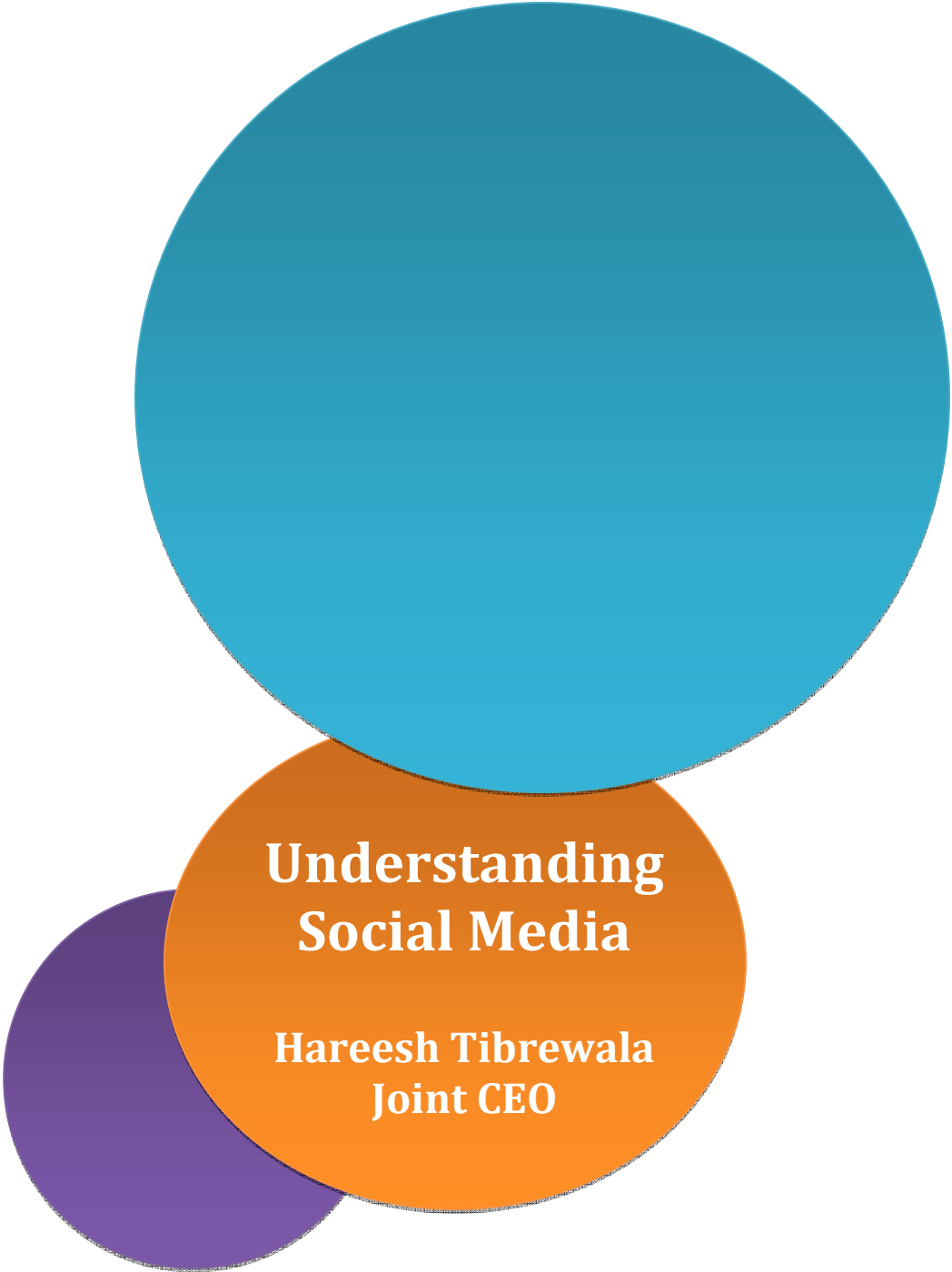


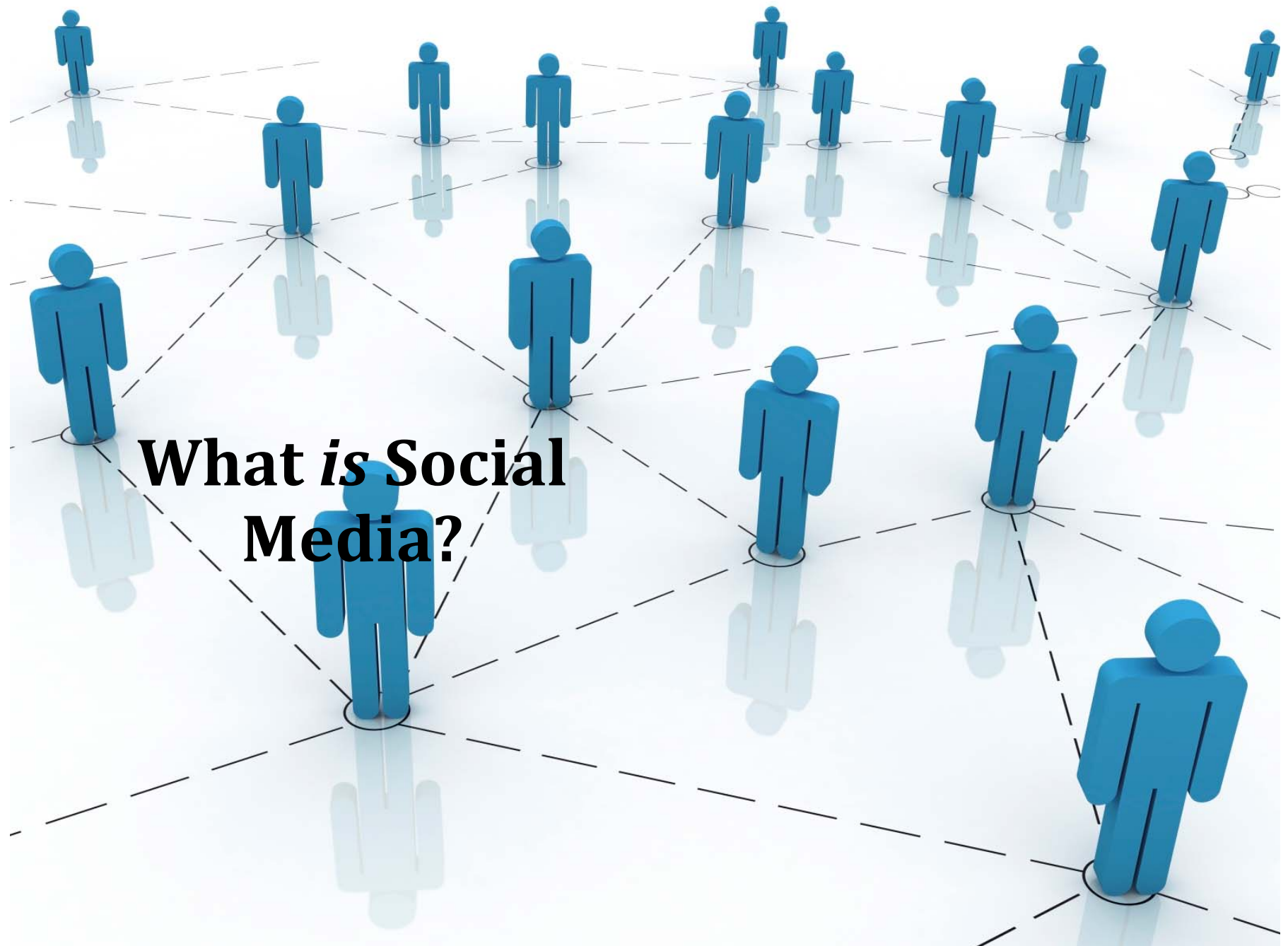


Understanding Social Media

Hareesh Tibrewala
Joint CEO

Our Agenda

- What is Social Media
- How will it change the way we do business
- How can professionals leverage Social Media



What is Social Media?

Accha....Facebook?!



Broadcast Yourself



WIKIPEDIA
The Free Encyclopedia



“Social Media: The online technologies and practices that people use to share opinions, insights, experiences and perspectives.

why

Making new friends Affinity to groups

Keeping in touch Displaying Creativity

Exhibitionism Getting validation

Altruistic impulse Peer pressure Paying it forward

how

Blogs User generated videos and podcasts

Social networking sites wikis

Ratings and reviews tagging

widgets Forums and message boards RSS

How **Big** Is It



twitter

45 million global visitors



Every minute – 20 Hrs worth of new video uploaded

facebook

**If Facebook was a country.
Population? > 300 million!**



The number of blogs worldwide is > 200 million. Growing at the rate of nearly 900,000 a day!

Time to reach 50 mn users



38 years



13 years



4 years



3 years

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

1 year



80% Fortune 500 companies use LinkedIn for recruitments



You Tube is the worlds second largest search engine



twitter

80% of twitter usage is from mobile devices. People will post anytime, anywhere. Imagine what this means if your customer service is bad

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

Fastest growing segment on FB is ladies (55-65 years)



Ashton Kutcher and Ellen DeGeneres have more Twitter followers than the entire populations of Ireland, Norway

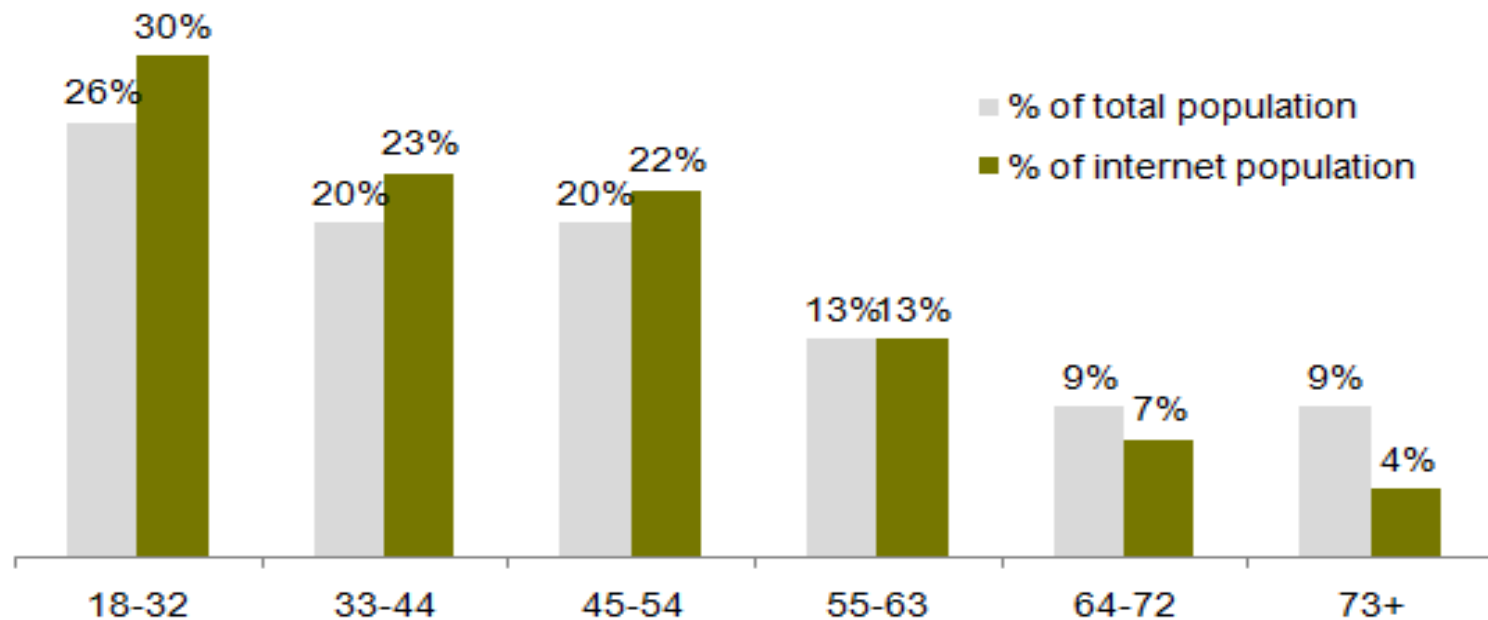


Generation Y and Z consider e-mail passé. Boston College stopped distributing e-mail addresses to incoming freshmen in 2009.

But this is kids stuff right? How does it effect my business?

It is not Kidstuff!

Internet vs. real world population by age group
United States, December 2008



Source: Pew Internet and Americal Life Project December 2008 Survey

Applications of Social Media

- Advertising
- Selling
- Reputation Management
- Listening
- Customer service
- Co creating products
- Creating B2B relationships

Traditional advertising is becoming more and more challenging:



If I lived here, I would
have adjusted to the
noise.

The Tata Sky+
factor.

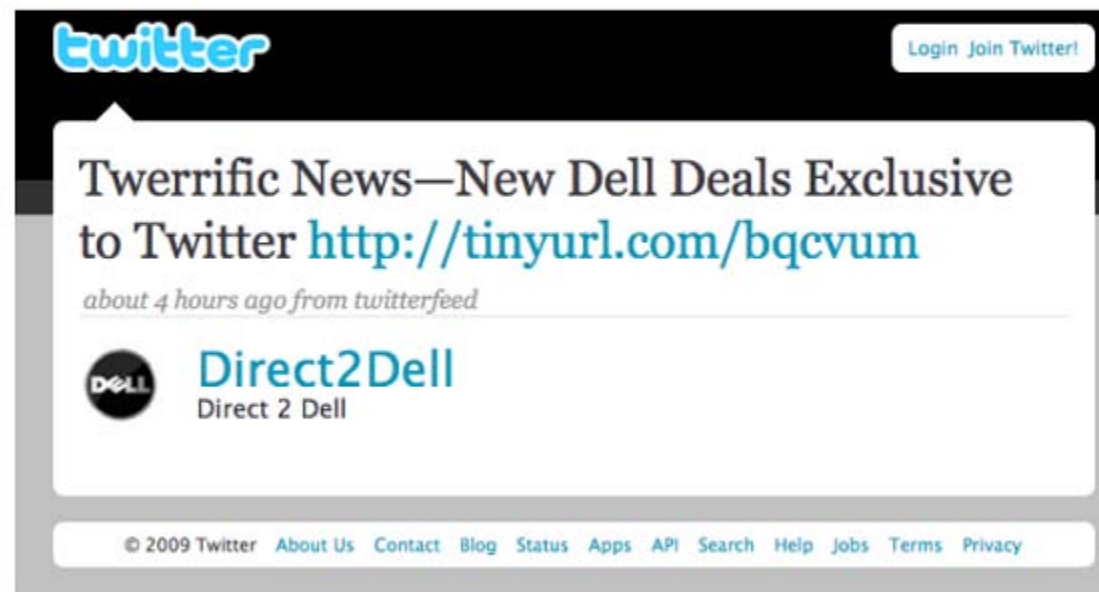
Can Social Media help in selling ?

It helped Dell

Dell Starts Offering Exclusive Discounts Through Twitter

by Erick Schonfeld on February 3, 2009

79 Comments



Dell's Twitter experiment seems to be working. After making **\$1 million during the holidays** by alerting Twitter followers to sale items, Dell is now offering discounts *exclusively* to the 11,844 people who follow **@DellOutlet**. For instance, here is a Tweet with a link to a **30-percent-off**

← \$\$\$\$\$\$

It helped one of these car companies.



Harmeet Singh Arora sold his Car Today. Now have to make Quick Decision to Buy the New Car between Tata Safari, Mahindra Scorpio or Xylo, any suggestions?

May 7 at 10:21pm · Comment · Like



Harpreet Singh at 10:26pm May 7 via Facebook Mobile

Between the three I'd pick the Safari any day.



Seemant Singh at 10:31pm May 7 via Facebook Mobile

My vote definitely goes 2 Tata Safari! :o)



Chaitanya at 10:47pm May 7

Hummer v2



Mahesh Singh at 10:54pm May 7

Safari any day...



Harpreet Singh at 10:56pm May 7

Fiat linea nice.



Harpreet Singh at 11:50pm May 7

Safari! No second thought!



Harpreet Singh at 12:07am May 8

Harmeet go for Safari.



Harpreet Singh at 1:04am May 8

obviously safari :-)



Harpreet Singh at 3:14am May 8

Safari, any time. But be aware that it will become pain in the *** after 1.5-2 years. Go for CRV, but then it's a guzzler:)



Harpreet Singh at 10:21am May 8

Scorpio any time...



Harpreet Singh at 10:38am May 8

Scorpio is a good choice , has less vibrations as compared to xylo , In safari you might feel your car pretty unstable while taking U turns....



Harpreet Singh at 11:27am May 8

try the new pickup Tata Xenon..

Car purchase decided, not by the size of Xylo ads, but by the 22 recommendations here!!

It helps sell T-shirts..rather, it RUNS a large T-shirt business!



And it helped this plumber



*Same could happen with a doctor, a lawyer, a CA
There will be positive recommendations, as also negative....
“Don’t go to that guy.. He’s a cheat..” etc.*

***“I will tell my Facebook friends about your brand.
Not because I like your brand, but because I like
my friends!”***

Search the web

Search

Download

Player

Explore

No Rank

Help

FIGURE FOUR MEDIA

PORTFOLIO :: ABOUT :: WHO WE ARE :: BLOG :: CONTACT

Case Study: Will it Blend?

David 06/16/08



Your Reputation is made or marred online

Have you heard of what happened to
Domino's?



YouTube Broadcast Yourself™
India | English

Home Videos Channels Community

disgusting dominos

Disgusting Domino People



0:07 / 0:43

☆☆☆☆ Ratings disabled 12,866 views

Favorite Share Playlists Flag

From YouTube to
The New York Times
in 3 days.

The New York Times

Media & Advertising

WORLD U.S. N.Y. / REGION BUSINESS TECHNOLOGY SCIENCE HEALTH SPORTS OPINION ARTS STYLE

Search Business
News, Stocks, Funds, Companies Go

Financial Tools
Select a Financial Tool

More in Business »
Global Business Markets Economy DealBook Me Ad



Video Prank at Domino's Taints Brand



More Articles i

News for M
FROM NYTIMES

- The Vice and
- Smile and Sa
- 'Idol' Produce
- Historical Tr
- How Tweet I

Inbox for ... A Video Pr... C:\Users\k... 4 OpenOf... KirubaShan... Microsoft P... Micro

Kryptonite Evolution 2000 U- Lock hacked by a Bic pen

by [Phillip Tortone](#), posted Sep 14th 2004 at 5:04PM



Much to our surprise, we were able to hack our [Kryptonite Evolution 2000 U- Lock](#) with a ballpoint pen. This \$50 lock is supposed to be one of

Kryptonite Evolution 2000 U- Lock hacked by a Bic pen - Mozilla Firefox

File Edit View History Delicious Bookmarks Tools Help

http://www.engadget.com/2004/09/14/kryptonite-evolution-2000-u-lock-hacked-by-a-bic-pen/

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ant.com Search the web Search Download Player Explore Rank: 396 Help

BlogWell New York Social M... Gmail - Inbox (755) - pritch... Social Media Case Study : ... Social PR Outsourcing Pvt. ... Authority Black Book - Soci...

[See More Related Articles and Blog Posts](#)

Add your name, words and photos.

[Learn more](#)

Reader Comments (Page 1 of 4)

[Subscribe to these comments](#)



Chester Bullock @ Dec 19th 2005 2:26AM

Neutral + - !

I emailed them the link to this yesterday. Here is their response:

We understand there are concerns regarding tubular cylinders used in some Kryptonite locks. The tubular cylinder, a standard industry-wide design, has been successfully used for more than 30 years in our products and other security applications without significant issues.

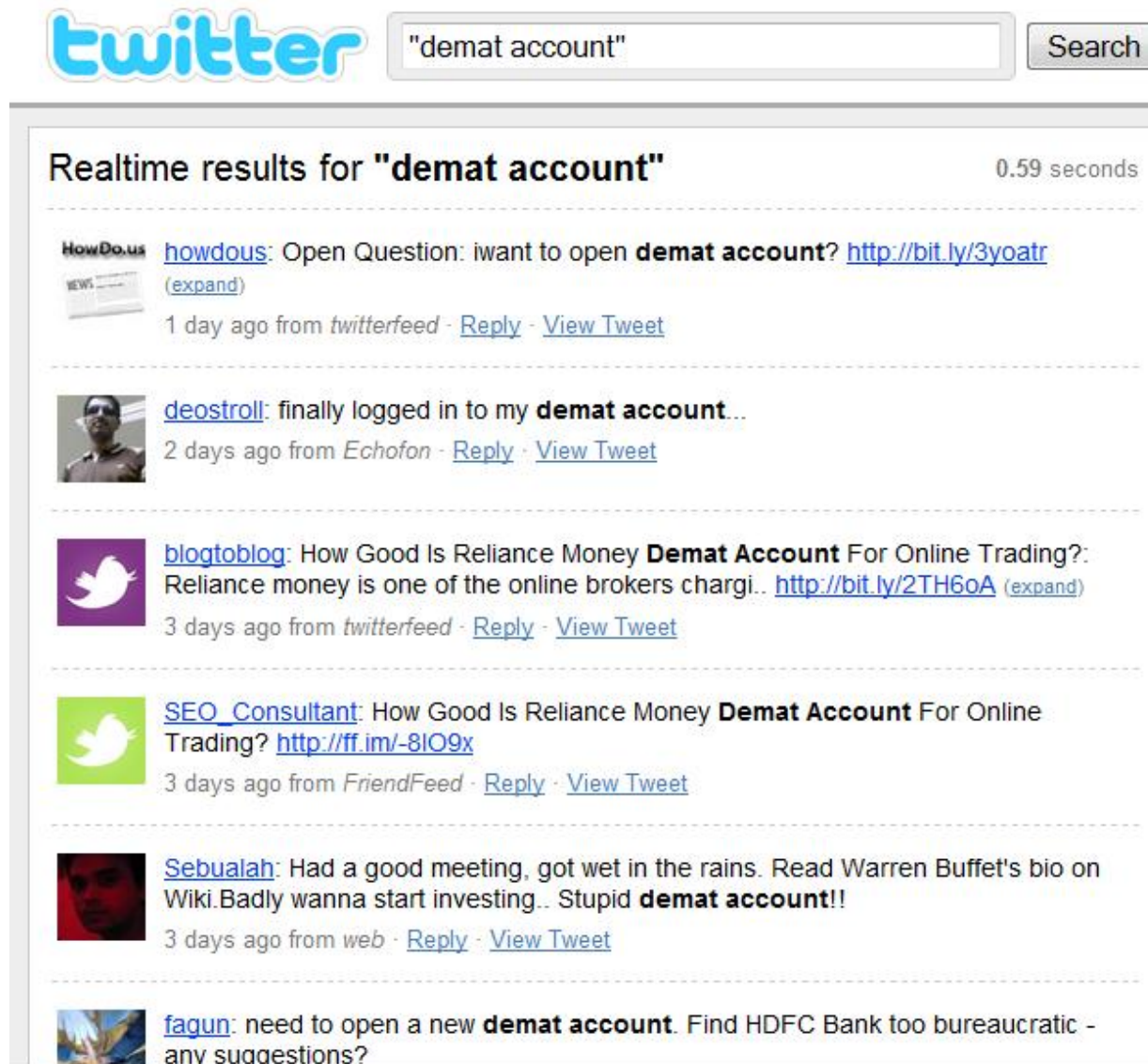
The current Kryptonite locks based on a tubular cylinder design continue to present an effective deterrent to theft. As part of our continuing commitment to produce performance and improved security, Kryptonite has been developing a disc-style cylinder for some years. In 2000, Kryptonite introduced the disc-style cylinder in its premier line of products, the New York series. In 2002, Kryptonite began development of a new disc cylinder system for both its Evolution and KryptoLok product lines, which currently use the tubular cylinder design. These products are scheduled to be introduced in the next few weeks.

We are accelerating the delivery of the new disc cylinder locks and we will communicate directly with our distributors, dealers and consumers within the coming days. The world just got tougher and so did our locks.

Lee Yuszczak
Customer Service Representative
Kryptonite
437 Turnpike St
Canton, MA 02021
Phone: (781) 828-6655 Ext 275
Fax: (781) 821-4777
Lee_Yuszczak@irco.com

Listening in on Social Media can provide a lot of value too.

Know what people are thinking about, In Real Time



The screenshot shows the Twitter search interface. At the top, the Twitter logo is on the left, a search bar containing the text "demat account" is in the center, and a "Search" button is on the right. Below the search bar, the results are titled "Realtime results for 'demat account'" with a timestamp of "0.59 seconds". The results list several tweets:

- HowDo.us** [howdous](#): Open Question: iwant to open **demat account**? <http://bit.ly/3yoatr> (expand)
1 day ago from *twitterfeed* · [Reply](#) · [View Tweet](#)
- deostroll**: finally logged in to my **demat account**...
2 days ago from *Echofon* · [Reply](#) · [View Tweet](#)
- blogtoblog**: How Good Is Reliance Money **Demat Account** For Online Trading?: Reliance money is one of the online brokers chargi.. <http://bit.ly/2TH6oA> (expand)
3 days ago from *twitterfeed* · [Reply](#) · [View Tweet](#)
- SEO_Consultant**: How Good Is Reliance Money **Demat Account** For Online Trading? <http://ff.im/-8IO9x>
3 days ago from *FriendFeed* · [Reply](#) · [View Tweet](#)
- Sebualah**: Had a good meeting, got wet in the rains. Read Warren Buffet's bio on Wiki.Badly wanna start investing.. Stupid **demat account**!!
3 days ago from *web* · [Reply](#) · [View Tweet](#)
- fagun**: need to open a new **demat account**. Find HDFC Bank too bureaucratic - any suggestions?

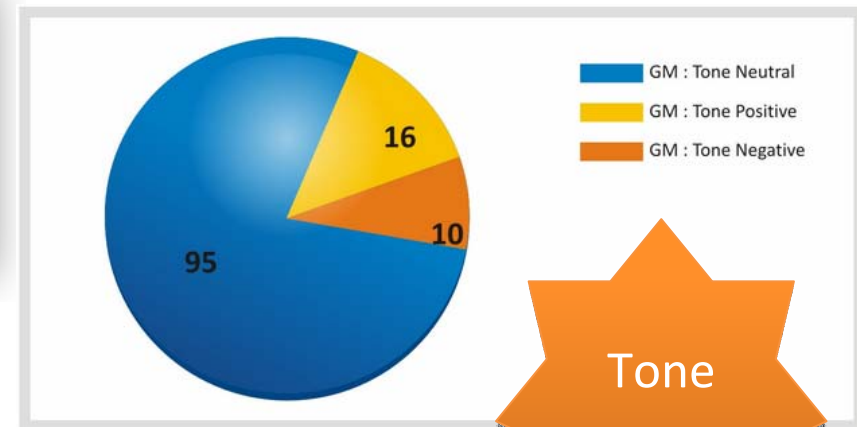
Are they considering a new demat account? What are their issues?

Eavesdropping your customers' homes – Social Media Monitoring

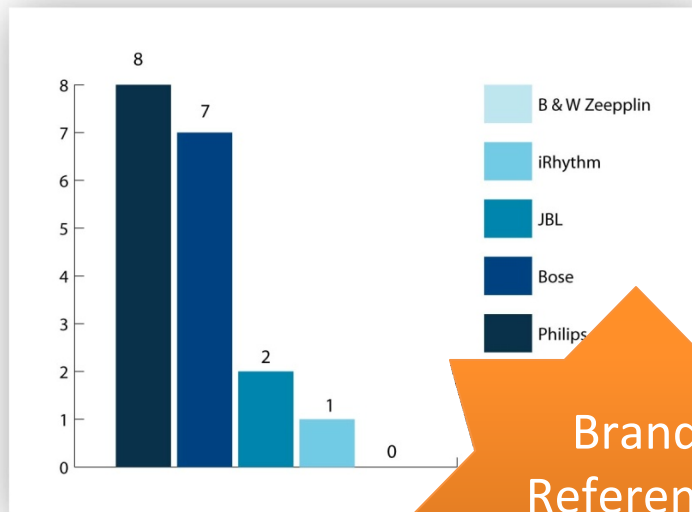
Themes



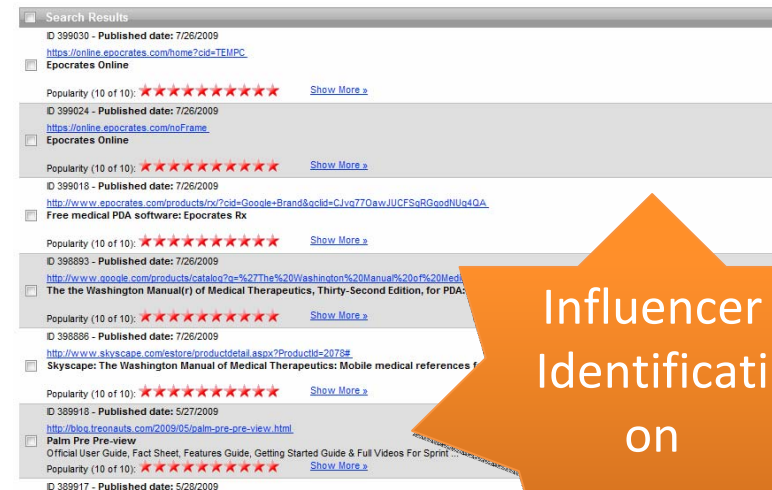
Tone



Brand Reference



Influencer Identification



Monitoring conversations for a brand – amazing insights to be got!

Search Results

ID 503149 - Published date: 8/8/2009
<http://www.mininova.org/tor/2832341>
AIRTEL GPRS SETTING{www TricksForWindow blogspot com}
Category: Books Subcategory: Articles Size: 47.16 kilobyte Ratio: 5 seeds, 0 ...
[Show More »](#)
Popularity (10 of 10): ★★★★★★★★★★

ID 497299 - Published date: 8/8/2009
<http://www.satviews.co.cc/2009/07/missed-call-alerts-for-airtel-users.html>
MISSED CALL ALERTS FOR AIRTEL USERS
...e calls. As soon as the mobile phone was available to take calls the customer will receive SMS from Airtel, which will contain details of the last ten missed calls.
UPDATES >> FREE MISS CALL ALERT F...
[Show More »](#)
Popularity (10 of 10): ★★★★★★★★★★

ID 497222 - Published date: 8/8/2009
<http://twitter.com/ridwan2906/statuses/3188977190>
Airtel launches BlackBerry Curve 8520 Smartphone in India. <http://bit.ly/1CaR2>
Airtel launches BlackBerry Curve 8520 Smartphone in India. <http://bit.ly/1CaR2>
[Show More »](#)
Popularity (10 of 10): ★★★★★★★★★★

ID 496962 - Published date: 8/8/2009
http://en.wikipedia.org/w/index.php?title=Bharti_Airtel&diff=306830776&oldid=prev
Bharti Airtel
...iPhone 3G == - The Apple iPhone 3G rolled out in [[Indian Market]] on 22nd August 2008 via [[Airtel]] & [[Vodafone Essar|Vodafone]]. As of July 2009,[[Airtel]] & [[Vodafone Essar|Vodafone]] h...
[Show More »](#)
Popularity (10 of 10): ★★★★★★★★★★

ID 496958 - Published date: 8/8/2009
http://en.wikipedia.org/w/index.php?title=Bharti_Airtel&diff=306830900&oldid=prev
Bharti Airtel
...iPhone 3G == - The Apple iPhone 3G rolled out in [[Indian Market]] on 22nd August 2008 via [[Airtel]] & [[Vodafone Essar|Vodafone]]. Airtel & Vodafone are planning to launch the newly release...
[Show More »](#)
Popularity (10 of 10): ★★★★★★★★★★

ID 496955 - Published date: 8/8/2009

Actions: Edit, Full Details, Assign, Spam, Delete
Technorati, Compete, Alexa, Quantcast

[Change Language](#) - | ▾

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Home : [Routers and Access Points](#)

[Search](#)

[User Search](#) - [Advanced](#)

Community Options ▾

[ANNOUNCEMENTS](#)

[Terms of Service/Guidelines](#)

Routers and Access Points

TITLE	POSTS	LATEST THREAD / ARTICLE
 Wireless Routers Discuss information about all wireless routers here (such as BEFW11S4, WRT54G and WRV54G)	133600	A few (long) questions about WRT54G (version:7.0,EU/LA/UK) by TheCreative on 06-06-2009 03:39 AM
 Wired Routers Share your knowledge about all wired routers here (such as BEFSR41, RV042 and BEFSX41)	23049	Gaming Questions. by Godzilla558 on 06-06-2009 01:23 AM
 Access Points Post your ideas about all wireless access points here (such as WAP11 and WAP54G)	10419	Connecting Two WAP54G Access Points by MIM!C on 06-05-2009 02:35 PM

Top Kudoed Posts

Time Range:	Day	Week	Month	6 Months	Year	All
I need WAP54G Help						1
Re: WRT54G to WRT54G						1
Re: WRT160N Power light blinking.						1
Re: Using WRT54G as a access point.						1
Re: WRT160N Xbox360 issues						1
view all						

Top Kudoed Authors

Time Range:	Day	Week	Month	6 Months	Year	All
Expert gv						100

Home

Getting Started

Best Practices

IdeaExchange

Community

Blogs

Login or Register

Search Community

Categories

- All
- Activity Management
- Administration & Sharing
- Admin Preview
- Analytics
- AppExchange App Suggestions
- AppExchange Directory
- AppExchange Partner Program



POST IDEA



VOTE



COMMENT



REVIEW

Search Ideas

Search

- then -

Post Idea

Popular

Recent

Comments

All Ideas

State and Country should be pick lists

21070

We have many people around the world that don't keep

Resources

Ideas Coming in Summer'09!

Summer '09 Release Preview

◀ Explore More Events ◀ Explore Parties in Hershey's Bliss™ Chocolate Party

Hershey's Bliss™ Chocolate Party

sponsored by Hershey's
Saturday, April 26, 2008

This event is no longer accepting host applications. Check our [Event](#)

PartyVision™



vious Highlight all Match case i Phrase not found

avelength Wo... common on 'smb.mtra... Social media Presentat... House Party > Part

buying a car for a growing family (Loan listing #443685) - Prosper - Mozilla Firefox

File Edit View History Bookmarks Tools Help Related Links

http://www.prosper.com/invest/listing.aspx?listingID=443685

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Share on LinkedIn LinkedIn

PR+SPER
THE LOAN MARKETPLACE

Home Invest Get a Loan Connections My Account

Welcome, worthy-dedication1 | Sign Out | Help

Overview Portfolio Plans Individual Loans Existing Notes About Investing

A verification email has been sent to hareesh@socialwavelenght.com. You have 3 days left to verify this email address.
[Send another verification email.](#) [Change email address.](#)

Listing Summary [Back to search results](#) [Help](#)



buying a car for a growing family
 Personal loan for auto use - Listing #443685

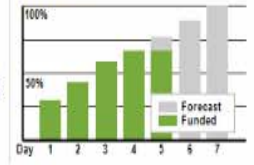
\$2,500.00 @ 7.00% (lender yield)

Bid Now 66% funded 37 bids 2d 10h 32m left

Borrower rate: 8.00% (8.34% APR)
 Monthly payment: \$78.34 (36 month loan)
 Servicing fee: 1.00%

[Watch](#) [Hide](#) [Email](#) [Report this listing](#) [Prospectus](#)

Borrower Info
[peaceful-exchange2](#)
 Idaho
 0 friend bids
[Ask borrower a question](#)
 0 friends, 0 verified



Loan Forecast

Day 1 2 3 4 5 6 7

Forecast Funded

AA Prosper Rating based on historical data. Estimated loss: [Become a lender](#) to view this data.

Borrower's Credit Profile [Help](#)

Additional credit data is only available to registered lenders. [Become a lender](#) to view this data.

Description

Purpose of loan:
 This loan will be used to... buy a minivan. My wife and I are having our 3 child and our current car won't fit 3 carseats.

My financial situation:

Done

#21,571

gadgets 19:10

Case Study Videos

- [Burger King Sacrifice](#)
- [Ray Ban Case Study](#)
- [Blend Tech case study](#)
- [Dove__actual ad](#)
- [Dove__parody](#)

Social Media For Professionals

SM is all about building “Relationships”

- Network with existing relationships
- Leverage existing... to build new ones
- Find new relationship opportunities
- Convert “contacts” into “contracts”

SM is God-send gift for professionals

Create Profile

Edit My Profile | LinkedIn - Mozilla Firefox

File Edit View History Bookmarks Tools Help Related Links

http://www.linkedin.com/myprofile?trk=msiteprofiles

Most Visited Getting Started Latest Headlines bigb.bigadda.com http://indigoairline.bl...

Profiles - LinkedIn Learning C... Groups Directory | LinkedIn How can i export party ledger ... Facebook | Search Edit My Profile | LinkedIn Problem loading page

Basic Account: Upgrade Welcome, Hareesh Tibrewala · Add Connections · Settings · Help · Sign Out

LinkedIn Home Profile Contacts Groups Jobs Inbox More... People Advanced

Edit My Profile View My Profile

Hareesh Tibrewala [Edit]
Social Media Strategist; Business Owner and Joint CEO at SocialWavelength.com [Edit]
Mumbai Area, India [Edit] Information Technology and Services [Edit]

[Edit]

Hareesh Will be addressing BCAS on "Understanding Social Media for Business" on Wednesday 27 January at IMC, Mumbai (from 615pm to 745pm). 1 day ago [Update]

Current

- Business Owner and Joint CEO at Social Wavelength [Edit]
- Add Current Position

Past

- President (Consumer Business Division) at Jisons Industries Limited
- President (Business Development) at Jisons Industries Limited
- Co-Founder and Business Owner at Homeindia.com

see all...

Education

- Akzo Glastoff
- University of Southern California
- VJTI, Mumbai

Recommended 2 people have recommended you

Connections 361 connections

Hi, Hareesh

- Forward your profile to a connection
- Edit Contact Settings
- Edit Public Profile Settings
- Create your profile in another language

95% profile completeness

Complete your profile quickly

Import your résumé to build a complete profile in minutes.

Profile Completion Tips (Why do this?)

- Ask for another recommendation (+5%)

Ads by LinkedIn Members

Global Sourcing
BPO Conference
London June 22nd 2010
www.emrind.com

Windows taskbar: #38, gadgets, 16:22

Add Contacts

The screenshot shows the LinkedIn 'Import Contacts and Invite' page. The browser window has multiple tabs, including 'Import Contacts and Invite | LinkedIn - Mozilla Firefox', 'Profiles - LinkedIn Learning C...', 'Groups Directory | LinkedIn', 'How can i export party ledger ...', 'Facebook | Search', and 'Import Contacts and Invite |...'. The address bar shows the URL: https://www.linkedin.com/secure/importAndInvite?trk=cnt_mcnt&goback=.cnt_false_0_0. The LinkedIn navigation bar includes links for Home, Profile, Contacts, Groups, Jobs, Inbox, and More... The user is logged in as Hareesh Tibrewala. The main content area is titled 'Invite People to Connect' and includes a sub-header 'Get more value out of LinkedIn by inviting your trusted friends and colleagues to connect.' There are two main sections: 'See Who You Already Know on LinkedIn' and 'Enter Email Addresses'. The 'See Who You Already Know on LinkedIn' section includes a search bar with the email 'hareesh.tibrewala@gmail.' and a 'Continue' button. The 'Enter Email Addresses' section includes a text area for entering email addresses and a 'Send Invitations' button. The footer contains links for Customer Service, About, Blog, Careers, Advertising, Recruiting Solutions, Research Surveys, Tools, Developers, Language, and Upgrade Your Account. The system tray at the bottom shows the time as 16:26.

Import Contacts and Invite | LinkedIn - Mozilla Firefox

File Edit View History Bookmarks Tools Help Related Links

linkedin.com https://www.linkedin.com/secure/importAndInvite?trk=cnt_mcnt&goback=.cnt_false_0_0

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Profiles - LinkedIn Learning C... Groups Directory | LinkedIn How can i export party ledger ... Facebook | Search Import Contacts and Invite |... Problem loading page

Basic Account: Upgrade Welcome, Hareesh Tibrewala · Add Connections · Settings · Help · Sign Out

LinkedIn Home Profile Contacts Groups Jobs Inbox More... People Advanced

Add Connections Colleagues Classmates View Sent Invitations

Invite People to Connect

Get more value out of LinkedIn by inviting your trusted friends and colleagues to connect.

See Who You Already Know on LinkedIn

Searching your email contacts is the easiest way to find people who already know on LinkedIn. [Learn More](#)

Windows Live Hotmail Gmail YAHOO! AOL

Email:

Password:

[Continue](#)

Do you use Outlook, Apple Mail or another email application?
[Import your desktop email contacts »](#)

Enter Email Addresses

Enter email addresses of people to invite and connect. Separate each address by a comma.

[Send Invitations](#)

[Customer Service](#) | [About](#) | [Blog](#) | [Careers](#) | [Advertising](#) | [Recruiting Solutions](#) | [Research Surveys](#) | [Tools](#) | [Developers](#) | [Language](#) | [Upgrade Your Account](#)

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LinkedIn Corporation © 2010 | [User Agreement](#) | [Privacy Policy](#) | [Copyright Policy](#) | [Send us your feedback](#).

Done

gadgets 16:26

Existing Relationships

My Contacts: Connections | LinkedIn - Mozilla Firefox

File Edit View History Bookmarks Tools Help Related Links

http://www.linkedin.com/connections?goback=.cnt_false_0_0&trk=hb_tab_connections

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Profiles - LinkedIn Learning C... Groups Directory | LinkedIn How can i export party ledger ... Facebook | Search My Contacts: Connections | ... Problem loading page

Basic Account: Upgrade Welcome, Hareesh Tibrewala - Add Connections - Settings - Help - Sign Out

LinkedIn Home Profile Contacts Groups Jobs Inbox More... People Advanced

My Connections Imported Contacts Profile Organizer Network Statistics Add Connections Remove Connections

☐ Show contacts with new connections Advanced Options

Showing 361 of 361 connections. 297 outstanding sent invitations

	Name	Company	Connections
A	Abbas, Rahil	CoFounder Gymso.com	80
B			
C	Adiraju, Pavan	Software Test Engineer-II at Noetix Software India Pvt. Ltd.	64
D			
E			
F			
G	Agarwal, Pushpa	Partner at Options and Avenues	85
H			
I			
J	Agarwal, Rahul Kumar	Business Development- Asst. Manager	400
K			
L			
M	Agarwal, Rohan	Knowledge Buddy at Milagrow Business and Knowledge Solution	197
N			
O			
P	Agarwal, S. S.	Senior Consultant at Bhuta Shah & Co.	24
Q			
R			
S			
T	Agboatwala, Faheem	Owner, Hi-Tech Printing Services Pvt LTD	64

Ads by LinkedIn Members

Early-Stage Tech Funding

March 4th National VC & Angel Forum Call 347 346 6650 for Information
www.privateequityforums.com

From: Mike Segal

Powwownow Conference Call

Free Conference Call Service Save Your Business Time & Money!
www.PowWowNow.co.uk

From: Paul Lees

Wagner Graduate

Done

gadgets 16:29

Power of LinkedIn..at a click

The screenshot shows the LinkedIn Network Statistics page. The browser window has multiple tabs open, including 'Network Statistics | LinkedIn', 'How can i export party ledger to exc...', 'Facebook | Search', and 'Problem loading page'. The LinkedIn page header shows the user is Hareesh Tibrewala, with options to 'Add Connections', 'Settings', 'Help', and 'Sign Out'. The navigation bar includes 'Home', 'Profile', 'Contacts', 'Groups', 'Jobs', 'Inbox', and 'More...'. The 'Network Statistics' tab is selected, showing a summary of the user's network reach.

Basic Account: Upgrade

Welcome, Hareesh Tibrewala · [Add Connections](#) · [Settings](#) · [Help](#) · [Sign Out](#)

[LinkedIn](#) [Home](#) [Profile](#) [Contacts](#) [Groups](#) [Jobs](#) [Inbox](#) [More...](#) [Advanced](#)

[My Connections](#) [Imported Contacts](#) [Profile Organizer](#) **Network Statistics** [Add Connections](#) [Remove Connections](#)

Here you see statistics about your network, including how many users you can reach through your connections. Your network grows every time you add a connection — [invite connections now](#).

Your Network of Trusted Professionals

You are at the center of your network. Your connections can introduce you to 4,387,100+ professionals — here's how your network breaks down:

1	Your Connections Your trusted friends and colleagues	361
2	Two degrees away Friends of friends; each connected to one of your connections	64,700+
3	Three degrees away Reach these users through a friend and one of their friends	4,322,000+
Total users you can contact through an Introduction		4,387,100+

6,484 new people in your network since January 24

The LinkedIn Network

The total of all LinkedIn users, who can be contacted directly through InMail.

Done

gadgets 16:40

Leverage Existing Relationships

The screenshot shows a Mozilla Firefox browser window displaying the LinkedIn profile of Walid Negm. The browser's address bar shows the URL: http://www.linkedin.com/profile/viewProfile?&key=203658&authToken=uR2o&authType=OUT_OF_NETWORK&locale=en_US&srchindex=1&pvs=ps. The browser's tabs include "Profiles - LinkedIn Learning Center", "Walid Negm | LinkedIn", "How can i export party ledger to exc...", "Facebook | Search", and "Problem loading page".

The LinkedIn profile for Walid Negm is displayed. The profile includes the following information:

- Current:**
 - Director, Cyber Security Lab at Accenture
 - Director Cloud Offerings at Accenture Technology Labs
 - Tech Labs - Security Offering Lead at Accenture
- Past:**
 - Director Cloud Services / Project Manager at Accenture
 - Vice President Marketing and Product Management at Forum Systems
 - Director of Technology at Forum Systems
- Education:**
 - The Goldratt Institute
 - Boston University
 - Boston University
- Connections:** 234 connections
- Public Profile:** <http://www.linkedin.com/in/walidnegm>

The profile also includes a "Summary" section with a detailed description of Walid Negm's experience and achievements. The "Summary" section states: "Walid Negm is a senior-level executive with over 15 years experience creating and implementing strategic technology change. Walid leads Accenture's Security initiative within Accenture Tech Labs and manages the firm's overall Cyber Security offering road-map with focused R&D in software assurance and enhanced situational awareness capabilities. He helped establish Accenture's Cloud Computing initiative and prior developed the firm's security strategy with Sun (now Oracle). Before joining Accenture, he was a founder of a number of start-ups and was technology adviser in a venture fund. Walid also oversees Accenture's technology partnership with Amazon Web Services and client engagements to take advantage of cloud economics. Walid led the product development of the industry's first XML Firewall and worked closely with Nokia, Ciena and Schlumberger to field implement the pre-cursor technologies of today's mobile application platforms. As Director of Internet Technologies at Oracle Corp, Mr. Negm delivered global technical architectures for Fortune 500 corporations in the areas of supply chain management and..."

The "How you're connected to Walid" section shows a network diagram with "You" at the top, connected to "Milan Thanawala", who is connected to "Walid Negm". The "Walid Recommends (1)" section shows a recommendation from Robert DiLoreto, SVP WW Sales, Co-founder, CellExchange, stating: "Robert is a consummate business professional. An..."

Build New Relationships

The screenshot shows a Mozilla Firefox browser window displaying LinkedIn search results for 'accounting' in India. The page title is 'People Search Results | LinkedIn - Mozilla Firefox'. The address bar shows the URL: http://www.linkedin.com/search/fpsearch?keywords=accounting&searchLocationType=1&countryCode=in&keepFacets=keepFacets&page_num=1&. The search results are sorted by Relevance and show 30,415 results. The profiles listed are:

- Prasanna Jha** (2nd): Senior Vice President at Citi, Mumbai Area, India | Banking. Current: Senior Vice President, Business Manager, Fund Services more... Past: Product Manager, Custody & Fund Accounting at more...
- AMLAN BISWAS** (2nd): Fund Administration Professional, India | Investment Management. Current: Manager - Fund Accounting at GlobeOp Financial Services. Past: Asst. Manager - Investments at IVL, Officer at Life more... In: 1 shared connection.
- Kamlesh Vikamsey** (2nd): Senior Partner Khimji Kunverji & Co. Chartered Accountants, Mumbai, India. Mumbai Area, India | Accounting. Current: Independent Director at Man Infraconstruction Limited, more... Past: President at Confederation of Asian and Pacific more... In: 3 shared connections.
- Sachin Raj** (2nd): Vice President - Finance & Accounting at Mumbai Area, India | Outsourcing/Offshoring.

The search filters on the left include: Keywords: accounting, First Name, Last Name, Title, Current or past, Company, Current or past, School, Location: Located in or near, Country: India, Postal Code, and Within. The right sidebar shows search tools (Advanced search, Saved Searches), ads by LinkedIn members (PatientNOW-more patients, convert more calls to appts link revenue to lead source, Tech Insurance), and a footer with the Social Wavelength logo.

Join Relevant Groups

The screenshot shows the LinkedIn Groups Directory page. The browser window is titled 'Groups Directory | LinkedIn - Mozilla Firefox'. The address bar shows the URL 'http://www.linkedin.com/groupsDirectory?results=&zik=1264505965579'. The page has a navigation bar with links like Home, Profile, Contacts, Groups, Jobs, Inbox, and More... The main content area is titled 'Search Results (27)' and lists several groups. On the left, there is a 'Search Groups' sidebar with a search box containing 'international taxation' and filters for 'All categories' and 'All languages'. Below the search results, there is a 'Create a Group' button and a description of LinkedIn Groups.

Search Groups

international taxation

All categories

All languages

Search

Create a Group

LinkedIn Groups can help you stay informed and keep in touch with people that share your interests. Create a group today.

Create a Group

Search Results (27)

Group for Research on European and International Taxation (GREIT) [Join this group »](#)

GREIT is a network of academics specialized in EC and international tax law. The Group carries out independent expert research on the development of European and International Taxation. Visit: www.greit-tax.eu

Owner: [Dennis Weber](#) | 318 members | [Share](#)

ADIT - The Advanced Diploma in International Taxation Professional Group [Join this group »](#)

The Advanced Diploma in International Taxation (ADIT) group is the worldwide network of ADIT Graduates, Affiliates and Students who are currently studying for, or have graduated with, the ADIT qualification.

Owner: [Irene Serewicz Redman](#) | 217 members | [Share](#)

Offshore Investment Worldwide [Join this group »](#)

Group for lawyers, accountants, regulators and advisors from offshore financial jurisdictions around the world dedicated to areas including trusts, estate planning, international taxation, legislation and charities.

Owner: [Alvaro Aguilar, international legal advisor](#) | 161 members | [Share](#)

Cross-Border-Transactions [Join this group »](#)

This group is dedicated to discussion on topics impacting international business transactions with a focus on energy, manufacturing, infrastructure, development and taxation.

Owner: [Aaron Ball](#) | 145 members | [Share](#)

Indirect Taxes of India [Join this group »](#)

This group aims to assist commercial organizations and persons from all over the world with

Participate in Discussions

The screenshot shows a web browser window with the title "Social Media Marketing Group | LinkedIn - Mozilla Firefox". The address bar displays the URL "http://www.linkedin.com/groups?gid=66325&trk=myg_ugrp_ovr". The browser's menu bar includes "File", "Edit", "View", "History", "Bookmarks", "Tools", "Help", and "Related Links". The toolbar shows navigation buttons, a search bar with "OneRiot Social Web Search", and a "Share on LinkedIn" button. The browser's tab bar shows several open tabs, including "Profiles - LinkedIn Learning Center", "Social Media Marketing Group | Li...", "How can i export party ledger to exc...", "Facebook | Search", and "Problem loading page".

The LinkedIn page header shows the user's name "Hareesh Tibrewala" and navigation links: "Add Connections", "Settings", "Help", and "Sign Out". The main navigation bar includes "Home", "Profile", "Contacts", "Groups", "Jobs", "Inbox", and "More...". The "Social Media Marketing" group page is displayed, with tabs for "Overview", "Discussions", "News", "Jobs", "Subgroups", and "More...". The "Discussions" tab is active, showing a list of recent discussions. The "People I'm Following (last 7 days)" sidebar is also visible, showing a list of people followed by the user.

Discussions

- Recent Activity** | Recent Discussions | Most Comments
- Featured Discussion**
Comprehensive list of Social Media Links - tips, tools, apps and guides. What would you add?
By Colin Welch 20 days ago
Follow discussion | 78 comments »
- Featured Discussion**
Which social media marketing medium would you say to stay away from?
By Erika Brown 1 month ago
Follow discussion | 149 comments »
- "How Do I Know What Keywords to Use in My Resume?" - new blog post at http://benmilano.wordpress.com/**
By Ben Milano 1 minute ago
Follow discussion | Add comment »
- Has anyone used social media to get a job?**
By Mike Broderick 1 day ago
Follow discussion | 5 comments »
- Tips & Tricks needed on how to archive content gathered from my social network.**
By Michel Eek 2 days ago

People I'm Following (last 7 days)

2 WEEKS AGO

- Sanjay Mehta commented on:**
It is a taken that Social Media Monitoring is a thing to do. Our experience working with many clients, shows the evolution of brands and companies in the Social Media Monitoring landscape!
19 days ago 2 comments
- Sanjay Mehta is discussing:**
It is a taken that Social Media Monitoring is a thing to do. Our experience working with many clients, shows the evolution of brands and companies in the Social Media Monitoring landscape!
20 days ago 2 comments
- Sanjay Mehta started a discussion:**
With the extent of spam and junk mail in Emails, does email remain the preferred direct marketing vehicle. I think not. I feel that Facebook's the new Email, in that respect!
20 days ago Add comment »

Questions and Answers

Answers: Finance and Accounting | LinkedIn - Mozilla Firefox

File Edit View History Bookmarks Tools Help Related Links

http://www.linkedin.com/answers/browse/finance-accounting/FIN

Most Visited Getting Started Latest Headlines bigb.bigadda.com http://indigoairline.bl...

Profiles - LinkedIn Learning Center Answers: Finance and Accounting ... How can i export party ledger to exc... Facebook | Search Problem loading page

Basic Account: Upgrade Welcome, Hareesh Tibrewala Add Connections Settings Help Sign Out

LinkedIn Home Profile Contacts Groups Jobs Inbox More... Answers Advanced

Answers Home Advanced Answers Search My Q&A Ask a Question Answer Questions

Get insights from target customers and industry experts using LinkedIn Polls. Learn More.

Finance and Accounting Questions

Open Questions Closed Questions

Q. Can you suggest some free online resources for Activity based budgeting?
2 answers | Asked by Sanket Dantara (2w) | 3 days ago in Budgeting

Q. Are any Certification available in Pricing at Global Level?
2 answers | Asked by Divya Bhushan (2w) | 6 days ago in Economics

Q. Do you think Income Tax Structure in India needs re-designing?
7 answers | Asked by Rita Jain (2w) | 6 days ago in Budgeting

Q. Could UK government be doing more for UK competitiveness? A serious topic on my blog this week. Government funding towards UK competitiveness. I welcome comments - http://wp.me/pBddr-1n
3 answers | Asked by Scott Blatchley | 2 hours ago in Business Development, Economics

Q. Stock, Cash, or a combination of both for a reverse merger buyout?
1 answer | Asked by Chris Antoszek | 4 hours ago in Mergers and Acquisitions

[more open questions »](#)

Browse View All

Finance and Accounting

- Accounting
- Auditing
- Budgeting
- Corporate Debt
- Corporate Taxes
- Economics
- Financial Regulation
- Financing
- Mergers and Acquisitions
- Risk Management

More questions in other languages

- Questions in English
- Fragen auf Deutsch
- Questions en français
- Preguntas en español

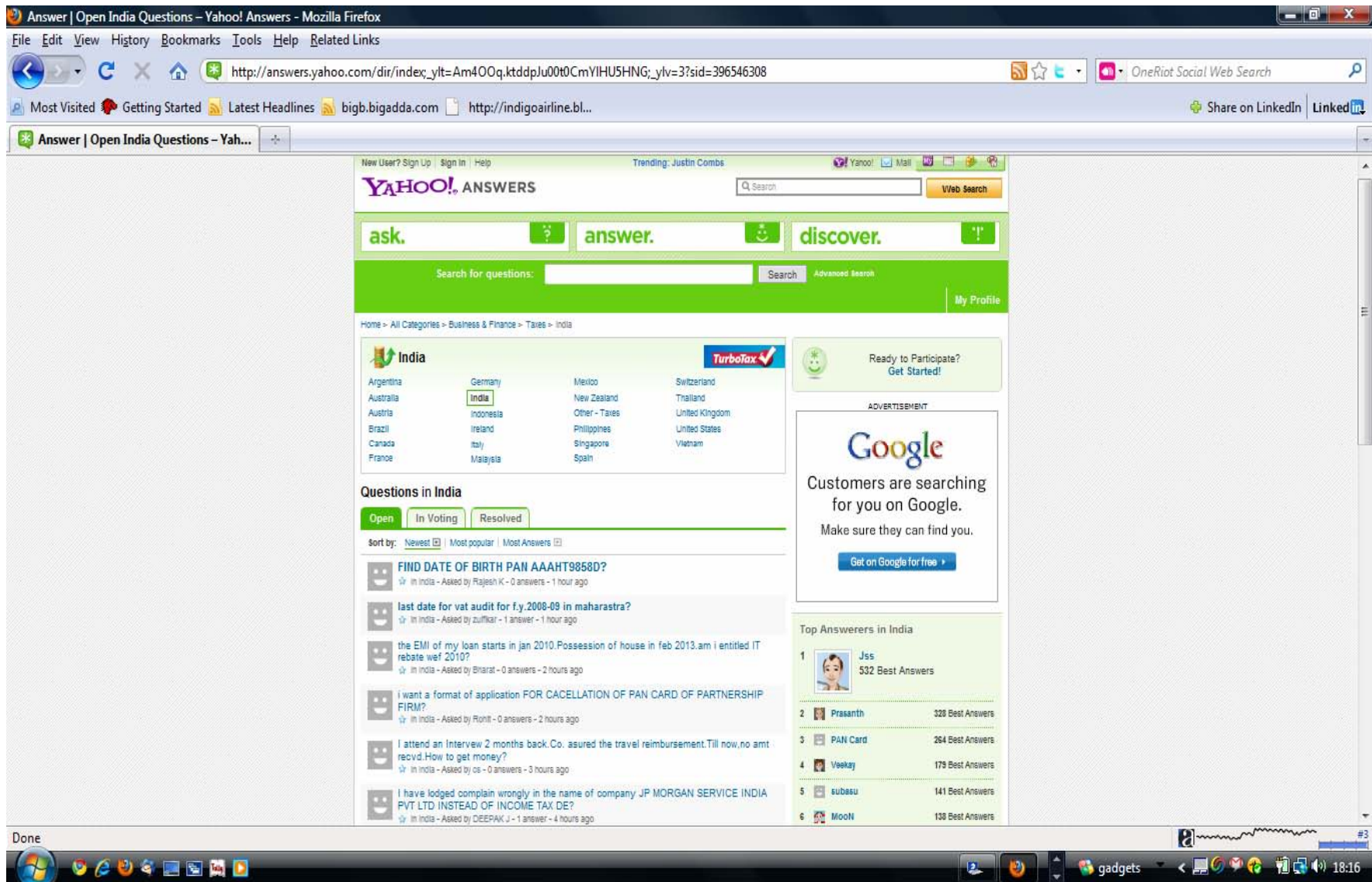
Subscribe to new questions in:

- Finance and Accounting

Done

gadgets 17:21

Another Q/A Platform





So What Next ?

ICAI Guidelines

- No recommendations
- No client names
- No endorsement for others
- No achievements

Create Thought Leadership

- A tool for creating a brand (*without advertising*)
- Platforms
 - Blogs
 - You Tube
- Content
 - Talk about issues and your opinion on those issues
 - Similar to writing articles in the Institute magazine
 - Except now you are trying to address your potential customers, not just fellow CAs

Generate Leads

- Build relationships
- Platforms
 - LinkedIn
 - Yahoo Answers
- Build your network...bigger the better
- Participate in conversations
 - Groups
 - Q and A

Reputation Monitoring

- For large firms
- For “well known” individuals
- ORM
 - Online reputation management
 - What are people talking about
 - Responding to issues right away

General Tips

- Social Media is not about shouting out loud. It is about quiet conversations
- You have to learn to listen, before you start talking
- It is about creating “shareable” content. Your users (consumers) are also your content distributors
- It is about lighting up a forest, with a match stick

More General Tips

- It is not a 'campaign', it is a process that will eventually evolve into a culture
- Once you start, there is no going back. Therefore start with baby steps. But start you must
- Social Media is a part of integrated communication...it has to align with your other communication channels
- "Rich content" is the king

Questions?

If you need a copy of this presentation, please leave your business card. We will email it to you.

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LinkedIn:
[linkedin.com/in/hareeshtibrewala](https://www.linkedin.com/in/hareeshtibrewala)