

How Social Do You Get?

So you're thinking about taking the step, biting the bullet, diving into the unknown: the online social community. But which one? Facebook, Twitter, LinkedIn, which do you choose? Why not all three? Each of these focuses on a different need and message.

Facebook

Many say that Facebook is your "online profile". This is a place to store your photos, update your friends on your latest happenings, and get information on what others are doing. You can also use Facebook to find information and participate in discussions. Leaving a message for a friend or asking your network to help make a decision are both great tools on Facebook. You can even visit the "Convention name and year here" fan page and stay up to date on the event's progress and leave comments about what you would like to see at the conference.

Twitter

Consider Twitter your way to get an overview on the latest updates in your friend's lives. You can post updates or questions for others to see, called Tweets. With a 140 character limit, your time posting and reading tweets is minimal, and you can still consider yourself "in the loop"! You choose who you "follow" and can block others from following you as well. When you login to Twitter, those that you are following will have their latest tweets showing on your homepage. Responding to a post is easy, so visit our Twitter page at *Conference Twitter Name Here* and join the discussion about this year's conference.

LinkedIn

If you are looking for a place to network on a professional level, this is it! Linked in is similar in function to Facebook, but the content shared is relating to the professional realm, not personal. You can join groups that host discussions on articles or questions posted. You can even post resumes and receive recommendations. This is a great networking tool! Be sure to join our LinkedIn Group, *insert LinkedIn group name here*.

Managing Your Social Networks

This may seem like a lot to manage, but it doesn't have to be. These networks have the ability to link together – so you can write something on one page and it will automatically post to all three. Just refer to the settings in your account on any of these sites and it will help you link to the others.

If you are having trouble getting started, visit the Grand Rapids/Kent County Convention and Visitors Bureau website at www.grandrapidskent.com for helpful links.