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 **#PPAIExpo**

Mandalay Bay Convention Center, Las Vegas

# **Social Media For The Tech Intimidated**

**Bruce Perryman, MAS+ @euinc  
and Suzanne Perryman@suzperryman  
Embroidery Unlimited Inc.**

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**The New York Times** recently reported President Obama's top technology adviser cringes when she hears highly educated adults say how bad they are at science and math, particularly when they do so in front of children.

"That has to change," the adviser, Megan J. Smith, firmly told a group of teachers at the White House. "We would never say that about reading."



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Currently there are more mobile tech devices than people on earth



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Digital tools are everywhere. Distractions or tech tools ?



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Tech provides a real time method to stay connected, no matter where you are or what you are doing. Tools for building relationships




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So a friend calls to invite you to party. Lots of great people he says, it will be good networking come meet some people- he says- do you go?



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Or do you stay home because you think you don't know the perfect thing to say.. do you stay home ...or do you go?





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So this is your invite. social networking isn't that different from the networking you have been doing your whole life. And you don't even have to leave your house, OR know the perfect thing to say



making conversation and networking.. also looks like this.


## **Mobile Tech Tools**

- 1. Mobile tools are convenient to use**
- 2. Keep You Connected. (real-time)**
- 3. Social Networking tool**
- 4. Camera & Data Tool**
- 5. Functional, Apps Make It Easy**

SOCIAL MEDIA WON'T  
REPLACE A HANDSHAKE  
BUT SOCIAL DONE WELL  
WILL CHANGE THE 1ST  
MEETING FROM A  
HANDSHAKE TO A HUG

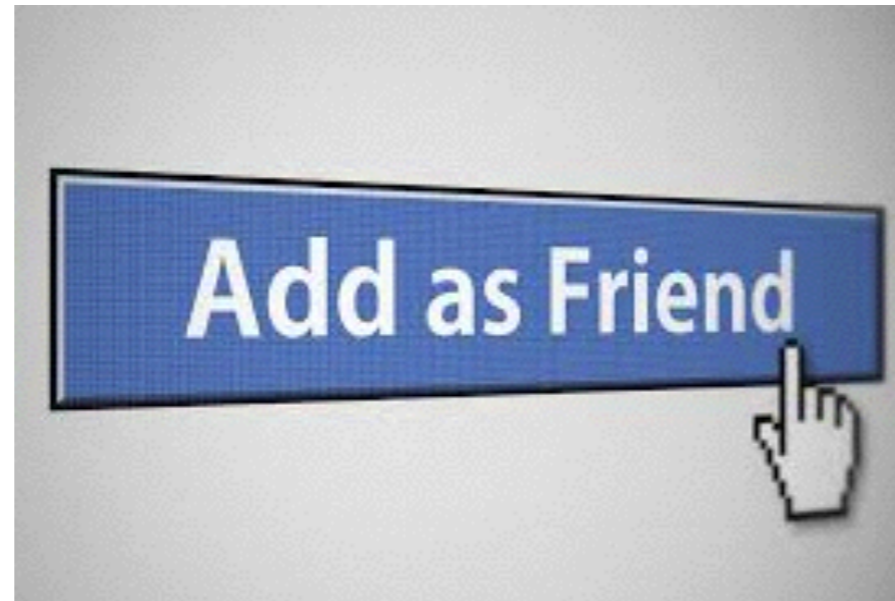
ISOCIALFANZ

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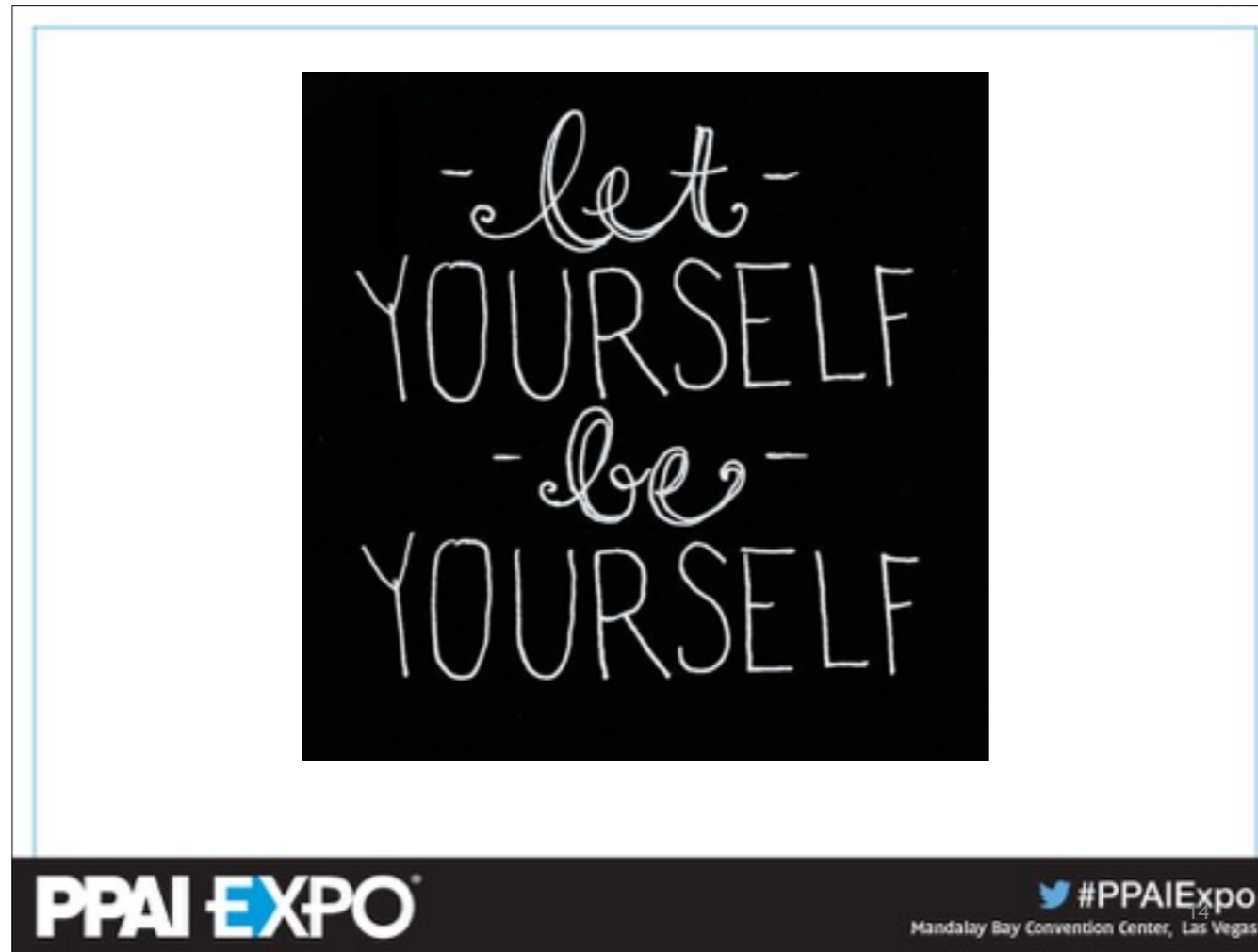
Jason Black



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Instead you get to be yourself. You get to chat a bit, make some conversation, LISTEN and ....



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You get to smile..and have fun and use Dale Carnegies top principles for making friends: Smile, Listen , Ask Questions .




You know the benefits of networking . and the business results that come from building relationships. This is social networking and it doesn't sound that different from what you do everyday- does it?



**“In social media, content leads to conversation, conversations build relationships, and relationships result in ROI.**

**Robert Caruso, Founder & CEO, [Bundle Post](#)**

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**“Forget what you know about traditional marketing, use social media to focus on getting to know your customers.”**

**Danielle Cormier, Social Media Community Manager, [Constant Contact](#)**



Social is now the top Internet activity: Americans spend more time on social media than any other major Internet activity, including email. (Pew Research)



Millennials—the new target market for brands are looking to interact and share. 60% engage brands on social media 50% expect brands to listen, interact and respond. 17–33 in 2014. largest market for mobile, top social sites instagram, twitter, you tube and Facebook.



Social media is the starting place for millennials. Consider your own strategy– find out where your customers spend their time on social media. Get started on the platforms first where your customers already are.

Facebook  
Twitter  
**CommonSku.com**  
Pinterest  
LinkedIn Groups  
Google+  
Instagram, YouTube



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Target your platform. These are the top social platforms– each of which is easy to use. There are tutorials, apps and step by step lessons online. Where are your people hanging out? Check out [commonsku.com](http://commonsku.com) for applications that will help you run your distributor business, crowd source, social networking and more.

## Top Social Sites For Marketers

1. Facebook
2. Linked In
3. Twitter

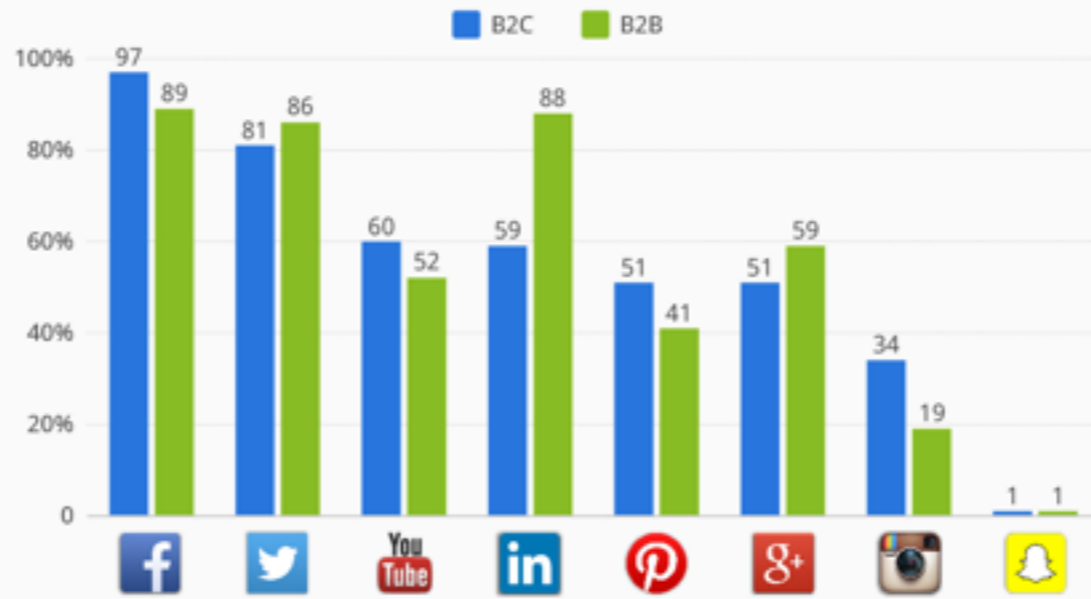
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I like Pinterest too- a great visual tool for creating boards to showcase your clients and share with your customers.

## How Marketers Use Social Media

% of B2C and B2B marketers who use the following social platforms



\* based on a 2014 survey among more than 2,800 marketers  
Source: Social Media Examiner

© StatistaCharts

statista

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# Google It.

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First step to social sharing. Google it to find out. Polish your own social reputation. Edit . Alerts for your own brands, brand partners, events..even your competitors. By goggling industry brands you can research where the party is. ( Where the social conversations are happening)



**#hashtag**


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Research and note hashtags for your brands, product and profession.

**“Every brand has a story. What’s yours?”**

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**“Start small. Work to increase engagement with those who have connected with you and figure out what types of content will get them to like, comment, and share.**

**Gail Goodman,**

**CEO, Constant Contact**

**[@Gail\\_Goodman](#)**



Blogs, Twitter, Facebook, Pinterest.. these are all social networking tools for conversation. Create original content first, and publish it on your blog.



All content should originate on your blog– and from there be shared with other content. You will control your blog and back up its content. Your brand social profiles could disappear tomorrow– because you don’t own them.



BLOG- ALL ORIGINAL CONTENT SHOULD BEGIN AT A COMPANY BLOG. 68% marketers expanding into more original content in 2015. More blogs, more content competition . BE A THOUGHT LEADER. All of the ideas here can be utilized for blogging and social media platforms.

**Share Your EveryDay Moments That Matter.  
Keep It Personal First. Work Ideas Second.  
What Inspires You. Other People's Stories.  
Social Media is a Social Conversation.  
Share. Give & Take.  
Ask Questions. Invite Dialog. Have Fun.  
Share Something..**




**“Share something small every day. Small things over time get big.**

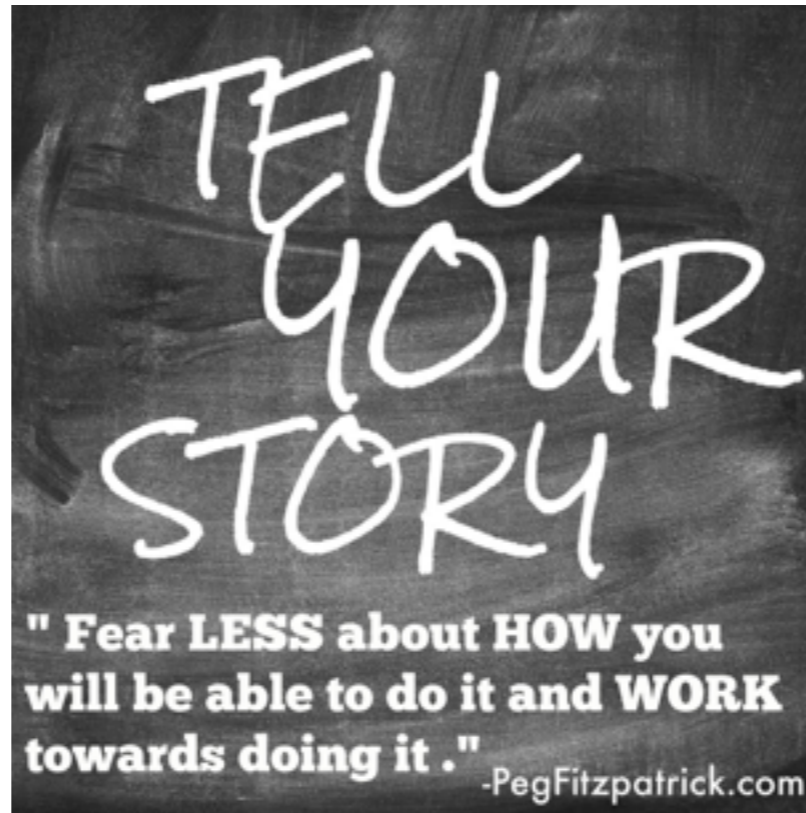
**Austin Kleon, Author of [Show Your Work!](#)**

**[@austinkleon](#)**


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Be authentic. What is your story?  
Look for meaningful moments.  
TMI? Its not about you.

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Contract Only.



"Fast, Flexible & Fearless"



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### Relationships, Seth Godin, And A Slice Of Pie



My day began quite pleasantly like any other... up at 5, a home brewed dark roasted cup of Starbucks, and a read of the morning paper. The early morning sun was just starting to

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Promote Your Page Too

#### Pages

- > [about.eu.inc.](#)
- > [eu.inc.](#)
- > [Free / SanMar PSSST](#)
- > [News](#)
- > [Online Quick Quote Form.new from EU Inc.](#)

**CREATE A CALENDAR  
COLLECT CONTENT**

**MOTIVATIONAL MON**


**HOT TIP TUES**

**WORK SMART WED**

**TECH TIP THURS**

**FUN FRIDAY**

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creating a calendar of general topic/ subjects if gives you a starting place to collect, organize and search for content to share and create. 85% of your content should be authentic interesting content with 15% or less product/ brand selling or persuasion.

**Share Your EveryDay Moments That Matter.  
Keep It Personal First. Work Ideas Second.  
What Inspires You. Other People's Stories.  
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Share. Give & Take.  
Ask Questions. Invite Dialog. Have Fun.  
Share Something..**

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**“Share something small every day. Small things over time get big.**

**Austin Kleon, Author of [Show Your Work!](#)**

**[@austinkleon](#)**

## 5 Spot with Paul Bellantone

By JENNIFER VAUGHN | JULY 8, 2014

### Top Books Read or Recently Re-read

1. [Bulsons: The Adventures of a Reluctant Messiah](#) - Richard Bach
2. [A Whole New Mind](#) - Daniel Pink
3. [Plate and a Placemat Walk into a Bar ...](#) - Thomas Cathcart & Daniel Klein
4. [Freakonomics](#) - Steven Levitt and Stephen Dubner
5. [Are You There, Vodka? It's Me, Chelsea](#) - Chelsea Handler

### Top Songs on Rotation

1. [I've Got My Mind Set On You](#) - James Ray
2. [Dirty Laundry](#) - Bitter Sweet
3. [Darling Nikki](#) - Foo Fighters version
4. [Harvest Moon](#) - Neil Young
5. [1901](#) - Phoenix

### Top Five Things about Living in Dallas

1. Affordable cost of living
2. Temps out at around 109 degrees
3. Really, really good Mexican (Tex-Mex) food
4. Really, really good steak houses
5. Only 195.7 miles (2 hours, 57 minutes) from Austin

### Top Five Websites

1. [Facebook](#)
2. [Dodge Report](#)
3. [Huffington Post](#)
4. [World's Most Popular Websites](#)

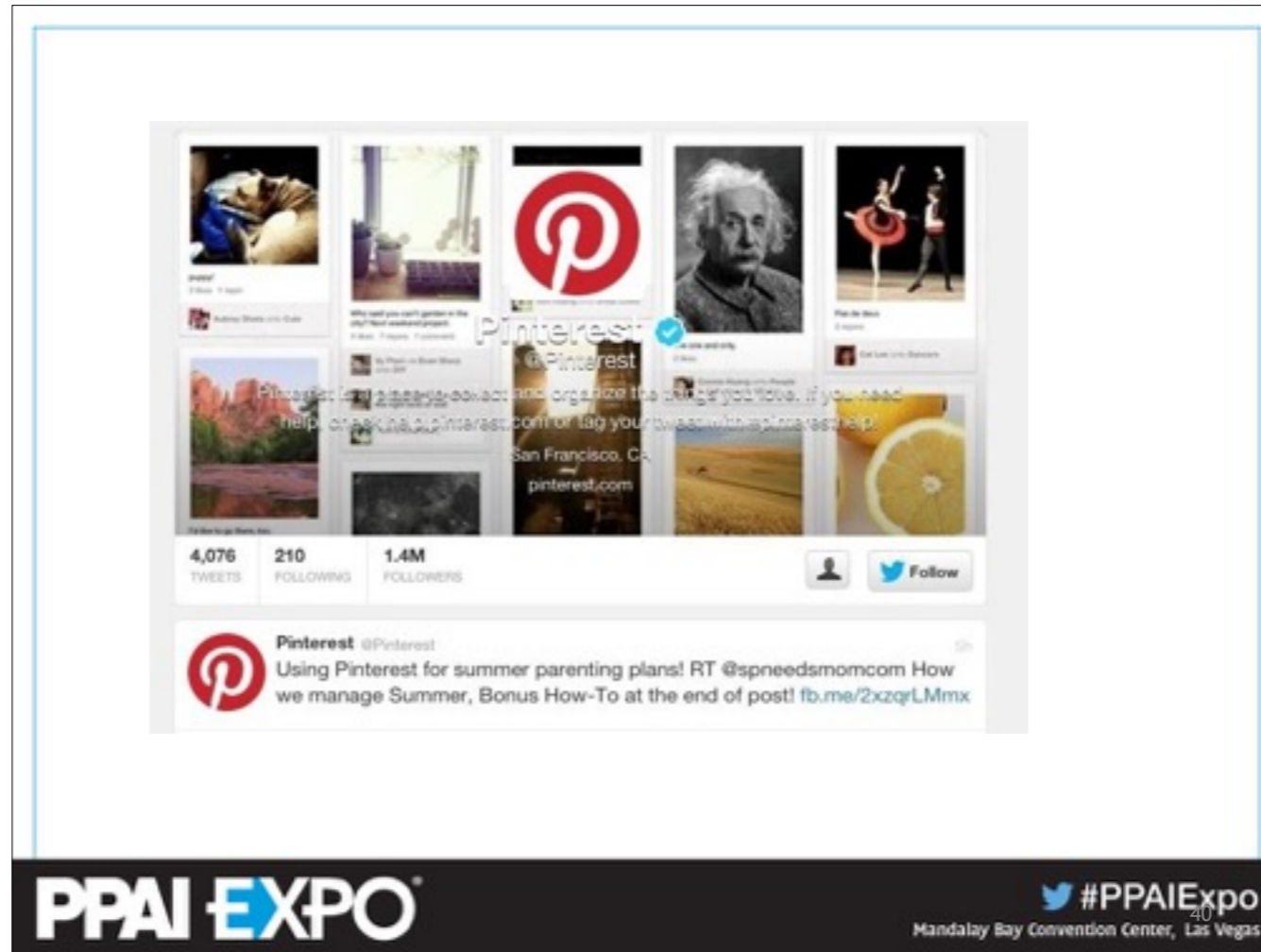


Paul Bellantone  
President/CEO  
Promotional Products Association  
International

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Tell other peoples stories. Be a thought leader, interview, explore related subjects around your product groups, expand your world. not drink ware but corporate gifts or food..



I wrote this honest blog post about how my summer parenting plans revolved around pinterest. It was honest and vulnerable –and pinterest who monitors their brand online, shared it .tweeted it right here to their 1.4 million followers.



Curate Content & Share  
Contentgems.com  
Mashable.com : Velocity  
Alltop.com : Customize  
The Drudge Report  
The Huffington Post  
Buzzfeed.com



**Do: Create & Curate. Consistency & Quality**

**Do: Show Your Human Side**

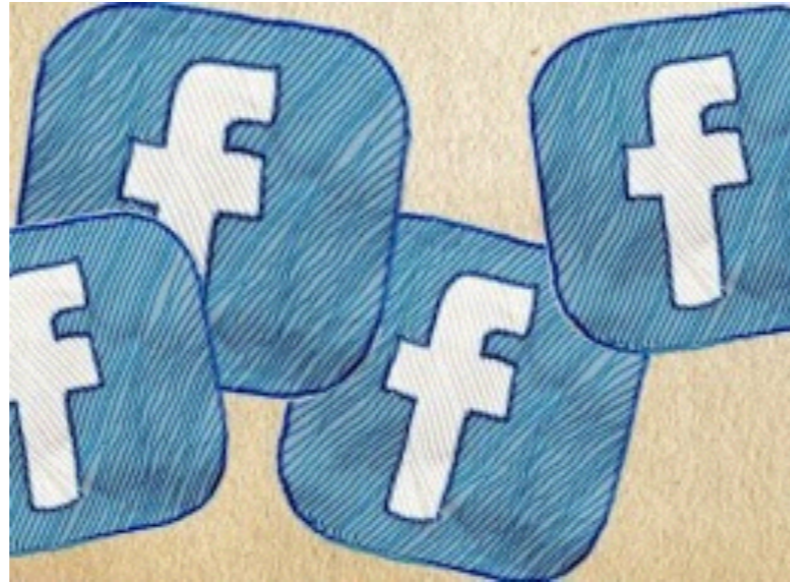
**Do: Engage. Converse. Discuss. Reply**

**Don't : Amplify Your Sales Pitch.**

**Don't : Criticize Or Complain.**

**Don't Do Religion Or Politics**

**Don't Do Vanity Metrics. Do What Works!**




**850+million daily users**

**TIP 1: Connect To Strengthen Relationships. Think Beyond Your Brand and Write Your Life Instead.**

**Spilled Milk, Snow . Kids, Food, Travel, Unique Work Experiences, Your Hobbies, Your Interests. Glorious Weather. Starbucks.**

**Things that make you smile. A meaningful encounter. Cool work ideas. Awesome products. Unique experiences. Improvise. Be vulnerable.**

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Mark Graham

January 10

Erf ... this Friday has a serious case of the Mondays.



20 Likes 38 Comments

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## **TIP 2. Create Useful Content: Share What's Helpful.**

**Traffic Updates, Weather Happenings, Coupons, Sales, New Restaurant Reviews, Events At Home, Places To Go At Conventions, New Movie Ideas, Trends, Must See, Must Have, Must Do, Gotta know type of information, tips, hints, if it's useful, make it known.**

**Nathan Bailey**  
February 6 · 48

Danny Rasin Mark Graham and Bobby Lehow, I can't wait for Expo 2015.  
Take a little ride with me? 🍷 — with Pocos Pero Locos RedBlackusa and 2 others.



Like · Comment · Share

Jon Haerstad likes this.

View 3 more comments

**Megan Erber** · r/N0  
February 7 at 7:59am · Like

**Tim Hamilton** · yes!  
February 7 at 8:43am · Like

**Owen Hamilton** I have, it is actually pretty sweet! It is on top of the Stratosphere in Vegas. (But I'm sure you already knew that) 🍷  
February 11 at 11:35am · Edited · Like

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**Maple Ridge Farms**

Jul 24 at 10:18am · 🌐

Read about the upcoming changes to UPS charges. <http://mapleridgeblog.com/?p=2565>




👍 Like

💬 Comment

➦ Share

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### **3. Be Nice .**

**Be Sociable, Like, Retweet, Reply,  
Comment, and Share. Be helpful and  
positive. Share the social good.**



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Be Nice. Show Your Passion

## **TIP 4. Continue The Conversation.**

**Keep it positive, but share the conversation. Continue the conversation that has already begun by commenting, creating or hitting on a hot topic.**

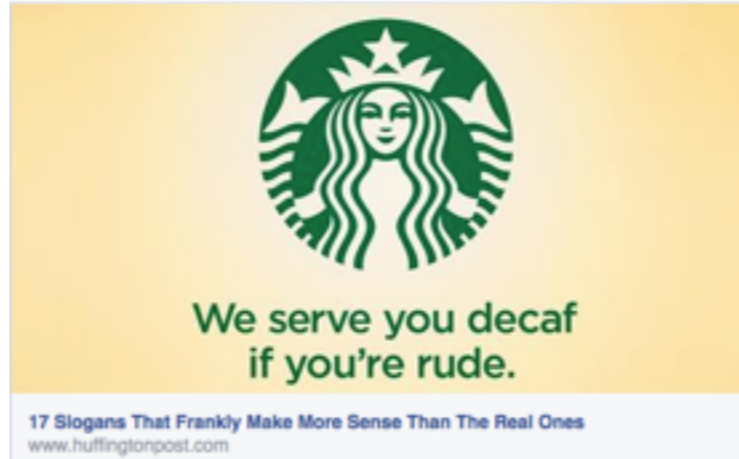
## **TIP 5 EVOKE EMOTION**

**A heartwarming story. An unbelievable moment. A triumph, a victory,, a cry, a laugh or unbelievable story. Emotional responses get people thinking, talking and connecting. Share your moment or curate- share someone else's.**



EMBROIDERY UNLIMITED, INC. shared a link.  
Posted by Suzanne Perryman (P) · July 11 ·

FUN FRI: LOGO'S TO MAKE YOU LAUGH! Truth in advertising, perfect for any promo ...





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Friday at 8:48 AM

FUN FRI: If your week has been a blur.. don't miss this Fun Friday chance to slow down for 5 min and check out this Jimmy Fallon great from Tues. night!



**Lip Sync Battle with Paul Rudd**

[youtube.com](https://www.youtube.com)

**Suzanne Perryman**  
 Blogger at SpecialNeedsMom.com

GET UPDATES FROM SUZANNE PERRYMAN  
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### To the Author of the Anonymous Note Left on My Car Window

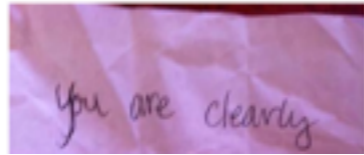
Posted 08/27/2013 10:42 AM

Follow > Anonymous Letters, Anonymous Note, Invisible Disabilities, Moms, Special Needs Advocacy, Special Needs Kids, Special Needs Parenting, Special Needs Parents, Teaching Tolerance, Parents Blog

Like This! You, Laura Hill and 74,000 others like this.

17,963 728 188 1,618 7585

GET PARENTS NEWSLETTERS  
 Enter email



**AOL**

News Entertainment Finance Lifestyle Local MyBenefits

Read Mail Chat Weather Directions AOL Reader Games Radio Newsfeeds AOL

### To the author of anonymous note on my car

This is the piece of paper I found stuck to the rear window of my car. And she's public response for all to see.

Read more top headlines stories

COURTESY OF SUZANNE PERRYMAN

**LATEST HEADLINES**

- Biden: No Doubt Assad Regime Used Chemical Weapons
- New York Times Says Site May Have Been Hacked As It Goes Down For Second Time In a Month
- Fort Hood Gunman Won't Talk Before

**DID YOU SEE?**

Navigation icons: back, forward, share, bookmark, tabs





1 How To, G&A 2000 Guy Kawasaki's Social Media' Entrance: The 'Openness' I Had | How To, Amazon, Be What You Want... |

### Inspiration, Divine Intervention and Guy Kawasaki



Almost 15 years ago, in the course of 6 months, I went "met" the woman I would someday marry. At the second of these professional events, there was a closing celebration; a smaller crowd and a dance floor, and so we danced. And when I took her in my arms, I experienced a sense of divine intervention so strong, it was the closest I had ever come to experiencing real love, gut instinct. It was fate, and a stronger force that was forging my chosen path.

Yet not all life changes come with such clarity. And for me, getting married meant selling my business, moving thousands of miles across the country and starting a new commercial embroidery business in a new city, looking for new clients.

Beginning all over again, brought new challenges. For the first time I exhibited at trade shows, got involved in my regional trade association, learned how to network and put myself out there. I began to study

How to be a Professional



How to be a Professional



How to be a Professional



How to be a Professional

How to be a Professional

How to be a Professional

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**Don't Oversell.**  
**Be Authentic.**  
**Add Personal**  
**Perspective.**

**Dana R Zezo**  
Jan 31 - 20

The field test is set. Family movie night. 31 degrees WSW wind at 4 mph. Testing the Charles River style 9468 in Charcoal. — 68 watching side along at Carmike Cinema - Ashtabula Towne Square Mall.



**CHARLES RIVER APPAREL**

**CHARLES RIVER APPAREL**

The full zip ensemble is a great one styled ensemble with a comfortable, inside-in lining. Made from cotton/polyester, ring-upon for added warmth. A quality ensemble designed to last.

**Features:**

- Full zip design with stand up collar and contrast colored rib lining
- Heavy fabric weight to keep you warm, 3.26 oz/yd<sup>2</sup>
- Covered antique styled zipper
- Convenient side pockets
- Finished rib knit hem for a comfortable fit

Like · Comment



41 6




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Share pretty pictures.

 **Maple Ridge Farms** shared a link.  
Oct 18, 2013 · 

New research has emerged proving that chocolate is good not only for the soul, but for your mind and body as well...but we new this on some level already didn't we?



**The Rich Benefits of Eating Chocolate**  
Some of the most compelling reasons to make chocolate a part of your regular diet may be for the...

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Share fun facts people can relate to



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Create customized products for the purpose of social promotion.



**Pumpkin Spice Latte marks the beginning of cold weather coffee season..**



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If you were Kim Reineker your status might look like this

The graphic is enclosed in a thin blue border. On the left is a light green square with a gold-colored decorative flourish. Inside the flourish, the words "PEACE", "LOVE", and "BOOKS" are stacked vertically in teal, purple, and blue respectively. To the right is a red square with a white crown icon at the top, followed by the text "KEEP CALM AND WRITE IT DOWN" in white, bold, sans-serif font. Below the red square is a small photograph of a woman with dark hair and sunglasses, sitting on a beach with her hands clasped. At the bottom of the graphic is a black horizontal bar. On the left side of this bar is the "PPAI EXPO" logo in white, with "EXPO" in a larger font. On the right side is a white Twitter bird icon followed by the hashtag "#PPAIExpo" and the text "Mandalay Bay Convention Center, Las Vegas" in a smaller font.

Or if you are Roni Wright , like this. In subtle, visual ways, remind people what you do. This reminder might be a great nudge to put you “ top of mind” when they need you- and your passion for your products.



# Social Sharing Strategies

1. Write, Show, Shoot, & Share
2. Transparency
3. Throw a party, invite your biggest fans
4. Inspiration is brand responsibility
5. Useful is the new cool.

## Just Write It!

1. Always Use A Visual.. Start With A Picture.
2. Tech Tools.. Smart Phone + Apps
3. Keep It Simple, Keep it Short
4. Fresh Is Fun..
5. Write What You Know
6. Hit The High Notes!

[SocialMediaExaminer.com](http://SocialMediaExaminer.com), [Pegfitzpatrick.com](http://Pegfitzpatrick.com)  
[Guykawasaki.com](http://Guykawasaki.com), [HootSuite.com](http://HootSuite.com), [Commonsku.com](http://Commonsku.com),  
[promokitchen.com](http://promokitchen.com)

## **5 Reasons To Network Socially..**

- 1. Connect: Real Time Tools Keep You Connected**
- 2. Engage: Friends, Customers & Contacts**
- 3. Build Trust: Be Authentic , Easy To Get To Know**
- 4. Promote: Opportunities In The Every Day**
- 5. Build Your Brand: Social Interaction Can Drive Interest & Referrals**



EMBROIDERY UNLIMITED, INC.

February 24 at 7:25 AM

MAKE MORE MON: Let's get this party started!



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