

USING  
**SOCIAL MEDIA**  
TO OBTAIN  
FREELANCE WORK  
AND MAKE  
**CONNECTIONS.**



# JOIN THE CONVERSATION

IN ORDER TO USE SOCIAL MEDIA TO GET WORK YOU NEED TO BE PROFESSIONAL AND ENGAGE WITH YOUR NETWORK.

WITH THE RAPID ADAPTION OF SOCIAL MEDIA, MORE AND MORE PEOPLE ARE JOINING THE CONVERSATION HAPPENING ONLINE. AS A RESULT THE PLAYING FIELD HAS BEEN LEVELED OUT AND YOU CAN HAVE JUST AS MUCH OF A VOICE AS THE BIG AGENCY OR DESIGN FIRM DOWN THE STREET. GETTING THAT VOICE HEARD IS WHAT WILL BENEFIT YOUR BUSINESS AND AS A FREELANCER YOUR BUSINESS IS YOU.

**500 MILLION USERS ON FACEBOOK**

**126 MILLION USERS ON MYSPACE**

**114 MILLION USERS ON TWITTER**

**60 MILLION USERS ON LINKEDIN**



# SOCIAL MEDIA MYTHS DEBUNKED

## **MY CUSTOMERS AREN'T ON SOCIAL MEDIA**

WITH 500 MILLION PEOPLE ON FACEBOOK AND 114 MILLION ON TWITTER; SOCIAL NETWORKING HAS BECOME A CULTURAL PHENOMENON. NO DEMOGRAPHIC ISN'T REPRESENTED.

## **I DON'T HAVE TIME TO MANAGE SOCIAL MEDIA**

LEARNING HOW TO INTERACT ON SOCIAL NETWORKS IS EASY, IT INVOLVES SIMPLY TALKING WITH PEOPLE AND HAVING REAL CONVERSATIONS ABOUT INTERESTING TOPICS. JUST LIKE IN THE REAL WORLD, YOU NEED TO BE INTERACTING WITH PEOPLE AND SHARING ADVICE.

## **I'LL GET TONS OF NEGATIVE FEEDBACK**

NOBODY LIKES GETTING NEGATIVE FEEDBACK ABOUT THEIR WORK OR SERVICE. IF A CLIENT CHOOSES TO VOICE A COMPLAINT PUBLICLY, YOU HAVE THE CHANCE TO DEMONSTRATE YOUR CUSTOMER SERVICE ABILITY TO A WIDER AUDIENCE. IF THE PERSON IS UNREASONABLE AND CONTINUES TO POST NEGATIVE INFORMATION, PEOPLE OBSERVING THE DIALOGUE ARE LIKELY TO ADMIRE YOUR EFFORTS TO RIGHT THE SITUATION.

# USEFUL SOCIAL MEDIA TOOLS

## **TWEET DECK & HOOT SUITE**

ALLOWS YOU TO CREATE "PANELS" BASED ON YOUR TWITTER LISTS OR SEARCHES. I HAVE LISTS MADE FOR MY FRIENDS, CRAFT BEER FOLKS, SOCIAL MEDIA PEOPLE, ENTREPRENEURES, AND MOTION GRAPHIC LOVERS. EACH GROUP GETS THEIR OWN LIST / PANEL, WHICH MAKES IT REALLY EASY TO FOLLOW THEIR TIMELINE.

## **WEFOLLOW.COM**

ALLOWS YOU TO SEARCH TWITTER USERS BY PARTICULAR KEYWORDS AND YOU CAN LOOK AT THE PEOPLE WITH THE MOST FOLLOWERS OR THOSE WHO ARE THE MOST INFLUENTIAL.

**SOCIAL MEDIA EXAMINER**  
**WWW.SOCIALMEDIAEXAMINER.COM**

**FREELANCE SWITCH**  
**WWW.FREELANCESWITCH.COM**

**TECHCRUNCH**  
**WWW.TECHCRUNCH.COM**

**MASHABLE**  
**WWW.MASHABLE.COM**

**BRAD CHMIELEWSKI - @BEERAD**  
**MICHAEL STELZNER - @SMEXAMINER**  
**GARY VAYNERCHUK - @GARYVEE**

**GEORGE B. - @BENCKENSTEIN**  
**FREELANCE JOBS - @FREELANCE\_JOBS**  
**MAKE COOL SHIT - @MAKECOOLSHIT**

