

Planning 2.0

Utilizing Social Media

Anne Hornyak
@anneh632

Basic Social Media Strategy

- Listen and Identify
 - What are customers saying?
 - Search for keywords & identify benchmarks
- Engage
 - Provide useful content
 - Interact and respond w/customers & community
- Monitor and Measure
 - Are you receiving positive results?
 - What are your competitors doing?
 - Track, analyze and modify 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 tweet



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



Twitter Strategy

- Listen and Identify
 - What are people already saying?
 - What information do your visitors want/need?
- Engagement and Tools
 - Provide useful content (events, discounts, etc)
 - Interact and respond; be engaged in the conversation
 - Aggregate your efforts, don't aggravate
- Monitor and Measure
 - What are your competitors doing?
- Track, analyze and modify if needed
 - Track interactions: @replies, retweets, Direct Messages
 - Stats: amount of clicks from trackable link shorteners
 - Check your website stats: traffic coming from twitter?



Facebook

- 250 million+ active users
- 120 million+ users log on at least once/day
- The fastest growing demographic is 35+ years
- More than 8 million users become fans of Pages each day (Stats from Facebook, August 2009)
- Create a Page for your business
- Create a Group for your organization
- Examples of page updates: events, images, new attractions, contests
- Page updates have longer shelf-life on Facebook than on twitter

facebook

Pages vs. Groups

- Personal vs. Corporate:
 - Facebook Groups are set up for more personal interaction
 - Groups are directly connected to the group admins
 - Groups list the admins' names; Pages do not
- Email vs. Updates
 - Group admins can send messages to the group members that will appear in their inboxes
 - Page admins can send updates to fans which appear in the "Updates" section of fans' inboxes (no email)
- User Control:
 - Groups offer a permissions settings option so that new members have to be approved. Similar to a private club
- Mashable Pages vs. Groups: <http://bit.ly/PageGrp>

facebook

Elements of a Facebook Page

- Create a vanity URL
 - www.facebook.com/username
- FBML (Facebook Markup Language) Box
 - Use to create html designs for your page
- Favorite Pages
- Flickr Badge
- Social RSS
 - Blog postings, Flickr group/photostream, other RSS feeds
- YouTube box
- Encourage fans to upload photos
- Write engaging updates so fans will interact with comments and "likes"

facebook

Facebook Events

- Facebook hosts 3 million event listings each month
- Mashable FB Events Guide: <http://bit.ly/FBevents>
- Event Listing Basics
 - Create an event listing
 - Invite people
 - 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
 - Number of fans, comments, interactions, photos, etc.
- Engagement and Tools
 - Provide useful content
 - Offer discounts for your fans
 - Use applications (FBML, Flickr badge, RSS)
- Monitor and Measure
 - Export data for tracking
 - Track, analyze and modify if needed

flickr

Flickr

- Free photo sharing website
- Photostream
 - Create sets to organize your photos by themes or locations
 - Add descriptions and keyword tags to each photo
- Create a group for Flickr users to share their photos
 - Share content and conversation
 - Invite your Flickr contacts and friends to the group
 - Search for photos and invite them to be added to your group (link available under the photo's comment box)
 - Be active with comments and discussions

flickr

Flickr Strategy

- Fill out your profile completely
- Become "Flickr contacts" with other users
- Interact by writing comments
- Create Flickr Galleries
- Join and participate in Flickr groups
- Search for photos and mark some photos as "favorites"
- Track stats: amount of photos, views and contacts
- Analyze the referring sites to your photostream

YouTube



- User-generated videos
- Create a YouTube Channel and customize the background image / color scheme
- Embed YouTube videos into your website, Facebook page, blog, etc.
- Features sharing capabilities: email, Facebook, MySpace, Twitter
- Create a slideshow video from still photos
 - Microsoft's Photo Story
 - Animoto.com

YouTube Strategy



- Fill out your profile completely
- Customize your channel
- Mark related videos as "favorites"
- Subscribe to related channels in your area
- Track video stats: amount of videos, views, referrers, etc.

RSS (Really Simple Syndication) Feeds



- RSS = Tivo for the web
- RSS is a family of feed formats used to publish frequently updated works in a standardized format
- Readers can subscribe to timely updates and read in an RSS Reader
- Google Reader
 - Keep track of your favorite website
 - Stay up to date
 - Simplify your reading experience
 - Discover new content
 - Use Google Reader on any computer

Social media in PR/Media Relations

- Single consumers are Powerful
- Fewer journalists, more bloggers
- DIY Reporting
 - Every journalist has a community of followers
 - Every journalist has a camera/video (Smart Phone) and blog
- Take simple steps to increase effectiveness of Inbound PR
 - Integrate social tools and make it easy for them to make news
 - Make newsroom searchable, sharable (via ShareThis) and watchable

How to begin Social PR

- STEP ONE
 - Monitor social media (and join in)
 - Develop message plans
 - Map out your influencer network
- STEP TWO
 - Develop your conversation platform (Travel Blog; Event Blog)
 - Proactive Blogger relations
- STEP THREE
 - Extend conversation platforms
 - Take online relationships offline
 - Measure, refine and repeat

Contact Info

Anne Hornyak
 Twitter: @anneh632



(219) 743-5392
anne@goseetell.com

www.facebook.com/annehornyak
www.linkedin.com/in/annehornyak
