



# **Synchronizing Social Networks**

## **A Marketing Over Coffee eBook**



***your friends***

***colleagues, customers***



***even competitors are***

***all over the place.***



**How do you put it all together?**



***your networks***

***your services***

**FUNDING RAN OUT**



***your digital life***

***could vanish tomorrow.***



**What would you do if it all went away?**

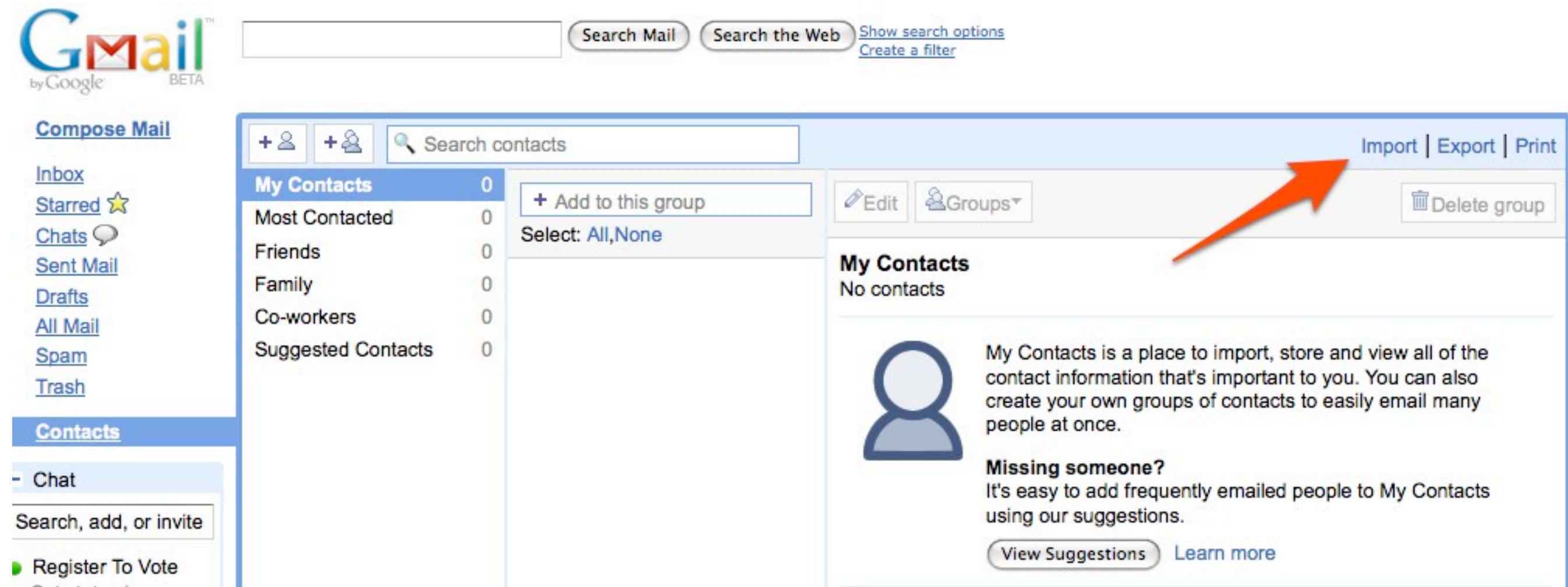
Social media. It's everywhere. It's the shiny object, the buzzword of the day, the must-have for the digerati, the must-understand for the digital marketer. It's where popular opinion says you should be.

Social media is touted as an integral part of your marketing, PR, outreach, your business. If it's so essential, then what's your social media business continuity plan? What's your social disaster recovery?

It all comes down to your address book. Your database. Your customers. ***Synchronizing Social Networks*** is about bringing together your social media experiments in one central location to back them up and then spooling that database for even more outreach.



After all, people have different interests. Some coworkers and colleagues may choose to participate on MySpace. Others, Facebook. Some folks like LinkedIn, others Plaxo. **How do you reach everyone? If a service fails, how do you reach the people in the network you worked so hard to build?**



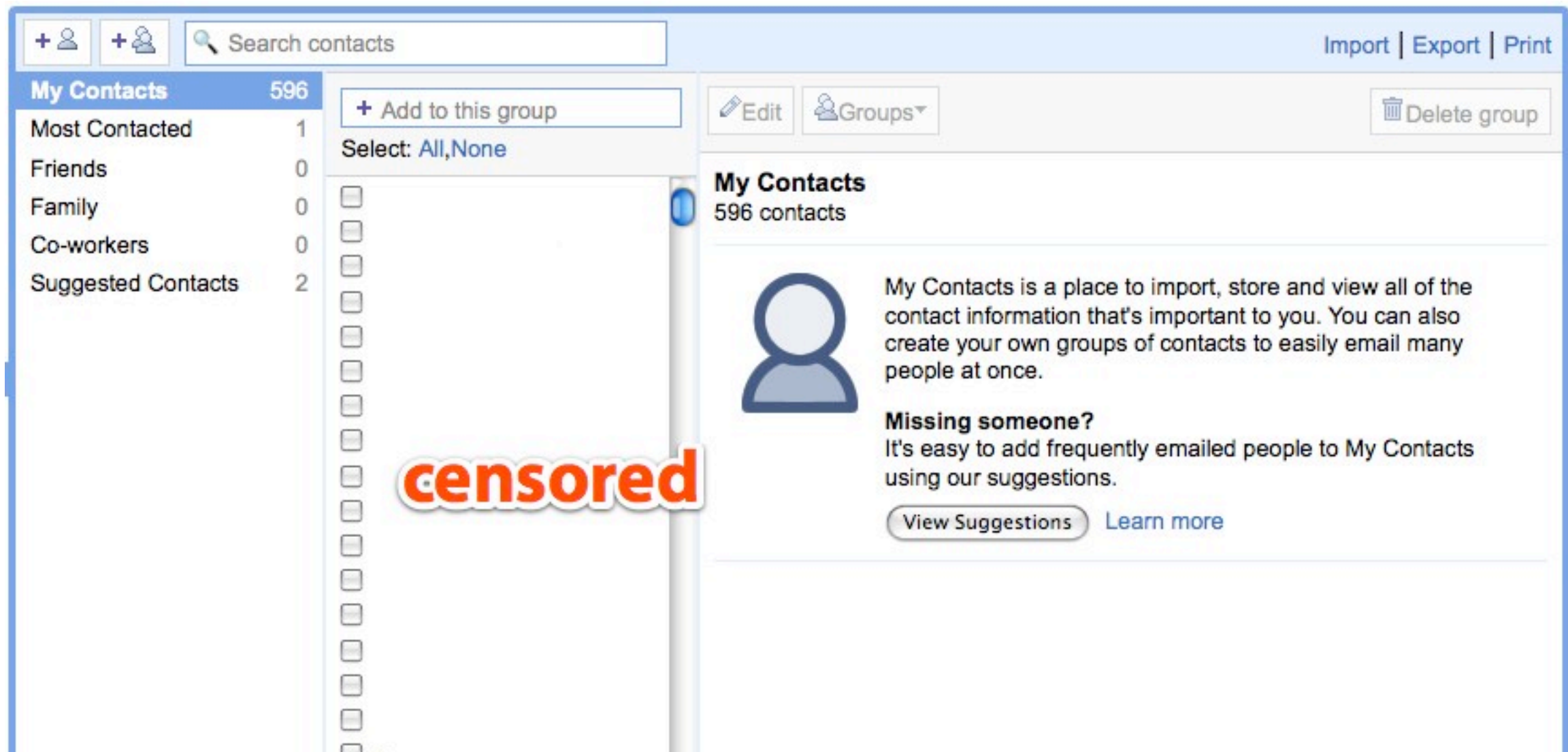
Step 1: Start with a **webmail** client of your choice. GMail, Hotmail, Yahoo, doesn't matter as long as it supports importing and exporting of contacts. For the purposes of this eBook, we're going Google.

Step 2. Create a **NEW account** solely for the purpose of social network sync.

Step 3. **Export** all your business contacts from your existing mail client - Outlook, Mail, Thunderbird, whatever.

Step 4. **Import** all those contacts into the Webmail client.





You're ready to go, right?

Not so fast. If you're not on LinkedIn, get a free account there.



This is an essential piece of the puzzle. LinkedIn is one of the few social networks that allows you to **back up your own data**. Go get a LinkedIn account.

## Add Connections

[Invite Contacts](#)[Import Contacts](#)[Colleagues](#)[Classmates](#)[View Sent Invitations](#)

### Find Contacts Already on LinkedIn

#### Search webmail contacts

Search your webmail contacts for people who are already on LinkedIn.

[Check Webmail](#)

#### Try these other tools

Import contacts from almost any address book software.

[Other Address Book](#)

Don't have contacts files?

[Enter Contacts Manually](#)

Import your new Webmail account to LinkedIn.  
Side benefit - this will get your LinkedIn profile jump started.



Next, if you're on Twitter, ask your followers to connect with you on LinkedIn.

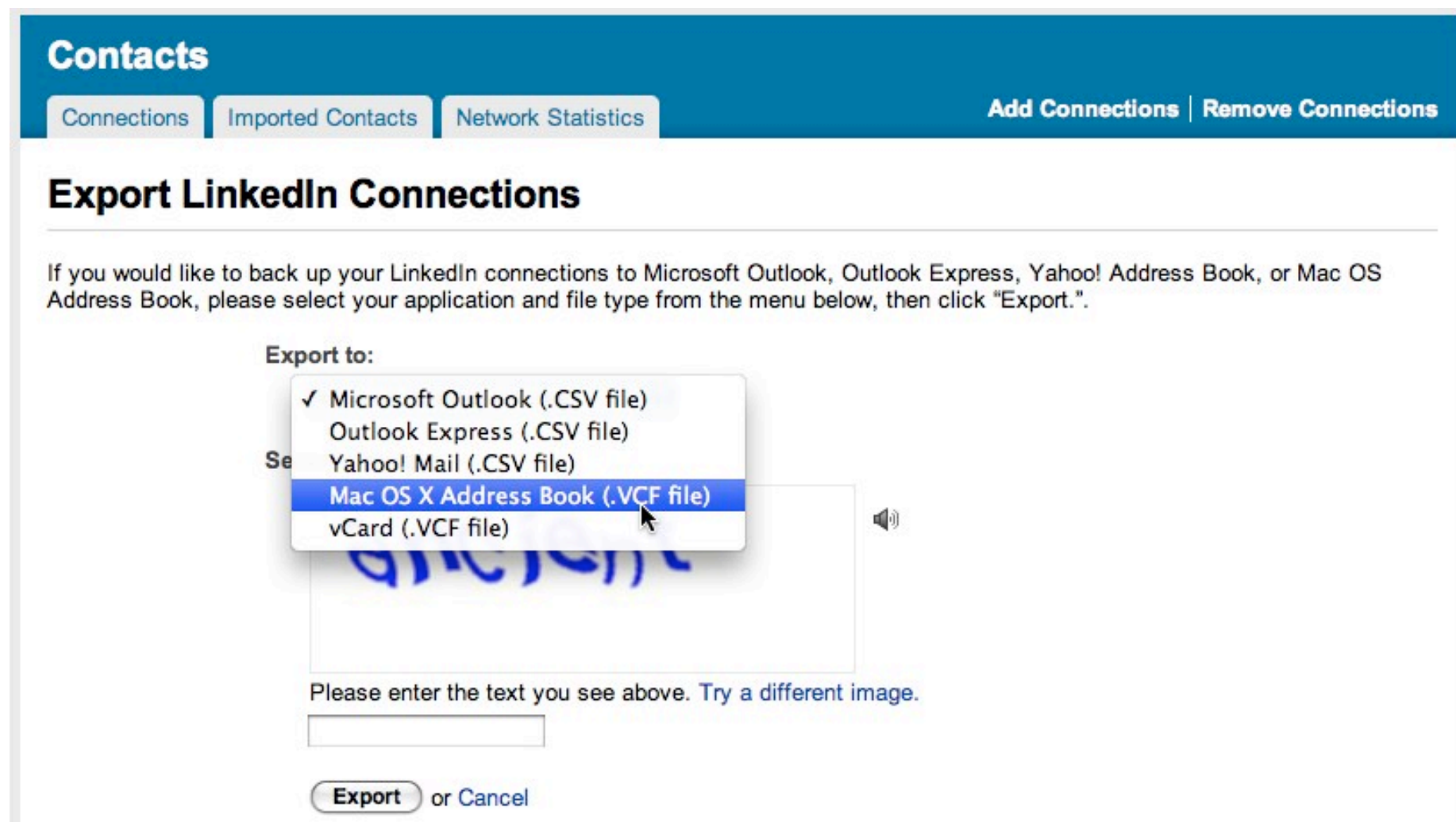
**Do the same for every social network you're a member of.** Ask people who are friends on Facebook, on Facebook fan pages, MySpace friends and groups, etc. - ask them to connect on LinkedIn.





Back to LinkedIn. Accept all those connection requests. Then go into your contacts.

Scroll down to Export Connections. Do the CAPTCHA. **Now you've got a file that is a backup of your social networking contacts.**



*Even if LinkedIn disappeared 5 minutes after you did this process, that file is yours to keep.*

*Your data, your network, your social media life, is now safely in your hands.*

The screenshot shows the Gmail BETA interface. At the top, there's a search bar with 'Search Mail' and 'Search the Web' buttons, along with links for 'Show search options' and 'Create a filter'. On the left sidebar, there are links for 'Compose Mail', 'Inbox', 'Starred', 'Chats', 'Sent Mail', 'Drafts', 'All Mail', 'Spam', 'Trash', 'Contacts', and 'Chat'. The 'Contacts' section is active, showing a list of contact groups: 'My Contacts' (0), 'Most Contacted' (0), 'Friends' (0), 'Family' (0), 'Co-workers' (0), and 'Suggested Contacts' (0). A red arrow points to the 'Import' link in the top right corner of the contacts panel, which is part of a navigation bar containing 'Import | Export | Print'.

**My Contacts** 0

Group	Count
Most Contacted	0
Friends	0
Family	0
Co-workers	0
Suggested Contacts	0

**My Contacts**  
No contacts


My Contacts is a place to import, store and view all of the contact information that's important to you. You can also create your own groups of contacts to easily email many people at once.

**Missing someone?**  
It's easy to add frequently emailed people to My Contacts using our suggestions.

[View Suggestions](#) [Learn more](#)

Rinse and repeat the import process with your newly minted LinkedIn data file so you can go back out to your networks with a more complete set of social media contacts.

# Bring everything full circle.



Home Profile Find People Settings Help Sign out

## Are your friends on Twitter?

Find on Twitter Invite from other networks Invite by email

We can check if anyone in your email contacts already has a Twitter account.

### Search Web Email (Hotmail, Yahoo, Gmail, Etc.)

Your Email  @

Email Password

continue »



#### 🔒 Email Security

We don't store your login, your password is submitted securely, and we don't email without your permission.

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# Find your contacts wherever they are.

  **Status:** Christopher Penn, Financial Aid Podcast ...  
**Mood:** productive 😊 ([Update](#))

Web▼

Search

POWERED BY Google

Home

Mail▼

Profile▼

Friends▼

Music

Video

More▼

My Account

Sign Out

## Find & Invite your Friends to MySpace

Find Your Friends on MySpace

Invite Your Friends to MySpace

View Sent Invitations

**Check your email address books to see who's already on MySpace.**

If your friends are already here, send them a friend request. If they're not, you can easily invite them to join.

### 1. Select your email address book



### 2. Login to your email account

**email:**  @

**Gmail password:**

Find Friends

MySpace will not store your email login information.

# Learn different things on different networks about the same people.

## Find people you know on Facebook

Your friends on Facebook are the same friends, acquaintances and family members that you communicate with in the real world. You can use any of the tools on this page to find more friends.



### Find People You Email

[Upload Contact File](#)

Searching your email address book is the fastest and most effective way to find your friends on Facebook.

Your Email:

marketingovercoffee@gmail.com

✓ Valid webmail address

Password:

\*\*\*\*\*

Find Friends

We won't store your password or contact anyone without your permission.

Kick it up a notch. Pull your 500-1,000 best customers out of your CRM, corporate database, or company newsletter base. Load them up and see what social networks they're on.

Not only will you get to communicate with those customers in a personal, human method and really get to know them...

***... you'll know what social networks your customers are on and where you should be spending time prospecting for new ones, because birds of a feather tend to flock together.***



## **And there's even more...**

But that's for another time, another episode. Start with the tips and suggestions in this eBook and see where they take you. Safeguard your social media efforts to this point. See what you learn about the people you know, and future-proof your social media marketing experiments.

And as always, enjoy the coffee.







Every week, John Wall and Christopher Penn talk marketing, sales, and business on the Marketing Over Coffee podcast (no iPod needed). **Subscribe today for free** at [www.MarketingOverCoffee.com](http://www.MarketingOverCoffee.com) and get cutting edge marketing conversation and ideas to make your business better.

## ***Plug into Marketing Over Coffee's social media backup!***

Add John Wall on LinkedIn: johnjwall at gmail dot com  
Christopher Penn on LinkedIn: cspenn at gmail dot com



Join the Marketing Over Coffee LinkedIn group!  
<http://www.linkedin.com/groups?gid=1768847>

# Who are these guys, anyway?

## John Wall



*Photo Credit:  
Steve Garfield,  
SteveGarfield.com*

As New England-based marketing professional for over 10 years, I have held positions specializing in CRM and sales support systems at both venture funded and privately held businesses (companies including MarketingSherpa and the Digital Consulting Institute). Currently I am the Marketing Manager at AccuRev, the leader in software configuration management (SCM) for distributed and parallel software development teams.

I graduated from UMass Amherst with a degree in Economics and live just outside of Boston, MA.

## Christopher Penn



Christopher S. Penn has been called upon for expert information by researchers for the Congressional Advisory Committee on Student Financial Aid, the Federal Bureau of Investigation, the US Department of Health and Human Services, as well as having been sought after for conferences and private intensive seminars. Mr. Penn has also been featured in many books, newspapers such as the Wall Street Journal, Washington Post, and the New York Times, magazines such as BusinessWeek and US News & World Report, television networks such as PBS, CNN, CNBC, and ABC News, and publications for his leadership in new media and financial services.

Mr. Penn holds a Bachelor's degree in Political Science from Franklin & Marshall College and a Master's degree from Boston University School of Management. He is an adjunct professor of Internet marketing at the University of San Francisco.