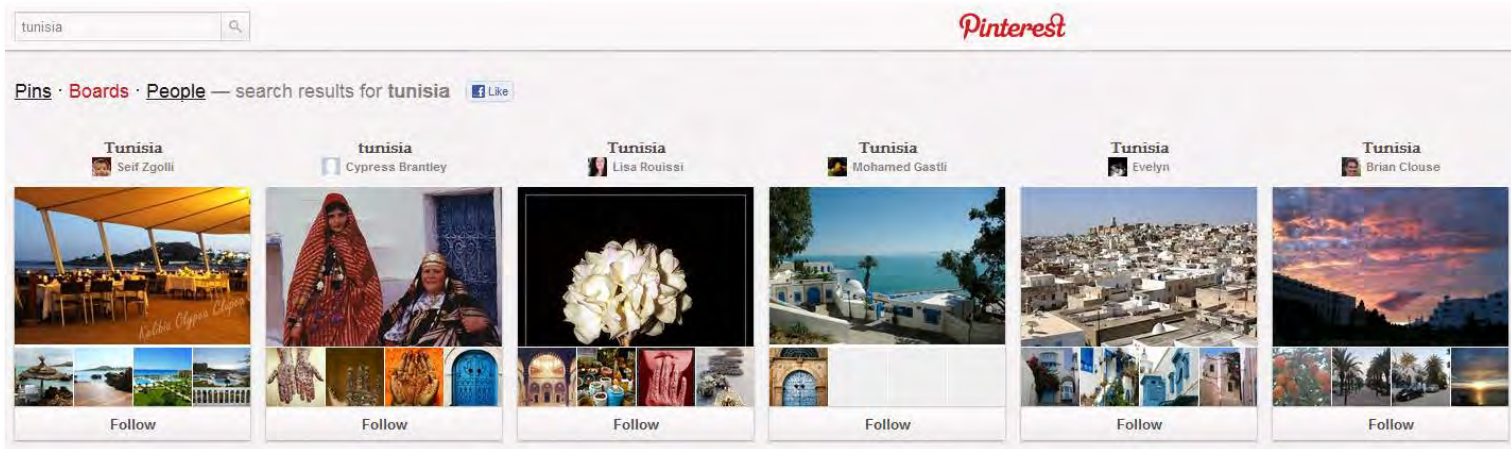
Each group or pair will pick one of three Women Entrepreneur Businesses and create a pinboard that supports their business objective

- Hela's Tunisian Home Handicrafts
- Amel's Cultural Tours
- Raoudha's Pastry Shop

Each pair or group will set up a Pinterest account and create boards and pin items to the board.

## Exercise Steps

- Brainstorm the titles and focus for different boards to support the businesses
- Set up a pinterest account
- Browse the images on the links and add images to the board
- Remember to write a brief description (one sentence) about your pinned item
- Search on pinterest to find other items to repin
- Search other sources to find items to pin



# Let's Share Our Boards

Add + About ▾ Beth ▾

## What I love about Tunisia

Neila Chaouch
 

Follow

 73 followers, 20 pins

Temple of Juniper at Dougga  
1 like 1 repin  
encrypted-tbn2.google.com

Carthage  
1 like 1 repin

Carthage  
1 like 1 repin

I love these! The jasmine smells soooo good.  
1 like  
sphotos.xx.fbcdn.net

The people are awesome.  
1 repin  
flickr.com

I love the colors so much.  
by ahisgett  
flickr.com

ramadan cake: zlabia  
1 repin  
photos-d.ak.fbcdn.net

Tunis, Tunisia  
1 like 2 repins  
flickr.com

Dougga Archaeological Site in Tunisia  
1 like 2 repins  
cruizecast.com

Tunisia Bird Cage  
1 like 2 repins  
Uploaded by user

More Sidi Bou Said  
Uploaded by user

Carthage Pierced Ceramic Lanterns by Two's Company  
1 like 3 repins  
google.com

El Jem Coliseum  
1 repin  
Uploaded by user

Dougga. How I loved wandering around the streets of the old Roman city.  
1 like 1 repin  
Uploaded by user

Carthage, Tunisia  
1 like 2 repins  
google.com

Hand of Fatma  
1 like 3 repins  
Uploaded by user

Couscous...mmmmmmmmmm  
2 repins  
Uploaded by user

Sidi Bou Said...my favorite place to sit, drink mint tea, sniff jasmine and chat with friends  
4 repins  
Uploaded by user

Doorway in Sidi Bou Said  
1 repin  
Uploaded by user

Window in Sidi Bou Said  
1 like 1 repin  
Uploaded by user



## Reflection

- How do you envision Tunisian women entrepreneurs using Pinterest as part of social media strategy to support business goals?
- What types of businesses would benefit the most?







## Reflection with a Partner

- What was the most significant moment of learning from today?
- What are you most excited about?
- What is still unclear?



Thank you

We will see you tomorrow morning!



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# Social Media for Women Entrepreneurs

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## Day Two: LinkedIn, Twitter, and Interactive Training



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## Learning Objectives

- To understand the benefits and best practices for using LinkedIn for professional networking
- To introduce the benefits and best practices for using Twitter for professional networking and brand or product promotion or customer support
- To introduce interactive training techniques for teaching social media



# Social Media for Women Entrepreneurs Day Two

## ● **AGENDA**

Overnight Reflection

LinkedIn Practicum

Twitter Practicum

Using the Social Media  
Tools

Interactive Training  
Techniques

Reflections

## ● **OUTCOMES**

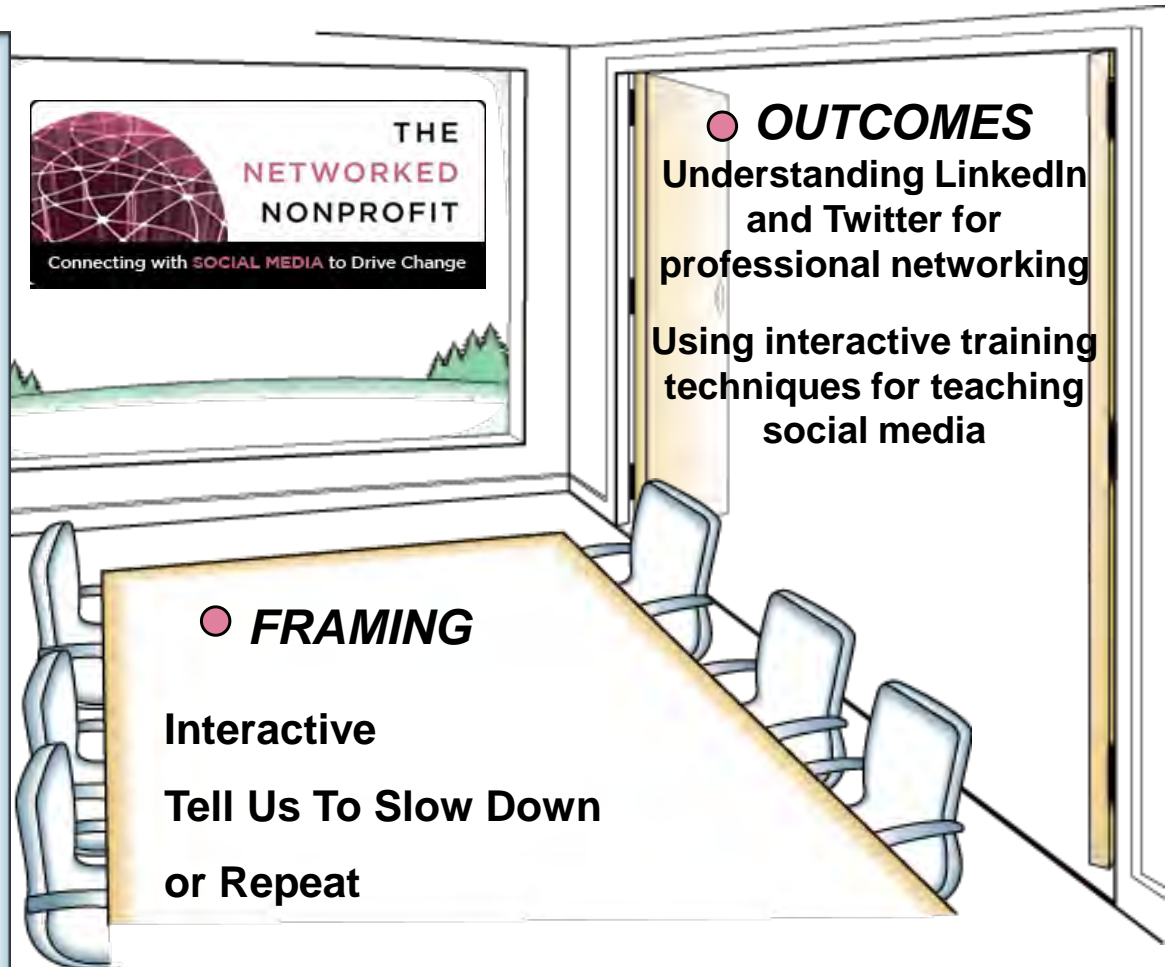
Understanding LinkedIn  
and Twitter for  
professional networking

Using interactive training  
techniques for teaching  
social media

## ● **FRAMING**

Interactive

Tell Us To Slow Down  
or Repeat

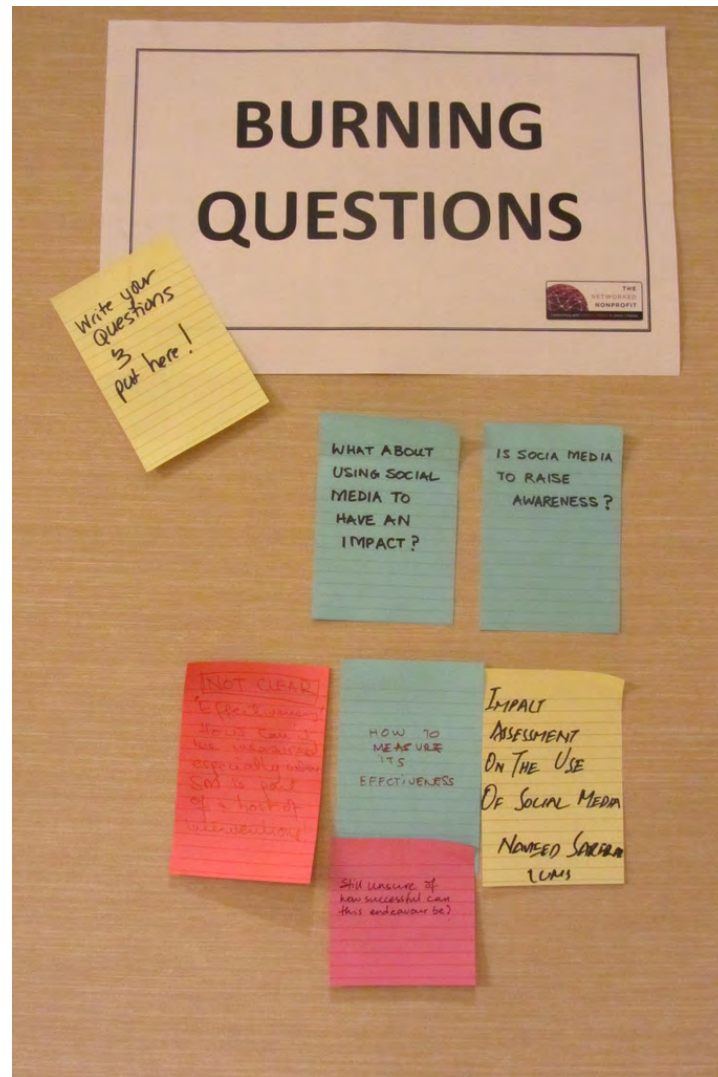


## Overnight Reflection



Reflection: What are some of your key reflections from yesterday?  
Curious: What are you most curious about learning today? What are your burning questions?

# Post Your Sticky Notes



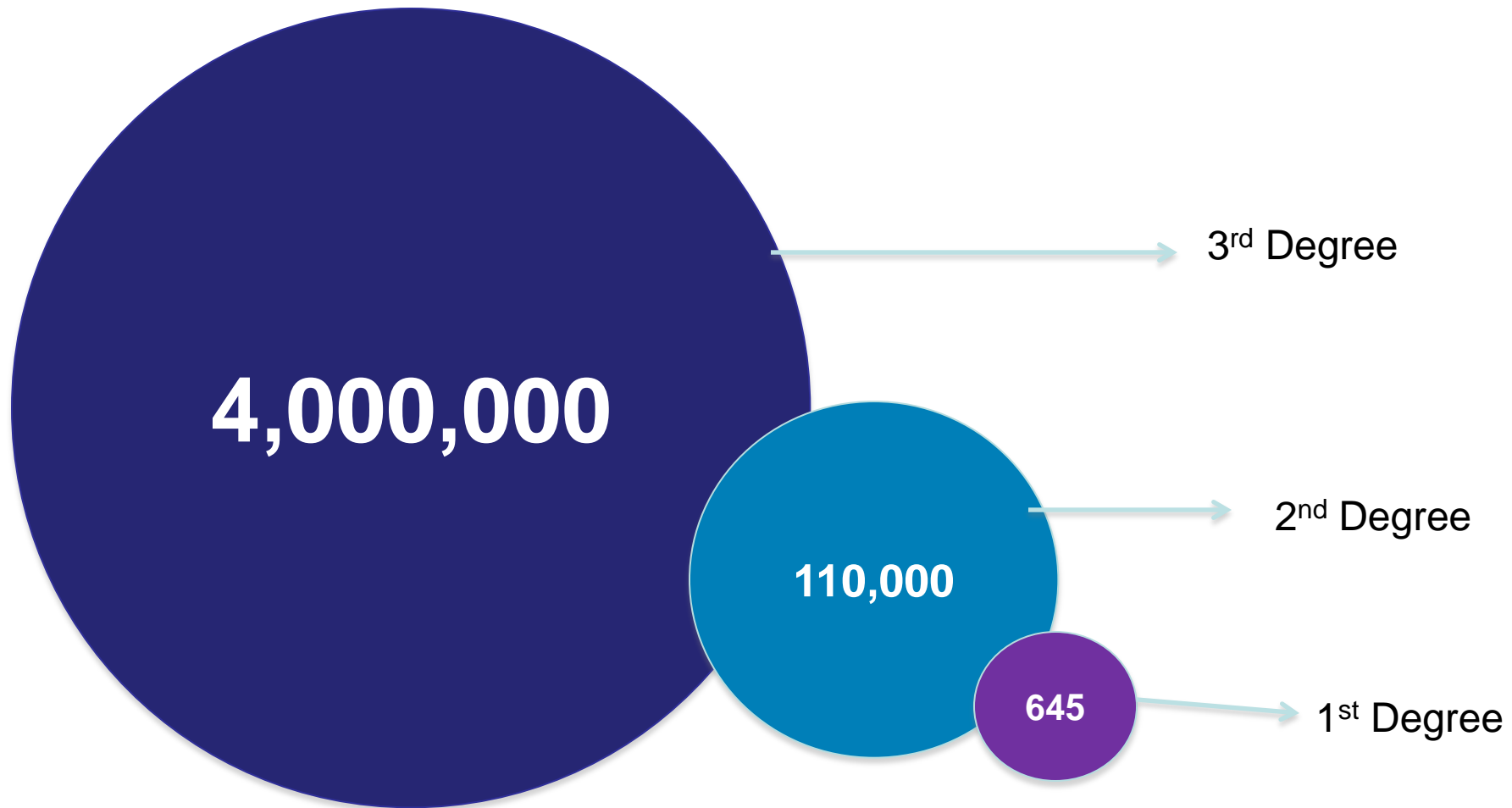
## LinkedIn for Professional Business Networking



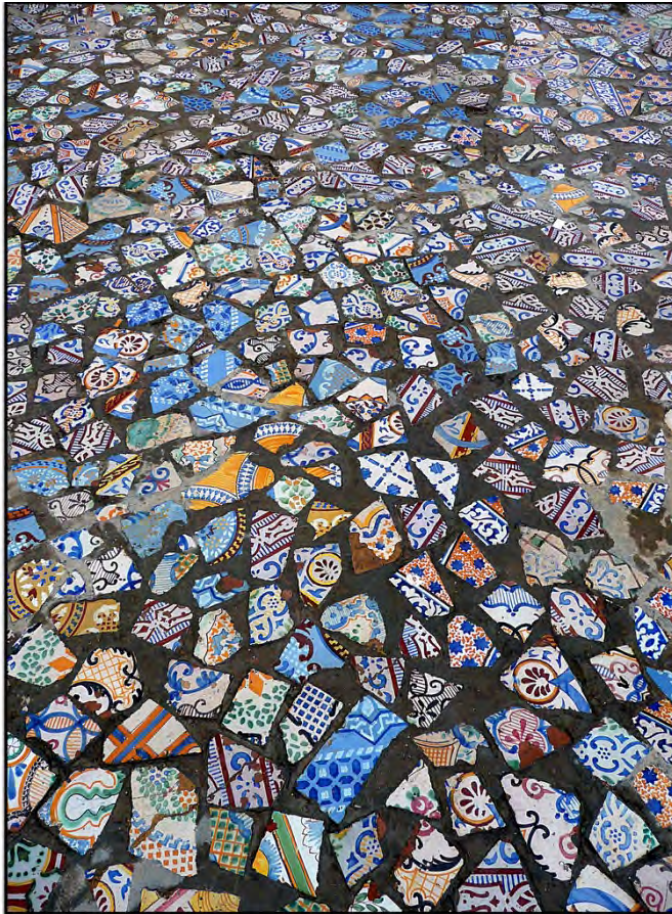
LinkedIn is known as a professional social network. It has been called Facebook with a suit and tie. It is also the best social channel for business to business networking and lead generation. LinkedIn is a great way to meet new business prospects, potential partners, and leverage relationships within your existing network for referrals. It can extend and enhance networking offline



## LinkedIn – Why is it Important as a Professional Networking Tool?



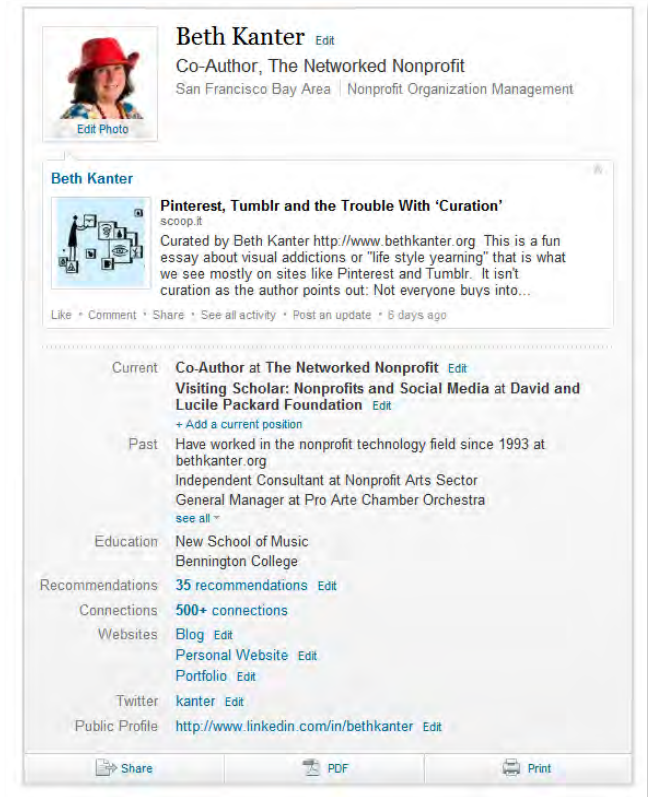
## Getting Started Questions



- What are your professional networking goals for LinkedIn?
- What are your skills and specialties?
- What types of people do you want to connect to and why?

# What Makes Your LinkedIn Profile Stand Out?

- Use professional headline that brands you
- Customize your profile URL with your name, business, and area of expertise
- Include web site and blog links
- Complete your profile
- Use keywords
- Use a professional photo of yourself
- Include your social profiles
- Include affiliations
- Post updates



# LinkedIn Profile Narrative

## Profile Summary

- Tell your story in the first person. Start by stating what you do, why you do what you do and what makes you different
- Describe your business and what problem you solve, who you help, how you help, and what you offer
- Highlight 3 career achievements that illustrate your expertise
- List your professional interests and specialties

### Summary

I have worked in the nonprofit sector for 33 years. I am the 2012-2013 Visiting Scholar for Social Media and Nonprofits for the Packard Foundation. I am the co-author two books, "The Networked Nonprofit," and "Measuring the Networked Nonprofit." I have been blogging for ten years at Beth's Blog, one of the longest running and most popular blogs about nonprofits and networked approaches. I was named by Fast Company Magazine as one of the most influential women in technology and one of Business Week's "Voices of Innovation for Social Media." I am passionate about nonprofit training, capacity building, content curation, social media, measurement, learning, and networked approaches.

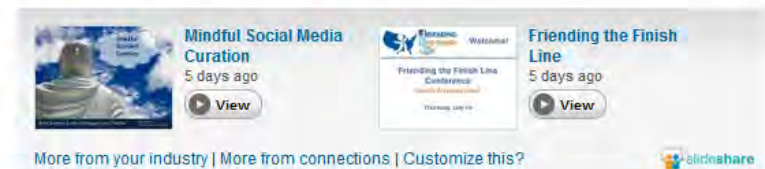
Please see my bio at <http://www.bethkanter.org>

#### Specialties

training delivery and design, train the trainers, coaching, coaching design, peer learning facilitation and design, online research, online facilitator, training design and delivery, one-on-one computer coaching social web and software tools, pattern analysis, multimedia creation, screencasting, instructional materials development, global thinker, creative, pattern analysis, online community building

### Applications

#### SlideShare Presentations [ Remove ]



A carousel of SlideShare presentations. The first slide is titled 'Mindful Social Media Curation' and was posted 5 days ago. The second slide is titled 'Friending the Finish Line' and was also posted 5 days ago. Below the slides, there are links: 'More from your industry', 'More from connections', and 'Customize this?'. The SlideShare logo is in the bottom right corner.

#### WordPress [ Remove ]



A preview of a WordPress blog post titled 'Beth's Blog' with an '[ Edit ]' link. The post is titled 'Mindful or Mind Full Social Media?' and was posted 3 days ago. The text of the post begins with 'I am doing the ending key note at the Social Media 4 Nonprofits Conference in Silicon Valley today. Here's the description: How nonprofits can stay focused given all the distractions inherent in today's attention economy? Social media doesn't have to be overwhelming- you can take control back. This session will teach you some techniques that [...]'.





## Building Your Network

- Avoid using the standard LinkedIn invitation message. Send a personal note instead.
- Mention if you've connected on other online platforms, or at an event, or that you discovered them on LinkedIn
- State your reason for connecting and the next step – a meeting, a phone call, or response
- Ask for connections after you meet someone, add your Linked public link to your business card
- Review the people LinkedIn suggests
- Decide your policy for accepting or rejecting requests to connect
- Scan your new connections' connections for people you want to connect with that can help you with your business or networking goal
- Participate in groups and connect with people there



## Your Connecting Policy



PAST ACTIVE NETWORK

FUTURE ACTIVE NETWORK

CURRENT ACTIVE NETWORK



## Connections

1st

- Like, Comment, Message
- Introductions
- Write or ask for recommendations

2nd

- Search for potential business connections
- Send connection invitations

Groups

- Contribute to the discussion
- Ask and answer questions



# Leveraging Your Connections

What are you looking for?

Keywords:

Location:

Industry:

- Specific Person: Does one of your contacts know that person?
- Can one of your first degree connections help you?
- Can one of your second degree connections help you?
- How will you ask for help?



# Building Your Network

**LinkedIn** Account Type: Basic | Upgrade Beth Kanter Add Connections

Home Profile Contacts Groups Jobs **Inbox 45** Companies News More

**Have unused vacation days? It's time to Take Back Your Summer!**

Messages 7 Invitations 38

Add connections Accept Ignore

Select: All / none Show 11 blocked invites

**Did you know?**  
You can access full profiles of anyone on LinkedIn with **Premium!**  
[Learn More](#)

**Dustin Craun** - Experienced Writer, Educator, and Communications Strategist Jul 28  
[Accept](#) [Ignore](#) [Report Spam](#)

**Rian Mari Enriquez** - Sales & Event Manager at The Meadows Club Jul 28  
[Accept](#) [Ignore](#) [Report Spam](#)

**Markham Bennett** - VP Business Development & Sales at Fundly Jul 27  
Hi Beth, I met you at SM4NP & live in Los Altos. Would love to have you guest blog for Fundly. - Markham Bennett  
[Accept](#) [Ignore](#) [Report Spam](#)

**Melanie Wahl** - Social Media & Search Engine Optimization (SEO) Specialist at MoreVisibility Jul 27  
Hi Beth, Love your blog! Excited to read your new book when it's out in October! I'd like to add you to my professional network on LinkedIn. ... [Show more](#)  
[Accept](#) [Ignore](#) [Report Spam](#)

**Joe Lambert** - Executive Director at Center for Digital Storytelling Jul 26  
I'd like to add you to my professional network. - Joe Lambert  
[Accept](#) [Ignore](#) [Report Spam](#)

[Show more invitations](#)

**People you may know...**

**Clay Johnson** - Founder at Big Window Labs  
[Connect](#) [Ignore](#)

**Nancy Jamison** - Executive Director at San Diego Grantmakers  
[Connect](#) [Ignore](#)

**Helen Milner** - Chief Executive at Online Centres Foundation  
[Connect](#) [Ignore](#)

**Yann Toledano** - Experienced Web Marketing Professional & Online Business Strategist  
[Connect](#) [Ignore](#)

**David Evan Harris** - Executive Director at Global Lives Project & Research Director at Institute for the Future  
[Connect](#) [Ignore](#)

**Vistaprint**  
250 **FREE Business Cards**  
Order in minutes. Receive in a few days.  
+ 1 **FREE Stamp**  
[Order Now](#)

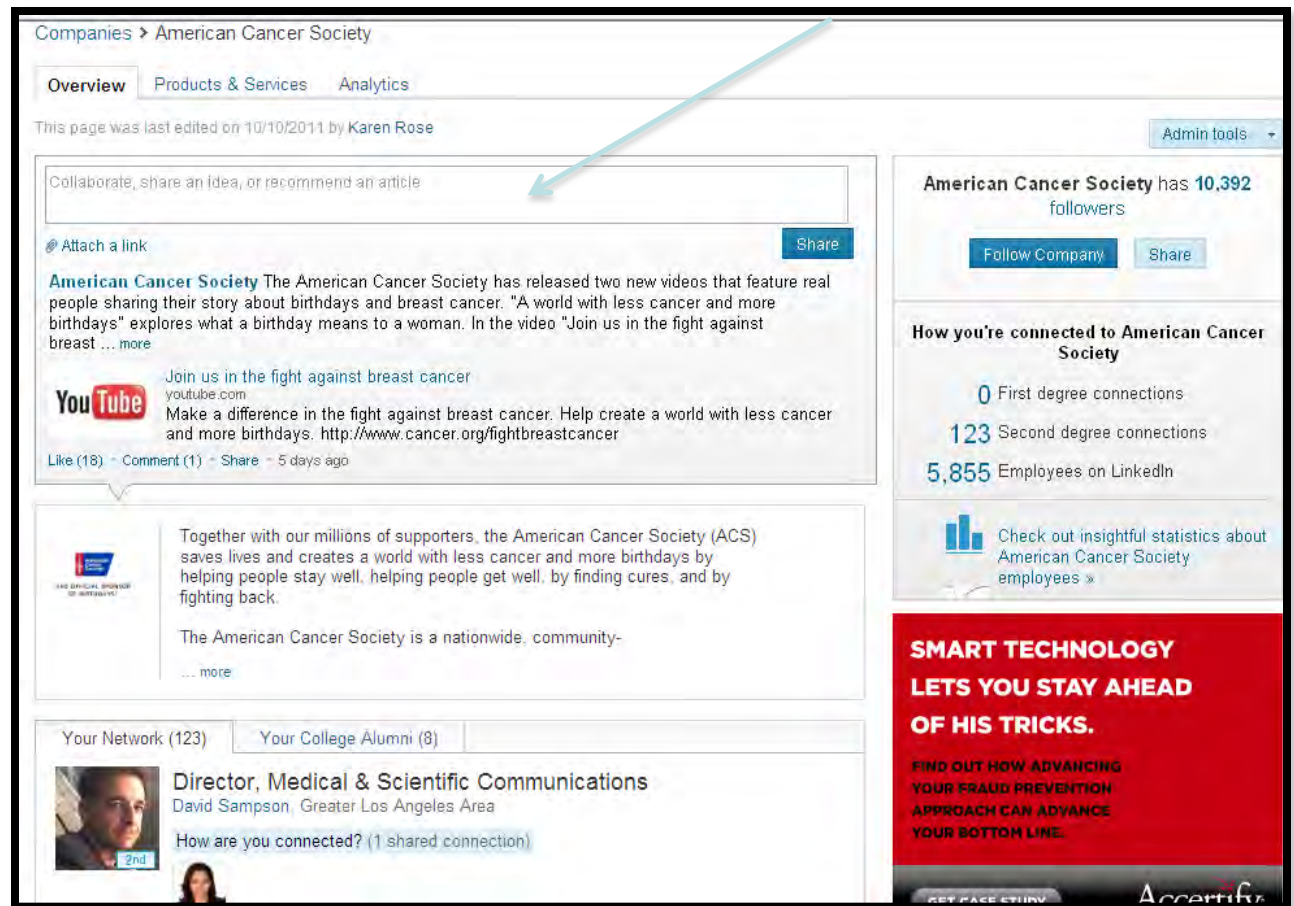
# Tips for Using LinkedIn for Business Development and Growing Your Network

Use the  
“Advanced  
Search” options

The screenshot shows the LinkedIn Advanced People Search page. At the top, the LinkedIn logo is on the left, and the user's name 'Bryan Breckenridge' with an 'Add Connections' link is on the right. Below the logo is a navigation bar with links: Home, Profile, Contacts, Groups, Jobs, Inbox (with a notification icon), Companies, News, and More. A search bar with a dropdown menu set to 'People' and a search button is also present. Below the navigation bar, there are tabs for 'Find People', 'Advanced People Search' (which is selected), 'Reference Search', and 'Saved Searches'. On the right side of this section is a 'Profile Organizer' link. The main search area contains several input fields: 'Keywords', 'First Name', 'Last Name', 'Location' (with a 'Located in or near:' dropdown), 'Country' (set to 'United States'), 'Postal Code' (with a 'Lookup' button), and 'Within' (set to '50 miles'). To the right of these are fields for 'Title', 'Company', and 'School'. A blue 'Search' button is centered below the input fields. Below the search area, there are three sections of filters, each with a list of checkboxes: 'Industries' (with 'All Industries' selected), 'Groups' (with 'All LinkedIn Members' selected), and 'Relationship' (with 'All LinkedIn Members' selected). To the right of these are two more filter sections: 'Seniority Level' (with 'All Seniority Levels' selected) and 'Interested In' (with 'All LinkedIn Members' selected). Each filter section has a small 'BETA' icon next to it.

# Tips for Using LinkedIn for Business Development and Growing Your Network

Send updates  
to your  
followers



The screenshot shows the LinkedIn profile of the American Cancer Society. A red arrow points to the text input field for creating a new update. The page includes navigation tabs for Overview, Products & Services, and Analytics. It also displays follower statistics, connection counts, and a featured video from YouTube.

Companies > American Cancer Society

Overview Products & Services Analytics

This page was last edited on 10/10/2011 by Karen Rose

Admin tools

Collaborate, share an idea, or recommend an article

Attach a link Share

**American Cancer Society** The American Cancer Society has released two new videos that feature real people sharing their story about birthdays and breast cancer. "A world with less cancer and more birthdays" explores what a birthday means to a woman. In the video "Join us in the fight against breast ... more

Join us in the fight against breast cancer  
youtube.com  
Make a difference in the fight against breast cancer. Help create a world with less cancer and more birthdays. <http://www.cancer.org/fightbreastcancer>

Like (18) · Comment (1) · Share · 5 days ago

Together with our millions of supporters, the American Cancer Society (ACS) saves lives and creates a world with less cancer and more birthdays by helping people stay well, helping people get well, by finding cures, and by fighting back.

The American Cancer Society is a nationwide, community- ... more

Your Network (123) Your College Alumni (8)

**Director, Medical & Scientific Communications**  
David Sampson, Greater Los Angeles Area  
How are you connected? (1 shared connection)

**American Cancer Society** has **10,392** followers

Follow Company Share

**How you're connected to American Cancer Society**

0 First degree connections  
123 Second degree connections  
5,855 Employees on LinkedIn

Check out insightful statistics about American Cancer Society employees »

**SMART TECHNOLOGY  
LETS YOU STAY AHEAD  
OF HIS TRICKS.**

FIND OUT HOW ADVANCING  
YOUR FRAUD PREVENTION  
APPROACH CAN ADVANCE  
YOUR BOTTOM LINE.

KEY TAKEAWAYS

Accertify

# Tips for Using LinkedIn for Business Development and Growing Your Network

## Thought Leadership through LinkedIn Groups

The screenshot shows the LinkedIn group page for "The Chronicle of Philanthropy". The page has a blue header with the group name and navigation tabs: Discussions, Members, Promotions, Jobs, Search, and More... There is a "Share group" and "Group rules" link on the right. A yellow banner at the top contains a "NEW" notification about following members. Below this, there is a "Search members" section with a search bar and an "Advanced Search" link. To the right of the search bar is a "This Week's Top Influencers" section featuring a quote from Heather Mansfield and a list of five members with "Follow" buttons. Below the influencers is a blue box with text encouraging members to join the conversation. The main section is titled "Members (24,058)" and shows a list of members sorted by "most relevant". The first member listed is Meg Garlinghouse, followed by Zeev Klein and Jay Frost. On the left side of the page, there is a "New Members: Last 7 Days" section listing three new members: Bobbi Burgstone, Garrett Fisher, and Patrice Todisco.

**The Chronicle of Philanthropy**

Discussions **Members** Promotions Jobs Search More...

Share group • Group rules

**NEW** What is Following in LinkedIn groups? Following makes it easy for your connections and others to see your contributions across groups you share. Just click on "Follow" next to any name in your groups.

**Search members**

Search for names or keywords to find specific members of this group.

Search

Advanced Search

**This Week's Top Influencers**

Heather Mansfield Businesses likely have more selfish motives (hence the Chamber event), but most individual donors I know do it out of altruism and empathy. ... more »

These members have contributed to some of the most active discussions in the group. Why not join the conversation?

**Members (24,058)**

Sorted by: most relevant Showing 1 - 20 of 24,058

**Meg Garlinghouse** YOU  
Employment Brand and Community, LinkedIn, San Francisco Bay Area  
500+ followers | See activity »

**Zeev Klein** 1st  
General Partner at Landmark Ventures, Greater New York City Area  
500+ followers | Unfollow | See activity »

**Jay Frost** 1st  
President & CEO at FundraisingInfo.com.

**New Members: Last 7 Days**

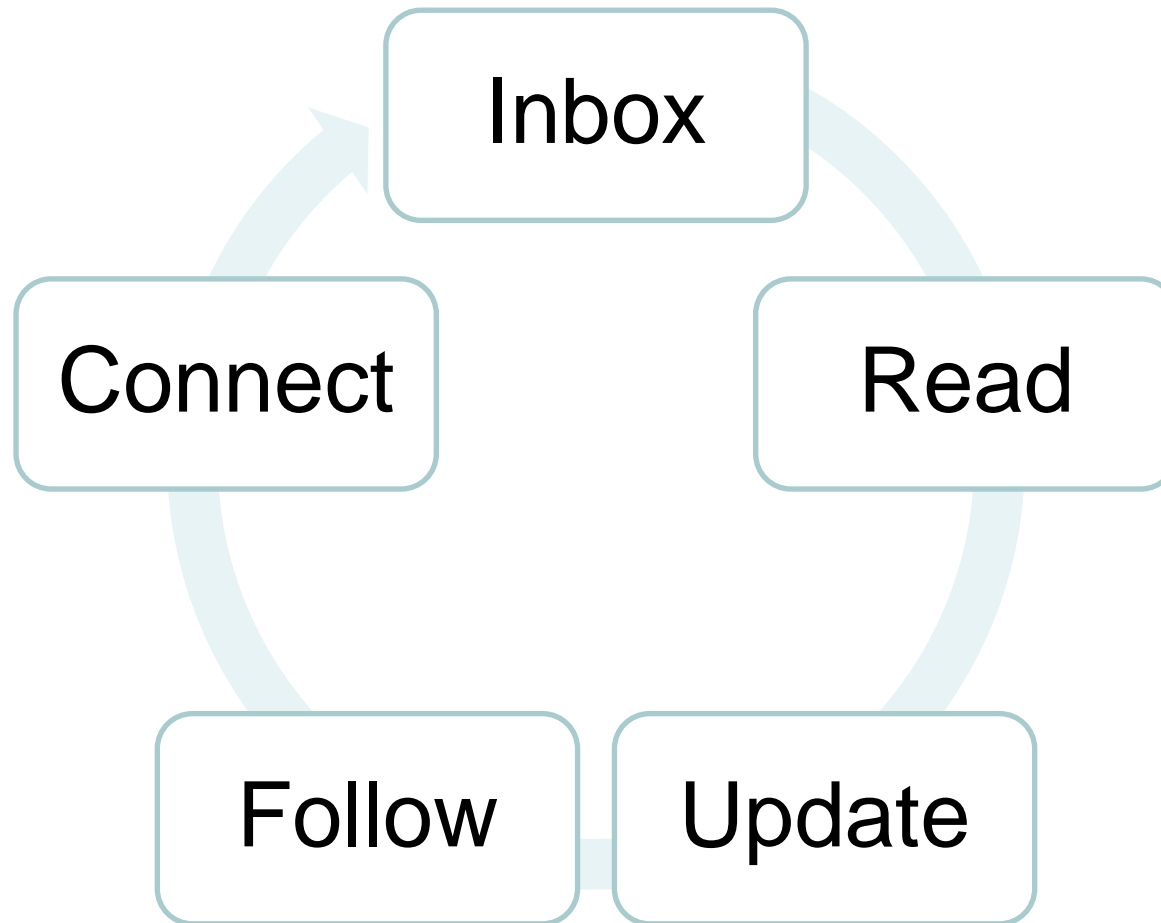
**Bobbi Burgstone**, Non-Profit Executive  
Greater Chicago Area

**Garrett Fisher**, Artistic Director at Fisher Ensemble  
Greater Seattle Area

**Patrice Todisco**, Strategic Planner, Program Manager and Design Professional  
Greater Boston Area



## Work Flow: A Few Hours A Week





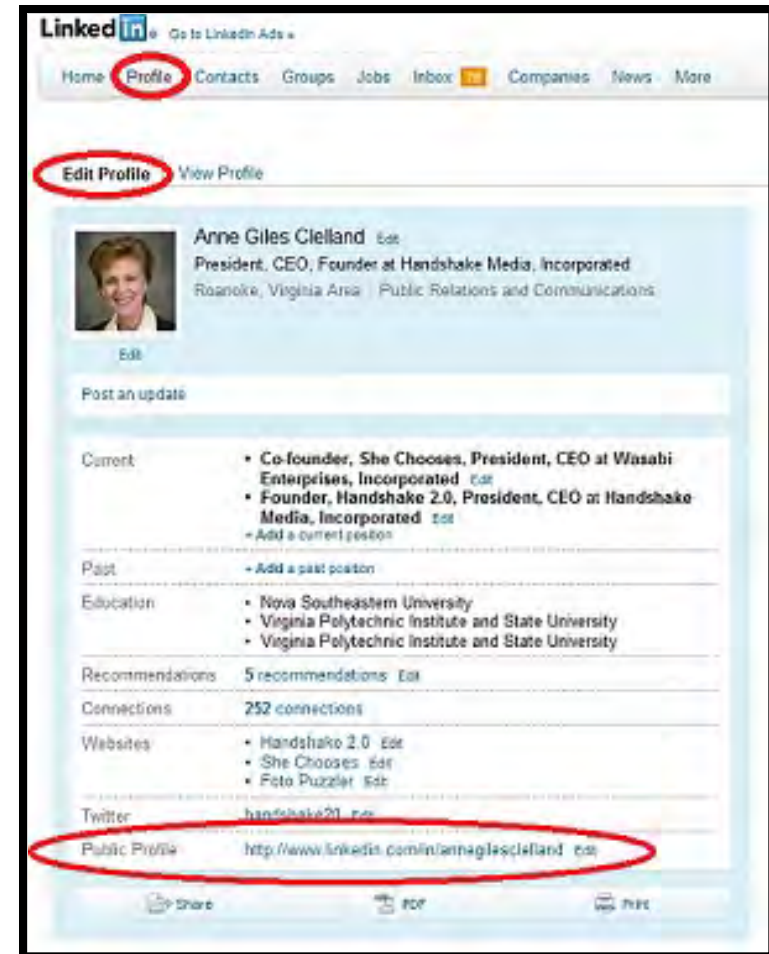
## Break



## LinkedIn Exercise – Set Up or Improve Upon Your Account

If you are setting up a LinkedIn account for the first time, begin by gathering your bio and a professional photo.

Be sure to complete the entire form so that everyone in the workshop can find you and connect with you.





## LinkedIn Exercise – Connect With Other Participants





## Twitter for Professional Networking



Twitter can be an excellent tool for professional networking for any business. Twitter make it easy to get “just in time support,” network, connect with different people who have different expertise.

## Why is Twitter Useful?

Twitter has many uses for both personal and business use. It's a great way to keep in touch with your friends and quickly broadcast information about where you are and what you're up to.

For business, Twitter can be used to broadcast your company's latest news and blog posts, interact with your customers, or to enable easy internal collaboration and group communication.



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## Your Twitter Profile

twitter



**Twitter as a  
professional  
networking  
tool!**

- Twitter 101
- Profile Set up: Elevator Speech/Photo
- What makes a good Tweet
- Set up lists w/everyone's ID
- #westunisa hashtag
- Tweet your learnings today

## Examples of Profile Descriptions



### Farah Samawi

@FarahSamawi

PR & Marketing Manager @HiltonKHBTC. CPRM. Trainer at JecJordan. Married to @superbatmann. Member of BPWA. Reading, Music, Photography, Accessories, Sewing  
Jordan · <http://heavenlyjoy.blog.com>



### Amani S. ALShaalan

@alshalanamani

متخصصة في الإعلام الجديد ومترجمة/مطلعة بمجال ريادة الأعمال الإجتماعية والفنون  
http://ask.fm/NewMedia #ksakaer  
Riyadh-London-Heaven



### Asmaa Mahfouz

@AsmaaMahfouz FOLLOWS YOU

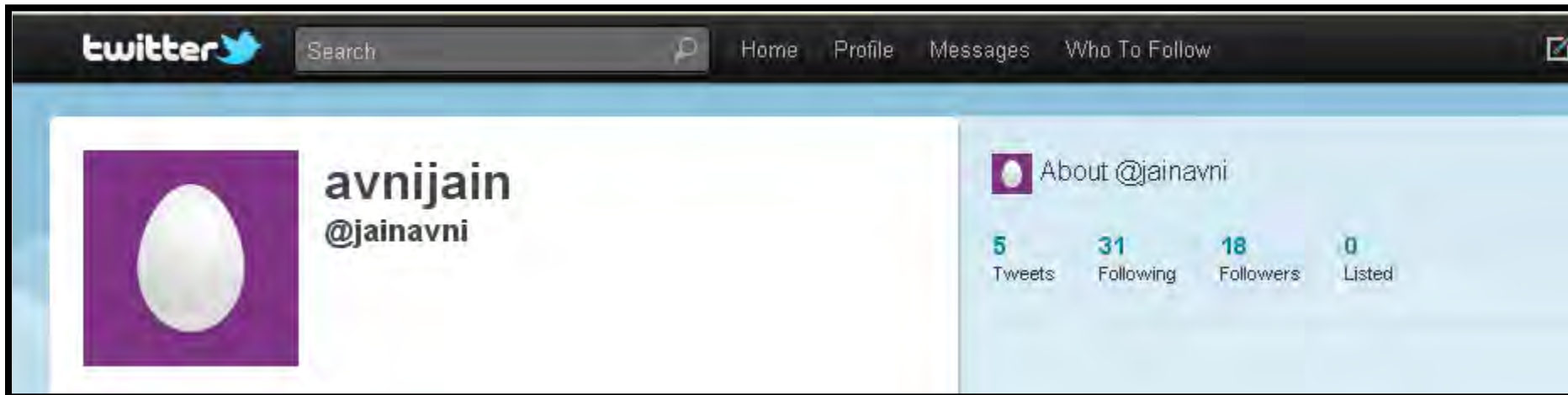
العظماء ... يصنعون الفرص والناجحون ... يستغلونها والعاديون ... يخشونها أما  
! الفاشلون ... فيسخر منها

Egypt, Cairo · <http://wolf-inside.blogspot.com>

## Your Twitter Profile

**Visit:** <http://www.twitter.com/signup>

Include your personal elevator speech and a photo so people know who you are and why they want to follow you





# Twitter 101 – A Cheat Sheet

## Twitter – Cheat Sheet

### 1 120 Characters

You have 140 characters to post on Twitter, but it's best to use only 120 so that people can Retweet you easily with RT @username in front of your post.

### 2 Retweet (RT)

RT @username – When you forward on someone else's tweet. It's etiquette to put RT @username before the copied tweet. e.g. "RT @stephenfry Independent article here worth a read: <http://tinyurl.com/2vkhaw>"

### 3 @

Use this to talk to other users with @username (no space between @ and their name). e.g. "@LexisClick Thanks for your Twitter cheat sheet, it's proving v useful!"

### 4 DM

Short for direct message – for conducting private conversations. Check yours in the right-hand column of your homepage.

### 5 Trending

The most popular topics on twitter. They will usually be big news stories or shared Twitter jokes. Current trending topics are listed on the right-hand column of your home page.

### 6 #:

Hashtag use it to organise your posts, create and surf trends. Many trending topics have a # before them. Twitter users use the hashtag (#) when they're talking about a specific subject, so that other users can search for the hashtag term to see what's happening.

### 7 #ff

Follow Friday - On Fridays, use this hashtag to recommend other people you think your followers would find it useful to follow.

### 8 #fridayfun

Use this to post something fun for your followers on a Friday.

### 9 Lists:

You can use Lists to group people and businesses you follow into useful categories. You can follow the whole list in one go or just view the list on a separate page – it shows all those selected people's recent tweets.

## What to Tweet

- Tweet valuable information relevant to your objective
- Link to editorial calendar
- Use #hashtags
- Reply instead of post
- Share photos
- Say something provocative or funny
- Ask questions

# Lunch



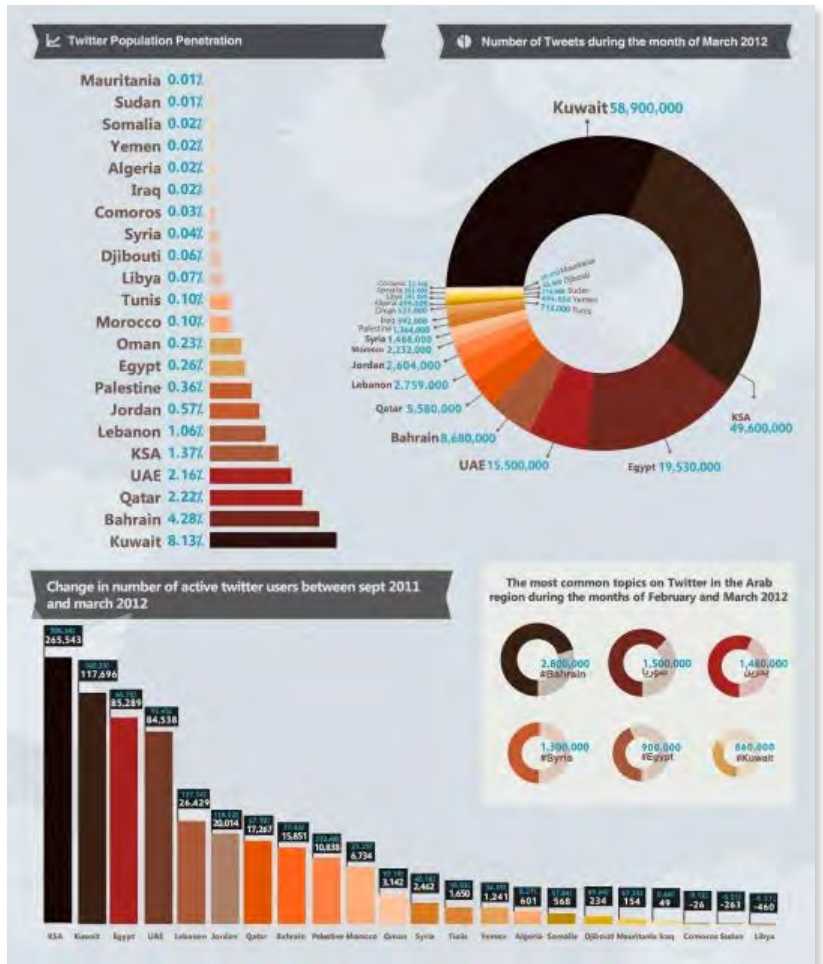
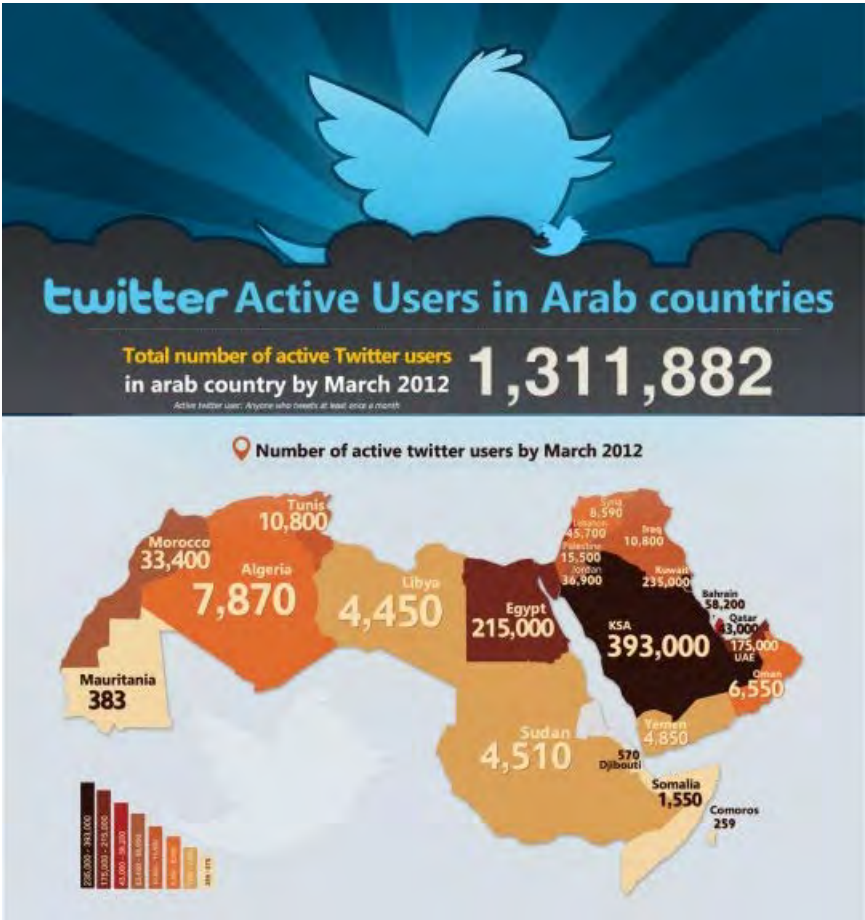
# Twitter for Brand or Product Promotion or Customer Support

We explored Twitter as individuals, now it is time to see how it can be used to support business brands.



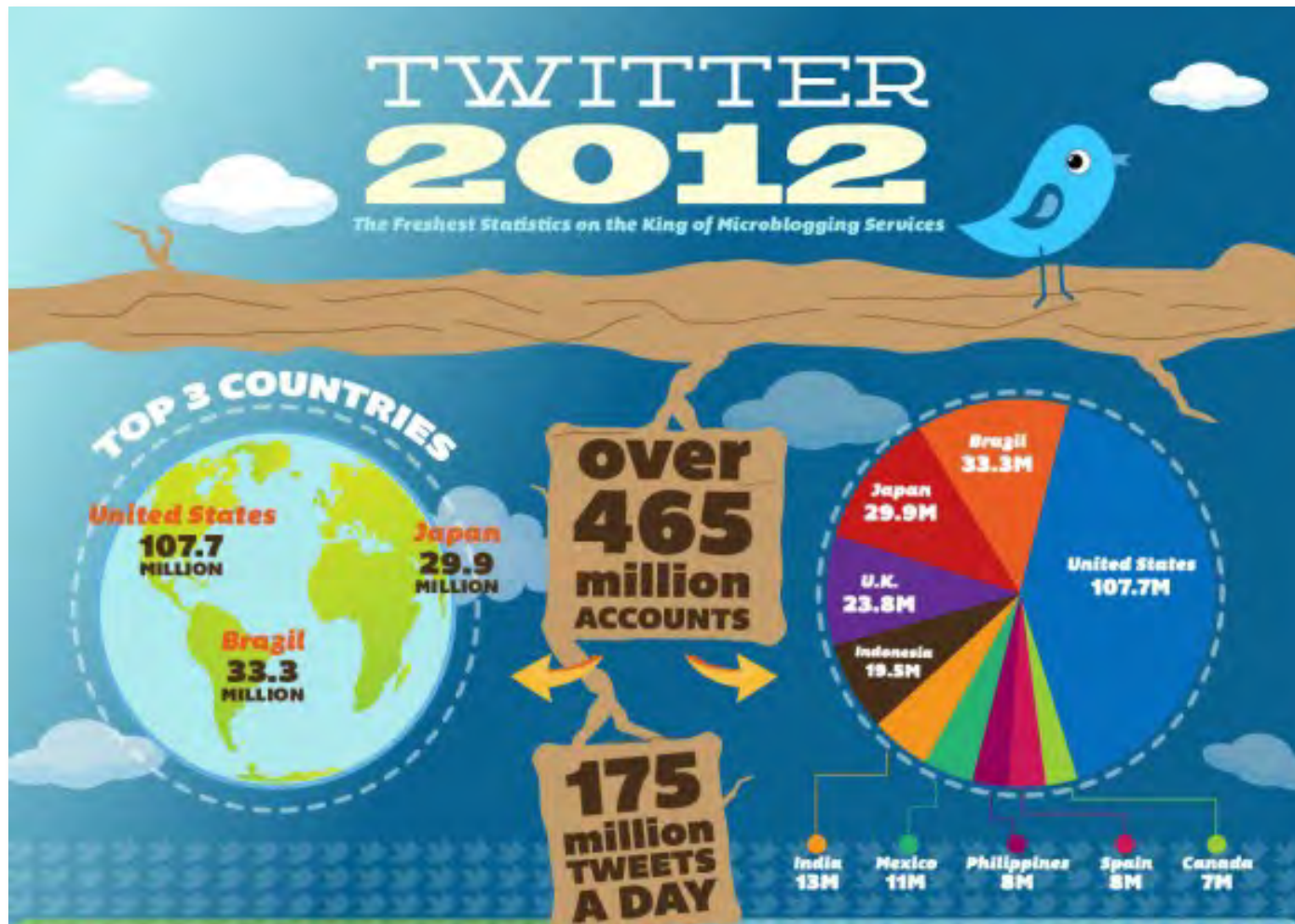


## Twitter in the Arab World



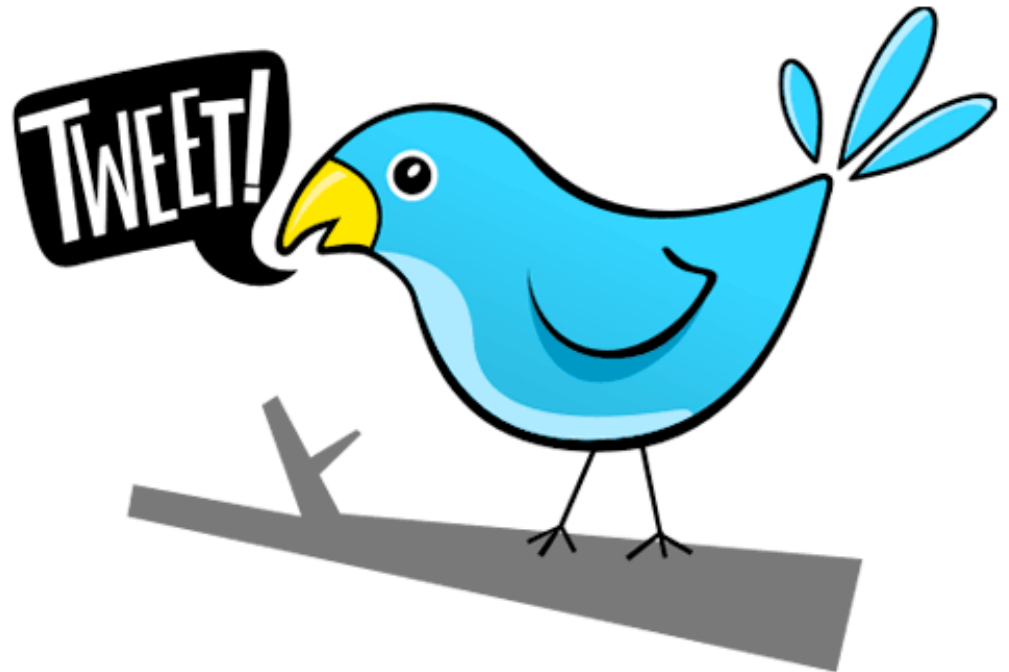


# Twitter is Growing



## Why Twitter is a Win for Small Businesses

- Sharing information
- Prospecting tool
- Networking
- Research
- Connect with customers
- Brand recognition



# Objectives

What do you want to accomplish?

- Reinforce that you are a trusted leader
- Present an image of openness
- Subject matter expert in your industry
- Advocate on social responsibility
- Walk the innovation talk

What audience do you want to reach?

- Press
- Industry leaders
- Policy-makers
- Other Business Owners
- Students/Young Professionals

# Look and Feel: Match Brand



**WESGlobal**  
@WESGlobal FOLLOWING YOU  
Empowering women's organizations to operate as sustainable enterprises. Sponsored by @USMEPI and managed by @IIESF @IIEWomen Global

41 TWEETS  
43 FOLLOWING  
17 FOLLOWERS

Tweet to WESGlobal

#WESGlobal

**Tweets**

Following  
Followers  
Favorites  
Lists  
Recent images

**Tweets**

WESGlobal @WESGlobal 27 Jul  
#ff @ahmedhamza87, our talented team member in #Tunisia! #WES Facebook updates reflect his innovative ideas- [tinyurl.com/br85w4a](http://tinyurl.com/br85w4a)  
Expand

WESGlobal @WESGlobal 24 Jul  
Thank you everyone for taking us to 100+ likes on #wes Facebook page [ow.ly/NiqE](http://ow.ly/NiqE) #tunisia  
Expand

WESGlobal @WESGlobal 23 Jul  
Featuring Kairouanians for the Culture of Citizenship in our "Know the WES Participants" series [tinyurl.com/bmmfko](http://tinyurl.com/bmmfko)

wesglobal  
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118 likes · 42 talking about this

Non-Governmental Organization (NGO)  
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About





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INTERNATIONAL  
[wesglobal.wordpress.com](http://wesglobal.wordpress.com)

▼ Liked Message

Photos Likes

118

**Women's Enterprise for Sustainability Conducts First Training in Tunisia**  
Posted on July 9, 2012



BPS training session in progress

**RECENT POSTS**

- Women's Enterprise for Sustainability Conducts First Training in Tunisia

**CATEGORIES**

- Program Updates
- Trainings

**RECENT TWEETS**

#ff @ahmedhamza87, our talented team member in #Tunisia! #WES Facebook updates reflect his innovative ideas- [tinyurl.com/br85w4a](http://tinyurl.com/br85w4a) 2 days ago

Thank you everyone for taking us to 100+ likes on #wes Facebook page [ow.ly/NiqE](http://ow.ly/NiqE)



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## Workflow – Mobile Apps to Keep in Mind

- Tweet from your Phone.
- Twitter allows you to update your status and receive updates via text message.
- To start sending and receiving mobile tweets:
  - Under “Settings”, go to the “Devices” tab.
  - Enter your phone number.
  - To disable this option go back to the same panel and follow the same instructions.
- Use Mobile Applications
  - Ubersocial
  - Twitter for Blackberry, Android or iPhone



# Engagement



**Holly Ross** @ntenhross

13 Apr

Who are your #12NTC #FF recommendations? Who inspired you, helped you, made you laugh?



**Carolyn Miles** @carolynsave

16h

Big thanks to #athenelive and #ShareCraft2012 for all the help for kids in Africa. No child needs to go hungry in 2days world do they??



**Beth Kanter** @kanter

17h

Measure How Much People Like, Share or Comment Any Specific URL on FB: The Facebook Share Counter via @RobinGood  
[bit.ly/IIARFq](http://bit.ly/IIARFq)



**Maternova** @maternova

10 Apr

Got 5 min? Please take our important survey! Be part of the solution to save lives worldwide #MNCH #globalhealth [ow.ly/abVFV](http://ow.ly/abVFV)

Retweeted by Carolyn Miles



**Stephanie Rudat** @srudat

13 Apr

Great to know you, Steve. Let's commiserate & celebrate changemakers :- ) RT @SWLaguna: At @TeamRubicon with @srudat and @WilliamMcNulty

## Content – Tips

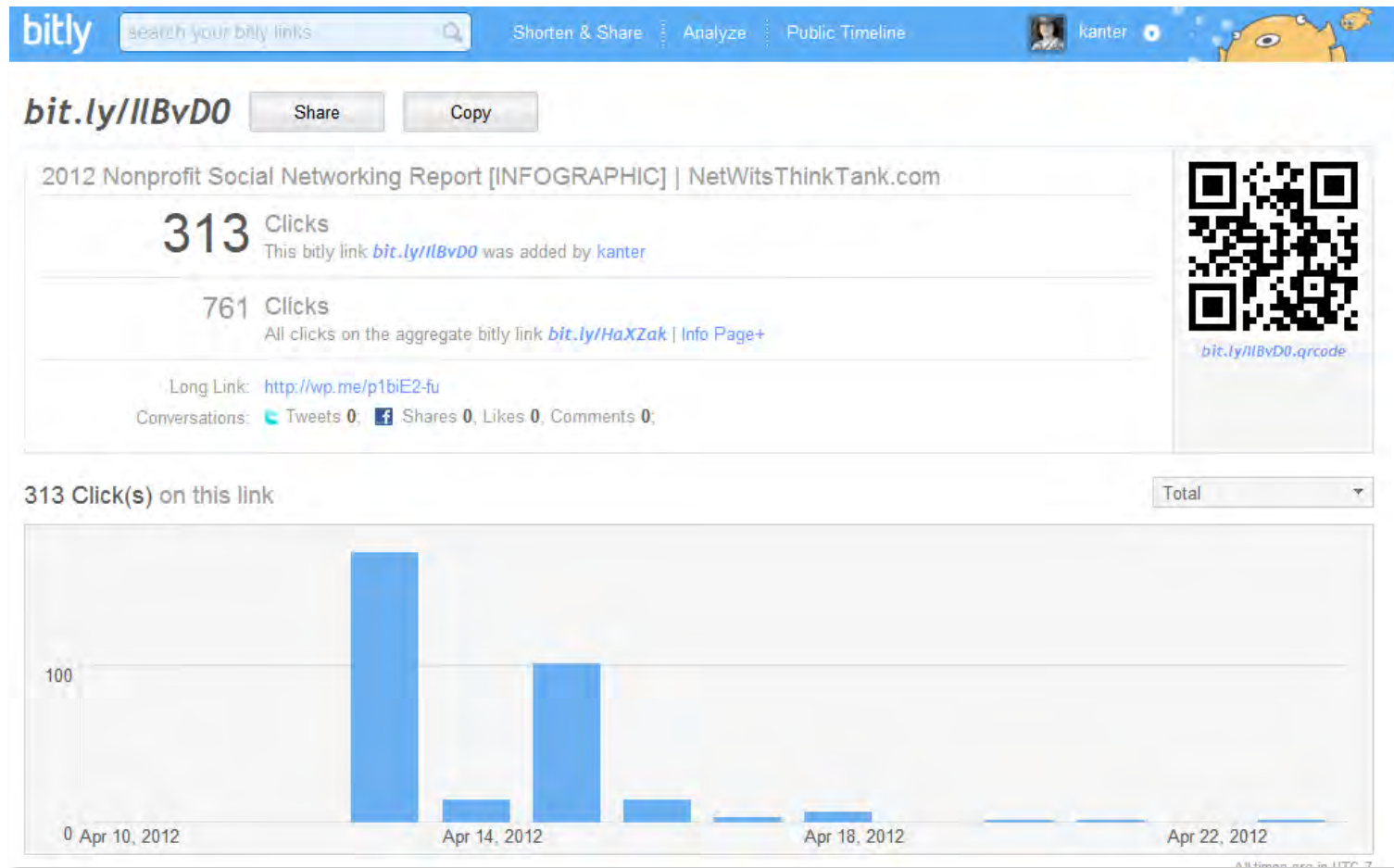
### DO

- Engage with people. Take an interest ... them, they'll take an interest in you!
- Watch grammar/spelling – 140 characters to make an impression - make it count!
- Ask questions! Twitter is great for getting opinions...
- Comment on other's tweets.
- Use a casual, friendly tone in your messages.
- Use "Save this Search" on your homepage.
- Post articles and sites you think people will find interesting.

### DON'T

- Get into a long-winded discussion – others can see your feed - take it offline!
- Get caught up in the apology loop – be helpful instead.
- Spam folks – start gently & build up a reputation.
- Brag too much!
- Don't sell!

# Measurement



## Open Lab

Let's practice our skills on any of the tools, ask questions, or learn more advanced techniques.



## Break





# Interactive Training Techniques

We will now share and demo techniques on how to make training sessions more interactive and give participants a chance to practice.

The objective:

- To understand why interactive training is more effective
- To **model** and **debrief** on different interactive techniques
- To discover ways to apply interactive techniques to your own training

# Share Pairs and Networking Activities

## Write on Index Cards or Sticky Notes:

What was the best learning experience you ever had in a training that inspired you to put the knowledge or skills into practice?



# Why Active Learning is More Effective

**The interactive lecture delivers the key points, principles, frameworks, and stories**

- Instructor does not talk the entire time
- Orient: Key points up front
- Handouts: Have a place for people to take notes
- Variety: Visuals, different questions, different activities
- Pacing: Opportunities for participants to digest the information
- Modeling: Clear demonstrations of what you are talking about
- Summary

## Rethink Your Role as Trainer to Co-Learner



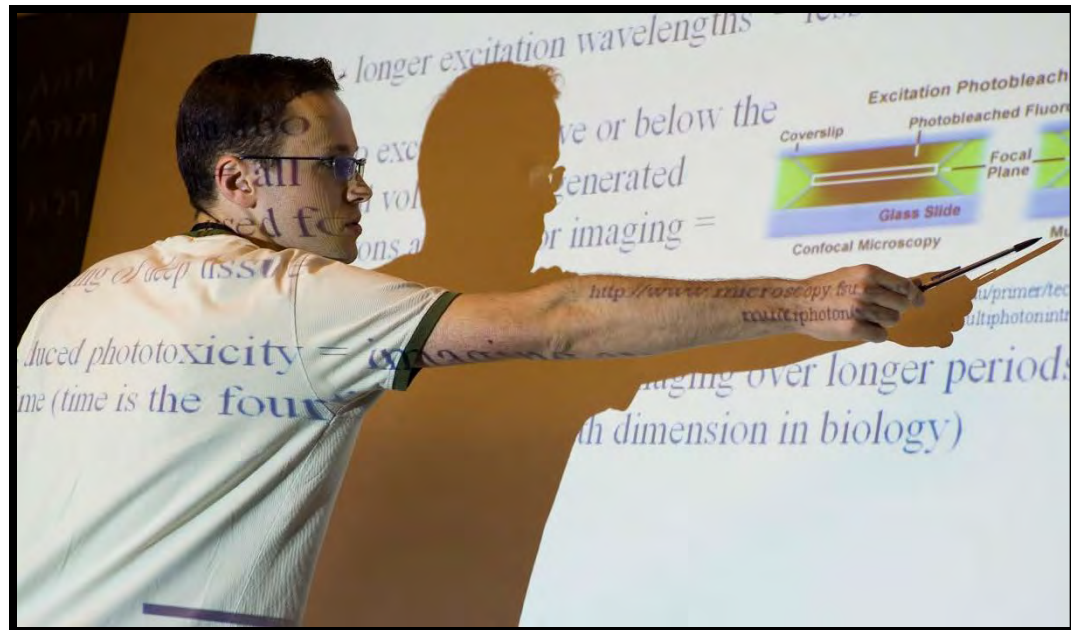
## What Do Learners Want Most From a Training?

Hate Most	Want Most
Too much information	Clarity
Lack of interaction	Interaction & Connection
Lifeless presenter	Enthusiasm

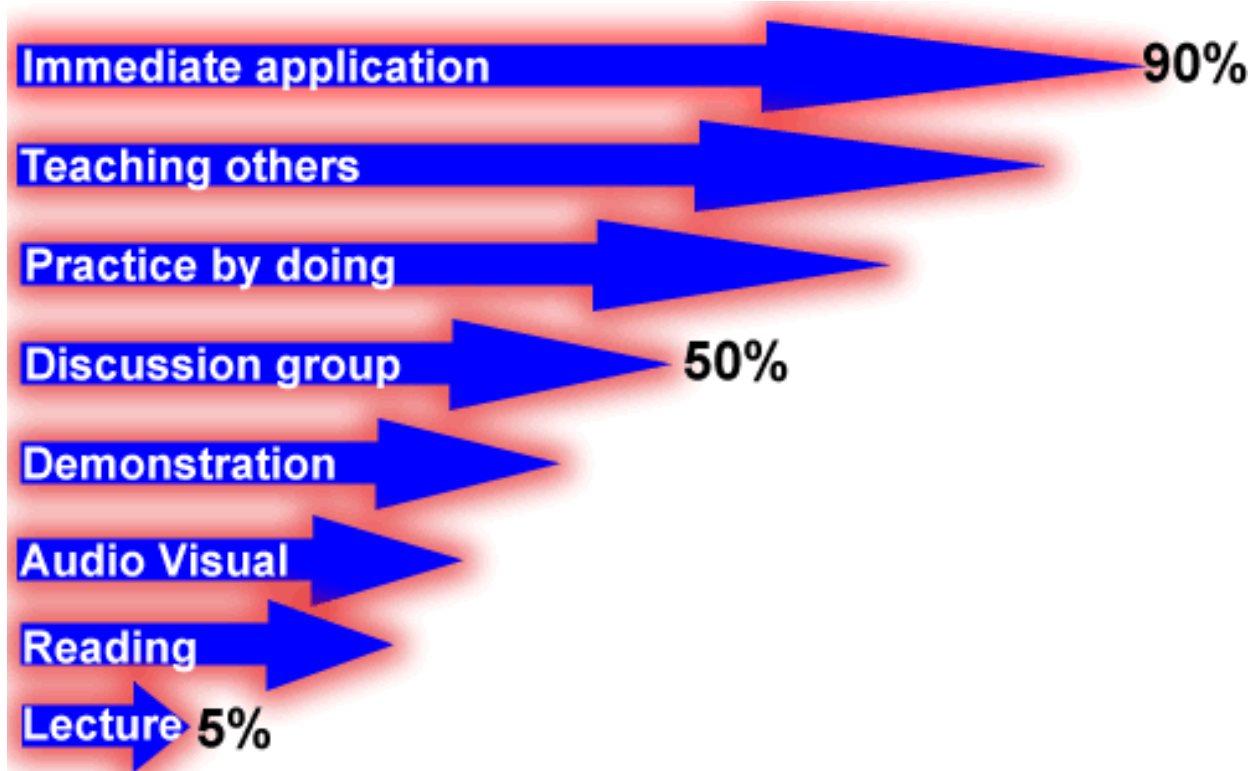


# Why Interactivity is Important

- Improves effectiveness of training
- People will pay more attention
- Pacing is important
- Use different techniques to help participants apply and digest information every 10-15 minutes
- May require you to rethink the way you teach and prepare in a different way



## The Straight Lecture – Least Effective



**Retention Rates**



## Four Corners of the Room

If you were listening to a 60 minute lecture, how many minutes would go by before your mind starts to wander?

60 minutes

45 minutes

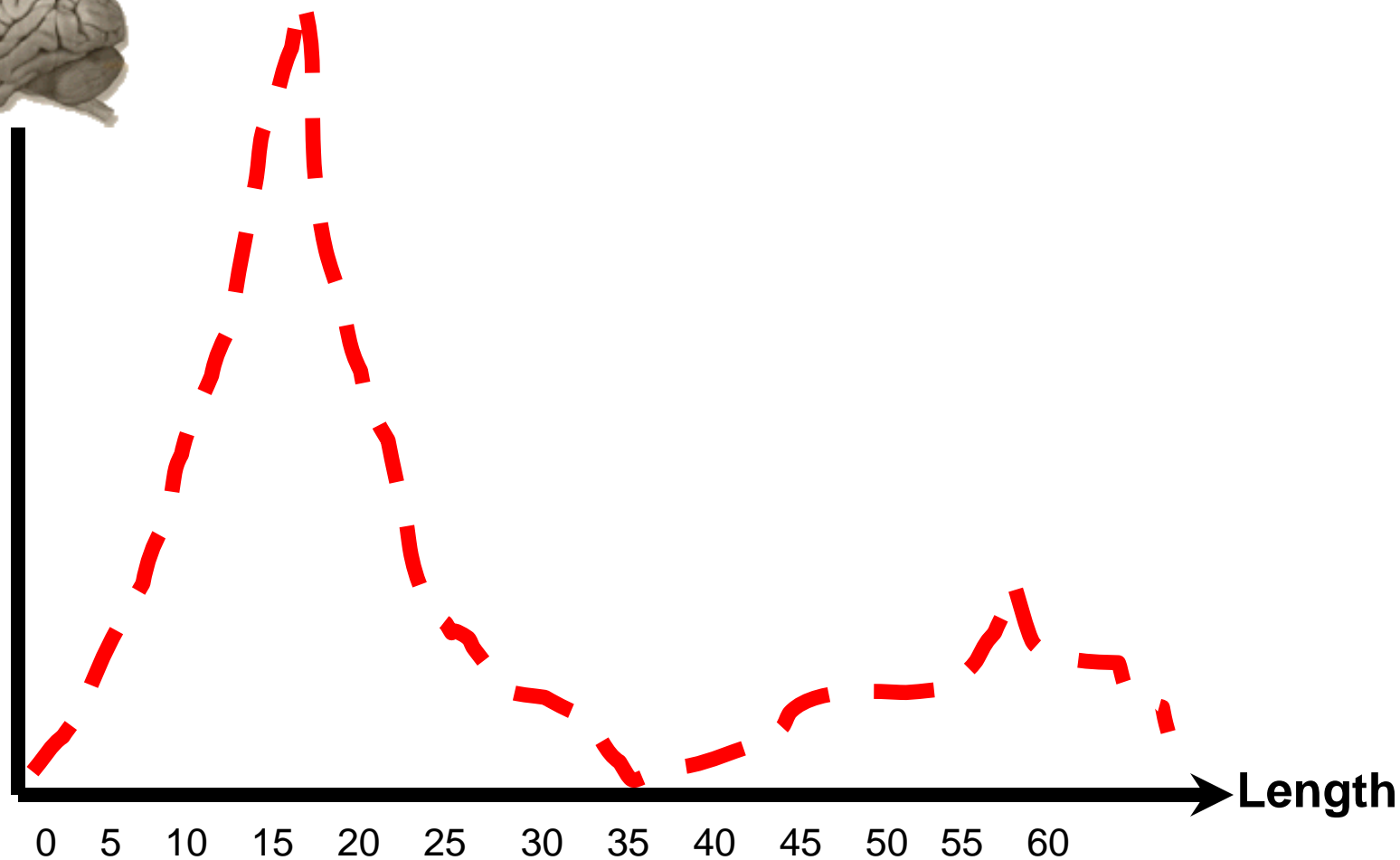


30 minutes

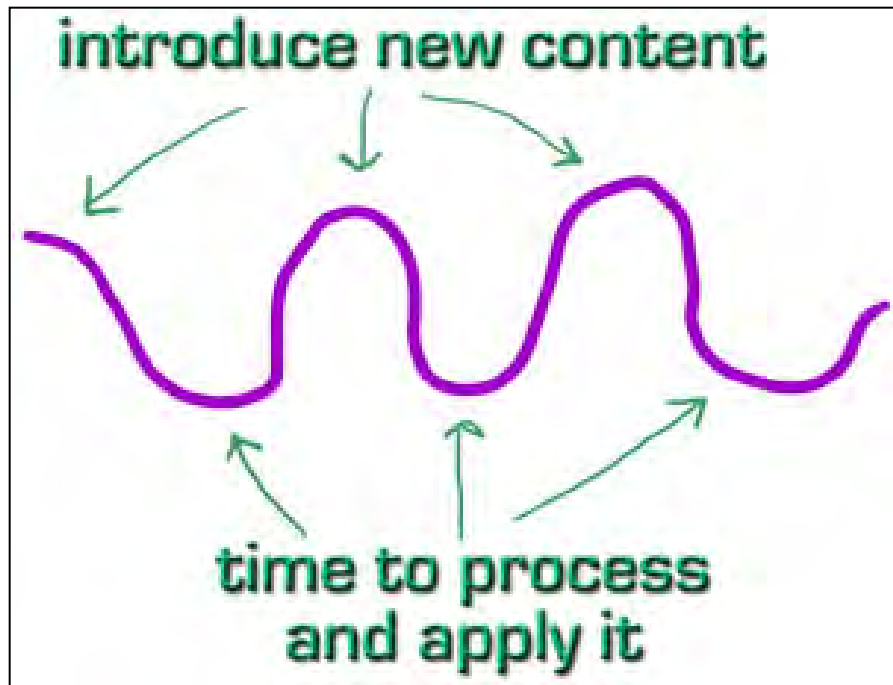
15 minutes



## Attention Span Study



## Pacing is Important



Introduction

Content

Interaction

Content

Interaction

Content

Interaction

Summary



# Icebreakers – The Human Spectrogram

Use for participants to get to know each other or for you to get to know the group's level of experience and attitudes – Networking Exercises, Spectrograms, and more.

**I love  
lemonade!**



Strongly  
Agree

Strongly  
Disagree

## Icebreakers – The Human Spectrogram

When training is interactive, participants pay better attention to what is being taught and are more likely to apply what they've learned after the training.



Strongly  
Agree

Strongly  
Disagree

## Thinking About Different Learning Styles

Learning Style	Learner Interaction With Content
<b>Word</b>	Handouts with written bullet points with space to take notes
<b>Visual</b>	Use the diagram or pictures in your slides to reinforce points Use Sticky Notes for brainstorming Analyze video
<b>Movement</b>	Stand Up, Sit Down Spectrogram Four Corners of the Room Game
<b>Self</b>	Reflective questions: Think and Write Assessments
<b>People</b>	Share Pairs or Table Shares to discuss reflective questions related to content Full Group discussion

## Ask Powerful Questions

Think and Write: What are some powerful questions that you can ask related to the content you are training on?



## Summary – Why Interactivity is Important

- Improves effectiveness of training
- People will pay more attention
- Pacing is important
- Use different techniques to help participants apply and digest information every 10-15 minutes
- May require you to rethink the way you teach and prepare in a different way





## Facilitating Small Group Exercises – Peer Assists, World Cafe

The heart of your training will be an exercise that allows your participants time to apply the information to the real world.

- Planning
- Scenarios/Case Studies
- Role Playing
- Cross-Training



## Learning Activity

1. Identify discussion questions for group to discuss based on content presented in interactive lecture
2. Using a worksheet, each participant works with a partner or themselves to create a mini-plan
3. Full group report out



## Computer Hands On

1. Laptops, Laptops Down
2. Determine if you have novices who may need more coaching and peer with more advanced users – or that you may need to do some one-on-one
3. If all novices, walk them through the steps, but involve them. Ask them questions. Ask them what you will do next.
4. Handouts with instructions, if novices
5. Have more advanced users be the teacher at the front of the room
6. Don't do more than 30 minutes of hands-on without a break



## Great Endings

A closer is an exercise that lets participants sum up their learning or takeaways, commit to putting ideas or skills into action, and to say good bye to one another and express appreciation.

# Evaluations

## Formal Survey

- Ask questions to determine how well you met your learning objectives
- Ask questions to find out what people liked most and what could be improved: content, materials, pacing, environment, room, food, etc.
- Ask questions to get feedback about you: teaching style, facilitation skills, responsiveness to group, content knowledge

## Informal Verbal Debrief

- Ask for: keep, change, delete
- 3x5 card – write down what they will implement



## Workshop Reflection



# Social Media for Women Entrepreneurs

---

## Thank You!



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