

The Hive – Pump Up The Buzz!

The Hive Rules To Pumping Up The Buzz!

Diane Carter

Social Media Enthusiast

The number one Hive principle
to successful social networking
is to deliver the highest quality
networking experience
you can to the end-user.

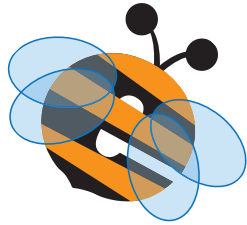


“It is not what you know but who you know that makes the difference.”

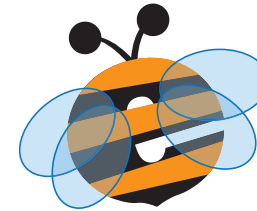
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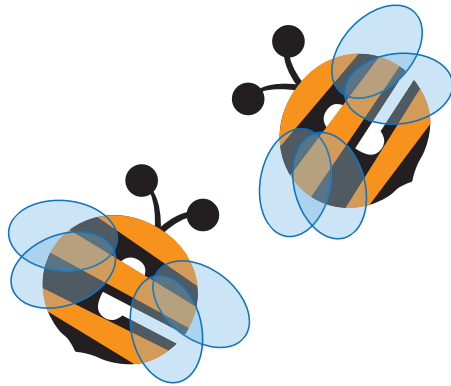
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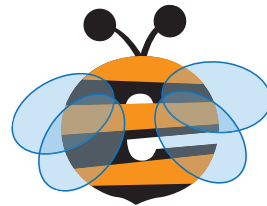
The way to gain
the most followers
and generate the biggest buzz
is to do what you do
better than anyone else.



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No BS.
Quality networking
is something *everyone* recognizes.



“It's all about people. It's about networking
and being nice to people and not burning any bridges.”

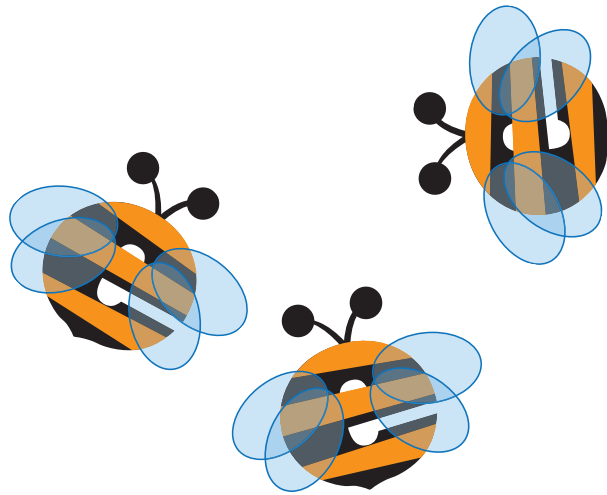
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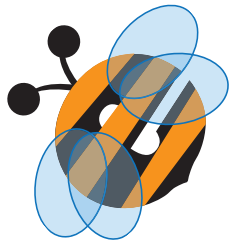
Being consistent with your help
is pollinating for future growth.



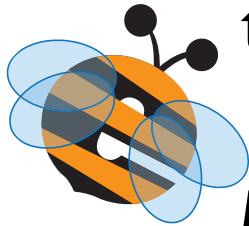
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It is not the single attempt at social networking
that makes you unforgettable.



*It is the **consistent effort.***

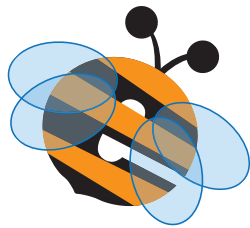
Social media changes the relationship between companies and customers
from master and servant, to peer to peer.

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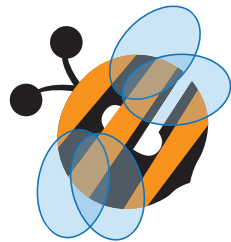
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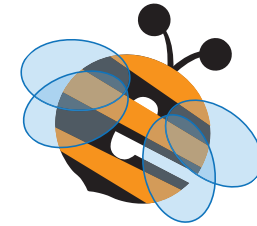
Be informed,
well rounded,
do your homework,
bring fresh ideas.



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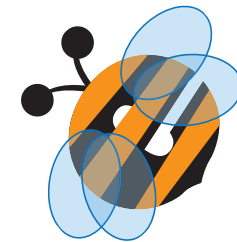


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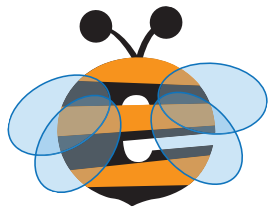


Stephen Covey said it best in
The 7 Habits of Highly Effective People...

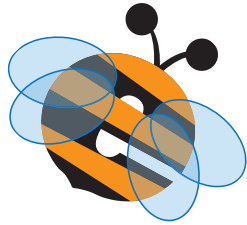
Listen. Hear. Understand.



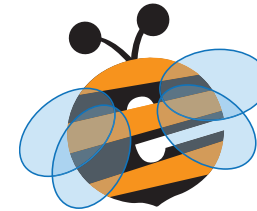
The same applies to social media.



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Social media
is “*free medium*”
to use right!



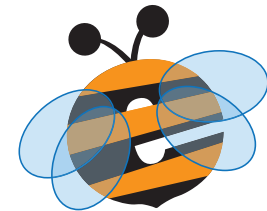
If Facebook were a country it would rank 3rd behind China and India.
They have 500 million users.

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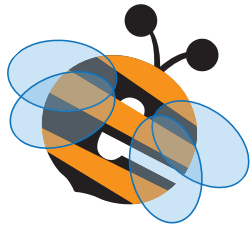
The number one lesson in social media:
What goes online, stays online.

So be careful what you post!

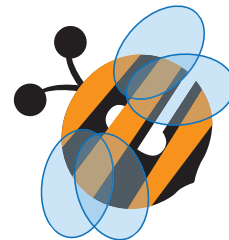


Put yourself in someone's shoes

And feel with them –
be courteous.

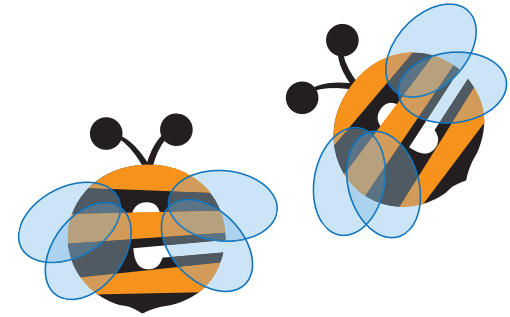


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Whatever your
social networking plan is
launch it with confidence,
consistency and passion.

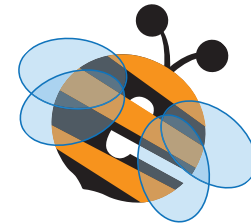
Twitter receives over 140 million status updates per day!
That is up from 50 million a year ago.

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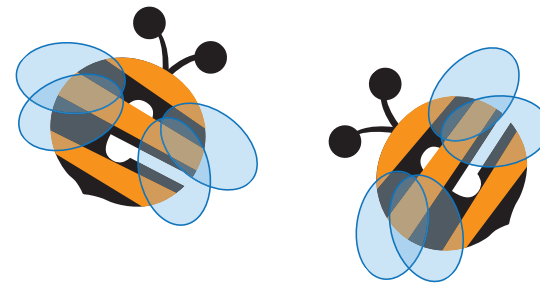
Successful social networking
takes your product, company and ideas
online to create social evangelists.



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**Social media is a great equalizer
when competing
against competitors with deep pockets.**

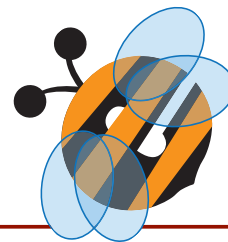
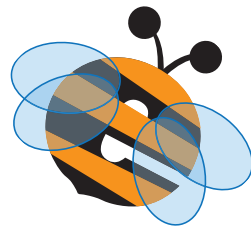


LinkedIn has 101 million users worldwide,
spanning more than 200 countries and territories.

You would never walk into a meeting unprepared.

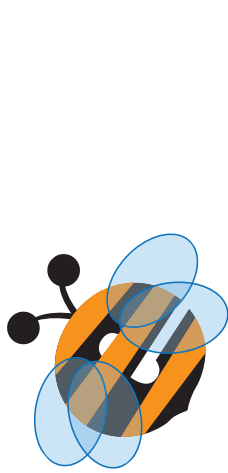
Getting into social networking unprepared,
showing up with no goals or agenda is risky.

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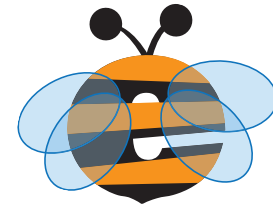
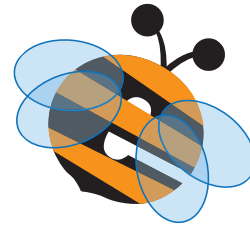


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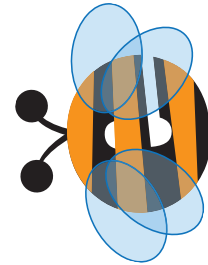


Bee Enthusiastic!



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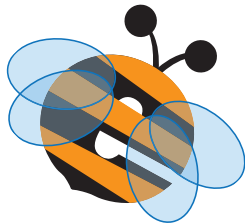
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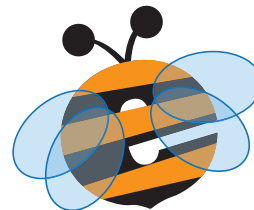
In traditional networking
making a first good impression
is about your dress and body language.

In social networking it's your **wordsmithing**.



YouTube exceeds 2 billion views a day.

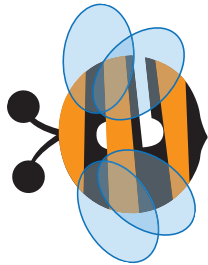
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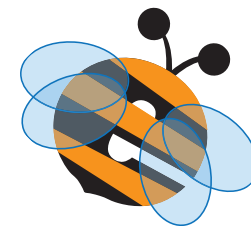
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Social networking is all about momentum,
once you start, you must keep it going,
or it will evaporate quickly.

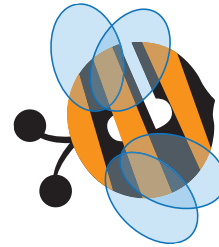


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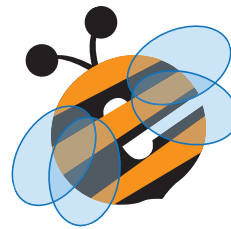
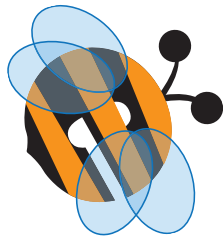


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Think fast!



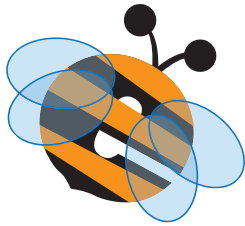
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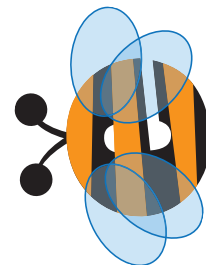
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Think tactical!

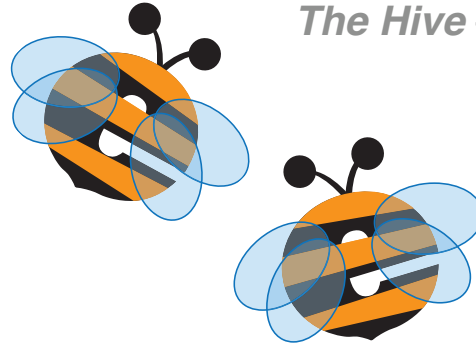


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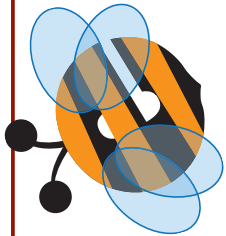


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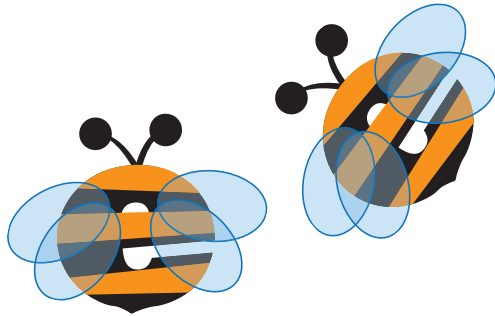
***Spot the trends
swarming around you.***



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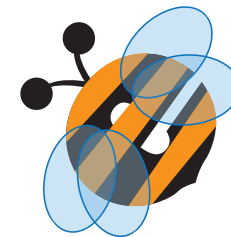
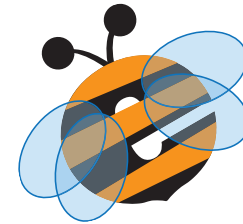
Momentum is the first milestone in creating social media buzz.

Wikipedia had over 700 million visitors last year.

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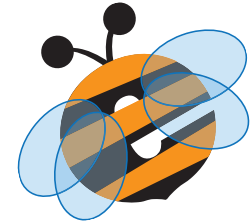
Social networking
takes time,
patience and effort.
There is no instant gratification.



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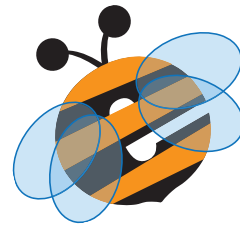


The Hive will help your business develop and implement your social media strategy using the latest tools and trends.


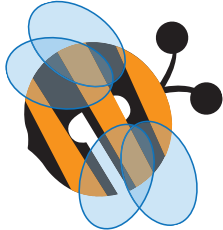


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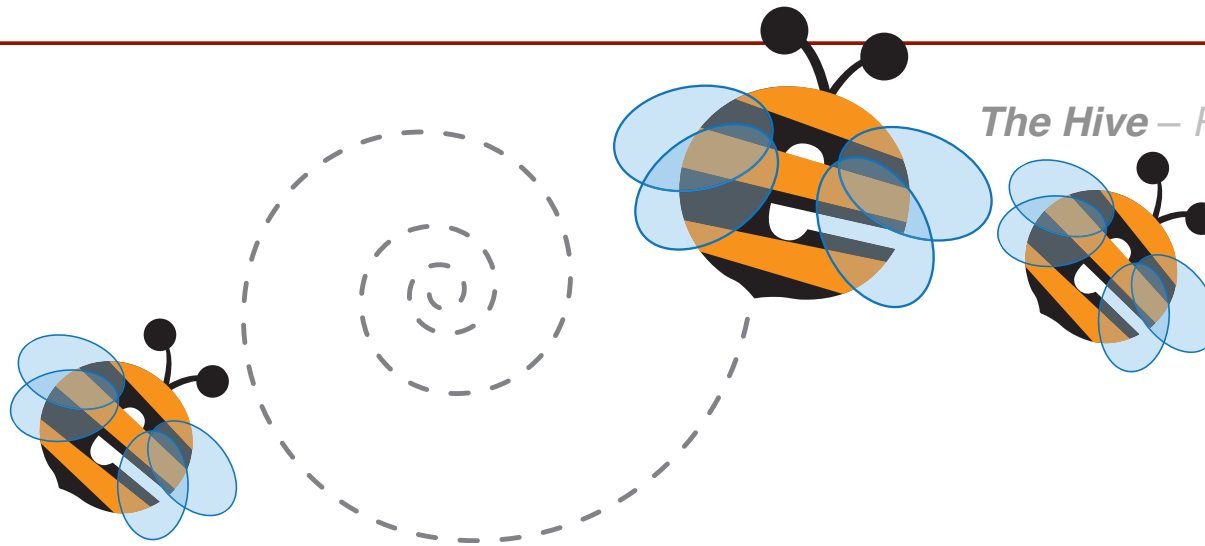


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The Hive will help your business
 become part of the
conversations already taking
place online. 

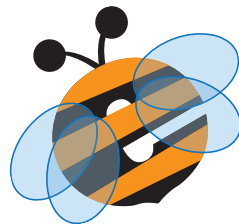
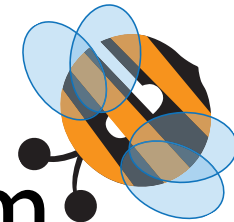
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