

BADJA Meeting – April 4, 2011

Publication: DJ Bill Ziemski www.billyzee.com

Topic 1: Social Media Pt.2

Topic 2: Facebook/ Twitter

Topic 3: Locking IEC Cords



**Don't be a Fool
Become a BADJA Member**

Social Media Pt.2 - presenter DJ Chris Hart @ www.djchrishart.com

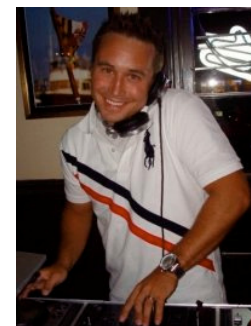
Badja program director, DJ Chris Hart led the April meeting with the second series of social media of Facebook and Twitter. There was an in depth presentation with a live demo on how to setup accounts with privacy settings. BADJA was online at Hightopps Backstage Grille, while Chris created a Facebook and Twitter page for DJ Neil Goldberg. This showed a valuable step by step approach for those members who were unfamiliar with the simple process of setting up these accounts. Go to www.facebook.com and check out Neil's progress on his Facebook page. Send him a friend request.



Neil Goldberg's current Facebook Pic

When making facebook posts, Chris says to engage your followers instead of broadcasting. It is a social network and you want followers to respond, so create open-ended questions. For example post a comment about a new song and ask, "what do you think of the song?" This will have readers deciding on liking or leaving a comment. Another tip is to make relevant posts on your business page and keep your family pictures and every day comments on your profile page. If you direct a prospective client to your DJ business page they should be reading about your business and not your personal life. Reviews, testimonials, music, optional services, promo videos, etc. are good things to post.

A Facebook and Twitter account takes time if you want consistent communication with your followers, so it is not for everyone. However it is a source of free advertising and it creates additional Google links. As DJ Chris Hart demonstrated within the time restraints of the meeting that it is quick and easy to setup, so why turn down an additional free link of your DJ services? Take advantage of social media and check out who is there now. Search "BADJA" – we are there. Add us as a friend!



DJ Christopher Hart's current Facebook pic



Facebook

Things you can do with Facebook are - direct links to your website, post photos of events, gain followers, stay in constant communication, create events, create promotions and facilitate discussions with other people running the same event. You can be the communication link! Facebook also has a great ad engine. Here you can target people and it is not very expensive. You pay for impressions or exposures and it is displayed on the right side of the screen. There are two types of campaigns - impressions and pay for clicks. Impressions create brand awareness because you are paying per 1000 appearance on the ad bar vs. pay-per-click (you pay every time someone clicks on your ad). Pay-per-click is more expensive but for DJs it is recommended.

Currently 42% of the state of Maryland use Facebook and there are 500 million active users worldwide. It is likely that someone taking pictures at the event has a Facebook page. These photos may get posted on Facebook with comments about the great DJ. Other Facebook users will see your name and you may gain a new client. That is free advertising based on your exceptional DJ/ MC skills at the event.



Twitter

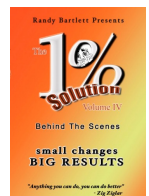
This is all about engagement. Here users are able to follow you and people can see what your company is doing. This allows for you to post photos, videos, and news. Here you can post promotions with codes and create interaction with your clients, ask them what they think about a new game, purchase, or a business move. People love to be involved in your business and they feel more compelled to use you if you keep them in the loop. The main benefit of Twitter is that there is the opportunity for "re-tweet." If you post a link to a good recourse of something that someone finds interesting they will re-tweet you and then you are exposed to all of their friends. This is an exponential effect. Now you can gain more exposure, which probably will lead to more business. This is an incentive to make sure that your tweets are informative and something that someone will find interesting and compelling.



Chris helps Neil setup a Facebook & Twitter account

BADJA Library - Did you know BADJA members could borrow materials?
- One of the many benefits of being a member.

To borrow an item from the BADJA library, please contact the BADJA Vice-President at info@partytime-entertainment.com at least 3 days prior to the next general meeting.



Locking IEC Cords – available at www.BTX.com

Ever have a 3 prong IEC power cord come loose? The QSC K series speaker has a locking IEC cord and the EV SXA360 speaker has the locking Neutrik Powercon cords. If you do not have these speakers then you may have an IEC power connection that is susceptible of disconnecting. The solution is a Locking IEC cord that will lock on any of your equipment with an IEC power connection.

With the *Locking IEC Cord* the red internal latch clamps to the ground pin and can not be pulled out. To disconnect, press the red button to release the clamp. Cords are available in 1,2, 3, 4, & 6 ft. lengths. Prices range from \$15 - \$20 based on length.



Locking IEC Cord



QSC's locking IEC



Neutrik Powercon

Currently BTX is the only place I know that sells the locking IEC cords. They are located in New York and sell other adapters, cable management, etc. They are not a DJ or music store, but they sell things we need.



V-Lock

To the left is another locking IEC cord called the V-Lock locking system. This system works in such a way that there is a pin in the socket, interlocking with a notch in the plug, which prevents an unintentional pullout of the power cable. The locking is released by pressing on the yellow releasing lever.

However you must install the coupler to your equipment, by replacing your outdated IEC coupler and solder in the V-Lock. It is much easier to buy the Locking IEC cord above with the red releasing pin.

Congratulations to the BADJA Wedding Wire Winners!

The following Badja DJs were recognized as part of the top 5 % of local wedding professionals from the WeddingWire Network for 2011.

*Bill Ziemski (All Requests DJ),
Jason Walsh (Jason Walsh Entertainment),
Larry Adler (Adler Entertainment),
Vern Shird (DJ Greyhound),
Jose Castro (Avalon Entertainment),
Barry Hart, (PartyTyme Entertainment),
Rich Malinski (Knight Noise Entertainment)*



Next Meeting

May 2, 2011 6:30pm
Location: HighTopp's Backstage Grille
2306 York Road Timonium, Md 21093

Member Spotlight

All spotlight DJs will receive a free BADJA T-shirt for their participation.

April spotlight DJ: **Larry Adler**
www.Adlerentertainment.com

Contact DJ Billy Zee at Partybz@aol.com for a spotlight questionnaire.

Articles/ Presentations

If you want to submit an article to be published on our site. Email DJ Brad Hart DJBradHart@Gmail.com This will promote your business as well as educate others.

If you have an idea for our next meeting, then email Chris Hart. Chris@djchrishart.com

BADJA Library

View March 2011 BADJA Beat for a listing of DVDs or go to <http://www.badja.org/library.htm>
Contact the BADJA Vice-President at info@partytime-entertainment.com to borrow materials.

Check your email for an evite to the next meeting!

Thinking of becoming a member?

The best way to learn about BADJA is to attend a meeting and meet new people. 3 free meetings to non-members. Learn about the benefits. Ask for a free welcome kit. Contact Jose Castro AvalonDJ@Comcast.net for more info or follow the link. www.badja.org/join.htm

Apply today or stop by at our next meeting with a friend.

BADJA Website

Have you been to the BADJA website lately? It is undergoing improvements every week thanks to DJ Brad Hart our webmaster at www.partytime-entertainment.com 63 inquiries in 2010!

Leads have been booked with BADJA members.

Facebook

Thanks to Michael Pachino for being our new Facebook moderator!
DJMikeonthemic@Yahoo.com

Get connected by becoming a BADJA facebook fan and post a response. Let us know about your events, post a photo, or sell your equipment. Do it today, and stay in contact with members beyond our monthly meeting. Search BADJA

BADJA Benefit

BADJA will hold one General membership meetings & at least one board of directors meeting per month. General meetings shall be open to all members & guests having business with the association.



Tax Note: You should have received all 1099's, W-2s and tax forms by now to complete your taxes. Start compiling your receipts for your 2010 expenses. Seek a tax accountant for assistance or use the online programs like Turbo Tax, H&R Tax Cut or Tax Act.

- If you bought equipment or made improvements to your space in 2010, you may be able to write off all of your costs on your 2010 return rather than having to depreciate the costs over a number of years.