



**The Abdus Salam  
International Centre for Theoretical Physics**



**2335-3**

**Workshop on Entrepreneurship for Physicists and Engineers from Developing  
Countries**

*23 - 27 April 2012*

**Social Media for Entrepreneurship**

Richard Brooks  
*FD Solutions, London  
UK*

Richard Brooks  
FD Solutions

# Social Media for Entrepreneurship

**Joint ICTP-TWAS Workshop on Entrepreneurship  
for Physicists and Engineers from Developing Countries  
Trieste, Italy**

April 23-27, 2012

# This session

- You cannot ignore social media
- Dangers
- Value to entrepreneurs
- Team exercise ( needs web access)

# Social media –going viral

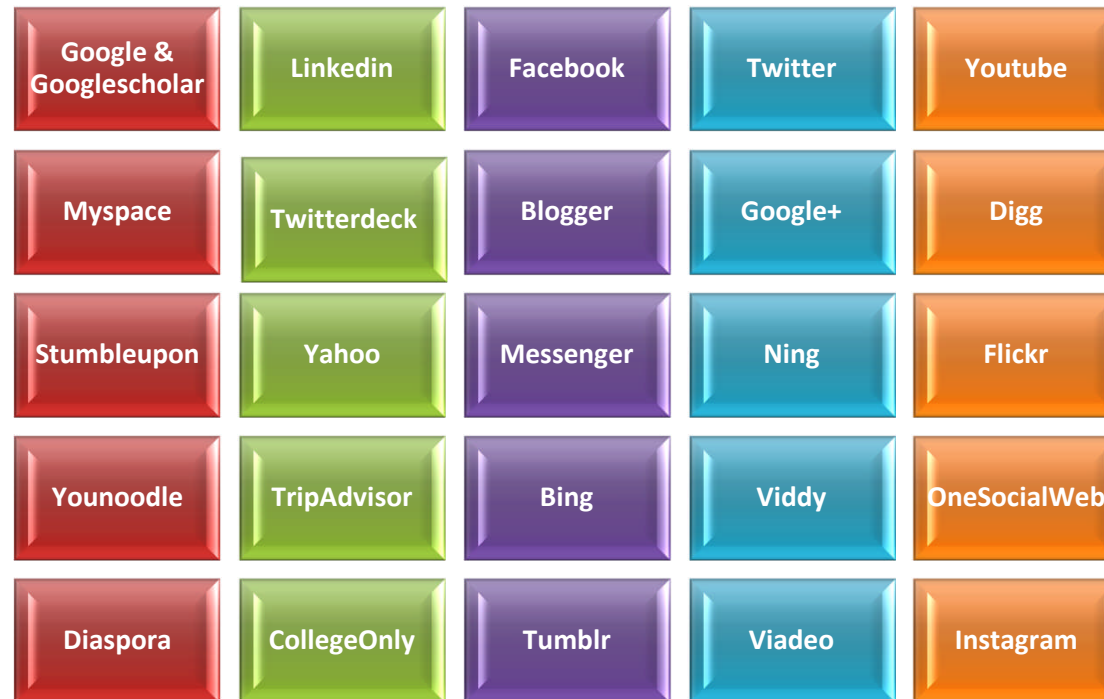
Byron F Garcia

# Social media –key influencer effect



Salman Khan

# Social media?



# Social media - Dangers

Visible to the world

Content control

Devaluation

Change

# What can Social media do for entrepreneurs?

- Networking (building relationships)
- Analysing potential markets
- Competitor review
- Participation in online forums
- Demonstrate your solution
- Get customers



# Your turn

Find a forum that would be helpful for your business, and explain why

Find a video online that may be beneficial to you

Find a key influencer/mentor for your business

You have  
**10minutes to complete and then 2 minutes to say what you found.**

*Thank you*

✉ [richard.brooks@fdsolutions.uk.com](mailto:richard.brooks@fdsolutions.uk.com)

🖱 [www.fdsolutions.uk.com](http://www.fdsolutions.uk.com)