

# LIDERKE

Nurture. Enhance.  
Increase. Improve.  
Connect. Create.

liderke.ba

OUR EXPERTISE

## Global Networking

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**HUMANITY** IN  
**ACTION**  
BOSNA I  
HERCEGOVINA

**G | M | F** The German Marshall Fund  
of the United States  
**STRENGTHENING TRANSATLANTIC COOPERATION**

Community

Contribution

Change



GOAL

**A**

Activation

**B**

Branding

**C**

Conversation

FOCUS







# 7 types of Social Media



Networks

Blogs

Wikis

Podcasts

Forums/Chatrooms

Microblogging

Community

Contribution

Change



GOAL

# the SCIENCE of INFLUENCE

WITH DAN ZARRELLA, MARSHALL KIRKPATRICK, MICHAEL WU, RAHYA KRISHNAMURTHY

**SOCIAL MEDIA**

**MYTHS:**

- QUALITY > QUANTITY
- RETWEETS ARE BAD!
- USERS WITH MANY FOLLOWERS ARE ENGAGING WITH THEM

IT'S NOT A POPULARITY CONTEST

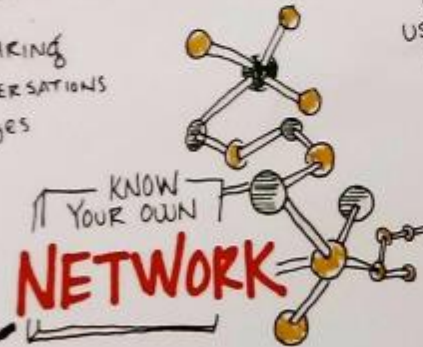
**WHAT**

**WHY**

**HOW**

MEASURE SUCCESS  
UNDERSTAND YOUR NETWORK  
WHO TO CONNECT TO

SHARING  
CONVERSATIONS  
MESSAGES  
LISTS



WHAT DOES IT MEAN TO YOUR BUSINESS?



**HAVE REACH**

BUT YOU NEED TO BE VERY ENGAGING!



IT'S ABOUT **INTELLIGENT FILTERING**


FIND THE STRONG **LISTENER**



**INFLUENCE THE INFLUENCERS**



Image Think  
WWW.IMAGETHINK.NET



Simple Questions →  
&  
Good Suggestions



Creating an active social  
network:

- New value of a HHH experience in our community
- Useful and meaningful locally and globally
- Factor of positive changes in the region and the world

What network do I really  
need?

Who do I want to include?

Who do I want to influence?

How can I keep it going?

How can I make a  
difference?





# Quick Check

Let's make the content of this moment a valuable meaningful and contribution to all our social networks with all the tools of our smartphones just now!

# Reading suggestions

Deanna Zandt: Share This!

<http://www.sharethischange.com/>

Dan Schwabel: Me 2.0

<http://personalbrandingbook.com/>

Gary Vaynerchuk: The Thank You Economy

<https://bit.ly/1Qcle3Y>

Christakis and Fowler: Connected

<http://www.connectedthebook.com/>



# Thank You

Want to learn more?  
Connect with us!

email: [social@liderke.ba](mailto:social@liderke.ba)

<https://liderke.ba>

# LIDERKE