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That communication is a two-way street, Livingston said. Social networking sites also allow you to get to know those who visit your site. The ultimate goal should be to move the conversation beyond the social networking site. These interactions could involve someone reading your publication, suggesting articles or even contributing content.

In the case of potential customers, Livingston says to remember that social networking is not just a form of marketing. “People don’t buy from people who just market. They want to know they have their interests in mind.”

While social networking is relatively new, its success depends on well-established people skills, Livingston said.

Many of these methods can be found in Dale Carnegie’s 1937 book, “How to Win Friends & Influence People.” They’re the skills that make people feel good and engage them. “Human nature doesn’t change,” Livingston said.

For starters, the conversation should not be all about you — or your publication. People would much rather talk about themselves and the things that interest them.

Use research and analytics to find the topics that matter to your site visitors. Share links and information that’s important to them. Engage them in



conversation. Be a valuable resource to them, and they’ll want to come back.

“It’s kind of like dating,” Livingston said.

Being considerate is important, Culver added. Don’t post just for the sake of posting. “People don’t want that constant barrage of posts,” she said. “When people post less often, it gets more attention.” Creativity helps, she added. Consider giveaways and contests. “Do things that make people want to be involved with your magazine.”

Tread carefully

If you are considering a presence on social networking sites, and you have limited resources, put careful thought into how you will make it work. “Like anything you do in business, without a strategy, you’re going to fail,” Livingston said. “If you are spread thin, and you don’t have the resources, don’t do it.”

A worst-case scenario, he said, would be a neglected site where other people’s posts are not addressed. “Say someone posts that they’re not happy with you,” Livingston said. “Then that post goes unanswered for months. That’s worse than not being there at all. They don’t think you’re listening.”

A negative post itself is not a disaster, Livingston said. Readers appreciate a

genuine response. But you have to be monitoring the site to catch it.

There is the option of paying another party to manage your site for you, but it’s critical to select the right service. “Make sure these people are professional, that they understand social networking etiquette, and that they don’t commit the company to something you don’t want,” Livingston said.

If you are going to utilize social networking, you want to make sure you get the most out of it, Livingston said. Do the analytics, and find out who’s visiting. “There are tons of data to be harvested: ages, industries, likes and dislikes. If you’re not aware of the demographics, you could be turning people off.”

So if you are turning to a third party to help you manage your social networking, insist that the service provides real analytics. The number of likes your Facebook site receives does not count, Livingston said.

“I can collect hundreds of business cards,” he explained. “Just because I have your business card doesn’t mean you’ll do business with me.”

The same principal applies to likes, especially if people like your site at your request. “If they have no interest in what you’re doing, they’re not likely to do business with you,” Livingston said. “I’d rather have five clicks on my site that turn into genuine leads than 100 likes that mean nothing.”

Ultimately, Livingston said, social networking has great value when used thoughtfully. “It’s more than an advertisement,” he said. “It’s an opening conversation that can lead to great things.”



One on one

JPA profile: John Uphoff, folder and cutter operator
Number of years with JPA: 42 years



Christina, John, Barbara and David

Why he loves JPA:
“The people here are nice to work with. In addition, you’re not doing the same thing every day,” Uphoff said.

Family life: Family life is a priority for Uphoff. “I’ve been married for 36 years to

my wonderful wife, Barbara,” he said proudly. John and Barbara have two grown children, Christina and David, and a daughter-in-law, Anna. The couple also has two grandsons, 16-year-old Drew and 11-year-old Mitchell. John and Barbara spend as much time with their grandchildren as possible, Uphoff said, and they especially enjoy being there to watch when the boys are on the playing field or performing on stage. They’re usually there when Mitchell plays baseball and soccer, for instance, and Drew sings with his show choir. “We go out and eat. We go to a lot of the kids’ games, and we try to go to most of their school activities. We don’t make all of them, but we go to as many as we can.”

Hobbies: When Uphoff and his wife aren’t spending time with their children and grandchildren, they enjoy going for walks with the neighbors and gardening. Uphoff has been known to successfully grow tomatoes, green beans, potatoes and other edible goodies in the garden. Just keeping up their one-acre yard can be time-consuming.

One cool fact: Uphoff served with the U.S. Army for 19 months during the Vietnam War. He was stationed in Da Nang, Vietnam for 14 months, from July 1969 until September 1970. He saw combat duty and also had some administrative responsibilities. 📷

RECIPE

Carrot Cake

- 1 ½ cups cooking oil
- 2 cups sugar
- 4 eggs
- 2 cups flour
- 2 teaspoons baking powder
- 2 teaspoons baking soda
- ½ teaspoon salt
- 1 teaspoon cinnamon
- 1 teaspoon vanilla
- 1 cup nuts
- 3 cups grated carrots

Blend oil and sugar. Add eggs, one at a time, beating after each addition. Sift soda, baking powder, salt, flour and cinnamon. Add to the first mixture. Stir in the nuts, carrots and vanilla. Bake in a 350 degree oven for about 30 minutes. Use one large cake pan or three 10-inch pans.

Frosting

- 8 ounces Philadelphia cream cheese (softened)
- 1 pound powdered sugar
- 2 tablespoons vanilla
- 1 stick butter

Mix all ingredients well. Add a little milk if it gets too thick.

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