



BASSMAT TECH

SOCIAL MEDIA ENGAGEMENT POLICY

Matthew Conk

July 3, 2012

Social Media Engagement Policy

- Why?
- About Us
- Types of Posts
- Response Times
- Ground Rules
- Tone
- Timeframe

WHY?

Why do we even need a Social Media Presence?

- **Because our customers are online and we need to be where our customers are.**
- To create, establish, and maintain a strong and engaging online presence.
- To give a face and online identity to our name

twitter

LinkedIn

foursquare

facebook

Google+

Pinterest



About Us

- We provide web based tools to help companies and individuals work smarter.
 - We provide web based solutions to companies to help them solve problems or become more efficient.
 - We create tools which will help individuals be more efficient
- We want to engage our customer to:
 - Get feedback on our current products, where can we improve?
 - Get ideas for future products, what is the market looking for?
 - Help our customers understand us, what are not explaining right?



Types of Posts

- **Complaints** – This is our most important post. We did something wrong and we need to know what.
 - Did we miss handle the customer?
 - Did we not do what we said we would?
 - Did we not set proper expectations of what we could do.
- **Praise** – We know we rock and we love it when others tell us. A simple Thank You goes a long way.
- **Questions** – A chance to show how much we rock.
- **General Conversation** – Just like it says, If you Talk to them, they will come.
- **Troll** – All trolls are bad, be they in Social Media or under bridges, either way, don't feed them.
- **Unacceptable Post** – Delete these, but save a screen shot (the lawyers say it is a good idea)
- **Promotional (sales pitch)** – Delete these



Response Times

- **Complaints – 18 Hours**
 - Acknowledge the complaint and provide an answer
 - Don't have the answer yet? Then acknowledge the complaint and let them know when you will have one.
 - Don't let them go, someone cared enough to post it, we need to care enough to respond.
- **Questions – 18 Hours**
 - This means a customer does not understand something about us. If you let it go, it will be a complaint.
 - Handled the same way as a complaint, provide an answer or let them know you will get the answer.
 - The Faster the Better
- **Praise – On Going**
- **General Conversation – On Going**
- **Troll – Never**
- **Unacceptable Post –Never**
- **Promotional (sales pitch) – Never**



Ground Rules

- We will delete inappropriate posts as soon as they are found.
- What is inappropriate?
 - Anything which violates the Terms of Use of the forum we are using
 - Anything which violates Local Laws
 - Anything which Violates our own policies on discrimination, harassment, or being a jerk.
 - Anything posted, where the poster does not own the media posted.
 - We want open communication, but we need to keep it G Rated.
 - If you feel you can't say it without violating the Golden Rule, then maybe you shouldn't be saying it.



Tone

- We are supposed to be having a conversation with our customers. Not providing an automatic response. (we could build a robot to do that)
- Engage them as if you were friends and sitting having coffee.
- If you are having fun with what you are doing, let it show.
- When customers know they are talking to real people they will feel comfortable talking to us



Information Timeframe

- In addition to normal press announcements we will use our social media to provide information to our customers
- We want to use our Social Media presence to engage our customers not simply tell them what we are doing.
- Because we will be engaging our customers all the time in the event we have nothing to respond to we won't create something to say.
- To reduce the “noise” we won't “speak”, just to “speak”. When we have something to say, then say it, when we don't, don't.

Resources

- Social Media Today

<http://socialmediatoday.com/node/496005>

- Coca-Cola's Facebook Ground Rules

<https://www.facebook.com/cocacola?v=app153692631322774>