

How To Maximize Google's Social Products For Your Communications Strategy



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Previous Comcast SportsNet, Mid-Atlantic, National Park Foundation, MTV Networks

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Social Media Explained...





Google+ Benefits

- SEO
- 2nd most populated
- Content marketing
- Hangouts
- Connect G+ & YouTube
- Social Publishing

SEO+

https://www.google.com/search?q=nature&ie=utf-8&oe=utf-8&aq=t&rls=org.mozilla:en-US:official&client=firefox-a



g nature

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The Star-Ledger - NJ.com - 6 hours ago

[Close to nature](#)

The Hindu - 11 hours ago

[On the twelfth day of #12DaysofGiving The Nature Conservancy ...](#)



<https://plus.google.com/.../posts/Gi8yg1dYAf7> ▾

The Nature Conservancy

1 day ago - On the twelfth day of #12DaysofGiving The Nature Conservancy wants to hear from you! Tell The Nature Conservancy why you give to nature. <http://nature.ly/> ...

[Images for nature](#) - Report images



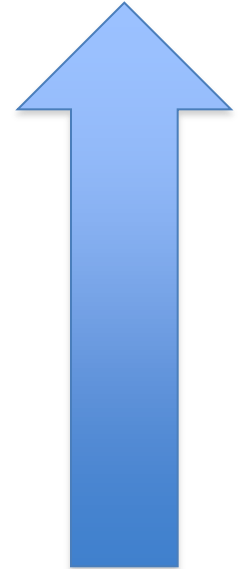
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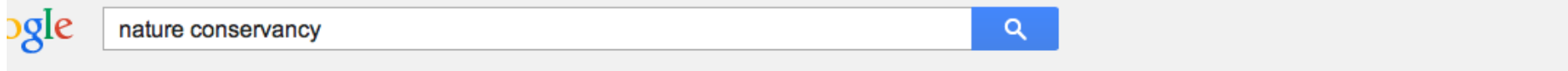
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The Nature Conservancy

3 days ago - Connect with The Nature Conservancy on your mobile device. Download our Nature Magazine app or find Nature Near You with our mobile app: <http://nature.ly/> ...



SEO+



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The Nature Conservancy

791,124 followers on Google+



The Nature Conservancy is a charitable environmental organization in the United States. Its mission is to "conserve the lands and waters on which all life depends." Wikipedia

CEO: [Mark Tercek](#)

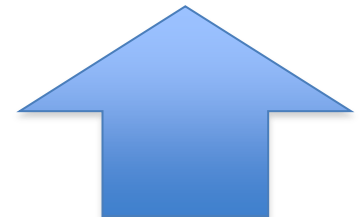
Founded: 1951

Recent posts



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Authorship+

TNC CEO, Mark Tercek's G+ profile

Mark Tercek

Following

President and CEO at The Nature Conservancy
Attended Williams College
Lives in Washington, DC



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Nature's Fortune: How Business and Society Thrive by Investing in Nature [Mark R. Tercek, Jonathan S. Adams] on Amazon.com. *FREE* shipping on qualifying ...

Tree-Hitter **Tercek** Channels Goldman at Nature Conservancy

[www.bloomberg.com/.../tree-hitter-tercek-channels-gold...](#) > [Bloomberg L.P.](#)

May 31, 2012 - On the day in May 2008 when **Mark Tercek**, a managing director at Goldman Sachs Group Inc., got a cell-phone call from a headhunter ...

Mark Tercek: How Business and Society Thrive by Investing ...

[www.commonwealthclub.org/.../mark...](#) > [Commonwealth Club of California](#)

Note new location! **Mark Tercek**, CEO, The Nature Conservancy; Co-author, Nature's Fortune: How Business and Society Thrive by Investing in Nature; Twitter: ...

Thanks [Scott Anderson@greenskeptic](#) for very thoughtful ...



<https://plus.google.com/.../posts/Ev4uS9fDShk>

Mark Tercek

Apr 17, 2013 - ... for very thoughtful review of my book #NaturesFortune:

<http://www.thegreenskeptic.com/2013/04/review-natures-fortune-by-mark-tercek.html?spref=tw> ... The Green Skeptic: Review: NATURE'S FORTUNE by

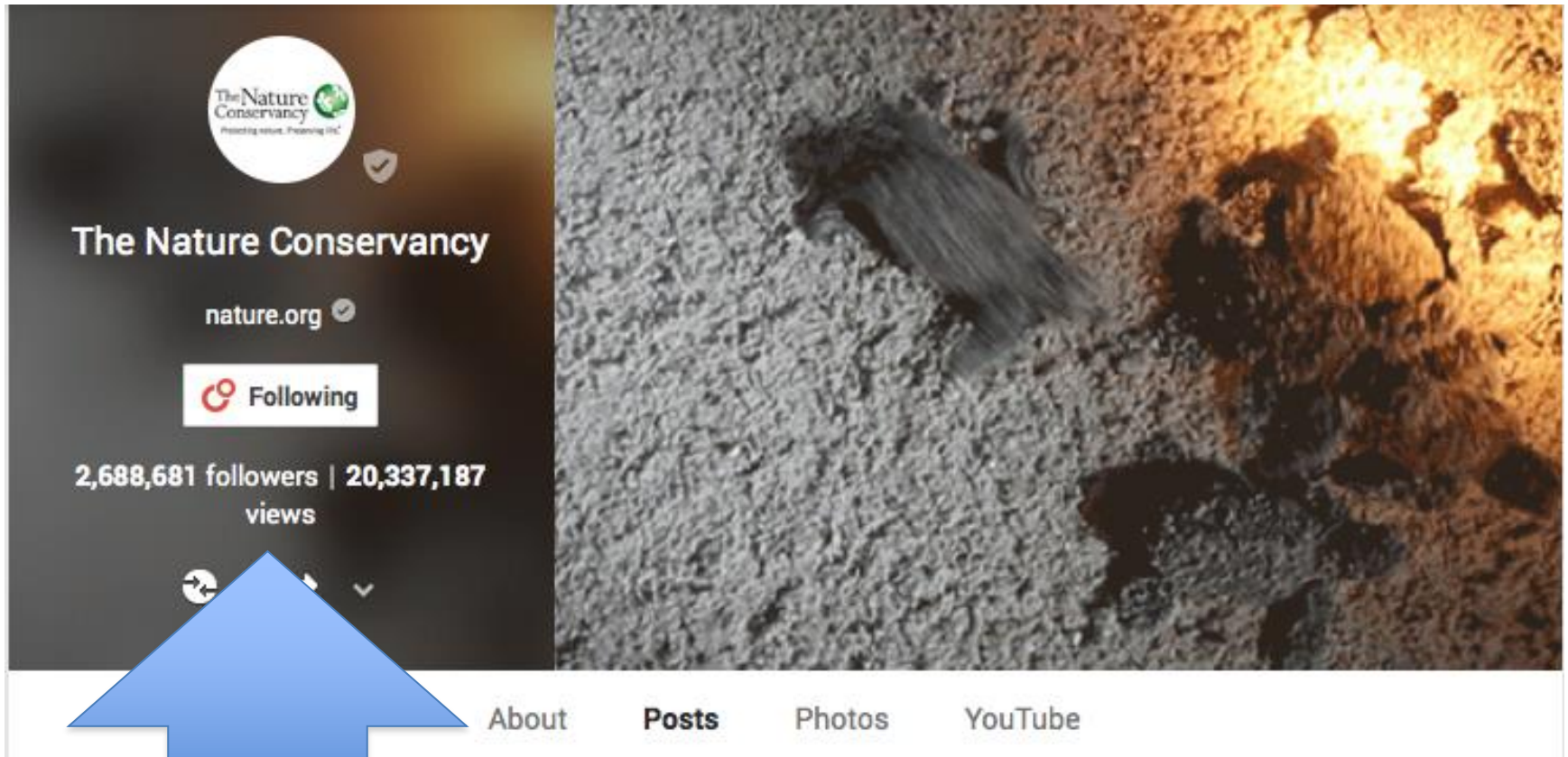
Mark ...

Wow: Check out son Luke & me in 2008. Time flies. [http ...](#)

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Page 1 rankings with image next to G+ posts/articles.

The Nature Conservancy+



- 2.6 million followers
- 20 million views

Nature+



The Nature Conservancy

Shared publicly - Dec 6, 2013 #12DaysofGiving

On the sixth day of #12DaysofGiving The Nature Conservancy gave to me, an adopted acre in the Appalachians for \$50! <http://nature.ly/1aGeQO5>

© Kent Mason



+284

↪ 28



+223

↪ 25



Hangouts+

The screenshot shows a Google+ Hangouts+ event page. At the top left is the Google+ logo and a calendar icon. The main header area features a large banner with an underwater scene of a sea turtle. The banner text includes "#ReefTalk", the date "Friday, Jun 27 @ 12:30 pm EST", and the URL "nature.org/reeftalk". The Nature Conservancy logo and tagline "Protecting nature. Preserving life." are in the top right of the banner. Below the banner, the event title "#ReefTalk: Why Coral Reefs Play an Important Role for People and Our Oceans" is displayed with a speech bubble icon. To the right of the title are buttons for "+97" and "Share event". Below the event title, there are two video thumbnails. The left thumbnail shows a man wearing a cap and headphones, smiling. The right thumbnail shows a close-up of coral with the Nature Conservancy logo overlaid. Below the right thumbnail, the text "Hosted by:" is visible.

Your events Find more events

#ReefTalk
Friday, Jun 27 @ 12:30 pm EST
nature.org/reeftalk

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Protecting nature. Preserving life.

#ReefTalk: Why Coral Reefs Play an Important Role for People and Our Oceans

+97 Share event

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The Nature Conservancy
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How To G+ Like a Pro

- Use Big Images & experiment with GIFs
- Use Good Community Management practices
- Merge YouTube & G+ accounts
- Reserve your Google+ Page URL
- Integrate +1 into your website
- Hangout

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