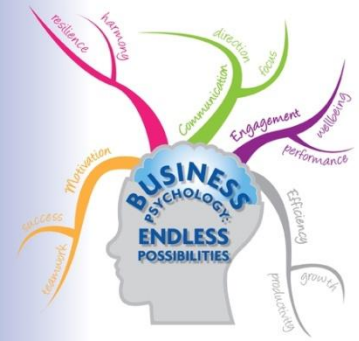




10th Annual Conference
6th - 8th May 2010
Robinson Executive Centre Wyboston MK44 3AL
www.theabp.org.uk



Professional Digital Networking

Matt Alder
MetaShift

Agenda



- Introductions
- Social Media – Fad or Revolution?
- The New World of Networking
- Tools and Techniques



10th Annual Conference
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Introductions



LinkedIn  www.linkedin.com/in/mattalder


twitter www.twitter.com/mattalder



www.recruitingfuture.com

Introductions

My Online Identities:

 mattalder on 12seconds

 mattalder on card.ly

 mattalder on Dopplr

 mattalder on Flickr

 mattalder on identi.ca

 mattalder on Plaxo

 recruitingfuture on
WordPress.com

 mattalder on SlideShare

 mattalder on Twitter

 mattalder on Tumblr

 mattalder on ZoomInfo

 mattalder on AudioBoo

 mattalder on Delicious

 mattalder on Ecademy

 mattalder on LinkedIn

 mattalder on Jaiku

 mattalder on Plinky

 Matt on Upcoming

 mattalder on last.fm

 mattalder1 on YouTube

 mattalder on socialmedian

 mattalder on Viddler


 mattalder on Brightkite

 mattalder on Digg

 mattalder on Facebook

 mattalder on Friendfeed

 mattalder on Naymz

 mattalder on Stumbleupon

 Matt on Google Reader

 mattalder on Plurk

 mattalder on Pownce

 mattalder on Squidoo

 mattalder on Xing

About My Company



The Future of the world of work



Communication



Recruitment



Career



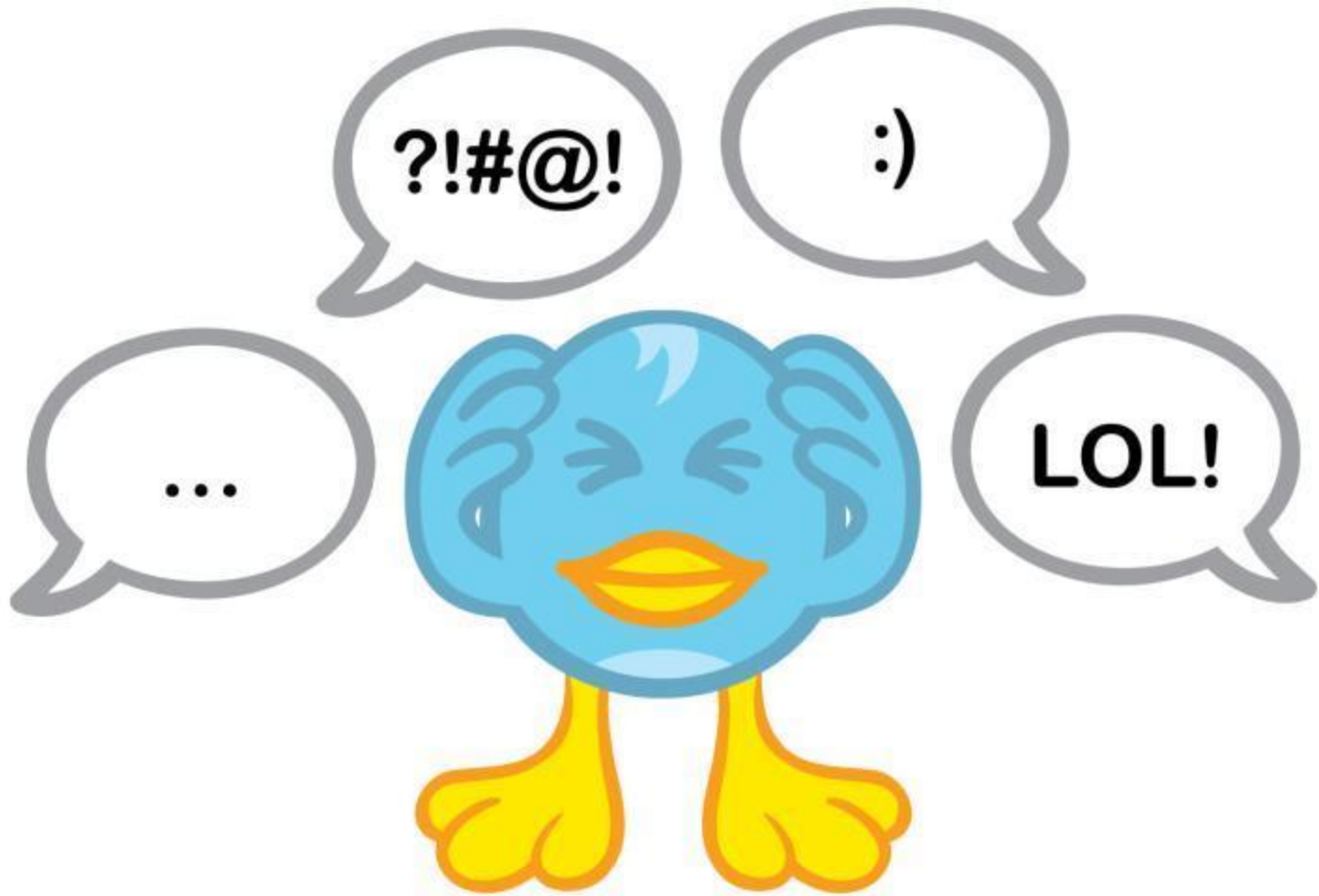
REVOLUTION OR FAD?



4 out of 5 of Internet users visit social sites every month



8 Billion minutes are spent on Facebook daily



50 Million Tweets sent per day

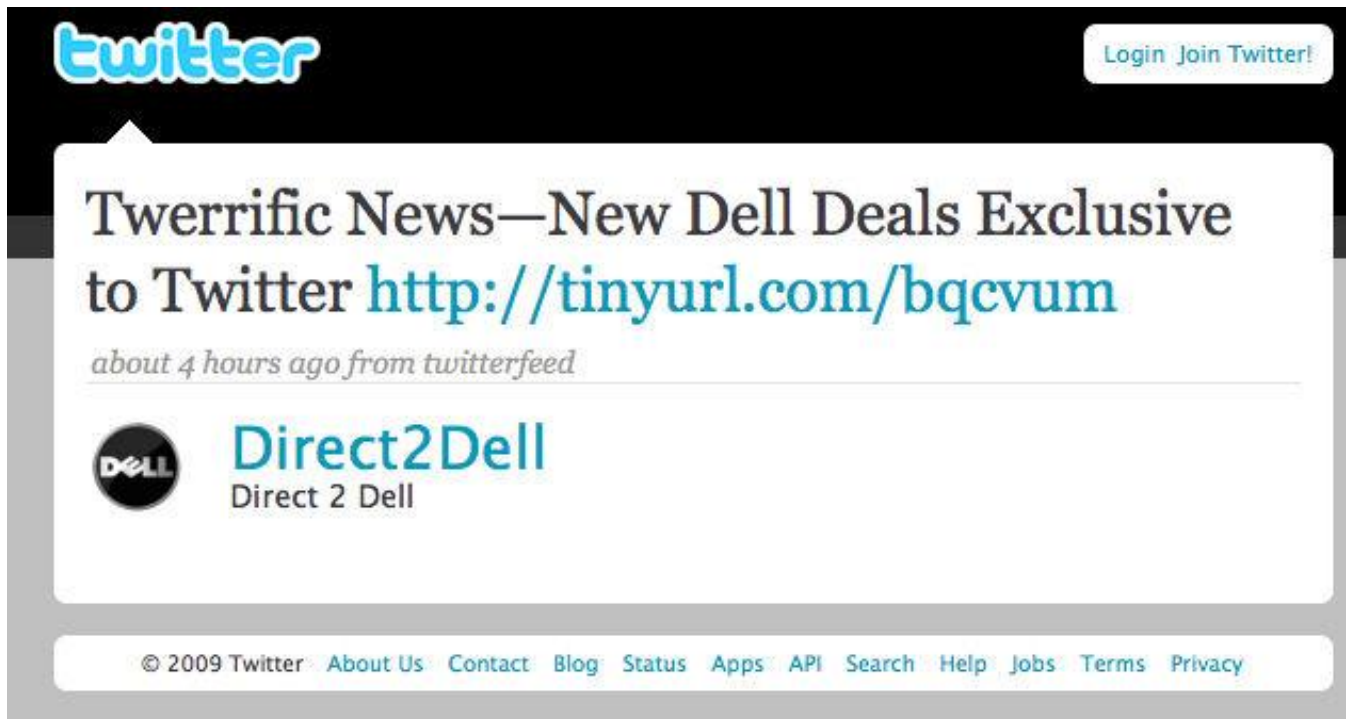
**24 hours of video uploaded to
YouTube every minute**





LinkedIn grows by 3 million members every month

A new way to sell




The image shows a screenshot of a Twitter post. At the top left is the Twitter logo. At the top right are the links "Login" and "Join Twitter!". The main text of the tweet reads: "Twerrific News—New Dell Deals Exclusive to Twitter <http://tinyurl.com/bqcvum>". Below the text is a timestamp: "about 4 hours ago from twitterfeed". The user's profile picture is the Dell logo, and the name is "Direct2Dell" with the bio "Direct 2 Dell". At the bottom of the screenshot is a footer with copyright information and various links: "© 2009 Twitter · About Us · Contact · Blog · Status · Apps · API · Search · Help · Jobs · Terms · Privacy".

twitter

Login Join Twitter!

Twerrific News—New Dell Deals Exclusive to Twitter <http://tinyurl.com/bqcvum>

about 4 hours ago from twitterfeed

 **Direct2Dell**
Direct 2 Dell

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Twitter drives \$3m sales for Dell

POSTED ON JUNE 12, 2009 AT 7:26 AM (UK)

IN: BUSINESS, INNOVATION, MARKETING, SOCIAL MEDIA, TWITTER, WEB



twitter

While many businesses are trying to work out [how to make money from Twitter](#), computer maker [Dell](#) shows what they have done to validate [Twitter](#) as a credible business tool.

[Last December, Dell claimed \\$1 million in sales](#) that the company could directly attribute to their use of Twitter.

29
tweets

retweet

A new way to find a job

TechCrunch
EUROPE 


Why not start with business broad
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[Subscribe](#)

How free social media beat the recruitment consultants to death

by [Guest Author](#) on September 4, 2009

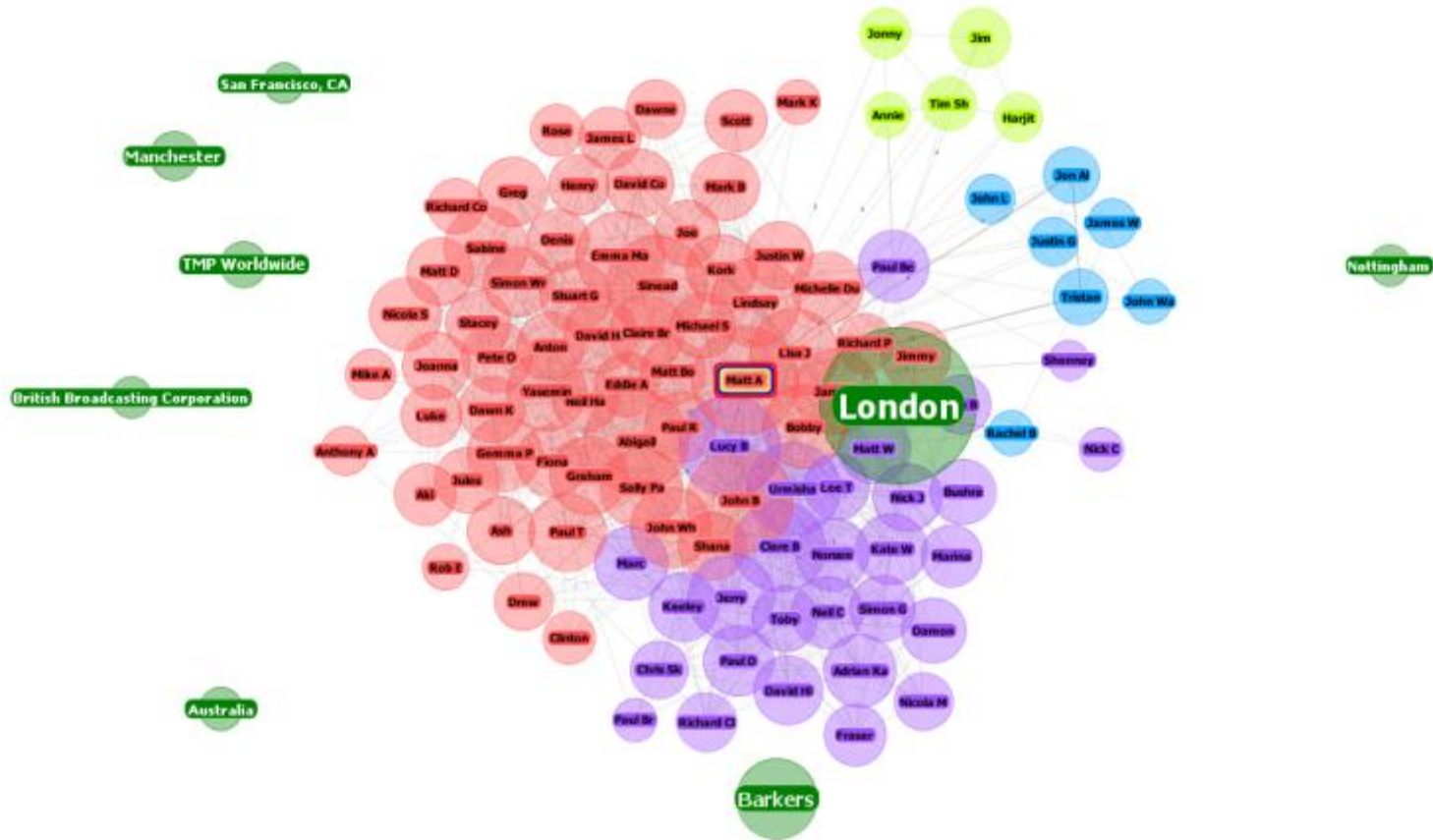
18 Comments  0 [tweet](#)

This is a guest post by Tom Allason, founder & CEO of stealth startup Shutl. In 2003, Tom founded eCourier.co.uk - the online courier company with the purple vans and served as eCourier's CEO from 2004 until 2008, overseeing the company's growth to £7.5m turnover and 250+ staff (including couriers) and raising £8m in equity funding from angels and a VC. With a professional management team in place, Tom left eCourier in 2008 to found Shutl. Tom serves on the advisory boards of YumShare and BookingBug. Outside of business, Tom is a founding trustee of FoundationStone, a charitable trust that invests in start-up charities.



For my first startup eCourier.co.uk (founded in 2004), getting top senior talent was a long & painful process punctuated by expensive ads and extortionate recruitment consultants. Hiring a CFO cost us around £25k. Hiring a CEO (when I was moving on) cost at least twice that. And even after making the investment, results were far from assured.

The Power of Weak Ties



It can't be ignored!



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United Breaks Guitars



This is a video response to [United Breaks Guitars Song 2](#)

★★★★★ 36,423 ratings

5,777,112 views

PERSONALITY ALLOWED.

We serve the same Kiwi wine and food in Premium Economy as in our Business class.

[« Previous post](#) | [Gulliver home](#) | [Next post »](#)

July

24th

10:32 GMT +00:00

Did Dave Carroll lose United Airlines \$180m?

Posted by: [Economist.com](#) | LONDON

Categories: [Luggage](#) | [United Airlines](#)

UNITED AIRLINES has tried to draw a line under [Guitar-gate](#) by paying for repairs to Dave Carroll's damaged instrument, and offering him \$1,200-worth of flight vouchers. Mr Carroll, a musician, has told the airline to give the money to charity.

You may remember that Mr Carroll's guitar was apparently rendered unuseable as a result of rough handling during a United flight last year. He tried and failed to get recompense from the carrier, and finally decided to have his revenge by writing a song. That tune, "[United Breaks Guitars](#)", has had over 3.6m hits on YouTube.



NEW WORLD OF NETWORKING

My Network



**2525
Followers**



**1768
Connections**



**423
Friends**

But it's Quality NOT Quantity

People = 3,427

Companies = 2,224

Quality Connections = 450

Weak Connections = 2,987

The Importance of Personal Brand

Network minus Brand = Spam

Brand minus Network = Not a real Brand

Brand plus Network = Success



GOLDEN RULES

Golden Rules

- Be consistent
- Add value to the conversation
- Act as you would in real life
- Listen



TOOLS AND TECHNIQUES

Blogging



 TypePad[®]



Linkedin





What is LinkedIn for?

- Personal Marketing
- Networking
- Research

Personal Marketing

- Complete your profile
- Use a photo
- Claim your URL
- Think about your Headline
- Use Status Updates

Networking

- Who do you already know?
- Write Personal Invitations
- Additional Connections
 - > Introductions
 - > Conversations

Research

- Jobs
- Groups
- Company Pages
- Questions

Twitter



What is Twitter for?

- Conversation (including Listening!)
- Sharing Information
- Personal Marketing
- Driving Traffic



mattalder

That's you!

Lists ▾

[@clarewhitmell](#) not sure, after midnight I think [#ge2010](#)

5 minutes ago via TweetDeck in reply to [clarewhitmell](#)

Speaking at a conference tomorrow so suspect an election all nighter would be a very bad plan [#lateshift](#)

5 minutes ago via TweetDeck

[@stephenodonn](#) wine then coffee....maybe a wine and coffee cocktail

5 minutes ago via TweetDeck in reply to [stephenodonn](#)

[@garyfranklin](#) Genius! Maybe next time

9 minutes ago via TweetDeck in reply to [garyfranklin](#)

Name Matt Alder

Location London

Web <http://www.metashift.com>

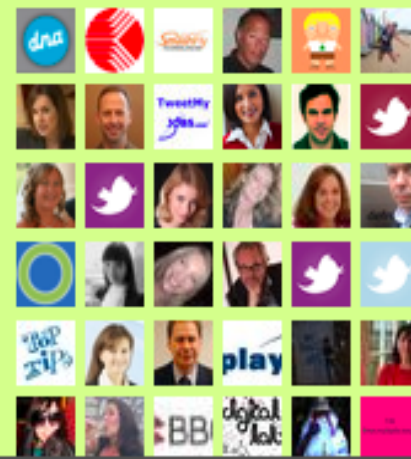
Bio Digital strategy for HR and Recruitment. Founder of MetaShift a consultancy for the future world of work. Blogger, Connector and social recruiting advocate

2,398 following **2,534** followers **153** listed

Tweets 4,576

Favorites

Following



Managing Information Overload

The image shows a screenshot of the TweetDeck application interface, which is designed for managing information overload by displaying multiple social media feeds in a grid layout. The interface is titled "TweetDeck" and shows the version "v0.33.3".

The main content area is divided into four columns, each representing a different social media feed:

- All Friends:** Displays tweets from all friends. The top tweet is from AlisonPriceNCGE, mentioning "At Leeds uni for sir peter Thompson awards for entrepreneurship results next!".
- Group: Friends:** Displays tweets from a specific group of friends. The top tweet is from @andyheadworth, mentioning "bloody 140 limit!! front end is interim - client isn't - agency soon to be fired tho, helping our balls glow even brighter ;)".
- Group: Interesting People:** Displays tweets from a group of interesting people. The top tweet is from seb_ly, mentioning "Very cool AR code released as open source from @jamesalliban and something I've been meaning to do for ages...".
- Mentions:** Displays tweets that mention the user. The top tweet is from @mattalder, mentioning "That's 1am my time. Really #lateshift. Do you have any predictions?".

Each tweet includes a profile picture, the user's name, the text of the tweet, and a timestamp. The interface also features a search bar at the top, a navigation bar with icons for home, search, and notifications, and a bottom bar with icons for various social media actions.

Summary

- Brand + Network
- Remember the Golden Rules
 - > Be Consistent
 - > Add Value to the Conversation
 - > Act as you would in real life
 - > Listen
- The tools are just the tools
- You have to do something!



This is not an option!

Questions?



10th Annual Conference
www.theabp.org.uk



Contact



Matt Alder - matt@metashift.co.uk



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