



Evoked the
Power of Connections™

A Quick-Start Guide to Managing Social Media Using Your Existing Collateral

Ann N. Videan, APR
722 West Nido Circle
Mesa, Arizona 85210-7589
t: (480) 813-2408
f: (480) 813-1965
m (602) 769-8316
avidean@videanunlimited.com

PARTIAL SOCIAL MEDIA IMPLEMENTATION MATRIX

Developed by Ann N. Videan, APR – January 2010

		Opinion Leader/Build Awareness		Interact & Listen/Understand Market							Share Content/Drive Traffic				
		Network/Biz Dev.													
Vehicle	LinkedIn	Facebook	Blog	Podcast	Twitter	Technorati	Amazon	You-Tube	Digg	Stumble-Upon	Website	E-newsletter	Flickr	Slide-Share	Vimeo
Bio/profile	P	P	P		P	P		P			Post				
Article	D	D	Post, D	D	D	P (application reqrd.)			D	D	P,D	P,D			

Post = main portal for your content

P = optional/additional portal for storing content

D (direct) = a place to mention content and direct people to find it

-more-

Our Social Media Implementation Matrix works in four easy steps:

1. **Identify your purpose for using social media from the headers**
(e.g. you're an Opinion Leader and want to Build Awareness)
2. **From the left column, pick a marketing vehicle you already have in your arsenal**
(e.g. Article)
3. **Working across the row of social media vehicles, follow the directions for posting your material and directing people to it.**
 - a. **"Post"** means to upload your marketing piece (article) into the main social media portal indicated
(e.g. your blog)
 - b. **"P"** identifies optional/addition portals for posting the same marketing piece (article).
(e.g. Technorati, your Web site, etc.)
 - c. **"D"** identifies other social media portals where you can direct people to find your marketing piece.
(e.g. your blog, podcast or Twitter)
4. **Select your next marketing vehicle and repeat the process.** (Our complete Matrix includes social media implementation directions for 18 types of marketing vehicles.)

For additional details and pricing, including a one-hour consultation to customize a complete matrix for your consulting practice, please contact [Ann N. Videan, APR.](#)