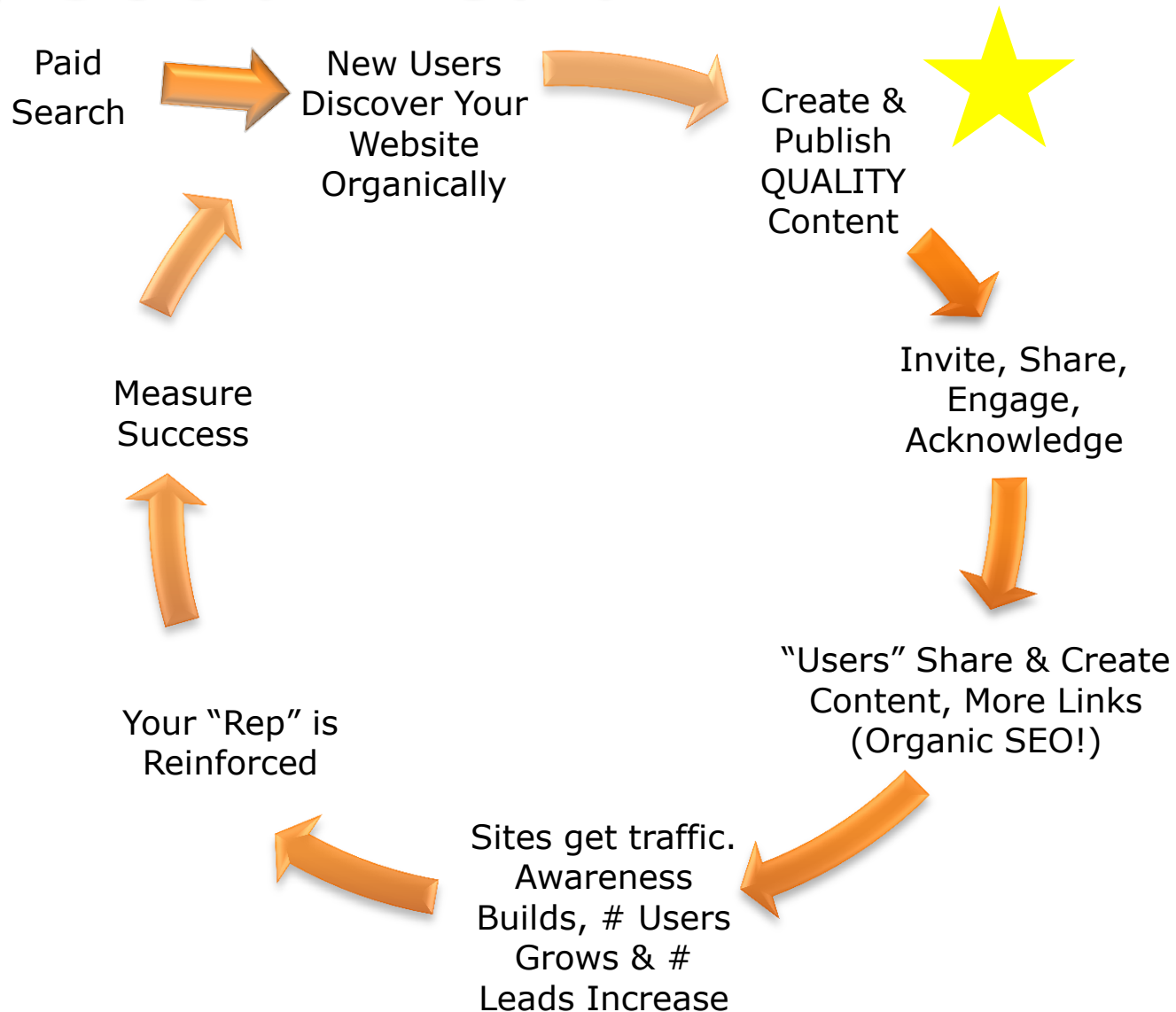


## A dense, colorful collage of numerous social media and web application logos. The logos are arranged in a grid-like fashion, overlapping slightly. Recognizable logos include Facebook, Twitter, YouTube, Flickr, Digg, Last.fm, and many others. The colors are vibrant and varied, creating a visually busy and energetic composition. The logos represent a wide range of digital services, from social networking to content creation and sharing.

# Agenda

- Expectations
- Social Media
- Content
- Thought Leadership
- Social Platforms
- Measures

# Why Social Media ?




# Create QUALITY Content

- Identify Who
- Be Yourself
- Be Niche
- Be Relevant
- Be Purposeful
- Be Helpful

\* Amplify with Social Media




# From One Engineer to Another®



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## Welcome to the Indium Corporation




**NanoFoil®**  
Precisely controlled instantaneous heat for reaction initiation and joining applications.

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Indium Corporation manufactures a full range of indium compounds.

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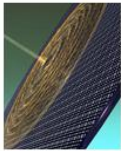
**Medical Assembly Products**  
The assembly of medical devices uses a wide variety of alternative soldering processes.

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**PCB Assembly Soldering Materials**  
Solder pastes, wave solder fluxes, bar solder, and rework materials for finished goods reliability.

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Semiconductor grade fluxes, solder pastes, and other assembly materials.

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ISO and ITAR Certifications and Policy Statements


中文

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Category: All

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**Bloggers in the Spotlight**

Profitability Potential in Printed Circuit Board Assembly

15 May 2012  
Folks, The impetus for writing the Patty and the Professor series, in 2009, <posts here> ...

[Read more](#)

**Contact Us**





**Regions**





**Americas** — Utica, Chicago, Clinton  
E-Mail: [askus@indium.com](mailto:askus@indium.com)  
Phone: +1 315 853 4900

**Asia/Pacific** — Singapore, Cheongju  
E-Mail: [asiapac@indium.com](mailto:asiapac@indium.com)  
Phone: +65 6268 8678

**China** — Suzhou, Shenzhen, Liuzhou  
E-Mail: [china@indium.com](mailto:china@indium.com)  
Phone: +86 (0)512 628 34900

**Europe** — Milton Keynes, Torino  
E-Mail: [europe@indium.com](mailto:europe@indium.com)  
Phone: +44 (0)1908 580400

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### Bloggers: From One Engineer to Another®

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- Ball Attach
- Bar Solder
- BGA
- Bump
- Bump Marcom
- Burn-In
- Bus Ribbon
- Chip Attach
- CIG
- Cold Preforms
- Connected Preform
- Copper Indium Gallium
- Die Attach
- Dissipating Flux
- Dissipating Paste
- Enoxy Flux
- Flux
- Flux Cleaning
- Fuelible Alloy
- Gold Tin
- Graining
- Halogen Free
- Heat In Pillow
- Heat Sinks
- Hermetic Sealing
- Indellor
- Indium
- Indium Alloy
- INDIUM CORPORATION
- Indium Tin Oxide
- Intermetallic
- Low Alpha
- Marketing Communications
- Metallization Paste
- NanoBond
- NanoFill
- Nanotechnology
- Package-On-Package
- Pb-Free
- Phase Change Material
- Pin Transfer
- Flip Flux
- Flip Solder Paste
- Revolet
- RoHS
- Semiconductor Packaging
- SGLAR
- Solder
- Solder Alloy
- Solder Basics
- Solder Bumping
- Solder Defect
- Solder Evaluation
- Solder Metallurgy
- Solder Paste
- Solder Preform
- Solder Qualification
- Solder Schemes
- Soin Coating
- Soldering Tunnel
- Tacking Ribbon
- Tape And Reel
- Thermal Interface Material
- Thermal Management
- Thin Film Technology
- Tombstoning
- Wave Solder

### Need Help?

Chat live **online** with an Indium Corporation product specialist

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 POC: +1-800-312-6200 24900  
 10000 Highway 44  
 UK: +44 (0) 1900 569400  
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**From One Engineer to Another®**












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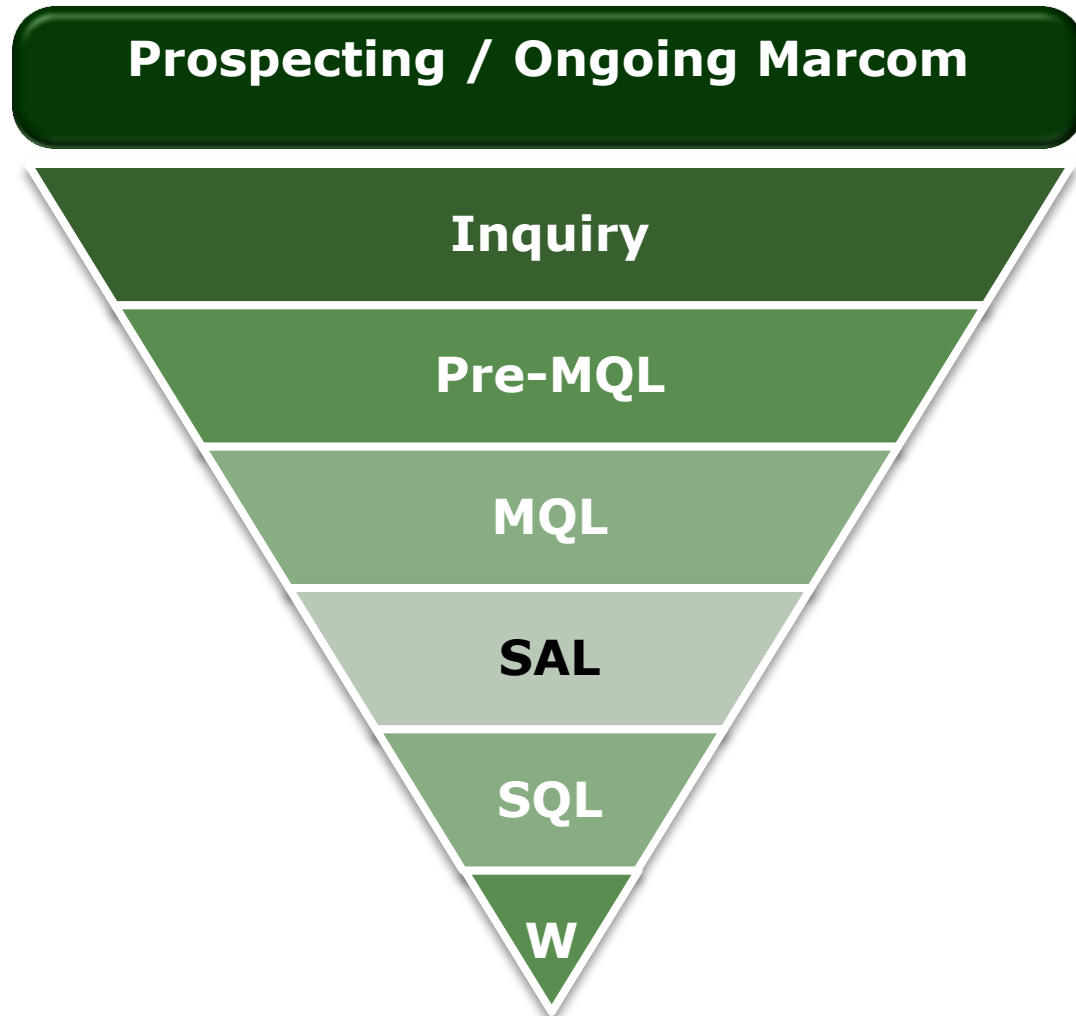
Tweet 12

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-  Translate
  Share
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  Like 464
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  Search
  Indium on
  facebook
  twitter
  YouTube
  LinkedIn
 

# Where does social media fit?



# Who are you?





# Goals & Objectives Could Be

- **Network Online** – raise awareness of you and your business.
- **Engage with people online.** Speak the language of each social platform.
- **Research and learn** more about our competition, prospects, customers, influencers, and others.
- **Listen** to conversations and **identify emerging trends.**
- Generate **positive word of mouth** and **monitor your reputation.**
- **Be helpful, be a thought leader** in A, Y or Z.
- Drive online audience to relevant, **quality content:** increasing visitor traffic, generating more leads and increasing your sales.

# How To Be Social, 6:1

- **A framework to guide your actions in social platforms online:**
  - **Listen**
    - Gain insight into your “audience” customers, competitors, prospects, influencers.
    - RSS feeds, Google Reader, Google alerts and tools like Hootsuite, Social Mention
  - **Share**
    - Links to content on your blog, website: whitepapers etc.
    - Events or conferences you are attending and announcements in real time.
    - Content from training/conference sessions: live tweet content, blog, post etc.
    - Videos or pictures of events, presentations, parties, customers, partners, employees.. .
  - **Engage**
    - Make comments, respond to mentions of @yourhandle. Ask questions. Help others connect online. “DM you should follow ...”
  - **Acknowledge**
    - Publicly recognize, give thanks, call out fans, followers, etc.
  - **Create**
    - Social media may be the engine for our marketing efforts, the fuel that powers it is CONTENT!
    - Commit to creating content – your own blog posts, tweets etc.
  - **Promote**
    - Any actions that drive to an offer, discount, webcast, your booth at a tradeshow... “promotional” communications.



# LinkedIn



**Kai Wong** 1st  
Chairman at IEEE Central Texas Consultants Network  
Austin, Texas Area | Semiconductors

---

Current

**President at QSC & Associates**  
Chairman at IEEE Central Texas Consultants Network

Past

Overseas Representative at Hong Kong Science & Tech. Parks Corp.  
Sr. Program Manager at Motorola   
Product Manager at Motorola, Inc. / Semiconductor Product Sector 

Education

Columbia University in the City of New York  
St. Edward's University  
State University of New York at Stony Brook

Connections

385 connections

Twitter

 Follow @KaiQsc

Public Profile

<http://www.linkedin.com/pub/kai-wong/0/633/156>

 Share

 PDF

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 vCard

 Flag

## Summary

Business development and marketing for technology companies interested in the Asia market. Engineering professional with strong global program management experience. Extensive experience in new product development, marketing, manufacturing ramp up and product life cycle management. MBA degree with international business management, marketing, customer service, operations and business P&L.

## Specialties

- \* Program Management
- \* Asia Market Business Development
- \* New Product Development
- \* Product Life Cycle Management

## Experience

### President

**QSC & Associates**

October 2008 – Present (3 years 8 months)

1. Your profile is your introduction - *complete it.*
2. Add a headline that communicates what you do vs. your title. Think of keywords colleagues or prospects would use to find you in Linked In. Consider adding a benefit statement.
3. Add Summary & Specialties make them client and industry focused.
4. For each job experience: answer who you help, problems you solve & results achieved.
5. Use the space “above the fold” to communicate your most important message.

# LinkedIn Groups

743 results  
for "IEEE"

Search 4  
Groups  
Here

**LinkedIn** Account Type: Basic | Upgrade

Home Profile Contacts Groups Jobs Inbox Companies News More

Groups ieee

743 results

☒ All LinkedIn members  
☐ 1st Connections (2)  
☐ 2nd Connections (143)  
☐ 3rd + Everyone Else (600)

☒ All categories  
☐ Your groups (0)  
☐ Groups You May Like (0)  
☐ Open groups (276)  
☐ Members only (467)

☒ All languages  
☐ English (692)  
☐ Spanish (26)  
☐ Turkish (10)  
☐ German (5)  
☐ Portuguese (4)

What conversation would you like to have?  
[Create a Group](#)  
[Learn more >](#)

**The Official IEEE Group [official]**  
This group was formed to engage IEEE members via LinkedIn. Managed by IEEE staff, this global IEEE group is verified against the official IEEE...  
**Very Active:** 135 discussions this month · 20,160 members  
▶ 96 in your network

**IEEE Smart Grid**  
The IEEE Smart Grid Group on LinkedIn has been created to complement the IEEE Smart Grid Portal with discussions, industry information...  
**Very Active:** 220 discussions this month · 9,447 members  
▶ 45 in your network

**IEEE Computer Society Members**  
Group to link members of the IEEE Computer Society. You must be a member of the IEEE / IEEE Computer Society in order to join this group.  
**Very Active:** 58 discussions this month · 7,598 members  
▶ 47 in your network

**IEEE Communications Society**  
IEEE: Fostering technological innovation and excellence for the benefit of humanity.  
**Very Active:** 76 discussions this month · 5,842 members  
▶ 10 in your network

**IEEE-USA**  
LinkedIn group for IEEE members in the geographic USA area (Regions 1 through 6). This group is for IEEE Members only. Please ensure that you...  
**Very Active:** 78 discussions this month · 3,509 members  
▶ 21 in your network

**IEEE Signal Processing society**  
The IEEE Signal Processing Society is an international organization whose purpose is to: advance and disseminate state-of-the-art scientific...  
**Active:** 27 discussions this month · 3,847 members  
▶ 11 in your network

**IEEE Robotics and Automation Society (IEEE RAS)**  
The IEEE Robotics and Automation Society (IEEE RAS) is interested in both applied and theoretical issues in robotics and automation. Robotics...  
**Very Active:** 59 discussions this month · 3,114 members  
▶ 7 in your network

**IEEE Türkiye**  
Bu grup, 150 ülkeden 360,000 üyesiyle dünyanın en büyük... Enstitüsü (IEEE) Türkiye şubesinin resmi grubudur. IEEE Türkiye...  
14 discussions this month · 2,558 members  
▶ 4 in your network





More than 1/2 of  
active Twitter users  
follow companies or  
brands on social  
networks. Source:  
Hubspot, 12/11

# Twitter



39% of B2B companies using Twitter have acquired new customers from it.  
Source: Hubspot, 12/11

1. Be consistent with your names.
2. Add a picture!
3. Write a headline communicating what you do, your interests.
4. Include a link to your website.
5. Use a SM management platform to organize.
6. Start by following and listening.
7. Share and acknowledge.
8. Engage in conversations.

# Twitter

- Things you should know ...
  - Follow and listen. Don't always talk about yourself, share information.
- Basic Terms
  - # = Hashtag, used to make terms "searchable"
  - RT – retweet, is acknowledgement
  - MT – modified tweet (use when you edit vs RT)
  - Via - use "via" for attribution and multiple acknowledgements
  - @reply – conversation between you and @reply "same" follows
  - DM is a direct message or private conversation

# Twitter – Reasons Why

1. Competitive intelligence “spy” on competitors.
2. Follow, listen and keep up with your prospects and customers.
3. Increase awareness and grow your personal & professional reputation.
4. Share great content! Generate leads.
5. Listen for positive and negative comments.
6. Address customer service or program shortfalls rapidly. (Offline as quickly as possible.)
7. Drive traffic to your website/s and increase SEO rankings.
8. ...





# Facebook



1. Create a page.
2. Create an eye catching cover photo.
3. Use a clearly branded profile picture.
4. Add milestones.
5. Pin a post a week
6. Arrange views and apps at the top of the page.
7. Manage and measure your page, FB Insights
8. Want more follows?

# Social Media Management

Twitter

LI

LI  
Group

The screenshot displays a social media management interface. At the top, there's a 'Compose message...' bar. Below it, a navigation bar shows several tabs: 'Welcome', 'Patricia Tynan Williams (Facebook)', 'TheFutureScout (Twitter)', 'Patricia Tynan (LinkedIn)', and 'Houston Futures (LinkedIn)'. The main content area is split into two columns. The left column, titled 'Home Feed' (TheFutureScout), shows a list of tweets. The right column, titled '#futrchat' (Keyword), shows a list of tweets related to the keyword. The tweets include links to various websites and social media profiles.

Compose message...

Welcome x Patricia Tynan Williams (Facebook) x TheFutureScout (Twitter) x Patricia Tynan (LinkedIn) x Houston Futures (LinkedIn)

+ Add Stream

**Home Feed** (TheFutureScout)

**roszdawson**  
4:33pm via TweetDeck  
Will management reviews be crowdsourced? [bit.ly/zX2o9x](http://bit.ly/zX2o9x) +  
#crowdsourcing

**jimbland**  
4:32pm via Visibli  
Wikipedia Will Go Dark On January 18 To Protest SOPA And PIPA [goo.gl/pwuLu](http://goo.gl/pwuLu) + via @Zite

**NatureNews**  
4:30pm via HootSuite  
Want more ways to find Nature's news stories? Follow us on Google+ [ow.ly/8uCJN](http://ow.ly/8uCJN) + and Facebook [ow.ly/8uCKm](http://ow.ly/8uCKm) +

**#futrchat** Keyword

**BradFeinknopf**  
3:34pm via Twitter for iPhone  
WONDERFUL POST: "@Urbanverse: Martin Luther King #mlk #futrchat post.ly/4rnVY +"

**Urbanverse**  
3:25pm via Posterous  
Martin Luther King #mlk #futrchat post.ly/4rnVY +

**heathervescent**  
12:22pm via web  
@jenjarratt re: #futrchat: ??? either way, sounds great!  
@Urbanverse @Geofutures @MareeConway

- [www.Hootsuite.com](http://www.Hootsuite.com)
- [www.Tweetdeck.com](http://www.Tweetdeck.com)

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

# Hootsuite

Listen in on conversations online. Organize multiple streams of info by your @handle or #searchterm. Here I am listening for #futrchat and #4futr

The screenshot displays the Hootsuite dashboard interface. At the top, the browser address bar shows 'hootsuite.com/dashboard#/tabs?id=5212465'. Below the browser bar is a navigation bar with tabs for 'Welcome', 'Patricia Tynan Williams (Facebook)', 'TheFutureScout (Twitter)', 'Patricia Tynan (LinkedIn)', 'Futurist Scan', and 'untitled'. The main content area is divided into four columns, each representing a different social media stream. The first column, 'Home Feed', shows tweets from 'nprscience', 'PeterFBrown', 'trieloff', and 'paleofuture'. The second column, 'Sent Tweets', shows tweets from 'TheFutureScout'. The third column, '#futrchat', shows tweets from 'Urbanverse' and 'horizonwatching'. The fourth column, '#4futr', shows tweets from 'foresightINV', 'wendyinfutures', 'vwward', and 'leeshupp'. The '#futrchat' and '#4futr' tabs are highlighted with a yellow border. The interface includes a search bar at the top right, a 'Compose message...' button, and various social media icons in the navigation bar.

# Hootsuite

Write your message and select the networks to post in by checking the account icon. You can even schedule your tweets in advance.

The screenshot displays the Hootsuite interface. At the top, a tweet composition window is open with the text: "Water worry woes? Slingshot' system of water purification <http://ow.ly/aVPzz> via @urbnfutr". A yellow box highlights the account icon for @urbnfutr, which has a green checkmark. Below the text, there are icons for link, settings, shrink, schedule (a calendar icon with '30' inside, highlighted by a yellow box), location, and lock. A "Send Now" button is visible. Below the composition window, a list of tweets is shown, organized into three columns. The first column includes tweets from brycebiggs, AdobeEntSupport, heervisscher, and sspycher. The second column features multiple tweets from TheFutureScout. The third column shows tweets from Urbanverse and horizonwatching. Each tweet entry includes the user's profile picture, name, time, and the tweet text.

# Measure Success

- Link to your goals and business objectives?
- Places to start:
  - “Headcounts” number of followers, friends, etc.
  - Engagement or activity: re-tweets, shares, likes, etc.
  - Visits unique or repeat to the website.
  - Number of “leads” generated.
  - Dollar amount of sales.
  - Sentiment.
- Free – Inexpensive Tools
  - Facebook Insights
  - Hootsuite Analytics
  - Socialmention.com
  - SproutSocial



# Measure Success



# More Links & Info

## The Official Word ...

- Facebook: <http://blog.facebook.com/>
- Foursquare: <http://blog.foursquare.com/>
- Google+: <http://googleplusplatform.blogspot.com/>
- Hootsuite: <http://blog.hootsuite.com/>
- LinkedIn: <http://blog.linkedin.com/>
- Twitter: <http://blog.twitter.com/>
- YouTube: <http://youtube-global.blogspot.com/>

## Top Sources

- Mashable: [www.mashable.com](http://www.mashable.com)
- Social Media Today: [www.socialmediatoday.com](http://www.socialmediatoday.com)
- Marketing Sherpa: <http://www.marketingsherpa.com/#>
- Marketing Profs: <http://www.marketingprofs.com/>

# Contact

- email, [patriciamtynan@gmail.com](mailto:patriciamtynan@gmail.com)
- Twitter, @thefuturescout
- LinkedIn, Patricia Tynan
- Google +, Patricia Tynan
- TheFutureScout.com

# Pinterest



Pinterest

About ▾

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Everything ▾ · Videos · Popular · Gifts ▾

**Pinterest is an online pinboard.**  
Organize and share things you love.

[Request an Invite »](#)

[Login](#)



Lunch!

9 likes 1 comment 48 repins



Anne Becker onto food



Melissa Butner Joellen Moollough



hamburger, popcorn, and sundae cupcakes

1961 likes 46 comments 9984 repins



Erica Papes onto Recipes



Cindy Rosenson I want this for my next birthday!



Brianna Mejia Yumm



Tina Tifner I really like this



Stone/Wood bathroom

142 likes 7 comments 804 repins



Kelly Lindman onto Dream Home



Jennifer Nervo Yes please!



Tracy Smothermon OMG please!



Malin Pitt Awesome I love this site



Candace Heime! Awesome!!



hippie chic.

47 likes 1 comment 362 repins



Janice Gonzalez onto Fashions fade, Style is eternal...



Lisa Garner Would so wear this!!



66 likes 1 comment 407 repins



Katie Hudson onto For the Home



Kyndall Maring Bedrooms



Costa Verde, Costa Rica

6 likes 1 comment 40 repins



Ashley Ebert onto Favorite Places & Spaces



Skinny Taco Dip

211 likes 3 comments 1389 repins



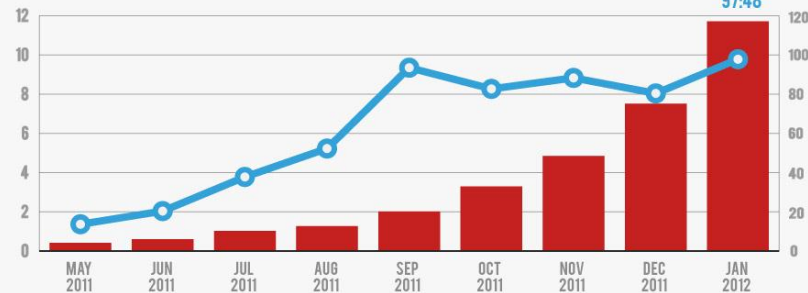
red velvet cheesecake brownies

140 likes 10 comments 919 repins

# Pinterest

## The Rise of Pinterest

U.S. UNIQUE VISITORS  
in millions

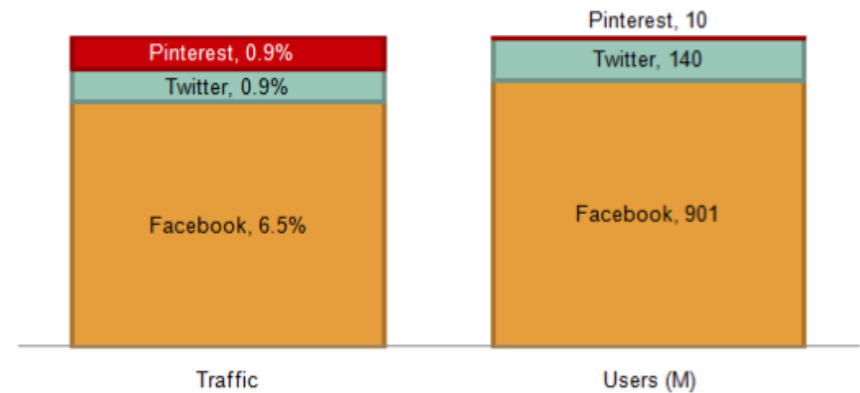


AVERAGE MINUTES PER VISITOR (GLOBAL)  
January 2012



*Pinterest*

## Pinterest Refers More Traffic per User Than Facebook or Twitter

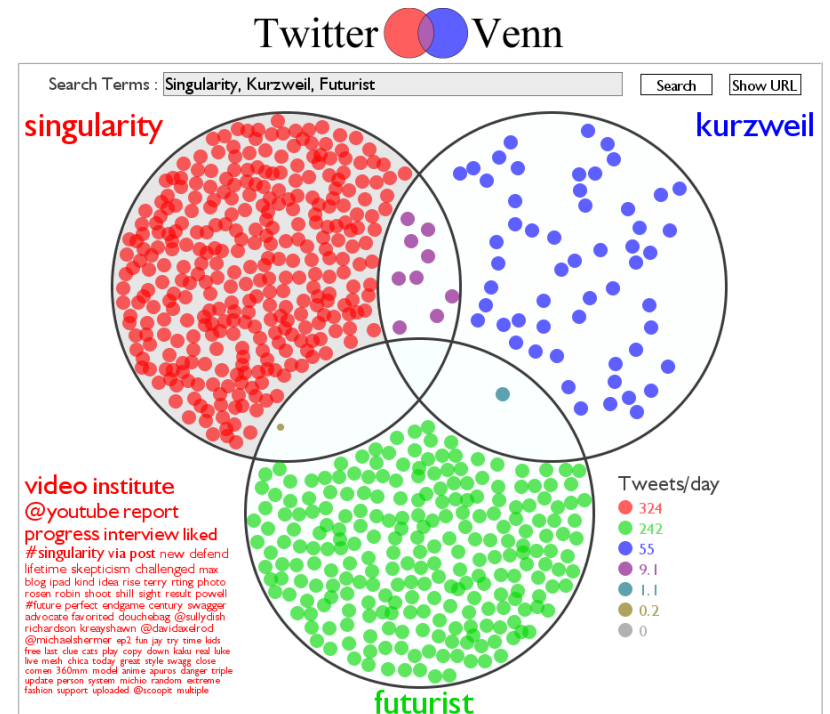


Source: referral traffic: shareaholic.com; facebook users: sec.gov; pinterest users: techcrunch.com; Twitter users: blog.twitter.com



# Twitter – Current Trends

- [Twitter Search](#) search page for Twitter.com
- [TwitterVenn](#) compare and contrast items
- [Trendistic](#) great chronological analysis



# Save

- Archivist
- TwapperKeeper, now Hootsuite archive, Upgrade
- Tweetreports

the ARCHIVIST<sup>alpha</sup>  
Save and analyze tweets

Sign Out My Profile

EXAMPLES: sea OR seattle, #ff, from:whitehouse

How to search Twitter

Start analysis

The tweets archived by The Archivist are not guaranteed to represent a complete historical record of a given term or search. READ THE FAQ.

< Back To Profile

Archive: singularity

Remove archive ✕

Archive contains  
**499 Tweets**

Archive started  
**1/17/2012**

Archive status  
**Archiving**

Archive last updated  
**17 hours ago**

Visualizations updated  
**17 hours ago**

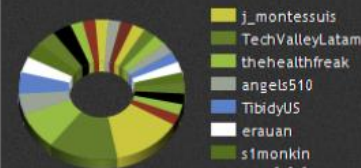
Archive is  
**Private** 🔒

\*\*\*The data displayed may not include all tweets with the search term. Read the [FAQ](#) to understand more.\*\*\*

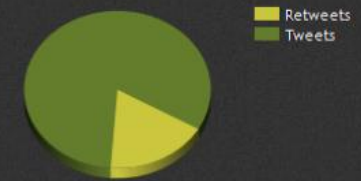
Tweet Volume Over Time



Top Users



Tweet Vs. ReTweet



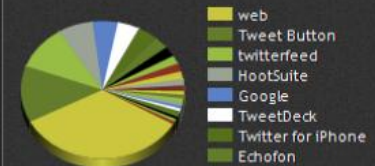
Top Words



Top Urls



Source



Recent Tweets From This Archive

Content from Twitter



**SQReview**

@JAFlanagan

And after reading that last sentence a singularity opened up in my living room and swallowed the dog. Thanks Hulu. Haha

1/17/2012 3:00:04 AM