Social Media Protocols
Web 2.0 Expo
November 18, 2009

Be Found
Be Engaged
Be Successful
What We Bring to the Table

- DBE helps companies be found on the Web faster and better positioned than their competitors

- Solutions typically include integrating:
  - SEO
  - Paid Search
  - Social Media

- Jump Start Social Media, a new service line to help individuals better manage their personal brands for their careers through social media
Active & Recognized Marketers

- Marketing Executives Networking Group (MENG)
- Google
- American Marketing Association (AMA)
- Public Relations Society of America (PRSA)
- HealthCare Businesswomen's Association (HBA)
- ExecTweets
- Women Presidents' Organization (WPO)
- Yahoo! Search Marketing
- Certified Women's Business Enterprise (WBENC)
- SEMPO
- Digital Brand Expressions
Customized Solutions For Competitive Advantage
## What To Do With Social Media Marketing

### 6. What do you think are the main benefits of using social media in marketing? (please check all that apply)

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Response Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand building</td>
<td>48.2%</td>
</tr>
<tr>
<td>Customer service</td>
<td>17.5%</td>
</tr>
<tr>
<td>Learning customer preferences</td>
<td>59.1%</td>
</tr>
<tr>
<td>Market research</td>
<td>42.3%</td>
</tr>
<tr>
<td>Direct customer communications</td>
<td>65.0%</td>
</tr>
<tr>
<td>Great lead generation source</td>
<td>21.2%</td>
</tr>
<tr>
<td>Customer engagement</td>
<td>85.4%</td>
</tr>
<tr>
<td>Speed of feedback/results</td>
<td>59.9%</td>
</tr>
<tr>
<td>Reach</td>
<td>37.2%</td>
</tr>
<tr>
<td>Credibility of the &quot;crowd&quot;</td>
<td>40.1%</td>
</tr>
<tr>
<td>Low cost</td>
<td>51.1%</td>
</tr>
</tbody>
</table>

Source: MENG Social Media in Marketing Summary 10-08-2008
Buyers Expect Brands to Engage With Them

85% “I expect you to engage with me in social media space”

15%

* Source: Opinion Research Corporation, October 2008
Accept Reality

- It’s 1997 all over again.
  - Remember how 1995’s “what is a website for?”…
  - …Became “what are the risks of a website?” and “what are the benefits of a website? And “what can we do with a website?” and “what are our competitors doing with their websites?”

- Social Media is here to stay and is evolving rapidly

- Get on the train
Where Are You Now?

- Where is your brand?
  - Still sitting at home?
  - At the station, waiting for the train?
  - On the train, looking for a seat?”
  - At your destination, building relationships?

- Let’s assume you’re at the station since you’re here now...
Step 1: Determine Where You Want to Go

What objectives do you want to achieve?

- Increased sales
- Better quality job applicants
- Improved customer relationships
- Streamlined media relations
- Higher awareness with industry analysts
- Some of the above
- All of the above and more
Realistic Expectations For Social Media

- **Sales shouldn’t be the short-term goal**
  - Repeatedly people say they DON’T want to be marketed TO
  - Use this channel to influence rather than drive sales

- **Consumers and B2B decision-makers do want:**
  - Knowledgeable resources
  - Responsive partners
  - Companies that listen
Step 1A: Buy Your Ticket—Claim Your Name

- If you are authorized, you will want to claim your brand name(s) on at least 15 of the most popular social media sites
  - Prevent/Curtail brandjacking by:
    - Competitors and evil doers
    - Loyal fans
    - Enthusiastic employees
  - Lay the foundation for future activities

- If you are not authorized, get buy-in (C-suite, Marketing, HR, IT, Customer Service, Corporate Relations, Legal, etc.)
  - Even if they’re not ready to move forward, at least do this
Step 1B: Buy Your Ticket—Claim Your Name

Establish protocols for claiming names:

- Who can claim names
- What names will be claimed
  - Variations on name
    - Character limitations
    - “Official”
- Keep registration information consistent, document it all
  - Decisions about avatars/compiled personas
  - Birthdates and other sensitive info (ID fraud)
- How will the information be safeguarded?
- Who will create passwords
- How will you ensure compliance
Recommend To At Least Claim Name On

Google
Facebook
Yahoo
YouTube
MSN
MySpace
Twitter
AOL
LinkedIn
A Few Tips …

- Be sure to check protocols for name claiming across multiple sites, come up with best common denominators
- Keep protocols consistent but unique to avoid someone “guessing” and hacking your accounts
- Sites have different rules for character length, when you can claim vanity URL (FB=25 fans), etc.
- Remember there are industry specific sites you will want to name claim on as well:
  - Real Estate--ActiveRain
  - Physicians--SERMO
Step 1B: Buy Your Ticket—Claim Your Name

- How often do you need to post “something” to keep the account live?
  - E.g., Twitter needs to see something posted at least every six months to keep the account active

- Change your password every 6 months or so

- Document decisions

- Keep current with policy changes at each outpost
Step 2: Get on the Train--Start Looking Around

- Go to the sites themselves, search for info on your company and competitors
  - On Twitter search for variations of your competitors names.
  - Check hash tags directory to see what's being tweeted in your industry. http://hashtags.org/tags
  - On LinkedIn, search your company and brand names in “companies” search box
  - On YouTube, check for channels and keyword posts
  - Etc.

- Use these tools to find and assess what’s being said:
Addictomatic

Creates a view of what’s going on across multiple sites relating to your search term. Looks at Twitter, Blogs, and more.
Google Alerts

Welcome to Google Alerts

Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic.

Some handy uses of Google Alerts include:

- monitoring a developing news story
- keeping current on a competitor or industry
- getting the latest on a celebrity or event
- keeping tabs on your favorite sports teams

Create an alert with the form on the right.

You can also sign in to manage your alerts

Register and follow topics, get alerts on news, video updates, web updates, and more.
SamePoint

Find what’s being said on a wide variety of social media sites about companies, people, and topics.
Can’t find it with Twitter People Search? Try this URL instead.

Http://Search.Twitter.com
And Don’t Forget the Search Engines

- Enter your brand name and see what besides your website shows up
- Check out your competition the same way
- Enter topics you think your customers would be discussing—see what conversations or sites appear in the natural search listings
Step 2A: Avoid the Temptation to Talk—Just Listen

What are your stakeholders doing?

- Are you customers already there?
  - Are they talking about your brand?
  - Are they talking about competitors?
  - What do they think of your industry and your role in it?
- Who do media/analysts turn to for info?
- What are your competitors doing?
- Do prospective customers behave differently from current customers?
- What are your employees doing now?
Step 2B: DOCUMENT Your Findings

- **What did you learn?**
  - Are your competitors
    - Absent, present, or active?
  - Are your customers:
    - Lamenting your absence or complaining you’re not paying attention?
  - Are potential employees
    - Being turned off by current employee profiles?

- **Does this change your plans?**
  - Can you move forward from zero or a position of strength? Or…
  - Do you have remediation work to do first?
Step 3: The Train is Moving…Just Keep Listening

What’s Your Game Plan?

- Restate and clearly define your objectives and agree on how success will be measured
  - Question: what will be different a year from now?
    - Mobile
    - International
    - Video
  - Develop strategies that will start to meet your answers
- Start with a plan to build out and maintain 1-3 outposts
  - This provides opportunity to gauge resource allocation/commitment needs
  - Expand according to your resources
- DON’T START TALKING YET
Step 3: The Train is Moving…Continue to Listen

- Consider what you want to do in each of the environments to begin to achieve your goals
- DON’T UNDERESTIMATE the resources that will be required to keep the conversation going
  - Free ≠ no cost
  - Stale posts worse than none at all
Step 3A: Things to Think Through

- What are your company’s policies about content created by employees? Who owns the content? How will employees represent their posts?

- What is your company’s Internet policy? Are employees allowed to talk as individuals during work hours?

- Are social media sites blocked by your IT department?
  - How will this impact your ability to monitor & respond?

- Who will be responsible for monitoring and responding to conversations about your brand?

- How often will you check?

- Will you converse as a team with one persona or as individuals representing the brand? What will be the tone if one persona but many players?
Step 3B  The Train is Leaving the Station…Take Your Seat

- Situations to Plan For Now & Later
  - What happens when team communicator(s) are:
    - On vacation
    - Let go
    - Quit
  - What happens with negative posts?
    - The pros and cons of vetting posts before they go live
  - What if we don’t like what’s being posted, when do we jump in?
  - What if one of our competitors is posting nasty information?
  - What if there is a PR disaster, how should we respond in our posts?
Step 3C: Get Your Plan Approved

- Get buy-in from all departments/personnel affected

- Key to consider:
  - Marketing
  - HR
  - Corporate Relations
  - Legal
  - IT
  - Individuals within the organization

- Be clear about the risks and rewards
  - Don’t downplay the risks
  - Don’t oversell the rewards
Risks

Possible risks include:
- Overzealous employees
- Overly aggressive competitors
- Vocal, unhappy customers
- Negative press for missteps

Industry-specific regulations need to be considered, too
- Pharmaceuticals/Healthcare
- Law
- Accounting
Rewards

- More open, real-time information for your organization
  - About your industry
  - From your customers
  - Requests from the media
  - Spotlights by analysts
  - More aligned potential employees
  - Better employee communications
  - Improved product development/refinement
  - Increased sales through positive associations and user-generated messaging
4:  The Train is Leaving the Station...Find Your Seat

- Your plan’s approved!
- The commitment to continuous communication is made
  - The commitment to LISTEN
  - The commitment to RESPOND
  - The commitment to be PROACTIVE
- Your team is ready to go
Step 4A: Put Your Things in the Overhead Compartment

- Set up 1-3 outposts, configuring them according to your formal plan. Examples:
  - Facebook:
    - Pages not Groups
    - Dual- or single-stream wall (see examples)
    - What kind of photos? Who can post/tag?
  - Twitter:
    - Background design—logo, design elements
    - Editorial calendar or serendipitous topic commentary?
  - YouTube channel: regularly scheduled posts or topical commentary. A destination or a pit stop?

- Soft launch them among “friends”
- Get inputs as you would with web usability
Example: Fans & Company Posts Together

Fans & Company posts together = single stream
Example: Splitting Posts Company/Fans

Fans separate form company content=dual stream
Don’t Have a Standard Background—Brand It
Step 5: Okay, Start Talking--Quietly

- Start talking, quietly at first
  - Gauge reactions
  - Fine tune
- Continue to listen, respond promptly
- Learn by doing
- Learn from mistakes
- Remember, it’s all transparent—get used to it
- Succeed because you knew what you were going to measure as success
Step 5A: Expand the Conversation

- What’s working? Do more of it
- What’s not working? Figure out why
  - Ask questions
  - Share answers
  - Keep the dialogue open
- Expand channels only when you are sure it will derive a benefit
Step 5C: Success Requires Measurement

- **How’s it going?**
  - Are you sure?

- **If you can tag it, you can measure it!**

- **Some things to keep in mind for measuring success:**
  - Don’t forget to benchmark all applicable data so you can show progress
  - Referred traffic to website
    - Coupons, downloads, sign-ups, click-thrus, phone call activity, etc.
    - Sales leads and sales if set up to capture
    - Bit.ly clicks
  - #of Fans, Followers, Diggs, comments measures exposure
  - Buzz levels: Use Addictomatic or other tools to see what they’re saying
  - Twitalyzer: assessment of your brand’s expertise as a Tweeter
Twitalyzer

Measure Your Impact and Success in Social Media

Twitalyzer is a unique tool to evaluate the activity of any Twitter user and report on relative influence, signal-to-noise ratio, generosity, velocity, clout, and other useful measures of success in social media.

To get started, please enter your Twitter username and click "Twitalyze!"

Twitalyzer Supports Tags!
Start tagging your friends, followers, and favorite people in Twitalyzer and add value to your favorite Twitter Analytics platform.

Love this stuff? Check out Twitalyzer SEARCH and Twitalyzer BRAND too!
Facebook Quantitative

- Tools for Facebook Pages:
  - Number of fans
  - Page visits, site visits
  - Interactions (wall posts, "likes", comments, etc.)
LinkedIn Quantitative

- New connections meeting pre-set criteria (sales-force goals)
- Utilize applications (track document downloads using Box.net application, etc.)
- Utilize shortened, trackable URLs within employee status updates
- Track how employees are ranked in LinkedIn Answers
Twitter Quantitative

- Number of followers
- Number of interactions (retweets, messages, etc.)
- Click-throughs on links posted
Put a + after URLs and bit.ly tells you how often they’ve been clicked on Twitter
Some Articles You May Find Interesting

- Social Media Protocols & Journalists:  

- Examples of how quickly people rally for/against brands:  

- B2B Magazine You Can Measure ROI:  

- Great article on content ownership of employee-developed social media content:  

- List of social media policies from several companies:  
  http://socialmediagovernance.com/policies.php
Now that you’ve found us, let us know if we can assist your organization in accelerating your use of social media