



W E I S E
COMMUNICATIONS

Social Media 101

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What is Social Media?

Social media is the production, consumption and exchange of information through online social interactions and platforms.

Where to Start?

- Social media monitoring
 - What is being said about your brand in SM?
 - Search engines
 - Twitter, Facebook, LinkedIn searches
 - Alerts
 - Social media monitoring software

Are you ready for SMM?

- My company has clear, achievable goals for social media?
- We have the human resources to commit to social media (or ability to outsource)
- We produce, or can produce, enough quality content to sustain social media conversations
- We know which social media sites are popular with our prospects, customers, patients, audience
- Our company website is prepared for social media attention
- We're ready to incorporate social media strategies throughout the buying process/sales process

Laying the Foundation

ACTION ITEM:

Develop a Social Media Plan

Social Media Plan

- Who are you targeting with social media?
 - Where are they active and what are they talking about?
- Goals -How can you deploy social media tactics for measurable success?
 - Specific social media tactics and key metrics for each.
- What goals or objectives do you want to accomplish?
 - Short-term and long-term objectives

Laying the Foundation

ACTION ITEM:

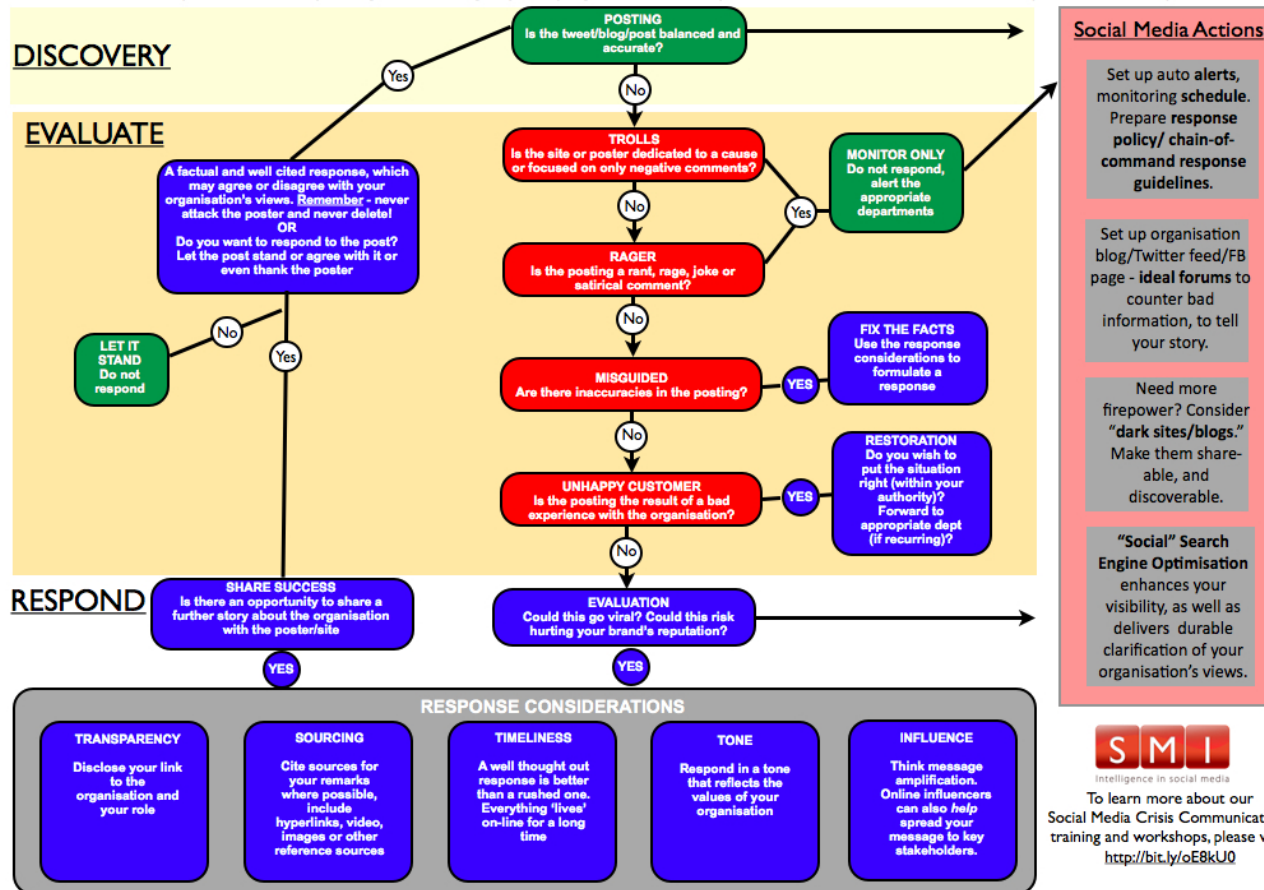
Develop a Social Media Policy

Social Media Policy

- Define what social media means for your company
- Set up a basic set of ground rules
- Address how employees, contractors and consultants should engage with and contribute to social media
- Develop specific strategies for negative posts and proper responses

Social Media Policy - Crisis

Monitoring social media on behalf of an organisation is key to on-line reputation management. But not every on-line mention requires a response. Here is a decision tree to help communicators decide on action - or inaction - when they, or someone else in their organisation, sees a potentially damaging comment or report. Plus, at right, we offer the Social Media action points to enhance your digital monitoring/response programme. It builds upon the US Air Force Public Affairs web response assessment process.



Fundamentals for SMM

- Identify SM tactics
- Choose your social media identity/voice
- How will you represent brand? Should be consistent with SM Policy
 - Company/brand or personal?
 - Secure names on social sites
- Enable social sharing - make it easy
 - On website, blog and social media pages

Tactics

- Blogging
- Microblogging
- Social networks
- Online videos
- Presentation and document sharing
- Bookmarking
- Photo sharing
- Podcasting

Blogs

- Many of your most qualified leads are readers of your blog
- Educate prospects for lead generation and nurturing
- Thought leadership
- Avoid the hard sell
- Adds a human touch to your web presence
- Organic SEO
- Don't forget about commenting

Blogs - Key Metrics

- Number of posts
- Audience growth- unique and repeat visits
- Number of conversations
- Conversation rate
- Subscribers
- Inbound links
- Technorati, Alltop and other directory listings
- SEO improvements

Microblogging

- Twitter, Foursquare and Google Buzz
- Ultra-brief blogging
- Real-time insight into your business in a digestible way

Microblogging - Key Metrics

- Number of friends/followers
- Second-order followers (follower's follower count)
- Social Capital (Klout)
- Retweets, mentions and conversations
- Ranking on key terms from site

Twitter Tips

- Find people to follow by importing your contact databases.
- Broaden by following those that your followers are following.
- Follow people that your competitors are following.
- Do a search for experts in the field who are tweeting.
 - Wefollow.com, Twibes.com
- Follow back
- Use keyword searches
- Use a Twitter client applications
 - TweetDeck, Hootsuite and Twhirl

Twitter Tips

- Tweet a few times a day
- Focus on relevant content
- Asking for retweets
- Use hashtags
- Avoid automatic direct messages
- Keep tweets below 140 characters
- Use Twitter lists to find, group together, and follow like-minded users

Foursquare

- Location-based social network
- Allows users to share with friends where they are going, what services they are using
- Ability to offer specials to patrons, encourage new patrons

Fourquare Tips

- Claim your locations
- Add photos
- Leave tips
- Create a partner badge

Facebook

- Create awareness, build the brand, promote thought leadership, manage events
- Manage reputation, increase engagement
- Pages: create loyalty, share enthusiasm, build awareness
- Increase SEO, pages are searchable
- Consider groups for more controlled sharing

Facebook Tips

- Take advantage of the privacy profiles to manage your content
- Updates can be used to demonstrate thought leadership
- Keep updates fresh, interesting and insightful
- Use the events to encourage participation
- Link your homepage to your Facebook Page
- Use your brand name on your Page
- Get Likes to accumulate links

LinkedIn

- Social networking for professionals
- Perfect for B2B
- Focus on education, work history, companies and professional interests
- Use shared connections to make introductions
- Build a group around specialization or core competencies

LinkedIn Tips

- Only connect with people you actually know
- Send an invitation soon after your conversation
- Make profile as complete as possible
- Try to get recommendations
- Pay attention to the network updates
- Research groups
- Promote events, ask and answer questions.

Facebook/LinkedIn - Key Metrics

- Referrals
- Connections
- Interactions/conversations in group and fan pages
- Members of groups and fan pages

Video Sharing

- YouTube, Vimeo and Viddler
- Increase awareness, demonstrate thought leadership and drive new business
- Improve your SEO
- Generate leads - use links to offers for additional content like white-papers, webinars at end of video
- Publish videos on landing pages and website

Video Sharing - Key Metrics

- Referrals
- Views of the videos
- Page ranking on key terms
- Subscribers to video channels

Pitfalls to Avoid in SMM

- Don't dive into social media unless you're ready.
- Don't be a big brag.
- Don't be afraid to try social media just because it doesn't rely on traditional metrics you're used to.
- Don't only use social media sites as advertising opportunities.
- Don't assume every social media site is good for your business.

Measurement and ROI

- Measurement and reflection is key
- Measure both key metrics and track content
- Evaluate your plan at measured intervals to constantly improve



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