

# Social Media Strategies



## Basic Social Media Strategy

### Listen and Identify

- What are customers saying about you?
- Identify benchmarks
- Set Goals
- Tools:
  - Google Alerts
  - RSS/Google Reader
  - delicious
  - TweetDeck

### Engagement and Tools

- Provide useful content
- Interact and respond to your customers
- Interact with your community partners
- Seek potential customers
- Aggregate, don't aggravate
- Tools:
  - Twitter
  - Facebook
  - YouTube
  - Flickr

### Monitor and Measure

- What are your competitors doing?
- Track, analyze and modify if needed
- Track:
  - Audience
  - Engagement
  - Influence
  - Action
- Metrics should map goals

### Multimedia Tools

Twitpic: photos  
Qik: videos  
Blip.fm: music

## facebook

### Listen and Identify

What are your fans saying in page comments?  
Identify benchmarks and set goals

### Engagement and Tools

Provide useful content  
Write engaging updates  
Encourage fans to upload photos to your page  
Offer discounts for your fans  
Use RSS tools to post blogs

### Monitor and Measure

Page Manager / Facebook Insights  
Track, analyze and modify efforts if needed

## twitter

### Listen and Identify

What are people already saying about your area?  
What information do your visitors want/need?  
Track keywords

### Engagement and Tools

Provide useful content  
People love to hear about FREE events  
Provide special discounts for your twitter followers  
Interact with @replies and retweets  
Seek potential visitors and follow them

### Monitor and Measure

What are your competitors doing?  
Interactions: @replies, Direct Messages (DM)  
Message Reach: retweets  
Stats: amount of URL clicks from bit.ly or BudURL  
Google Analytics: CVB website traffic coming from twitter  
Activity: stats from Twitter Grader or Tweet Stats  
Always **analyze** and **modify** efforts for best results

# Measuring Social Media



## Keys to Success:

**Identifying Objectives:** Start with understanding what you want to accomplish. Objectives will drive metrics. For example: Are you trying to sell more rooms? Do you want to bring more people in for a specific event? Do you want to create PR opportunities for your destination?

**Defining your Key Performance Indicators:** If you were specific enough when identifying objectives this should be easy.

For example: If growing awareness about your destination as a wine region is a strategic goal, click-throughs on "wine-tweets" can be a good metric. If you targeting out of town visitors the location of your followers is really key. Getting more followers locally does not help that goal and you should be using Twitter tools that analyze the geographic distribution of your followers to see if you are on the right track.

**Defining your benchmarks:** Before you start don't forget to measure where you are at now.

Examples of benchmarks are: Number of Facebook fans, Twitter followers, Digg links, Delicious bookmarks, referrals from social media sites, plus existing website traffic, search engine rankings, how much time and money you spent on traditional marketing.

**Measure and analyze:** See where you are now comparing to your benchmark and your goals. See what can be changed and improved. Act upon it.

## Useful Tools:

Google Analytics, Web Trends, Technorati, Radian6, Nielsen Buzz Metrics, Twinfluence and other Twitter tools, URL shorteners such as budurl.com

## Measuring Tips:

### twitter

- Number of followers
  - Number of updates
  - Number of click-throughs on tweeted URLs
  - 3<sup>rd</sup> party measurement tools (Grader, Twinfluence etc.)
- To successful measure engagement it is absolute paramount to use a URL shortener that allows clicks to be tracked. Once you select a shortener stick to it.

### facebook

- Facebook offers very comprehensive, free analytics tools (Facebook Insights). GoSeeTell suggests measuring the impact of the Facebook activities based on the following metrics:
- Number of fans
  - Fan demographics
  - Fan interactions



Facebook is a **social utility** that connects you with the people around you.

## Keys to Success:

**Page Name:** The name you give your Page is permanent, so make sure it's the one your fans and customers will recognize.

**Profile picture:** Make sure to choose a good quality profile picture that best represents you. Make sure the image is still clear when reduced to thumbnail size.

**Content:** Make sure the content you put out there is engaging and useful. Try to use different types of content (pictures, videos, links). It is best to develop a content strategy and a publishing schedule.

**Participation:** If you want your fans to come back, update your page regularly (at least once per work day). Keeping the content fresh will help to start conversations. Engaging in the conversation is the key. When your fans interact with your Facebook Page, stories linking to your Page can go to their friends via News Feed. As these friends interact with your Page, News Feed keeps driving word-of-mouth to a wider circle of friends.

### Measure it!

Facebook offers very comprehensive, free analytics tools (Facebook Insights).

GoSeeTell suggests measuring the impact of the Facebook activities based on the following metrics:

- Number of fans
- Fan demographics
- Fan interactions

#### **Reminder:**

any information you share on Facebook will be in their archives forever, so it is easier to add information than to take it away. Feel free start with minimal information and expand upon it as you become more comfortable with the site.

#### **What is it?**

- Social networking site
- Keep up with friends and family
- Reconnect with classmates and colleagues
- Share photos and videos

#### **-Who uses it?**

- Anyone looking to connect with:
  - Friends
  - Family
  - Groups
- Anyone looking to show their support of:
  - Companies/ Non-profits
  - Destinations
  - Sports Teams

#### **Why is it special?**

- Over 300 million users, volunteering personal information regarding their interests, location and lifestyle
- Worldwide community

#### **What does it offer for the tourism and travel sector?**

- Create fan pages
- Initiate viral marketing efforts
- Connect with your destination's greatest enthusiasts

#### **-How does it work?**

- Sign up for a free account
- Fill out your profile
- Import a picture
- Start connecting



### What is it?

- Micro-blogging site
- Users have 140 characters to compose a message
- Updates are broadcast to their entire network

### Who uses it?

- Early adopters in the tech / web sector
- Bloggers and people who used to blog before twitter
- Companies that want to update and interact with customers

### Why is it special?

- Simple user interface
- Highly addictive
- Free
- API that allows integration of content into twitter and vice versa
- Information exchange is more open

### What does it offer for the tourism and travel sector?

- Find out what people are saying about your product or region (e.g. twitterscan)
- Send out updates without having to set up a blog
- Follow people who are opinion leaders in your area
- Push content like calendar of events to the Twitter platform

### How does it work?

- Sign up for a free account
- Start creating tweets
- Search for people who are using twitter already
- Follow the people you find interesting

## Keys to Success:

**Content:** In order to be successful on Twitter you have to provide value to readers. Always think whether the tweet you are about to send is relevant to your followers. The more and better information you provide, the more people will come to you. Develop a content strategy and stick to clearly defined themes.

**Tweets:** The tone of the messages should be conversational but not too casual. Abbreviations, acronyms and special characters should be avoided. Always keep your audience and objectives you are trying to pursue in mind. Composing the Twitter messages ahead of time/ "pre-tweeting" is a good practice that will help you be more efficient and create high quality tweets.

**Participation:** listen to others, tweet often, quote someone's tweets (retweet), ask for feedback. When you find someone tweeting about your destination or product respond to them, this will build engagement and brand loyalty.

### Search:

- Find tweets about your destination by using twitter search.
- Find fellow tweeples by subject/industry by using Twellow - also you are able to submit your profile to this site, so more users find you.
- Hashtags are similar to tags, they make it easier to search for a specific topic. This is how a hashtag looks like #hashtag.

## Measure it!

GoSeeTell suggests to measure the impact of the Twitter activities based on the following metrics:

- Number of followers
- Number of updates
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- 3<sup>rd</sup> party measurement tools (Grader, Twinfluence etc.)

To successfully measure engagement it is absolute paramount to use a URL shortener (e.g. bud URL) that allows clicks to be tracked. Once you select a shortener stick to it.