

Beyond Social Networking

Presented by VPEDD & Caroline Barry

Since I forgot last
time... let's introduce
ourselves!

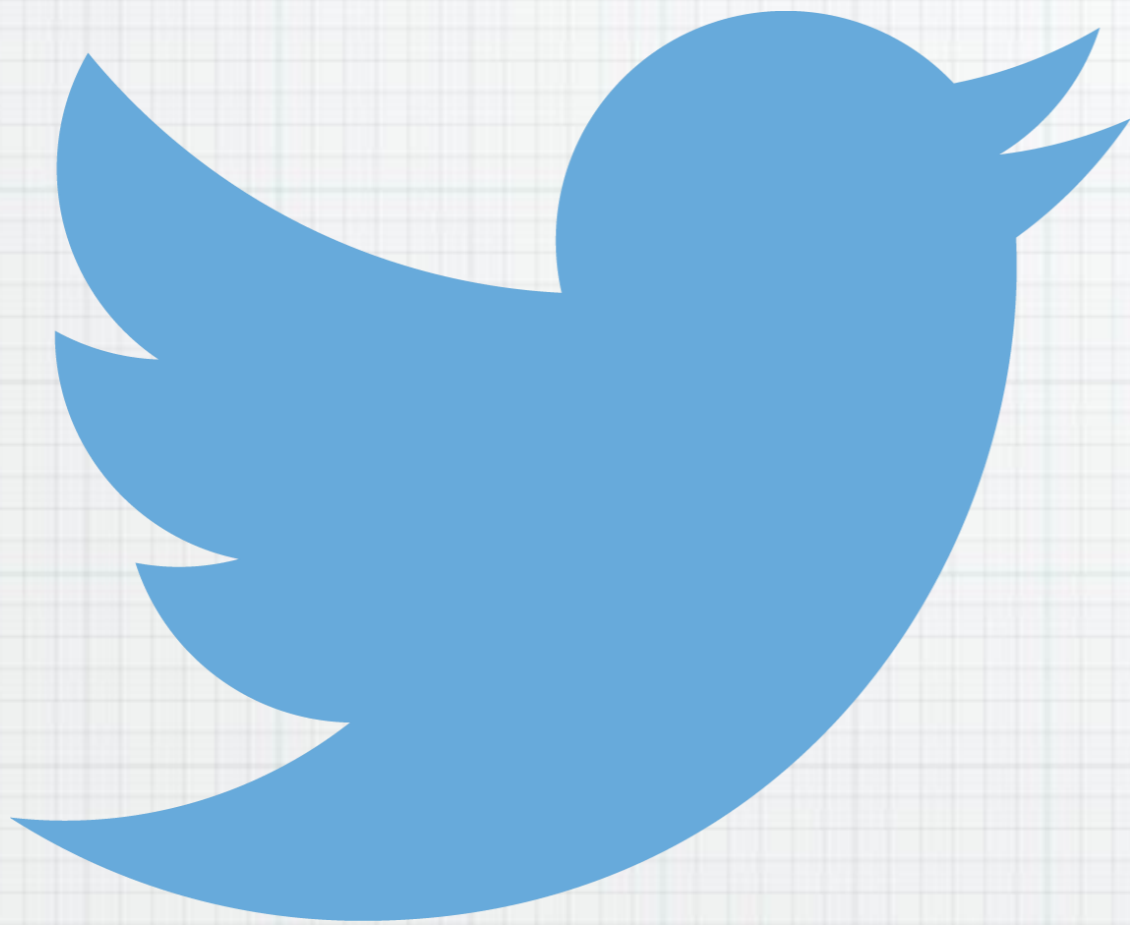
Let's jump right in...
there are so many
social networks!

LinkedIn



- * Business Social Network (online resume)
- * Great for reaching decision makers.
- * (export your contacts)

Twitter



- * 140 characters
- * Great for breaking news.
- * Can't post too often.
- * Better for national attention

Pinterest



- * Visual
- * Great for etsy shops, online stores.
- * Curate well and people will follow!

Google+ & Yelp



- * Internet phone directory
- * Pay attention to reviews & respond
- * Claim and fill out!

Email Marketing

- * You own your database. (owned media)
- * Use a service like Constant Contact or MailChimp to keep it legal.
 - * Capture Data everywhere!
 - * Don't abuse the privilege.
 - * Not always the answer.



Instagram

SECTION ONE - WHY IG?

- Should you be on Instagram and why?

SECTION TWO - MEASUREMENT

- What to measure and how to measure it.

SECTION THREE - STRATEGY

- Using what you've learned to improve ROI



Engagement with Brands' Posts on Top Social Networks

User interactions with brands' posts as a percentage of brands' fans or followers.



Source: Forrester Research, Inc. 2014 | WSJ.com

Better engagement...but why?

Skews Younger than FB & Twitter

Less Clutter | Mobile Engagement

No Content Filters (Yet)

BASIC METRICS

- Engagement
- Direct Sales from Efforts
- User Generated Content.

#HASHTAGS

Grow Followers

Follow the Convo

Contests

(HASHTAGS INCREASE ENGAGEMENT EVERYWHERE BUT FACEBOOK.)

love instagood me tbt follow cute
photooftheday followme tagsforlikes happy
beautiful girl fun selfie instadaily smile
friends summer like4like lgers fashion
installike food swag amazing tflers
bestoftheday follow4follow instamood style
lol likeforlike l4l wcw pretty nofilter
family my life webstagram iphoneonly
tweegram hair sun all_shots followforfollow
f4f instago bored instacool instafollow cool
eyes funny nice look girls party
followback night art 20likes sky shoutout
colorful hot music pink repost instacollage
mcm beach baby nature beauty christmas
iphonesia throwback day blue black photo
makeup fitness dog boyfriend harrystyles
throwbackthursday good instalove awesome
best new loveit onedirection i sweet red
home likes

every friend, even and page they follow. Facebook whittles this number down to the 300 they believe you will be interested in the most.

- * Page posts have become increasingly less likely to show in newsfeeds. Current estimates are between 2% and 12%
- * Facebook's News Feed algorithm determines which posts to show to users based on the user's actions and feedback they give. According to Facebook "When a user likes

- * Facebook's News Feed algorithm determines which posts to show to users based on the user's actions and feedback they give.
- * With great content and a little work, it is possible to increase your engagement without ever spending a penny on ads.
- * But even more importantly, engaging pages get more ads for their money. when they do decide to run ads.

Facebook gives 4 main signals to focus on when optimizing your posts:

- * How often your Fans interact with your Page
- * The number of likes, shares and comments a post receives from the world at large and from a user's friends in particular.
- * How much your Fans have interacted with this type of post from your Page in the past.
- * Whether or not your Fans and other people across Facebook are hiding or reporting a given post.

So How Can a Business/Marketer Get Higher Visibility?

- * Quality Posts
- * Timing
- * Mix up the type of posts
- * Pay for Advertising

How to make quality posts? Consider your audience.

(Nobody understands them better than you do.)

- * What percentage of the population needs your services?
- * Is it something that people get excited about offline?
- * How long is the buying cycle?

from, not just one sub-group of your friends.

7 habits of highly engaging posts.

- * ADVISE: Tips, especially about problems that everyone encounters; for example, how to get a job or how to beat the flu.
- * WARN: Warnings about dangers that could affect anyone.
- * AMUSE: Funny pictures and quotes, as long as they're not offensive to any group.

7 habits of highly engaging posts. (cont.)

- * **AMUSE:** Funny pictures and quotes, as long as they're not offensive to any group.
- * **INSPIRE:** Inspirational quotes.
- * **AMAZE:** Amazing pictures or facts.
- * **UNITE:** A post that acts as a flag about how great your community is doing.

When should you post?

- * **There's no one time!**
Who is your audience?
- * **Consider:**
What does their day look like?
- * Apply what you know! Use common sense and test, test, test!!
- * Don't ignore certain timeslots because they might be inconvenient. Take advantage of your ability to schedule.









Chapter 4: Measuring FB Results

The Admin Panel

Admin Panel

Edit Page ▾ Build Audience ▾ See Insights Help ▾ Hide

Posts · Notifications				Messages
	Post	Total Reach?	Paid Reach?	Promotion
★	Monday morning wisdom!	490	--	Boost Post ▾
📄	Word of mouth is always the best a...	149	--	Boost Post ▾
📄	Don't forget! And hopefully the Spr...	88	--	Boost Post ▾
📄	Start Spring off right and get ready...	215	--	Boost Post ▾
📄	Happy Mardi Gras, everyone! Stay ...	201	--	Boost Post ▾

New Likes	See All	Insights	See All	Invite Friends	See All
 Glenda Mire on Friday		Reach: People Who Saw Your Posts 771 ▼ 51.3% from previous week		 Susan Fang Invite ×	
 Pam Young on Friday				 Mallory Domingue Invite ×	
 Joni Breaux on Friday		Check out Page Insights >		 Stacy Hill Invite ×	
 Helen Stevens Doucet on Thursday				 Tony DeJean Invite ×	

Most Important Part: Insights

Admin Panel [Edit Page](#) [Build Audience](#) [See Insights](#) [Help](#) [Hide](#)

Posts · Notifications

	Post	Total Reach?	Paid Reach?	Promotion
★	Monday morning wisdom!	490	--	Boost Post
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	Happy Mardi Gras, everyone! Stay ...	201	--	Boost Post

Messages

- Andrea Plexus Ordodi**
As your local MAKEUP ERASER dist...
- Lesley Dugas Angelle**
I'll call tomorrow. Thx!
- Sean Birdwell**
!DOH, I just checked my email and n...
- Erica Dugas**
Yay!!! Thanks 😊
- Sandi Schlumbohm Tucker**
Good morning! Although you don'...

New Likes [See All](#)

- Glenda Mire**
on Friday
- Pam Young**
on Friday
- Joni Breaux**
on Friday
- Helen Stevens Doucet**
on Thursday

Insights [See All](#)

Reach: People Who Saw Your Posts
771
▼ 51.3% from previous week

[Check out Page Insights](#) >

Invite Friends [See All](#)

- Susan Fang** [Invite](#) ×
- Mallory Domingue** [Invite](#) ×
- Stacy Hill** [Invite](#) ×
- Tony DeJean** [Invite](#) ×

Insights Glossary

- * Page Likes: Total Page Likes is the number of unique people who like your Page. New Page likes shows the number of new likes your Page received during the last 7 days, compared with the previous 7-day period.
- * Post Reach: Total Reach is the number of unique people who have seen any content associated with your Page (including any ads) during the last 7 days. Post Reach is the number of unique people who have seen your Page posts.

Insights Glossary

- * Engagement: People Engaged is the number of unique people who have clicked on, liked, commented on or shared your posts during the last 7 days. Likes, comments, shares and post clicks show the totals for these actions during the last 7 days.
- * Impressions: The number of times your content was shown on News Feed, Ticker, Timeline or an ad. One unique user can be shown multiple impressions. (more applicable to ads)
- * Post Clicks: The number of clicks on your content, whether it resulted in a story or not.

Insights Glossary

- * **Stories:** The number of times users interacted with your content in ways that were displayed to friends and followers. Examples: Page like; checkin, page mention, Event RSVP; Offer claim; post like, comment or share.
- * **Talking About This:** The number of unique users who generated a story about your content.
- * **Engaged Fans:** The number of unique fans who clicked anywhere on your content, whether it resulted in a story or not.
- * **Negative Feedback:** Actions users can take to tell Facebook that they do not want to see your content. Examples: Hide post, hide all posts, report as spam, unlike page.

Navigating Insights: Tabs

 Overview

 Likes

 Reach

 Visits

 Posts

 People

- * Overview: gives you a 7-day snapshot of the most important activity on your Page
- * Likes: See how many likes your Page gained and lost each day, and learn where on Facebook your likes are coming from.
- * Reach: Posts that get more likes, comments and shares show up more in News Feed and are seen by more people. Posts that are hidden, reported as spam or cause people to unlike your Page reach fewer people. Track your reach to determine which posts work for you and your fans

Navigating Insights: Tabs

Overview

Likes

Reach

Visits

Posts

People

- * Views: See where on the internet people are coming from to get to your Page, and where on your Page they're going once they arrive.
- * Posts: Statistics broken down on a post-by-post level. Understand how people are responding to your posts to help you create content that your audience cares about.
- * People: Find out more about who likes your Page and who likes, comments, and shares your posts to improve your targeting. Compare them to the average demographic breakdown across all of facebook.

Overview of Insights

Page Likes >

2,607 Total Page Likes
▲ 0.7% from last week

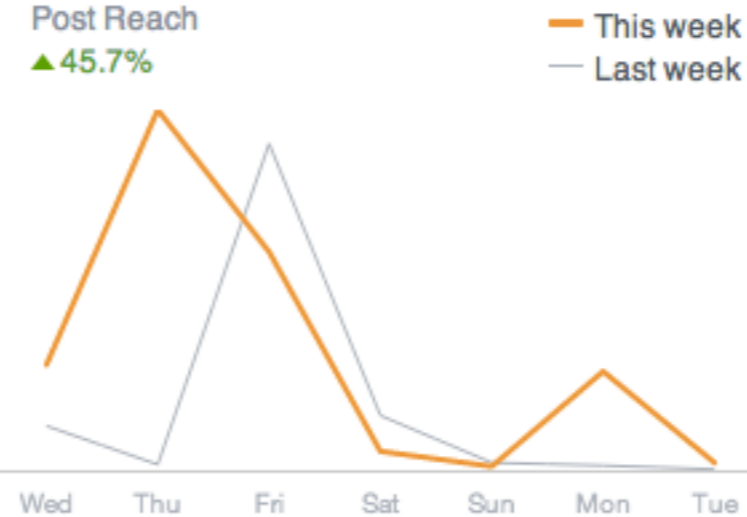
19
New Page Likes
0%



Post Reach >

996 Total Reach
▼ 68.6% from last week

606
Post Reach
▲ 45.7%



Engagement >

88 People Engaged *i*
▼ 77.3% from last week

18
Likes





















0
Comments

8
Shares

186
Post Clicks *i*



Post-Level Data

Published	Post	Type	Targeting	Reach	Engagement	Promote
03/09/2014 7:52 am	 25% off in March! SkinEez Skincarewear Infused with anti-aging ingredients including retinol, red			26	1 0	
03/10/2014 7:52 am	 Monday morning wisdom!			491	16 35	
03/09/2014 10:47 am	 Word of mouth is always the best advertising! If you love Nouriche as much as we love working for Dr.			149	15 2	
03/08/2014 10:01 am	 Don't forget! And hopefully the Spring weather will follow shortly!			88	6 2	
03/05/2014 12:08 pm	 Apollo Before and After			342	559 0	

OR HERE