

## Social Networks as Marketing Tools

- What is Facebook?

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- "Facebook's mission is to give people the power to share and make the world more open and connected. Millions of people use Facebook everyday to keep up with friends, upload an unlimited number of photos, share links and videos, and learn more about the people they meet."

- What is Facebook?
- <http://www.facebook.com/facebook>

### Marketing and Facebook?

- Klassen & Bulik – “...major news sources and entertainment properties... have commenting and sharing features.”
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- What are the pros and cons of this?
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- What is the value of “buzz”?

- What is Twitter?

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- <http://twitter.com/twitter>

### What is Twitter?

- **“Twitter is a free service that lets you keep in touch with people through the exchange of quick, frequent answers to one simple question: What are you doing? ”**

- What's the "advantage" of how Twitter works?
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- What's the "advantage" of how Twitter works?
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- Re-tweeting.

- Social Graph – Map of a person's connections. Why is this important?
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- Maven – Webster – "One who is experienced or knowledgeable."

- What is LinkedIn?
- <http://press.linkedin.com/about>

- What is LinkedIn?

- “LinkedIn is an interconnected network of experienced professionals from around the world, representing 170 industries and 200 countries. You can find, be introduced to, and collaborate with qualified professionals that you need to work with to accomplish your goals. “

## Keywords

- Social Networks
- Facebook
- Twitter
- LinkedIn
- Social Graph
- Maven