



January 2013 - Issue 2

Dear colleagues,

Welcome to our second newsletter, where you will find useful articles on how to get a job through social media, the snow ball effect of social media sharing, interesting social media quotes, and much, much more. We hope you enjoy it, and don't forget to sign up to our January webinar to further your interest on social media in business!

Why Sign up for the Social Media in Business Bookinar right now?

- Learn how to take your business one step forward by integrating social media
- Buy the course now and get on the limited 100 spots with introductory offer
- Bring along a study partner for free
- Bonuses and many free tools will be given to both you and your partner
- Course can be viewed from an iPad or ereader
- Optional Quiz for each module
- Pre-work can be accessed straight away
- The course starts on the 20th of February 2013 – a fresh way to start the New Year!

Sign up now and start seeing the returns of your investment (ROI) for your business!



Best Wishes
Steve Nicholls

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Steve Nicholls interviews
at the Dublin Web Summit
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THE ARCHITECT AND SOCIAL MEDIA LANGUAGE



The architect and social media language The same rationale supports those involved in the development of a social media implementation model and the design of a building by an architect. In this video, Mathew Lloyd, architect and Founding Partner of MatthewLloydArchitects, explains in more detail the process architects need to go through ...

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DUBLIN WEB SUMMIT



DUBLIN WEB SUMMIT The Web Summit, 'Europe's fastest growing tech conference', took place in Dublin on the 17th and 18th of October 2012 and was attended by tech leaders around the world including Gogobot's CEO, Zendesk's marketing director and Smart Things' Vice President, among many more. Steve Nicholls, author of Social Media in Business: Succeeding ...

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HOW TO FIND A JOB THROUGH SOCIAL MEDIA?

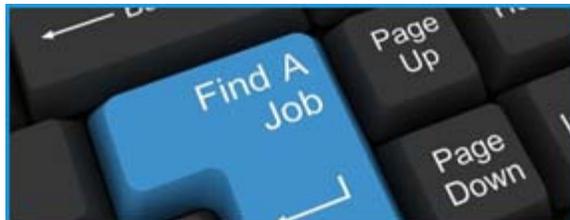


Photo source : Creative Commons How to find a job through social media? Having a good social media strategy can increase your chances of finding a job. Here are some tips on how to develop an effective strategy: Google yourself to find what is available about you online. Employers nowadays are interested in finding out ...

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THE SOCIAL MEDIA SHARING AVALANCHE



Source: Plastick Media and Voltier Digital The Social Media Sharing Avalanche Social media is all about sharing. Social media users share photos, videos, links, information, news, and many other pieces of content that cover virtually all aspects of their lives. This sharing snow ball is only getting bigger and bigger; developing what can be called a phenomenal ...

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SOCIAL MEDIA QUOTES



Social media quotes "It is only by recognizing all of the benefits delivered by social media marketing that the complete value of these efforts can be understood." Forrester Research Company This quote touches on a really crucial aspect of social media in business, one that has not yet got the proper attention that ...

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UPS – SOCIAL MEDIA CASE STUDY



UPS – SOCIAL MEDIA CASE STUDY The international shipping company United Parcel Service, Inc (UPS) provides a very good example of social media's usefulness to the B2B sector. About two years ago, the shipping company has completely refreshed its business strategy to focus on social media opportunities. By seeking communication, community and collective intelligence opportunities ...

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HOW JAMIE OLIVER USES SOCIAL MEDIA TO RAISE FOOD AWARENESS



How Jamie Oliver Uses Social Media to Raise Food Awareness and His Own Fortune at the Same Time Famous for his TV shows and especially for his engagement in encouraging schools both in the UK and the US to serve healthier foods to children, Jamie Oliver is more than just a celebrity chef. He ...

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SOCIAL MEDIA AT THE CORE OF ENTREPRENEURS 2012



Social media at the core of Entrepreneurs 2012 Entrepreneurs 2012 is a leading conference that took place between the 12th and 16th of November 2012, at the Excel Center in London. The conference brought different entrepreneurs from all around the world to discuss a range of topics in relation to entrepreneurship and reveal the secrets ...

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