



Social media workhop

Union of the Baltic Cities, Minna Valtari 16.4.2015

Blog: #SomenHermolla

News: #Somenkieliset

someco.fi/blogi
en.someco.fi



Minna Valtari



- Digital marketing, strategic use of social media
- Consultant and coach
- Founder and Chief Executive Officer at Someco Ltd.
- Public Relations Strategy and Execution 2010 (New York University)
- Master of Science (Economics and Business Administration), Åbo Akademi 2009
- Federation of Finnish Entrepreneurs, Member of the Board since 2013
- Federation of Finnish Entrepreneurs, Chairman of the Committee for Young Entrepreneurs 2015



@minnavaltari



Agenda

- 9.00 The state of social media and of online communications
- 10.00 Facebook + workshop
- 10.30 Twitter + workshop
- 11.00 LinkedIn + workshop

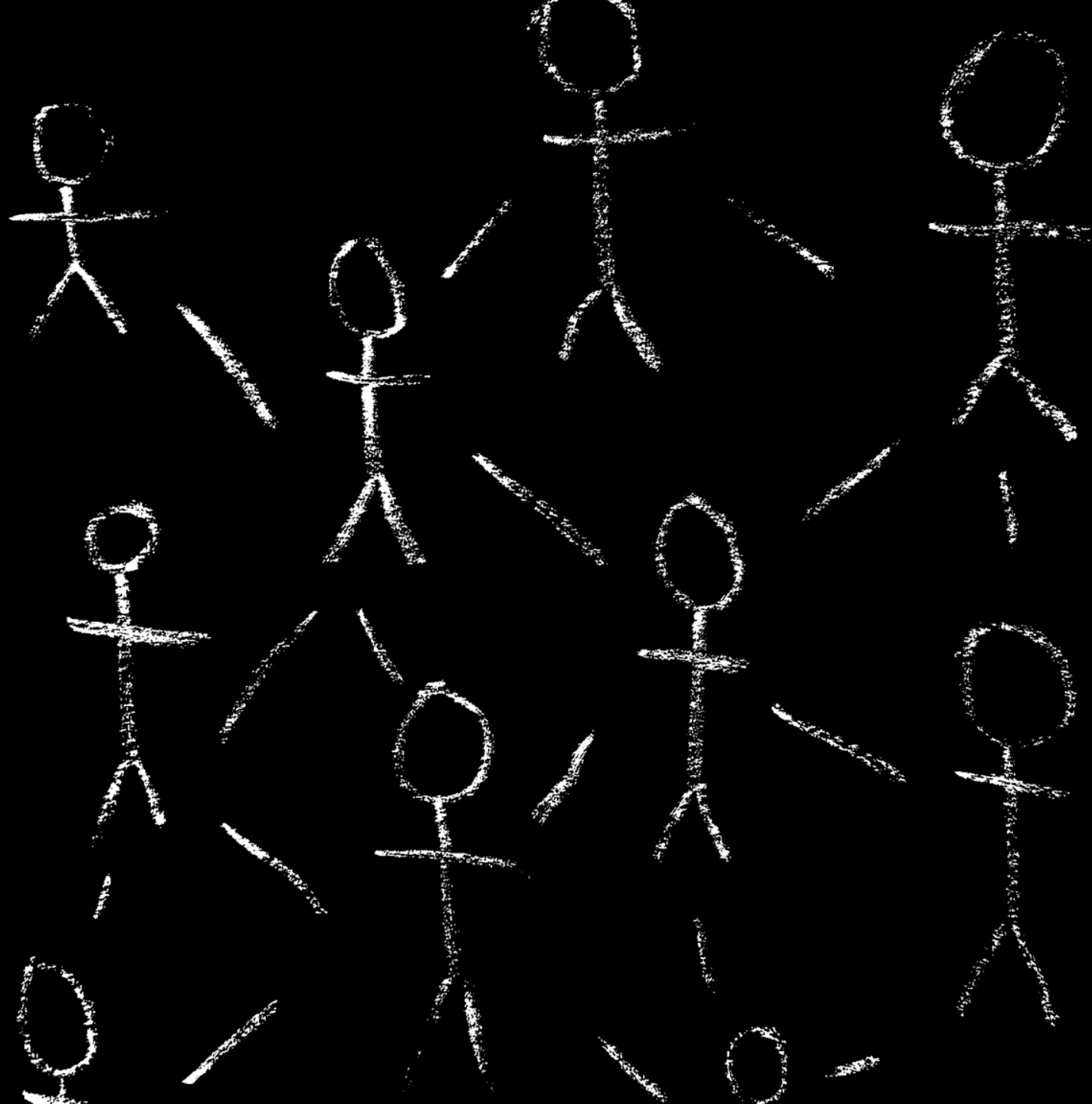




The state of social media and online communications

Digital world is based on
human relationships



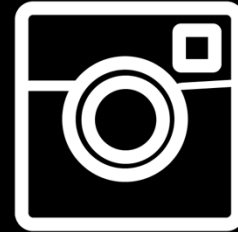
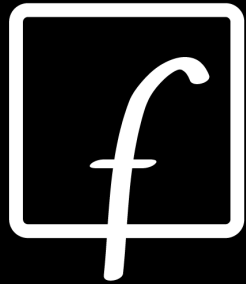


We can be heard and noticed



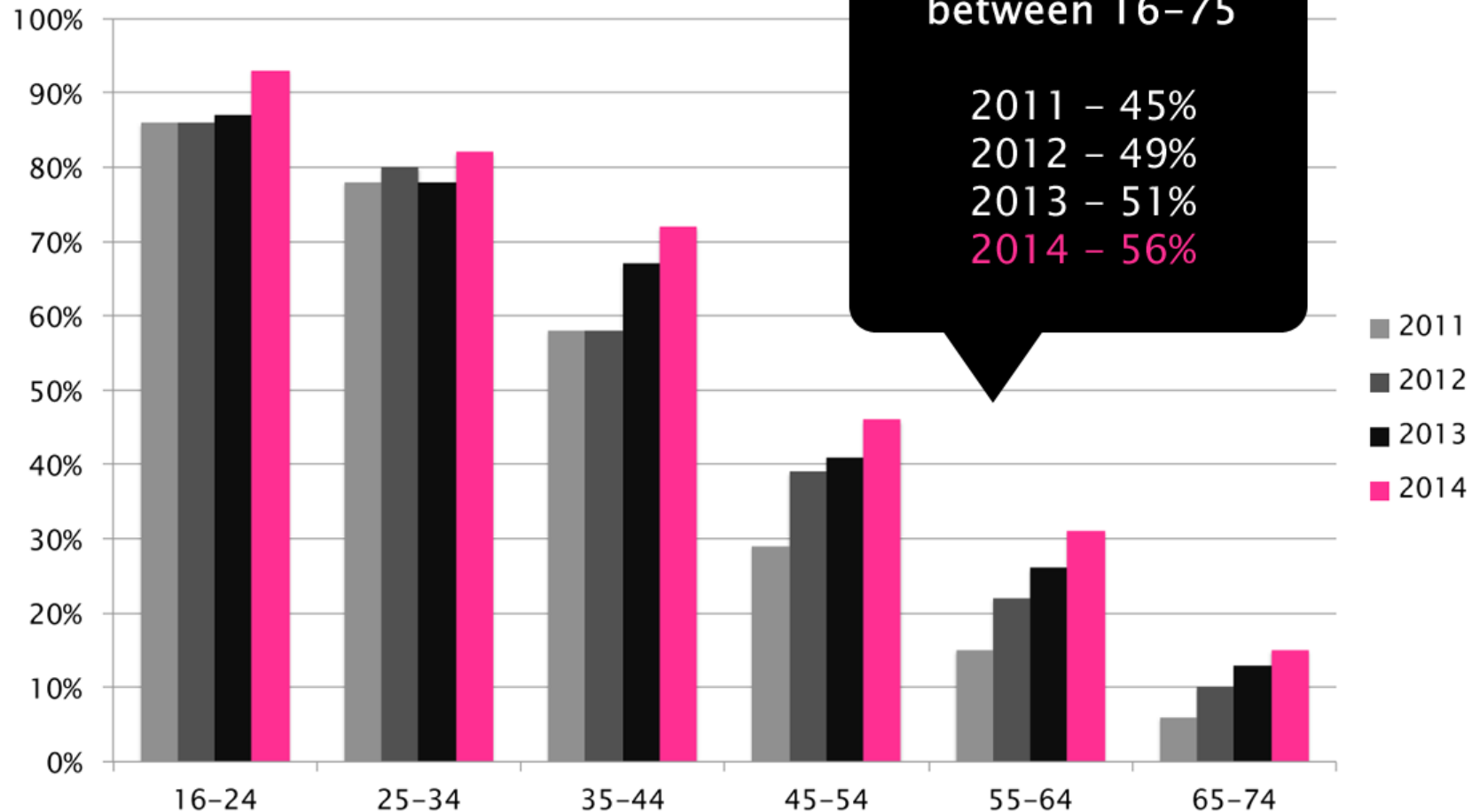
If we are active and
participate in content
production





Social media in Finland

The usage of social media in Finland



A grayscale photograph of a hand holding a smartphone. The phone's screen displays a website with a search bar at the top and a list of items below. The text 'The role of mobility and smartphones' is overlaid in large, bold, black font across the center of the image.

The role of mobility and smartphones

The usage of smartphones in Finland

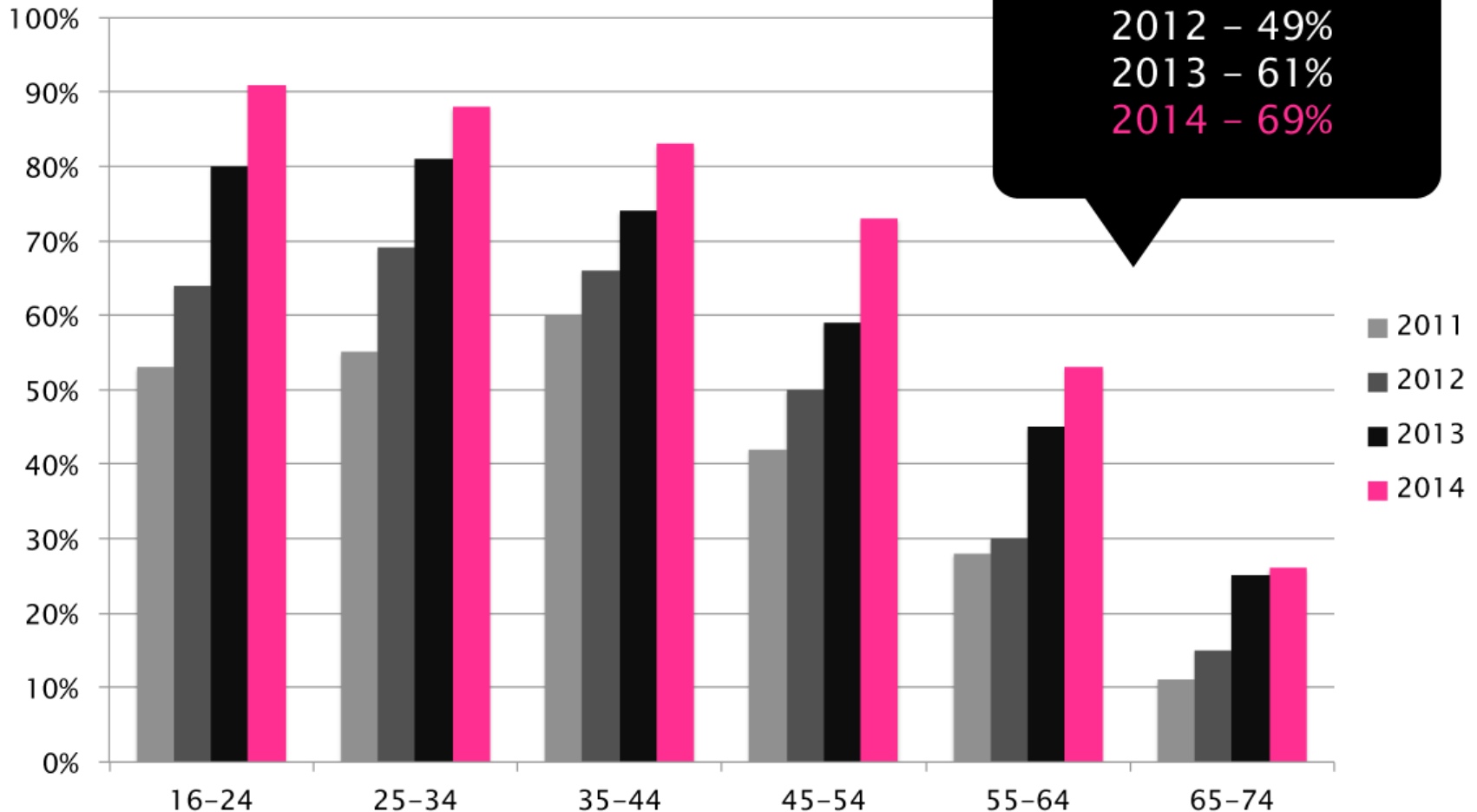
In total aged between 16-75

2011 - 42%

2012 - 49%

2013 - 61%

2014 - 69%



”

65 % of Finns use smartphones. Almost 50 % of households have tablets.

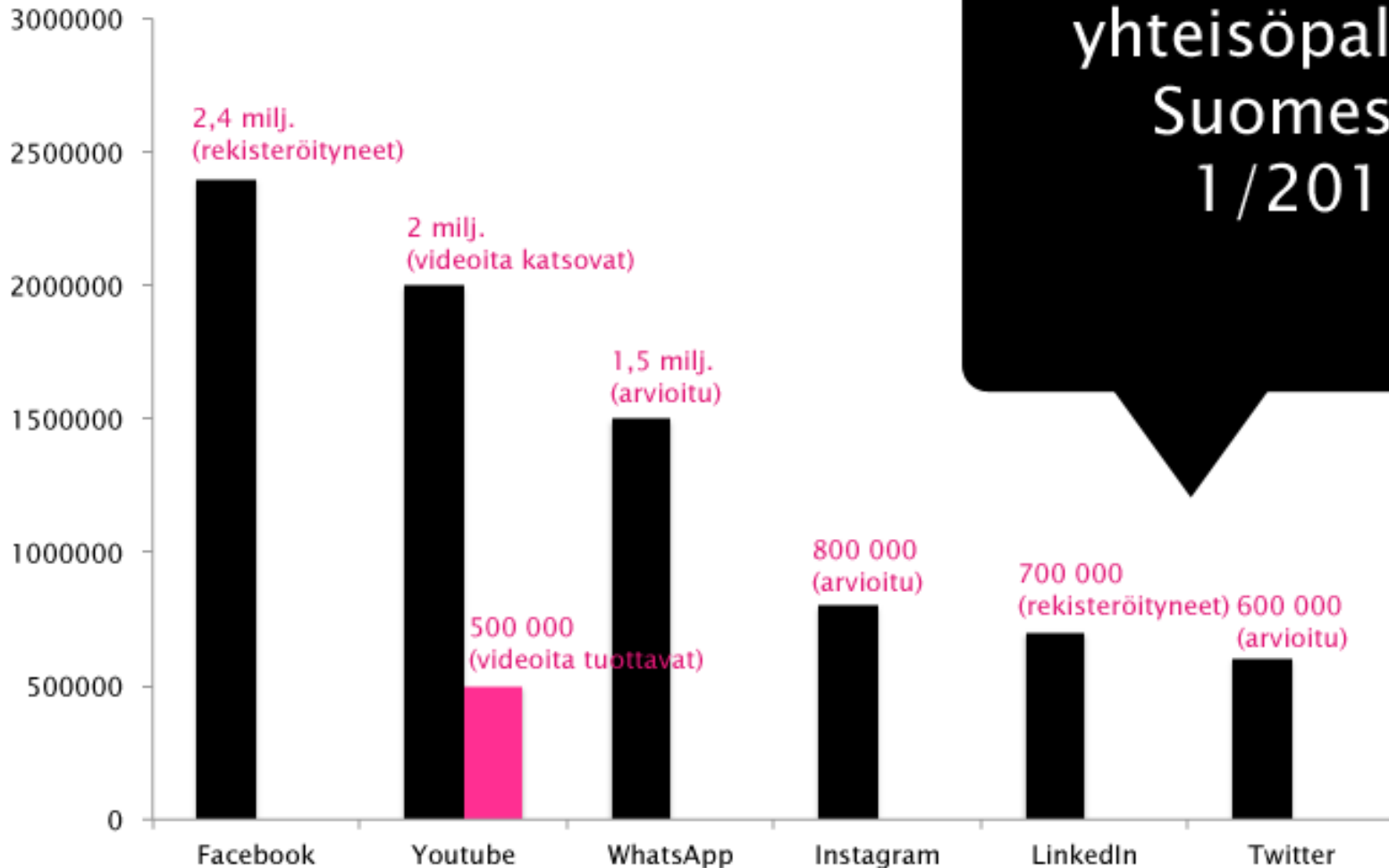
”

”

Transparency

”

Suosituimmat yhteisöpalvelut Suomessa 1/2015



Source: Socialbakers.com, <http://www.toninummela.com/suomi-twitter/>,
<http://www.toninummela.com/suomi-tube>,
http://yle.fi/uutiset/suomalaiset_vahvasti_facebook-kansaa__whatsapp_toiseksi_suosituin/7707216



”

Do not buy media.
Be the media.

”

A blurred black and white photograph of a laptop computer. The laptop is open, and the keyboard and screen are visible. The text "Online trends in 2015" is overlaid in the center of the image in a bold, black, sans-serif font.

Online trends in 2015

A black and white photograph of a rock surface with ancient petroglyphs. The word "Visuality" is overlaid in white text in the center. The rock surface is textured and shows several horizontal cracks. The petroglyphs are simple line drawings of human-like figures with rectangular bodies and some with multiple vertical lines above their heads, possibly representing hair or a headdress. The overall scene is dimly lit, emphasizing the textures and the weathered nature of the rock.



Edit Page

Promote with an Ad

Suggest to Friends

SpatialMatch™ is a Real Time Hyper Local Search plug-in for Agent & Broker websites.

Try It at: <http://spatialmatch.net/beta>

Attend Weekly Webinar: <http://spatialmatch.net/realtors.html>

Information

Location: La Jolla, United States, 92037
Phone: 858-224-3535

Insights

See All



SpatialMatch

- Wall Info Video Boxes Photos +

What's on your mind?

Attach: [Icons for photo, video, calendar, location]

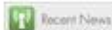


Share

Options



SpatialMatch This is the type of feedback we're getting from Realtors on hyperlocal search <http://ow.ly/2iXxF>



This is the kind of feedback we're getting on hyperlocal search

Real estate agents at the Inman tech conference are excited about what SpatialMatch can do for them and their web sites.

July 30 at 1:55pm via HootSuite · Comment · Like · Share



SpatialMatch Check the video from SF Inman connect...Be sure to vote for SpatialMatch after watching (that's of course, if you think we deserve it :-)



Inman TV | Inman News

www.inman.com

Inman News is the real estate industry's most authoritative source of market conditions, business trends, technology, real estate and financial news.

July 30 at 12:46pm · Comment · Unlike · Share · Promote

You, Grant Gould and Gabe Hoggarth like this.



SpatialMatch Text vote 59559 = 82 for SpatialMatch

July 30 at 12:47pm · Like · Delete

Write a comment...



Lauryn Eadie Just signed up today and can't wait to start using it and for the IDX implementation!!!

July 28 at 10:25pm · Comment · Like · Flag

Create an Ad

Connect With More Friends



Share the Facebook experience with more of your friends. Use our simple invite tools to start connecting.

More Ads



Facebook-sivut

Työkalut yrityksellesi, brändillesi tai organisaatiollesi.

Luo sivu



Brändää sivusi

Lisää yksilöllinen kansikuva ja esittele tärkeimmät uutisesi sivusi aikajanalla.



Korosta tärkeimmät asiat

Kiinnitä uusi julkaisu sivusi ylälaitaan joka viikko, jotta ihmiset näkevät, mikä on tärkeää.



Hallitse kaikkea yhdessä paikassa

Voit nähdä viimeaikaisen toimintasi ja vastata yksityisviesteihin sivusi ylälaidassa.



Coldplay
Musician/Band

Like Share

Timeline About Photos Buy Ghost Stories More

32m likes

Will Rice, Dan Sky and 51 others like this.



+18

Invite your friends to like this Page

About Coldplay

New album, Ghost Stories, out on 19 May. Pre-order from iTunes at <http://smarturl.it/ghoststories> or on CD at <http://smarturl.it/ghoststoriescd>

www.coldplay.com

PHOTOS

See All



VIDEOS

See All



UPCOMING EVENTS

See All

Post

Write something on Coldplay's Page...

Coldplay created an event.
March 8



Coldplay at iTunes Festival SXSW (watch live online)
Tuesday, March 11 at 10:00pm in CDT
Moody Theatre (Austin City Limits) in Austin, Texas
7,730 people are going

Join

Like Comment Share

11,179 people like this.

View previous comments

3 of 199

Kris Slaw Saw the performance in New York City last year and it was the show of the summer! Well worth waiting in line for four hours to finally get to see Coldplay live!

4 hours ago · Like · 456

Crosby Gordon I've marked my calendar that week to be in Austin, roadtrip from the west coast here I come! Are you guys planning to play some tunes from your older albums?

4 hours ago · Like

Erica Pricey <http://www.youtube.com/watch?v=kaOGigMPeIQ...>

Coldplay - Fix you (Acoustic cover by Ricceboy)
Hey boys and girls, this is a cover of Fix you by Coldplay, hope you like it 😊 Yo... See More

10 hours ago · Like

Karen Shine Show of the year!

10 hours ago · Like

Coldplay
March 7

Check out a Spotify playlist of the band's singles - including the new one, Magic...

- ▶ Magic Coldplay
- ▶ Atlas - From "The Hunger Games: Catching Fire" Soundtrack Coldplay
- ▶ Hurts Like Heaven Coldplay



Barack Obama

@BarackObama Washington, DC

Tweets from the Obama 2012 campaign staff.
 Tweets from the President are signed "BO".
<http://www.barackobama.com>



Get to know BarackObama @BarackObama

Tweets Following Followers Lists



BarackObama Barack Obama

Help bring someone new into this campaign today. Find a National Day of Action event near you! [DFA:BO/2012/act/BarackObama2012](#)
 5 months ago



BarackObama Barack Obama

If you've enjoyed the President's tweets, don't worry—he'll still make frequent appearances here. More on this change. [DFA:BO/EPd2Z](#)
 19 months ago



BarackObama Barack Obama

Welcome to a new [@BarackObama](#). From now on, [@Obama2012](#) staff will manage this account; tweets from the President will be signed "BO".
 19 months ago



BarackObama Barack Obama

Hosting a congressional picnic at the White House. Watch live. [wh.gov/live](#)
 19 months ago



BarackObama Barack Obama

Follow Barack Obama on Twitter

Don't miss any updates from Barack Obama. Sign up today and follow your interests.

Sign up »

Curious how Barack Obama uses Twitter?

Discover with [@BarackObama](#) [@BarackObama](#)



About [@BarackObama](#)

1,375 Tweets 605,651 Following 8,680,081 Followers 145,600 Lists

About Us Help Media Safety Info Terms Privacy Business News Advertise Resources ©2011

2012

BARACKOBAMA.COM



WWW.BARACKOBAMA.COM

- >
Twiiitit
- >
 Seuratut
- >
 Seuraajat
- >
 Suosikit
- >
 Listat

Twiiittaa käyttäjälle Barack Obama

Kuvat ja videot >

- Uusia seurattavia** · Päivitä · Näytä kaikki
- Hyatt Al-Shammari** @hyattalsha...
 OrgComPR student @ Uni of Jyväskylä. Loves architecture.

Seuraa
 - LDRLB** @LDRLB

LDRLB (pronounced "leader lab") is a podcast that shares insights from Seuraajana Erica Andersson ja muut

Seuraa
 - Veikka Vilanti** @Vilanti

Insinöörin myötä-, kuin vastamäessäkin

Seuraajana Minna Janhonen ja muut

Seuraa

Barack Obama

@BarackObama

This account is run by Organizing for Action staff. Tweets from the President are signed -bo.
 Washington, DC · barackobama.com

10 460 TWIITTIÄ	655 583 SEURATTUJA	40 322 691 SEURAAJAA
		Seuraa

Seuraajina Oona Vanhanen, Saija Vitala, Ilse Skog ja 100+ muuta.

- Twiiitit** Kaikki / Ei vastauksia
- Barack Obama** @BarackObama

In a single moment 58 years ago today, Rosa Parks helped change this country. pic.twitter.com/C502SKfJnj

13 h

Laajonna
Vastaa
Uudelleentwiiittaa
Suosikki
Lisää
 - Barack Obama** @BarackObama

Health insurance is important. Have the talk: OFA.BO/My9EJ9

14 h

Laajonna
Vastaa
Uudelleentwiiittaa
Suosikki
Lisää



TWIITIT **11,6 t.**
 KUVAT/VIDEOT **1 184**
 SEURATUT **651 t.**
 SEURAAJAT **42,7 milj.**
 SUOSIKIT **4**
[Lisää](#)

[Twiitit](#)
[Twiitit ja vastaukset](#)

Barack Obama

@BarackObama

This account is run by Organizing for Action staff. Tweets from the President are signed -bo.

Washington, DC

barackobama.com

Liittynyt maaliskuu 2007

Barack Obama @BarackObama · 40 min

DYK: Someone working full-time at the current federal minimum wage makes only \$14,500 a year. Time to [#RaiseTheWage](#).

A blurred, black and white photograph of a vintage video camera, likely a camcorder, is the central focus. The camera is positioned diagonally, with its lens and various controls visible. The background is out of focus, showing what appears to be a light-colored surface, possibly a table or desk. Overlaid on the camera is the text "Video communications" in a clean, white, sans-serif font.

Video communications

Facebook–videos

> 1 mrd
views per day

> 50 %
growth in video
views May–July

> 65 %
videos views
in mobile



#Somenkieliset uutiset #19: Yhteisöllisen median trendit vuodelle 2015



A blurred black and white photograph of a camera on a tripod. The camera is the central focus, though its details are softened. The background shows a light-colored floor and some indistinct shapes, possibly other equipment or a studio setting. The text 'Employee advocacy' is overlaid in a clean, white, sans-serif font across the middle of the image.

Employee advocacy

Human in social media

- Can participate actively
- Acts according to the situation
- No-nonsense
- Represents the company as an expert
- Is easily approachable



Company in social media

- Carefully planned content
- Tone of voice and the way of acting
- Target audience should be reached in a way that suits social media
- The company can promote its experts in social media channels
- It is crucial to educate the experts to act in social media according to the goals



Employer advocacy

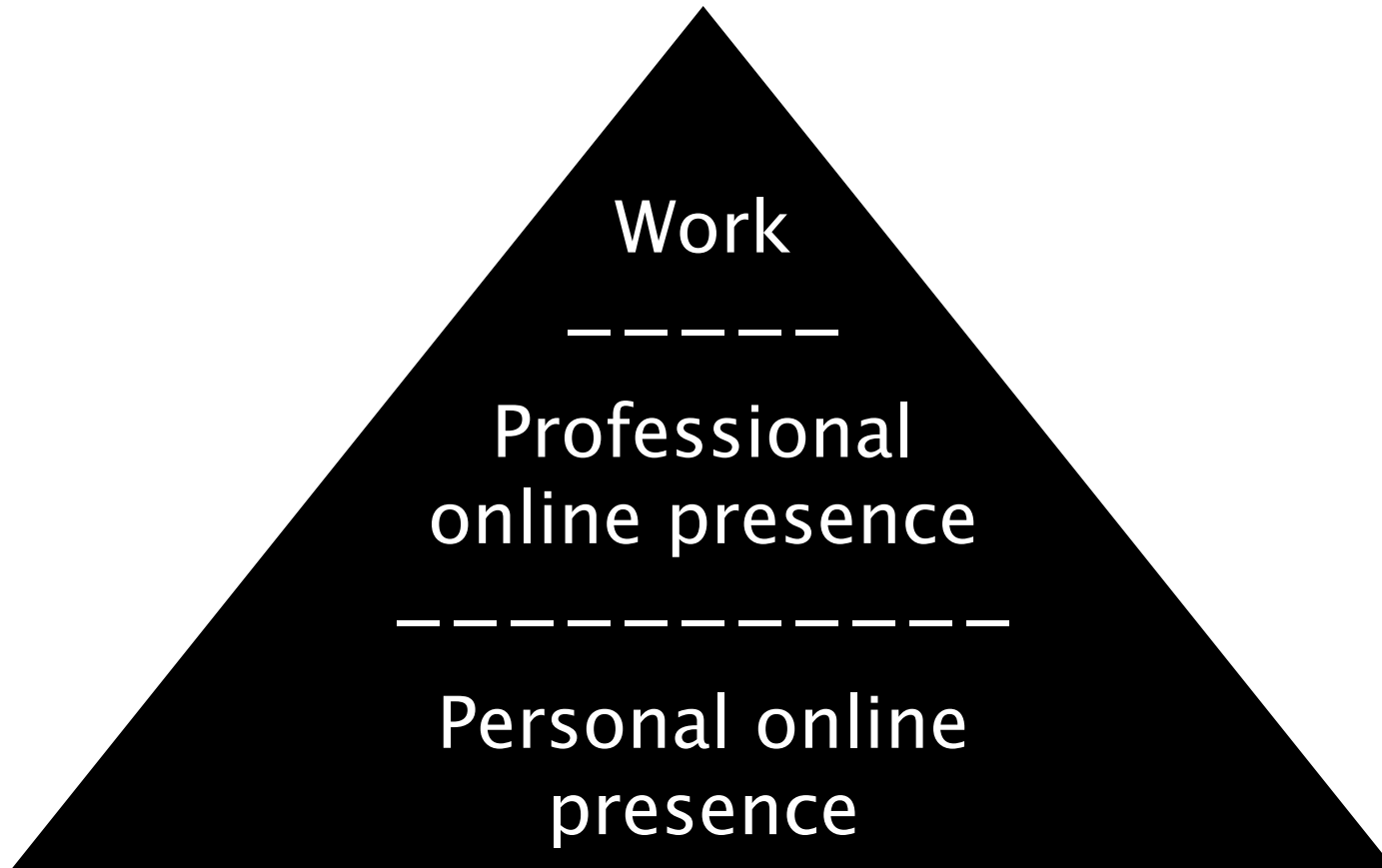
- Inspiring the employees to act and participate online
- Sharing information to own networks
- Employees act as themselves and represent the company



”

Disclaimers "Tweets represent myself" can and maybe should be used

”





Internal communications

Great way to enhance
information flow and
facilitate internal
communications





Yammer



Facebook at work

acme.facebook.com

Search for people, groups and pages

ACME

Update Status Add Photos/Video Add Activity


What's on your mind?

Zora Desai Edit Profile

- News Feed
- Messages
- Events
- Photos
- Videos
- Design Team
- iOS Team
- Company FYI
- London Office
- New Product Ideas
- Women @ Acme

Christine Rade feeling loved at Acme HQ
Just now · 🌐

Can't believe I've been at Acme for two years! Thankful I get to work with the best people.



Like · Comment · Share

Write a comment...

Tom Elliot · iOS Team
Just now · 🌐

Is it possible for our immutable object generation 'value' object code to generate copy-on-get semantics?

AT&T 1:44 PM 100%

Search

Status Photo Check In

Christine Rade
0 min · London, UK · 🌐

Can't believe I've been at Acme for two years! I couldn't ask for a better workplace. — feeling loved at Acme HQ.



5 Likes · 15 Comments

Like Comment Share

Tom Elliott · iOS Team
32 mins · Menlo Park, CA · 🌐

📅 🗨️ 🌐 ☰



Measurement

The efficiency of messages
will be measured more
and more



Visibility
Engagement
Website traffic



Do not only automate
but be present and
participate!



Social media enables a new,
more active way of doing
communications





Workshop: Facebook

People:

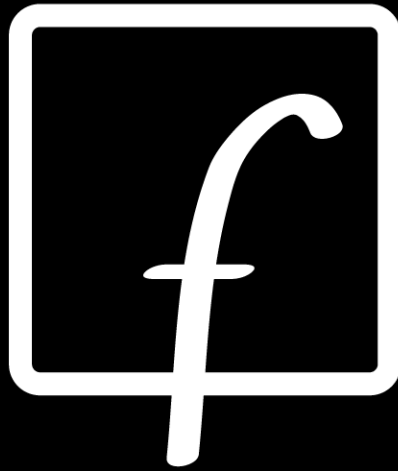
The network of friends
Co-operation network
Communications



Facebook pages
External communications

Facebook groups
Internal communications





A lot of Facebook fans \neq
successful Facebook
marketing

The organic visibility on
Facebook Pages is limited
because of the Newsfeed
algorithm



Facebook Is Ending the Free Ride



Sam Biddle

Filed to: FACEBOOK 3/19/14 1:45pm

346,012 🔥 13 ★



Facebook pulled the best practical joke of the internet age: the company convinced countless celebrities, bands, and "brands" that its service was the best way to reach people with eyeballs and money. Maybe it is! But now that companies have taken the bait, Facebook is holding the whole operation hostage.



”

Our goal with News Feed has always been to show people the things they want to see.

Facebook

”

Individual Facebook users receive an average of 1500 posts per day.

With the help of algorithm the number of posts is reduced to 300.



PRESENTING

EdgeRank

A GUIDE TO FACEBOOK'S NEWSFEED ALGORITHM

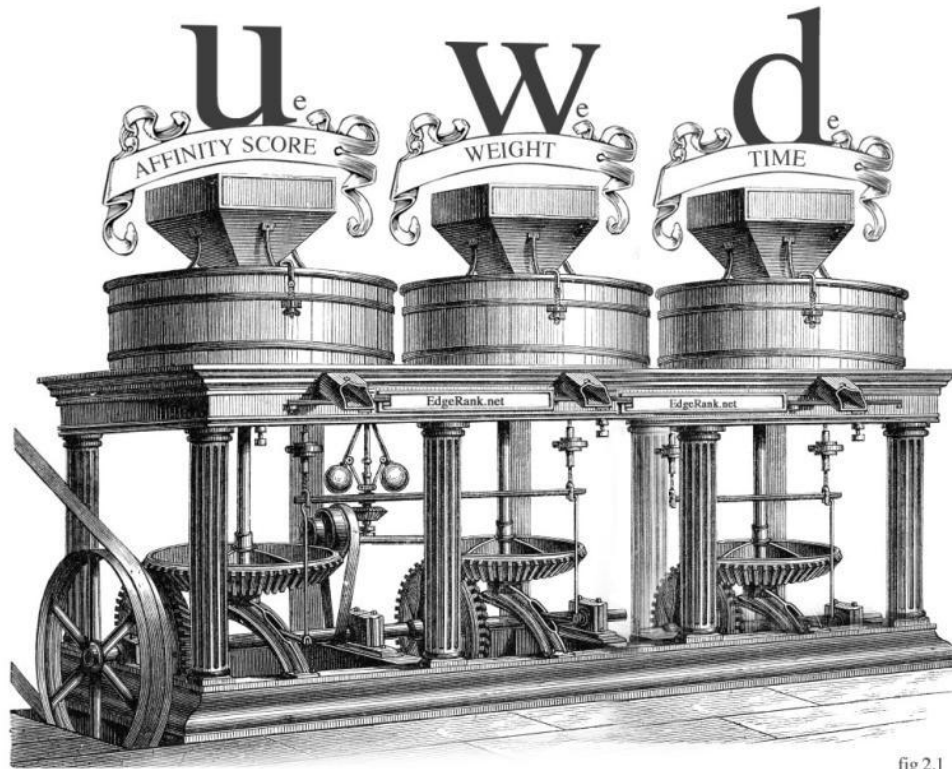


fig 2.1

Source: EdgeRank.net

$$\sum_{\text{edges } e} u_e w_e d_e$$

u_e ~ affinity score between viewing user and edge creator

w_e ~ weight for this edge type (create, connect, like, tag, ect.)

d_e ~ time decay factor based on how long ago the edge was created

The algorithm used to be presented like this



Workshop:
**How are you/your
organization/UBC participating
in Facebook?**
**How should you
be using Facebook?**





Workshop: Twitter

Businesses use Twitter to share information about their services, gather real-time market intelligence, and build relationships with customers, partners and influencers



Facts worldwide

- 288 million monthly active users
- 500 million Tweets sent per day
- 80 % of accounts outside the U.S.
- Twitter supports 33 languages



SUOMI TWITTER

Calculating Finnish tweeps since
February 7th 2013

301786

I'm currently finding
0 new tweeps/min.

SO

ME

CO

Top #hashtags in the last 7 days

Thu	Fri	Sat	Sun	Mon	Tue	Wed
1. #vaalit2015	1. #vaalit2015	1. #vaalit2015	1. #vaalit2015	1. #vaalit2015	1. #vaalit2015	1. #vaalit2015
2. #digitalist	2. #liiga	2. #liiga	2. #veikkausliiga	2. #liiga	2. #liiga	2. #liiga
3. #halpuuttaminen	3. #tappara	3. #kärpät	3. #tähdettähdet	3. #tappara	3. #uclfi	3. #kärpät
4. #kokoomus	4. #kärpät	4. #lukko	4. #futiskierros	4. #kärpät	4. #tappara	4. #tappara
5. #liiga	5. #tvof	5. #tappara	5. #missuomi	5. #lukko	5. #helsinki	5. #ntpaivat2015
6. #helsinki	6. #lukko	6. #salibandy	6. #marko2015	6. #jypliiga	6. #kokoomus	6. #uclfi
7. #leijonat	7. #koulutuslupaus	7. #asetaldehydi	7. #nhfi	7. #helsinki	7. #mtvuutiset	7. #kokoomus
8. #tampere	8. #ff	8. #jypliiga	8. #eduskuntavaalit	8. #kokoomus	8. #tampere	8. #helsinki
9. #mtvuutiset	9. #siksiopiskelen	9. #kevät	9. #salibandy	9. #tampere	9. #eduskuntavaalit	9. #itk2015
10. #keskusta	10. #veikkausliiga	10. #kokoomus	10. #mtvf1	10. #mtvuutiset	10. #oksome15	10. #tampere

SO

ME

CO

Twitter is open to the
whole world.

Users follow each other, accounts
are usually open and public.



Only one kind of accounts on
Twitter that are used both
privately and by companies
and organizations.



Twitter–messages a.k.a.
Tweets are short:
max. 140 characters

Tweets usually contain a
link and a #hashtag



Discussions around the
topics with #hashtags, with
anyone who also is
interested in the topic





Kela

@Kela_uutiset

Twittaamme ajankohtaisista #sosiaaliturva-asioista Kela-kärjellä. Kiireelliset kysymykset voit lähettää viestinta@kela.fi

[kela.fi](#)

Liittynyt joulukuu 2010

TWIIITIT	SEURATUT	SEURAAJAT	SUOSIKIT
833	179	2 757	179



Museovirasto

@Museovirasto

Museovirasto tallentaa, tuottaa ja jakaa tietoa aineellisesta kulttuuriperinnöstä ja kulttuuriympäristöstä.

Helsinki, Finland

[nba.fi](#)

Liittynyt lokakuu 2012

TWIIITIT	SEURATUT	SEURAAJAT
314	34	2 021

Liikennevirasto

Liikennevirasto

@Liikennevirasto

Finnish Transport Agency. Liikennevirasto mahdollistaa toimivat, tehokkaat ja turvalliset matkat ja kuljetukset. #livitwiittaa arkisin.

[liikennevirasto.fi](#)

Liittynyt maaliskuu 2013

TWIIITIT	SEURATUT	SEURAAJAT	SUOSIKIT
1 195	164	2 518	80



Tulli

@SuomenTulli

Suomen tullin virallinen Twitter-tili. Uutisia, ilmiöitä ja ajankohtaisia asioita. Asiakasneuvontaa (yksityishenk.) Tullineuvonnasta ark. 8-16, p. 0295 5201.

TWIIITIT	SEURATUT	SEURAAJAT	SUOSIKIT
329	67	599	45



Trafi

@Trafi_Finland

Liikenteen turvallisuusvirasto - Trafiksäkerhetsverket - Finnish Transport Safety Agency

Finland

[trafi.fi](#)

Liittynyt maaliskuu 2011

TWIIITIT	SEURATUT	SEURAAJAT	SUOSIKIT
635	185	2 463	25



Viestintävirasto

@viest_virasto

Ajankohtaista Viestintävirastosta. Seuraa myös @CERTFI ja @Ficoradomain. Virasto somessa [viestintavirasto.fi/viestintaviras...](#)

Suomi Finland

TWIIITIT	SEURATUT	SEURAAJAT	SUOSIKIT
345	153	859	33

KKV

KKV

@kkv_uutiset

Kilpailu- ja kuluttajaviraston (KKV) sekä kuluttaja-asiamiehen ajankohtaisia kuulumisia. Kilpailuvirasto ja Kuluttajavirasto yhdistyivät 1.1.2013 KKV:ksi.

Finland

[kkv.fi](#)

Liittynyt helmikuu 2011

TWIIITIT	SEURATUT	SEURAAJAT	SUOSIKIT
790	50	1 371	7



Rakennusvirasto

@Rakennusvirasto

Helsingin katu- ja vihalueet sekä kaupungin toimitilojen suunnittelu ja rakennuttaminen. Ohje: jos loukkaannut, ymmärsit väärin. Ei 24/7. T: Twitter-tiimi

Helsinki, Finland

[hel.fi/rakennusvirasto](#)

TWIIITIT	SEURATUT	SEURAAJAT	SUOSIKIT
4 885	87	9 158	360



Pekka Sauri

@pekkasauri SEURAA SINUA

Helsingin apulaiskaupunginjohtaja.
Biträdande stadsdirektör i Helsingfors.
Deputy Mayor, City of Helsinki.

📍 Helsinki, Finland

🌐 pekkasauri.fi

🕒 Liittynyt maaliskuu 2011

TWIITIT	SEURATUT	SEURAAJAT	SUOSIKIT
13,2 t.	1 680	27 t.	2 308



Matti Aho

@MattiAAho

Food safety and quality are my passion.

📍 Helsinki

🌐 evira.fi

🕒 Liittynyt tammikuu 2012

TWIITIT	SEURATUT	SEURAAJAT	SUOSIKIT
580	81	403	170



Pekka Ruuhonen

@PekkaRuuhonen SEURAA SINUA

Verohallinnon pääjohtaja - twiitit ja ajatukset ovat omiani tai lainattuja.
Director General of the Finnish Tax Administration -tweets mostly in Finnish

📍 Helsinki

TWIITIT	SEURATUT	SEURAAJAT	SUOSIKIT
604	358	515	173

Do you prefer discussing
either with a logo or with a
human being?



Workshop:
What kind of Tweets
should you/your
organization/UBC post?
Which hashtags should
be used and followed?





Workshop: LinkedIn



Networking 2.0



We used to collect
business cards.



Nowadays we google the person we meet and add him/her to our network.



Communications, getting to know people and networking is getting more complex.



Information retrieval is
getting much easier!

Our network recommends us
the news we should follow
from our own fields.







The most important
social channel when it
comes to business



Worldwide: 347 million users

Europe: 92 million users

Finland: 773 000 users



Finland

Users: 627 674

13%

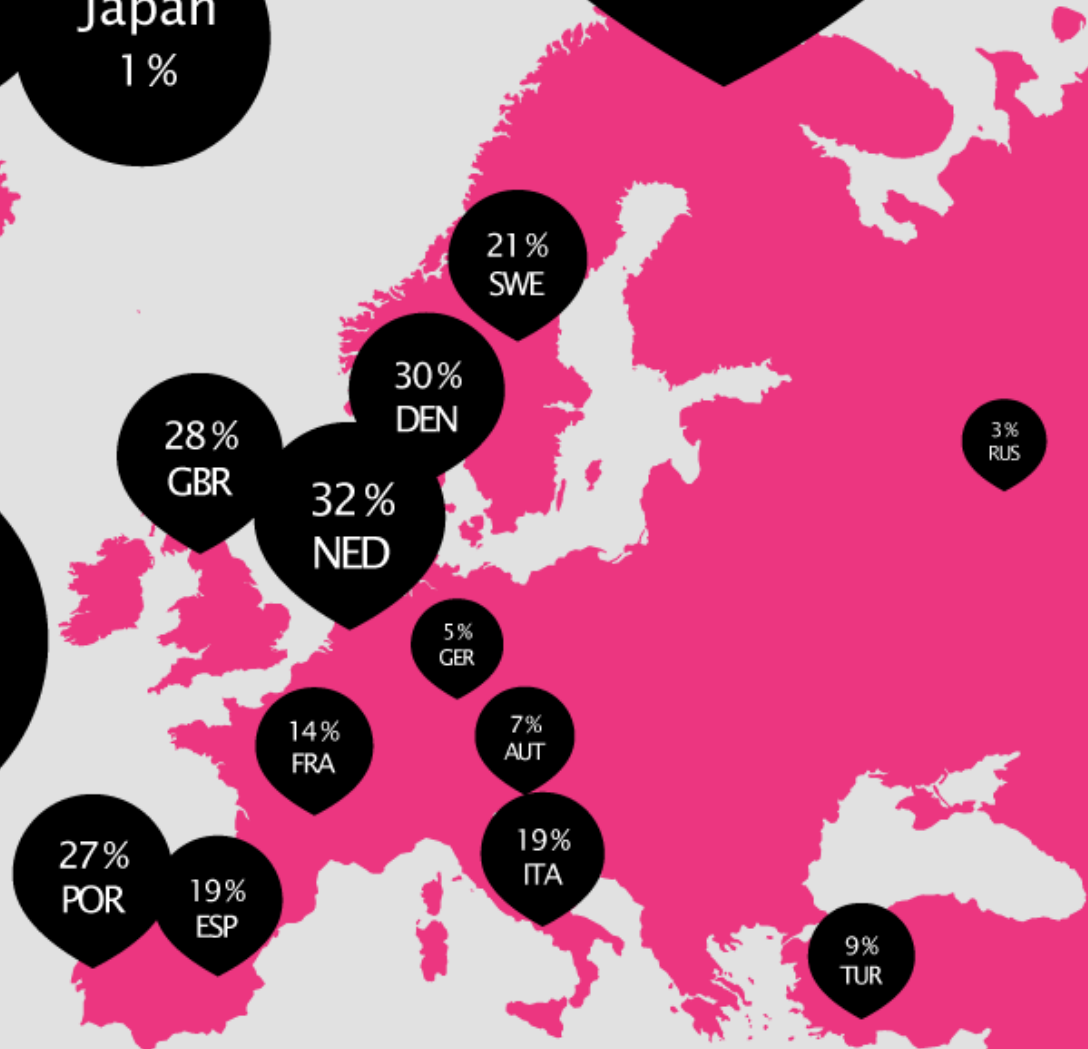
Position in the list: 57

United States
37%

Japan
1%

LinkedIn users compared to online population

SO ME CO





L. Scott Harrell LinkedIn is NOT Facebook. Math problems, memes and what you're eating for dinner really don't belong on this network. Anyone else agree?



Please keep professional

Like (23,492) · Comment (2,670) · Share · 4h ago

[Tero Revonmäki](#), [Steve Nixon](#) and 23,490 others

Show previous comments



Bill Murray Link IN is nothing like Facebook. I do wish they had more choices to sort & filter.

15m ago



Elias Chirico Agree...

12m ago



Rick A. Garlick, MBA Totally agree! If you want to share things that are not professional in nature, then please send a private note so the person receiving it can tell you to fill them in on Facebook.

12m ago

”

More than just online CV

”

Blogging on LinkedIn




 Another Salesperson
Brian de Haaff

 The First 90 Days in a New Job
Mary Barra [in](#)

 How NOT To Motivate And Reward Employees
Bernard Marr [in](#)


 My First 90 Days: How Starting a New Job Is Like
Tara Hunt [in](#)

 The How is Important, The Why Is Critical
Kevin Decker


 The Genius of Google's Invisibility
Paul Petrone

 Do You Get Stage Fright? Try These Tips.
Gretchen Rubin [in](#)

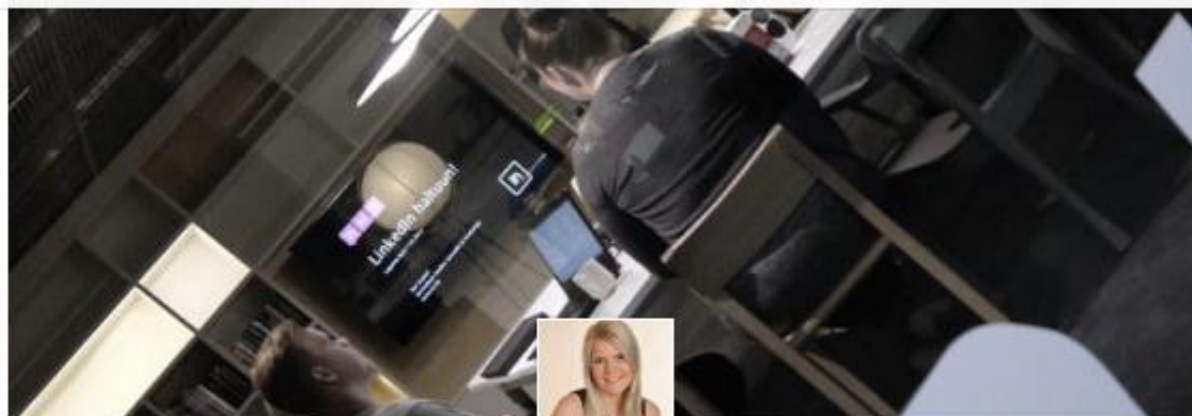
 Our Time Is a Gift
Bruce Kananoff [in](#)

 How much does "reading level" matter?
Shane Snow [in](#)

 Stop Dragging Me into Board Meetings
Morten Lund [in](#)

 Your Tears Showed Me That You Cared

Write a new post



Sini Suutari

Social Media Consultant and Coach at Someco Oy

Edit post

Peiliin katsomisen aika?

Jan 19, 2015

👁 230

👍 24

💬 4



“*Toi on sellainen ammattivalittaja - eikö me voida poistaa tää viesti meidän Facebook-seinältä kun tapaus on kerran jo käsitelty?*”

“*Mutta kai me jotenkin voidaan vaikuttaa, mitä työntekijät julkaisun yhteyteen kirjoittaa?*”

“*Voidaanko me kuitenkin lukea ja hyväksyä nämä seinäviestit etukäteen?*”

Hymyilen myötätuntoisesti ja totean: "Ette voi."

Konsultin työn kiehtovimpia puolia on päästä näkemään laaja kattaus erilaisia



LinkedIn groups for
internal use



LinkedIn Pages for
external communications



Someco Oy

510 followers

Following



Edit

Home

Analytics

Notifications

Share an update



Share with: All followers

Share

Share with your followers to drive engagement.

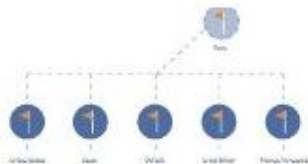
Analytics · What's New



Someco Oy sparraa yrityksiä käyttämään tehokkaasti yhteisöllistä mediaa ja tuottaa tarvittaessa sisällöt (kuvaa, tekstiä, videoita), kampanjat sekä julkaisee sisällön optimaalisissa kanavissa. Someco... [see more](#)

Recent Updates

Someco Oy Blogissa uutta tietoa Facebook Global Pages -sivurakenteesta ja sen tarjoamista uusista kohdennusmahdollisuuksista eri maiden lisäksi kieliryhmille!



Facebook Global Pages tarjoaa kohdennusta myös kielialueille

someco.fi · Facebook kehittää Global Pages -sivurakennetta: yhden maan alueelta löytyviin kieliryhmiin kohdentaminen mahdollistetaan

How You're Connected



9 first-degree connections

11 Employees on LinkedIn

[See all](#)

Someco Oy Showcase Pages



Someco Oy

Public Relations and...
1-10 employees

Showcase Pages

Cisco Showcase Pages



The screenshot shows a LinkedIn profile for Cisco with three showcase pages listed below the main profile. Each showcase page has a small profile picture and a 'Follow' button.

- Cisco**
Computer Networking
10,001+ employees
- Cisco Data Center and...**
9,529 followers
[+ Follow](#)
- Cisco Security**
7,600 followers
[+ Follow](#)
- Cisco Enterprise...**
6,687 followers
[+ Follow](#)

[See more](#)

Someco Oy Showcase Pages



The screenshot shows a LinkedIn profile for Someco Oy with three showcase pages listed below the main profile. Each showcase page has a small profile picture and a 'Following' status.

- Someco Oy**
Public Relations and...
1-10 employees
- Sosiaalisen median...**
26 followers
 Following
- Somekoulutus**
25 followers
 Following



Workshop:
How do you use LinkedIn?
**How should you/your
organization/UBC use
LinkedIn?**







Thank you!

#SomenHermolla

#Somenkieliset

someco.fi