

# *Getting Social!*

//A Brief Introduction to Social Media//



# Part 1: Introduction to Facebook

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## Welcome

At this point, you have heard of social media and inbound marketing. Maybe you experimented with Twitter and checked out your kids' Facebook profiles, and you can see the value for people who want to make sure they're all at the same bar on Saturday night, or want to know what Kim Kardashian is doing right now. But why does any of this matter to you or your business?

Social media and inbound marketing are increasingly important assets for businesses to be easily found by and engage with potential buyers/clients online. Think about the way you find information about products and services – are you watching TV ads? Going through your junk mail? Or are you going to a search engine or a friend? People have gotten better and better at ignoring marketing messages with PVRs, caller ID, and spam filters. Instead, over 90% of consumers go to Google and social networks to look for answers to their questions. The question for you is: will you be there to answer?

Facebook is not a waste of time, or a community just for college students. Facebook is a tool for connecting people with those around them. Marketers have an opportunity to use Facebook to expand their online footprint and engage with customers directly, this can have a huge impact if used correctly.

Yes, it can be difficult to figure out what you can and should do. And yes, it can be quite a feat to convince your boss to let you incorporate Facebook or a larger social media strategy into your marketing plan. Or if you are the boss, it's even more difficult to convince yourself that Facebook for most people is not annoying, or a waste of time, but is a communication tool used every day.

## What Is Facebook?

Facebook is a social utility for connecting people with those around them – friends, family, coworkers, or simply others with similar interests. Facebook started in 2004 as a closed community for college students (requiring users to sign up with a valid university email address) but has since expanded beyond that to to any user across the world. Facebook allows users to connect and share information in a variety of ways.

## Why You Should Care:

Facebook has **802 million daily active users**, up 21 percent from the first quarter of 2013. It also has 609 million mobile daily active users, up 43 percent, 1.28 billion monthly active users, up 15 percent year-over-year, and 1.01 billion mobile monthly active users, up 34 percent year-over-year. \*reported April 23, 2014

Think your customers aren't on Facebook? Think again!

## Business Goals for Using Social Media:

- Get found by people who are searching for your products or services
- Connect and engage with current and potential customers
- Create a community around your business
- Promote other content you create, including webinars, blog articles, or other 'free' resources

## Personal Accounts vs. Business Accounts

On Facebook, Profiles are meant for people and Pages are meant for businesses. To fully engage and leverage Facebook's features, you should create a personal profile. If you're worried about privacy, or balancing business and personal contacts, we'll cover that.

What **not** to do with your personal profile: Do not create a personal profile for your business.

**Profiles are for people, Pages are for businesses.** Facebook is building significant new functionality for businesses, and all of this functionality is only available to Pages. They are in the process of rolling out a new Page design any day now. We'll do an update when that happens!

There are a few key differences between Business Pages and Personal Profiles:

- Pages allow you to designate multiple administrators, so that you can have multiple people help manage the account, and if one of your administrators leaves the company, you can still have control over the Page. You can also limit what they can do, and manage posts to see what employees are posting.
- Pages are, by default, public and will start ranking in Facebook and public search results. (Yes, that means when you Google your company your Facebook page will also show up)
- Pages are split into different categories (local businesses, brands, musicians, etc.) that help you get listed in more relevant search results
- Personal profiles have friends, which require mutual acceptance, whereas anyone can become a fan of your Page without first going through administrator approval.

Worried about privacy? Facebook is very flexible in letting you control your exposure on Facebook.

## Getting Started (Personal)

\_\_\_\_ Sign up for a personal Facebook Account

\_\_\_\_ Edit your profile

-Add basic Information

-Add profile picture

\_\_\_\_ Connect with friends

-this will help grow our business page audience

\_\_\_\_ Set privacy settings

## Getting Started (Business)

- \_\_\_ Set profile image
- \_\_\_ Set timeline image
- \_\_\_ Add company information
- \_\_\_ Custom URL
- \_\_\_ Add administrators
- \_\_\_ Add content
- \_\_\_ Schedule posts

### Promoting your page:

- \_\_\_ 'Suggest' to your friends to follow the page
- \_\_\_ Run a Promoted page and post campaign
- \_\_\_ Link to website
- \_\_\_ Post engaging content that promotes (like/comment/share) and utilize 'hashtags'
- \_\_\_ 'like' pages of other business' that you deal with
- \_\_\_ Add Facebook link to email signature of employees
- \_\_\_ Email current clients with your Facebook page info
- \_\_\_ Review analytics

One of the biggest things is that your page will not be visible unless the following things are happening:

1. Consistent new page 'likes'
2. People engaging in content (like/comment/share)
3. Paying to advertise and 'boost' your posts

## Part 2: Introduction to Twitter

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Twitter seems to carry the following stigma:

- a) Isn't it all about celebrities?
- b) How do you find the time?

c) It's it for hipsters & kids?

This is unfortunate, because Twitter is a valuable resource for businesses. If you're allowing inaccurate stereotypes to deter you, you're missing out. First of all, you have to understand what Twitter is. It's like a news broadcast. People all over the world are continually emitting tweets (very short messages) any of which can be viewed by anyone.

You select what you want to see. There are two ways of doing this. The default method is to 'follow' particular people or organizations that tweet. Their tweets then appear in your timeline, which appears as a scrolling list when you open your Twitter page. The other method is to search for tweets that include a particular word that is hash tagged – this is personally my favorite thing about Twitter, search a topic and see what everyone is saying about it!

If you want news about celebrities, there's plenty out there. But if you want information of a different kind, you can follow organizations such as government bodies (City of Calgary) and civic service providers (Calgary Police Service) Most organizations, newspapers, radio stations, and other media outlets are on Twitter, and by following them you have an up-to-date news stream about their activities.

It's OK to be a purely passive user of Twitter, follow people you interest you, and search topics if you are looking for something specific. Many tweets are messages pointing to a link, which may be a newspaper article, blog entry, photo etc. This is where Twitter is such a useful resource for businesses because you can point your consumer to interesting information online.

Many people remain as passive users, but you'll get much more out of Twitter if you use it actively and emit your own tweets. Twitter is a great way of informing people, but there's a catch: you need to have followers.

## Getting Started

\_\_\_ Set profile image

\_\_\_ Set background image

\_\_\_ Add company description

\_\_\_ Custom URL

\_\_\_ Link to Facebook (therefore do not need to post twice)

## Promoting Your Page:

\_\_\_ Run a promoted Tweets campaign

\_\_\_ Join a discussion

\_\_\_ Create a generic 'Thank you for following us' message that you can tweet weekly/daily

\_\_\_ Re-Tweet relevant Tweets to your industry

\_\_\_ Link to website

\_\_\_ Tweet engaging content that promotes (favorite/reply/re-Tweet) and utilize 'hashtags' for more visibility

\_\_\_ 'Follow' pages of other businesses that you deal with

\_\_\_ Add Twitter link to email signature of employees

\_\_\_ Email current clients with your Twitter page info

## Part 3: Introduction to LinkedIn

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People who use LinkedIn are usually looking to: find a job/clients, hire or partner with new people, keep tabs on their business acquaintances, and network, or more specifically, become visibly active in professional communities that matter to their long-term career goals.

When it comes to finding employment or employees, LinkedIn offers easy to use search tools that let you drill down by various factors. You can search for people or companies by location, field of expertise, skill level, and even keep the search to people within your network or who are only one degree removed (in which case, you can request an introduction from the mutual contact).

Premium users of LinkedIn (from \$19.95 per month) get a few special features not found in the free account. Premium Search tools, for example, is a benefit for paid members. They give you much greater leverage with the search functionality as well as better insights into the results. Premium users can also set up alerts that flag when a profile meets some saved search criteria. For additional details about the different account types, see LinkedIn's upgrade comparison chart.

## Getting Started

- \_\_\_ Set logo image (main)
- \_\_\_ Set logo image (square)
- \_\_\_ Set header image
- \_\_\_ Add company description & other info

## Gaining Followers:

- \_\_\_ Add LinkedIn link to email signature of employees
- \_\_\_ Email current clients with your LinkedIn page info
- \_\_\_ Link to website
- \_\_\_ Post engaging content that promotes (likes/comments)
- \_\_\_ Have all employees sign up for a personal LinkedIn account and add your company as their employer