

The Social Media Tree

information

Got a question?
It's very likely someone, somewhere has the answer

Teach and learn.
Interact with like-minded people

Brainstorm & collaborate.
(Crowdfunder)

Share your ideas...
See what others think and gain valuable feedback

Explore.
Research a company or product.

Get some advice.
Find what others are saying about a product or article you are interested in

Stay current.
Use Twitter as a tool to stay current on breaking news and events

traffic

Be driven.
Use social networking sites to send traffic between other social networking platforms that directs traffic to your website or blog

Go viral.
Interesting or helpful content can be easily passed on to others using social networking sites and blogs

Create a Buzz.
User driven content sites such as Digg, Yahoo Buzz and StumbleUpon provide huge increases in traffic to your website or blog

networking

Make it Personal.
Build personal relationships with customers – they are more likely to buy from someone they know and trust

Participate in conversations.
Help out others and become an active participant

Social currency.
By helping others you create 'social currency' which can be used to leverage your brand from one platform to another

Go direct.
Directories allow you to find and connect with people on social networking sites and include wefollow.com and eventweeps.com

Socialise.
Ning.com allows you to create your own social groups – there are 4,062 listed under events including eventcrowd.com

Network it.
Professional networking sites include LinkedIn, Xing and Zigs

Connect.
Connect with peers and like minded people

customer service

Communicate.
Use Twitter and Facebook to communicate events and special offers

Update.
Use Twitter to update customers and provide solutions or information in real time

Be Friendly.
Develop one-on-one relationships with customers

Show your face.
Use social networking to humanize your business

Better yourself.
Use Twitter and Facebook to conduct polls and surveys to help you offer a better service

business management

All ears.
Utilize social networking sites as a tool to see who is talking about your business

Shout about it.
Utilise social networking sites to update or make announcements

A gentle reminder.
Use sites such as Twitter and Facebook as an intranet system to remind colleagues of meetings and make announcements

Listen.
Track positive and negative experiences to improve business performance