

# SOCIAL MEDIA

twitter  
facebook

**Social Marketing Management**

shoutlet, SYNAPSE, vitruve, Context Optional, involucr

**Social Publishing Platforms**

hootsuite, awareness, tweet, tapli, Flowtown, Socialware

**Social Promotion Platforms**

offerpop, Seismic, Strutta, votigo, Social Amp, SocialAppsHQ, extole, Fanzila, Zuberance, BzzAgent, CalmSea

**URL Shorteners**

bitly, tiny arrows, TinyURL.com

**Stream Platforms**

UberMedia, TweetDeck, twirl, AOL Lifestream...

**Twitter Apps**

twitpic, tweetmeme, StockTwits, Cadmus, wefollow, flixup!, Listorious, twitvid

**Analytics**

awe.sm, bluefin, kontagent, Campalyst, mixpanel, OMNITURE, webtrends

**Content Curation**

hunch, Flipboard, BuzzFeed, SkyGrid, Storify, memolane, summify

**Facebook Apps**

LIKESTER, BranchOut, SNAP, badoo, smule, causes, booshaka

**Social Advertising Platforms**

TBG, Lexity, spruceMEDIA, Adapty, BLINQ, epic social, SOCIALTYZE, nanigans, KENSHOO, Mari

**Social Commerce**

ShopTab, VendorShop, Fluid, shop igniter, milyoni

**Facebook Gaming**

playfish, zynga, MetroGames, Playdom, KARAM, CrowdStar, ZIPZAPURY, socialpoint, DIGITAL CHOCOLATE, EA, UBISOFT, WILDNEEDLEGAMES, PopCap

**Social Ad Network**

OneRiot, rockyou, across, LIFESTA, radium, XGRAPH, media6degrees

**Social Data**

SIF, SIF, SIF

**Social Search & Browsing**

Hardvark, StumbleUpon, greplin, spokeo, WHOS TALKIN

**Social Intelligence**

PostRank, Trendrr, ATTENTION, VISIBLE, actionly, bottlenose, synthesio, sysomos, radian, ALTERIAN, conversion, NETA

**Social Mobile Apps & Games**

ngmoco, foursquare, waze, twix, playphase, Gowalla, loopt, Foodspotting, glu, h5, pelago, PlayJam, iToYAK

**Social Networks - Other**

Linked in, TAGGED, my, friendster, gaia, plaxo, Path, CLUB, Merchant, HABBO, myYearbook, orkut, Google+, #hashable, renren, friend.ly

**Social Business Software**

pagenger, lithium, jive, telligent, External (Customer) Facing, Ingage, satisfaction, LeverageSoftware, Pluck, KickApps, mZinga, Assistly, Internal (Employee) Facing, huddle, cubetree, acquia, IGLOO, Yammer, moxie, Socialtext, nrmble, SOCIALCAST

**Blogging Platforms**

tumblr, posterous, Blogger, WordPress, SQUARESPEACE, Joomla!, JUX

**Social Shopping**

Giantnerd, Swipely, SVPPLY, Zaarly, zappli, LOCKERZ, giftsu, koboodle

**Social Referral**

ShopSocially, 500friends, TurnTo, curebit, socialfeet

**Content Sharing (Reviews/Q&A/Docs)**

topix, yelp, Angie's list, Quora, Scribd, fotopedia, slideshare, DocShare

**Photo Sharing**

SmugMug, flickr, Picasa, Instagram, ZangZing, photobucket

**Community Platforms**

Yuku, GROU.PS, BuddyPress, mixxt, Groupsite, Ning

**Plug-ins/Widgets**

tynt, Bazaarvoice, gigya, Badgeville, ShareThis, spinback, janrain, clearspring, echo, PowerReviews, Mass Relevance, meeb, widgetbox, 3333factory

**Traditional Publishers**

DAILY CANDY, CNN, The New York Times, Glam Media, THE WALL STREET JOURNAL, HEARST corporation, Aol, CONDÉ NAST



... MADE  
SIMPLE





**What is a Social Network?**





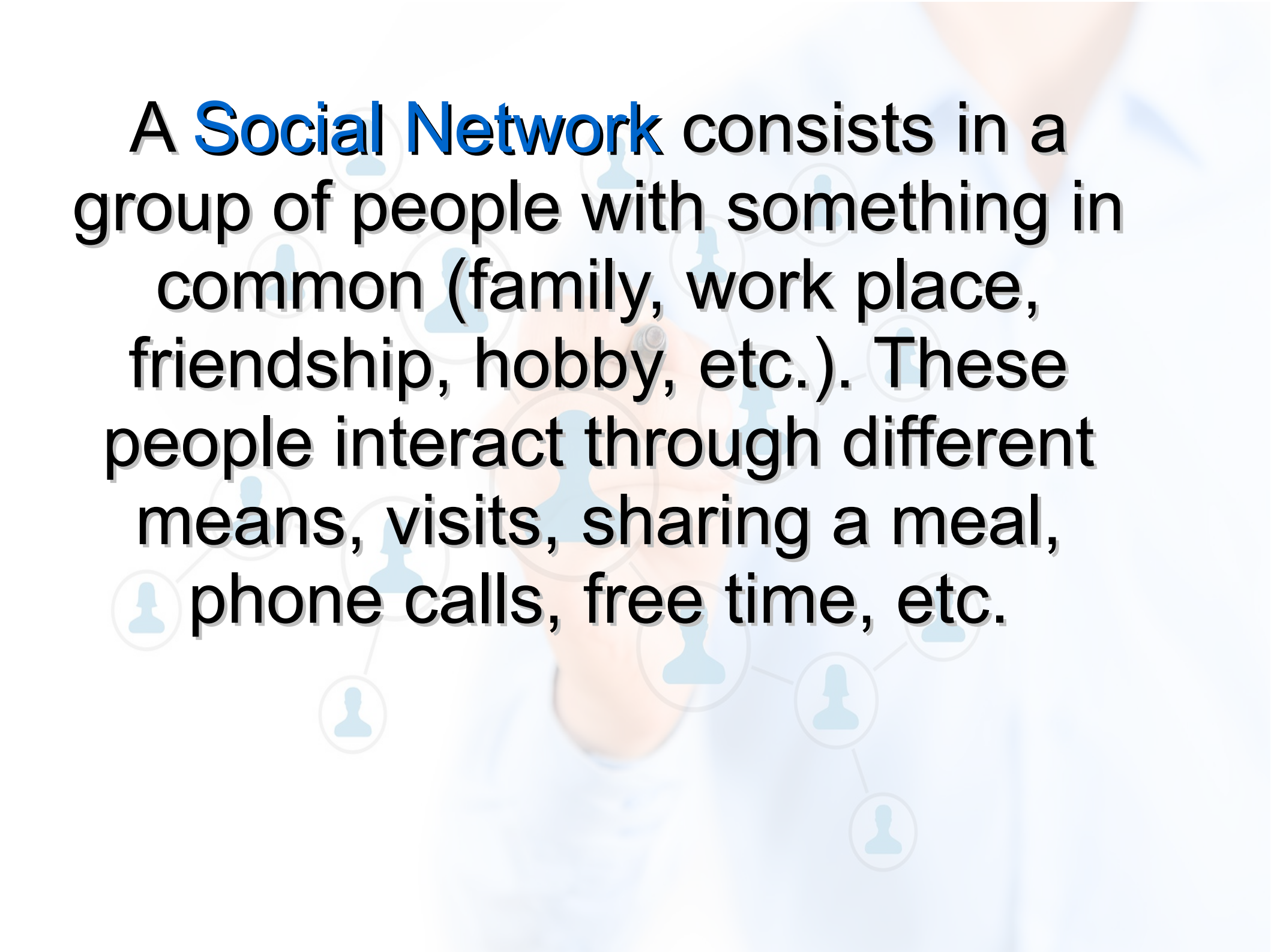






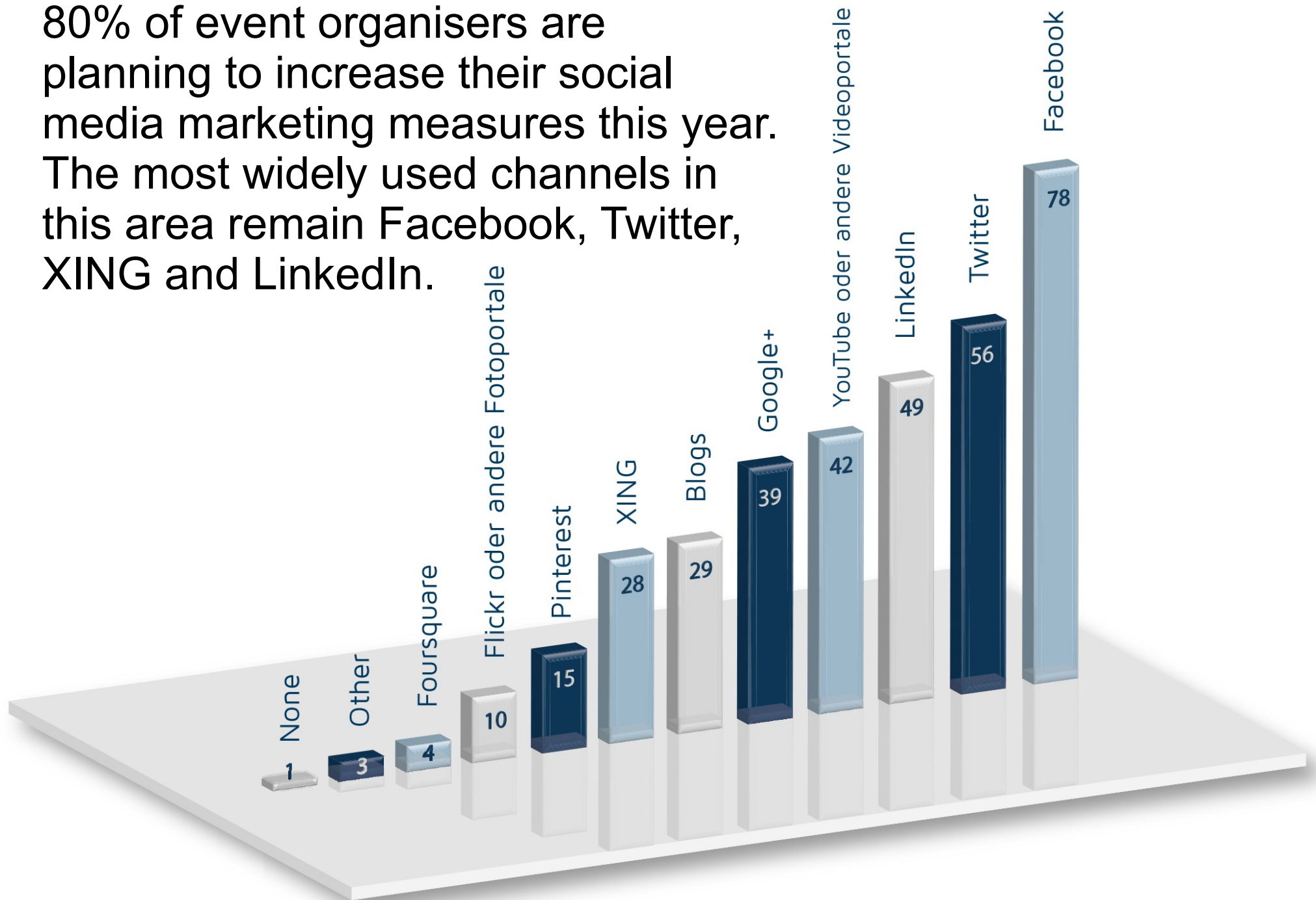






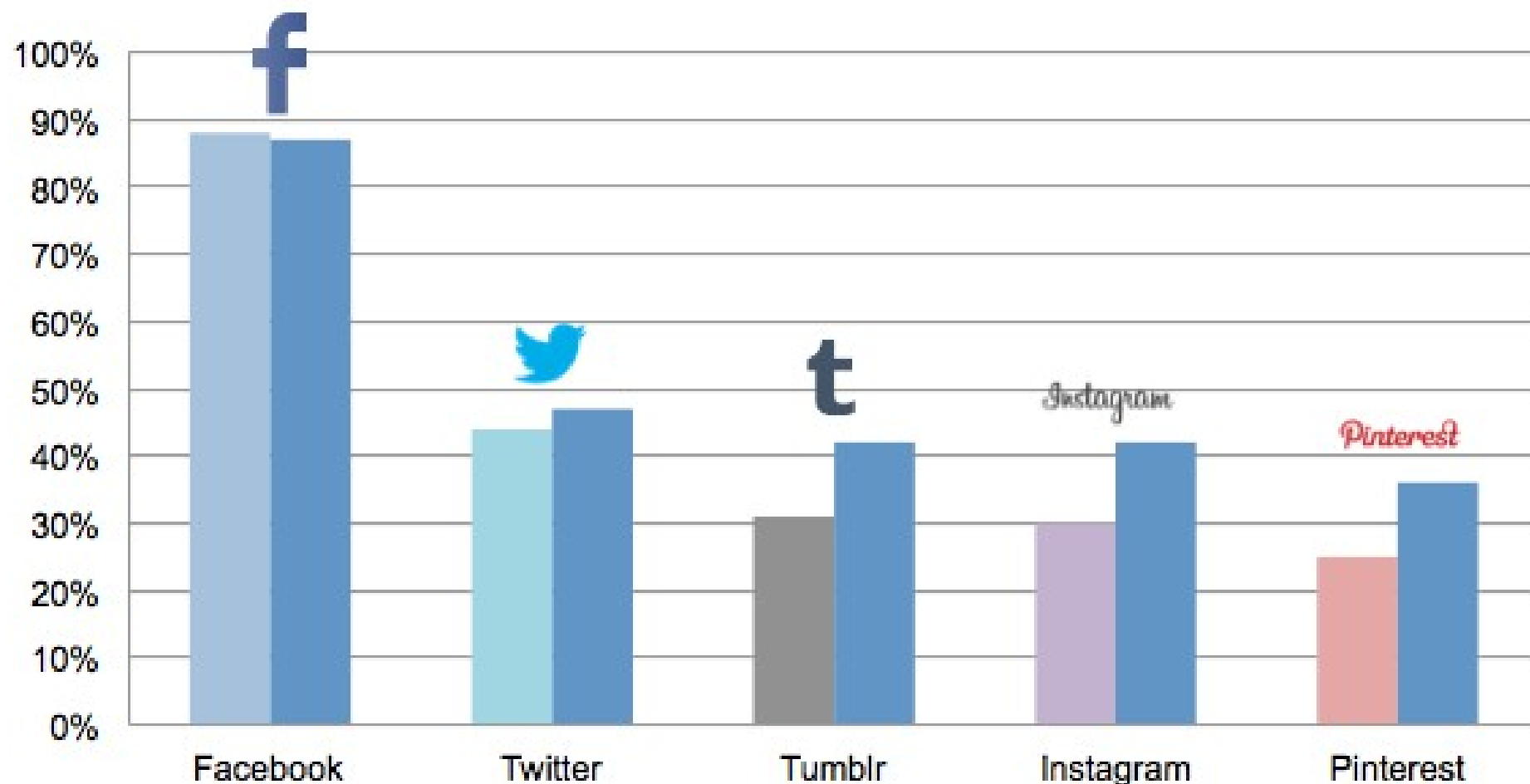
A **Social Network** consists in a group of people with something in common (family, work place, friendship, hobby, etc.). These people interact through different means, visits, sharing a meal, phone calls, free time, etc.

80% of event organisers are planning to increase their social media marketing measures this year. The most widely used channels in this area remain Facebook, Twitter, XING and LinkedIn.





# Student Network Usage 2012 to 2013







These above are **Social Media**, the platforms and means where social networks meet virtually to share interests in common.





These above are the **Social Media**,  
most used in Europe & Worldwide  
(besides blogging with WP & Blogger).



The community of social media users in Western Europe is set to reach 174.2 million people in 2013, which is about 62% of internet users. (Dec. 4<sup>th</sup> 2013).



- 
- A massive 153 million people in Western Europe are Facebook users.
  - Follows Twitter, LinkedIn, Google+ (for SEO basically).
  - Tumblr is raising among teens users in USA substituing Facebook in the next generation.





**Too much to share, one click at a time.**

國元

專營包裝容器  
歡迎零售批發  
www.lo-yuen.com.hk  
8/F 20A室(電梯按8字)



# INFOXICATION



# People have become selective users...



PINTEREST



TWITTER



FACEBOOK



INSTAGRAM



GOOGLE+



LINKEDIN

## SOCIAL MEDIA USER STATS

Number of Registered Users

As of Sept. 2013



**1.15 Billion**

registered users



**1.01 Billion**

registered users



**500 Million**

registered users



**150 Million**

registered users



**70 Million**

registered users

While the number of *registered users* isn't necessarily an indicator of how many users are *active* on a social network, it is one metric that can help understand *market penetration* and *potential audience reach*.

for sources and more info visit: [dustn.tv/user-stats-2013](http://dustn.tv/user-stats-2013)







How can we do it and cope the task?



# Social Media Management tools



# Social Media Management tools

## 1. Hootsuite (Hootsuite.com)

The image shows a screenshot of the Hootsuite website. At the top, there is a navigation bar with the Hootsuite logo (an owl icon) and the text "hootsuite". To the right of the logo are links for "Features", "Plans and Pricing", "Blog", and "Resources". Below the navigation bar, the main heading "Social Media Management" is displayed in a large, white, serif font. Underneath this heading is the tagline "The leading social media dashboard to manage and measure your social networks" in a smaller, white, sans-serif font. In the center of the page, there is a screenshot of the Hootsuite dashboard interface, which shows a grid of social media feeds from various platforms. At the bottom of the page, there is a row of social media icons: Google+, LinkedIn, Twitter, Facebook, YouTube, and Instagram. To the right of the dashboard screenshot, there is a list of five bullet points describing the tool's features. At the bottom right, there is a button labeled "View Plans and Pricing".

hootsuite

Features | Plans and Pricing | Blog | Resources

# Social Media Management

The leading social media dashboard to manage and measure your social networks

- Manage multiple social profiles
- Schedule messages and tweets
- Track brand mentions
- Analyze social media traffic
- 5 million+ satisfied users

View Plans and Pricing



# Social Media Management tools

## 1. Hootsuite

- Free up to 5 accounts.
- Supports (more for Pro-Users):



- Twitter.



- Wordpress



- Google+ (only pages).



- LinkedIn:



- Profile



- Groups



- Enterprises.



- Facebook



- Profile



- Pages



- Groups



Groups

- Foursquare



- Mixi (Japan).

# Social Media Management tools


## 1. Hootsuite

- Scheduling option (free)
  - Autoschedule.
  - Manual schedule.
- RSS feed to social media.
- Reports (Pro-Users).


Much more... for Pro-Users. I'm a free User.



# Social Media Management tools



▼




Lista

Día


Semana

Mes


☐ Exportar a...

Hoy

☐




1:30pm




Workflow del Community Manager <http://bit.ly/1gC3C09>  
by Pedro Torres

☐




1:40pm



Daniel y Apocalipsis: Dios tiene el control de la historia. | Noticias Adventistas de España <http://ow.ly/u0zkP>  
by Pedro Torres


☐

6:00pm




Semana Oración Jóvenes. Domingo: "FÁBULA, CUENTO DE HADAS O REALIDAD" <http://ow.ly/u0JHH>  
by Pedro Torres

☐




7:05pm




Escuela adventista dañada en terremoto de Nueva Zelanda | Noticias Adventistas de España <http://ow.ly/u0zTe>  
by Pedro Torres

Monday, Mar 17

☐




7:40am




ADLR» El papel de Argelia en la estabilidad y seguridad en el norte de África <http://ow.ly/u0AMB>  
by Pedro Torres

☐




3:25pm



S.N.R.: "Jesus on the web", evangelio en las redes sociales | Noticias Adventistas de España <http://ow.ly/u357o>  
by Pedro Torres


☐

6:00pm




Semana Oración Jóvenes. Lunes: "TRANSFORMANDO EL MUNDO" <http://ow.ly/u0KqG>  
by Pedro Torres

☐




8:00pm




Herramientas de Entrenamiento para los Masai | Noticias Adventistas de España <http://ow.ly/u35rl>  
by Pedro Torres

Tuesday, Mar 18

☐




11:20am




ADLR » Nigeria = 30 muertos tras un nuevo ataque a una aldea cristiana <http://ow.ly/uazt6>  
by Pedro Torres

☐




4:40pm



ADLR» Una nueva iniciativa insta al Gobierno de EEUU a implicarse en la defensa de los cristianos perseguidos <http://ow.ly/...>  
by Pedro Torres

☐



Semana Oración Jóvenes. Martes: "VALORES CONTRACULTURALES" <http://ow.ly/u0K.LJ>



# Social Media Management tools

| Feb 9 — 15 2014 |  |   |  |  |   |  |  |
|-----------------|--|---|--|--|---|--|--|
|                 | Dom 2/9  | Lun 2/10  | Mar 2/11   | Mié 2/12   | Jue 2/13  | Vie 2/14                                   | Sáb 2/15   |
| 4pm             | 3:45 Empleo Madrid: VENDEDOR/A CALZADO. CC. PRINCIPE D                             | Empleo Alicante: Abogado juni   |  | 3:50 Empleo Madi   | 3:55 Empleo Fuen  | Asistente Labora                           |  |
|                 | 4:20 Prácticas remuneradas   | 4:00 Empleo Tenerife: Copia Consultor                                     |  | 4:00 Empleo Madrid: ECOMMERCE FINANCI                                  | 4:30 Empleo (Madrid): Preparador/a de pedidos                                   | 4:10 Empleo Mallorca: INGENIERO ALITOM     |  |
| 5pm             | 4:35 Empleo Cart: JEFE DE OB   | 5:15 Empleo Baro  | 4:30 Empleo Chipre: NET DEVELOPER: Oferta de empleo en Chipre: http://europe | 4:50 AfwassER M/V voor 1 of 2 avonden per week: Oferta de empleo en Ru | 5:30 Empleo Barcelona: Ortodoncista Vitaldent                                   | 4:35 Empleo Barcelona: Asesor/a telefónico |  |
|                 | 5:50 Barcelona: VISITAS CONCERTADAS: FUTURO DIRECTOR COMERCIAL - Hula              | 5:15 Empleo Pamplona: Promotor Asi  | 5:05 Empleo: Abogado Concursal: "Abogado                                     | 5:55 Empleo Tarra  | 5:45 Se buscan Ingenieros Senior de Tuberías con Inglés para cubrir vacantes en | 5:10 Empleo: Asistent Labora Sevilla       | 5:25 Empleo AYUDANTE DE RECEPCION - BARCELONA (Barcelona): Empresa                 |
| 6pm             | 6:35 Empleo Barcelona: ADMINISTRATIVO/A SECTOR HIPOTECARIO: Importante Sociedad en | 6:25 Empleo Valladolid: FORMADORES: Consultora de Recursos Humanos: Riera | 6:15 AfwassER M/V of 2 avonden per week: Oferta de empleo en Ru              | 6:20 Empleo Alicante: Abogado junior civil y                           | 6:20 Empleo Barcelona: Atención Al Cliente                                      | 6:20 Empleo Fuerteventur                   | 6:10 Empleo: 9 € pro Std. + Schichtzulagen als Kundenbetreuer im Inhouse Arbeitent |
| 7pm             | 7:20 Empleo Baro   | 7:30 Semana Oración   | 7:00 Empleo Barcelona: Ortodoncista: Vitaldent, empresa líder en ceriveline  | 7:25 Empleo Madrid: Analista Progr. Exp MDM (Master Data Management)   | 7:15 Empleo Fuerteven   | 7:30 Semana Oración                        | 7:25 Empleo Comercial - Navata (Girona) http://bit.ly/KlIFAp                       |
| 8pm             | 8:00 Semana Oración  | 8:15 Empleo Madrid: RESPONSAL   | 8:00 Semana Oración  | 8:00 Semana Oración  | 7:45 Empleo Fuerte  | 7:40 Empleo Mallorca: INGENIERO ALITOMATIZ | 8:15 Empleo: Director de Hotel - Lanzarote (Las Palmas) http://bit.ly/1A6H7TA      |
| 9pm             | 8:45 Empleo Chipre: NET DEVELOPER de empleo en http://europe                       | 9:05 Semana Oración   | 9:00 Empleo Baro   | 8:50 Empleo Barcelona: COMERCIAL (SUELDO ELI+COMIS                     | 9:05 Semana Oración   | 8:55 Empleo Barcelon                       | 9:45 Applikationsspezialist  |



# Social Media Management tools

## 2. Buffer (bufferapp.com)



Apps & Extras | Our Blog

# A Smarter Way to Share.

Be awesome on social media. Easily add great articles, pictures and videos to your Buffer and we automagically share them for you through the day!

*Sign in or Sign up!*



If you want to sign in using your existing Buffer account...



### Multiple Accounts

Post to your Facebook, Twitter, LinkedIn and App.net accounts easily and quickly from wherever you find great content!



### Analytics & Insights

Get free, detailed analytics on all your posts to every social network. See how many likes, shares and retweets you get at a glance!



### Team Members

Invite your whole team to make consistent sharing easier. Anyone can manage the account from all our apps.

# Social Media Management tools

## 3. SOCIAL OOMPH (socialloomph.com)

Free version only with Twitter features.

The screenshot shows the Social Oomph website. At the top, the logo "SOCIAL OOMPH" is displayed with the tagline "Boost Your Productivity". A quote from Ritchie Pemasuer is featured: "The new Friend Finder feature is brilliant and nicely integrated as always; no wonder you broke the 100,000 mark," Ritchie Pemasuer wrote. A "Login or Register" link is in the top right. A left sidebar contains links: Login, Register, Access Issues?, Read Our Blog, What's New, Help, Follow On Twitter, Fan Us On Facebook, Affiliate Program, DM Opt-Out, and Contact Us. The main content area has a "Join hundreds of thousands of satisfied users today!" banner and a "Click REGISTER NOW Here" button. Below is a table comparing "Base Features" for "Free" and "Professional" plans.

| Base Features   | Free                                | Professional                        |
|---|-------------------------------------|-------------------------------------|
| Schedule tweets — Plan, set & forget <a href="#">[more]</a>         | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Track keywords — Empower yourself <a href="#">[more]</a>            | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Extended Twitter profiles — Promote yourself <a href="#">[more]</a> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Save and reuse drafts — Save hours of typing <a href="#">[more]</a> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| did.bz URL shortening — Track your clicks <a href="#">[more]</a>    | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| View @Mentions & Retweets — Efficiency <a href="#">[more]</a>       | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Purge your DM Inbox — Keep it tidy <a href="#">[more]</a>           | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Purge your Twitter Tweets — Start over <a href="#">[more]</a>       | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Secure Twitter access — No passwords <a href="#">[more]</a>         | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Personal status feed — Your own tweet engine <a href="#">[more]</a> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |

# Social Media Management tools

4. **TweetDeck** ([TweetDeck.com](https://tweetdeck.com))
5. **TweePi** ([Tweepi.com](https://tweepi.com)) free & Premium.
6. **SocialFlow** ([socialflow.com](https://socialflow.com)) only customers.
7. **SproutSocial** ([sproutsocial.com](https://sproutsocial.com)) only customers.
8. **SocialBro** ([socialbro.com](https://socialbro.com)) only customers.
9. **CrowdBooster** ([Crowdbooster.com](https://crowdbooster.com)) only customers.
10. **ArgyleSocial** ([argylesocial.com](https://argylesocial.com)) only customers.



# Social Media & Sharing tools

Plug-ins (or add-ons) for Firefox, Chrome, Safari...

## 1. AddThis (most powerful).



AIM, Blogger, Delicious, Digg, Facebook, FriendFeed, Friendster, Google Bookmarks, LinkedIn, Live, Mixx, MySpace, Orkut, Plaxo, StumbleUpon, Tumblr, Twitter, TypePad, WordPress, and Yahoo Bookmarks. The complete list of supported services can be seen on the developer's website. In addition, AddThis supports most popular blogging platforms like Google's Blogger, WordPress, Typepad, Tumblr, MySpace, Joomla!, Drupal, and Movable Type.

# Social Media & Sharing tools

Plug-ins (or add-ons) for Firefox, Chrome, Safari...

2. Yoono.



3. WiseStamp (mail branding).



4. Shareaholic



(also manages media managing tools).

5. LinkedIn, FB, TW, G+, etc.

(Other plug-ins or add-ons just for each platform).

# Social Media & Sharing tools

Plug-ins (or add-ons) for Firefox, Chrome, Safari...

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# In short words:

You can link Twitter to FB profile and Pages saving clicks and time:

Facebook

Tu cuenta está conectada a Facebook [Desconéctalo](#).



---

Permitir a Twitter:

☐ publicar retweets en Facebook

☒ publicar en mi perfil de Facebook

☒ publicar en mi página de Facebook:

Pedro Torres



Las @respuestas y los mensajes directos no serán publicados.

¿Tienes algún problema? [Aprende más](#).

## In short words:

My recommendation:

Use Hootsuite + Shareaholic + AddThis.

Hootsuite will allow you to schedule.

Shareaholic also manages Hootsuite among dozens of other services.

AddThis manages over 350 services.

Let's go for a cyber walk.



# Pedro Torres-Martinez

Communications Director at Spanish Adventist Union (UAE-EUD)

   [Email Me](#)



Husband of a marvelous wife, Susana, and father of two wonderful kids, Adaia and Johanan. I love traveling, and specially, riding my v-Strom 650 Suzuki. [Communicating the Gospel](#) is my passion. I'm enjoying my ministry as director at [AWR-Spain](#), [Hope Channel Spain](#), and supervise the [Hope Media Center](#) in Spain, as well as being the editor of [Revista Adventista](#). I manage the corporative communications department, [ANN-Spain](#) and the Public Affairs department at the [Union of Churches of the Seventh Day Adventist Church](#) in Spain, where I'm serving as a minister of the Gospel. I also serve as Executive Secretary at the [Religious Liberty Association](#) in Spain. Another passion is to teach Communications to the future pastors in the [Adventist Theological College](#) in Sagunto, Spain.

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 [Pr. Pedro Torres](#)



# EUD-GAIN 2014