



# Marketing Your Business Through Social Media Part II

# FSC Interactive

## Our Online Marketing Firm Team

FSC Interactive's team of online marketing experts bring a broad background of hands-on experience with online brand strategy, social media management, paid search account management, and search marketing strategy. Our group of internet marketing professionals are creative, meticulous, dedicated, and engaged in industry best practices as well as new developments and opportunities.

Get to know the faces and personalities that make FSC Interactive a creative, dedicated, and innovative internet marketing agency that can handle every aspect of your business' on-line marketing needs.



**McKenzie Coco**

*Founder and President*



**Tiffany Starnes**

*Vice President*



**Sadie Nius**

*Director of Operations*



**Andy Kutcher**

*Director of Accounts*



**Susan Whelan**

*Senior Account Manager*



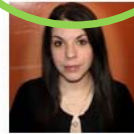
**Brooke Neal**

*Senior Account Executive and Creative Strategist*



**Sally Tunmer**

*Senior Account Executive*



**JoAnna Bannon**

*Search Marketing Strategist*



**Margaux Maizlish**

*Senior Account Executive*



**Lydia Mulero**

*Graphic Designer*



**Mignon May**

*Account Executive and Digital Strategist*



**Kate Stroh**

*Empowerment Program Manager*



**Valerie Boucvalt**

*Content Manager*



**Matt Preuett**

*Business Development*



**Annie Quast**

*Account Coordinator*

- Online and Interactive Marketing Agency located in New Orleans, La.
- Specialize in Social Media Strategy, Paid Search Campaigns and SEO
- Specialize in Hospitality and Tourism but work in a number of diverse industries
- Clients include New Orleans Tourism Marketing Corporation, New Orleans CVB and Loyola University

# Andy Kutcher



- Director of Accounts at FSC Interactive
- New Orleans Native
- Attended Millsaps College
- Loves: My Dogs, Music Festivals, The Grateful Dead and The Saints

# Social Media by the Numbers

- 45-54 year olds are the **fastest growing demographic** across social sites
- Between 2010 and 2012, people following brands on Social Media **increased 106%**
- **Facebook** leads sharing, followed by **email** and **Twitter**
- **Women out-number Men** on most social sites
- Social media sites and blogs reach **80% of all U.S. internet users**



# Social Media for Non-Profits

- **50% of nonprofit communicators** label social media as a “**very important**” communication tool
- 55% who engaged with causes via social media have been **inspired to take further action**
- In 2013, **online fundraising** increased by over **13%**
- **56% of people donated** to an organization because they **read a story via social media**
- After becoming a **follower** of a nonprofit’s social network, **59% of people donated**
- 47% of Americans **learn about a nonprofit** from the internet, specifically **social media**



**“We don’t have a choice on whether we DO social media, the question is how well we DO it.”**

– Erik Qualman



First Thing's First....



SET  
GOAL

MAKE  
PLAN

GET  
TO  
WORK

STICK  
TO IT

REACH  
GOAL





# Goals

**S**pecific  
**M**easurable  
**A**ttainable  
**R**ealistic  
**T**ime-bound

S\*M\*A\*R\*T GOALS

- I want to increase traffic to the events section of the website by **10%**.
- We want a monthly average of **70** interactions on Facebook.
- I want **20** new Followers on Twitter every month.

— KNOW YOUR —

AUDIENCE



# Who is your **Audience**?

---

- Age, Race, Gender
- How do They Talk to **YOU**?
- How do They Talk to **Each Other**?
- Where are They Spending Time?



**WHO**

**WHAT**

**WHERE**

**WHEN**

**WHY**

**HOW**

**QUESTIONS**

**ANSWERS**

# What (and who) are your **Resources**?

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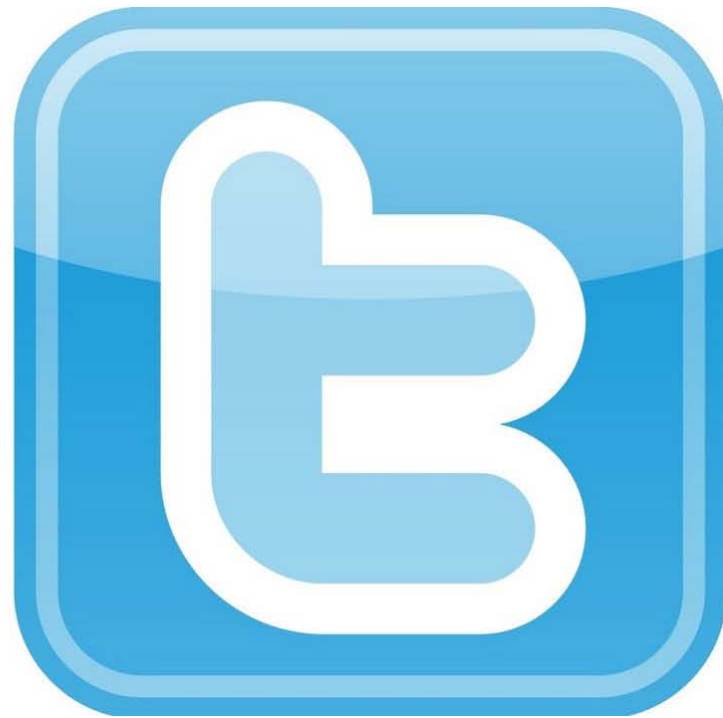
- In-house vs. Outsourced
- Team Size
- Available Time
- Accountability

**EXPLORE**

**YOUR OPTIONS**

# Tactics

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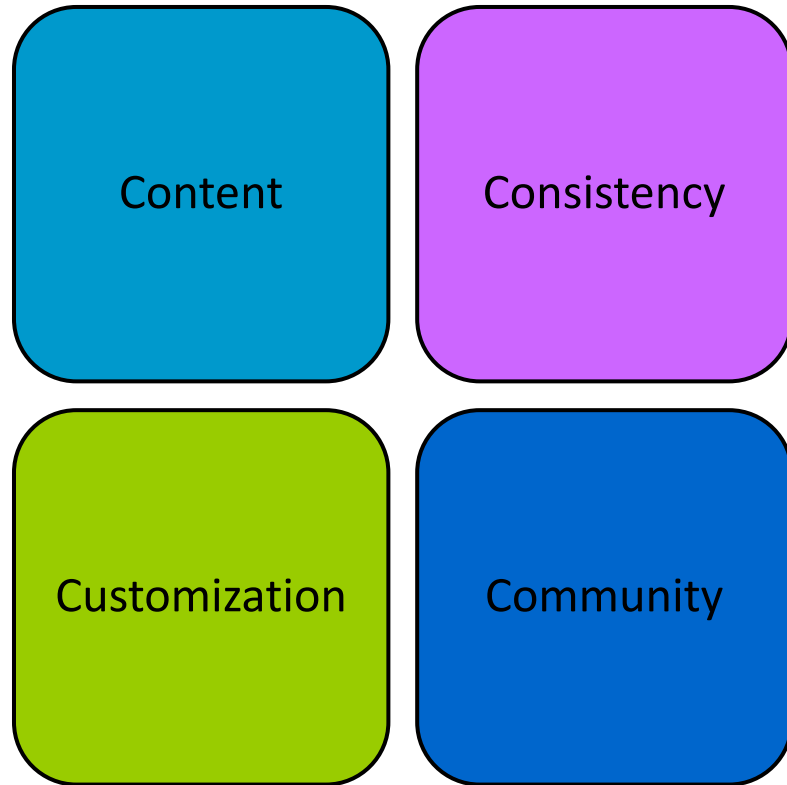




BUSINESS  
CUSTOMER  
PRODUCT  
TEAMWORK  
PROMOTION  
DEVELOP  
BUDGET  
ANALYSIS



# The Four C's of Social Media



- **Content is King**
  - Provide Value
  - Be Authentic
- **Consistency is Better Than Rare Moments of Greatness**
  - Do Not Start and Stop
  - Posting/Engaging Should be Daily
- **Customization is Necessary**
  - Set Yourself Apart
- **Community is Success**
  - Identify Your Audience
  - Build Your Community



Let's Talk Specifics...

Facebook



# Facebook

- Largest social network in the world
- Average of 700 billion minutes on Facebook monthly
- Average User is connected to 80 Pages
- Every 20 minutes there are 1 million links shared





# Tips & Tricks for Using Facebook

# Schedule Your Content

Status Photo / Video Offer, Event +

Don't forget to donate on May 6 for Give NOLA Day - every dollar counts! Learn more here:

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**GiveNOLA Day** ✕  
givenola.org

The goal of GiveNOLA Day is to inspire the community to come together for 24 hours and contribute online, raising as many dollars as possible to support our local nonprofit organizations. It's our day to celebrate New Orleans and the region's spirit of generosity.

Upload Image

◀ ▶ 1 of 1 Choose a Thumbnail

No Thumbnail

---

Schedule Post ✕

5/3/2014  4:05 pm CDT

  Boost Post Schedule



# Check Your Scheduled Content

### Admin Panel

Posts · Notifications

| Post                |
|---------------------|
| Last week we paid   |
| Meet Matt, the Bus  |
| Our very own, Mc    |
| Louisiana is lookin |
| We told you about   |

### Get More Likes



Promote Post

### Scheduled Posts

**Loyola University New Orleans**  
Wishing you had more deductions after filing your taxes? Get a jumpstart on 2014 taxes with a deductible charitable donation to your alma mater! Learn more: <http://ow.ly/vCy8U>



Written by Brooke Ski Neal [?] · Tuesday, April 15, 2014 at 8:30am CDT ·

Boost Post

**Loyola University New Orleans**  
Need a "Cure" for the common networking event? Join your LoyolaCollege of Business alumni for a real happy hour at Cure NOLA, May 1st. Registration is FREE! <http://ow.ly/vCxN5>



**An Evening of Networking at Cure Event Registration 2014 - Loyola University**  
spark.loyno.edu  
The College of Business Alumni Board of Loyola University New Orleans invites you and a guest to attend an Evening of Networking at Cure Cocktail Bar on Thursday, May 1st, 5:30-7:30 p.m. Sip and socialize with friends and share business connections!

Written by Brooke Ski Neal [?] · Tuesday, April 15, 2014 at 4:45pm CDT ·

### Kutcher

ights Help Hide

See All

rested in the services of ...

act us page is not workin...

**p Ossenkop**  
for letting us know, Broo...

**Cakes Mart**  
anks for reaching out to...

ichelle Currier at Hitpath ...

See All

Invite

in Invite

tnuh Llah Invite

nglinais Invite

# Edit, Reschedule or Delete

**Scheduled Posts**

 **Loyola University New Orleans**

Wishing you had more deductions after filing your taxes? Get a jump on your taxes with a deductible charitable donation to your alma mater! Learn more at <http://ow.ly/vCy8U>



Written by Brooke Ski Neal (P) · Tuesday, April 15, 2014 at 8:30am CDT · 

Boost Post ▾

- Reschedule...
- Edit...
- Publish Now...
-  Delete Post...

# Target Your Content

The image shows a screenshot of the Facebook post creation interface. At the top, there are three tabs: "Status", "Photo / Video", and "Offer, Event +". Below these is a text input field containing the text: "Doing good always feels good! Learn more about Give NOLA Day and how you can participate!".

Below the text is a section for a link or image. It features a "GIVE NOLA DAY" logo and the text "GiveNOLA Day" with the URL "givenola.org". A description follows: "The goal of GiveNOLA Day is to inspire the community to come together for 24 hours and contribute online, raising as many dollars as possible to support our local nonprofit organizations. It's our day to celebrate New Orleans and the region's spirit of generosity." There are navigation arrows and the text "1 of 1 Choose a Thumbnail" and a checkbox for "No Thumbnail".

At the bottom of this section, there is a "Targeted to: 12,316" label. Below this are "Boost Post" and "Post" buttons.

A green box highlights the "Add Targeting" dropdown menu, which is open and shows the following options:

- Gender
- Relationship Status
- Educational status
- Interested In
- Age
- Location
- Language

Below the targeting menu, there is a preview of the post on a mobile device. The preview shows the text "ve NOLA" and "e community", "oute online,", "ort our local", "lebrate New", and "ty.". There is a "Post" button at the bottom of the preview.

# Promote Your Content

- Audience:
  - Your Fans & their Friends
  - Targeted
- Maximum Budget
  - Facebook will recommend a budget and provide you with an estimated reach based on your budget and audience
- Duration
  - You can run promoted posts anywhere from 1 day to a week
- Account & Payment
  - If you have an advertising account already associated with the Page, it will default to that account

The screenshot displays a Facebook interface. At the top, there are navigation options: Status, Photo / Video, and Offer, Event +. A post from 'givenola.org' is visible, featuring a 'GIVE NOLA DAY' logo and text about the event. The post is targeted to 12,316 people. A 'Boost Post' dialog box is open, showing options for Audience (People who like your Page and their friends [?] or People you choose through targeting [?]), Maximum Budget (\$60), Est. People Reached (16,000 - 42,000 of 2,000,000), Duration (Boost this post for 1 day), and Account (McKenzie Lovelace Coco (45473209, US...)). The dialog box also includes a 'Set Budget' button and a note about agreeing to Facebook's Terms and Advertising Guidelines.

# Promote Your Page

The screenshot displays the Facebook Admin Panel for the page 'FSC Interactive'. At the top, the user is logged in as 'Andy' and is posting as 'FSC Interactive'. The 'Admin Panel' header includes buttons for 'Edit Page', 'Build Audience', 'See Insights', 'Help', and 'Hide', with the 'Promote Page' button highlighted in a green box.

The main content area is divided into several sections:

- Posts · Notifications:** A table with columns for Post, Total Reach<sup>2</sup>, Paid Reach<sup>2</sup>, and Promotion. Each row includes a 'Boost Post' button.
- Messages:** A list of messages from users like Allen Glines, Simon Andrés, Brooke Knapp Ossenkop, Patrick Patty Cakes Mart, and Alita Edgar.
- Get More Likes:** A section with a video thumbnail and a 'Promote Page' button, highlighted in a green box.
- Pages to Watch:** A list of pages to follow, including Peter Mayer Advertising (1,157 likes), FSC Interactive (1,149 likes), Velocity Agency (1,086 likes), and Zehnder (934 likes).
- Invite Friends:** A list of friends to invite, including Adam Kancher, Haras Notgnitnuh Llah, T.J. Henry, and Gabby Boudoin.

At the bottom of the page, there is a decorative graphic with the text 'WELCOME'.



# Promote Your Page

- Sample Ad
- Location
  - Geo-locate your ads if you're expanding into a new market
- Interests
  - You can add as many interests as you see fit and Facebook will recommend interests
- Age & Gender
- Budget, Schedule & Billing

Get More Page Likes

Create an ad to get more Page likes from the people who matter to you.

Sample ad (?)

FSC Interactive  
1,149 people like this.  
Advertising Agency  
Sponsored

Location (?)

If left blank, your ad will be delivered to United States.

Interests (?)

New Orleans x Online advertising x  
Search engine optimization x Social media x  
Institute of the Brothers of the Christian Schools x  
Enter 4-10 interests...

Age 21 - No max

Gender All Men Women

Daily budget (?) \$20.00 Est. 21 - 82 likes per day

Schedule (?)

Run this ad continuously.  
You'll spend your daily budget everyday until you stop your ad. [Learn More.](#)

Run this ad until 4/24/2014

Account Andy Kutcher (29933025, USD)

Payment

By clicking "Promote Page," I agree to Facebook's Terms and Ad guidelines.

Promote Page Cancel

# Advertise

The image shows a screenshot of a Facebook profile page for Andy Kutcher. The page layout includes a top navigation bar with a search bar and user profile information. On the left side, there is a navigation menu with categories like News Feed, Messages, and Ads Manager. The main content area shows a post by James C. Rosenbloom with a photo of a young girl. Below the post, there are sections for 'YOUR ADS', 'TRENDING', 'SPONSORED', and 'New Day, New Arrivals!'. Two 'Create Ad' buttons are highlighted with green boxes: one in the 'YOUR ADS' section and one in the 'SPONSORED' section. The 'Ads Manager' link in the left navigation menu is also highlighted with a green box.

Search for people, places and things

Andy Home

Andy Kutcher  
Edit Profile

News Feed  
Messages 1  
Ads Manager

PAGES  
Visit New Orleans 16  
Bienville House 20+  
Stirling Properties 1  
Tales of the Cock... 20+  
Zatarain's  
New Orleans Area Ha...  
SAVE WTC NOLA 3  
Criollo Restaurant 11  
Burkenroad Institute 5  
Red Fish Grill 8  
Loft 523  
Gulf Aid Benefit Co... 1  
Pages Feed 20+  
Like Pages 20+

DEVELOPER  
Amaud's Remoulad... 1  
COOLinary 2013 1

GROUPS  
Gamma Zeta Alumn... 9  
Millsaps Alumni- New ...  
Create Group

FRIENDS  
Close Friends 20+

APPS

Update Status Add Photos/Video

What's on your mind?

James C. Rosenbloom added a new photo.  
54 mins · iOS · 16

Want to tag Erin Rosenbloom? Yes · No

Like · Comment · Share

Karen Kutcher Wilson likes this

Write a comment

BuzzFeed was mentioned in a post

Refinery29  
16 hrs · 10

OMG CUTE LOL

YOUR ADS  
Mignon May today Monday

4 Ads 1 Campaign 19 Page Likes

Create Ad

Maureen Kampman Tate and 2 others  
Team Townes Drawdown! at 5:30pm  
Renee Kutcher and 112 others invited you to like Pages  
1 request from Michael McRae

TRENDING Learn More

WWE Hall of Fame: WWE honors Ultimate Warrior on Raw in video montage  
Pharrell Williams: Pharrell Williams cries during interview with Oprah Winfrey  
Pulitzer Prize: Pulitzer Prize winners announced  
See More

SPONSORED Create Ad

Verizon Wireless  
Now get a MORE Everything Smartphone & Tablet plan, only \$80/mo with Verizon Edge.  
http://...

Like Page

New Day, New Arrivals!  
modcloth.com  
Check out the latest styles! Casual, dressy, mini, maxi -- the cutest dresses are here.




# Advertising Options


Advertise on Facebook


[Help: Choosing an Objective](#)

#618832802145 (USD) ▾

What kind of results do you want for your ads?


 Page Post Engagement


 Page Likes


 Clicks to Website

 Website Conversions

 App Installs

 App Engagement

 Event Responses

 Offer Claims

# Creating Your Ads – Images

## IMAGES

Help: Selecting Images

- Use up to 6 different images to create more ads in your campaign at no extra cost. ⓘ
- Recommended Image Size for News Feed: 600 pixels x 225 pixels



 Upload Images

 Browse Library

 Find Images

 Reposition Images

# Creating Your Ads – Copy

TEXT AND LINKS Help: Editing Ads

**Headline** ⓘ 9

NEW ORLEANS WILL

Headline will not display in News Feed when image is larger than 600 pixels x 225 pixels

**Text** ⓘ 1


NEW ORLEANS WILL is a promise our city will continue its momentum upward with the tourism

Show Advanced Options ▾

AD PREVIEW AND PLACEMENTS


- ✓ Desktop News Feed Remove

Andy Kutcher likes this.

 **NEW ORLEANS WILL** ▾

Sponsored

NEW ORLEANS WILL is a promise our city will continue its momentum upward with the tourism



**NEW ORLEANS WILL**

Community  
15,978 likes

✓ Liked ▾

- ✓ Mobile News Feed Remove
- ✓ Right Column Remove

# Creating Your Ads – Audience

AUDIENCE Help: Choose Your Audience

Custom Audiences ⓘ Choose a Custom Audience  
Create New Custom Audience...

Locations ⓘ United States  
All United States  
Add a country, state/province, city or ZIP

Age ⓘ 13 ▾ - No max ▾

Gender ⓘ **All** Men Women

Languages ⓘ Enter a language...


More Demographics ▾

Interests ⓘ Search interests | Suggestions | Browse

Behaviors ⓘ Search behaviors | Browse

Connections ⓘ  All  
 Only people connected to NEW ORLEANS WILL  
 Only people not connected to NEW ORLEANS WILL  
 Advanced connection targeting

### Audience Definition



Your audience selection is broad. This requires a large budget.

**Audience Details:**

- Location: United States
- Not connected to: NEW ORLEANS WILL

Potential Reach: 180,000,000 people

# Creating Your Ads – Budget & Timing

**CAMPAIGN AND AD SET** [Help: Campaign](#)

Campaign ⓘ Example Ads [Change Campaign](#)

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Ad Set Name ⓘ

Budget ⓘ

Schedule ⓘ  Run my ad set continuously starting today  
 Set a start and end date

**BIDDING AND PRICING** [Help: Bidding and Pricing](#)

Bidding ⓘ

---

Pricing ⓘ Your bid will be optimized to get more Page likes. You will be charged every time someone is shown your ad.

# Targeting Real Life Example

- People located in New Orleans
- 25 and older
- Interests include: Charity and Causes; Community Issues
- Behaviors include: All Charitable Donations
- College graduates
- Household Income of \$50,000-\$75,000

**Potential Reach: 4,000**

## Audience Definition



Your audience is defined.

## Audience Details:

- Location: New Orleans (+25 mi), Louisiana, United States
- Age: 25 and older
- Interests: Charity and causes or Community issues
- Behaviors: All charitable donations
- Education Level: College grad
- Income: Income (\$50,000 - \$75,000)

Potential Reach: 4,000 people

# Reporting for Advertising

## View Advertising Report

[Export Report \(.csv\)](#)
[Generate Another Report](#)
[Schedule this Report](#)

Report Type  
Advertising Performance

Summarize By  
Ad Set

Time Summary  
Monthly

Filter  
A3 Launch  
Houston - 25-65

Date Range  
3/1/2014 – 4/15/2014

**19,071** Impressions **307** Clicks **480** Actions **1.610%** CTR **\$91.59** Spent **\$4.80** CPM **\$0.30** CPC

| Date ?   | Campaign Name ?                          | Ad Set ?        | Impressions ? | Social Impressions ? | Social % ? | Clicks ? | Social Clicks ? | Click-Through Rate ? | Social CTR ? | CPC ? | CPM ? | Total Spent ? | Reach ? | Frequency ? | Social Reach ? | Actions ? | Page Likes ? | Unique Clicks ? | Unique CTR ? |
|----------|--|-----------------|---------------|----------------------|------------|----------|-----------------|----------------------|--------------|-------|-------|---------------|---------|-------------|----------------|-----------|--------------|-----------------|--------------|
| Mar 2014 | New Orleans Audi   March 2014 Page Likes | Houston - 25-65 | 4,810         | 512                  | 10.64%     | 19       | 6               | 3.971%               | 1.172%       | 0.21  | 8.19  | \$39.41       | 2,881   | 1.7         | 239            | 319       | 156          | 180             | 6.248%       |
| Mar 2014 | NO Audi A3 Launch Event                  | A3 Launch       | 0             | 0                    | 0.00%      | 0        | 0               | 0.000%               | 0.000%       | 0     | 0     | \$0.00        | 0       | 0.0         | 0              | 0         | 0            | 0               | 0.000%       |
| Apr 2014 | New Orleans Audi   March 2014 Page Likes | Houston - 25-65 | 1,433         | 162                  | 11.30%     | 46       | 1               | 3.210%               | 0.617%       | 0.23  | 7.38  | \$10.58       | 1,033   | 1.4         | 65             | 92        | 34           | 45              | 4.356%       |
| Apr 2014 | NO Audi A3 Launch Event                  | A3 Launch       | 12,828        | 2,706                | 21.09%     | 70       | 44              | 0.546%               | 1.626%       | 0.59  | 3.24  | \$41.60       | 5,912   | 2.2         | 2,592          | 69        | 0            | 65              | 1.099%       |



# Pages to Watch

You are posting, commenting, and liking as FSC Interactive — Change to Andy Kutcher

## Admin Panel

Edit Page ▾ Build Audience ▾ See Insights Help ▾ Hide

Posts · Notifications

| Post   | Total Reach? | Paid Reach? | Promotion    |
|--|--------------|-------------|--------------|
| Last week we paid respects to our h...       | 29           | --          | Boost Post ▾ |
| Meet Matt, the Business Developmen...        | 110          | --          | Boost Post ▾ |
| Our very own, McKenzie Coco, recent...       | 30           | --          | Boost Post ▾ |
| Louisiana is looking to pass a privacy la... | 51           | --          | Boost Post ▾ |
| We told you about it a few weeks ag...       | 44           | --          | Boost Post ▾ |

Messages **1** See All

- Allen Glines**  
Are you interested in the services of...
- Simon Andrés**  
Hi, /your contact us page is not workin...
- Brooke Knapp Ossenkop**  
← Thank you for letting us know, Broo...
- Patrick Patty Cakes Mart**  
← Hi Patrick, thanks for reaching out to...
- Alita Edgar**  
My friend Michelle Currier at Hitpath ...

Get More Likes See Likes

**Promote your Page**  
Connect with more of the people who matter to you.  
 [Promote Page](#)

### Pages to Watch

Add Pages

|   |   |      |
|---|---|------|
| 3 | <b>Peter Mayer Advertising</b><br>1,157 likes | 16 ▲ |
| 4 | <b>FSC Interactive</b><br>1,149 likes         | 9 ▲  |
| 5 | <b>Velocity Agency</b><br>1,086 likes         | 2 ▲  |
| 6 | <b>Zehnder</b><br>934 likes                   | 2 ▲  |

### Invite Friends

See All

- Tiffany Q. Langlais** [Invite](#) ×
- Adam Kancher** [Invite](#) ×
- Haras Notgnitnuh Llah** [Invite](#) ×
- Gabby Boudoin** [Invite](#) ×

# Create Custom Tabs

**GIVE NOLA DAY**

# ONE DAY TO GIVE AS ONE

Give \$10 or more through [www.GiveNOLA.org](http://www.GiveNOLA.org) on Tuesday, May 6th and your donation will receive a little lagniappe.

**MAY 6, 2014 • MIDNIGHT TO MIDNIGHT**

**Greater New Orleans Foundation** Like Follow Message

★★★★★ (36 ratings)  
2,376 likes • 316 talking about this • 79 were here

Community Organization  
The Greater New Orleans Foundation is the community foundation serving the 13-parish region of metropolitan New Orleans.

About - Suggest an Edit

Photos

- WHY GIVE?
- COUNTDOWN to GIVING!
- PRIZES


Why Give? Countdown to Giving Prizes

# Create Custom Tabs

Greater New Orleans Found... Countdown to Giving Like

Countdown to Giving Day!

21 Days 3 Hours 1 Minutes



Give \$10 or more through [www.GiveNOLA.org](http://www.GiveNOLA.org) on Tuesday, May 6th and your donation will receive a little lagniappe.

MAY 6, 2014 • MIDNIGHT TO MIDNIGHT

## GiveNOLA Day is just around the corner!

Hosted on **Tuesday, May 6th** by the [Greater New Orleans Foundation](#), GiveNOLA Day is the community's first one-day, online giving event to inspire people to give generously to nonprofit organizations who make our region a stronger and thriving community for all.


It's our day to come together as one! Every dollar donated from midnight to midnight on May 6th will be increased with additional "lagniappe" dollars provided by the Greater New Orleans Foundation and our generous GiveNOLA Day sponsors.

Built on successful models from other cities, GiveNOLA raises money for the community, brings new donors to local nonprofits, and helps make our region a more vital place to live. This year GiveNOLA Day is tied to a national event called *Give Local America* where hundreds of community foundations across America are asking their communities to give back on **May 6, 2014**.

To see more information about each participating non-profit, click on the link below. The Leaderboard will only show donations on GiveNOLA Day, however you can click on the participating non-profit's name to see more information about them. Explore the list and find the non-profit that most appeals to you!


[See the participants!](#)

Greater New Orleans Found... Why Give? Like



## Why give on May 6 through GiveNOLA.org?

While we encourage you to support your local nonprofits with year-round giving, we are creating a special event on May 6th – a charitable holiday. It's our day to celebrate the New Orleans region's spirit of generosity and support the work of our nonprofits. Plus, your dollars during the 24-hour period will be amplified by proportional "lagniappe funds" and prize dollars. Check out all these great organizations getting into the GiveNOLA below!



Lighthouse for the Blind  
[More Info](#)

# ShortStackApp.com

The interface is divided into several sections:

- Top Navigation:** Includes tabs for "Add Widgets [?]", "Edit Widgets [?]", and "Live Preview [?]", along with an "Auto Refresh" checkbox.
- Left Sidebar:** A vertical menu of widget categories:
  - Promotion Tools:** Includes icons for a megaphone, a checkmark, and a "5" badge.
  - Basic Tools:** Includes icons for an image, a list, a link, a gallery, and a shopping cart.
  - Facebook Features:** Includes icons for a comment bubble, a thumbs up, and a plus sign.
  - Forms:** Includes icons for a form and a person profile.
  - Integrations:** Includes icons for Instagram, YouTube, Twitter, RSS, a cloud, a person, a location pin, and a line graph.
  - Toy Box:** Includes icons for a gift, a bar chart, and a clock.
  - Advanced:** Includes icons for a code editor, a frame, and plain text.
- Center Panel:** A large area for editing the layout, currently showing a "Welcome to your new tab!" message. It includes a toolbar with options like "View", "Simulated Date", "Simulated Country", "Theme Selector", "App Width", "Data Mode", and "Mobile".
- Right Panel:** A preview area with instructional callouts:
  - A yellow sticky note: "Welcome to your new tab! Click on a widget icon to add it to your layout".
  - A callout: "Re-order widgets by clicking and dragging the icon" with a circular inset showing a hand dragging a widget icon.
  - A callout: "Edit the widget options by clicking the pencil icon" with a circular inset showing a hand clicking a pencil icon on a widget.
  - A callout: "When you're done designing, publish your tab to any Page that you Admin" with a circular inset showing a hand clicking a "Publish" button.



# Learn More About Your Audience

## Introducing Graph Search

🔍 People who like **Cycling** and are from my hometown



### Find people who share your interests

Want to start a book club or find a gym buddy? Connect with friends who like the same activities—and meet new people, too.



# Facebook Graph Search

The screenshot shows the Facebook search interface. At the top, the search bar contains the text "people who live in New Orleans, Louisiana". To the right of the search bar, the user's profile picture and name "Andy" are visible, along with a "Home" button. Below the search bar, a list of search results is displayed, each with a blue icon representing the type of result (people, location, or photos) and a text description. The results are as follows:

- People who live in New Orleans, Louisiana** · City · 390,253 like this
- People who live in Orleans, New York** · City · 330 like this
- People who live near Loyola University New Orleans** · 6383 St. Charles Avenue, New Orleans, Louisiana 70118 · 12,316 like this
- People who live near New Orleans AUDI** · 3400 N Causeway Blvd, Metairie, Louisiana 70002 · 4,815 like this
- People who live near Harrah's New Orleans** · 8 Canal Street, New Orleans, Louisiana 70130 · 74,833 like this
- Friends of people who live in New Orleans, Louisiana** · City · 390,253 like this
- Photos of people who live in New Orleans, Louisiana** · City · 390,253 like this

At the bottom of the search results, there is a link that says "See more results for 'people who live in New Orleans'".

# Facebook Graph Search

The screenshot shows the Facebook interface for a search query. The top navigation bar includes the Facebook logo, the search query "People who like Non-Profits on Facebook", and the user's name "Andy" with a "Home" button. The main content area is divided into two columns. The left column displays four user profiles, each with a profile picture, name, work information, interests, location, marital status, mutual friends, and interaction buttons (Friends, Message, Search). The right column shows a post from the "Non-Profits on Facebook" page, featuring a globe image and a "Like" button. Below the post is a filter panel with a green border, titled "More Than 1,000 People" and including a "Share" button. The filter panel contains several dropdown menus for refining the search: Gender, Relationship, Employer, Current City, Hometown, School, Friendship, Name, and Likes (set to "Non-Profits on Face..."). A "SEE MORE FILTERS" link is at the bottom of the filter panel. A "Give Feedback" link is located at the bottom right of the page.

People who like Non-Profits on Facebook

Andy Home

**Ray Nichols**  
University of Southwestern Louisiana  
Likes Non-Profits on Facebook, Musée de l'Orangerie and 2,46...  
Former President Emeritus at Crescent Group  
Lives in New Orleans, Louisiana  
59 mutual friends including McKenzie Lovelace Coco and Adel...  
Friends Message Search

**Addie K Martin (Addie King)**  
Owner/Publisher at Culicurious  
Likes Non-Profits on Facebook, Midnight Menu +1 and 1,995 ot...  
Lives in New Orleans, Louisiana  
Married  
31 mutual friends including Adele Bienvenu Tiblier and Crystal...  
Friends Message Search

**Danielle Hatfield**  
Works at daniellehatfield.com  
Likes Non-Profits on Facebook, Sass Jordan and 1,671 others  
Lives in Greensboro, North Carolina  
Married to Brandon Pierce  
17 mutual friends including Steve Hall and Adele Bienvenu Tib...  
Friends Message Search

**Tim Frentz**  
Director at Helping Hands Network  
Likes Non-Profits on Facebook, Darts Club and 898 others  
Studied at University of Nebraska--Lincoln  
Lives in Lincoln, Nebraska  
3 mutual friends including Chris Schultz and Sloane Davidson  
Friends Message Search

Non-Profits on Face...  
1,043,597 like this  
Like

Cause  
Non-profits connect individuals with the causes, issues and people that are important to them. At Facebook, we work to ...see more

More Than 1,000 People Share

Gender Add...  
Relationship Add...  
Employer Add...  
Current City Add...  
Hometown Add...  
School Add...  
Friendship Add...  
Name Add...  
Likes Non-Profits on Face...  
SEE MORE FILTERS

Give Feedback



# Tips for Facebook

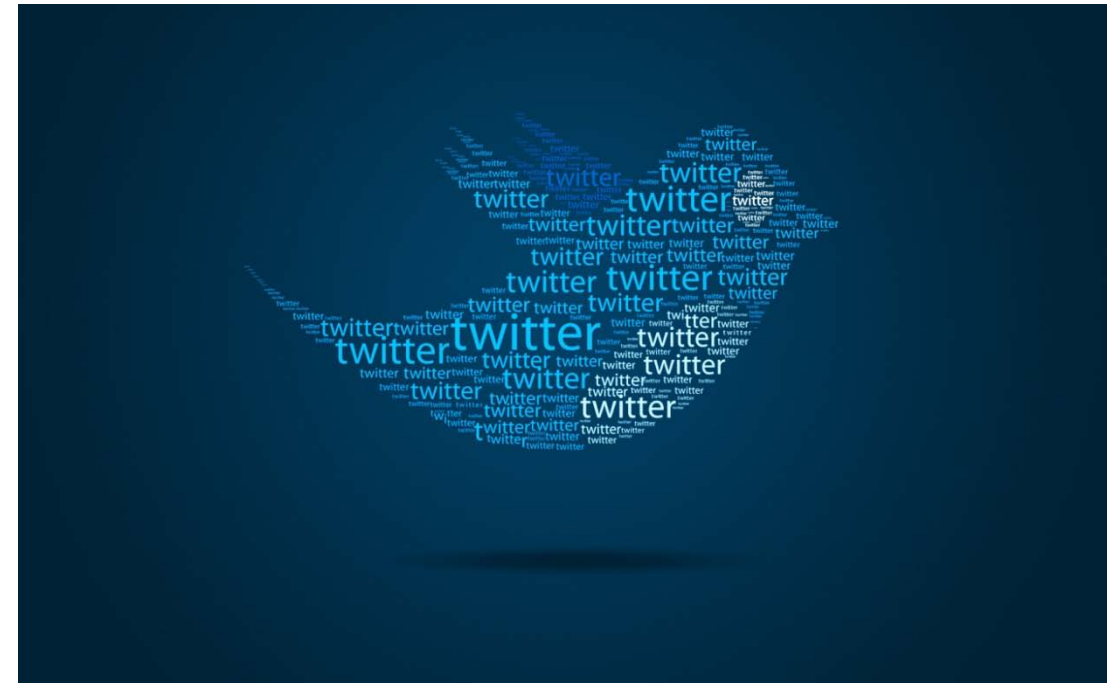
- Try a variety of content types – test links, photos, status and more
- Less is more on Facebook – no need to post more than 1 or 2 times a day (but 1 minimum)
- Update your cover photo and avatar as needed but remember that counts as a post
- Always delete the long link





# Twitter

- 500 Million Active Registered Users
- 115 Million Active Users Monthly
- 58 Million Tweets per Day
- Most Frequently Used Social Network for Customer Complaints





# Using Twitter as a Brand

# Speaking the language



**FSC Example**

@FSCExample



Follow

RT @fscinteractive: hosting a  
[#socialmedia101](#) training session this  
morning!



Reply



Retweet



Favorite



More

3:41 PM - 20 Jan 13 · [Embed this Tweet](#)



# Twitter Translator

# "@-Replies" and "Handles"



**Andy**

@andyknola



.@tiffanystarnes see you in the park tonight!

[← Reply](#) [↻ Retweet](#) [★ Favorite](#) [⋮ More](#)

3:41 PM - 20 Jan 13 · Embed this Tweet



# Retweet



**Andy**  
@andyknola



RT @ncantarano: Help raise money for  
Tsunami Relief: <http://bit.ly/awsjaho>

← Reply ↻ Retweet ★ Favorite ⋮ More

3:41 PM - 20 Jan 13 · Embed this Tweet



# Other “Versions” of Retweet



**GNOFoundation** @GNOFoundation · Apr 1

Check out our latest E-news! #GiveNOLA Day only 34 days away; #WCNOEW; grant opportunity for Classroom Enrichment: [ht.ly/vidgW](http://ht.ly/vidgW)

Expand

Reply Retweet Favorite More

- RT = Retweet
- MT = Modified Tweet
- V/ or Via// = Via



**Andy**

@andyknola



Follow

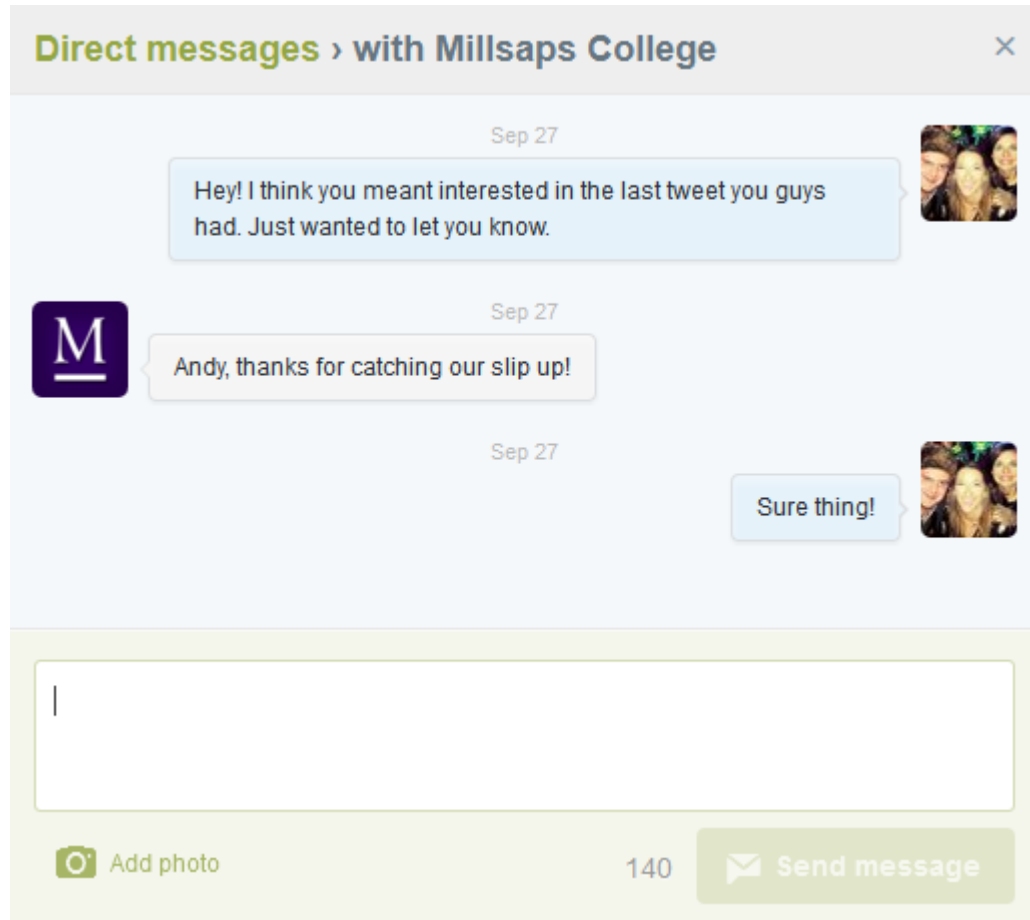
Check out our latest E-news! #GiveNOLA Day only 34 days away; #WCNOEW; grant opportunity for Classroom Enrichment: <http://ht.ly/bidoasdu> v/ @GNOFoundation

Reply Retweet Favorite More

3:41 PM - 20 Jan 13 · Embed this Tweet



# Direct Message



# Hashtag



Andy

@andyknola



Follow

Doing good always feels good! Learn more about [#GiveNOLA](#) and how you can make a difference!

[Reply](#) [Retweet](#) [Favorite](#) [More](#)

3:41 PM - 20 Jan 13 · Embed this Tweet



Andy

@andyknola

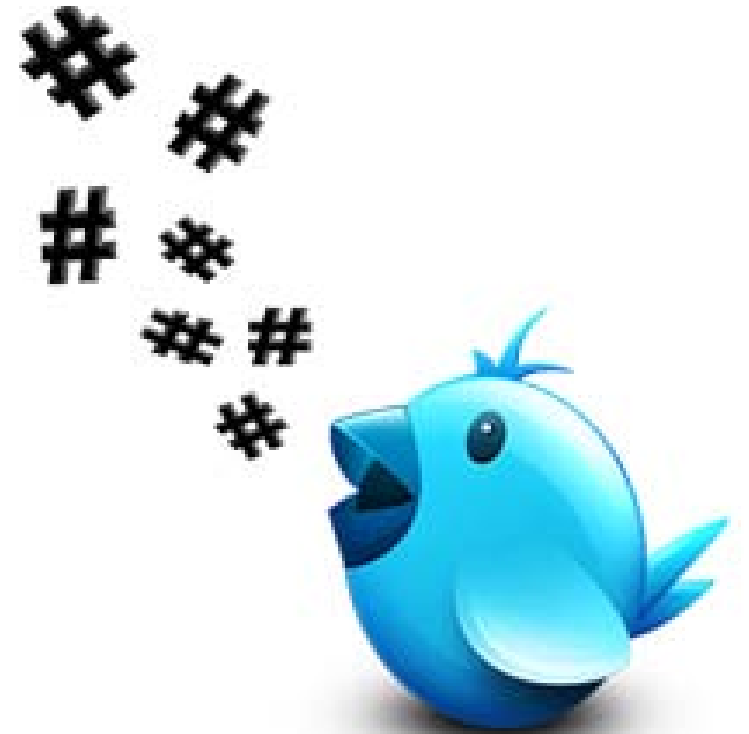


Follow

I can't believe Duke is out of the [#MarchMadness](#) tournament in the first round again. [#IShouldaKnown](#)

[Reply](#) [Retweet](#) [Favorite](#) [More](#)

3:41 PM - 20 Jan 13 · Embed this Tweet



# Twitter Rules of Engagement



- Don't talk all about yourself
- Find the people who interest you
- Try to add value to the conversation
- Follow up with your new friends

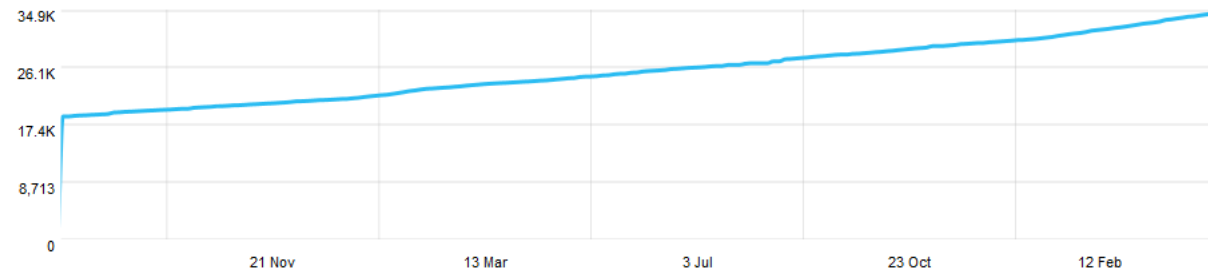


# Measuring Success on Twitter

# www.analytics.twitter.com

## Followers

34,616 followers as of 4/9/2014 (days shown in Pacific time)



### Interests

Most unique interests ?

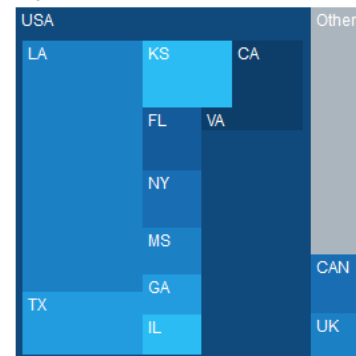
- 33% NFL football
- 22% Foodie news and general info
- 15% Cooking
- 6% Hotels
- 2% Cajun and Creole

Top interests ?

- 71% Business and news
- 62% Comedy (Movies and television)
- 58% Pop
- 51% Celebrity fan and gossip
- 50% Movie news and general info
- 39% Comedy (Hobbies and interests)
- 35% Reality TV

### Location

Top countries and states



Top cities

- 23% New Orleans, US
- 4% New York City, US
- 3% Baton Rouge, US
- 3% Dallas-Ft. Worth, US

### Gender

51% F 49% M

### Your followers also follow

- 36% TheEllenShow · Profile
- 35% drewbrees · Profile
- 31% cnnbrk · Profile
- 31% BarackObama · Profile
- 29% nytimes · Profile
- 26% NOLAnews · Profile
- 25% NewOrleansMag · Profile
- 19% NewOrleans · Profile
- 18% The\_Gambit · Profile

# Twitter Cards



# Twitter Cards

- **Summary Card**: Default Card, including a title, description, thumbnail, and Twitter account attribution
- **Summary Card with Large Image**: Similar to a Summary Card, but offers the ability to prominently feature an image
- **Photo Card**: A Tweet sized photo Card
- **Gallery Card**: A Tweet Card geared toward highlighting a collection of photos
- **App Card**: A Tweet Card for providing a profile of an application
- **Player Card**: A Tweet sized video/audio/media player Card
- **Product Card**: A Tweet Card to better represent product content



# Twitter Cards Analytics

## Change Links

Links in Tweets with

## Sources

Your influencers tweeted from these apps, websites and widgets.

|   | URL   | SOURCE   | IMPRESSIONS | URL CLICKS |
|---|---|--|-------------|------------|
| 1 | <a href="#">neworlean: View Tweets</a>                      | 1 <a href="#">HootSuite View Tweets</a>          | 4,265       | 60         |
| 2 | <a href="#">neworlean: View Tweets</a>                      | 2 <a href="#">web View Tweets</a>                | 481         | 4          |
| 3 | <a href="#">neworlean: View Tweets</a>                      | 3 <a href="#">Twitter for iPhone View Tweets</a> | 301         | 2          |
| 4 | <a href="#">neworlean: View Tweets</a>                      | 4 <a href="#">Tweet Button View Tweets</a>       | 54          | 1          |
|   |   | 5 <a href="#">LinkedIn View Tweets</a>           | 39          | 1          |
|   | <a href="#">followyournoia.com/151 #followyournoia View</a> |  |             |            |

on  
rms your readers  
amplifies your  
100 Tweets sent  
ton, you could see  
icks to your site.





LinkedIn




# LinkedIn

- 75% of audience have college degree or higher
- LinkedIn sends more traffic to your website than Facebook or Twitter
- Two new members sign up every second
- There are over 10 million endorsements provided every day



# Establish a Presence




## American Red Cross

64,765 followers [Following](#)

[Home](#) [Careers](#) [Services](#)

Sleeves up.  
Hearts open.  
All in.



The American Red Cross is a historic organization that works every day to prevent and alleviate human suffering. In other words, we help people prevent, prepare for, and respond to emergencies. We... [see more](#)

### Recent Updates

**American Red Cross** Stephen Curtis has over 81 years of service to The American Red Cross. Now that shows commitment. Thanks to all of our amazing volunteers who make the work we do possible. <http://lnkd.in/bw-FNpA>

**National Volunteer Week Profile - Stephen Curtis**  
redcross.org · Posted April 06, 2014 National Volunteer Week is April 6- 12: a great opportunity to recognize the many American Red Cross volunteers who give so much of themselves. Additional profiles are also available. Stephen Curtis was born into a life of...

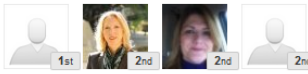
Like (82) · Comment (2) · Share · 3 days ago

**Angie Palmer, Pascal Nkem** +80

**Sheena Gildo** Your a Hero for me... Good job! 2 days ago

**Eunice Tolu Phillip** amazing, excellent service

### How You're Connected




1 first-degree connection  
90 second-degree connections  
19,718 Employees on LinkedIn

[See all](#)

### Careers


**Interested in American Red Cross?**  
Learn about our company and culture.  
91 jobs posted

[Learn more](#)



### What Makes American Red Cross Unique?

Get the scoop directly from our employees.



[Learn More](#) [in Career Pages](#)

LinkedIn

Join Today



## Andy Kutcher

Director of Accounts at FSC Interactive  
Greater New Orleans Area | Marketing and Advertising

---

**Current** Director of Accounts at FSC Interactive

**Past** Director of Social Media at FSC Interactive  
Volleyball Coach at New Orleans Hurricanes VBC  
Interactive Marketing Manager at FSC Interactive  
[see all](#)

**Education** Millsaps College  
L.S. McGehee

**Recommendations** 1 person has recommended Andy

**Connections** 500+ connections

**Websites** Company Website

### Andy Kutcher's Summary

As the Director of Accounts at FSC Interactive, I work with the Social Media and Search Departments to ensure that all accounts are being managed properly and being given the appropriate attention. Currently, I directly manage 10+ individuals. My primary role is to provide guidance, structure and accountability for all Account Executives and Account Coordinators at FSC Interactive across all departments.

Outside of FSC Interactive, I have done work as a volunteer committee member for the Young Leadership Council of New Orleans Proud to Call New Orleans Home campaign and I served as the Events Coordinator and board member of the New Orleans chapter of the American Marketing Association for two years. I have given a number of social media and online marketing presentations for audiences of varying sizes and industries. I am also Google AdWords and Google Analytics Certified.

"Organizing is what you do before you do something, so that when you do it, it is not all mixed up." - A.A. Milne

### Andy Kutcher's Experience

#### Director of Accounts FSC Interactive

Privately Held; 11-50 employees; Marketing and Advertising industry  
July 2009 – Present (4 years 10 months) | Greater New Orleans Area

FSC Interactive helps companies navigate the constant changing world of online marketing to

[Contact Andy Kutcher](#)

[Add Andy Kutcher to your network](#)











### Name Search:

Search for people you know from over 250 million professionals already on LinkedIn.

First Name  Last Name

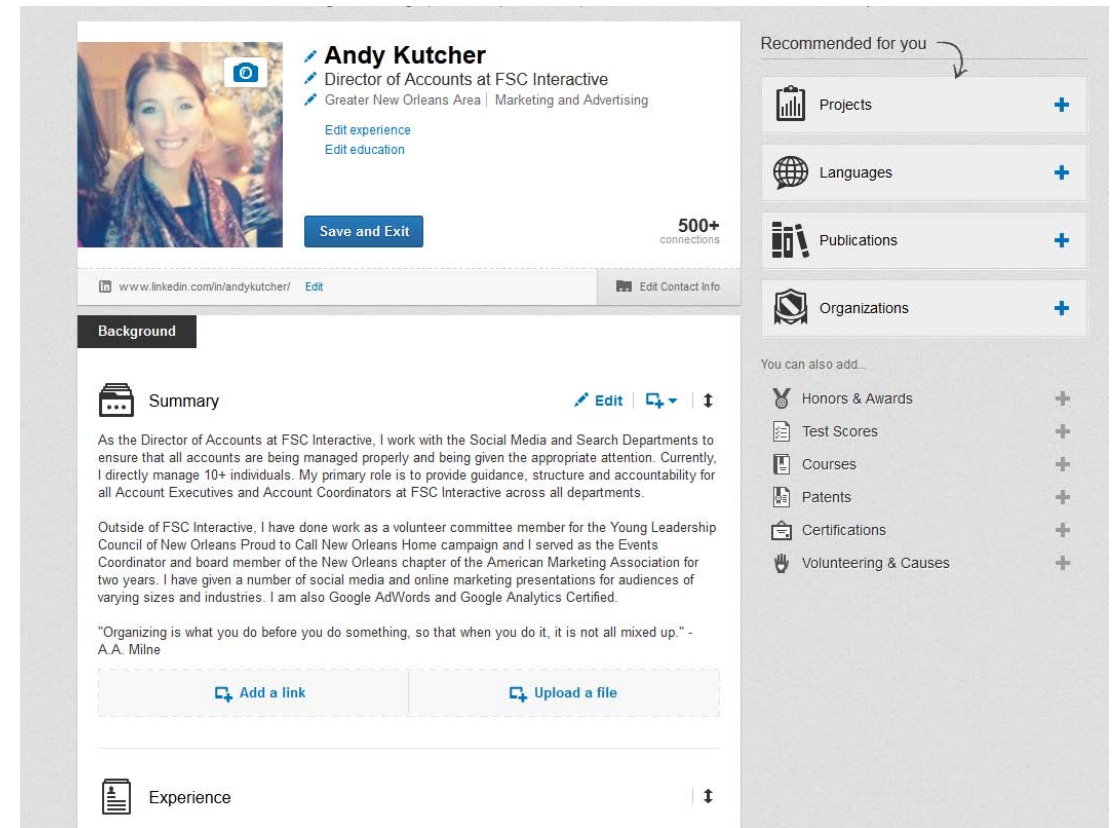
Example: [Andy Kutcher](#)

### Viewers of this profile also viewed...

-  **McKenzie Coco**  
Founder of FSC Interactive, LLC
-  **Noelle Cantarano**  
Digital Strategist at Lippe Taylor
-  **Susan Whelan**  
Senior Account Executive at FSC...
-  **Tiffany Fennell Starnes**  
Vice President at FSC Interactive
-  **Sally Tunmer**  
Senior Account Executive
-  **Matt Preuett**  
Online Marketing Professional
-  **Ashley Orr**  
Account Executive at FSC Interactive
-  **Margaux Maizlish**  
Senior Account Executive at FSC...
-  **JoAnna Bannon**  
Experienced Online Marketing Strategist...
-  **Sadie Nius**  
Director of Operations at FSC...

# Personal Presence

- Choose a photo
- Add all of your information including where you work, your job title, where you went to school
- Add skills
- Add connections
- Endorse and recommend others
- Join Groups



The image shows a screenshot of a LinkedIn profile for Andy Kutcher. The profile header includes a profile picture, a camera icon for uploading a new photo, and the name "Andy Kutcher" with a blue checkmark. Below the name is the current position: "Director of Accounts at FSC Interactive" and the location: "Greater New Orleans Area | Marketing and Advertising". There are links for "Edit experience" and "Edit education", and a "Save and Exit" button. The profile has "500+ connections".

The "Background" section is active, showing a "Summary" with an "Edit" button and a dropdown menu. The summary text reads: "As the Director of Accounts at FSC Interactive, I work with the Social Media and Search Departments to ensure that all accounts are being managed properly and being given the appropriate attention. Currently, I directly manage 10+ individuals. My primary role is to provide guidance, structure and accountability for all Account Executives and Account Coordinators at FSC Interactive across all departments." Below this, it says: "Outside of FSC Interactive, I have done work as a volunteer committee member for the Young Leadership Council of New Orleans Proud to Call New Orleans Home campaign and I served as the Events Coordinator and board member of the New Orleans chapter of the American Marketing Association for two years. I have given a number of social media and online marketing presentations for audiences of varying sizes and industries. I am also Google AdWords and Google Analytics Certified." A quote is included: "Organizing is what you do before you do something, so that when you do it, it is not all mixed up." - A.A. Milne. At the bottom of the summary section are buttons for "Add a link" and "Upload a file".

On the right side, there is a "Recommended for you" section with a list of categories: "Projects", "Languages", "Publications", and "Organizations", each with a plus sign to add more. Below this is a "You can also add..." section with a list of categories: "Honors & Awards", "Test Scores", "Courses", "Patents", "Certifications", and "Volunteering & Causes", each with a plus sign to add more.

# Company Presence


**American Red Cross**
64,765 followers
Following

[Home](#)
[Careers](#)
[Services](#)



Sleeves up.  
Hearts open.  
All in.

The American Red Cross is a historic organization that works every day to prevent and alleviate human suffering. In other words, we help people prevent, prepare for, and respond to emergencies. We... [see more](#)

**Recent Updates**

**American Red Cross** Stephen Curtis has over 81 years of service to The American Red Cross. Now that shows commitment. Thanks to all of our amazing volunteers who make the work we do possible. <http://lnkd.in/bw-FNpA>



**National Volunteer Week Profile - Stephen Curtis**  
redcross.org · Posted April 06, 2014 National Volunteer Week is April 6- 12; a great opportunity to recognize the many American Red Cross volunteers who give so much of themselves. Additional profiles are also available. Stephen Curtis was born into a life of...

Like (82) · Comment (2) · Share · 3 days ago

Angie Palmer, Pascal Nkem +80

Sheena Gildo Your a Hero for me... Good job! 2 days ago

Eunice Tolu Phillip amazing, excellent service 5 hours ago

Add a comment...

**American Red Cross** This week we are celebrating our amazing Red Cross Volunteers. Eddie Zitnik says, "I choose to volunteer with the Red Cross because it gives me a chance to surround myself with people who truly care about the people around them." <http://lnkd.in/beGYNJB>



**National Volunteer Week Profile - Eddie Zitnik**  
redcross.org · Posted April 09, 2014 April 6 - 13 is National Volunteer Week and the American Red Cross thanks the 400,000...

**How You're Connected**



1 first-degree connection  
89 second-degree connections  
19,569 Employees on LinkedIn


[See all](#)

**Careers**

**Interested in American Red Cross?**  
Learn about our company and culture.  
91 jobs posted

[Learn more](#)

**What Makes American Red Cross Unique?**  
Get the scoop directly from our employees.



[Learn More](#) [Career Pages](#)

[Follow American Red Cross on LinkedIn](#)

**Featured Groups**

**American Red Cross**  
16,481 members  
[Join](#)

**American Red Cross...**  
5,201 members  
[Join](#)

Like (72) · Comment (6) · Share · 4 days ago

Crystal Patterson, Cori Cundiff +70


See previous comments

**American Red Cross** Thank you for your years of service, Lucky! 2 days ago

David Boor, CPC, CCO I am going on 8 years, awesome experience ! 2 days ago

Add a comment...

**American Red Cross** Sales meets Event Planner – Do you have the ability to talk people into getting involved? Do you enjoy networking and developing leads? If so The American Red Cross has a need for you as a Donor Recruitment Representative. Check out our careers ... more



**American Red Cross Careers**  
americanredcross.apply2jobs.com · The American Red Cross helps prepare communities for emergencies and keep people safe every day thanks to caring people who support our work. Please support your local Red Cross.


Like (52) · Comment (1) · Share · 6 days ago

Shubha Panal, Laura Lang Panzullo +50

Lucky Davis information 4 days ago

Add a comment...

**American Red Cross** During National Volunteer Week, April 6 - 12, the American Red Cross celebrates the extraordinary contributions of its hundreds of thousands of volunteers who deliver Red Cross services 365 days a year, 24 hours a day.




**Thank You for being a Volunteer**

Our volunteers are the heart and soul of the Red Cross. And whether you choose to give your time for one day, one week or every week, I want to thank you from the bottom of my heart.

*Michelle*  
Gail McGovern  
President and CEO, American Red Cross

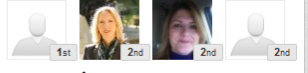
**People Also Viewed**



**Services**

**Disaster Relief**  
Each year, the American Red Cross responds immediately to more than 70,000...  
[See all](#)

**How You're Connected**



1 first-degree connection  
89 second-degree connections  
19,569 Employees on LinkedIn

[See all](#)

**Careers**

**Interested in American Red Cross?**  
Learn about our company and culture.  
91 jobs posted  
[Learn more](#)

**Services**

**Disaster Relief**



# Creating Your Company Page

## Companies > FSC Interactive (edit mode)

**Overview** Services

This page was last edited on 11/04/2013 by Matt Preuett Publish Cancel

Optimize your Company Name and Description for: English

\* **Company Name**  
FSC Interactive

\* **Company Description**  
FSC develops online strategies for businesses through paid search placement, website optimization and social media strategy. Creating focused, smart communications plans for clients big and small, we filter through the clutter and drive qualified leads to your business.  
  
Our client portfolio is as diverse as the city of New Orleans. From the largest law firms in the United States, to the historic luxury hotels that call the French Quarter home, to universities, local businesses, and real estate companies, we offer measurable solutions to our clients' online marketing needs. (581 out of 2,000 characters)

Default Language: English  
*Members will see the Company Name and Description that match their language preference. Otherwise, we will display your Default Language selection.*

**Company Pages Admins**

**Designated Admins**  
*You must be connected to a member to include them as an admin.*

Start typing a name

- McKenzie Coco**  
Founder/President at FSC Interactive, LLC
- Tiffany Fennell Stames**  
Vice President at FSC Interactive
- Andy Kutcher**  
Director of Accounts at FSC Interactive
- Matt Preuett**  
Business Development at FSC Interactive

\* **Company Type** \* Indicates required field  
Privately Held

\* **Company Size**  
11-50

\* **Company Website URL**  
www.fscinteractive.com

\* **Main Company Industry**  
Marketing & Advertising

\* **Company Operating Status**  
Operating

**Year Founded**  
2007

**Company Locations**  
(Add up to 5 different locations)

1943 Sophie Wright Place  
New Orleans, LA 70130  
United States

Edit

+ Add another location

### Image



FSC Interactive is an agency specializing in search marketing strategy, social media management, paid search advertising, search engine optimization, web site audits and local SEO.



Edit

### Standard Logo



Edit

### Square Logo



Edit

*Square logo is used in the network updates.*

### Company Specialties

|                            |                         |
|----------------------------|-------------------------|
| seo                        | social media marketing  |
| paid placement mangement   | online strategy         |
| internet marketing         | search engine marketing |
| search engine optimization | social media training   |
| pay per click              | Google Analytics        |

+ Add more specialties

# Update All Services

## Internet Marketing Services

We help develop your brand and provide you with confidence in your online marketing efforts and voice. Strategic thought is at the core of our services and we provide the metrics to prove our, and ultimately YOUR SUCCESS.



### Small Business Empowerment Program

The FSC Empowerment Program teaches and trains small business owners and staff how to efficiently and effectively participate in social media and online marketing. With a 90 day, cost effective program, FSC will help develop a customized plan to earn the attention and loyalty of existing customers,...

[Request recommendations](#) \* [Share](#)

Be the first to recommend



### Social Media Marketing

Social media and online PR are a shift in how people discover, read and share news, information and content. It is transforming monologues into dialogues and transforming people from content readers into publishers. Somewhere online somebody is talking about your company or industry. Do you know...

[Request recommendations](#) \* [Share](#)

Be the first to recommend



### Search Engine Optimization

Making your website efficient to the end user and optimized for search placement are essential pieces in creating a successful online marketing plan. Your site content, online marketing messaging, online listings and even press releases need to be optimized for search engines like Google, Yahoo!,...

[Request recommendations](#) \* [Share](#)

1 recommendation



### Paid Search Engine Marketing / Pay Per Click Advertising

FSC Interactive specializes in the management of paid search campaigns in Google Adwords, Bing Ads, and the Yahoo advertising network; within social media networks like Facebook, Linked In and YouTube; and contextual targeting on various other websites. FSC Interactive's paid search marketing team...

[Request recommendations](#) \* [Share](#)

Be the first to recommend



Build, Engage and Cultivate Your  
Community!



# Network, Network, Network

The screenshot shows the LinkedIn interface with a search bar at the top. Below the navigation bar, the 'People You May Know' section displays a grid of profile cards. Each card includes a profile picture, name, title, location, and a 'Connect' or 'Add to network' button. The number of shared connections or contacts is also displayed for each profile.

| Name                 | Title   | Location                 | Action         | Shared Connections/Contacts |
|----------------------|---|--------------------------|----------------|-----------------------------|
| Gant Laborde         | Master of the Universe at Iconoclast Labs                                   | Metairie, Louisiana      | Connect        | 9 shared connections        |
| Jacqueline Bodet     | Corporate Communication and Website Specialist at LAMMICO                   | New Orleans, Louisiana   | Connect        | 16 shared connections       |
| Hayley Barber        | hkbarber@shrp.umsmc.edu   |                          | Add to network | 2 shared contacts           |
| Dianna Duffy         | Student Bar Association at Loyola University of New Orleans, College of Law | Greater New Orleans Area | Connect        | 6 shared connections        |
| Margaret Dunn Huston | Teacher at Eufaula City Schools   | Eufaula, Alabama         | Connect        |                             |
| Robert Parrott       | grparrott@gmail.com   |                          | Add to network | 5 shared contacts           |
| Evan Parker          | Student at Tulane University  | New Orleans, Louisiana   | Connect        | 21 shared connections       |
| Laura Cost           | Graduate Student at Boston University School of Theology                    | Boston, Massachusetts    | Connect        | 14 shared connections       |
| Philip Cortese       | cortepm@gmail.com   |                          | Add to network | 11 shared contacts          |
| Katie Dennis         | Medical Student at LSU Health Sciences Center                               | Greater New Orleans Area | Connect        | 17 shared connections       |

- Connect with people you know
- Ask your board, sponsors and volunteers to connect with YOU and with YOUR COMPANY
- Look for people you WANT to get connected to

# Share Updates

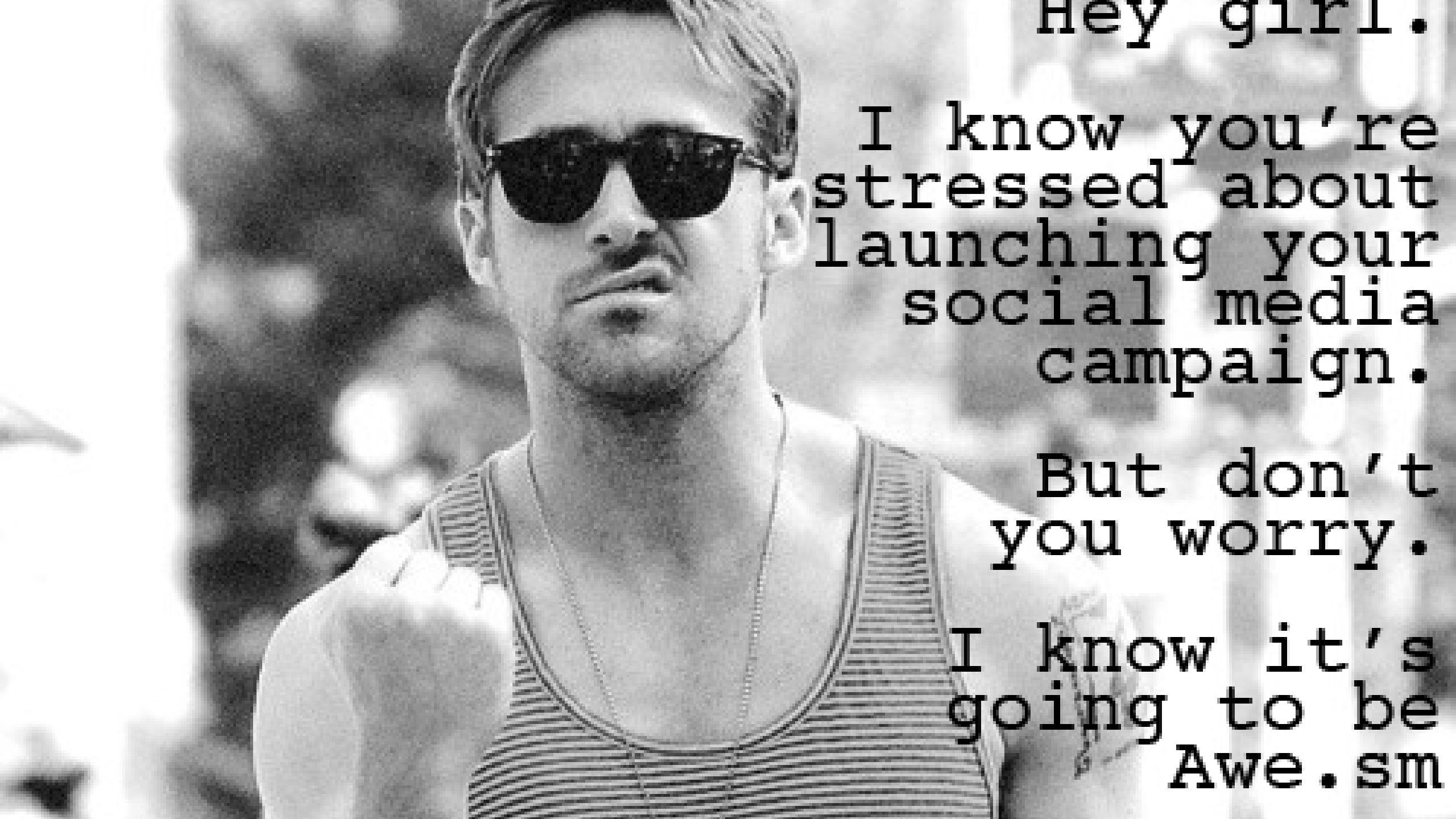
The screenshot shows the LinkedIn profile page for FSC Interactive. At the top, the profile header includes the FSC Interactive logo, the name "FSC Interactive", "173 followers", and a "Following" button. Below the header are navigation tabs for "Home" and "Analytics".

The main content area is a post creation interface, highlighted with a green border. It contains a text box with the message: "FSC Interactive will be hosting a Social Media 101 Training at Greater New Orleans Foundation later today! Let us know if there's anything you want covered!". To the right of the text box is a "Share with your followers to drive engagement." prompt and a "What's New" link. Below the text box is a "Share with: All followers" dropdown menu and a "Share" button.

Below the post creation area is a blue notification banner: "On April 14th, 2014, the Products & Services tab was discontinued. Visit our Help Center to learn more." with a close button.

The profile page is divided into two main columns. The left column features the FSC Interactive logo, a description of the company as an agency specializing in search marketing, social media management, paid search advertising, search engine optimization, web site audits and local SEO. Below this are contact links for the website (www.fscinteractive.com), email (info@fscinteractive.com), Facebook (/fscinteractive), Twitter (@fscinteractive), and Pinterest (/fscinteractive). At the bottom of this column is a "Recent Updates" section.

The right column features a "How You're Connected" section showing four profile pictures of first-degree connections and statistics: "15 first-degree connections" and "17 Employees on LinkedIn". Below this is a "Careers" section with a link to "Interested in FSC Interactive?" and a "Learn more" link.



Hey girl.

I know you're  
stressed about  
launching your  
social media  
campaign.

But don't  
you worry.

I know it's  
going to be  
Awe.sm

# Questions?



**Twitter:**

[www.twitter.com/fscinteractive](http://www.twitter.com/fscinteractive)

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