

# Bianchi PeRspectives

An e-newsletter offering PR-related info to use, challenge and amuse.

VOLUME 15 - JANUARY 2010

## Word Nerd

**Twee\*tor\*i\*al** *n* - a lecture or presentation given through Twitter with the use of #hashtags to group participants' responses.

Need help sticking to 140 characters? Check out [this list](#) of popular Twitter acronyms.

## Latest Bianchi Biz Blog Post

"Your Biggest PR Priority for 2010"

Visit the [Bianchi Biz Blog](#)

## PR / Social Media Tipsheets

[Click here](#) to read our PR / Social media tipsheets, including:

- [Developing Social Media Content](#)
- [Maximizing Your Trade Show ROI](#)
- [Media Interview Tips](#)
- [Finding Your Perfect PR Agency Match](#)
- [Bianchi PR Twitter Guide](#)
- [Crisis Communications Tips](#)
- [Enhancing Your PR Program with Video](#)
- [Selecting Company Experts](#)
- [Getting More Mileage for](#)

## Resolutions & Realities



Exercise more. Eat healthier. Spend more quality time with family.

Whatever your top personal New Year resolution is, on the professional side for business-to-business communicators, the top two New Year resolutions for 2010 seem to be:

- 1) To use **social media** more effectively to connect with audiences; and
- 2) To make **transparency** and **authenticity** standard practices - across all traditional, digital and social media platforms - to build (or rebuild) trust with those audiences.

We hope this issue of *Bianchi PeRspectives*, as well as the tip sheets on our [Web site](#), can help you enhance your success with social media and PR in 2010. If there's anything we can do to help you convert your resolutions into realities, please let us know. After all, our firm's resolution is to help our clients achieve greater success in 2010.

Now, excuse me while I focus on my personal resolution and do a few miles on the treadmill!

Wishing you a terrific 2010,

*Jim Bianchi*, APR

President

[Your News Release  
- Six Tips to an Acceptable  
Business Apology](#)

## Past Issues

Looking for past issues of  
*Bianchi PeRspectives*?  
[Click here.](#)

## Client Kudos

Congratulations to ...

[Johnson Controls  
Automotive Experience](#)  
West Michigan for  
celebrating 25 years of its  
employee-driven Care &  
Share program, which has,  
to date, raised \$18 million  
for more than 90 West  
Michigan charities.

## Upcoming Events

The [Marketing & Sales  
Executives of Detroit](#) will  
welcome Keith Cooley,  
president and CEO of  
NextEnergy, to the  
organization's dinner  
meeting in Troy on  
**Tuesday, Jan. 26** for a  
presentation titled "Electric  
Vehicles, the Smart Grid  
and You." To register, or  
for more information, visit:  
<http://msedetroit.org>.

Join the [Women in  
Defense Michigan  
Chapter](#) for a bocce ball  
tournament and fundraiser,  
benefiting USA / Michigan  
Cares, a non-profit  
organization providing  
financial and advocacy  
assistance to active and  
veteran military personnel  
and their families. The  
event will be held at the

## → Six Ways to Find Your Social Media Audience

In our last issue, we touched upon the importance of researching the audience you want to reach via your social media efforts.

It went a little something like this: *Do you know where your target audience goes online? Do you know how they gather their information, in what format they like to receive it and what kinds of conversations they're taking part in? What kinds of conversations are being created by your competitors and peers? If you can't answer any of these, you have some work to do.*

Some of you may be wondering - HOW do I find that kind of information? Where do I start? Well, one place to start is right here, since this month we're providing you with some steps to springboard your research into action. Here are six ways to help you find and connect with people in your target groups:

### 1. The Google Goliath

[Google](#) is the king of search. No wiggle room here - Google is the way to find top search results in any category. By searching for industry terms, specific buzzwords used in your line of business, answers to questions, names of competitors and so on, Google will present you with links to sites, forums, blogs and articles that are most relevant to you. Google also allows you to search blogs only (<http://blogsearch.google.com/>) enabling you to find blogs that might get buried in general search results.

### 2. Totally Twitter

Being on [Twitter](#) isn't just posting about yourself or your news. It's also about finding and following industry leaders, target audiences and decision makers who are also on Twitter. You can use the search function within Twitter to look for keywords and names, or you can use a tool such as TweepSearch (<http://tweepsearch.com/>) to find users by keywords or location, or Listorious (<http://listorious.com/>) which groups top users by a certain topic.

### 3. Learn LinkedIn

[LinkedIn](#) offers a variety of ways to search people and companies. See who you're connected to already and what LinkedIn groups they belong to. See who else is a part of those groups and who they're connected to. This can give you an idea of what topics and trends are most important to people in your industry. Many LinkedIn users also link to their blogs and top Web sites via their LinkedIn page, offering you even more information. You can also utilize LinkedIn's search function, which allows you to search by name, company, location and more.

### 4. A Taste of Technorati

[Technorati](#) is another search engine dedicated strictly to blogs. On Technorati, you can search for blogs in different industries and see how they rank in popularity and find out which ones offer the most

Palazzo di Bocce in Orion on **Tuesday, Jan. 19**. For more information or to register, visit: [www.wid-mi.org](http://www.wid-mi.org).

## Quick Links

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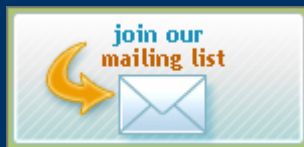
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recent content. You can browse blogs by overarching categories such as "business" or "technology" or refine your search by using narrower terms, such as "automotive interiors" or "intellectual property law." This site is helpful if you're strictly looking for blog results without any other clutter.

### 5. Magazine Magic

Even with so much attention focused on online sites and social media, the trade publications for your industry are still extremely important. Developing relationships with the publishers, editors and writers of these publications is key, since they are influencers and are usually the most well-connected people in your industry. You can also learn more about what they and their readers see as trends by participating in their conferences and signing up for any e-newsletters or webinars they might offer. Of course, the online version of many publications also host forums where visitors can discuss trends and issues - another great place to look for your core audience.

### 6. Connect at Conferences

Networking at a conference or trade show might seem "old school," but social media can actually strengthen your interactions with targeted people at events. You can use Twitter to search for the name of the show or event to see who's talking about it and who will be attending. Find out what companies will be presenting or sponsoring and then research their Web sites or blogs. See if the event has a forum or message board and check out who's posting to that board and who's a part of the community. Could these same individuals be possible clients or vendors?

Hopefully these steps can help you to start to find your targeted "community" online and you can start monitoring the conversations that are happening ... and taking part in them. Post blog comments, be active on Twitter, link to content you find helpful, answer questions posed in LinkedIn groups and make connections.

For more suggestions, call us (248-269-1122). And to learn more about posting comments, starting a blog or getting involved in online conversations, click here: <http://www.bianchipr.com/starting-social-media.html>.

