

## Appendix B – Social Media Messages

An online community is only as good as the participation of its members. Think of live interactions when you meet someone from the first time and you don't know whether or not you like them, can trust them, or want to do business with them. The ones who just go straight to asking you for business usually end up being ignored after the first few occasions. The same can be said for online interactions. Take the time to personalize the dialogue with other and the likelihood that you will be able to develop a relationship will be much better.



Social media message can be either accessed on the computer or from a mobile telephone. Each online profile has its own mobile notification settings except for LinkedIn. Enable the mobile settings on from the account settings on the online profile to receive updates by email, instant messenger, or text messaging.



Each type of communication from social media may have a different setting to be notified. For example, I can receive a text message from someone who adds me as a friend on Facebook and receive only an email when someone posts to my wall. In Twitter I can choose to be notified by text message when one of my favorite people update their status. To access LinkedIn from a PDA phone it must have wireless internet access.

The profiles that we will cover in this document are:

- [www.Linkedin.com](http://www.Linkedin.com)
- [www.Facebook.com](http://www.Facebook.com)
- [www.Twitter.com](http://www.Twitter.com)

We will share some scripts you can use with each online profile to differentiate your messages, customize for each profile, and convert messages into business. Each community has a different tone, dialogue, and culture within. For example I would be more professional on LinkedIn but be more personable in Facebook. As long as you follow the Golden Rule when communicating with others then you will be well on your way to building relationships online.

## [www.Linkedin.com](http://www.Linkedin.com)

Here are the possible scenarios when using LinkedIn:

- Add a connection who you know
- Add a connect that you don't know
- Ask for a recommendation to a group
- Ask for a recommendation from a client
- Someone joins your network
- Someone joins your group and you send them a message
- Someone comments on your discussion
- You comment on someone else's discussion

### **Add a connection who you know**

"Great to see you on LinkedIn! I was hoping we could connect with one another and help each other find others through our existing contacts. I hope you are well."

<Your name>

### **Add a connect that you don't know**

"We have not met before but I wanted to introduce myself to you online to see if we can help another and then perhaps develop a business relationship.

I work with ... (insert what who you help) to help them by ... (what you do).

Please view my LinkedIn profile and let me know how and if I should continue to follow up with you.

I am sensitive to your preferred method of communication online and on the phone."

Best,

<Your name>

### **Ask for a recommendation from a connection or group of people**

Do not add hello or hi when you ask for a recommendation. LinkedIn already does this for you. Make sure you personalize the subject line and the message.

Subject Line: I need your help... can you spare a couple minutes?

Thank you for being connected with me on LinkedIn. Since we both are trying to use this as a networking and business tool I am trying to gather as much information as I can to build a profile that people can trust.

I'm sending this message to ask you for a couple minutes of your time to recommend my work to include in my LinkedIn profile so that others can share in the same experiences from us working together. In return I would be happy to return the favor.

Thanks for helping me.

<Your name>

### **Someone joins your network**

"Thanks for joining my network! I hope we can share some contacts to help one another. If you have any ideas let me know."

Thanks,

<Your name>

### **Someone joins your group and you send them a message**

This is for those who act as group administrators.

"Thanks for joining our group! We have some real pros here and am looking forward to you contributing what you can. Please add other group members as connections, post someone discussions, or comment on some others that you think you can help out with."

"We are excited to have you in our group."

<Your name>

### **Someone comments on your discussion**

If someone comments on your discussion and has made a good point respond back to them by saying... "Great thoughts! I appreciate your input."

If someone has a negative comment then send them a message in private.

Group discussions are mean to share information, not for self promotion.

### **You comment on someone else's discussion**

"I am so glad you brought this up. We have been thinking about this for some time. I would add that..."

The more positive you are the more receptive others will be towards your current and future discussions.

## [www.Facebook.com](http://www.Facebook.com)

Here are the possible scenarios when using Facebook:

- Add a friend who you know
- Add a friend that you don't know
- Someone suggested that you add a friend
- Someone posted on your wall
- Send someone a message you know
- Someone joins your group
- Someone comments on your status update

### **Add a friend who you know**

Click on the persons picture profile and Add as a Friend. A window will pop up and click on "Add a personal message..." Enter in these lines below.

Hi <Insert First name>,

"It is good to see you on Facebook. I have been having fun sharing new stories and connecting with past friends. Add me as a friend and hope we stay in touch."

Best,

<Your Name>

### **Add a friend that you don't know**

Click on the persons picture profile and Add as a Friend. A window will pop up and click on "Add a personal message..." Enter in these lines below.

Hi <Insert First name>,

"I don't think we have met before but I see that we have many friends in common. It could be that we have similar interests or just haven't ran into one another yet. I was hoping you could add me as a friend so we can share some ideas or help you if I can."

Best,

<Your Name>

### **Someone suggested that you add a friend**

Click on the persons picture profile and Add as a Friend. A window will pop up and click on "Add a personal message..." Enter in these lines below.

Hi <Insert First name>,

"My friend <Friend's name>, suggested that we become friends. Since we know each other because of <work, family, church>, I thought we may be able to share some stories with one another. I hope to meet you soon."

Best,

<Your Name>

**Someone posted on your wall**

If someone posts on your wall it is a kind gesture to post on their wall too. If you receive an email that someone posted on your wall, click on the link inside the email. If are viewing your wall, there is a link for you to write right back on their wall.

Write something like this:

“Thanks for posting on my wall. I appreciate you keeping in touch.” State something nice about them or something on their profile.

**Send someone a message you know with a hyperlink.**

Messages that are sent to another person can include hyperlinks with a photo if one is available. If you include the [www.Website.com](http://www.Website.com) make sure you hit the enter button or space so that the website appears. Facebook may ask you to write in the confirmation code prior to sending the message. If you get the confirmation code wrong then you must start the hyperlink over again from scratch.

**Someone joins your group**

“We are absolutely delighted you joined our group and we hope that we can share some ideas to help one another. If there is anything I can do to help you please let me know.”

Best,

<Your Name>

**Someone comments on your status update**

Comments on status updates do not have to be very long. This acknowledges the commenter that you read the comment. Comment back on your profile “Thanks for the feedback! I hope you are well.”

## [www.Twitter.com](http://www.Twitter.com)

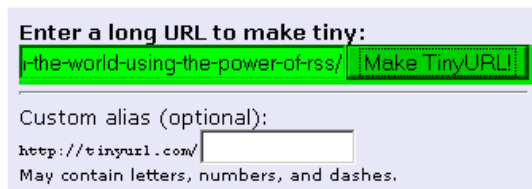
Here are the possible scenarios when using Twitter:

- You want to post a long website over 140 characters
- You start following someone
- Someone starts following you
- Someone writes something interesting

### **You want to post a long website over 140 characters**

A blog post like <http://retechtraining.wordpress.com/2008/11/13/how-to-become-the-source-of-the-source-find-information-faster-than-anyone-in-the-world-using-the-power-of-rss/> is more than 140 characters and cannot be sent by Twitter. Instead you will want to create a shortened version of the link by visiting [www.TinyURL.com](http://www.TinyURL.com) and pasting in the space provided. Click on the Make TinyURL button and a shorter website will be provided.

<http://tinyurl.com/6ozgkv> is the replacement.



Enter a long URL to make tiny:  
 [Make TinyURL]

Custom alias (optional):  
  
May contain letters, numbers, and dashes.

<http://tinyurl.com/6ozgkv>  
[Open in new window]

To create an update with a blog post now enter “New Blog Post, Become the Source of the Source” <http://tinyurl.com/6ozgkv>

### **You start following someone**

Type in your status update “@TheirUserName look forward to sharing information with you. Follow me @YourUserName

### **Someone starts following you**

Send them a reply by posting to your update window, “@TheirUserName, thanks for following me. I hope to stay in touch.”

### **Someone writes something interesting**

Post to your update status, “@TheirUsername great idea. I think I am going to try that.”