

Facebook & Twitter



Strategy, Set-up, Applications and Tools

Anne Hornyak
@anneh632

What is Social Media?

□ What is Social Media?

- Public Relations
- Customer Service
- Loyalty-Branding
- Collaboration
- Networking

□ Social Media Rules:

- #1: Listen
- #2: Engage
- #3: Measure

Social Media Strategy

□ Listen and Identify

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

Social Media Strategy

□ 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

Social Media Strategy

□ Monitor and Measure

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

□ Get Social!

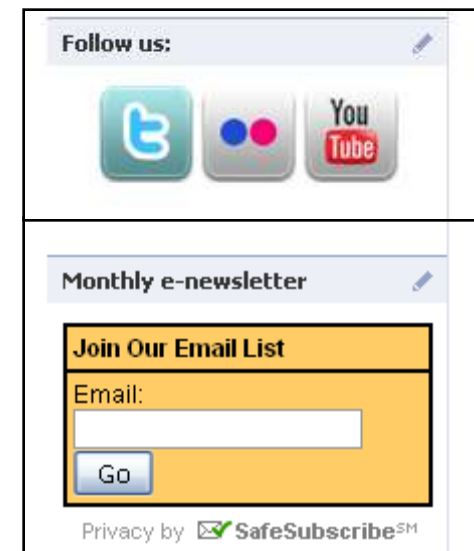
Facebook

- “A social utility that connects you with the people around you”
 - 250 million+ active users
 - 120 million+ users log on to Facebook at least once each day
 - The fastest growing demographic is those 35 years old and older
 - More than 8 million users become fans of Pages each day
- Create a Page for your Business
- Update your page by adding events, images, new attractions and contests
- Facebook updates have longer shelf-life than twitter updates

Stats from Facebook, August 2009

Elements of a Facebook page

- ❑ Create a vanity URL (25 fans)
 - www.facebook.com/username
 - Easy to advertise your FB page in print and radio
- ❑ FBML (Facebook Markup Language) Box
 - Use to create html designs for your page
 - Will automatically display in "Boxes" tab
 - ❑ Can be moved to separate tab
 - Can be placed on wall (left column)
 - Examples:
 - ❑ other social media icons such as twitter, Flickr group/photostream, YouTube Channel, website, etc.
 - ❑ E-newsletter sign-up
 - ❑ iBrochure



Elements of a Facebook page

- Favorite Pages
- Flickr Badge
 - Automatically updates
 - Put on wall for visual impact
 - Display your photos from a photostream, Flickr group, those marked as “favorites” or specific sets
- Social RSS
 - Blog postings, Flickr group/photostream, other RSS feeds
- YouTube box
- Resources: Creating a Facebook page (part 1 & 2)
<http://bit.ly/FBpages> - <http://bit.ly/FBpage2>

Facebook Events

- ❑ Hosts 3 million event listings each month
- ❑ Mashable FB Events Guide: <http://bit.ly/FBevents>
- ❑ How to:
 - Create an event listing
 - ❑ Privacy options: Open events can be seen by anyone, and anyone can RSVP or invite others to the event, regardless of whether they had been invited in the first place
 - ❑ Event Details: Event wall, show guest list, invite friends
 - Manage and promote your event
 - ❑ Send messages to those who have attended urging them to invite friends and help spread the word.
 - ❑ Guests can click the “Share” button to send a message about the event to friends.
 - ❑ Promote event with an ad

Facebook Strategy

- 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 so fans will interact with comments and “likes”
 - 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
 - Export data from Insights for tracking
 - View fan demographics
 - Track, analyze and modify efforts if needed

Twitter Basics / Lingo

□ Basics

- A social micro-blogging service
- Users write and read "tweets"

□ Lingo

- Tweet: message on twitter, 140 characters
- Retweet (RT): repeating & crediting what someone else posted
- Direct Message (DM): private message
- Reply (@username): captures attention of who you want to talk to
- Followers: people who choose to subscribe to your tweets

Etiquette & Best Practices

□ Twitter Etiquette

- Don't be salesman-y
- Interact with your followers
- Respond often
- Follow most people back
- Be generous with your Retweets

□ Best Practices

- Let your profile speak for itself
- Maximize your efforts with Twitter applications
- Provide positive insights about your attraction
- Find your community and bring it to you
- 140 characters of fun

Hashtags

- #subject
- Track a conversation, special subjects or trends
- Search on twitter, TweetDeck or other applications
- Use sparingly
- Examples:
 - #followfriday or #FF
 - #MusicMonday
 - #Halloween
 - #dmmi09 (conference)
 - #eventprofs
 - #tourismtip
 - #askchicago

Twitter Tools

- ❑ BudURL www.budurl.com or bit.ly www.bit.ly
 - Makes a long URL short, trackable
- ❑ FriendorFollow www.FriendorFollow.com
 - Clean up your list of followers/friends
 - Export list of followers into excel
- ❑ EasyTweets www.easytweets.com
 - Automatically tweet RSS feeds
 - Schedule future tweets
- ❑ TweetDeck www.tweetdeck.com and HootSuite www.hootsuite.com
 - Organize, update, and manage @replies, tweets, direct messages and retweets
 - Search for keywords and hashtags
 - Create groups of followers in separate columns

Multi-Media in Twitter

□ TwitPic

■ Share photos

- twitpic.com
- TweetDeck
- Cell phone

- Email image to your special twitpic email address
- Enter caption in email subject line

□ Qik

- Share mobile live videos from your iPhone or Blackberry
- Interact with viewers through live comments (iPhone)
- Automatically send the video URL to twitter or Facebook

□ Blip.fm

- Share Music

Twitter Strategy

□ Listen and Identify

- What are people already saying about your area?
- What are your competitors saying?
- What information do your visitors want/need?
- Track ALL the possible keywords
 - [city name] + hotel
 - [city name] + recommendation
 - [city name] + restaurant
 - [city name] + ideas
 - [city name] + tips
 - [city name] + wine
 - [city name] + shopping
 - [city name] + cool
 - [city name] + awesome

Twitter Strategy

□ Engagement and Tools

- Provide useful content
 - People love to hear about FREE events
 - Promote your events
 - Provide special discounts for your twitter followers
- Interact and respond to your followers with @replies
- Interact with your community partners
 - Retweet posts from @enjoyillinois about your area
 - Find others tweeting in your area
- Seek potential visitors and follow them
- Aggregate, don't aggravate
 - Tools can maximize results & minimize efforts
- Prominently place a twitter button/widget on your website and e-newsletters
- Be engaged in the conversation
- Be authentic

Twitter Strategy

□ Monitor and Measure

- What are your competitors doing?
- What are your community partners doing?

□ Track, analyze and modify if needed

- 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
- Keep weekly track of @replies & retweets
- Compile stats monthly/quarterly
- Always **analyze** and **modify** efforts for best results

Contact Info

Anne Hornyak

@anneh632



(219) 743-5392

anne@goseetell.com

www.facebook.com/annehornyak

www.linkedin.com/in/annehornyak