



Continued from page 39

ly successful clips. "What can we do that is going to get shared? That is exactly the arena that I want Image Cog to jump into," says Dawson. "It is frankly a position I covet."

"Twitter is the buzz now, and maybe the biggest anomaly. People have figured out why they should or should not be involved in LinkedIn and Facebook. On the surface, Twitter is messages flying back and forth of possibly little interest. But Dan Porcher, who is working with Image Cog on this, calls Twitter 'a giant cocktail party that follows you around.' You will not be interested in every conversation, but you might find a conversation that is of interest."

Dawson cites Nomad Pizza twittering its followers to attract them to come to events where Nomad is selling product. He predicts that coffee shops will take orders by Twitter, just like they used to take orders by fax. But he makes no claim that Twitter will be the killer

**Linked & LinkedIn:** Steven Verba, far left, Melissa Alancourt, and Tara Loversidge of Community Options, which links its blog with Facebook, LinkedIn, and an E-mail blast program; Krystyna Nowick, Andrea Dedrick, Mike Mattia of Amper, Politziner & Mattia, which offers LinkedIn training to firm members; Cam Maio and Jennifer Kelley of High Point Auto Insurance, which uses LinkedIn and Twitter to reach customers.

app for social media and, indeed, points to the MySpace trend, which had been all the buzz but has now been relegated to the younger generation and is being supplanted by Facebook.

"For the foreseeable future, Twitter is entrenched," Dawson says. "But what will be the next thing? I don't know."

**Image Cog LLC**, 4 West Lafayette Street, Trenton 08608; 609-393-6222; fax, 609-393-6224. Matthew B. Dawson, president. Home page: [www.imagecog.com](http://www.imagecog.com).

### Just Jump In, Says Fielding of Jumpstart

**P**ublish a book on social media and it will be outdated by the time it hits the shelf, warns Veronica "Niki" Fielding, founder of Digital Brand Expressions, an interactive media agency on Route 27 in Kingston. That's why the books she sells, Jumpstart Social Media, are sent electronically rather than



**Follow the Bouncing Ball:** Rob Howland of National Junior Tennis League of Trenton greets Carol Feldman of Your ReSource.

Continued on following page

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**Who's Counting?**  
*Lula Crawford, left above, meets Princeton University's Korrin Durkin, Lisa Leisinger, and Don Weston; Margaret Murphy of Bank of America, Robert Gough of Corinthian Capital, John Smith of Capable Communications (a LinkedIn guy); and Panera's Gina Pontecorvo and Jennifer Castel offer some treats to Jennifer Jones of the U.S. Census Bureau.*



*Continued from preceding page*

published on paper, and they include free updates for a year. The personal book, for jobseekers and career enhancement, costs \$9.95, and the business book, which has to be a lot more involved, costs \$19.95.

Fielding provides an example: "My team chided me, when I was giving a presentation, because I said that a company couldn't set up a profile in LinkedIn, that you had to wait until LinkedIn set up one for you — then amend it." Wrong. The policy had changed.

Example 2: A company that wants to get a "vanity URL" for its Facebook page used to have to wait until it had 1,000 fans. Now, says Fielding, "only 25 fans are needed, so you can print your actual Facebook address on your advertising materials. Before you could say only 'Find us on Facebook.'"

Fielding has an impressive pedigree for this work. A 1981 graduate of Rider, an English major, she worked at Blessing White and Dana Advertising, then focused on interactive media for Dow Jones for nine years, then partnered to start United Multimedia in 1995. Bought out by Princeton Partners,

she stayed at that agency for three years and founded Digital Brand Expressions in 2002.

One big advantage of any of these social media forms — LinkedIn, Facebook, and Twitter — is that you reach out directly to the "reader," with no middle man, she says. You don't have to go through the webmaster. You don't have to learn HTML coding. And it is two-directional, whereas web pages are one-directional. You can engage customers and potential customers.

But the direct-to-reader factor can be a disadvantage for a company that wants to control its image. "Offer guidelines to help employees present a unified message on LinkedIn," she says. Create a boilerplate description of your company to reinforce the message. Be

sure employees update their LinkedIn profiles to reflect the latest service or product offerings.

With LinkedIn, you can set up groups. You can look for new talent, directly or indirectly.


LinkedIn users can also explore procurement strategies: Search for suppliers on key words. You can specify the location. Or search for clients in a particular industry.

Post events, presentations, and backgrounders, and you track downloads and where they came from.

To establish an "expert presence" post questions in your field, then post the best answer. If you are the one with the best answer, it will show up on your company's website.

Most of Fielding's clients (generally middle market companies plus some Fortune 500 firms and some entrepreneurs) are doing something in social media, even if it is only taking the first step, which is to claim their names on the various properties. The next step: Do an audit of the environment, to find out what stakeholders and competitors are doing, and how the client company is being talked about. Phase 3 is to develop a strategy and recommend properties. In the last phase, "Either they manage it or we manage it for them."

As for her own social media strategy "I'm trying to use Twitter as a platform for talking about what my company is interested in," says



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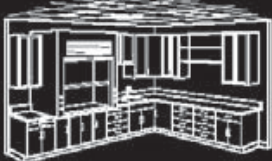
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Fielding. She tweets about social media, search engine optimization, and job-seeking resources. "I retweet encouraging statistics and job-finding tips like crazy, because that is my personal brand," she says.

In this communication environment, speed is valued, and abruptness is encouraged. "We used to say that young people couldn't communicate very well," she says. "Now what those early bell ringers were complaining about has come to pass. You don't need to communicate the old way if you are texting, twittering, and facebooking. A lot of the courtesies fall by the way side."

**Digital Brand Expressions LLC**, 4499 Route 27, Kingston 08528; 609-688-8558; fax, 866-580-6676. Veronica "Niki" Fielding, president. [www.digitalbrandexpressions.com](http://www.digitalbrandexpressions.com).

### The Twitter Tale, 140 Characters Plus Hash (#) Marks

TOO MANY CHOICES? Let #Princeton Scoop tell you what's hot, what's new, what to do tonight.

#Melissa Hall Klepacki, founder, reinforces Twitters with a Facebook page and a blog.

Am I Twittering from the #Princeton Chamber's #social media workshop for 80 people @Westin?

Actually: pretending to Twitter:: writing Twitter-length messages, to show how it's done.

Twitters are 140-character messages sent from phones and computers, received on phones and computers.

Twitters can be mundane or informative :: good Twitterers often let their personalities shine through.

For small businesses Twitter can level the playing field by leveraging #peer recommendations.

Use Twitter to create buzz says #Klepacki :: Use Twitter to establish yourself as an expert.

Twitter is a two-way street#Lis-

ten to customers, find out what people say, ask questions.

Hmm. Danger here? I asked re disgruntled customers#heard mumble of agreement.

Some of what you hear may not be good#but now you can appease the unhappy customer.

After beta test, #Princeton Scoop now sells subscriptions, \$100 for four Tweets a month#Reading Tweets is free.

Clients pay \$100 a month for 5,000 views, maybe more, if Tweets are reTweeted, says #Klepacki.

ReTweeted Tweets can grow virally, says #Klepacki.

I think of #Longfellow "I shot an arrow into the air and where it fell I knew not where."

Measuring #Twitter ROI isn't just counting eyeballs, it's also counting feet #Klepacki claims.

Promising free #Princeton football tickets brought Tweet Readers to the #bent spoon.

Link Twitter and Facebook, says Klepacki, but the messages need to be different.

With 140 characters, including sender name, maybe web link, Tweets are to the point.

#Facebook messages, with 420 characters, can offer warmer, fuzzy-friendly image, says Klepacki.

**E**nough twittering, back to prose. If you are not familiar with Twitter protocol, punctuation marks replace words. A double colon separates phrases. The @ sign refers to people or organizations. The hash marks (#) denote possible themes. You can search for that subject later, to see what others are saying about that topic. Hashmarks also set off punchlines.

Each of those messages would include my Twitter handle (bfox) and could also have included a link to an article explaining more. Perhaps the link would have been shortened (<http://bit.ly/2MY4V>). Interspersed with "business" messages are personal comments, to give you the impression that we are buddies.

*Continued on following page*

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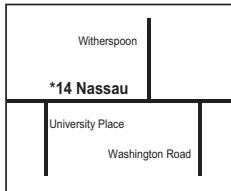
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