

## Social Media 101: The Basics



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### ***So what is Social Media?***

According to Wikipedia:

“...media for social interaction..highly accessible and scalable communication techniques. .... web-based and mobile technologies turning online communication into interactive dialogue”

Let’s look at some of the major players and some interesting facts and figures about each one.

“How about you start telling me about yourself and I tell you when to stop”.

For 750 million global users social media is Facebook, (10 million are Australian). Positioned as a meeting place for friends and family, its business power is the 25 billion pieces of content shared each month. Recently, 72% of 18 to 24-year-olds said they would share their travel experiences online.

LinkedIn is the business oriented social networking site, anyone in business who is anyone, including all of those from Fortune 500 companies, has a profile. The data is incredibly well-organised it's a great Hub for business tools. It’s where your customers validate you professional credentials and history.

“Elizabeth is gorgeous and say no to plstc surgery” is the meaningful drivel that is Twitter. Recent surveys suggest Twitter is more powerful than Facebook in influencing decisions. It's fast, furious, 110 million global users democratizing the distribution of information can't be wrong.

YouTube is the non-text part of media. Internet users look for video. Google owns YouTube and they give higher search rankings to sites that have video. Video is intimate, engaging and easy to share a clear message. Consider the recent Egyptian revolution – it was triggered by you Tube video which within went viral and lead to a government being over thrown. It quite literally changed the world.

Google Plus created a massive buzz as it's designed to “compete with Facebook”. Given that Google has a large market share; it integrates well with other Google offerings. Is it too little too late? What’s the unique selling proposition? Personally, I'm not going there... until my clients do.

So what if you're a travel agent and you haven't really engaged in social media? The starting point is to get out there, become familiar with how it works, review what your competitors are doing and get ready for the fastest moving business promotion tool you can ever imagine.