

# About OMICS Group

OMICS Group International is an amalgamation of [Open Access publications](#) and worldwide international science conferences and events. Established in the year 2007 with the sole aim of making the information on Sciences and technology 'Open Access', OMICS Group publishes 400 online open access [scholarly journals](#) in all aspects of Science, Engineering, Management and Technology journals. OMICS Group has been instrumental in taking the knowledge on Science & technology to the doorsteps of ordinary men and women. Research Scholars, Students, Libraries, Educational Institutions, Research centers and the industry are main stakeholders that benefitted greatly from this knowledge dissemination. OMICS Group also organizes 300 [International conferences](#) annually across the globe, where knowledge transfer takes place through debates, round table discussions, poster presentations, workshops, symposia and exhibitions.

# About OMICS Group Conferences

OMICS Group International is a pioneer and leading science event organizer, which publishes around 400 open access journals and conducts over 300 Medical, Clinical, Engineering, Life Sciences, Pharma scientific conferences all over the globe annually with the support of more than 1000 scientific associations and 30,000 editorial board members and 3.5 million followers to its credit.

OMICS Group has organized 500 conferences, workshops and national symposiums across the major cities including San Francisco, Las Vegas, San Antonio, Omaha, Orlando, Raleigh, Santa Clara, Chicago, Philadelphia, Baltimore, United Kingdom, Valencia, Dubai, Beijing, Hyderabad, Bengaluru and Mumbai.



# #SOCIALMEDIATOOLS & STRATEGIES FOR INTERNET BROADCASTING

Presented by Jason Kolucki [@horrorhappens](#)



# What We Will Be Covering...

- ▣ My Experience
- ▣ Factors For Using These Tools...
- ▣ #MyToolbox
- ▣ Suggestions for  
#Yourtoolbox
- ▣ Free & Pay Social Media Tools
- ▣ Strategies for Effective Use



# Who Am I?



Journalist... Film Fest Director...  
Actor... Photographer... Writer...  
Entrepreneur... Educator & Radio  
Producer & Host of...



**The Tools of the Trade....**

**The Horror Happens Radio Show**

Listen On-Demand:

[Horrorhappens6.wix.com/show](http://Horrorhappens6.wix.com/show)

Twitter: [@horrorhappensRS](https://twitter.com/horrorhappensRS) / [@ghostjlk](https://twitter.com/ghostjlk)

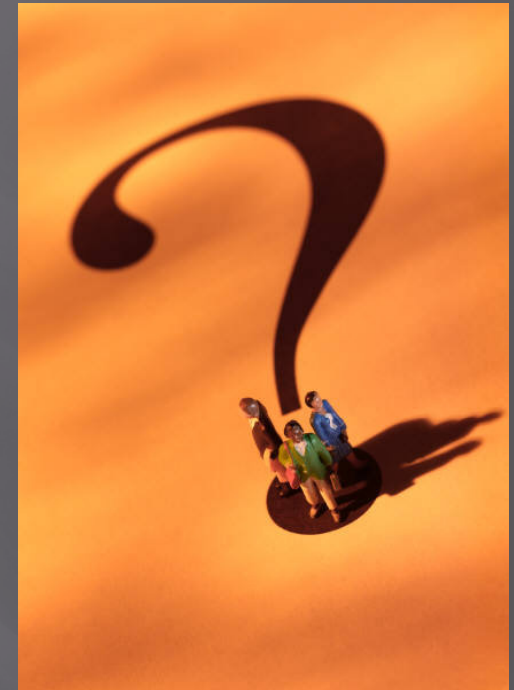
Facebook: [Facebook.com/horrorhappensrs](https://www.facebook.com/horrorhappensrs)

**Listen Live if You Dare...**

Heard Live & Uncensored Tues on  
[HGRNJ.org](http://HGRNJ.org) (Check Show Website for Times)

# Reasons for Use of Social Media

- ▣ Available
- ▣ Freedom
- ▣ Impacting & Reach
- ▣ Methods Are Changing
- ▣ Performance of Product or Service
- ▣ Promotion & Advertising
- ▣ Teaching
- ▣ Visibility



# Factors That Impact Me...

- ▣ Fits my Business
- ▣ Growing & Evolving
- ▣ Networking & Connection
- ▣ Reaching New Audiences
- ▣ Reinforcing
- ▣ Understanding my Listeners
- ▣ Booking & Connecting with Guests

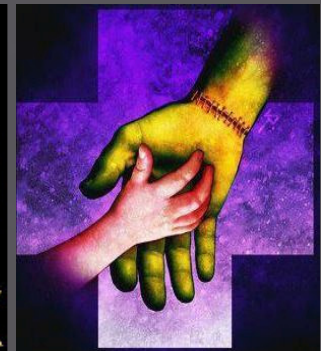
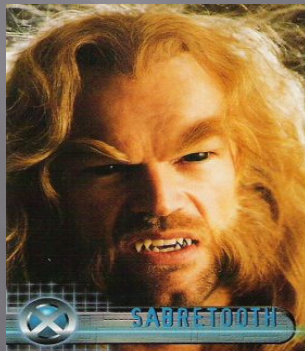


# Booking with Buzz & Social Media ...

TV Shows Like AMC "The Walking Dead", "Supernatural", "Star Trek" & FX's "American Horror Story"



Plus Guests Within a Variety Businesses, Decades, Styles and Sub-Genres of Horror....



# Booking & Connecting with Guests

Over 400 Guests Including Best-Selling Authors, Variety of Filmmakers, Actors, Producers, EFX/Makeup Artists, Journalists, Composers, Vendors, Photographers, Historians, Conventions & Film Festivals



# Factors to Build Social Media Toolbox... What & Why?

- ▣ \$\$\$ & Sponsors
- ▣ Building Balance & Visibility
- ▣ Data Analytics
- ▣ Fits Purpose... Business... Goals
- ▣ Growing, Evolving, Changing & Learning
- ▣ Our Society We Live In
- ▣ Understanding Customer
- ▣ Knowing Who Is Viewing & Stats

# I'm That Popular...

## Google Search Stats (Oct 15<sup>th</sup>)

Horror... About 625 Million Mentions

Podcast... About 240 Million Mentions

Horror Radio... About 190 Million Mentions

Internet Broadcasting... 47 Million Mentions

Social Media Tools Media Broadcasting...

47 Million Mentions

Horror Podcast... About 1.15 Million Mentions

Horror Happens Radio Show...

2.9 Million Mentions

# Basic Social Media Toolbox

Twitter, Facebook, Google+  
Flickr & Instagram

Foursquare & LinkedIn  
Reddit, Yelp & Blogs

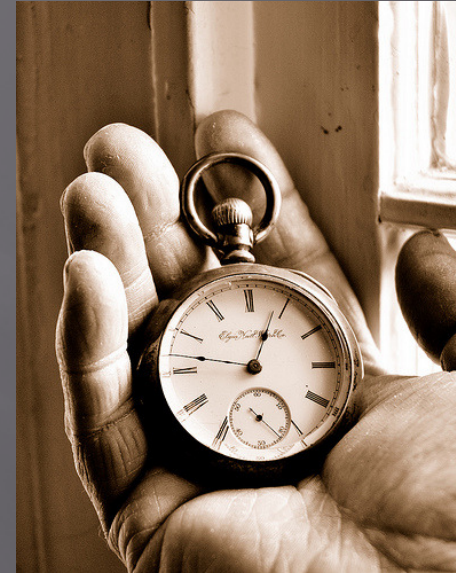
Skype, Myspace & YouTube

Other Email Profiles, Fan Funding &  
Multimedia Website: [Wix.com](http://Wix.com) & [Web.com](http://Web.com)



# Simple Social Media Strategies

- ▣ Patience & Persistence
- ▣ Fluidity & Timing
- ▣ Plan Out Objectives  
& Goals



Select the Effective & Right Tools



# Simple Social Media Strategies

Use #Effectivebuzzwords

#horrorhappens

#horror #film #slasher

#indiehorror #zombie #radio



# Simple Social Media Strategies

- ▣ Be a Student & Learn
- ▣ Structure Goals
- ▣ Overall Flexibility



- ▣ Cross Promote & Connect on Everything...
  - ▣ No Pressure, Ego Aside & No Fear



# Ways to Manage Your Toolbox: Free Trial &/or Pay

- ▣ Crowdbooster – *Handles Twitter & Facebook* (\$9, \$49 or \$119 Depending on Number of Profiles)
- ▣ Hootsuite - *Handles Twitter, Facebook, Google+, Foursquare & LinkedIn* (\$8.99 a Month)
- ▣ Postling - *Handles Twitter, Facebook, Blogs, YouTube, Flickr & LinkedIn* (\$1 Per 1<sup>st</sup> Month then \$10 a Month After)
- ▣ Web Design - *wix.com* (\$4-24 a Month) *or webs.com* (\$25 a Year per Web URL)

# Ways to Manage Your Toolbox: FREE!!!

- ▣ Buffer - [@bufferapp.com](https://@bufferapp.com)

(Shares Content Thru Facebook, Twitter, LinkedIn, Google+) - *\$10 After 3<sup>rd</sup> Profile*

- ▣ Google Analytics- [google.com/analytics](https://google.com/analytics)

(Tells Your Websites Story for the Week in Views, Social Media & Searches, Etc.)

- ▣ Social Mention - [@socialmention.com](https://@socialmention.com)

(Tools for Relevant Searches, Metrics, Reaches, Mentions, Top Keywords & Social Media)

- ▣ Tweetdeck -

[@about.twitter.com/products/tweetdeck](https://@about.twitter.com/products/tweetdeck)

(Customizes Your Twitter Accounts)

# Sites & Sources for Social Media Tool Recommendations

[Google.com](http://Google.com)

[Convinceandcovert.com](http://Convinceandcovert.com)

[Socialmediaexaminer.com](http://Socialmediaexaminer.com)

[Business2community.com](http://Business2community.com)

[Blog.visual.ly](http://Blog.visual.ly)



# Internet Broadcasting Platform

## Podcasts & Live Internet Radio Shows

[Blogtalkradio.com](http://Blogtalkradio.com)

[Iheartradio.com](http://Iheartradio.com)

[Live365.com](http://Live365.com)

[Itunes.com](http://Itunes.com)

[Stitcher.com](http://Stitcher.com)

[Spreaker.com](http://Spreaker.com)

[Toginet.com](http://Toginet.com)

[Homegrownradionj.org](http://Homegrownradionj.org) & College Radio



# Conclusion

- ▣ Find the Right & Effective Social Media Tools for Your Business or Project
- ▣ Never Ending Work... but Will Result in Doors and Rewards
- ▣ Don't Be Afraid to Grow and Evolve
- ▣ Set a Plan and Goals for Social Media Success
- ▣ Network and Cross Promote

LOVE WHAT YOU DO!!!

# Contact Information

**Thank you for attending!!!**  
**Any questions or comments???**

E-mail: [horrorhappens6@gmail.com](mailto:horrorhappens6@gmail.com)

Twitter: @horrorhappensrs or  
@horrorhappensff

Facebook: Facebook.com/horrorhappens

Website: horrorhappens.com

LinkedIn: Under Jason Kolucki

YouTube: Jay K HorrorHappensRS

# Everybody Give Me a Scary Face...



Find This Photo on Twitter  
[@horrorhappensRS](https://twitter.com/horrorhappensRS)

Thanks for Coming Out &  
Listen Live If You Dare  
Weekly Tuesday @ 4 PM  
EST only on [HGRNJ.org](http://HGRNJ.org)



## Thanks to...

- ▣ My Wife and Co-Host “The Ghost”
- ▣ My job and HomegrownRadio NJ
- ▣ Broadcasting Media Conference
- ▣ All the Guests on The Horror Happens Radio Show
- ▣ 8 Films to Die For..., Horror Films including Pontypool, X-Men, Scares That Care, TIFF, Universal Monster Movies, Astron-6, Kane Hodder, Jack Ketchum, Night of the Living Dead, Viva Las Vegas, Manny Serrano, Fest of Fear, Rock & Shock & Days of the Dead