What is Social Media?

It’s a conversation. That takes place online.
Traditional media is a monologue.
Social media is a dialogue.

http://www.youtube.com/watch?v=QUCfFcchw1w
http://www.youtube.com/watch?v=TXD-Uqx6_Wk
Rules To Practice

1. Follow Back and Interact

2. Be Social
Rules To Practice

3. Don't Over Share

Rules To Practice

4. Don't Always Feel Compelled to Jump In
Rules To Practice

5. Be Transparent

Voice & Tone

- Sound like a real person
- Warm, genuine, friendly
- Avoid overly “promotional”
Facebook Facts

• 1 billion+ active accounts
• Content is King / getting Liked
• Organic reach vs Paid reach

Facebook Tips

• Keep posts short and sweet
• Accompany posts with a great image whenever possible
• Limit the use of hashtags
• Respond to or Like comments when applicable
• Respond to messages and wall posts
Facebook Ads

Facebook Contests

• Need to be “official”
• Can work with companies like Wildfire, OfferPop, Strutta
• Pricing generally based on # of Page Likes
• “Fangating” way to grow Page
Get to Know Your Audience

Scheduling Facebook posts

What have you been up to?
Sample content
Sample content

“Family is not an important thing, it’s everything.”  
- Michael J. Fox

Twitter Stats

• 500 million+ users
• Brevity is King, 140 characters
• followers & “top influencers”
• trends (“trending”)
Twitter Talk

• @replies, @mentions
• Retweets (RTs)
• #hashtag
• Contests & Giveaways

Twitter Tips

• Follow media & influencers
• Follow back people who share your messages; it’s a great way to thank them
• Differentiate content from Facebook Page
• Limit use of hashtags
Twitter Tips con’t

• Use proper grammar. Avoid text speak.
• Include Twitter handle for all groups/people you are referencing + include hashtags
• Use URL shorteners eg. bit.ly
• 50/50 rule

Instagram Intel

• 160 million+ users
• 1 billion+ photos
• Searchable by location (Geotags)
Pinterest Points

- 70 million+ users
- 80% are women
- 500,000+ business accounts
- Great web traffic generator

What to Pin?
LinkedIn Lowdown

• LinkedIn's user base now stands at more than 259 million people and counting, up 38% year-over-year.

• LinkedIn is the top site for referring traffic back to a corporate website.

• The 10 most-liked brands on LinkedIn are all B2B.
What not to do...

via cbsnews.com
What not to do...

Millions are in uproar in #Cairo. Rumor is they heard our new spring collection is now available online at http://bit.ly /KCairo -KC

via buzzfeed.com

What not to do...

Our thoughts and prayers are with the victims of this terrible tragedy. #PrayforCairo #CISbyOpening #NoCISdays

via buzzfeed.com
have fun.

Fun stuff

Old Spice @OldSpice
Why is it that “fire sauce” isn’t made with any real fire?
Seems like false advertising.
12:31 PM - 9 Jul 2012
167 Retweets 382 Favorites

Old Spice @OldSpice
Why is it that “fire sauce” isn’t made with any real fire? Seems like false advertising.
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Taco Bell @TacoBell
@OldSpice Is your deodorant made with really old spices?
12:32 PM - 9 Jul 2012
166 Retweets 381 Favorites
More fun stuff

Snickers campaign
http://www.youtube.com/watch?v=MixNh9L7GSM
CASE STUDIES

Fraser Health

[Images of thermometers]
OUR JOB:

1. Get people using meat and fridge thermometers.
2. Launch an engaging social media campaign.

Meet Theo.
R U Hot Enuf?

Celebrity endorsement.
Make your site social.

www.ruhotenuf.ca

Better Together

www.bettertogether.bc.ca
OUR JOB:

1. Promote the website.
2. Build community.

bettertogetherbc.ca
BT Blog

Rob Feenie + Nico Schuermans = Foodie Fathers
Laurie David: An activist for The Family Dinner
Stuart McLean on Dave Cooks the Turkey
Tamara Taggart talks food & family
Getting Spicy with White Spot’s Executive Chef Chuck Currie
Got a picky eater? Ellyn Satter’s here to help.
WHY do French Kids Eat Everything? The 411 with Karen Le Billon

Facebook

BetterTogether
2,131 likes · 10 talking about this
Non-Profit Organization
A hands on approach to family, food and fun.
We’re here to share stories and promote the fun of
About
Photos Likes Recipe Contest Pinterest
@bettertogether

Hands-on Cook-off
Triple O’s

**OUR JOB:**

Promote the new & daring Peanut Butter, Bacon & Jalapeno Burger AND Peanut Butter, Bacon & Banana Shake
The Plan

• Elvis loved it & so will you!
• Ramping up their Social Media presence, engagement level
• Social Pitch
• Contests/Giveaways
• Blogger Outreach/Reviews
Buy Local. Eat Natural.

buylocaleatnatural.com

We Heart Local

We Love Local
We Heart Local Awards Promo

http://www.youtube.com/watch?v=VLj0DEq820M

We ♥ Local Awards Recap

- Contest Results -

238 entries
10,395 votes
21,210 unique visitors to the campaign
24,011 number of times a shared link was clicked
We ♥ Local Awards Recap

Facebook Statistics (Jul 01 – Aug 12, 2013)

- Fan base grew from 4,809 to 13,797 over the period of the contest (8,988 new likes/187% growth)
- Total campaign reach: 631,851
- Origin of Likes (top 3 locations):
  - 3,122 Vancouver
  - 1,222 Victoria
  - 711 Abbotsford
  - 449 Kelowna
  - 335 Langley

Phase 2
Thank you!

Kirstin Richter
Creative Director, The Social Agency

thesocialagency.ca
@social_agency
kirstin@thesocialagency.ca