

Talk to me!

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Multicultural Marketing Solutions

5 Steps to Getting Started with Web 2.0

Social media offers unparalleled access to your external publics and many opportunities to learn about your audience and interact with them. But, before you can reap the benefits of social media, you have to get started. Here are five tips for getting started with social media and web 2.0.

1. Just Do It

Seems like easy advice, but it might be the most important step you can take. Twitter and Facebook may seem daunting in your mind, but in reality it takes less than an hour to get set up on either – or even both! Don't put it off until you finish those spreadsheets or that project. Just find one solid hour today to sit down and tinker with social media; it will be an hour well spent!

2. Start Personally

Before you put your company or your client on facebook, twitter and

continued on back...



A message from Renee - Using Social Media to Reach a Multicultural Audience



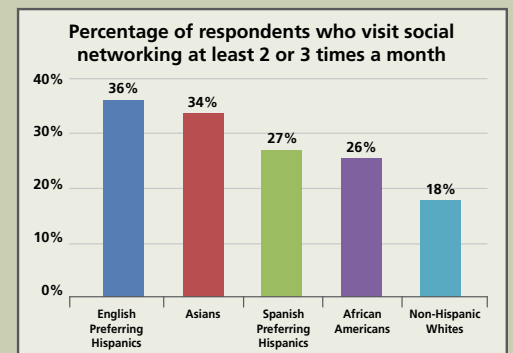
"Social media" has become the buzzword of the decade for marketers, but do you ever wonder if it's the best way to reach multicultural audiences? According to a study conducted by the Center for Hispanic Marketing Communication at Florida State University and Captura Group, which was originally published by Media Post

in 2009, **ethnic minorities visit social networking sites more frequently than non-Hispanic whites.**

A higher percentage of ethnic minorities visit social networking sites than non-Hispanic whites, and they tend to visit more frequently. The study also found that average age, collectivist values, communication and lack of relevant content on the web were key drivers of social media usage for ethnic minorities.

The published study had three tips for reaching multicultural audiences. First, they suggest defining your social media marketing objectives – what are you looking for social media to accomplish for you? Second, they suggest that understanding your audience's motivations for joining social networking sites is crucial in order to develop strategy. And third, they suggest dedicating resources to engage the audience with relevant content.

Because few marketers are proactively targeting ethnic minorities using social media and because social media gives us unprecedented access to minority audiences, the first marketers to do so will have a marked advantage. Consider adding social media marketing to your multicultural campaigns and reap the benefits of being social media savvy.



To learn more and read the referenced study, please visit: <http://hispaniconlinemarketing.com/2009/02/the-multicultural-world-of-social-media-marketing/>

Renee Singleton, President & CEO

twitter



Social Media in Plain English

Not sure what twitter is or how blogging could help your business? Head over to <http://www.commoncraft.com> and watch the videos "Twitter in Plain English," "Blogging in Plain English," and "Social Media in Plain English." Or, you can find them easily by searching on YouTube. These short videos take no more than five minutes to watch and explain the social media in a way that anyone can understand.

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myspace, create personal accounts on each of these services and use them for a few weeks. The best way to understand the average end-user experience on social media sites is to become an end-user. The valuable insight it gives you will take you far in building successful social media sites for your company and your clients.

3. Appeal to All Ages

But, isn't facebook for college kids? No, in fact studies show that the baby boomers are the fastest growing age group beginning to use social media sites like MySpace, Facebook and Twitter. Understanding that can help you target your messages to the right audience.

4. Listen

Social media is all about broadcasting messages right? Not necessarily. The first and most valuable benefit of becoming social media savvy is to easily access what your clients are saying about you, or what your clients' clients

are saying about them. Social media gives you access to comments across the globe addressed at your business or about your products, which gives you the opportunity to manage your image, answer your critics when appropriate and correct any errors or problems your publics have experienced.

5. Interact

You can set up all of the above types of social media accounts, but if you aren't interacting with others and reading and commenting on their stories, you won't make the great connections you are looking for. If you took step 4 to heart and started listening, it's easy and natural to start interacting. Just remember to use all same PR tactics you would use in any other channel and to consider your wording. Becoming interactive does take some time, but it is time well spent as you learn from the experience of others and begin to build a global network for your business or your clients.

A Twitter Dictionary

To learn more about twitter, one of the fastest growing social media sites, check out this website, <http://business.twitter.com/twitter101/learning>, built especially for businesses interested in utilizing twitter.

Followers - This term refers to people who are following you, or subscribing to your Twitter updates.

Tweet - Simply, a tweet is a single message on Twitter. "My tweet was very funny."

@username, @mentions or @replies - On twitter put the @ symbol in front of a person's name (like @jewelsann) to refer to them in a tweet. This turns their name into a link and every user can see all @replies to their name in a special spot on their profile.

DM, or Direct Message - DM's are direct messages, or private messages that only you and the recipient you are sending them to can see.

RT or retweet - A retweet or RT is a way to "re-post" another person's message and give that person credit. For example:

Original Tweet:

Jewelsann: "This article on twitter is really great: <http://business.twitter.com/twitter101/learning>"

Re-Tweet:

Flee2theclve: "RT @jewelsann This article on twitter is really great: <http://business.twitter.com/twitter101/learning>"

KEY MEASURES REPORT General Market		Geography: United States • Location: All Locations Time Period : July 2009 • Target : Total Audience Media : Social Networking [Undup.] • Date : 8/26/2009	
Items 1 to 338	Total Unique Visitors (000)	% Reach	% Composition Unique Visitors
Total Internet : Total Audience	195,538	100.0	100.0
Social Networking	147,649	75.5	100.0
1 [P] FACEBOOK.COM	87,748	44.9	100.0
2 [M] MySpace Sites	68,280	34.9	100.0
3 [P] TWITTER.COM*	21,249	10.9	100.0
4 [M] Classmates.com Sites	15,696	8.0	100.0
5 [P] Betawave Partners - Partial List	12,770	6.5	100.0

KEY MEASURES REPORT African American Market		Geography: United States • Location: All Locations Time Period : July 2009 • Target : Race: Black Media : Social Networking [Undup.] • Date : 8/17/2009	
Items 1 to 338	Total Unique Visitors (000)	% Reach	% Composition Unique Visitors
Total Internet : Race: Black	21,336	100.0	10.9
Social Networking	18,309	85.8	12.4
1 [P] FACEBOOK.COM	10,188	47.8	11.6
2 [M] MySpace Sites	12,027	56.4	17.6
3 [P] TWITTER.COM*	3,156	14.8	14.9
4 [M] Classmates.com Sites	1,820	8.5	11.6
5 [P] Betawave Partners - Partial List	2,539	11.9	19.9

Statistics courtesy of comScore, Inc.

About Us

Singleton & Partners is a full-service marketing firm committed to creating partnerships between mainstream America and its many diverse communities. We help our clients connect with women, African-Americans, Asian-Americans, Hispanics and other multicultural audiences. Our experienced professionals develop innovative marketing plans tailored to reach each unique audience. We are proud of our consistent track record of yielding maximum return on investment for our clients.

Singleton & Partners is certified as a Small Business Enterprise (SBE), Minority Business Enterprise (MBE) and Encouraging Diversity Growth & Equity (Edge) business.

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