

The Social Media Cheat Sheet

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Agenda

- Social Media Stats
- Social Media Cheat Sheets
- The Mobile Factor
- How to Create Your Social Media Strategy

What is Social Media To You and Your Business?

Becoming A Social Business

Integrating social networking tools throughout your company to deepen customer relationships, generate new ideas faster, identify expertise and enable a more effective workforce.

Who is using Social Media?

Ipsos survey, 2011:

- 50% of all Canadians have a social networking profile
 - 86% of 18 – 34 year olds
 - 62% of 35 – 54 year olds
 - 43% of 55+
- 48% of smartphone users use their phones for social networking (29% the year before)

Social Media Leaders

- Facebook is most popular with 86%
- In 2009, less than 1% of Canadians used Twitter. 2011, 20% are using it.
- LinkedIn has grown from 6% in 2009 to 14% this year.
- Google+ is making inroads. 40M users worldwide only a few months after launching. Opened to public Sept 20.

Social Media: Our Perspective

- Is the simplification of the ever present conversation between:
 - You and Your Customers
 - You and Potential Customers
 - You and Your Employees (larger companies)
 - You and your Demographic (focus group)
 - Your Customers with Each Other
 - You Potential Customers with Existing Customers
 - You and Your Peers
 - You and Your Providers

Cheat Sheets

Facebook Overview

- Facebook is the largest consumer social networking site. It's success is built on providing easy and simple communication between friends, acquaintances and family with regards to day-to-day updates and life moments.
- **Business Uses:**
 - An effective branding tool that ensures your brand is associated to the proper demographic, so you are top of mind for consumers.
 - Means of collecting customer feedback and input
 - Ability to create customer databases
 - Promotional tool for product releases, special offers, etc

Understanding Facebook

- **Personal Page:** Facebook accounts set-up by individuals for personal use.
- **Business Page:** Facebook accounts set-up by businesses for commercial use. Can create pages for various types of businesses, products or causes.
- **Likes:** Term used when a Facebook user follows a page or recommends a website's content.
- **Wall:** The main content area of a Facebook page that displays comments, actions and interactions with respect to the page owner.
- **Feed:** The landing page when users login which displays all the recent activity by users in their network.
- **Fangate:** Ability to create content that can only be seen by users "liking" your page.

Facebook Tips

- Secret to Facebook is how do you target your demographic with a conversation or topic they enjoy.
- The power of Facebook is the potential for viral growth of your page through “likes” and comments on your content.
- Facebook tools allow you to go a step further to provide the ability to like pages on your website, thus a Facebook strategy does not need to include a Facebook page (although benefits are usually short-lived, as no long term relationship is created)
- A Facebook strategy must include a growth of your followers, although organic growth is great, spending money and time and hoping for the best can be dangerous.
- Editorial calendar and proper resourcing is essential to a long-term success.
- Be conscious of updates: fresh content is important, however over posting can lose you likes

Twitter Overview

- Microblogging tool with a 140 character limit that allows you to follow updates and be followed by Twitter users.
- **Business Uses:**
 - Build reputation of industry expertise
 - Customer Feedback – complaints, FAQs
 - Variable Product Promotion – food truck, restaurants, etc
 - Market Leadership – tweeting about industry, creating personality, leading edge
 - Networking: following people you want to follow you
 - R&D and Lead Generation: following hashtags to see what people are talking about and source clients

Understanding Twitter

- **Tweet:** A microblog up to 140 characters long.
- **Tiny URL:** A shortened URL to make efficient use of your characters.
- **Hashtags:** used with a # in front of word to ensure anyone searching that topic can find relevant content easily and is aggregated.
 - #occupywallstreet
 - #kitchener
- **Retweets (RT):** A means to share interesting tweets from people you are following.
 - RT: @ChipotleTweets Check out our latest video
- **Searching Twitter:** use hashtags and terms pertinent to your industry or find out what people are saying about your company
- **Twitterwall:** A tool used at events to display tweets that uses hashtags to filter appearing content.

Twitter Tips

- Complete your bio!
- Follow people you want to follow you
- Create interesting tweets before following others
- Keep it short – although you have 140 characters, studies have shown 80 characters or fewer get a higher engagement
- Provide incentives to be followed
- Encourage retweets that increase exposure and clicks back to your profile
- Put your twitter profile everywhere & give reasons to follow you
- Leverage offline opportunities such as events to gain followers

LinkedIn Overview

- B2B social network, tool for one-to-one business relationship building
- **Business Uses:**
 - Networking with peers, colleagues, clients, 3rd party providers
 - Building expertise
 - Headhunting
 - Research & Development
 - Following other companies

Understanding LinkedIn

- **Public Profile vs Private:** User driven settings that allow you to determine what information others see about you when they are logged in or not logged in.
- **InMail:** Paid service access that allows you to directly contact LinkedIn members. Primarily used for headhunting or making new business contacts.
- **LinkedIn Today:** Provides updates on all the actions of people in your network, from profile changes to blogs post and is excellent for keeping up to date on career changes of you “buyers”

LinkedIn Tips

- Keep your profile updated
- Continue growing your contacts
- Join professional associations
- Build your expertise with content
- Use the search functionality to find target customers (leverage in-mail or cold calls to contact) – Search by city, job title, keywords and more
- Create a business page: Excellent to promote your company as a good place to work and allows employees to associate with your business page.

YouTube Overview

- YouTube is an online video sharing platform that is an excellent means creating viral conversations
- Accounts for approx 6.6 billion videos viewed by Canadians online in Q4 2010
- Substantial increase in video consumption via blogs (581% increase from 2009, 9B to 64B views)
- **Business Uses:**
 - Branding
 - Product Information
 - Vlogging (similar benefits to blogging)
 - Promotion
 - Testimonials
 - Product Reviews

Understanding YouTube

- Create your own channel of videos on YouTube or embed a YouTube player in your site
- The social success of YouTube is the ability to go viral by producing interesting, thought provoking or entertaining content
- Production costs can be high for professional produced video hence great care should be given to a YouTube strategy
- YouTube can also be used to add to the experience of product by adding further instructions and tips of on how to better use your product

Blogging Overview

- Articles that are meant to cause a conversation.
- **Business Uses:**
 - Establishing industry expertise
 - Create a personality for your company
 - Dialogue with visitors

Understanding Blogs

- Write in a casual voice.
- Keep it short.
- Include video or links to other resources.
- Make frequently posts.
- Write about relevant topics and things that you are passionate about.

More Social Media

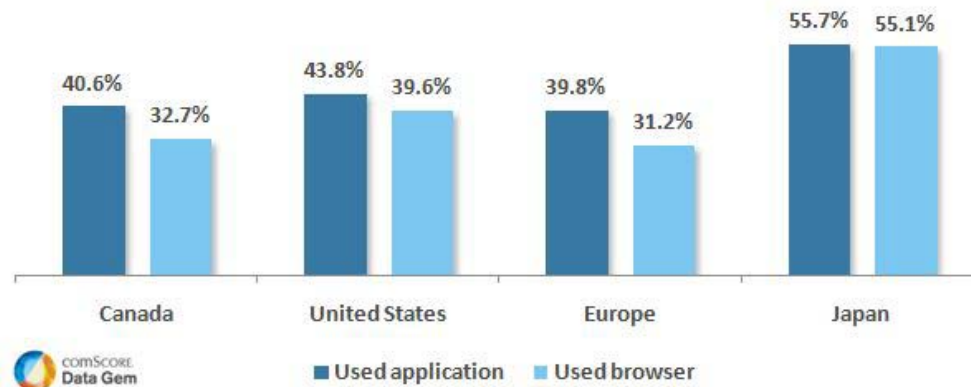
- **Flickr:** Photo sharing community
 - According to the terms of use, you cannot actively promote products on Flickr
 - Limited uses for most business that are not photo related
- **Foursquare:** Mobile app that is location based microblogging focused on consumer businesses (e.g. restaurants, museums, stores)
 - Objective is to provide unbiased peer information
 - Checkin: people who have visited that store location
 - Tips: Comments left by people visiting
 - Mayor: the person who has checked in the most at that store / location
- **Yelp:** local retail listings driven by customer reviews
- **Google+:** Tool that has leveraged Google's online power and looked at shortcomings in other social networks.
 - Circles: Allows you to bucket your acquaintances into circles so you can separate friends, family and business acquaintances.
 - Provides improved personalization of search results and content pages similar to Facebook Like button works.

Mobile

- Social Media strategies need to be cognizant that more and more users are accessing these apps through the three inch screen and content should be pertinent to this experience
- Put your Facebook, Twitter and associated [QR codes](#) in your offline to create followers when it is top of mind
- Users accessed social networking site or blog 25.4%

Share of Total Mobile Audience Using Applications & Browsers Across Geographies

Source: comScore MobiLens, Mar-2011, Canada, U.S., EU5 (UK, DE, FR, ES and IT), and Japan



Coupon Sites

- Spend significant time ensuring that the benefits are worth the “devaluing” of your product
- Leverages social media however they are not actually social media themselves



Your Strategy : Questions

1. What are your audience demographics and how do they use social media?
2. How much time and money can you invest in a social media strategy?
3. What are the opportunities for my company?
 - New customers
 - Return customers
 - R&D
 - Headhunting
 - Can social media add to product/service experience?
4. What is the potential?
5. How do I measure success?

Thank You



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