

# SOCIAL LIFE

## JEFF YARCHEVER, CEO, VELVET ANGELS

**On how his use has changed over time:** "We launched without social media, but have since implemented it on all fronts and are very focused on increasing our friends, followers and fans. We utilize Facebook, Twitter and YouTube to interact with fans and introduce them to new styles. Myspace is no longer cool."



**On personal vs. business use:** "I use the Velvet Angels Twitter account as my own. I have found people want to know more personal details about me and what's new with [the brand]. They do not want advertisements."

**On becoming an addiction:** "Twitter can definitely change your social life. I spend between 30 minutes to an hour daily."

## LISA PLINER, DESIGNER

**On intrusive fans/brand stalkers:** "I had a stalker on my fan page. She knew where I lived — literally the color of my house. I investigated some of the things she would talk about and she was using different info than who she really was. I try to be really careful [with who I communicate with], because you never really know [what could happen]."

**On being the voice behind the tweets/posts:** "I don't use Twitter because Donald and I are out so much, we have people who tweet for us, saying 'I'm here with Lisa and Donald Pliner.' I'm not the one usually doing the Facebook posts — other people at the company will. Sometimes I do like to answer back to my customers and I like to read [what they are saying]."

**On watching the competition:** "It does help to go through and see what everyone else is doing [on Twitter and Facebook]. I try to look through other companies for networking."



## JEROME ROUSSEAU, DESIGNER

**On how his use has changed over time:** "I am not a big fan of social networking, however, I can see how it is useful for a label to communicate directly with customers. I was quite late in agreeing to create an official Facebook page for the label, but after much pressure from colleagues and friends, I decided

we should give it a go. It has been a fun experience and it's a great way to also get direct and instant feedback from fans on the label."

**On how he's using the various sites now:** "There is only an official Facebook page. I do not like Twitter at all. Myspace is old and unattractive, and blogs don't offer much more than a Facebook page. I feel Facebook is enough to keep our followers on track and informed and to allow them to interact."

**On the biggest mistake he's made with it:** "Customers sometimes request to be a friend on my personal profile rather than join the official page, which I very much welcome, but I do not post personal information on my personal page. When I first joined Facebook, I wasn't really clued in as to how it all works, and after a few months realized that all my friends could see the tagged pictures, and some of them were perhaps taken during fun evenings out. I was a bit embarrassed by it all, but I've since figured out how to keep everything private."



## CALLEEN CORDERO, DESIGNER

**On someone posting something as you:** "Probably a designer's worst nightmare was letting a 25-year-old manage my Facebook account when we first started it. She was posting content and updates that pertained more to her day-to-day activities than to mine or the company's. Fortunately, I am very lucky to work closely with all members of my staff now, so I'm pretty aware of what's being posted and when."

**On being the voice behind the tweets/posts:** "I've entrusted the responsibility to my PR girl because she knows exactly what press-worthy information is coming up and what special promotions we have going on with our retailers and magazines. We work hand-in-hand, especially since we sit next to each other, so if I need an update, I visit our Facebook page. It's a collaborative effort."

**On becoming an addiction:** "Facebook is a multimedia site that allows you to do many things for different reasons, and it's become a very important part of our marketing outreach. I wouldn't say it's addictive, but it has certainly taken on a larger role in the past few months. It's a significant part of our business."



## DANA DAVIS, DESIGNER

**On sharing too much:** "Never. I practice restraint."

**On how her use of social networking has changed over time:** "Our foray into social networking as a brand is quite new. We do make use of Facebook and Twitter and find it a great way to connect with Dana Davis footwear fans."

**On how the networks have helped:** "Fans can engage directly with the collection and brand news. Some inquire about a shoe a celebrity may have worn, or when a trunk show might be coming to their area. Generally speaking, it's a great way to connect to everyone involved with my brand, including my Italian fans — a group that joined our Facebook page because of my factory in Italy."

