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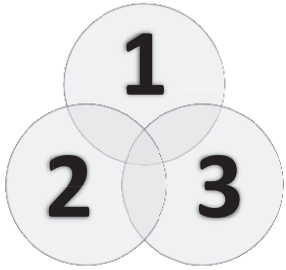

SOCIAL MEDIA FIELD GUIDE

Volume I

Media Maverix Marketing

www.mediamaverix.ca

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Forward

My name is Doug Smith, author of Thriving in Transition and The Trauma Code. In 1994 I was immersed in the internet and my early work as a pioneer lead to an executive position with a National Internet Service Provider. My 19 years of experience has given me a respect for and awareness of the power of today's communications capability. Social Media is a new dimension and I strongly encourage you to build a strong foundation of knowledge before rushing in.

The internet is now an extension of the human mind and the opportunity with social media is limited only by your creativity and business savvy; two things which do not usually reside inside just one mind. At the time of this printing in 2012 I have over 6 years' experience immersed in social media and social networks and during this time I have written 3

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books on change, transition and performance. I am honored to share my feelings about the *1, 2, 3, Social Media Field Guide*, my personal experience of getting to know the author Caroline Risi, her team at Media Maverix and the performance advantage this document provides you.

Networking, connecting and relating to other people is an art and when I first met Caroline at an Indonesia-Canada event it was obvious she was an artist in relationship building.

Unlike most, Caroline was interested in first, how to expand and monetize Doug Smith's capacity and to fill his sales funnel. She was sincerely interested in knowing me, my history and what my purpose was. She demonstrated her awareness that social media is fluid and strategy is important, but to succeed, people needed to get out there and learn; sometimes by making mistakes. As a former professional athlete, this resonated with my personal

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journey to the National Hockey League and all of the times I fell down and got back up again.

The social media engine behind www.DougSmithPerformance.com was built by Caroline's team and it helped my internet presence perform better. Through continued effort, my web presence was now putting money in my bank account and I had reached my goal to achieve twenty ways for people to connect with me with just one click. Up to 50 people in a day would connect on social networks and through my website.
This is a simple yet powerful tool for every business yearning to improve and measure their social media performance. I encourage you to invest in your future by taking Steps 1, 2 and 3. Your business will be thankful you did.

Doug Smith CCF
President, DSE Network Publishing
Author of Thriving in Transition
Author of The Trauma Code
www.DougSmithPerformance.com

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Introduction

This guide is about making connections and making money.

There are three major components that need to be considered when taking your business and marketing plans online:

1. Benchmarking your current business so that you have a baseline from which to be able to measure your success.

2. Making sure you have a clear goal for your online communication plan to achieve and an equally clear structure for it to follow.

3. Engaging yourself and your network or audience in activities that will build trust, efficacy, ethics, social responsibility, loyalty and action.

There has been a shift in the world of marketing. If you think about it, social media is different; with the introduction of Web 2.0, it's no longer a

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monologue — it's a dialogue. Your advertising and marketing need to be interactive going forward. Any online product needs to follow the same principal. If you keep this in mind, your success will be solid.

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The History of the Internet

1838 Samuel F. B. Morse demonstrates the electric telegraph for the first time.

1843 The U.S. Congress funds an experimental line between Baltimore and Washington, D.C.

1848 Morse's partner, Alfred Vail, wired to the U.S. Capitol to say that Henry Clay had been nominated at his party's national convention. This was the first news dispatched by electric telegraph.

1851 Western Union begins business.

1861 Western Union builds its first transcontinental telegraph line.

1876 Alexander Graham Bell invents the telephone. His first words over it: "Mr. Watson, come here, I want to see you."

1877 Bell Telephone Company is formed.

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1885 AT&T is formed to manage Bell's long-distance business.

1913 Western Union introduces multiplexing, the process of transmitting eight messages simultaneously over a single wire (four in each direction).

1936 Western Union introduces Varioplex; now a single wire can carry 72 transmissions at the same time (36 in each direction).

1959 Western Union introduces its Telex teleprinter exchange (hence "telex") service in the U.S.

The 1970s

1972 The Advanced Research Projects Agency becomes DARPA after adding "Defense" to its name. DARPA is a leader in the call for a global network.

1974 The term "Internet" is adopted.

The X.25 protocol forms the basis of the SERCnet network connecting British

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academic and research sites, which later becomes the Janet network.

1978 The General Post Office (in the U.K.), Tymnet (in the U.S.) and Western Union International collaborate to create the International Packet Switched Service (IPSS), the first network of its kind.

The 1980s

1981 The network created in 1978 now covers Europe, the U.S., Canada, Hong Kong and Australia.

1989 Tim Berners-Lee connects hypertext with the Internet and personal computers, resulting in the World Wide Web.

The World, based just outside of Boston, begins selling dial–up access to the public, becoming the first commercial Internet service provider (ISP)

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The 1990s

1990 The network created in 1978 now provides worldwide networking infrastructure.

The first search engine, Archie, is created at McGill University in Montreal.

1991 Wide Area Information Servers (WAIS), a text-searching system, and Gopher, a document distribution, search and retrieval protocol, are introduced.

1993 The Mosaic web browser is created at the University of Illinois, funded by the *High Performance Computing Act of 1991* (aka the Gore Bill).

1994 Netscape Navigator supersedes Mosaic.

Search engine WebCrawler is introduced.

1995 Search engines/web directories Yahoo! and AltaVista are founded.

1998 Google is founded; relevancy ranking of the web begins.

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2000 and beyond

2007 Over a billion people now enjoy access to the web.

2011 It's estimated that 22 percent of the world's population surfs the Internet regularly.

2012 Social media has taken the world by storm. A report from eMarketer found that one in five people around the world will be active on social networks this year. At the end of 2011, 17.3 percent of global consumers regularly accessed Facebook, Twitter or some other platform, and that figure will reach 20.4 percent by the end of the year.

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The Future of the Internet

Well, I am not fortune-teller, but here is what five web and computer pioneers had to say in recent years on what the Internet of the future and its associated technology would look like:

Steve Case, co-founder of AOL

In 2010, Case had this to say: "I think that it will continue to evolve. In 25 years it has gone from a first phase, which was really a pick and shovel phase, to simply building the basic platform, the basic technology, the basic network, the basic tool to do well. The second 10 years really was about expansion and really taking it to the mainstream. And…the last few years, and I think the coming decade really, will be about — now that the Internet really is ubiquitous, people are relying on it in increasingly habitual kind of ways — how do you not just create Internet businesses, but create businesses that can

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