

FACEBOOK BRANDING



In the arena of Social Media Consulting, the test of an agency is how far down the road they are willing to go with their clients.

The implementation of Facebook strategy is one of the clearest examples of how JP Media demonstrates our commitment to client satisfaction. Our formula is simple, and open for all to emulate:

A Facebook presence is very much about setting goals. The goal of a conversation within a community on Facebook can be as local as improving communication within a department or division of a corporation. It can be as diverse as targeting Speech Therapy graduates as potential candidates for employment.

What goes on your wall, what events, videos, or photos best connect with and motivate your fans?

And just how do we get those fans once we're set up on Facebook. Sure we can import an address book, but, unless you can cultivate the communicate in which you plan to exist, your efforts are destined to wither on the vine.

By Kelli Sorrentino

excepted from her article in HooklineandThinker, Facebook 101

"With the usage of Facebook, the big picture really is the online establishment of an employment brand. Careful thought and dedication, can enable your company the competitive edge, on a truly human level.

Facebook is also famous for using groups, groups that can be compiled of connections...real people, current colleagues, past employees and peers. You can pose questions, talk about issues that face your company, note interesting blogs, video clips, press releases, etc. Once you have started the Group, it is important to keep it current, and cultivated, acting as a new social medium for your company to really reach it's potential and use the human connection...with a much greater level of information...going in...and coming out."



facebook®



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**SOCIAL
NETWORKING
RECRUITMENT
SOLUTIONS**



WHAT IS IT

Facebook is more than an application to keep in touch with friends. It's a virtual network to one of the widest and fastest growing talent pools ever.

Give your audience an inside look at your company, it's culture, products, visions and needs. This is the age of Social Networking, and recruiting is a 2-way street more than ever. Provide information to prospective employees & allow them to be knowledgeable and prepared for interviews and deliver THEIR best to you. Your Facebook page should also be a critical component to your Corporate Communication systems.

At JP Media Inc. we've developed the tools necessary to help clients exist and thrive in this environment.

-Your social media needs and our professional know-how are an intuitive and easy fit

FROM THE CREATORS OF:



JP Media has been focused on the cutting edge of Social Media and Technology long enough to have developed a leading blog on the subject.

HookLineAndThinker.us was developed to provide a platform for HR professionals to learn and implement emerging recruiting trends to grow their business and acquire the best talent.

"From it's beginning, that mission has brought our company headlong into the Social Media work-space, and with that experience has come a unique perspective we look forward to sharing with our clients" says Matt Peter, VP of Business Development at JP Media.

With content provided by Industry Professionals, Technology Providers, and many offering their own unique perspectives, own knowledge base grows every day.

-Without a footprint in tomorrow, your company will fall behind. Of that there is no doubt.

NEW WORLD STUFF

JP Media's flexibility in today's market has provided us the opportunity to do what we all need to do - master the new technologies re-shaping the new media world. From **Blogs** to **Avatars**, **Friends**, **Fan** or **Followers** , we know what you need to know.

Other Social Media Specialties

LinkedIn -

Professional networking most established communication tool. Know how to create your identity, which groups to join, how to follow the conversations and how to best communicate

Facebook -

Growing in scope everyday. A portal to a new generation, a new target market. Learning to interact with Fans and Friends has a different dynamic.

Twitter -

How powerful can 140 characters be in the right hands? You have no idea until you put the tools and techniques into play. It's more than having an account - how do you make it pay off?

Mobile Jobs-

Reaching your target market where they are has never been more important. Our techniques touch the mobile world in every way!

Build a Blog-

Got a message? Build you blog and start the conversation. Only do it right, or don't bother.