



NarrowCast Group, LLC ●●● 10400 Linn Station Road, Suite 100 ●●● Louisville, KY 40223

Social Networking: Tweeting, Facebooking and More

This page gives users a one-stop location for the latest content and information on social networking and social networks such as Twitter and Facebook.

"I've seen competing organizations good-mouthing their competitors and in so doing, they become thought leaders and create discussion on important topics."

- Shel Israel, author, "Twitterville"

Docs and Tools

[Sample Social Networking Policy](#)

Social media expert Daniel Hoang created a sample social networking policy to give companies unfamiliar with such a policy, the framework to create their own. Hoang suggests when developing policies and procedures for your company, you should tailor the language to reflect the culture and the company environment. Depending on the usage of social media, policies should be more or less explicit, particularly in defining terms.

Click [here](#) to view the sample policy.

[Twitter for Dummies Excerpt](#)

The "Twitter for Dummies" book will help you discover how to get set up on Twitter, build a follower list, and find a voice for your tweets. Then you'll learn to use third party tools to link Twitter to other sites and incorporate it into business communication models. The book excerpt uploaded in our Knowledge Network contains the entire Chapter 11, entitled "Twitter for Business." This chapter covers some of the essentials of using Twitter at your business, it explains what some other businesses have tried, and points you in the right direction to get started yourself.

Click [here](#) to view this book excerpt.

[Social Networking Policy PowerPoint](#)

This Social Networking Policy PowerPoint presentation explains a sample social networking policy of a company and covers various social tools and what is or is not allowed when using them. This document is part of a Social Media Policies Toolkit from ITManagerToolkits.com, which provides a straightforward set of documents that you can put to use immediately at your organization.

Click [here](#) to download this PowerPoint.

News, Articles and Interviews

[Personal, Professional Communications Blend with Twitter](#)

Shel Israel, author of “Twiterville: How Businesses Can Thrive in the New Global Neighborhoods,” talks about Twitter’s role in business and the appropriate way to go about mixing personal and professional interactions, and translating that into business, in this interview.

“If you just look at ROI, you don’t get good answers, mainly because you are not asking the right questions.”

- Shel Israel, author, “Twiterville”

Click [here](#) to read this interview.

[Don't Overlook Risk in Cost of Business Use of Twitter](#)

Craig Carpenter, vice president of marketing for information-management company Recommind, talks about the potential risk associated with companies’ use of Twitter.

“At a minimum, companies should have a policy that says no one can use Twitter for business purposes, or these groups of people can, but here are the guidelines that they use.”

- Craig Carpenter, vice president of marketing for Recommind

Click [here](#) to read this interview.

[Social Recruitment: Companies Try It, Largely Like It](#)

While many recruiters believe social channels like Twitter hold great potential as a way to source talent, some of them feel such channels don't yet fulfill their promise. Yet a number of companies already use them in their recruitment efforts. This article looks closely at four companies that use this approach.

“Folks who are ‘friends’ with or who follow our employees or our company are interested in or attached in some way to our industry already. Candidates who apply through Monster come from all over the place and a tiny percentage of them actually have relevant experience. We get fewer candidates this way, but they are more suited for our opportunities.”

- Tracy Cote, interactive marketing agency Organic's executive director of talent

Click [here](#) to read this article.