

# Social Media Breakout Session

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# Introduction

- Examine real life social media pages and explore how to use each site effectively
- Facebook
- Twitter
- LinkedIn
- Questions you want to see answered, pages you want to share for evaluation

# Facebook

- Great channel to build online community for your brand/business/organization
- Cross promote with other local businesses
- Do Not Only Sell
- Engagement and interaction are key

# Info Tab Example

- Includes links to all other websites the company has
- Includes a bio about the company that adds a personal touch. This section makes the store more accessible to an “online community”
- Lists the products the store offers in categories

The screenshot shows the Facebook 'Info' tab for Auntie Anne's. The page has a navigation bar with 'Wall', 'Info', 'Pretzel Perks', 'Promos', 'Photos', and 'Events'. The 'Info' section is divided into 'Basic Info' and 'Detailed Info'. Red boxes and arrows highlight the following elements:

- Website:** A box containing links to the company's website, Twitter, YouTube, and Facebook.
- Company Overview:** A box containing a paragraph about the company's history starting in 1988 at a farmer's market in Downingtown, Pa., and a paragraph about its current operations with over 1,000 locations in 21 countries.
- Mission:** A box containing the text: "The Perfect Guarantee: We guarantee you'll love your pretzel, or we'll replace it with one that you do."
- Products:** A box containing a list of products categorized into Pretzels, Drinks, and Dips.

**Basic Info**  
Founded: 1988

**Detailed Info**

Website: <http://www.auntieannes.com>  
<http://www.twitter.com/auntieannes>  
<http://www.youtube.com/auntieannespretzels>  
<http://www.facebook.com/auntieannespretzels>

Company Overview: It all started back in 1988 at a farmer's market in Downingtown, Pa., where Anne Beiler and her husband, Jonas, sold a variety of snacks, including hand-rolled, soft pretzels. Anne and Jonas tried different combinations of ingredients to make their pretzels until they found the one recipe that was better than the best, and the pretzel was perfected.

Headquartered in Lancaster, Pa, Auntie Anne's has more than 1,000 locations in 21 countries. Every year, Auntie Anne's rolls more than 95 million pretzels.

Find the location nearest you at:  
<http://hosted.where2getit.com/auntieannes>

(read less)

Mission: The Perfect Guarantee:  
We guarantee you'll love your pretzel, or we'll replace it with one that you do.

Products:

Pretzels  
- Original, Cinnamon Sugar, Pepperoni, Almond, Garlic, Raisin, Jalapeno, Sesame, and Sour Cream & Onion  
- Pretzel Stix, including Original and Cinnamon Sugar  
- Pretzel Dogs

Drinks  
- Auntie Anne's Signature Lemonade  
- Lemonade Mixers available in five fruity flavors  
- Dutch Treats  
- Cafe Coffee

Dips  
- Cream Cheese  
- Marinara  
- Caramel  
- Cheese  
- Hot Salsa Cheese  
- Sweet Pretzel Dip  
- Sweet Mustard

# Effective Profile Pictures

- By using a more personal photo as your profile picture you make your Page feel more welcoming to your customers. Many of them know the sight of your store front and feel as though that store “belongs” to them
- Also simply using a stock logo is a sign that you didn’t put much thought into your page and are only putting a photo up for the sake of putting a photo up



*"If your company has more than one employee (has extra resources), there should be no excuse for not creating an engaging photo for your Facebook Page. It's one of the first things users look at and it has the potential to leave a lasting impression so make it good!"*

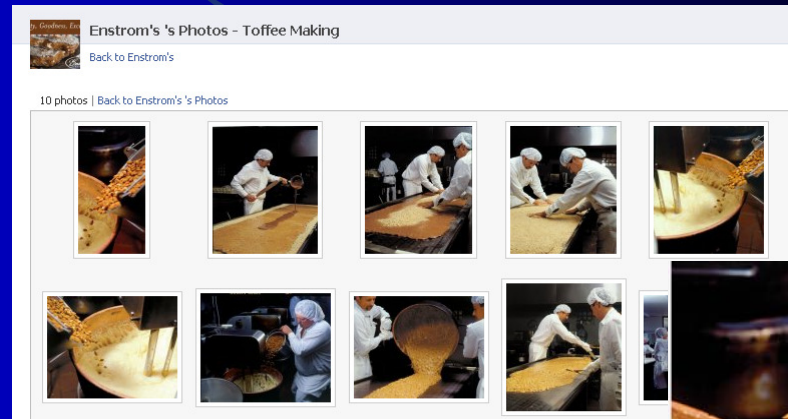
- Nick O'Neill

# Personalized Photo Examples

## How to Branch Out from Stock Photos and Logos



Apple photos from the El Centro Cold Stone and RMCF. These are beautiful photos that make you feel as if you are in the store.



Enstrom's does a great job with a strip of photos showing their cooks in the toffee making process. These photos make you feel as if you are experiencing the candy making and are privy to something special.



This is a great example of the Westlake store showing products that are particular to their region and their store. Fans will relate to this item and it gives the store an identity.



Don't worry, this doesn't mean that you can't have any stock photos on your Page. Stock photos are helpful in showing the array of products you offer. But stock photos aren't nearly as appetizing or appealing as the real photos. This stock cupcake photo from Cinnabon's Page looks almost fake and doesn't produce nearly the effect of the other photos here.

# Show People!

These two stores (San Luis Obispo and Spokane Valley) have made a great use of photos showing their interaction with their communities.



This shows that not only do these stores want the customer to support their business, but also, that they want to support their local communities and give back.



Again, Theo Organic Chocolates presented at the TEDx conference in Seattle. This is a good example of posting photos from events that the company has participated in and crafting an image for the brand.

# Great Links Examples



**Rocky Mountain Chocolate Factory** A nice little write up about our store.



**They say Eve tempted Adam with an apple - Fabulocity - Spokane7.com**

www.spokane7.com

Seriously? I mean, apples are nice and all, but I've yet to meet one that was worth being kicked out of a dive bar much less the Garden of Eden. Now, if the story went something like:

March 2 at 12:51am · Share · Report

2 people like this.



**Rocky Mountain Chocolate Factory** was featured in todays Spokesman Review, take a look.



**Sweet anticipation for area chocolatiers - Spokesman.com - Feb. 13, 2010**

www.spokesman.com

Nothing can be sweeter than a Valentine delivery. And sweet treats crafted in the Spokane Valley are available for those still searching for a way to surprise a loved one this Valentine's Day. Valley chocolatiers ...

The Spokane Valley store is doing a great job linking news articles where they have been featured to their Page.



**Rocky Mountain Chocolate Factory, LaGrange & Orland Park, IL** Check out the April VIP Newsletter. You are a VIP if you read my newsletter. This one has a great special for readers ONLY!



**40% Chocolate Discount for Our VIP Newsletter Members ONLY**

archive.constantcontact.com

If you have an administrative assistant, and you want to let him/her know you appreciate all of his/her work, get your assistant a gift from Rocky Mountain Chocolate Factory, LaGrange or Orland Park. That's what I would do if I was lucky enough to have an assistant.

April 13 at 8:42pm · Share · Report



**Rocky Mountain Chocolate Factory, LaGrange & Orland Park, IL** Had a customer email me and ask if I could extend this to FB posts. The answer is YES. I will be posting Extremem Business Makeover tidbits to this page which goes to my Twitter Page too. Show the clerk either FB or a Tweet and get the discount.

April 14 at 3:18pm · Report



**Rocky Mountain Chocolate Factory, LaGrange & Orland Park, IL** Chocolate is Good For You.



**Why Women Crave Chocolate - Oprah.com**

www.oprah.com

Nutritionist Dr. Susan Mitchell explains the power behind the crave-inducing combination of ingredients in chocolate.

April 7 at 4:40am · Share · Report

Jared Heinemann likes this.



**Gerald Allen** mom said you are right. cause she knows!

April 10 at 7:46am · Report

The LaGrange/Orland Park Store is adding a great variety of links that are interesting, relevant and useful for customers.



**Incredible Pets** Enjoy these fun St. Patrick's Day pet pics. Anyone dressing up your pets in green? Share the photos! <http://www.peoplepets.com/photos/cute/li ck-me-i-m-irish-your-st-patrick-s-day-pets/1>



**GERDIE JEAN**

www.peoplepets.com

She's Irish. She's adorable. Do you need any more reason to kiss Amy Dickinson's (GerdieJean) big-eyed pooch?

March 17 at 9:41am · Comment · Like · Share · Report



**Incredible Pets** Too cute! For anyone who missed the puppy bowl and the kitty half time show on Animal Planet last night, take a look... <http://animal.discovery.com/videos/puppy-bowl-vi/>



**Puppy Bowl VI Highlights : Videos : Animal Planet**

animal.discovery.com

Let's get ready to ruff and tumble! Watch highlights from Puppy Bowl VI!

February 8 at 9:32am · Comment · Like · Share · Report



**Incredible Pets** Link we love (gotta take care of those lovable pets, too!): <http://www.sacbee.com/1085/story/2488554.html>



**Trim costs, but don't short-change pets - SacPaws.com - sacbee.com**

www.sacbee.com

Let's not kid ourselves: Things are tight, and people are learning to make do with less. That's the bad news.

February 4 at 3:06pm · Comment · Like · Share · Report



**Incredible Pets** Link we love: Keep your pets healthy this year! At Incredible Pets we will help you find the right food for your pet to keep him or her healthy all year long. Come see us today!

<http://www.kcra.com/family/21567613/detail.html>

**New Year's Resolution: Slim Down That Fat Cat Or Dog - Family News Story - KCRA Sacramento**

www.kcra.com

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January 6 at 1:11pm · Comment · Like · Share · Report

Incredible Pets often posts fun and interesting articles about pet information, events and other stories that compliment their Page beautifully. These industry pertinent posts keep Fans coming back for information and establish them as a reliable expert in the field.

# Facebook Promotions

What You Really Want to Use Facebook For!

- Facebook can be used to advertise promotional offers to a wide audience at very little cost
- Read through and understand Facebook's Promotions Guidelines
- Sweepstakes/Contest Apps
- Facebook Ads
  - \*Remember the 90/10 rule:  
90% unselfish posts/ 10% promotional posts.

## Status Update Promotion

This update will appear both on the main wall of the Page as an update as well as in the Newsfeed of all Fans for a limited time.



**Whole Foods Market** Our newest store in Maui opens today! Doors will open at 9 a.m. with the traditional bread breaking ceremony and the first 200 shoppers who spend \$50 or more will receive a free reusable bag. Check out their calendar for more events and giveaways to celebrate the new store.

**Whole Foods Market** **Kahului (Maui) Calendar | WholeFoodsMarket.com**  
www.wholefoodsmarket.com

On Wednesday, February 24th the store's first 200 customers that spend over \$50 dollars will receive a FREE reusable bag representing the history of local agriculture and the new Maui store. Each bag will be filled with a beautiful Maui Gold pineapple. ...

February 24 at 9:13am · Share



**Summer Fun!  
Telluride CO**

20% off Telluride Rafting,  
Fly Fishing, Myn Biking, Hiking  
if booked by 5/31  
970.728.8954 mention  
Facebook for discount!

Like

## Ad Promotion

These paid ads are targeted to a specific audience and will appear on the right hand side of the screen while targeted users are logged into Facebook

# Facebook Events

- Facebook Events are an effective way to publicize events that your business/organization is hosting or taking part in
- Update fans to help spread the word - **Make sure to actually invite people to your event once you have created it!**
- Practice creating an event

The screenshot shows the Facebook interface for the 'Auntie Anne's' page. The 'Events' tab is selected, displaying a message: 'Auntie Anne's does not have any upcoming events.' Below this, an event titled 'Auntie Anne's Free Pretzel Day' is featured, scheduled for Saturday, February 20. The event details include: Type: Other - Retail; Where: Auntie Anne's Domestic Store Locations; When: Saturday, February 20 from 10:00 am to 3:00 pm. A red oval highlights the event title and details. Below the event, the 'Confirmed Guests' section shows 'This event has 7,238 confirmed guests' (circled in red) and a list of attendees including Susan Goodman Jackson, Patricia Martin, Laura Edsall, Leore Berris, Sheri Abdul, Jerry Mealey, Martha Lee, and Nicole Spencer. The 'Other Invites' section shows 'Maybe Attending (2,407)' (circled in red) and 'Awaiting Reply (5,040)' (circled in red), with a list of invitees including Cyndi Kline, Heather Elizabeth, Alexander Ay, Stefanie Burns, Karen Schlegel, and Janelle Ecenrode.

# Custom Facebook Tabs

- Custom tabs made easy
  - You must add the FBML application to your Page.
  - Custom tabs are more advanced than using the standard tabs that are provided on your Page
  - HTML/FBML
  - Fan vs. Non Fan Content



# Great College Facebook Pages

- Larger Universities

- Colorado State University -

- <https://www.facebook.com/coloradostateuniversity>

- University of Michigan -

- <https://www.facebook.com/universityofmichigan>

- Texas A&M - <https://www.facebook.com/tamu>

- Four Corners Regional Schools

- New Mexico Junior College - <https://www.facebook.com/NewMexicoJC>

- Pikes Peak Community College - <https://www.facebook.com/PPCCedu>

- Maricopa Colleges - <https://www.facebook.com/maricopa.edu>

- Dixie State College - <https://www.facebook.com/DixieStateCollege>

# Great Business Facebook Pages

- Theo Chocolate - <https://www.facebook.com/theochocolate>
- Backcountry.com - <https://www.facebook.com/Backcountry>
- Old Spice - <https://www.facebook.com/OldSpice>
- Durango - <https://www.facebook.com/visitdurango>

# Twitter

- Twitter is great for business to business connections
- Very easy to spread the word about events, sales and other viral news
- Gives you access to high profile individuals/businesses that you may not otherwise reach
- Important to generate enough content and respond to all @mentions

# Getting Started on Twitter

- Twitter can be a valuable tool for business if it is implemented effectively
- Write and read 140 character messages
- The messages are public and you decide what sort of messages you want to receive
- Keep Tweets fresh and informative

*- “For businesses, Twitter is another channel which connects current and potential customers with your product or brand. It allows deep infiltration into the lifestyles of interested participants, which helps to build brand persistence/loyalty.”*

# Anatomy of a Twitter Page

The image shows a screenshot of a Twitter profile page for user @lisat2. The page is annotated with several yellow callout boxes:

- Who you are**: Located at the top right, pointing to the user's profile information, including the name 'lisat2', 860 following, 520 followers, and 263 updates.
- Twitter stats**: Located on the right side, pointing to the navigation menu with options like Home, @lisat2, Direct Messages (19), Favorites, and a search bar.
- Public time line**: Located in the center, pointing to the main feed of tweets mentioning @lisat2.
- The most popular Topics & meetings On Twitter**: Located at the bottom right, pointing to the 'Trending Topics' section on the right sidebar, which lists topics like #iranelection, #nicerfilmtitles, iPhone, #haveyouever, OS 3, Tehran, TweetDeck, and Father's Day.
- Your Brand Visuals (also company status)**: Located on the left side, pointing to the profile picture and bio area. The bio identifies Lisa Thorell as Principal and includes a LinkedIn link.

The main content area shows a tweet input field with the placeholder 'Where you "tweet"', a '140' character count, and a list of tweets mentioning @lisat2. The tweets include retweets and original posts from users like jmacofearth, blogbrevity, and sxswwguide.

# Twitter Lingo

Here is some important language that will help you crack the Twitter Code.

- **Tweet:**  
A 140-character message sent to Twitter via phone, the web, or a third-party applications. Tweets are public and can be read on the public TwitterStream with two exceptions: (1) direct tweets and (2) protected tweets.
- **TwitterStream:**  
A collection of tweets; usually refers to the stream of tweets sent by everyone that you follow but may refer to the public timeline of all tweets.
- **Follower:**  
Someone who sees your tweets in their TweetStream. Following is, generally, not a reciprocal arrangement like it is with Facebook or LinkedIn. However, an account holder can choose to make tweets viewable only to followers (protected account); in this instance, the account holder approves the followers. In addition, it is possible to block someone from following. A blocked account cannot “follow” your tweets but can easily see your public tweets in a search (or through another Twitter account).
- **RT or Retweet:**  
Analogous to forwarding an email; re-sending a tweet sent by someone else. Courtesy: include the @username of the person who authored the tweet. Remove multiple instances of “RT” (i.e., edit!). Consider revising in your own words and then crediting the sender with via @username.
- **Favorite:**  
A “bookmarked” tweet. Consider your “favorites” as a reflection of you (“brand me”). If you’re a business or a person, sprinkle some Twitter kudos in those favorites — with the operative word being *sprinkle!*
- **DM or DT:**  
A private (direct) tweet. Syntax: D username (note the space). Direct tweets do not appear in the public timeline.
- **Power User:**  
A Twitter user with a high Twitter grade.

# Following and Followers

- Bigger is not necessarily better
  - Do Not follow everyone who follows you
  - Those that are located in your community or your regional area are always a good choice
  - Visit the website associated with the profile
  - Consider how many people they are following and have following them

# Great Twitter Pages

- Ford - <http://twitter.com/Ford>
- Southwest Airlines - <http://twitter.com/SouthwestAir>
- Tasti D-Lite - <http://twitter.com/tastidlite>
- Marquette University - <http://twitter.com/MarquetteU>
- Butler University Mascot - <http://twitter.com/ButlerBlue2>

# Getting Started on LinkedIn

- LinkedIn isn't as functional in selling products or services as it is in creating connections with other community and industry businesses
- LinkedIn is less about connecting with the customer as it is about connecting with other business professionals
- LinkedIn offers several levels as far as sign-up options
- Make sure to read through LinkedIn's User Agreement before you begin so as to avoid future problems

*"LinkedIn can be used to 'increase your visibility; improve your connectability; enhance your search engine results... gauge the health of a company; gauge the health of an industry...'"*

- Guy Kawasaki

# Using LinkedIn to Your Advantage

- LinkedIn is a great resource for business relationships
  - Recruit new employees
  - Find business/organizational or fundraising partnerships
- Establish yourself as an expert in your industry
  - Contribute to forums
  - Ask and answer questions

# Questions?

- Questions about the material?
- Pages you would like to review?