

# Using Social Media to Build Your Community, Brand & Business



Jenise Fryatt


@JeniseFryatt, JeniseFryatt@gmail.com

Co-Owner, Marketing Director of Icon Presentations


Chief Trainer, Eventprov Interactive Experiences



# Higher Search Engine Rankings



Search

 70 personal results and 2,870,000 other results (0.39 seconds)

---

Everything

Images

Maps

Videos




News




Shopping


More


Ad - Why this ad?

[Audio Visual Systems - AV System Design & Integration.](http://www.avispl.com)  
[www.avispl.com](http://www.avispl.com)  
Profesional **Audio Video** Solutions.

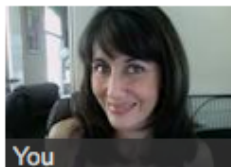
 [Palm Springs Audio Visual:: AV :: Icon Presentations :: Home Page](#)  
 [icon-presentations.com/](http://icon-presentations.com/)  
Icon Presentations **audio visual Palm Springs**; project management, sound, video and lighting for events.  
 You shared this

 [Audio Visual Palm Springs :: Show Archive](#)  
 [icon-presentations.com/audio-visual-Palm-Springs-show-archive/](http://icon-presentations.com/audio-visual-Palm-Springs-show-archive/)  
Icon Presentations' **audio visual** show archives feature photos & information on our **audio visual** equipment & designs from past event productions.  
 You shared this

 [Images for audio visual palm springs](#) - Report images



You



You

# Mentions, Free Publicity

**Social Media For Smart People**  
Creating Awareness, Connections, and Conversions

HOME ABOUT SPEAKING

Search:  GO! Topics:

YOU ARE HERE: [HOME](#) / [SOCIAL MEDIA CONVERSATION](#) / [TODAY'S SOLUTIONS FOR SPEAKER'S PRESENTATIONS – JENISE FRYATT – #SPEAKCHAT](#)

**Today's Solutions For Speaker's Presentations – Jenise Fryatt – #Speakchat**

Posted by [michele](#) on September 15, 2011 · [View Comments](#)

**I Do Inspire**  
Fed Up? Lighten Up!

home page most jody keynotes & seminars clients business & meeting planners all work & no say articles

Current Articles | [RSS Feed](#)

**3 Blogs for Meeting Planners I Follow**  
Posted by [Jody Orphanet](#) on Fri, Feb 11, 2011 @ 12:12 PM

Email Article Twitter Facebook LinkedIn StumbleUpon delicious Google Buzz digg Technorati Like

 As an inspirational speaker I get to work with some really great meeting and event planners.

I have also discovered some fantastic blogs for the meeting industry. Featuring cutting edge, well written content especially for the meeting and event planner.

Here are just three of the ones I have recently started to follow:

Jenise Fryatt (photo to the left), Co-Owner and Marketing Director of Icon Presentations, audio visual for events located in the Palm Springs area. Jenise is also a Community Manager for [Engage365](#), an online community for event professionals interested in innovation and social media. Also what I love about her is she has studied and performed improv for the past 6 years. Improv is my second love. I am currently the president of the Curiously Canadian Improv Guild.

**It's All Virtual**  
Virtual Worlds, Virtual Tradeshows, Virtual Meetings and more...

Home About Events I'll Be Attending Virtual Events 101: Learn Virtual Virtual Events Calendar

**#eventpros Profile: Jenise Fryatt (@JeniseFryatt)**  
on Event Evolution and More  
★★★★☆ 1 Votes



**BUY THE BOOK**  
  
**amazon.com**

More Info  
Buy the Paperback  
Review: EXHIBITOR magazine

**DOWNLOAD EBOOKS**  


## Meetings Podcast Interview w/ Icon Presentation & Engage365 Jenise Fryatt Show 162

DECEMBER 13, 2010 BY [MIKE MCALLEN](#) 1 COMMENT

**liz king events**

My Twitter Tips

**Meet the Queen (and Creator) of #EIR**



34  
Tweet  
0  
Share

**WIRE**

Destinations Event Industry Event Planning Green Meetings / CSR Industry Events Marketing

**Why I Follow @jeffhurt and @jenisefryatt**

October 22, 2010 By [Keith Johnston](#) 2 Comments

Jenise Fryatt is the Co-Owner and Marketing Director of Icon Presentations, audio visual for events located in the Palm Springs area of Southern California. She is married with two teenagers (one has flown the coop and is at college in Canada) and has a background that includes print & broadcast journalism, PR, theater production and acting. She LOVES social media! (Before Facebook & Twitter, she founded a networking group for actors called The Desert Actors Network that relied mostly on the internet.)



# New Job Opportunities

## Jenise Fryatt – Engage365's Newest Community Leader

by **Christopher Uschan**

Rate this article



For almost a year, Engage365 has been growing – exploding, really – with new members, new ideas and its own momentum. I've been so excited to be on the ground floor, and I'm even more stoked about the growth – we're now at 825 members, with more than 200 conversations, 50 webinar and chat events and buzz everywhere we turn.

In fact, Engage365 has grown so much that we've invited a new community leader to infuse more fresh ideas and energy to lead us to the next level.

That said, join me in welcoming **Jenise Fryatt**, the new idea instigator, conversation starter and organizer for our growing community and resources. Jenise has been an Engage365 member since way back and in just a few conversations about her new role, I am already excited about the ideas flying back and forth:

- Expansion of content and community beyond social media
- Blog talk radio
- Regular quest writers



# New Career Paths



**@ASegar**  
Adrian Segar

Just another peer session at #ECDC11. Use your imagination. #eventprofs  
[pic.twitter.com/Aol8uByn](https://pic.twitter.com/Aol8uByn)





# Sound n' Sight

Edit Logo

[+] Add Module  
Reorder Modules

Home Page

What's new

Show Archive

Services

About Us

Blog

Contact Us

Newsletter Sign-Up

Links / Affiliations

## Sound n' Sight

[Current Articles](#) |  [RSS Feed](#)

[Create Article](#) | [Drafts and Pending](#) | [Options](#)

Edit Post

### 12 wide-screen video blending tips for your event

Posted by Jenise Fryatt on Mon, Apr 26, 2010 @ 04:53 PM





# 26 things I learned about #eventprofs at Event Camp

Posted by Jenise Fryatt on Mon, May 03, 2010 @ 12:24 PM





## How An Unconference Changed My Life

Posted in [adult learning](#), [audience participation techniques](#), [conferences](#), [innovation](#), [team building](#), [Yes your ideas!](#)

The picture on the right, captures a moment that changed my life.

It was during the peer session sign up portion of Event Camp East Coast last

year when Gary Brown asked me, "If I write it down, will you lead a session on improv?"















(Photo by MakeLessNoise)

# Tight-Knit Community

## Useful, Interesting Content



Photo by redcargirl



Photo by

## Share w/ My Community





**ENGAGE** - Talk with people

**INFORM** - Share useful, interesting info

**RETWEET** - Promote others

# Getting Started



# Search





# Lurk



Photo by mislav-m

# Set Up Email Alerts for Your Brand



[www.google.com/alerts](http://www.google.com/alerts)

# Invest in Your Social Media Strategy



Photo by katerha



# Tips for Getting Started

- Listen, a lot
- Do searches on key words
- Google terms you don't understand
- Lurk in discussion groups or Twitter chats
- Set up Google alert for your brand
- Be prepared to regularly invest some time



(\*Photo via somethingawesome.org)



(Photo by [beneath\\_blue\\_skies](#))


Share your name, where you've come from and why you're here with your table.



# How do I **engage** on social media?



# Start and Join Conversations



A screenshot of a Twitter conversation between two users, PlannerWire and GregRuby. The conversation consists of five tweets. The first tweet is from PlannerWire, followed by a reply from GregRuby, then another reply from PlannerWire, then a reply from GregRuby, and finally a reply from PlannerWire. The tweets are displayed in a vertical list with alternating background colors for each user's message. The last tweet is highlighted with a light blue background.

**PlannerWire:** Taking a cue from @gregruby, if we have not connected on LinkedIn and we should, hit me up! <http://linkd.in/iU0OJA>  
12:12pm, Jun 01 from TweetDeck

**GregRuby:** @PlannerWire What, no royalties?!?  
12:14pm, Jun 01 from TweetDeck

**PlannerWire:** @GregRuby Ohhhh, I suppose, how about \$1.00 for every new 10,000 connections....  
12:17pm, Jun 01 from TweetDeck

**GregRuby:** @PlannerWire I'll be waiting for my check...  
1:05pm, Jun 01 from Twitter for iPad

**PlannerWire:** @GregRuby its in the mail.....LOL  
2:32pm, Jun 01 from TweetDeck

# Questions, Polls, Discussions, Chats



Photo by Kevin Dooley



# Don't Be Shy!



Photo by kellbailey

# Ways to Engage Online

- Answer questions
- Ask questions
- Take polls surveys
- Join discussion groups
- Join Twitter chats
- Make a comment
- Introduce yourself
- Introduce two followers to each other
- Welcome new followers

# How do I **inform** on social media?





# Set Up Your Feed Reader

+Jenise Search Images Videos Maps News Shopping Gmail More -

Jenise Fryatt -

iGoogle

Q

Show this page every time I start to browse the web. Make iGoogle my homepage

Change theme

Add gadgets

Home

social media

event industry

tradeshow

Gadget shares

Updates

Friends

Chat

Search contacts...

Jenise Fryatt

Talk to me!

Dino Dogan

Jason Hensel

Jessica Levin

Keynote Speaker Chat

2012—The Year You Make Your Speaking Events Social

5 Most Important Tips When Choosing a Motivational Speaker

NO IS YES WAITING TO HAPPEN

The Virtual Buzz

Worst Trends in Virtual in 2011: Green Screen Welcome Videos


2011 Virtual Event Predictions Revisited

10 Tips for a Successful Virtual Press Conference

It's All Virtual

5 Ways Face-to-Face Events Are Like Family Reunions

Introduction This week, I attended my fourth Virtual Edge Summit and my second PCMA Convening Leaders. The



Cvent

Kimpton's The Muse New York: An Artful Oasis Of Calm In The City That Never Sleeps

Villas of Grand Cypress Orlando

Denver's LoDo to Get New Hotel

eventwist » blog

NYC and Vancouver Ring in the New Year!


STREB Comes to Manhattan!

EventCamp 2011 – More Great Feedback

Sustainable Destinations

Field Notes: What I learned on my way to buy a sustainable conference bag....

Yes, I know, I know. There are steps to take before getting to this point; the point of admitting you need a conference bag. You don't necessarily...



Middle Child New Media

Say this 3x fast: I'm a Fully Functional Fun Professional.


#HowTo Utilize @GetGlue for #Restaurant and Retail Marketing

5 Tips on #HowTo Utilize @Foursquare to Gain Legit Twitter Followers

Events, Life and Impact Points

We Have NO Ball - the Blogalog Continues!

In an ongoing discussion with @projectmaven Deborah Pannell, we look at the differences between events in New York and Vancouver, and as New Year's...

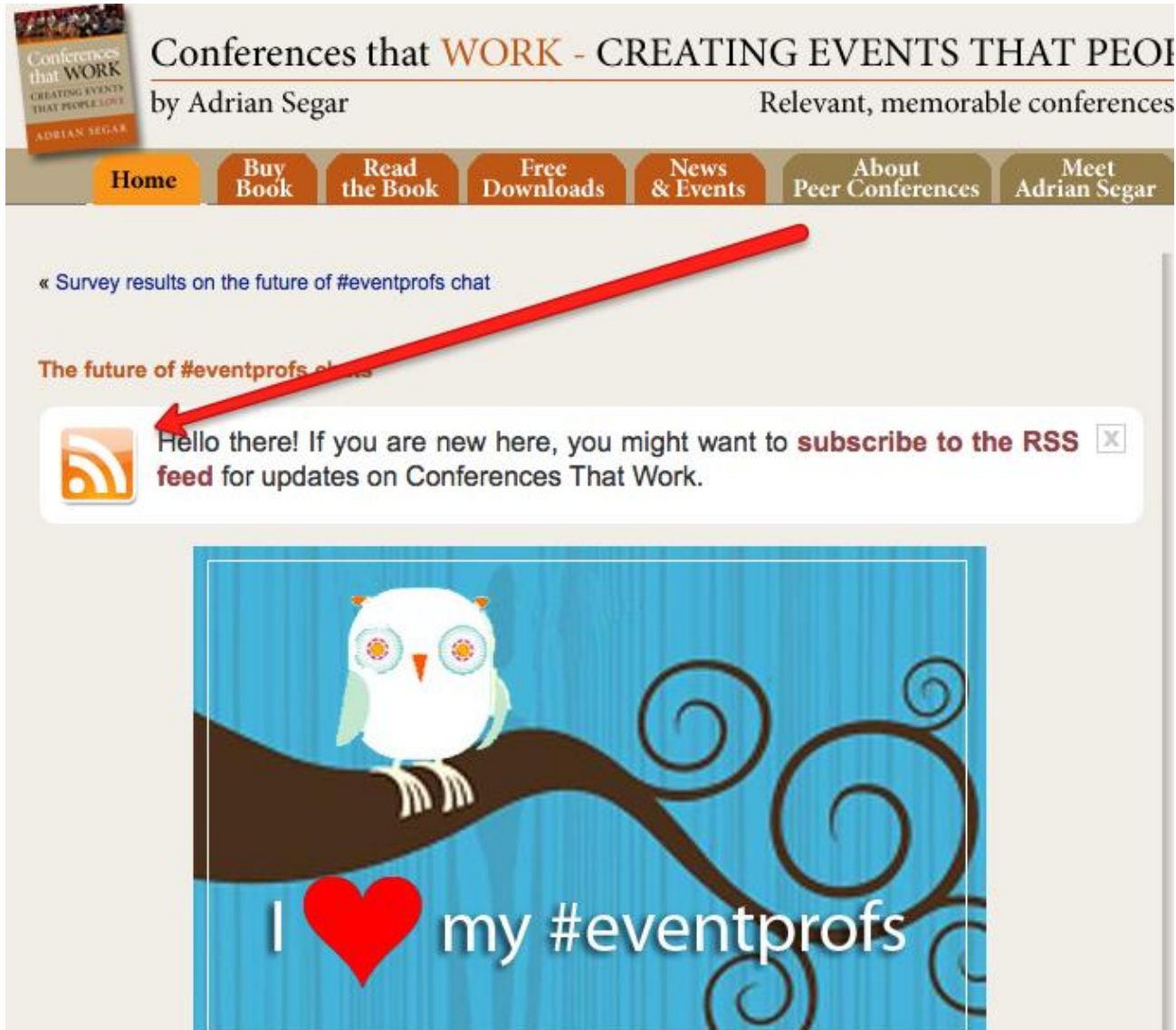


Loyalty in the New Age

Karate Kid Lessons for Event Planners

PlannerWire

# Subscribe to RSS Feeds of Blogs




The image is a screenshot of the website 'Conferences that WORK - CREATING EVENTS THAT PEOPLE LOVE' by Adrian Segar. The website has a navigation bar with links: Home, Buy Book, Read the Book, Free Downloads, News & Events, About Peer Conferences, and Meet Adrian Segar. A red arrow points from the top right towards a white notification box that says: 'Hello there! If you are new here, you might want to **subscribe to the RSS feed** for updates on Conferences That Work.' Below this, there is a graphic featuring a white owl with large eyes perched on a brown branch against a blue background with swirls. At the bottom of the graphic, it says 'I ♥ my #eventprofs'.


Conferences that **WORK** - CREATING EVENTS THAT PEOPLE LOVE  
by Adrian Segar Relevant, memorable conferences

Home Buy Book Read the Book Free Downloads News & Events About Peer Conferences Meet Adrian Segar

« Survey results on the future of #eventprofs chat

The future of #eventprofs chat

 Hello there! If you are new here, you might want to **subscribe to the RSS feed** for updates on Conferences That Work.

  
I ♥ my #eventprofs

# Share Great Info You Find Online



**Created by Jenise**

Sending at 7:05am, Jan 16, 2012

WiFi - The Life Blood of Events: Should It Be Free to Attendees? <http://ow.ly/8tWCM> + by @corbinball via @VelChain #eventprofs

# Connect with Community Bloggers





# Start Blogging, Share Your Content



# Ways to Inform on Social Media

- Gather information online
- Set up an RSS reader
- Subscribe to RSS feeds
- Post links on Facebook, Twitter, etc
- Comment on blogs, while you're at it
- Start publishing your own blog posts

# Front Man, News Man, Hype Man



Photo by SEO2



# How do I Retweet on Social Media?



Photo by hbppics



# Retweet on Twitter



**Fishdogs** Craig Fisher

RT @jeffhurt: Tweet this: Six Twitter tips for event marketers by  
@StaceyRKRuth #eventprofs #pcma ow.ly/8xOkk

6 hours ago

# Retweet on Facebook



**Dave Miller**

January 5 ❄

Some good positive thoughts from my friend [Jenise Stout Fryatt](#).



<http://www.eventprov.com/2011/12/29/ways-to-break-your-negative-cycle-in-2012/>  
[www.eventprov.com](http://www.eventprov.com)

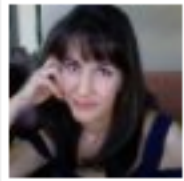
We've all been there. You're stuck in a bad relationship, or your having trouble finding

[Unlike](#) · [Comment](#) · [Share](#)



1

# Retweet on LinkedIn



**Jenise Fryatt** Are you looking for a fundraising event specialist? Check out my friend Lindsay Rosenthal at <http://lnkd.in/qRrRV8>

**Who We Are** [eventsforgood.org](http://eventsforgood.org)

Events For Good is a social enterprise which assists nonprofits, associations, and other companies in the creation, revitalization and strategy of fundraising, charitable, and other special events. In other words, we work with...

Like • Comment • Share • 1 second ago

---



Photo by Eddie van W's photo stream



DO UNTO OTHERS

AS YOU

WOULD HAVE THEM

DO UNTO YOU

# Tips for Retweeting on Social Media

- Interview someone on your blog
- Post a tweet telling why you follow someone
- Write a positive review on Yelp
- Click the Facebook “Like” button
- Recommend someone on LinkedIn
- Ask someone to write a guest post for your blog
- Compliment someone in post
- Share a Facebook post by someone else



Photo by [f]oxymoron

# Personal Introspective

- What do I want to have happen?
- What is the current situation?
- What am I willing to do?
- How will I know when it happens?
- Where and how will I get support?





Photo by Horia Varlan