



Mastering VO Social Networking Class Notes


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Mastering VO Social Networking

Created by David H. Lawrence XVII

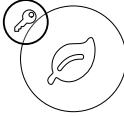
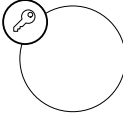


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This is a Commerce and Science class.

It's all about the business and the technology.

 Art The skill of storytelling how to voice comments, animation and narration. It's where almost all other voice over classes stop.	 Commerce The business of the business. How to attract customers, how to show them your wares, how to fill their needs, and how to price your services and collect your fees.	 Science The technology, tools and digital skills needed to create and sustain your voice over practice. The science is always changing.
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and the categories of animation and videogame work.


Also, make sure to click here to download your clip selection and class notes and save them somewhere convenient on your hard drive.

 **Be patient.** It may take a moment for the video to appear. And be sure to go full

Be sure to download your clips and notes

They are right above the video for this lesson on the VO2GoGo site: click on the link, download the zip file, and unzip to get the two PDFs.


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Mastering VO Social Networking Class Notes

Here's the plan for class. 4

Introduction
Why you can't just avoid social networking skill-building any longer.

Lesson 01
Recognizing a useful social network, and those that have passed.


Lesson 02
Messaging and responding: social network participation.

Lesson 03
Mastering the big three: Facebook, Twitter and LinkedIn.


3 Or More Things To Explore
Your homework and other actionable items.

Questions and Answers
Save your questions until the end, then fire away.


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Introduction
Why you can't just avoid social network skill-building any longer.


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Understand the social networking beast. 6
Be agile, be prepared for change, be prepared to waste time. It's now essential.


-  **Social networking is no longer an option*, unless you're overbooked.**
If you have more work than you can handle, great. Otherwise, it's time to post, tweet, link, like and more.
-  **Social networks are temporal: they will all come and go.**
Who thought MySpace would fade away? Prepare to jump ship to more effective networks. Use more of what sticks.
-  **You may waste a bunch of time. Don't let the sunk costs get you down.**
You're building on someone else's platform, and if that platform goes away, you may lose some ground.
-  **Social media savvy and presence matters as much as do credits.**
It's the 21st century. Casting directors want to recommend talent that can put butts in the seats.

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Lesson 01

Recognizing a useful social network, and those who have passed.

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The current social network collection of shiny butterflies.

It's easy to be confused or distracted by all the choices available to you. Here are some tips.

Dive in.

Understand the beast.
There are lots of useful networks, and there are lots of networks that will waste your time. Take the time to play.

Be sociable. Network.
Social networks are popular because they mimic in real life communities. So be sociable. Be friendly. Network as if you were at a party.



Experiment.

Be agile.
If a new social network comes along that is useful to you as a VO artist, be ready to jump on the bandwagon.

Be prepared to waste time.
If a current social network loses value along the way, just accept that all the work to learn it brought you results.

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TOP TIER 2016-2017

Facebook.
Twitter.
LinkedIn.

Those three will keep you occupied, and cover all of your audiences.

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“
SECOND TIER
2016-2017
Google+.
Instagram.
Pinterest.
Those three will give you
imaging options, with
Google+ adding SEO juice.
”



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“
SPECIAL CASE #1
2016-2017
YouTube.
The second largest search
engine in the world,
owned by the largest
(Google), its uses continue
to multiply and amaze,
including social
networking.
”



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“
SPECIAL CASE #2
2016-2017
Amazon (reviews).
The largest marketplace in
the world can put you in
front of billions of eyes.
Reviewing products can
raise your street cred on
other networks by referral.
”



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**“ EVERYBODY ELSE
2016-2017**

Tumblr. Reddit. Vine.
SnapChat. WhatsApp.
Quora. Periscope.
Meerkat.

Each of these shiny
butterflies are of some
use, but are distractions
that require work to use.

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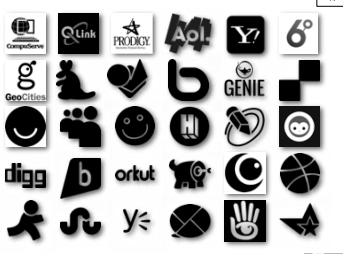
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“ RIP 2001-2017

CompuServe, Q-link, Prodigy,
AOL, Yahoo, SixDegrees,
GeoCities, Gowalla,
Foursquare, Bebo, GENIE,
del.icio.us, ello, MySpace,
Friendster, Habbo, LiveJournal,
Blab, digg, BrightKite, Orkut,
Plurk, Stickam, dribbble, AIM,
StumbleUpon, Yammer,
GoogleBuzz, SecondLife,
MetaCafe.

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**“ Not so obvious
social lead #1:**

Your you.com
website. Make sure to
link to your social
media sites.

”

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Not so obvious social lead #2:

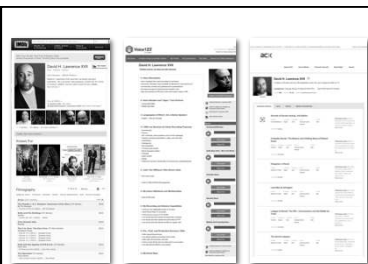
Your custom VO2GoGo page, with leads to your social presences. Take advantage of VO2GoGo.com's traffic with your demo portfolio, your prep level, studio, location, and a personalized video extolling your VO virtues.



The VO2GoGo Custom page: designed just for you.

There are three sections of the VO2GoGo Custom page, each designed to attract and inform clients.





Not so obvious social lead #3:

Your online VO/acting profiles on IMDb, Voice123, Voices.com, ACX, Actor's Access and Now Casting.

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Not so obvious social lead #4:
Your email address. A Gmail address is the most flexible and powerful. And you don't need to tell the world you've changed from Darla1993@aol.com. Gmail will go get that mail as well.

davidlawrence@gmail.com

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Not so obvious social lead #5:
Your email signature. It can send people on a wonderful excursion into the world of you.

http://vo2gogo.com/get-wisestamp


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Not so obvious social lead #6:
Contributions to and participation in online forums and mailing lists: ProConnect, InfoList, etc.


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Lesson 02

Messaging and responding: social network participation.

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Defining your audience: who are you serving?

Make a clear choice as to the audience you are messaging. It's not people looking for pics of your lunch.

		
Customers In particular, voice service purchasers.	Peers Fellow VO and on-camera performers. Competitors and compatriots.	Fans You never know when a fan also happens to be in the business, or in the market for VO services.


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Messaging the audience: world-class practices.

Be aware of these four tenets of social media messaging excellence.

	01 Give value. Always ask yourself if what you're asking/talking about will be useful to others.	02 Curate content. Come up with your own stuff, but also retweet, post and update useful or interesting articles and videos. Create Google Alerts around VO.
	03 Monitor via email You can't be bouncing between a bunch of different apps: use email notification.	04 Use a management tool. Apps like Hootsuite can give you a dashboard to message and monitor.

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NEVER MESSAGE ABOUT AUDITIONS OR BOOKINGS.

Wait until your project is “on the air.”

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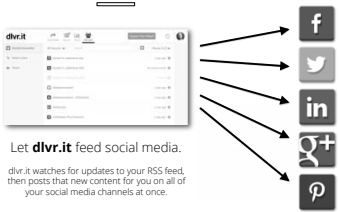


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Work Once. Use Many.

You can “daisy chain” your blog entries, posts, tweets and updates by using the free divr.it.



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When and when not to record under a different name

By David Hill

A lovely British VO talent has been asked...

First, post on your blog.

Every Wordpress website has an RSS feed – a constantly updated listing of your blog entries.

divr.it


Let **divr.it** feed social media.

divr.it watches for updates to your RSS feed, then posts that new content for you on all of your social media channels at once.

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Your message's look will vary with each social channel.



Blog post:

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When and when not to record under a different name

By David Hill

A lovely British VO talent has been asked to voice a book with some very specific names and language. The job called for use of the plural case in different name as Latin. My answer? Yes, Sir, in this particular case, no. Here's why...

David Hill, Lawrence Hill

VO2GoGo article: When and when not to record under a different name

When and when not to record under a different name

They tried to force British VO talent to voice a book with some very specific names and language. The job called for use of the plural case in different name as Latin. My answer? Yes, Sir, in this particular case, no. Here's why...

David Hill, Lawrence Hill

Twitter

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When and when not to record under a different name

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Participation: how to rock social media.

Keep these four constants in mind as you operate on different social networks.




- More listening. Less talking.**
Watch, Learn, Contribute only when you can add value.
- Signal/noise ratio: high.**
Always choose to be useful, not chatty. People have enough to do in their day without jokes and extended threads.
- Stay on point.**
Resist the temptation to post pics of that amazing lunch you had or your political views.
- Avoid flamewars.**
Always be kind. Instantly stop communicating if someone is unkind to you. Never ever ever feed the trolls.

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Lesson 03

Mastering the Big Three: Facebook, Twitter and LinkedIn.


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Remember all those shiny butterflies? Only four matter.

Let's focus our efforts solely on the ones that give us the biggest bang for our social networking bucks.




The Big 2.

- Facebook.**
1.71 BILLION users. It is synonymous with social networking. They are aiming to be your home on the internet.
- Twitter.**
313 MILLION users. It is more agile than the other networks, and has become the default buzz meter of trending topics.

The other 2.

- LinkedIn.**
450 MILLION users, and all of them uninterested in anything but making professional connections.
- And...Google+.**
111 MILLION users, but only 6.5 million are active. Your ability to be found increases dramatically if you're a member of Google+. So join just for that benefit.


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Facebook: world-class practices. 31

Here are four things to keep top of mind when using Mark Zuckerberg's former Harvard project.




01 Create a page.
Keep your personal profile, but also create a professional page for VO. Fill out your profile completely so people can easily find you.

02 Watch your privacy.
Facebook restructures their very complicated settings frequently, so create a monthly reminder to check your privacy choices.

03 Respond quickly.
Use email to monitor who's messaged you, and respond as quickly to them as you can. Build rapport through velocity.


04 Careful of your pictures.
You may think you can delete the pictures you post by mistake, but the Internet has a nearly permanent memory.

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Twitter: world-class practices. 32

Here are four things to remember when working in 140 characters or less.




01 Understand hashtags.
Use them to both organize your tweets by topic, and to provide social commentary. Use #vo, #voiceover, #microphone and others.

02 Rock your username.
If you can't get YourName, try YourNameVO or YourNameCity. Don't be too clever. Rather, be professional.

03 Tweet compactly.
Just because you have 140 characters doesn't mean you have to use them all. Leave room for retweet comments.


04 Careful of your pictures.
You may think you can delete the pictures you post by mistake, but the Internet has a nearly permanent memory.

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LinkedIn: world-class practices. 33

Keep these four things in mind when approaching your work on the "professional" social network.




01 Be a professional.
LinkedIn doesn't tolerate trolling, and doesn't reward pictures of your cats. Only post VO/performance information.

02 Don't "case" your name.
If your name is John Smith, don't display it as **john smith** (or **JOHN SMITH**, or **John HeyLookAtMe Smith**, for that matter). Be professional.

03 Always be of service.
Whenever you find something of value, curate it first on LinkedIn. Become known for being useful. Join VO-related groups.

04 Keep your profile updated.
Make a habit of checking all your profiles every month or so, removing old information and offering the latest updates.

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What not to do.

Along with world class strategies and tactics to build your reputation, here are a few things to avoid at all costs.




Big mistakes.
Don't hijack hashtags.
Don't forget to curate content.
Don't comment without content.



Bigger mistakes
Don't ever delete someone's criticisms.
Don't beg for likes or retweets.
Don't post personal things on professional profiles.

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3 Or More Things To Explore

Your homework and other actionable items.


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3 or more things to explore.

Next steps: take what you've learned, explore and learn more, then put that all to work.


-  **Create an account on Facebook, Twitter, LinkedIn and Google+.**
-  **Choose a username that is professional and easy to remember.**
-  **Create content to post, curate content from other sources, and engage.**
-  **Concentrate on professional posts only, and always be of service.**

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Questions

Fire away. Or send them to david@vo2gogo.com.

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Pick a clip to record.

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