

BUSINESS POWER NETWORK

“Social Butterfly Effect” Game

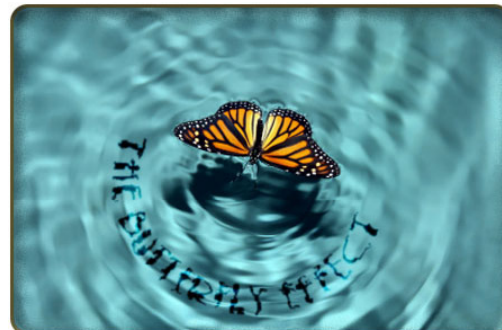
The Butterfly Effect

- *Definition:* A small change in the initial conditions of a complex system may have a large effect further on in another area of that system.

- *Popular definition:* A butterfly might flap its wings in South America and cause a storm to form in Texas.

- *As applied to networking:* A verbal testimonial given to 30–40 people at a BPN chapter meeting could result in several referrals, even 2nd- or 3rd-tier referrals.

- *As applied to social media:* A written testimonial on Facebook, LinkedIn, or Google, with the potential to reach hundreds of people (or more) might result in an exponential number of referrals. And, as it is permanent, it will keep on reaching and effecting others.



How To “Flap Your Wings”

LinkedIn: Write a personal Recommendation on a fellow chapter member’s Profile.

Facebook:

1) Write a Recommendation on a fellow chapter member’s Business Page.

2) Ask your personal friends to Like a fellow chapter member’s Business Page.

Google Plus/Places: Write a Review for a fellow chapter member’s business.

Non-Social Media Option: Turn in a written testimonial for a fellow chapter member.

What You’ll Receive in Return

Each week, for completing *only two items*, you will receive a delicious cookie from **The Sugar Baker** for dessert at our regular lunch meeting. (Must be present to win, duh.)



That’s It!

The Small Print

- No points to earn, no tracking of points, no grand prizes, (sadly) no cash prizes; this is a simple game with an easily attainable weekly “reward” (as if you needed one other than the good feeling that comes from helping out your fellow chapter members).

- No tracking of work, either; this is completely “honor system”. If you want a cookie that badly, go ahead and take it; just watch out for something called we like to call karma, man.

- “Liking” someone’s post on Facebook does NOT count! Nor does Liking someone’s Business Page yourself. “Sharing” someone’s post does NOT count, unless you share that post with the specific intention of asking your friends to Like the page that the post came from. The point here is to get your friends to Like our members’ Pages, so they can see our posts for themselves, without needing you to share it each time.

- Besides, you should Like each and every member’s Facebook Business Page already! ☺

How To Write a Recommendation on LinkedIn

- 1) Sign in to your LinkedIn account.
- 2) Navigate to the member's profile (either by looking through your Contacts, or using Search).
- 3) Click on **Recommend <member's name>** (top right corner of the member's profile page).
- 4) Choose the reason for which you are writing the recommendation (typically "Service Provider" or "Business Partner").
- 5) Select additional details for your recommendation (options will be slightly different depending on your answer to #4 above).
- 6) Write the actual recommendation, then click **Send**.

How To Write a Recommendation on Facebook

- 1) Sign in to Facebook.
- 2) Navigate to the member's Business Page (easiest using Search – top of page).
- 3) Look for the Recommendations box (typically partway down the right side).
- 4) Write the actual recommendation.
- 5) Make sure the "who will see this" button says "Public", then click **Recommend**.

How To Share a Business Page on Facebook

- 1) Sign in to Facebook.
- 2) Navigate to the member's Business Page (easiest using Search – top of page).
- 3) Below the cover photo, on right side, you should see a box that says "Liked", then one that says "Message", then a gear symbol. Click the gear's drop-down, then click **Share...**
- 4) On the Share This Page pop-up, the Share option should say "On your own timeline". The "who will see this" button should say "Friends", or "Public" (either is acceptable).
- 5) Write a message to your friends asking them to Like this page, then click **Share Page**.

How To Write a Review on Google Plus/Places

- 1) Sign in to your Google account.
- 2) Navigate to the member's Business (easiest by clicking Maps at top, entering "<business name>, Springfield MO", then clicking the "A" on the map, then clicking **more info** (blue link next to business name in pop-up box) – will open a new window).
- 3) Click the blue box that says **Write a review**.
- 4) Write the actual review in the pop-up window and click **Publish**.

For/From Members Who Do Not Use Social Media

- If you are recommending a member who does not use Social Media, please write a short testimonial (on your letterhead if at all possible), and turn it in at the weekly meeting. This testimonial will be entered as a post on the BPN Blog, and passed through to BPN on Facebook.
- For members who do not use Social Media who would like to recommend others who do, please do the same thing, and it will be used for the same purpose.

REMEMBER that you can always find the links to each member's LinkedIn profile, Facebook page, Facebook Business Page, and Google Plus/Places page on our own website, at: www.businesspowernetwork.com/bpnconnect

