

Social Media and Your Business

“I’m not a social media expert, but I am a social media enthusiast!”

- Kelsea Ferrato

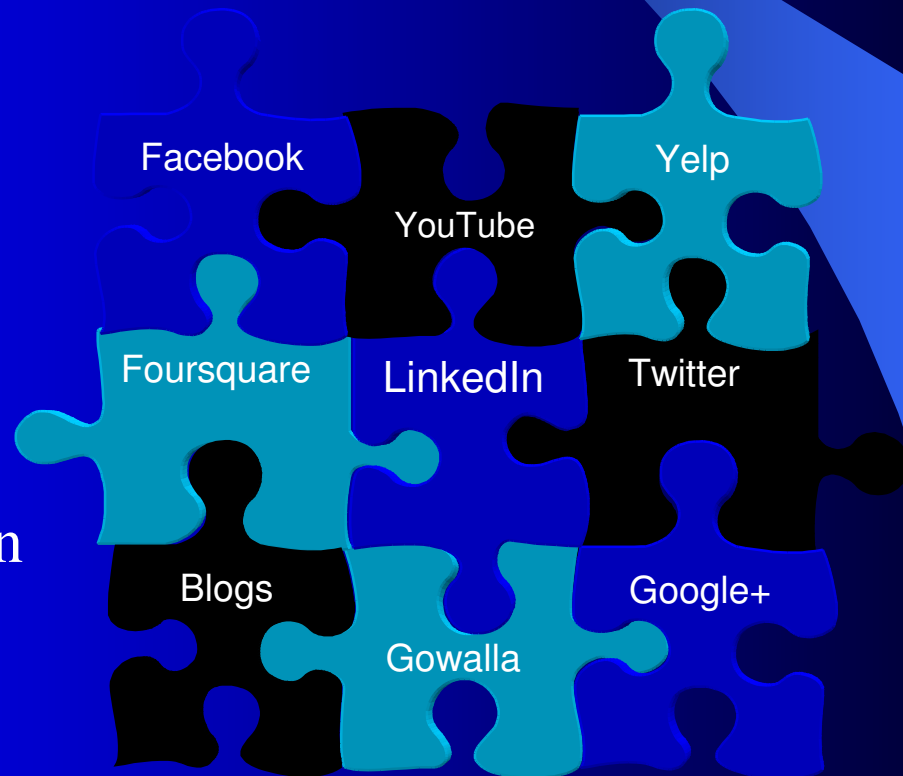
Introduction

- Today you will learn:
 - What social media encompasses
 - Why social media is important
 - How you can apply social media to your business or organization

Overview - What is Social Media?

- The most important thing to remember about social media is that its just that-
SOCIAL

Successful campaigns understand that social media offers an incredible avenue for two way communication and engaging your audience.



Why Use Social Media?

- Your CUSTOMERS are using it!
 - Four main social media sites have more than 643 million combined users
 - Social media sites are not just for teenagers and young adults
 - Facebook has an Alexa rating of 2
 - In the second week of March 2010, Facebook topped Google as the most visited site in the U.S

- Your **COMPETITION** is using it
- Social media is the most cost effective way to reach the largest audience
- Main social media sites are expected to experience growth

“ Social media sites are worldwide hangouts for everyone from Fortune 100 CEOs to clever young entrepreneurs.”

Is Social Media Right for Me?

- Social media is not right for everyone
 - Time/Commitment
 - Culture
 - Proficiency

Which social media channel(s) are right for my business/organization?

- Facebook, Twitter, LinkedIn
- What are the objectives
- Where does it fit within our strategy
- Does it make sense for our audience

Commit to Regular Activity and Monitoring

- Daily monitoring and weekly posting
- Assign someone to manage your social media campaign
- Provide wisdom and experience for you campaign manager

Facebook

- Do you want to?
 - Gain exposure to a larger audience
 - Build and maintain a more personal network
 - Connect and build relationships with your customers
 - Encourage two way discussion/feedback with your consumer base

Twitter

- Do you want to?
 - Use social media, but have reservations about the time and consistent maintenance
 - Monitor discussions about you and your brand
 - Have access to high profile individuals
 - Have a quick way to spread information virally to a wide scope of people

LinkedIn

- Do you want to?
 - Network with other business professionals in your industry
 - Use social media to help with recruitment and hiring
 - Get answers to pertinent business questions in your industry
 - Engage in social media that is more strictly professional

Content

- Social media gives you:
 - A sphere for 2-way communication and conversation
 - A way to connect with your community
 - An easy way to share mixed media content
- Do NOT only sell or self-promote

Engaging Posts and Updates

“Ideally, social media helps any business become the corner barbershop or bookstore where the owner knows each regular’s name and preferences.”

- Posts about your local community/customers/followers
- Posts about other businesses
- Photos and other media
- “@ tagging” “#tagging” and checking-in

Post Ideas

- News
- Trivia and/or Facts
- Sayings
- Questions

Media and Apps

- Apps to make updating and monitoring easier
 - Hootsuite
 - TweetDeck
 - Seesmic
 - Oomph

Media and Apps

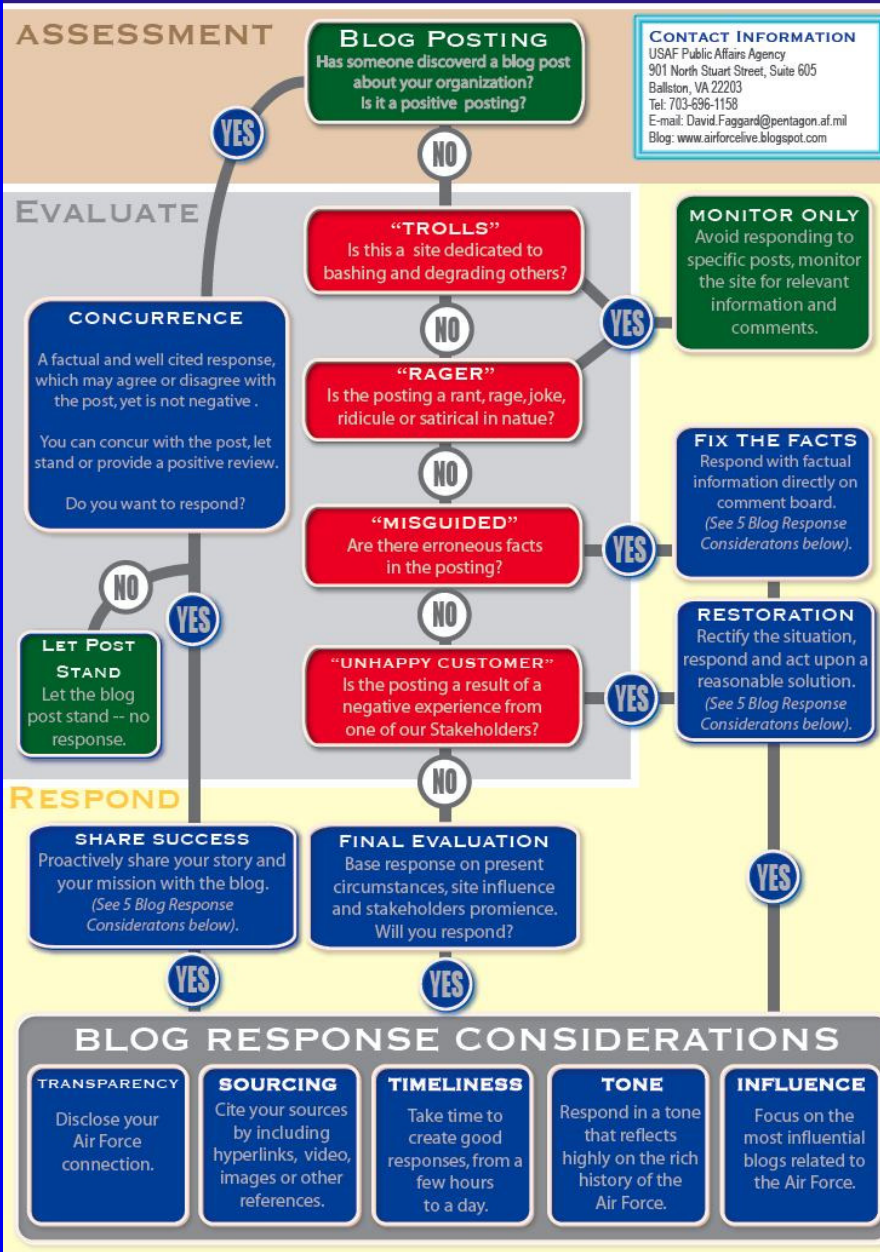
- Social media sites have incredible built-in media features and applications
 - Feedback
 - Location Based Apps
 - Classified Apps
 - Promotional Apps
 - iFrame/Custom Tabs

Negative Feedback

- Dealing with negative feedback is inevitable
 - Have the right person answering questions and responding to complaints
 - Determine whether you should respond or not *Air Force Blog Assessment
 - Don't let negative feedback turn into a Crisis – Nestle example
 - Get the conversation offline

AIR FORCE BLOG ASSESSMENT

AIR FORCE PUBLIC AFFAIRS AGENCY - EMERGING TECHNOLOGY DIVISON



Tracking and Measurement

- Measure your success by engagement
 - Post feedback/shares
 - Comments
 - Tweets
 - Event attendance

Tracking and Measurement

- Create and track promotions
- SEO ranking
- Facebook Insights
- Google Analytics

Monitor Your Online Reputation

- Monitor what others are saying about your business/organization online
 - Google Alerts/Trackur
 - TwitterSearch
 - Review Sites - Yelp/Gowalla/UrbanSpoon
 - Alexa/Website Grader

Questions?

Where to Get More Information

- Request a copy of this presentation or attend breakout session
- Books:
 - The New Community Rules – Tamar Weinberg
 - Twitterville – Shel Israel
 - Trust Agents – Chris Brogan & Julien Smith
 - Groundswell – Josh Bernoff
- Websites:
 - Mashable.com
 - Techcrunch.com
 - Readwriteweb.com
- Tutorial to set-up Facebook Page: <http://www.slideshare.net/onitz/fancy-facebook-fan-pages-a-step-by-step-guide>
- Use others in your community to brainstorm and share ideas