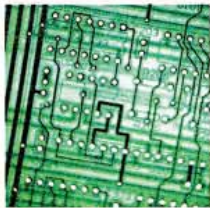


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AN MBJ FOCUS:

## TECHNOLOGY

>> TELECOMMUNICATIONS AND SOCIAL MEDIA

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CYBERSPACE



By **STEPHEN McDILL** | STAFF WRITER  
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David Fagiano, COO of Dale Carnegie & Associates Inc., has worked in management training for more than 30 years. He oversees sales and marketing as well as product development and instructor training for the company. He spoke with MBJ by phone from his New York office.

**Q: What do you think Dale Carnegie would think about Facebook, Twitter and the emerging social media marketplace?**

**A:** I think he would be fascinated because I think it is another way to communicate, an extremely powerful way to communicate. It



can topple governments. It can ruin careers. Look at our own New York politician Anthony Weiner. It brought down Egypt. It brought down Tunisia. It's extraordinarily powerful for that reason so I think you need to be a little bit

## Facebook, Twitter not toys

>> Dale Carnegie COO on the rise of social media

HR guy goes online and finds a picture of her in college holding a glass of wine. That's all she was doing and that was the end of it. He never interviewed her because she objected to that. You need to be very careful what you put out there, who you friend. Whatever you put on the Internet it never goes away. It's there forever and getting rid of stuff is so hard.

**Q: How popular is social media among CEO's today?**

**A:** It depends on the company. In general we find that CEOs are tentative about it they're a little afraid of it. They're quite cautious. Social media brought down two governments. This is not a toy that you're playing with.

**Q: How do you explain that business/corporate allure that LinkedIn has versus Facebook, Twitter or other sites.**

**A:** LinkedIn is a network of business professionals whereas Facebook is you got

your five-year-old kids on Facebook. It's a totally different experience. We're a business-to-business company. Facebook doesn't hold a whole lot of value to us because its consumer oriented whereas LinkedIn is business professional. You can demonstrate the value of it pretty quickly. If you're recruiting for a position using your LinkedIn network it can produce some great results for you really quickly.

**Q: Regarding Facebook, Twitter and LinkedIn, where do you see these companies going over the next five years. Are we going to see any other social media companies?**

**A:** If the valuation of Facebook holds based on the purchase of equity in that company that's somewhere around \$70 billion which is mind-boggling you can't put that kind of money on the table and not have imitators all over the place. Long-term what's the prospect for them? Who knows. If you talked to somebody about MySpace six or seven years ago, that was a hot item.

Now its nothing. Twitter is really hot. Is that going to hold? It's a fickle society that we're dealing with here and the next big thing could wipe it all out in a heartbeat.

**Q: How can business owners balance the marketing advantages of social media with the potential disadvantages of over-use and lower worker productivity?**

**A:** It's a double-edged sword. You don't want to prevent people from using social media because it can be a powerful tool but you don't want people wasting an enormous amount of time on these activities. As Christmas time approaches, Internet usage spikes like crazy in offices across the country because people are doing their Christmas shopping. Using social media daily to connect with your long lost lover in Kansas is not a good use of time. It comes down to policy and education. Your policy is you use social media to connect for business purposes during the business day. The education is what does this mean to you, what does this mean to the company; and by the way that computer and network

See **FAGIANO**, Page 15

### FAGIANO

Continued from Page 13

you're playing on doesn't belong to you. You're using company assets for the value of the company not for personal usage.

**Q: What are some common-sense do's and don'ts for social media users?**

**A:** For company managers its prepare a social media policy. You got to remind your staff members that they're always representing your organization so they need to be aware of what their image is in the world. For Facebook people you should think about who you want to have as friends. You really want your bosses to be on Facebook? Maybe not. Maybe there's private things that you don't want to have opened up. Go through and look at your college stuff that you posted and maybe take it off. You can have two separate accounts business and personal on Facebook and Twitter and that might not be a bad idea. Regarding LinkedIn, how many people want to link with you on a daily base, and do you really know these people or are they just trying to use you in some way? Because Twitter is an instant gratification kind of media it has usages for companies in that vein instant offers, things that revolve around consumerism.

**Q: What do you think about Groupon and Living Social? Are these good tools for small businesses?**

**A:** They'd be great tools. The discounts are heavy but sure I'd give them a shot. It's like any other marketing vehicle, you test it and weigh the cost benefits.

**Q: Several industry and investment analysts have noted that the social media marketplace is getting pretty frothy. Any chance we might see a repeat of the 2000 "dot com" bubble and bust?**

**A:** We might. At the end of the day, what revenue do they produce? Where and how do they make their money? It'd be nice if somebody in this country actually manufactured something once in a while. I think Facebook's revenue was \$15 million and their valuation is \$70 billion. Come on. That's ridiculous.

**Q: What's your personal favorite social media scandal?**

**A:** There's been so many. It's just an unfortunate part of society. It's so odd to me that people can be so dumb.