

GETTING STARTED WITH SOCIAL MEDIA



coffeeblack

Simon Parker & Ross Edwards

The Business case for Social Media



- Or why we are all here...!

What is Social Media?

- A dry definition...

“A group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated **content**”

What is Social Media?



□ In the real world...

“Web sites which allow people to communicate with each other, and share information about stuff.”

Some examples...

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

facebook®

The LinkedIn logo, featuring the word "Linked" in black and "in" in white lowercase letters inside a blue square, with a registered trademark symbol.

LinkedIn®

The Twitter logo, the word "twitter" in a light blue, lowercase, rounded font with a white outline.

twitter

The Google+ logo, with "Google" in its multi-colored font and a "+" sign in black.

Google+

The Pinterest logo, the word "Pinterest" in a red, cursive script font.

Pinterest

The YouTube logo, with "You" in black and "Tube" in white lowercase letters inside a red rounded rectangle, all within a white square border.

You Tube



Why does Social Media matter to me?

Reach.

- Social networking accounts for about a ¼ of all web activity. **It's bigger than pornography.**
- Over 50% of the entire UK population are on Facebook.
- ¼ of people over 65 are on a social network.
- For many people, it is their preferred means of communication.
- If you want to get your business in front of people, you need to have a social media presence.

Why does Social Media matter to me?

It has changed the way the web works.

- YouTube is the second biggest search tool.
- Google is successful because it provides the most relevant search results.
- Google is still king, but how Google ranks its results has changed, and will continue to change.
- **Social Media activity affects Google's perception of your site...**

What do we want from Google?

- We want Google to help people find our site when they search for relevant *keywords*.

So...

- We want to do everything we can to make Google think our site is the place to go. I.e. we want our site to get a higher ranking than our competitors.
- We must work hard for this – Google wants to provide the best results.
- How does Google know what is a good match?

So how does Google work?

Nobody knows for sure. But...

- Google likes content.
- Google likes links.
- Google gives each a site an authority score.
- Google likes to see links from higher authority sites.
- Google likes to see people stay on your site.
- Bottom line – Google effectively monitors how **popular your site is...**

So how does Google work?

Social Media provides Google with invaluable, real-person data.

- Social Media activity which mentions your site is almost certainly being indexed by Google.
- So what can we do to make sure we get noticed?
- **It's all about sharable content.**

So how does Google work?

Social Activity that Google can see includes...

- A Facebook “like”.
- A Facebook “share”.
- A Facebook comment.
- A YouTube video “thumbs up”, comment or view.
- A Tweet, but even better...
- A Retweet.
- Assume Google is watching... It probably is.

Bottom line...



You want to make sure your business is noticed...

By real people

By Google.

Make “content”.

Share it.

Encourage people to share it.

Help people to share your content

- Exposure – they must be exposed to it, i.e. A Facebook fan or a Twitter follower.
- Motivation – they must be motivate to share it.
Give them a reason...
- Think before you post!



1 NEW DEFINITION IS ADDED ON **urban**

1,600+ READS ON **Scribd**

13,000+ HOURS MUSIC STREAMING ON **PANDORA**

12,000+ NEW ADS POSTED ON **craigslist**

370,000+ MINUTES VOICE CALLS ON **skype™**

98,000+ TWEETS



20,000+ NEW POSTS ON **tumblr.**

THE LARGEST SOCIAL READING PUBLISHING COMPANY™

320+ NEW **twitter** ACCOUNTS

100+ NEW **Linked in** ACCOUNTS



13,000+ **iPhone** APPLICATIONS DOWNLOADED

1 associatedcontent **NEW** ARTICLE IS PUBLISHED

THE WORLD'S LARGEST COMMUNITY CREATED CONTENT!!

QUESTIONS ASKED ON THE INTERNET...

100+ 40+ Answers.com YAHOO! ANSWERS

6,600+ NEW PICTURES ARE UPLOADED ON **flickr™**



600+ NEW VIDEOS



50+ WORDPRESS DOWNLOADS

695,000+ facebook STATUS UPDATES



125+ PLUGIN DOWNLOADS

25+ HOURS TOTAL DURATION

70+ DOMAINS REGISTERED

60+ NEW BLOGS

168 MILLION EMAILS ARE SENT

694,445 SEARCH QUERIES

1,700+ Firefox DOWNLOADS

79,364 WALL POSTS

510,040 COMMENTS



1,500+ BLOG POSTS



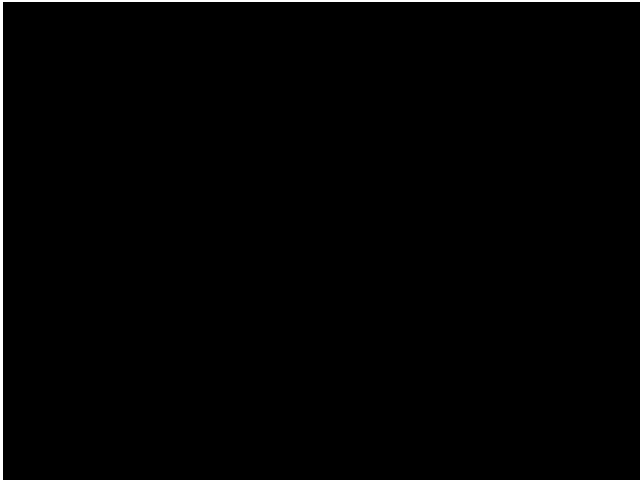
Google

Google Search



People will share content if...

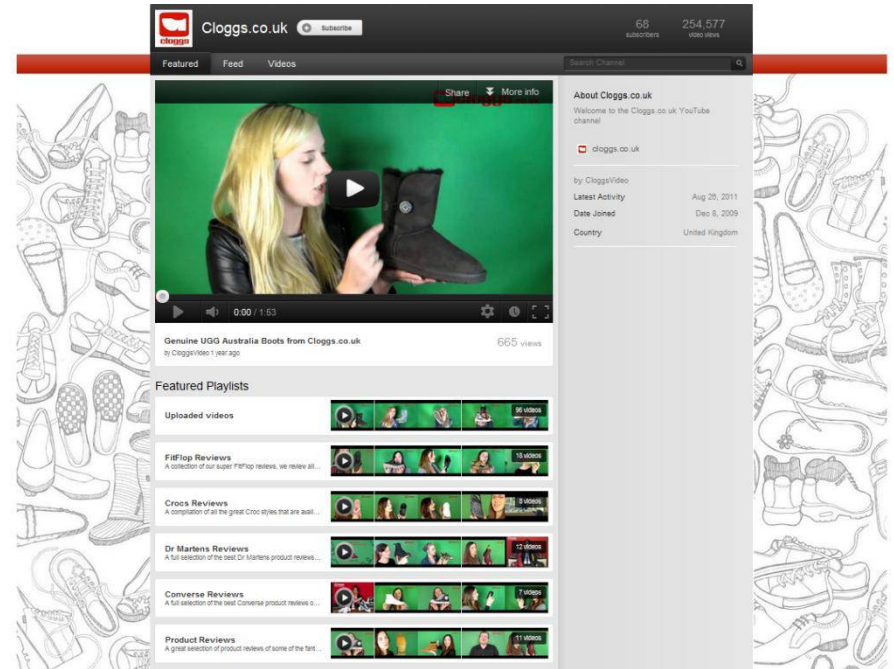
- **It's useful, helps to**
Solve a problem or
Provides quality
information.



The screenshot shows the YouTube channel page for Seattle Coffee Gear. At the top, the channel name 'Seattle Coffee Gear' is displayed with a 'Subscribe' button, 7,213 subscribers, and 6,130,946 video views. Below this is a navigation bar with 'Featured', 'Feed', and 'Videos' tabs, and a search bar. The main content area features a video player for 'Choose Your Own Adventure: Selecting an Espresso Machine' with 23,244 views. Below the video player is a list of 'Uploaded videos' with three items: 'Crew Review: Chemex with Glass Handle' (674 views, 2 days ago), 'Recipe: Strawberry Guava Frozen Mojito' (506 views, 3 days ago), and 'Crew Review: Saeco Poemia with Non-Pre' (892 views, 4 days ago). On the right side, there is an 'About Seattle Coffee Gear' section, a 'Latest Activity' section, and 'Featured Playlists'.

People will share content if...

□ **It's interesting to**
them and their
friends



People will share content if...

- It makes them think, or opens up discussion.

*“**The** results you achieve will be in direct proportion to the effort you apply.” -Denis Waitley*

People will share content if...

- It connects with them emotionally, or moves them.
- Pride – Share stories about how your business helped someone or saved the day. Or Fear – You need our product / service or else this might **happen...**
- Speak from the heart, let your passion for your business come through in your posts / videos.

People will share content if...

- It makes them look better to their peers.
- **The Jones' effect.**
- Arguable this is what drives social media.
- Use it to your advantage.
- **What can I tell people that I know, but they don't?**

People will share content if...

- It makes them laugh.
- Can you spot the difference...



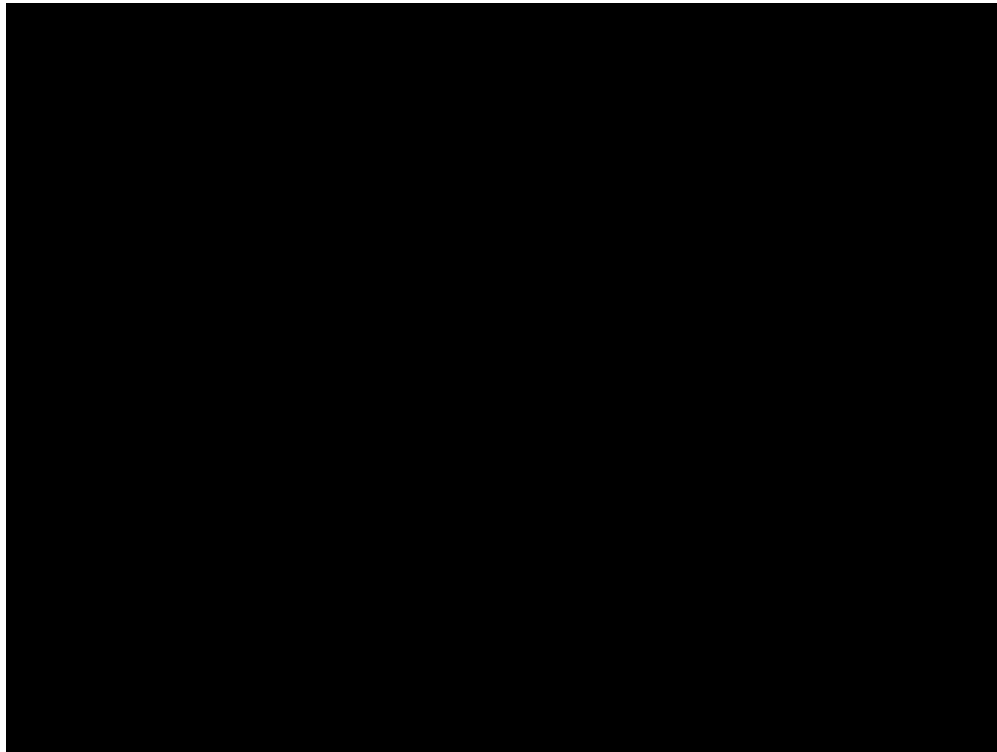
Boring



Funny

People will share content if...

- It makes them laugh.



OVERVIEW

- An Introduction to Social Media
- Introduction to Popular Sites
- **How to Set Up Your ...**
- **The Best Ways to Use Your ...**
- Domain Names

Social Media is for Broadcasting YOU.

- You are distributing your content to a potentially massive and diverse market. Your name and product/service is being advertised. The numbers you can be exposed to can be the same as television or radio, and increasingly more people are using Computers and the Internet than those mediums.

Is it Free ?

- Signing up to any of these services is free, but Marketing yourself with a strategy that creates content, raises brand awareness, engages and enlarges your market, then converts that into Sales is worth investing in, as surely as a traditional Media campaign.

Isn't it just for the Kids ?

- No, but any business without a Social Media presence will be viewed as a Dinosaur.
- **As a 'free' media, don't underestimate its potential or the way in which it can showcase you. Don't just leave it in the hands of your Nephew !**

Following and Liking.

- It's not all about the race for as many “friends”, “followers” and “likes” as you can get – Think Quality not Quantity so you capture a market who want what you're selling.

FACEBOOK



- Facebook is the leading Social Networking Website. Share details of your business, create Events, let your friends share them for you.

Degrees of separation

- Six Degrees of separation
- Facebook – 4.74
- Twitter – 4.67 – possibly 3.4

- How many steps to your next client?

GOOGLE/GOOGLE PLUS



- Google is one of the top search engines. Google Plus is its Social Networking Application.

TWITTER



- Twitter is a tool enabling you to log short comments, updates and links.

YOUTUBE



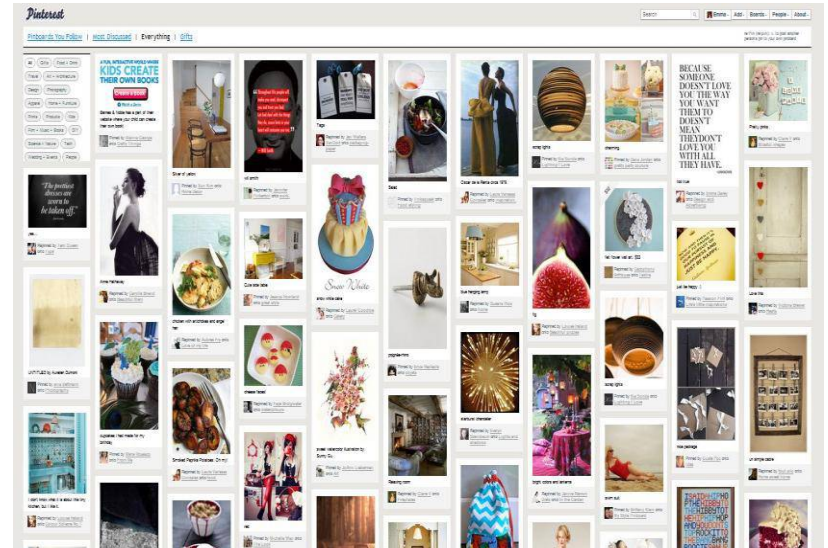
- Youtube hosts video content. Upload your video alongside the worlds most popular clips

LINKEDIN



- LinkedIn is a business-orientated social networking site for individuals and companies

PINTEREST



- This is a virtual Pinboard to which users can attach images, video and links.

VIMEO



A video sharing website.

YAHOO/YAHOO ANSWERS



- Part of the popular search engine Yahoo where questions may be answered by the online community – EG: “Could you recommend me a good butcher near Lichfield?”

FLICKR



- Photo management and video sharing website

TUMBLR



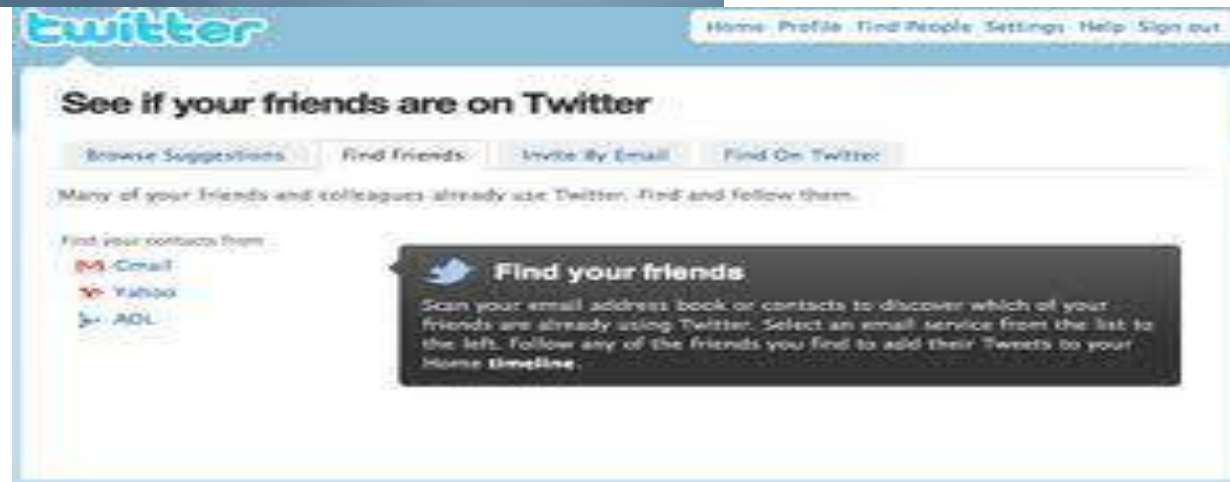
- A micro-blogging platform to which you may text, pictures and videos.

BEST OF WALSALL



- A network for the best of Walsall Businesses, independently verified for quality, featuring testimonials from Customers.

How to Create your Twitter Account



- Create your Username and Password, Verify with your email.

How to Tweet effectively

- @
- Hashtags #
- Links
- Trending

How to Create your Facebook Account



Sign Up
It's free, and always will be.

First Name:

Last Name:

Your Email:

Re-enter Email:

New Password:

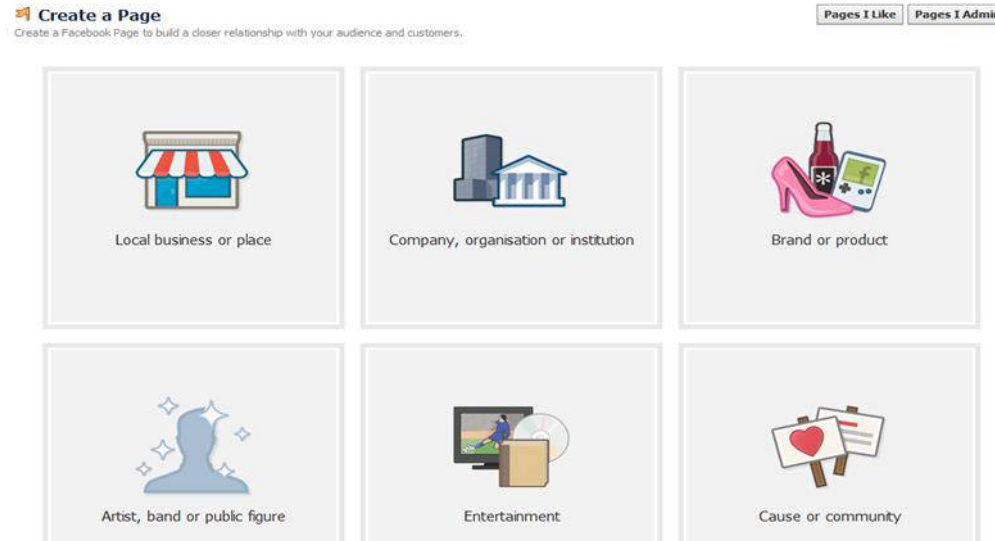
I am: Select Sex:

Birthday: Month: Day: Year:

Why do I need to provide this?

- Choose your password, verify with email.

Making a Facebook Business page.



Select the option that best describes your service/product.

Enter your details.

Create a Page

Create a Facebook Page to build a closer relationship with your audience and

Local Business or Place

Join your fans on Facebook.

Choose a category 

Business or Place

Street Address 

City/State

Zip Code


Phone 

I agree to Facebook Pages Terms

Add a picture and basic description.

Set up Crazy Karaoke

1 Profile picture 2 About



Upload from computer | **Import from website**

[Save photo](#) [Skip](#)

Set up Crazy Karaoke

1 Profile picture 2 About

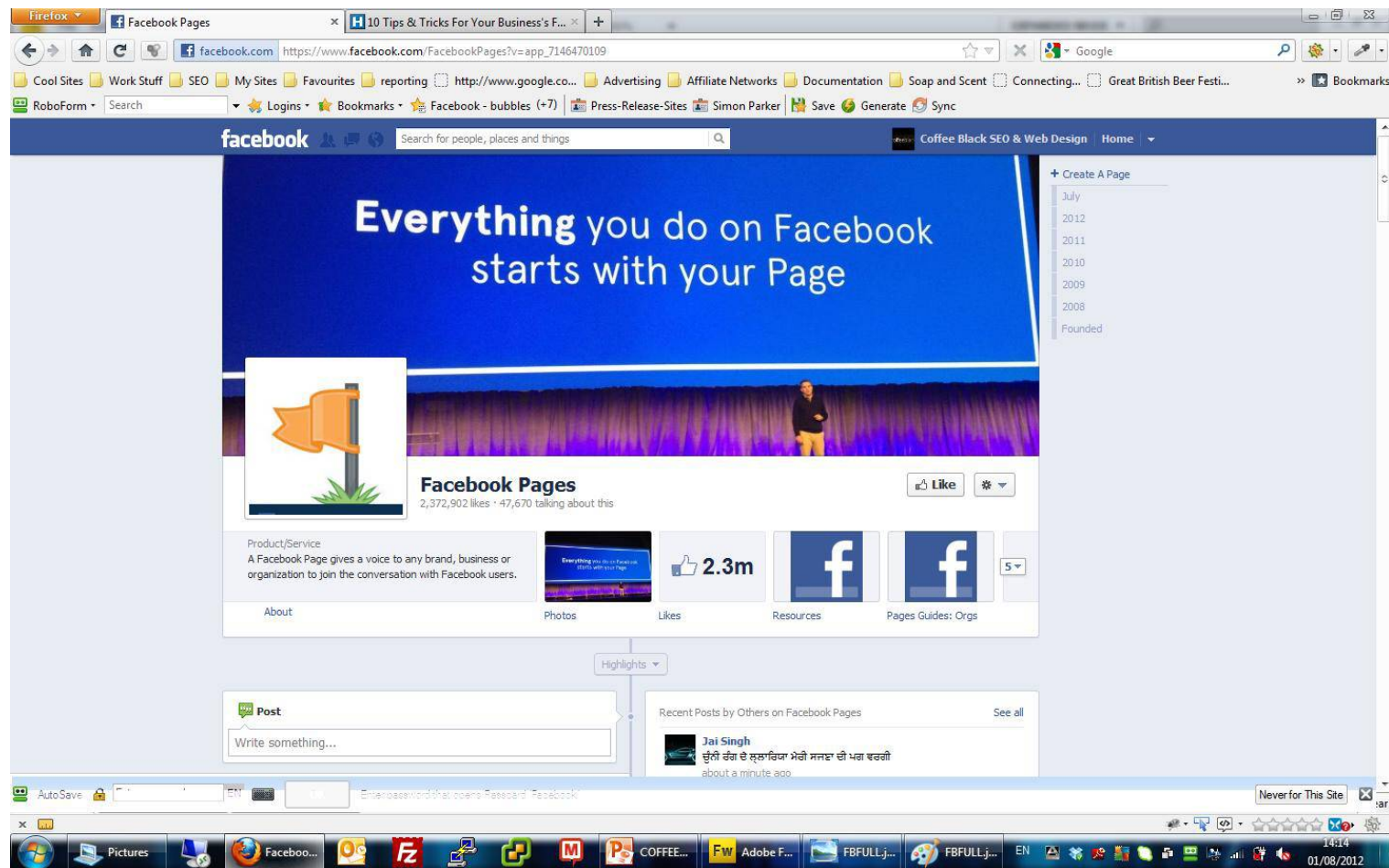
Please provide some basic info about Crazy Karaoke.

For example: your website, Twitter page or Yelp link [Add another site](#)

[Visit Help Centre](#) [Save Info](#) [Skip](#)

- Once you have done this your page will be ready. The page will point out to you all the things you can modify.

How to make an effective FB post



Click 'Create Account'

The screenshot shows the YouTube homepage in a Firefox browser window. The browser's address bar displays 'www.youtube.com' and the user is logged in as 'tabby farrar t'. The left sidebar contains navigation options: 'Sign in to add channels to your homepage' with 'Sign In' and 'Create Account' buttons, and a 'From YouTube' menu with categories like Trending, Music, Entertainment, Sports, Comedy, Film & Animation, Gaming, and olympic. A blue arrow points to the 'Create Account' button. The main content area features a 'Unable to connect' error message: 'Firefox can't establish a connection to the server at ad-emea.doubleclick.net.' Below the error is a 'From YouTube' section with video recommendations, including 'The Change Is Coming! | The Minecraft Project | #256', 'Tekkit Part 17 - New Beginnings', 'Tekkit - Episode 18 - Romance on Ice', and 'KSI Olajideb Plays | Never Ending Staircase (Part 1)'. A 'Catch Up on the Latest TV' section is also visible on the right, listing shows like 'Big Brother', 'Neighbours', and 'The Wright Stuff'.

Create a Google Account . This will enable you to make a YouTube account.

Firefox Google Accounts

https://accounts.google.com/SignUp?followup=http%3A%2F%2Fwww.youtube.com%2Femail_confirm&continue=http%3A%2F%2Fwww.youtube.com

Cool Sites Work Stuff SEO My Sites Favourites reporting http://www.google.co... Advertising Affiliate Networks Documentation Soap and Scent Connecting... Great British Beer Festi... Bookmarks

RoboForm Search Logins Bookmarks Google - adsense new (+20) Press-Release-Sites Simon Parker Save Generate Sync

Google Sign in

Create a new Google Account

Your Google Account is more than just YouTube.

Talk, chat, share, schedule, store, organize, collaborate, discover, and create. Use Google products from Gmail to Google+ to YouTube, view your search history, all with one username and password, all backed up all the time and easy to find at (you guessed it) Google.com.

Take it all with you.

A Google Account lets you access all your stuff — Gmail, photos, and more — from any device. Search by taking pictures, or by voice. Get free turn-by-turn navigation, upload your pictures automatically, and soon even buy things with your phone using Google Wallet.

Share a little. Or share a lot.

Share selectively with friends, family (maybe even your boss) on Google+. Start a video hangout with friends, text a group all

Name

First Last

Choose a Google username

@gmail.com

Create a password

Confirm your password

Birthday

Month Day Year

Gender

I am...

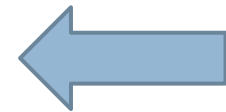
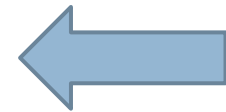
Mobile phone

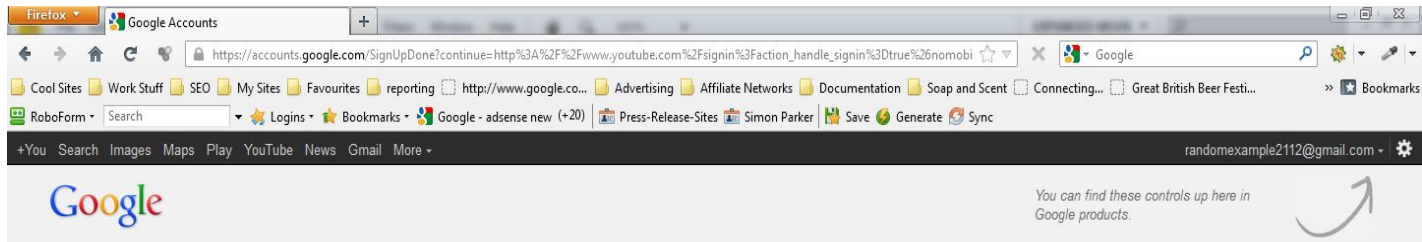
+44

Your current email address

Downloads David_Eddings_C... Lynda.com - Mig...

Google Accounts... Fz COFFEEBLACK.pp... Fw Adobe Fireworks ... EN 13:48 02/08/2012





You're all set

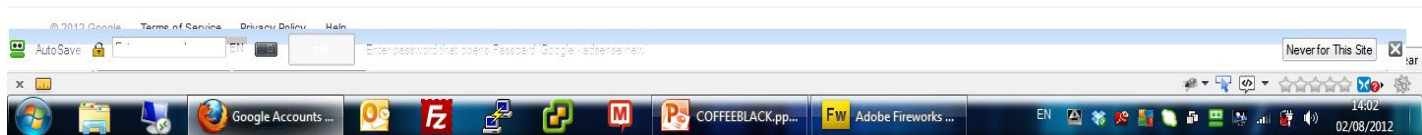
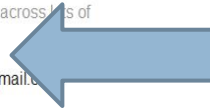
Welcome!

Now you're ready to search, create, and collaborate across all of Google products.

Your new email address is randomexample2112@gmail.com

Thanks for creating an account. Have fun!

Back to YouTube



You are instantly logged in to YouTube. You can search or upload in the top menu

Firefox - YouTube - Broadcast Yourself.

www.youtube.com/channels?feature=signup&ytession=Gx6nrudjMONg9qjOP76p9P0WKgADGgim6cq87Z0iUCy_dNIYP_Xn2XPm7MrM_ILcQP39B: ☆ X Google

Cool Sites Work Stuff SEO My Sites Favourites reporting http://www.google.co... Advertising Affiliate Networks Documentation Soap and Scent Connecting... Great British Beer Festi... Bookmarks

RoboForm Search Logins Bookmarks Youtube Press-Release-Sites Simon Parker Save Generate Sync

YouTube Browse TV Shows Movies Upload RandomExample2112...

✓ You are now registered with YouTube!

Home Add Channels You're not subscribed to any channels

Categories

- Recommended for You
- Top Blogs
- Top YouTube Collections
- New & Noteworthy
- Music
- Comedy
- Film & Entertainment
- Gaming
- Beauty & Fashion
- From TV
- Automotive
- Celebrities & Gossip
- Animation

YouTube - Pop music
Pop music is a genre of popular music which originated in its modern form in ...
+ Subscribe

BBC
+ Subscribe

BritainsGotTalent09
Welcome to the OFFICIAL worldwide home of Britain's Got Talent on YouTube.
+ Subscribe

YouTube - Cat
The domestic cat is a small, usually furry, domesticated, carnivorous mammal...
+ Subscribe

YouTube - Gameplay
Gameplay is the specific way in which players interact with a game, and in pa...
+ Subscribe

IGNentertainment
The latest game reviews, trailers and walkthroughs from the #1 games media c...
+ Subscribe

YourDailyLaughz
No drug can exceed the therapeutic qualities of laughter. Business inquire...
+ Subscribe

UKFDrumandBass
A channel that has collaborated with a wide variety of labels and artists to ...
+ Subscribe

YouTube - Gotye
Gotye (pronounced "go-ti-yay" or "Gauthier") is the alias of Australian elect...
+ Subscribe

movieclipsTRAILERS
This channel is dedicated to everything TRAILERS. The newest trailers from H...
+ Subscribe

Getting Started?

- 1 Browse categories to find interesting channels.
- 2 Subscribe to channels and add them to your homepage.
- 3 View your homepage to see the activity from your subscriptions.

AutoSave EN 14:07 02/08/2012

Never for This Site

YouTube - Broad... COFFEEBLACK.pp... Adobe Fireworks ...

What do they want.



- Specific to business users both B2B and B2C
- What do consumers want / need
- What do businesses want / need
- What can you give them

YouTube



Choose your YouTube name. Choose it wisely.

The image shows a screenshot of a Firefox browser window displaying the YouTube channel creation page. The address bar shows the URL: www.youtube.com/create_channel?upsell=upload&next=%2Fmy_videos_upload. The page features the YouTube logo and a search bar. A prominent orange banner at the top reads: "You must create a channel in order to upload a video. [Learn more](#)". Below this, the heading "Set up your YouTube username and channel" is displayed. The instructions state: "Once you've set your username it cannot be changed." The user is prompted to "Choose a name" with a "Check availability" link and an empty text input field. Below the input field, it specifies "Letters and numbers only" and "Your channel: (none)". A checkbox is checked, labeled "Let others find my channel on YouTube if they have my email address". A blue "Next!" button is positioned below the form. The footer of the page includes the YouTube logo, navigation links (Help, About, Press & Blogs, Copyright, Creators & Partners, Advertising, Developers, Terms, Privacy, Safety, Report a bug, Try something new!), and settings for Language (English), Location (United Kingdom), and Safety (Off). The Windows taskbar at the bottom shows several open applications, including YouTube, Firefox, and Adobe Fireworks, along with the system clock showing 14:15 on 02/08/2012.

Customise your settings

Firefox | YouTube - Broadcast Yourself. | www.youtube.com/share_settings?next=%2Fmy_videos_upload&yt_session=t65Yfbg40CEFZzgZkVB88dq-mUNHJlL9m_UENRkhDzRwGJoERfbDYgNI

YouTube

2112Example

✓ You have added a channel to your account!

Privacy and Sharing

Now that you've got a YouTube username, you also have a YouTube channel! To start, your channel will contain all of the videos you upload, like, share and favorite, but if you'd like a bit more control over what gets put in your channel, you can control that here.

Share these actions in my channel:

- Like a video
- Comment on a video
- Favorite a video
- Subscribe to a channel

All done!

YouTube

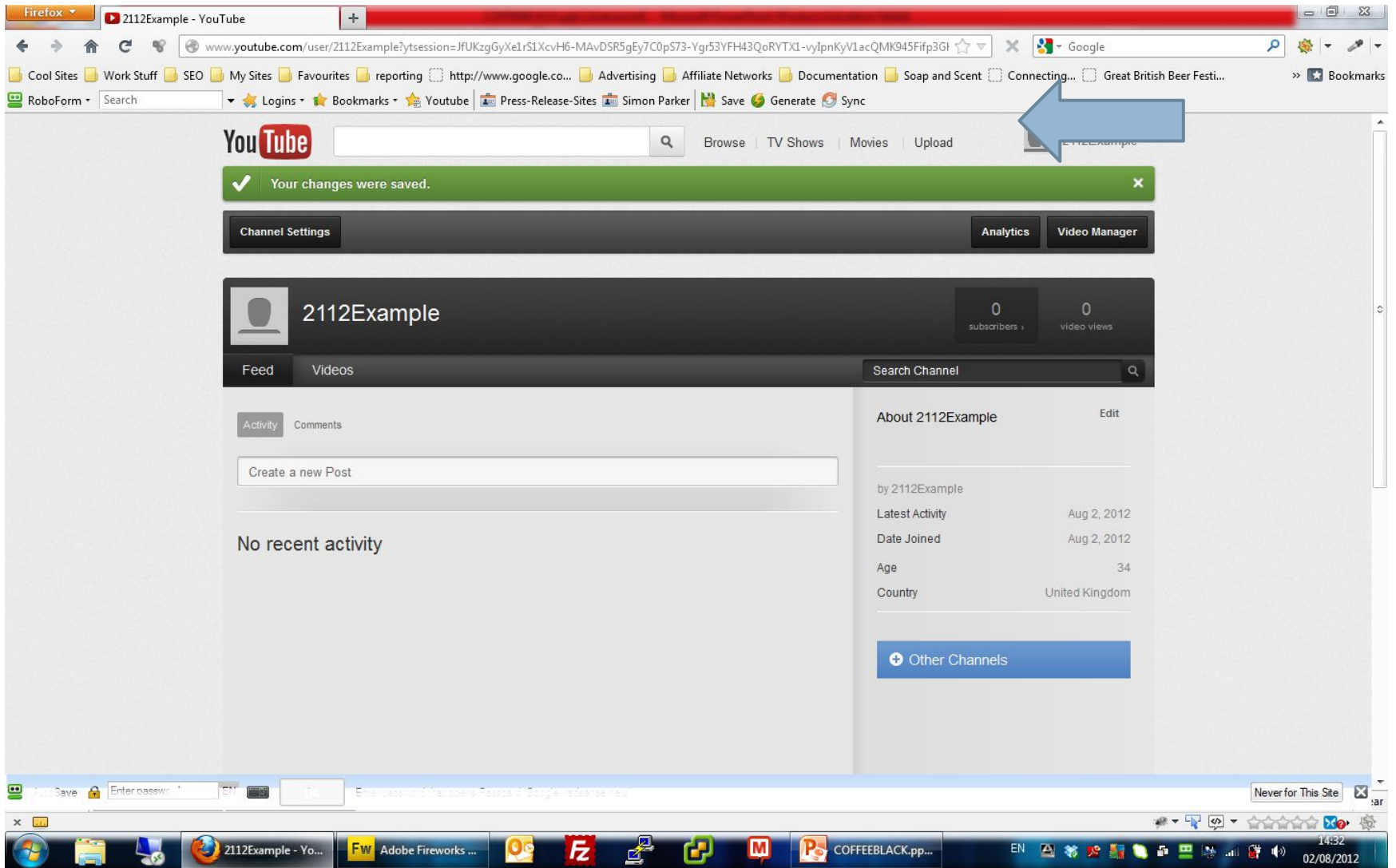
Help About Press & Blogs Copyright Creators & Partners Advertising Developers

Terms Privacy Safety Report a bug Try something new!

Language: English Location: United Kingdom Safety: Off

14:28 02/08/2012

Click upload to add your own videos



The image shows a screenshot of a YouTube channel page for '2112Example' in a Firefox browser. The browser's address bar shows the URL: `www.youtube.com/user/2112Example?yt_session=JfUKzgGyXe1rS1XcvH6-MAvDSR5gEy7C0pS73-Ygr53YFH43QoRYTX1-vylpnKyV1acQMK945Fifp3GI`. The page features a green notification bar at the top stating 'Your changes were saved.' Below this, there are navigation tabs for 'Channel Settings', 'Analytics', and 'Video Manager'. The channel name '2112Example' is displayed, along with '0 subscribers' and '0 video views'. The main content area shows a 'Feed' tab with a 'Create a new Post' input field and the message 'No recent activity'. On the right side, there is an 'About 2112Example' section with details: 'by 2112Example', 'Latest Activity Aug 2, 2012', 'Date Joined Aug 2, 2012', 'Age 34', and 'Country United Kingdom'. A blue button labeled '+ Other Channels' is located below the 'About' section. A blue arrow points to the 'Upload' link in the top navigation bar.

Firefox 2112Example - YouTube

www.youtube.com/user/2112Example?yt_session=JfUKzgGyXe1rS1XcvH6-MAvDSR5gEy7C0pS73-Ygr53YFH43QoRYTX1-vylpnKyV1acQMK945Fifp3GI

Google

Cool Sites Work Stuff SEO My Sites Favourites reporting http://www.google.co... Advertising Affiliate Networks Documentation Soap and Scent Connecting... Great British Beer Festi... Bookmarks

RoboForm Search Logins Bookmarks Youtube Press-Release-Sites Simon Parker Save Generate Sync

YouTube

Upload

Your changes were saved.

Channel Settings Analytics Video Manager

2112Example

0 subscribers 0 video views

Feed Videos Search Channel

Activity Comments

Create a new Post

No recent activity

About 2112Example Edit

by 2112Example

Latest Activity	Aug 2, 2012
Date Joined	Aug 2, 2012
Age	34
Country	United Kingdom

+ Other Channels

Never for This Site

2112Example - Yo... Adobe Fireworks ... COFFEEBLACK.pp...

14:32 02/08/2012

Select your file and upload.

The screenshot shows the YouTube upload interface in a Firefox browser window. The address bar displays `www.youtube.com/my_videos_upload`. The page features the YouTube logo, a search bar, and navigation links for "Browse", "TV Shows", "Movies", and "Upload". A user profile icon labeled "2112Example" is visible in the top right. A blue banner at the top promotes becoming a YouTube Partner. Below this, the "Upload video files" section is highlighted. It contains a large red upload icon with a white arrow, a button labeled "Select files from your computer", and a dashed box with the text "Drag and drop videos anywhere on this page to start uploading." To the right, under the heading "More ways to upload and create", there are two options: "Upload multiple files" (with a subtext: "Choose more than one file by pressing the 'Ctrl' key while selecting files.") and "Record from webcam" (with a subtext: "Share your thoughts. Record a video and publish to YouTube right now."). At the bottom, there is a note about copyright and an "Activity Sharing" section. The Windows taskbar at the very bottom shows various application icons and the system clock indicating 14:35 on 02/08/2012.

Firefox | Upload your video - YouTube


www.youtube.com/my_videos_upload

YouTube

Monetize your videos and grow your audience. Become a YouTube Partner today! [Get started](#)

Upload video files

More ways to upload and create



Select files from your computer

Drag and drop videos anywhere on this page to start uploading.

Upload HD videos in various formats up to 15 minutes. [Increase your limit.](#)

Upload multiple files
Choose more than one file by pressing the "Ctrl" key while selecting files.

Record from webcam
Share your thoughts. Record a video and publish to YouTube right now.

Important: You must own the copyright or have the necessary rights for any content you upload. [Learn more](#)

Activity Sharing

14:35 02/08/2012

Monetize your videos and grow your audience. Become a YouTube Partner today! [Get started](#)

Uploading 1 video [Video Manager](#) [+ Add more videos](#)

 **euroseal vid.mp4**
Uploading your video. 1 minute remaining. 18% [Cancel](#)

Basic Info | **Advanced Settings** [User](#)

Title
euroseal vid.mp4

Description

Tags

Privacy Settings
Public
Anyone can search for and view

Category
Choose category

License and rights ownership
Standard YouTube License

Video thumbnails
Thumbnail selections will appear when the video has finished processing.

All changes saved. [Saved](#)

Enter your details, tags and description. Your video is now online to view.

The screenshot shows a Firefox browser window with the address bar at `www.youtube.com/my_videos_upload`. The page title is "Upload your video - YouTube". The browser's bookmark bar contains various folders like "Cool Sites", "Work Stuff", "SEO", "My Sites", "Favourites", "reporting", "http://www.google.co...", "Advertising", "Affiliate Networks", "Documentation", "Soap and Scent", "Connecting...", "Great British Beer Festi...", and "Bookmarks".

The main content area shows a black banner with "Upload complete" on the left and "Video Manager" and "+ Add more videos" on the right. Below this is a video player area for "euroseal vid.mp4" with a green checkmark icon. A message below the video player states: "The video you uploaded may have audio/video sync issues. Please refer to this article for advice on how to correct this issue should it arise." Below the message are tabs for "Basic Info" and "Advanced Settings".

The "Basic Info" tab is active and contains the following fields:

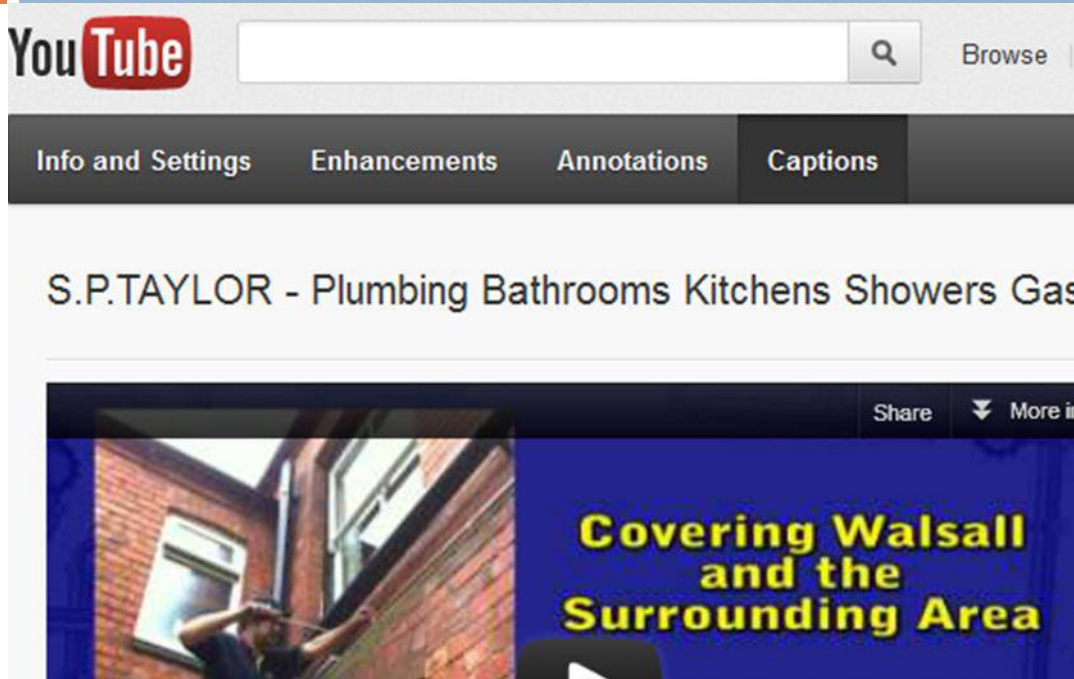
- Title:** euroseal vid.mp4
- Description:** (empty text area)
- Tags:** (empty text area)
- Suggested tags:** + commercial, + video game
- Video thumbnails:** Three thumbnail images are shown.
- Privacy Settings:** Public (dropdown menu)
- Category:** Choose category (dropdown menu)
- License and rights ownership:** Standard YouTube License (dropdown menu)

The Windows taskbar at the bottom shows the system tray with the date and time "14:41 02/08/2012". The taskbar includes icons for "Upload your vide...", "Adobe Fireworks ...", "COFFEEBLACK.pp...", and other applications.

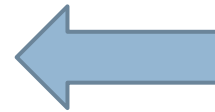
To reach transcriptions, first click on the indicated arrow and select 'Captions'



To open Transcriptions, click on Captions



The screenshot shows the YouTube interface. At the top left is the YouTube logo. To its right is a search bar with a magnifying glass icon and the word "Browse" next to it. Below the search bar is a dark navigation bar with four menu items: "Info and Settings", "Enhancements", "Annotations", and "Captions". The "Captions" item is highlighted. Below the navigation bar is the video title "S.P.TAYLOR - Plumbing Bathrooms Kitchens Showers Gas". Below the title is a video player with a thumbnail image of a person working on a brick wall. The thumbnail has a blue overlay with the text "Covering Walsall and the Surrounding Area". To the right of the thumbnail are "Share" and "More" buttons.



Captions and subtitles help viewers with hearing disabilities and people who speak other languages to enjoy your videos. To learn more about this feature, see the [Help Center](#).

Upload a transcript (.txt), or a timed-coded caption file. [See formats](#)

Upload caption file or transcript

How to open a LinkedIn Account



The image shows a screenshot of the LinkedIn sign-up form. The form is titled "Join LinkedIn Today" in a blue header. It contains four input fields: "First Name:", "Last Name:", "Email:", and "Password:". Below the "Password:" field, there is a note that says "6 or more characters". At the bottom of the form, there is a green "Join Now" button with an asterisk next to it. Below the button, there is a link that says "Already on LinkedIn? Sign in."

- Enter your details, or log in with your Facebook Account.

Add further details

Philip, let's start creating your professional profile

* I live in:

* Postal Code:
e.g. NW6 1HS

I am currently: Employed Job Seeker Student

* Job title:

* Company:

[Create my profile](#)

* Indicates required field.

 **A LinkedIn profile helps you...**

- Showcase your skills and experience
- Be found for new opportunities
- Stay in touch with colleagues and friends

Check your email. Click on the confirmation link.

Confirm Your Email Address

Confirm the email address **phil@coffeeblack.co.uk**.

After clicking the button below you will be asked to sign in to your account to confirm this email address.

Confirm

A confirmation email has been sent to **phil@coffeeblack.co.uk**. Click on the confirmation link in the email to activate your account.

Share your new profile on Facebook and Twitter



Thanks for confirming your email address, phil@coffeeblack.co.uk



Congratulations! You've just created your professional profile.

Step 4 of 7



Philip Walchester

Social Visual Content Manager at Coffee Black
Walsall, United Kingdom | Online Media

I just joined LinkedIn and created my professional profile. Join my network. <http://lnkd.in/RZ3TM2>

Your profile URL: <http://lnkd.in/RZ3TM2>

Count: 104



Share on Facebook




Share on Twitter

[Skip this step »](#)

Choose Free or Premium Account

Your Account is Set Up — Choose Your Plan Level

What Do You Want to Do? <small>What's this?</small>	 Premium	Basic (Free)
Create a professional profile and build your network	✓	✓
Join industry or alumni groups	✓	✓
Search & apply for jobs	✓	✓
See who's viewed your LinkedIn Profile	✓	Limited
View the professional profiles of over 150 million people	✓	Limited
Send messages to people you aren't directly connected to	✓	
Premium search filters & automated search alerts	✓	
Save profiles into folders	✓	
Add notes & contact info to any profile	✓	
Reach out to over 150 million users	✓	
	Choose Premium Plans starting from \$24.95	Choose Basic Free

[Skip this step »](#)

Your profile is created ! Start adding your details and connect with Customers and Colleagues

Welcome, Philip. Let's improve your profile. ×

When did you start your current position?

I started working as Social Visual Content Manager at Coffee Black in:

Choose...

 **Philip Walchester**
Social Visual Content Manager at Coffee Black
Walsall, United Kingdom | Online Media

Current **Social Visual Content Manager at Coffee Black(Self-employed)**
Connections 0 connections
Public Profile <http://uk.linkedin.com/pub/philip-walchester/56/85/8a8>


Summary

To Do:









- Update your experience
- Update your education
- Add your skills & expertise
- Add more details
- Add languages

12x more career opportunities

Use the search bar to find and connect to people.

People 

699 results Sort by: Relevance ▾

-  **Simon Parker** Out of your network
SEO Specialist, Web Designer and Entrepreneur
Walsall, United Kingdom · Online Media
[Similar](#) [Connect](#) 
-  **Simon Parker** Out of your network
Director, Cool Car
Birmingham, United Kingdom · Online Media
[Similar](#) [Connect](#) 
-  **Simon Parker** Out of your network
CEO at Shaiya Studios
London, United Kingdom · Online Media
[Similar](#) [Connect](#) 
-  **Simon Parker** Out of your network
Technical Consultant at Wily Technology
Colchester, United Kingdom · Computer Software
[Similar](#) [Connect](#) 

Why it is important to have your own Domain name and email

- Customers expect a reputable business to have its own domain name.
- Businesses using Hotmail, Gmail etc.. For email will not appear as credible as other businesses with their own domain name.
- Without your own website any SEO or online marketing will have a limited effect.

A bit about us...

- Everything IT!
- We provide a complete IT Service to help businesses get more from their IT.
- Hardware and software supply and installation.
- Computer repair and upgrades.
- Business broadband and network security.
- Servers and backup systems.
- Network and cabling installation.

A bit about us...

- Everything Voice!
- Hosted and on-site phone systems.
- Telephone system support and maintenance.
- Telephone lines and calls.

A bit about us...

- Everything Software!
- We build web and Windows software to your exact specification.
- **Don't waste time trying to shoe-horn** your business processes into off-the-shelf software.
- A bespoke solution to run your business can save you a fortune, in time and money.

A bit about us...

- **Take us up on this offer...**
- **We'll come out to your business and provide a completely free, no-obligation review of your systems and processes.**
- **You'll get a complete report of our recommendations and our justifications for them.**

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