

# **SANE:**

## **Social Networking Success In 15 Minutes A Day**

**by Leadership Mentor,  
Marnie Swedberg**

SANE:  
Social Networking Success in 15 Minutes a Day  
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by Marnie Swedberg  
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## **What Is SN?**

Social Networking refers to the process of socializing with people online via any of the many communities created for people who share like interests and activities. The most popular membership sites include Twitter, Facebook and LinkedIn, but there are dozens of major players, plus countless spin offs.

## **Who Needs Social Networking (SN)?**

You do! If you are receiving any email invitations to be a “friend” or “connection,” then you need to get involved asap, because there are really only 3 options:

- 1 - Bluntly reject all invitations;
- 2 - Pretend you aren't getting invitations (by deleting them); or
- 3 - Find a sane way to smile and engage with your fans.

This eBook is the answer for busy people who choose option three. No need for you to do detailed investigation, become an SN expert or a Facebook addict.

What you want is a system that provides 80% of the benefits in 20% of the time that others are spending on SN tasks.

## **Which and How Many Sites Should I Join?**

You need to be where ever your people are looking for you. The best way to determine this is to “accept” your incoming “e-vites” for friendship, connection, and so on. Consider each email as a gold-plated, hand addressed invitation – a personal request (from someone who admires you) to validate their online personality with a moment of your precious time.

## **When Do I Need To Do This?**

Yesterday! You are already way behind on this one. If you are a leader, it is even more important to get started now: Some of your peers already have online followings in the thousands. Yours will start at zero, but your group will grow quickly with very little effort on your part. You need to get going on this now.

## **Why Should I Bother?**

First, it is expected of you. Right now, a social networking presence is as basic as saying “Thank You”. You simply must get onboard. But it is also an opportunity for you to get free, daily, positive PR with a group of people who want to hear from you, whether they are family, your clients or your distributors. Finally, it maximizes every minute you currently spend replying to individual requests and inquiries.

The best news is that you are just minutes away from having a powerful online presence and the opportunity to personally greet some fans who will love you all-the-more if you brighten their entire day just by showing up.

## Introduction

The beauty of SANE Social Networking is that it allows you to utilize your current effort for maximum influence. SN sanity means doing what you already do, for exponential results.

You already write stuff to people all of the time. You might create a product FAQ for your website, put together a marketing piece to email, gather a bit of research for an article, type up a recipe for your sister, or provide even a link to a product, service or other online resource.

**SN SANITY means  
doing what you already do,  
for exponential results.**

Right now you probably would send the recipe only to your sister or the product link only to the one person who asked for it.

But the reality is that you are already providing all of these services, and more, to those in your closest circle. SANE SN allows you the opportunity to befriend your larger sphere of influence: The difference is that when you share a comment about your favorite movie with your nephew, you benefit and get credit from just one person due to that interaction.

From this day forward, you are in a position to share the same information, but with your entire network, resulting in huge favor in the SN sphere.

SANE Social Networking is about to change your life.

Not only will you enjoy total group buy-in (before you even get to the point where marketing usually begins), but your group will provide the kind of advertising you cannot buy.

As far as I can tell, word-of-mouth advertising was recently replaced by “SN Speed.”

Whenever you post something your group likes – it’s outta the park! I know this is true, because I’m living it! Within hours of posting a 1,500 word article on this topic, for example, and putting it out to my SN groups, my email and SN sites went nuts. I knew I was onto something, and look, now it is an eBook and you’re reading it.

**Did you know that computer programmers use as few as three non-professionals testers before releasing test products? I know of some who do this and so I use the combination of speed and the number three to determine the strength of my raw ideas.**

Another example was the day I posted the title of an upcoming radio talk show I was going to host. The title I’d chosen was, “Travel Tips from Million Milers.”

Within minutes, I received several messages back from my different SN sites including:

- How can I join?
- What is the Million Mile Club?
- I did a search but can't find it; please provide the link for the club.

Guess what? There wasn't a generic million mile club: I had used the term figuratively. Yet, upon receiving the excited replies, I knew I was onto something. I did my research and found that the only "Million Mile Clubs" with any online presence were sponsored by individual airlines for their marketing purposes.

So, I started my own!

A few weeks ago a customer in our retail store mentioned that he'd seen the posts of kids who posting on their personal SN sites that they were heading over to Soulutions to play mini golf (in our indoor black light golf course). They were doing the viral advertising for us.

This past week we played "Restaurant Rook" at M & K Takeouts – a game where customers draw cards for the chance to win money-back on their lunch or dinner order. I mentioned it on my SN sites and instantly received numerous comments. As a result, I wrote an article that was published almost immediately, "Fun Marketing Idea: Play Rook For Marketing Buzz".

Whether you are an author, speaker, business owner, friend or family member, you will benefit from the instant communication opportunities provided by Social Networking. And by employing the SANE principles to your online persona, you will be able to do so in less than 15 minutes a day.

So, let's get going!

# **Section I**

# **The Basics**

## **Eliminate Every Excessive Effort**

You are about to join an elite group of Social Networkers who succeed in a fraction of the time invested by the majority. The difference is in knowing how to do it.

Literally thousands of pages of “how to” material exist containing detailed instructions for Social Networkers – and most of them threaten to sink your SN ship before you ever leave the shore.

If you are ready to launch a successful SN campaign, in less time that any expert is going to tell you is possible, then you will be happy to know that everything you need to know is included in this little eBook.

## **The Power of a Ping**

Ping pong involves two people trading a little ball back and forth over a net using paddles. SN is a lot like the game of ping pong in that it requires interaction to be successful.

Where most newcomers get lost is in the number of volleys that are required to win the game.

My personal experience showed me that I could replace thousands of dollars of Google Ads by logging into my SN sites just once each day (to exchange the ball) and by lobbing one to four “pings” into SN space throughout the rest of the day. Basically, I only needed to stand at the table once a day, for a few minutes, if I was willing to send a few, “I’ll be there soon,” messages in between my visits.

If this is all still Greek to you, that’s alright. This book is less than 35 pages long and in a matter of minutes, you will reread that paragraph with a huge smile on your face because you will have a true grasp of your SN options and a plan that will launch your SN presence in the direction you need it to go.

As you proceed through this manual, you will understand the beauty of “showing up” at your SN sites multiple times per day, while “being there” just once each day, and then, only for a few minutes.

Pinging is a key concept: You will ping often for each on-site visit.

Note: If you try to explain this system to other SNers or SN experts, both will tell you that it is ridiculous. But, from personal experience, I can tell you that it works: I am connecting, saving thousands of dollars per year on advertising expenses, and enjoying myself, all in about fifteen minutes a day.

This may not work forever or for everybody, but it is a great place to start! I started with an opt-in email list of over 17,000 and within a few months have SN

groups of over 700 at Facebook, over 3,000 at Twitter plus more at a few other sites.

Bottom line: If it doesn't work for you, you haven't lost much! Plus, there are all those books and blogs and how-to articles that you have the rest of your life to read!

All I know is that this system DOES work and it is incredibly SANE compared to everything else I've seen!

## Choosing Which Social Networking Sites (SNS) to Join

Of the thousands of SNS you could join, you should only join the ones that will reap the most benefit for you. You will be able to easily identify your target groups by searching your email trash file for ignored invitations.



## Setting Personal Parameters

No pilot takes off without a flight plan, and no responsible SNSer should start a media campaign without a set of clear objectives. Your time and reputation are far too valuable to squander simply wandering around social networking sites.

At this point, you need to understand these things:

1. When it comes to SN, there are thousands of pages of “how to” material, at least as many experts, and 99.9% is geared toward the average user.
2. If you are a busy person, a professional or a leader with a fan base, you are **not** the average user. You are a busy influencer who will be maintaining thousands of SN relationships on numerous sites within weeks.
3. “SANE” is my own system, which I am sharing with you, about how to approach and manage this new facet of your life with wisdom and clear vision.
4. The majority of people who join a SNS do so for personal reasons. If you are joining, like me, for professional reasons, you're dancing to a different drum beat. The great news is that this motivational difference can yield a win/win for everyone.
5. I recommend that you keep your SANE SNS habits to yourself because the average social networker would mostly likely consider this efficient, goal-

oriented approach to be, well, inferior. But anyone who has a large following MUST take a different approach or be swept away by the demands of SN.

As long as you view your SN relationships in light of these facts, you will be highly successful at meeting your own and your audience's goals.

## Developing Your SN Voice

If you are a leader, it is no accident that you come to the SN table with thousands of connections already in place. Over the years, your unique personality and approach to life has won you friends, one heart at a time.

As you join the SN sphere, let that wonderful personality pervade every communiqué.

### Project #2

**Take a few minutes right now to remind yourself of the “feeling” you want your group to experience whenever they spend time with you. Write it down, date it and review it often to be sure you have not lost your focus.**

## Understanding Your Communication Options

You are most likely using some or all of the following to communicate with many in your sphere of influence right now:

- short email notes (probably 140 characters or so)
- medium-sized emails or blog entries (of 150-350 words),
- longer attachments or newsletter articles (of 350-1,500 words),
- conference calls,
- employee manuals, instructional books and eBooks
- videos, audios, podcasts and so on.

All of these are viable social networking options. From this day forward, whenever you would have done one of the above, think “SN Opportunity!”

Each day you are....

- asked new questions
- presented with new ideas
- excited by little shortcuts or discoveries
- challenged with a new book or author
- inspired by a Blog post you read
- and so much more

Whenever you experience any of these moments, ask yourself this question: “Is there anyone else in world who might enjoy knowing about this?”

These insignificant daily interactions will create the fodder for your SN life and each has the potential of making an interesting post.

From now on you will...

- usually answer one person’s question for the benefit of all
- share your “bright ideas” in embryo stage, with a new type of “mastermind group”
- pass along shortcuts, great buys, favorite recipes and more

- share the titles of your favorite books or movies and
- link your “friends” to every wonderful online resource you think might intrigue them.

In response, your online family will grow as people feel gratitude for the “help” you provide. People intuitively know that it is impossible for you to have time for all of this SN stuff and they are profoundly grateful that you bother.

Your true Social Networking power involves writing mini-blogs of 140 characters or less which you will upload instantly to all of your account(s) with one click, the “ping”.

The reality is that many concepts you want to share cannot be communicated thoroughly in 140 characters. SNS works when you use at least half of your posts to LINK to a full-length concept. Your options include linking people to:

- a blog post by you or someone you trust (150-350 words),
- an article (350-1,500 words),
- a conference call or radio interview, or
- a book, eBook, video and so on.

Anytime your post is longer than 140 characters, you will follow this plan:

- 1) Determine which of the above options is ideal
- 2) Either write it yourself, hire it out, or find the link to it, and then
- 3) Post a mini-blog to your SN Sites linking to that full-version product.

By the way, in a few moments you will learn how to:

- A) Post to all sites at once and
- B) Shorten long website link URLs (to save characters)

# **Section II**

## **Your Public Profile**

## The Glass House Revisited

Before you blast off into “Mini-Blog Bliss,” beware!

As I researched opening an account at MySpace, I stumbled across a friend's photo which linked through to her profile. I found myself excited to connect online with a woman who I only ever saw at church.

Imagine my surprise when I landed at her personal page only to find it full of crude, sexually explicit photos with her comments to match.

Remember: Everything you post online is available for anyone to see, anytime. If you wouldn't want to see it on the front page of the newspaper or on tonight's 10 PM news, don't post it!

The very nature of social media requires a large degree of honesty and vulnerability. If you have a reputation that is bigger than reality, or is somehow contrary to what your audience would expect, then you might want to select a different audience or at least delay starting a social media network until you can stomach offending people who now consider you a friend.

## Who Are You, Really?

You are about to be stripped bare and you need to clearly understand your roles including what you do all day, who you serve, and which portions of all that you are prepared to expose to the eyes of the world.

Start by jotting down every random segment of your life. My list looks like this:

- Manager of family restaurant
- Assistant at family retail store, mini golf, and espresso café
- Connector for hundreds of speakers and thousands of event planners
- Mentor, trainer and resource outlet for women in leadership
- Author of books, articles and ezines for publication
- Pinch hit speaker and media guest
- Host of online radio show
- Dave's wife
- Mother to Mark, Keren & Timothy
- Daughter, sister and friend
- Homemaker, chief cook and laundry maid
- Employer: Friend, boss and trainer
- Photographer, floral arranger, song writer and hostess.

Your life-list will look radically different than mine. The only similarity will be its bizarre collection of interests and activities that are known, in full measure, to only a few people who are closest to you.

Compile your list, for your eyes only, and then determine which components you want to share with the world at large.

## Creating Your Profile

Each SN site you join has its own profile options. Setting up your account at each site will be the most time-consuming segment of your journey.

If you only have one site to join, you'll have no problem. But if you are like me, with several site invitations, expedite the process by completing the following steps.

1. Open a word processing file to store the answers to the most frequently asked profile questions.
2. As you answer the questions at each site, save them in this file. If you have professionally drafted bios, book covers or media blurbs, they are ideal for this project.
3. Copy and paste all of your answers into "profile" creation pages at the various SN sites.
4. Find the one photo of yourself that can be used at every site. Choose a professional photo that captures the "fun" side of your personality. If you don't have such a picture in your files, err on the side of professionalism.
  - Photos should be in either .gif or .jpg format
  - Photos files may be a max of 5MB
5. Type in your title. If you have several titles, like I do, either come up with one that summarizes them all, or, if that doesn't work, look at the names of the people inviting you to connect at that particular SNS. In what role do they know you? That is the title to use there.
6. Open a SNS email account. Many SN sites require you to use one of the major email services to join. In addition, you will not want all of your SN notifications cluttering up your main mailbox. If you do not already have such an email account, select either Gmail or Yahoo Mail to be assured of acceptance at all SN sites.
7. Select an identification name to be used at all sites. Ideally, you will be able to use your first name, maiden and last names. By the way, whatever name you use to register, is the only name you get. If you will ever want to have your maiden name out there (so people from your single days can find you), add it now.
8. Select and change passwords according to your current password security routine.

9. Open your word processor and type in three sections of information about yourself. You will be able to copy and paste one of these into each of the SN profiles you create.
  - a. The short bio (140 characters or less):
  - b. The full bio. I use my media bio, as this encompasses the most “public” aspects of my life.
  - c. Your unique selling proposition (USP). Remember: If this is more business than pleasure, write your USP (Unique Selling Point) or a clear needs/benefits statement about what you offer that your people need.
  
10. Pull out your latest resume. Some sites, like LinkedIn, require past employment, education and so forth. Don't type it in yet, but, if you join a site that requires information like that, it's great to have it ready.
  
11. Anytime you are required to add information that is not already typed into your worksheet, add it to the file before copying and pasting it into the SN profile because you will almost certainly need it again in the near future.

# Section III

## Integration

## **Why & How To “Micro-Blog” One to Four Times Per Day**

You may choose a different paradigm, and anything goes, but my ideal posting pattern averages about 4 mini-blog-posts per day.

Do not even worry about how often you post something new or if you miss a day or a week. Once you set up your SNS, your people will appreciate any posts you place.

The only caution is to avoid the extremes: Never typing in a post is useless and posting too often will make people block your updates. Just add something interesting whenever you feel like it.

## **It’s Like a Crowded Party: People Aren’t Even Thinking About You Unless They See You There**

It may feel to you like people are really keeping track of how often you post, but the majority are only seeing your posts if you happen to upload something while they are working online. Thus, more is better, within reason, but less is not necessarily a negative.

And do not avoid getting started due to a sense of obligation to spend a certain amount of time networking: Almost everyone I know has set some personal boundaries (because they have found it to be so fun that it was taking too much time), but I have never spoken to two people who have the exact same boundaries. You, too, will need to set boundaries that work for your life, and then enjoy yourself to the max while offering no apologies for being a sane, responsible SNer.

## **Post Your Messages to All Accounts with One Click**

If you have even two SN accounts, you will want to “post” to them both at once using ping.fm.

There are numerous services that allow you to upload each of your mini-blog posts to all of your profiles at once. They all work about the same way:

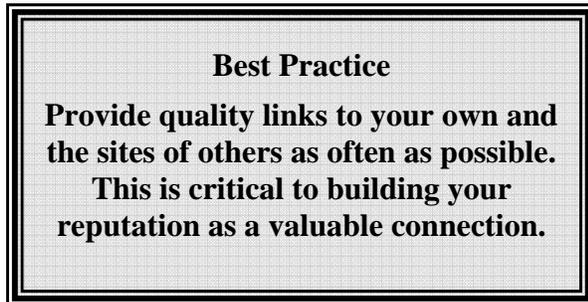
- You log in to the main site
- Enter your 140 character message
- Click SEND and
- The system logs into each of your accounts and posts the note.

Obviously, I could go through the pros and cons of multiple services here, but the point of this book is to get you going quick, and ping.fm is free, fast and easy!

Go to ping.fm and create a free account now. (Or <http://hellotxt.com/>.)

## Shorten Lengthy URLs

When you have to communicate an entire concept in less than 140 characters, you cannot afford to spend half of them on the required website address (URL) to which you need to link.



As usual, there are lots of choices when looking for a URL shortening service. I will save you the legwork of checking them all out.

cli.gs does everything you need and more! It is free, super easy to use, and in about three seconds it transforms any lengthy website address into a short version while providing you with...

- private, detailed, real time statistics
- geotarget URLs based on country of visitor
- bookmarklets
- 301 targeting plus
- the critically important ability for search engines to track with the link in its shortened form.

So, again, save yourself some hassle and just use **cli.gs** -- just that, not www or http://, just cli.gs

ADDED NOTE: October 3, 2009

Someone or something abused cli.gs this week and it got banned by Facebook - at least for today. Anytime something like this happens, visit my BLOG for the update or alternatives that help you stay SANE doing Social Networking.

BLOG - <http://www.MarnieSwedberg.com>

# **Section IV**

## **Natural Outcomes**

## **Naturally Build Your Sphere of Influence**

SN sites are search-engine-friendly ways to increase your reach. As you share useful information via your mini-blog posts, thereby linking to your full blogs, articles and other resources, searchers will find you. If you have a functional website in place, the profile and links back to it will carry it from there.

## **Naturally Research New Ideas**

Whenever you make a post, you are, by default, inviting feedback. If you are an infopreneur, you are going to love this instant exchange with your target audience. Your SN members become a “mastermind” group, of sorts, responding immediately to your posts with questions, additional thoughts or concerns. Conversely, if a post results in silence, you may want to rethink its value to your group.

## **Naturally Create Your Next “How To” Products**

The writing of how-to materials flows seamlessly from this process:

- Your posts will answer the newest and most important FAQs.
- The sites will automatically record and save your work.
- After a while, you will have the makings of an article, ebook or book that addresses the latest hot topic in your field of expertise.

## **Naturally Develop an Impressive Set of Referral Letters**

SN members are interactive by nature. They like to read and to respond in writing. When they do, they generate perfect referrals for you:

- Their comments have already been approved for public display
- Their name and contact information is included
- Their photo almost always appears next to their comment

This is remarkable: Instead of the typical turn-around time required for you to collect quotes, then approvals before using quotes in any public work, then waiting for emailed photo .jpgs and so on, we are now working at the speed of light, going from query-to-referral-to-publicity piece all in one swift step.

## **Naturally But Not Obviously**

There is an SN phenomena that still shocks me. I am contemplating giving this a percentage, but understand it will be a guess, at best.

I am guessing that 99.9% of the people who read your pings and posts, your comments and replies, will NEVER respond “outloud” on a SN page.

It is the craziest thing! It seems like, no matter what I mention, someone will say, “Oh, yeah! I saw that on ... Facebook, Twitter, etc.”

Believe me: The number of comments under any given post is no indication of the true number of views nor of the impact your presence is having on others’ awareness of your life and work.

## **Naturally Increase Your Income**

I joined Twitter at the prompting of my business coach, and only as a temporary experiment. I noticed a trend immediately, joined Facebook and LinkedIn and simultaneously pulled ALL of my Google ads as a test.

If I wouldn't have removed my ads to see how SN worked for me, I would have missed the unbelievable results.

Within 6 weeks, SN had replaced and improved upon the income that I had previously generated from Google Adwords, to the tune of thousands of dollars per year.

Social Networking is uniquely able to communicate vision, passion and product with the type of clarity and social proof that you could never buy with money.

## **It’s “All Natural” On Steroids**

When I entered the sphere of Social Networking, all of a sudden my visibility multiplied exponentially. Those closest to me made comments like, “Wow! You are really busy this week!” and “You’re sure publishing a lot more these days, aren’t you.”

In fact, I wasn’t busier or more prolific at all – I was just being credited, in the minds of my group, with the reality of what had been happening all along.

As you expose chosen aspects of your life and work to your SN groups, they will gain a new appreciation for what it takes to be you. Of course, they will never fully grasp your life, but there is a huge difference from before to after SN exposure.

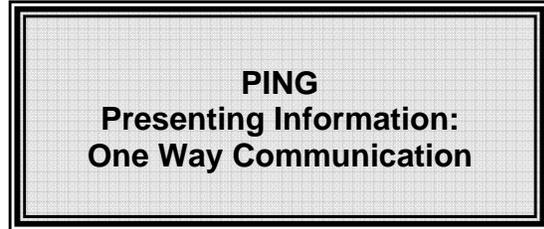
# Section V

## Important Details

## The All Important Ping

Remember in the introduction how we described the types of communication that you are already doing, that will now be the fodder for one to four pings per day?

Whether you have just typed up the recipe for your famous BBQ sauce, to email to Aunt Jenny, or you just read the best-ever blog about a topic you love, consider “pinging” it.



Here is the test question: “Are there even ten people who might find this piece of information interesting?”

If the answer is “yes,” ping it. If not, just send it to the one person who requested it. SANE Social Networking is about using the time you already invest to support people, to support more people. It’s really that simple.

## Your 15 Minutes a Day

### The Top Four Minutes

It should take you less than one minute each to actually POST your mini-blogs from PING.fm. Don’t make it harder than it is!

### The Most Important Ten Minutes

While the pings are critical to validating your presence, you don’t actually “interact” with a ping – you just tell.

The thing that makes the system both sane and effective, is what happens during the ten minutes you spend “connecting” with others on your SN sites each day.

**WARNING:** Statistics show that the average social network member logs on for at least an hour at a time. But if you don’t have an hour, that’s fine! You didn’t join for their reasons and you have just learned all the shortcuts that would make them “hate” their SN life.

Before you actually set up your accounts, you need to understand why it is critical that you do more than just PING.

## Sane & Sensible Boundaries

As I mentioned earlier, I have never met two SN users who had the exact same set of personal boundaries. But most of the SNers I know do have some boundaries... things they will and will not do while on their favorite sites.

Each of your SN sites will provide a management area. In that space you will receive every imaginable type of request. Without boundaries, you will be swept away into the “Hours Per Day Club.”

Here are some of my personal boundaries:

- Ignore all invites other than friendship and/or connection invites.
  - o Never join causes
  - o Never join birthday clubs
  - o Never tag back
  - o Never agree to attend online eventsThere are 50,000 Facebook applications alone.
- Respond to everything in public, for the public.
  - o Ie – Live outloud. Everything done at an SN site is done for the benefit of all, not just one.
- Handle “in box” messages as if they were email messages. You already have an email etiquette routine, use it for all SN account mail.

Always remind yourself that your 10 interactive minutes per day do not belong to you or to any one-other person: They belong to the world.

The exception is when you find yourself wanting to “play” on your SN. Sometimes you’ll be stuck in an airport or wide awake at 4 AM. Go ahead—have a blast! Tour the sites, read long posts, write notes at will, view photo albums and make comments, join every cause you like.

SN sites are popular because they are literally a ball of fun! Allow yourself to love SN by setting great boundaries for your professional persona.

## Final Instructions Before You Create Your SN Accounts

Expedite this portion of the process with these steps...

- If you have a personal or business website, give your website programmer a heads-up that you will need her help to create a place for the links to all of your SN sites. These links will serve two purposes:
  - o Many of your website guests are currently active on one or more SN sites. Having yours posted will be their first clue that you

- want to network with them socially. They will be delighted and will go find you at their favorite site.
- When you do your daily walk-through, you will be able to open all of your SN sites in a matter of seconds. This is a funny side benefit that saves me time every single day.
    - I typically click through the list on my homepage as fast as possible in three steps:
      1. Open each site into a new tab,
      2. Come back and log in at each, then,
      3. Come back and answer direct posts.
  - Open and manage your sites in the same order everyday. This is a good habit that will enable you to quickly adapt to the nuances of each.
  - As soon as you are able to do so, prioritize the order in which you work through your SN accounts. Always start with the site experiencing the “most” connections or results (which are not always the same things), and work toward the site with the “least” activity.
  - Have your website programmer put the links to the sites in order by prioritization, as this also reflects the order of likely interest for your group.
  - Quickly work through this process at each site:
    - Approve new contacts
    - Leave the tab open while you...
    - Move to the next site.
  - Using the above streamlined system, it takes me less than 5 minutes to log in and update my series of sites. Upon completion of your “maintenance” tasks, use any remaining minutes to personally reply to a few comments. For example:
    - At Twitter.com, select “Home”. Scroll down the right side and click “@” or “Direct Messages”. The comments here are direct notes that people have posted to you or about your most recent Tweets. There is a little reply arrow that enables you to respond with a short comment of your own. Short is great!
    - At Facebook, manage your Profile first, replying directly to any personal message either on their “Wall” or with an arrow reply comment. Comment quickly to any you feel drawn toward.

## Your Journey

If learning Social Networking is like acquiring a Bachelor’s Degree, then you have just gotten SN 101. Really!

There is a huge ocean of information out there that will sink your 15-minutes-a-day ship if you let it. Just don’t let it!

Here’s what to do:

- Limit your SN involvement to 1-4 posts a day and 10-15 minutes of interaction.
- As others discuss SN, listen in and learn. There's an old saying, "The less you say, the smarter you look." Look brilliant!
- Anytime you have spare minutes, and you truly "want" to learn more about SN, your fans, or any other topic, do it and have fun.

By practicing SANE Social Networking, you are completely fulfilling any obligation that exists to connect with your group online. They will marvel at your involvement (compared to many of your peers) and they will consider it an honor to receive any small comment, or to "help" you if you indicate that you are, "... new to this site and wondered how I do..." thus and such.

Be brave! Be vulnerable! Be a hero to your group! And, be assured that no matter how many hours you invest, you will never truly master Social Networking, because it is changing even as I type.

What you can do in the minutes you have is to participate and benefit from this astounding new networking option.

As soon as you are up and running, send me a friend invite! I would love to stay connected with you over the years. These are my main three sites for now:

[Facebook](#) ~ [Twitter](#) ~ [LinkedIn](#)

## Setting Up Your Accounts

1. Open your word processing page including your profile details.
2. Open the first SN site you wish to join and click on the link to get started.
3. Set up the account following the instructions provided. Notes:
  - If the set-up wizard asks you for permission to send "invitations" to all of the people whose emails are both in your contacts list and already members of that site, I recommend you do it\*. This is, by far, the fastest and easiest way to establish your initial presence in the SN sphere.
    - \*Caution #1: Do not let it send to ALL of your contacts! Select the option that sends invites to ONLY the contacts that currently have accounts at that site.
    - \*Caution #2: "Tagged.com" led to my own personal horror story – of them getting a hold of, and sending invites, to my entire email list. I strongly dislike this site and they have been accused of phishing several times (which is, by the way, why you have so many invites from them). If you want to join, tread carefully.
  - During the set-up process, you will be able to choose if you want email notifications and, if so, how many. If you have a unique email address, go

ahead and set up to receive notifications, but if not, I recommend that you decline all email notifications and simply catch what you can on your 15 minute daily walk-through.

4. Leave the screen for that SN site open and move to the next until you are done.

Depending on how many SN sites you have been invited to join, this process could take a while. Don't sweat it: Keep in mind that until today you weren't present on any of them at all, so another day's absence will not be noticed by anyone.

By the way, it is a good thing to keep in mind the reality that world has been spinning just fine without your involvement in SN up until now and that life will go on just fine if you fall off the SN sphere for a day, a week or even a year.

There are advantages to staying socially connected, but nobody dies if circumstances prevent you from being on there as often as you'd like.

## Rules To Remember

**Rule #1.** Ignorance is bliss: Ignore the endless rules published by so-called SN experts.

- Pay attention to the etiquette you observe others using on each site.
- Follow each site's posted rules, but
- Don't get worked up about rules posted in blogs and articles by individuals who are not part of a site's management team.

**Rule #2.** Feel free to send people invitations to join your group.

- Most sites allow "free" inviting of anyone you wish to invite.
- Some sites allow invitations only to "pre-existing" relationships.
  - o The typical invite involves a) selecting the person's name and b) inviting them to join your group.
  - o If you get a page that requires you to add more information than this (ie – it requires you to add their email address, city, business or educational association, etc.), do not proceed unless you have a good relationship with that person already. At such sites, it is considered SPAM to send an invitation to someone with whom you have not previously worked.
  - o Of course, this little deal right here (taking time to invite people to join your group) can sink your time-management ship if you let it. Unless you have extra time and actually want to invite people one by one, just don't. Your group will grow without it.

**Rule #3.** Deal gently with smitten fans.

There are sure to be a few SN members who comment on every ping you make. Unless it becomes obnoxious and you must block the user, just ignore it or reply once in a while. Note: If you do block a user, do not send a note of explanation, as this has a high likelihood of finding its way into the limelight. If you choose to reply, be careful that the wording cannot be easily misconstrued.

**Rule #4.** When pinging, to include a post at Facebook, always include the http://. Twitter creates a link with just the www., but not Facebook. If you want the link somewhere to be clickable, be sure to include the http:// in your ping. It's well worth the 7 characters!

## Take It Slow, Joe!

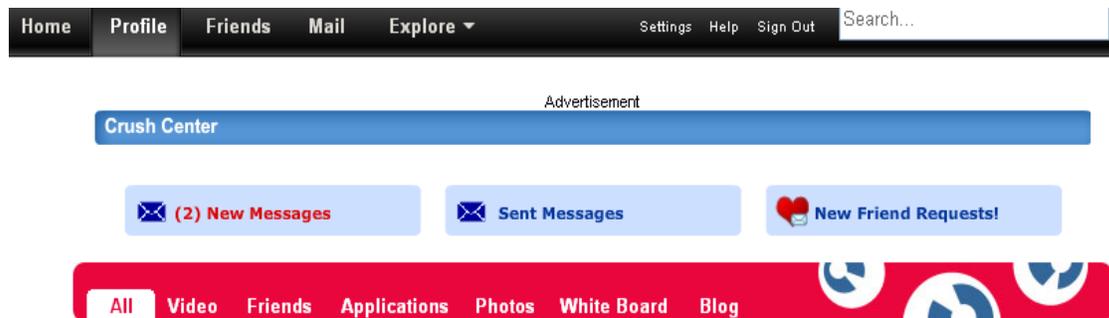
For your first few days, do NOT post anything. Just observe.

1. Login to each of your SN accounts.
2. Approve any new invites and
3. Observe what is going on at each site.

It is important that you do not jump right into the conversation because it might be the equivalent of jumping off a cliff!

Take time to become attuned to the types of comments others are making at the different sites. Match your involvement with the "feel" of each.

CAUTION: Banner ads can be tricky, especially when they fall above the login area. The one below stumped me twice! It looks like the inbox with "(2) New Messages", but it's not. Convincing & confusing!



## The Difference between Pings & Comments

"Ping posts" are your attempt to communicate and start conversations while "comments" are your additions to existing conversations which have been started by others.

Pings should clearly reflect your personality and interests, while comments should respect the tone of the conversation that is already in progress.

As you observe, notice both the “posts” and the “comments” of numerous people at each SN site. Jot notes about what you observe and take special notice of the posts and comments to which you are most drawn. When you begin interacting, keep these things in mind.

## **A Thought about Pings & Posts**

Once you feel comfortable about posting original comments, launch your first ping. Some days you will think of ten ping possibilities, while other days you won't be able to think of a thing.

Before I became a “proficient pinger,” I created a file on my desktop called, “PING IDEAS”. On creative days, I added ideas, links, resource details, blog URLs, etc. Then, on quiet days, I pulled a few of these for ready-made pings. I no longer have that file because the process became intuitive fairly quickly.

## **Let the Comments Begin**

Next, when you are ready, use your SN 15 minutes a day to read other people's comments and to respond:

1. Start at your most active SN site.
2. Approve/add/follow anyone who asks you to do so.
  - a. Remember, your reputation is not at stake\*. You can always block or remove someone if they become a problem.
3. Respond to any public comments that people have made to you.
  - a. Some comments are sent privately. Handle these as if they are email or, whenever possible, reply publicly.
  - b. During this 15 minutes, tackle the public comments. Add a humorous comeback or a favorite quote, tip or very short story.
4. Move to the next site, until you have completed the basic comment goal at each.
5. Use any extra minutes to return to the first site and read a few of the most recent posts by others.
  - If a comment inspires, intrigues or reminds you of something good, add an appropriate comment.
  - If a comment does not seem interesting, quickly pass it by.
  - If several comments in a row seem boring, move to the next site.

## **BACK JACKET**

### **The Simple Approach to Networking Enjoyably**

Do you have an email box full of Social Networking(SN) invitations from family, friends, business associates or clients? Have you been deleting them, saving them or just hoping they'll disappear? Are you pretty sure you are too practical for Facebook or too tired to Tweet?

Mentor, Marnie Swedberg, was *never* going to join Facebook or Twitter: She was just too busy. But in December of 2008, she consented to her business coach's advice and joined Twitter. Soon after, she joined Facebook, LinkedIn and others.

What would turn a super-busy skeptic into a Social Networking advocate? Amazing and enjoyable results! Marnie's natural gift of organization enabled her to "have it all" in 15-minutes-a-day, and you, too, now have the opportunity to benefit from what she has learned. By adopting Marnie's simple, sane and super-easy approach to social networking, you will be able to:

- Connect with family and friends in a new and meaningful way.
- Share your favorite links, quotes, recipes, videos and photos in seconds.
- Receive immediate feedback and suggestions about any new idea you have.
- Update your entire group in less than 60 seconds, at no cost.
- Replace expensive online ads (this is saving Marnie thousands of dollars per year)
- And more.

SANE SNS is ideal for busy people who want to enjoy the benefits of SN but who don't have the time or interest to become a Social Networking expert. (By the way, if you do have the time and interest, there are thousands of books and blogs on the topic now, so go for it!)

As you comprehend the simplicity of Marnie's daily routine, you will learn:

- Which sites to join (and which to avoid)
- How to safeguard yourself by knowing what you should/not disclose
- Where the time-sink-holes are and how to avoid them
- How to use your SN involvement to build website traffic, increase client interest and increase sales
- How to synergize your blogs, articles, podcasts, videos, photos and more, and
- All the shortcuts you need so you can do it all in less than 15 minutes a day.

If you have been avoiding Social Networking because you "don't have time", you need to read this book. If you have been steering clear for fear you'll get addicted or embarrassed, this book will allow you to dive into the deep end, while enjoying the safety of wading in the kiddy pool. Social Networking in this sane and simple way is easy, enjoyable and remarkably effective.



Marnie Swedberg is the owner/manager of a restaurant and retail store, as well as the online mentor to thousands of public speakers and leaders from around the world. She is the author of ten books and a frequent media guest. Learn more about Marnie at her website here <http://www.Marnie.com>