

A close-up, black and white photograph of a monkey's face, focusing on its eyes. The monkey's eyes are dark and looking directly at the camera. The fur around the eyes is visible and textured.

Melissa Height

World Dominator at Serious Monkey

Past chair of Hamilton HIVE

How to be effective with Social Media?

“It’s the new way that people communicate, socialize, network and interact..[it can] bridge the gap between someone being interested and someone actually getting involved.”

-Janice Babineau, community manager
Canadian Red Cross

1.

Organizing

2.

Promoting



How to connect with people on Facebook

1. Show, more than tell.
2. Ask, but be neutral.
3. What line?!?

How to connect with people on Twitter

1. #HASHTAG it!

2. Blah, Blah, 140 Characters?

3. What line?!?

Social Media will
NEVER replace
face to face
interactions,
It's design, is to **enhance** it.

I



YOU A
QUESTION

What is Serious Monkey?



**Healthy
Families**

H a m i l t o n

The screenshot shows the website for ST Sampson Transmission. At the top, there is a navigation bar with icons for 'About', 'Repairs', 'Maintenance', 'Fluid', and 'Contact'. Below this is a large yellow banner with the text 'YOUR TRANSMISSION FIXED QUICK' and a double arrow icon. Underneath the banner is a map of Hamilton, Ontario, with several red dashed boxes highlighting specific areas. One box is labeled 'Faulty Solenoids' and contains text: 'Faulty solenoids are most commonly found in your shifting problems in both automatic and manual transmissions. After you bring your vehicle to Hamilton Transmission, our car experts diagnose and repair faulty solenoids and have you back on the road in no time.' Another box is labeled 'Faulty Sensors' and contains text: 'Fault sensors are most commonly found in your shifting problems in both automatic and manual transmissions. After you bring your vehicle to Hamilton Transmission, our car experts diagnose and repair faulty sensors and have you back on the road in no time.' Below the map is a section titled 'Hamilton's Friendliest Transmission Repair' with a 'BOOK NOW' button and a photo of a customer being served by a staff member. At the bottom, there is a footer with a navigation bar and a section titled 'No... Not Just Transmission Repair...' with a small image of a car.

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