

The Reluctant User's Guide to Social Media



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Agenda

1



2



3



4

RUSK

5

Conclusions

Brought to you by Brian Solls & JESS3



What does social media mean to you?



Children's games?



Hell?



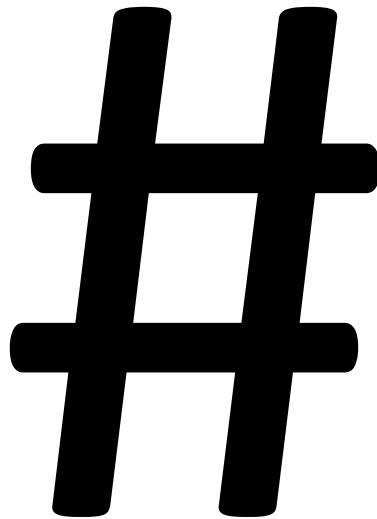


Only 5% of office time is 'wasted' on social media





Only 10% of internet users use Twitter



Use it

Ia Politur!

Kollierketten.

Abbildungen sind in natürlicher Größe.



Nr. 1431 Ungelötet, in Stahl, blank per 1 Duzend Stück Mark —.55
 „ Nickel, Bronze, blau und schwarz „ 1 „ „ „ —.70



Nr. 2435 Ungelötet, in Stahl blank per 1 Duzd. Stück Mk. 1.—
 „ Nickel, Bronze, blau und schwarz „ 1 „ „ „ 1.15



Nr. 1436 Ungelötet, in Stahl, blank per 1 Duzd. Stück Mk. —.70
 „ Nickel, Bronze, blau u. schwarz „ 1 „ „ „ —.80



Nr. 1465 Ungelötet, in Stahl, blank per 1 Duzd. Stück Mk. 1.50
 „ Nickel, Bronze, blau u. schwarz „ 1 „ „ „ 1.65



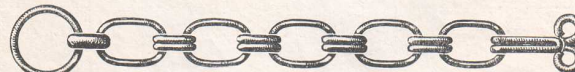
Nr. 2482 Ungelötet, in Stahl, blank per 1 Duzd. Stück Mk. —.70
 „ Nickel, Bronze, blau und schwarz „ 1 „ „ „ —.80



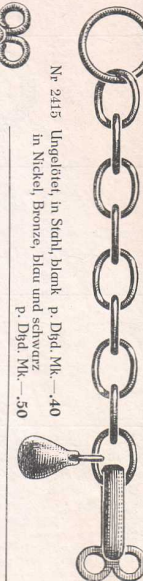
Nr. 1409 Ungelötet, in Stahl, blank p. 1 Duzd. Stück Mk. —.35
 „ Nickel, Bronze, blau u. schwarz „ 1 „ „ „ —.40



Nr. 2416 Ungelötet, in Stahl, blank p. 1 Duzd. Stück Mk. —.45
 „ Nickel, Bronze, blau u. schwarz „ 1 „ „ „ —.55



Nr. 1411 Ungelötet, in Stahl, blank per 1 Duzd. Stück Mk. —.40
 „ Nickel, Bronze, blau und schwarz „ 1 „ „ „ —.50



Nr. 2415 Ungelötet, in Stahl, blank p. Duzd. Mk. —.40
 in Nickel, Bronze, blau und schwarz p. Duzd. Mk. —.50

Weitere Mustersendungen stehen jederzeit gern zur Verfügung.

Linked in



is the largest professional network in the world

Join a group



Participate in discussions

LinkedIn Endorsements

are unreliable and irrelevant

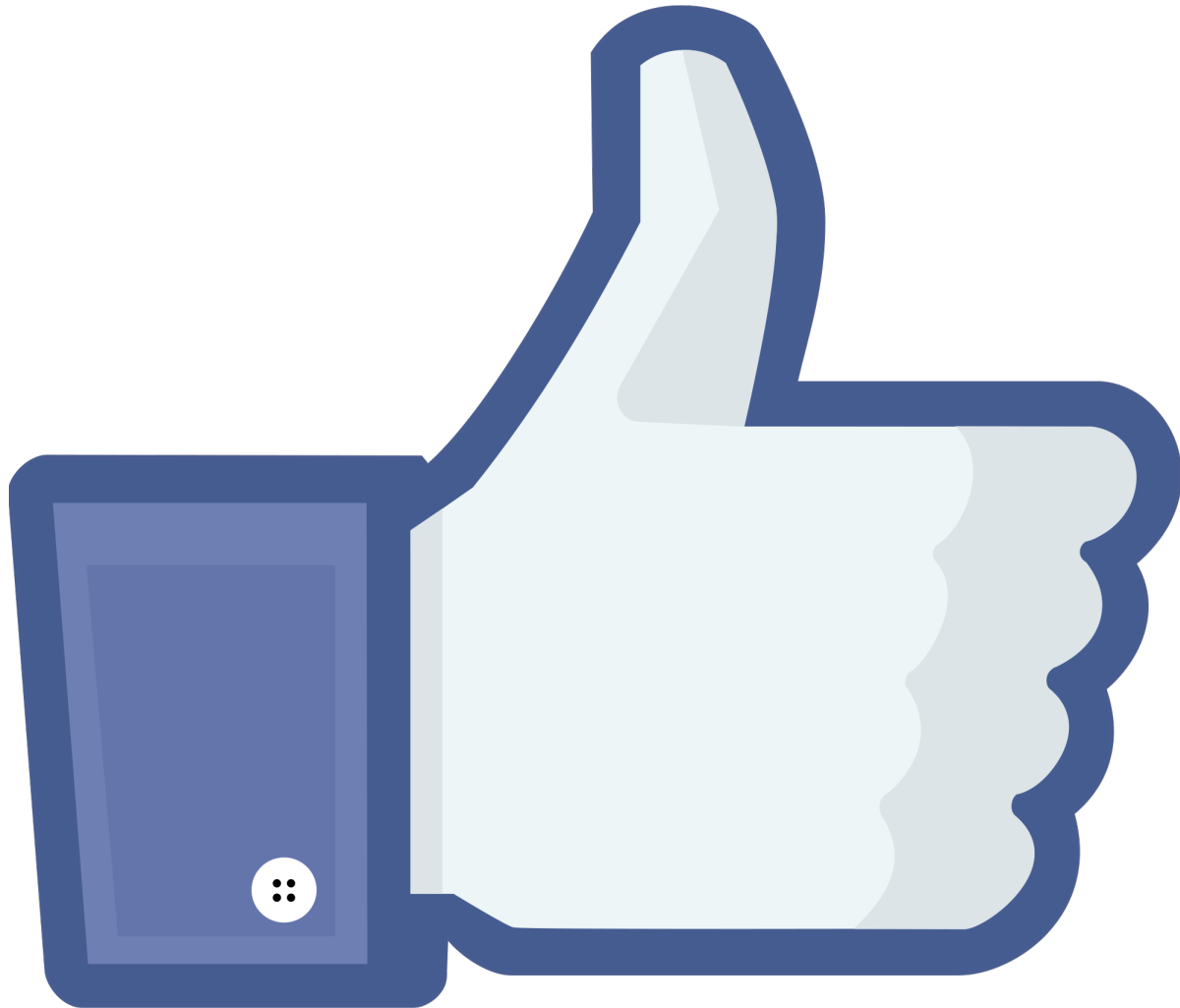


facebook



Facebook stores over 300 petabytes of user data

In 2009, Google processed 24 petabytes *per day*



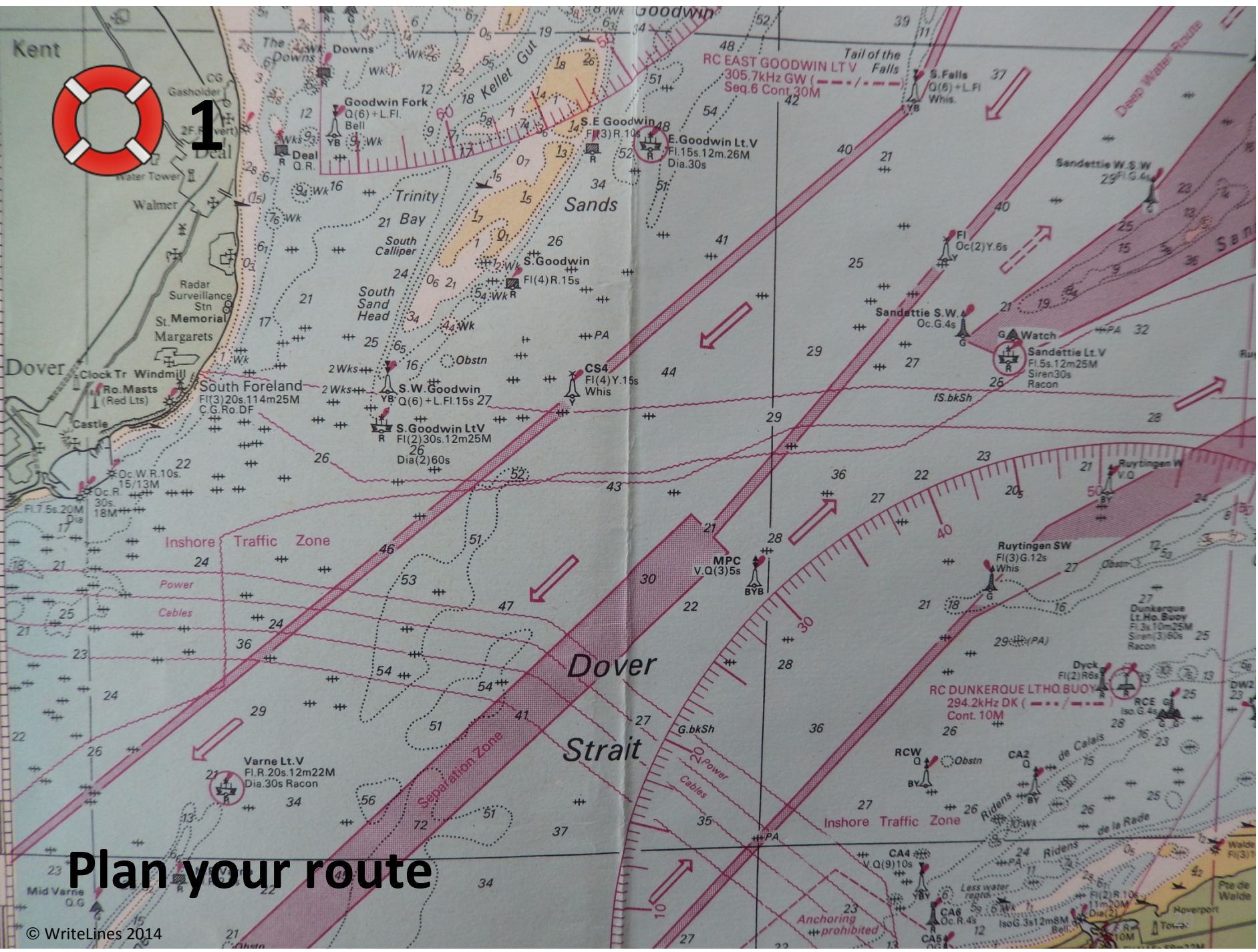


Reluctant User's Survival Kit (RUSK)



1

Plan your route





**I rule Britannia
– and I 👍 it**





3 Be alert



Edit Preferences

Select broadcast area

Check before Accept

Use Block and Hide features



4 Monologue ...





4 ... or conversation

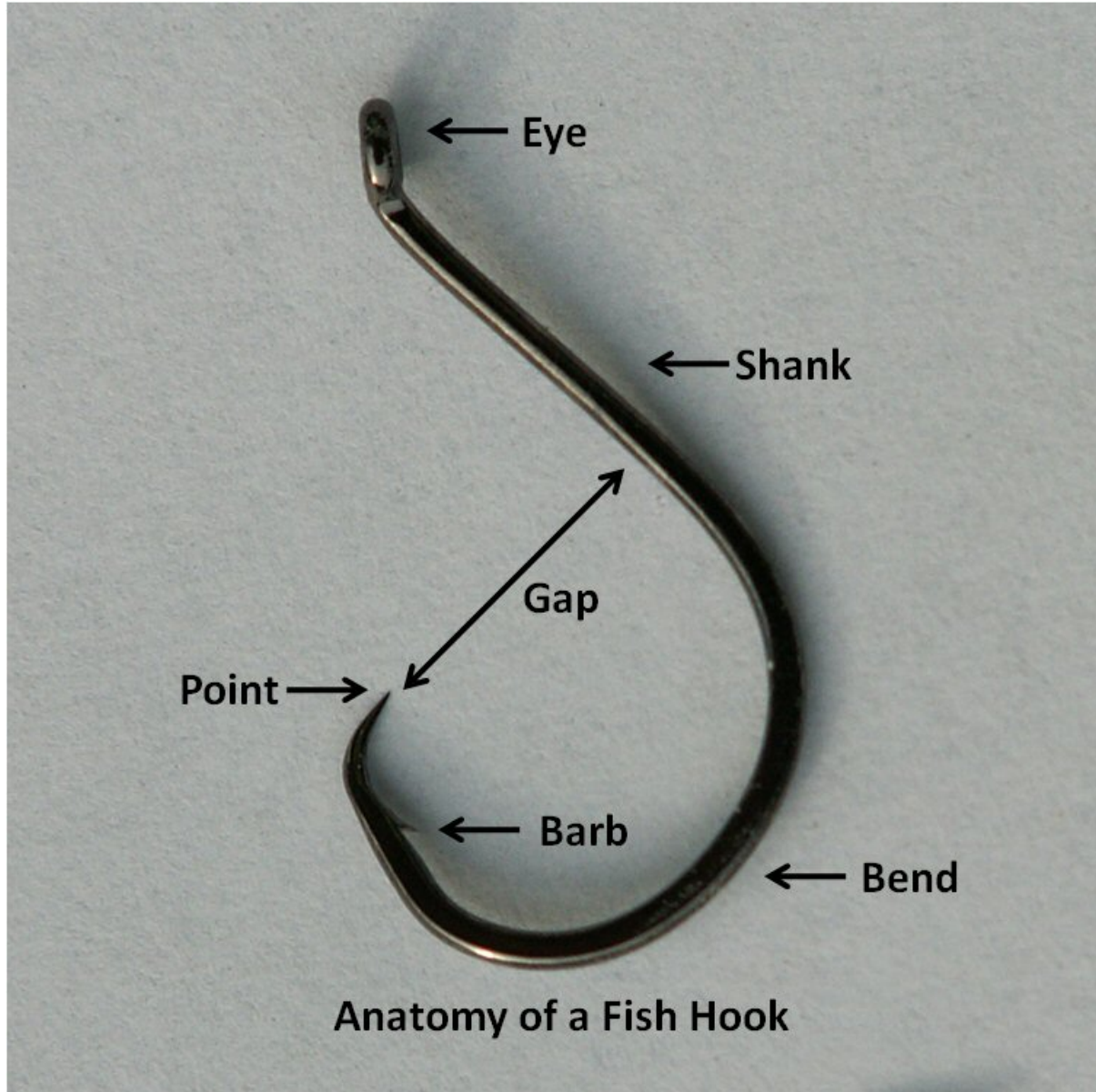
- Add a graphic
- Ask questions
- 6-word headlines
- 100 characters
- Always be positive
- INform not MEform



5 Free management tools



Conclusions





Join us on Facebook



'Reluctant users' paddling pool



Questions

Thank you



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Also on LinkedIn

Credits

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