

# Social Media

## What is Social Media Marketing (SMM)?

Social media marketing facilitates a two-way stream of communication between brands and consumers.

In the past, two-way streams of communication were limited to sales force, customer service call centers, & in-store interactions.

But social media interactions are on public record.

Pool: Which social media platforms do you use?

# Get started with Social Media

1. Set Goals
2. Develop Social Media Policy
3. Best Practices
4. Avoid Common Mistakes

Sales Product Feedback

Service Customers

Lead Generation

Manage Reputation

Brand Awareness

Recruit New Employees

Monitor Conversations

Public Relations

Solicit Product Feedback

Educate/Share Information

What are you trying  
to accomplish?

Question: Which types of mistakes could your social media managers and employees make?

## Role of Social Media Policies & Training

Social media policies & employees training will help:  
Outline how an organization and its employees should  
conduct themselves on social media

Mitigate certain risks:

- Inappropriate post that leads to PR crisis; Slow / no crisis response; Leaks of confidential information; Providing too much info to competitors

## Key components of social media policies

Who can speak for your company

Addressing customer complaints

PR inquiries

Stock and investor relations

Copyright infringement

Do's and don'ts for personal contact

How to address conflict situations

Outline what information employees can share, the privacy risks and the compliance rules

## Sample guidelines: Coca-Cola

- Get in-house Social Media Certification
- When in doubt, don't post
- Be aware that posts may be permanent, and spread worldwide

## Sample guidelines: Volvo

- Be personal without getting private
- Be open, link, and refer to other blog comments
- Do not reveal business secrets
- Treat competitors with respect
- Do not comment on legal issues

## Sample guidelines: BBC

- Reviewed by peer(s)
- Think through editorial purpose
- Login names and passwords
  - Store in secure location
  - Share with team members
- Social media accounts should look and feel consistent

# Best Practices

## Be Authentic and Transparent



**Eddie Okubo** Interesting design. I would get this car in a heartbeat. I may be the older crowd with my kids out of the house and still need some space and performance. Don't need anything big.

8 minutes ago · Report



**John Wilk** sounds like you are trying to save your job at Honda ?

6 minutes ago · Report



**Akitomo Sugawara** Maybe you like it Eddie because you're the MANAGER OF PRODUCT PLANNING at Honda (light trucks in particular)? Lol!

<http://www.linkedin.com/pub/eddie-okubo/14/8a3/4b4>

[http://www.trucktrend.com/features/consumer/163\\_0901\\_truck\\_trends\\_2009\\_power\\_list/photo\\_09.html](http://www.trucktrend.com/features/consumer/163_0901_truck_trends_2009_power_list/photo_09.html)  
about a minute ago · Report



Kylie Jenner

@KylieJenner

Follow



last night i had cereal with milk for the first time. life changing.

6:12 PM - 18 Sep 2018

29,929 Retweets 209,004 Likes



11K 30K 209K



Joseph Shepherd @JosephAShepherd · 19 Sep 2018

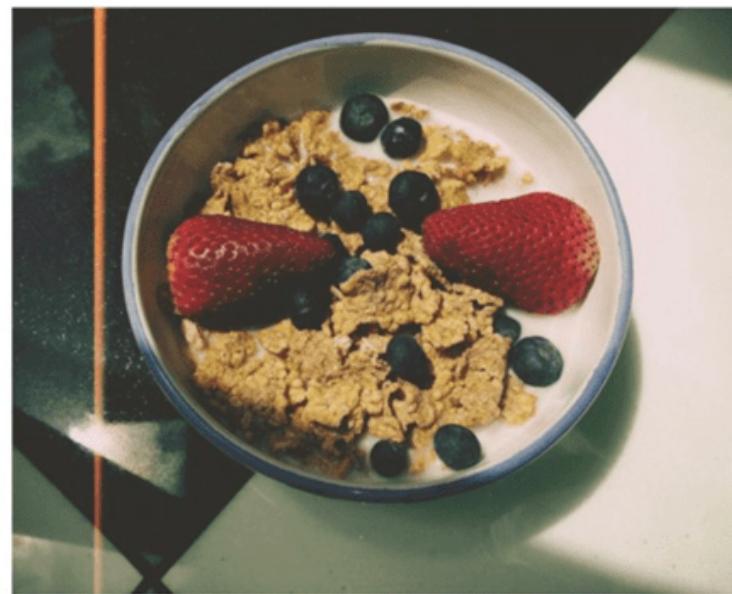
Replying to @KylieJenner

Girl you lying. You had cereal with milk on April 25, 2013 and posted it on Instagram.



kyliejenner

...



147 1.2K 6.4K

## Use social media to provide customer service

According to J.D. Power, 67% of consumers have used a company's social media channel for customer service.

And when they do, they expect a fast response. Research cited by Jay Baer tells us that 42% of consumers expect a response within 60 minutes.

## Don't rely too much on automation

 **Ross Sheingold** @RossSheingold 9m

It's funny that [@AmericanAir](#) is responding to every tweet coming their way. Especially when this happens: [yfrog.com/od71yxp](http://yfrog.com/od71yxp)

 Retweeted by Ian Schafer  
 Hide photo  Reply  Retweet  Favorite  More

 **AmericanAir** 1 hour  
@murphmarkd Thanks for your support! We look forward to a bright future as the #newAmerican. [bit.ly/ARRIVING](http://bit.ly/ARRIVING)

 **murphmarkd** 2 hours  
Congrats to @americanair and @usairways on creating the largest, shittiest airline in the world.

 YFrog Flag this media

6 RETWEETS	2 FAVORITES	      
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9:03 AM - 14 Feb 13 · Details



Ryan Michael Lazo @RMLazo13

2h

Nothing better than having a delayed flight. Sarcasm at it's finest. Please get me home soon, #jetBlue

[Details](#)



JetBlue Airways @JetBlue

1h

@RMLazo13 Please send us your flight number and we'll try to get an update for you.

[Details](#)



Ryan Michael Lazo

@RMLazo13



[Follow](#)

@JetBlue The flight No. Is 2201. I believe the plane is still in New York as we speak.

[Reply](#) [Retweet](#) [Favorite](#) [More](#)

9:09 AM - 1 Jul 13

[Reply to @RMLazo13 @JetBlue](#)



JetBlue Airways  @JetBlue

1h

@RMLazo13 Your flight is currently scheduled to leave at 11 am. Hang in there. We'll have you on your way as soon as possible.

[Details](#)



# Question or request?



We expect to reply within:

**17 min.**

Updated every 5 minutes



## Royal Dutch Airlines

@KLM

Official global account of KLM. We are here 24/7 for service in 13 languages. Share personal details only in private messages! [#happytohelp](#)

Amsterdam, the Netherlands

TWEETS

732K

FOLLOWING

65.3K

FOLLOWERS

2.03M

LIKES

153

LISTS

1

[Tweets](#)[Tweets & replies](#)[Photos & videos](#)

Pinned Tweet



Royal Dutch Airlines @KLM · Feb 18

Coming soon! #Layoverwithalocal

Who to follow · [Refresh](#) · [View all](#)



Jones Angell @JonesAngell



Brian Barbour @tarheelblog

## Avoid Common Mistakes

## Social Media Risks

- Users are not looking for marketing messages
  - Messaging needs to be highly relevant or entertaining
- High-maintenance
  - Advertisers need to dedicate time and resources to monitoring sites and conversations
- (A)symmetry in social media
  - Symmetry: allows regular people to interact with powerful brands & public figures
  - Asymmetry: only the powerful (e.g. brands) bear the consequences for bad behavior

## (Loss of) Control

- Social media marketing is scary!
  - Advertisers cannot control content
    - Open to user comments, criticisms, ridicule
    - Users don't want to be edited or controlled, will reject brands that do so
- But, you are still the brand manager. You need to stay in control of what the brand / company says
- Remember: Consumers talk about your brand whether or not you engage them



NYPD NEWS @NYPDnews

22 Apr

Do you have a photo w/ a member of the NYPD? Tweet us & tag it #myNYPD. It may be featured on our Facebook.  
[pic.twitter.com/mE2c3oSmm6](http://pic.twitter.com/mE2c3oSmm6)



cassandra

@CassandraRules

Follow

How about featuring this one of the #NYPD with the 84yo man they brutalized for jay walking?

#myNYPD @NYPDnews

[pic.twitter.com/31rjdfvQRg](http://pic.twitter.com/31rjdfvQRg)

4:08 PM - 22 Apr 2014



167 RETWEETS 48 FAVORITES

◀ ▶ ★

JPMorgan

J.P. Morgan 

@jpmorgan

 Follow

\$JPM VC Jimmy Lee is taking over @JPMorgan on 11/14 at 1pm ET. Tweet Qs using #AskJPM &



Amy Hunter  
@amy10506

 Follow

At what number of Billions of Dollars in fines will it no longer be profitable to run your criminal enterprise? #askjpm

4:26 PM - 13 Nov 2013

110 RETWEETS 95 FAVORITES



Scott Widdifield  
@kalapanateacher

 Follow

Is it true you actually weigh less without a soul? #AskJPM

5:41 PM - 15 Nov 2013

5 RETWEETS 6 FAVORITES





**Michael Rosenfeld**

@Rsnfld

 Follow

Rule #1: Don't engage the crowd when the crowd  
HATES you! #Social101 #socialmedia #FAIL  
#askJPM

# Social Media Contents: Basics

## Why do people consume contents on social media?

There are three main reasons why people use social media. They want to be:

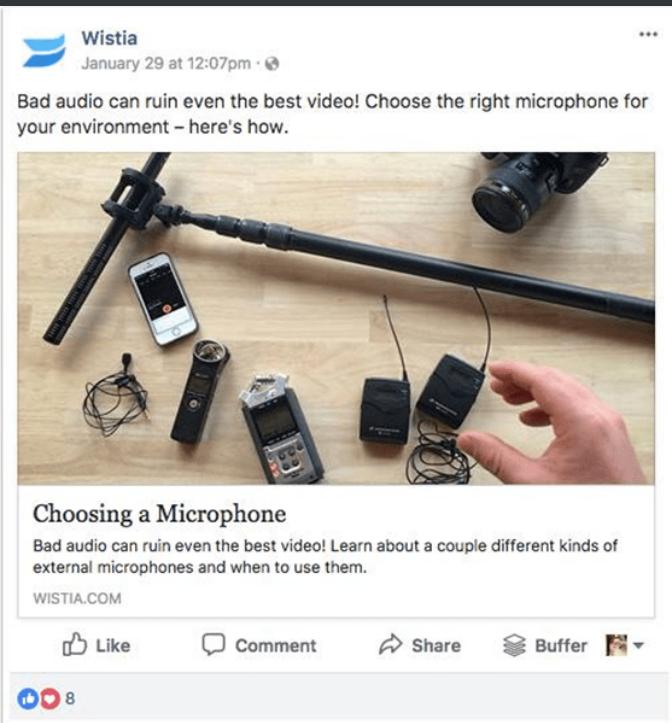


**INFORMED**

**ENTERTAINED**

**CONNECTED**

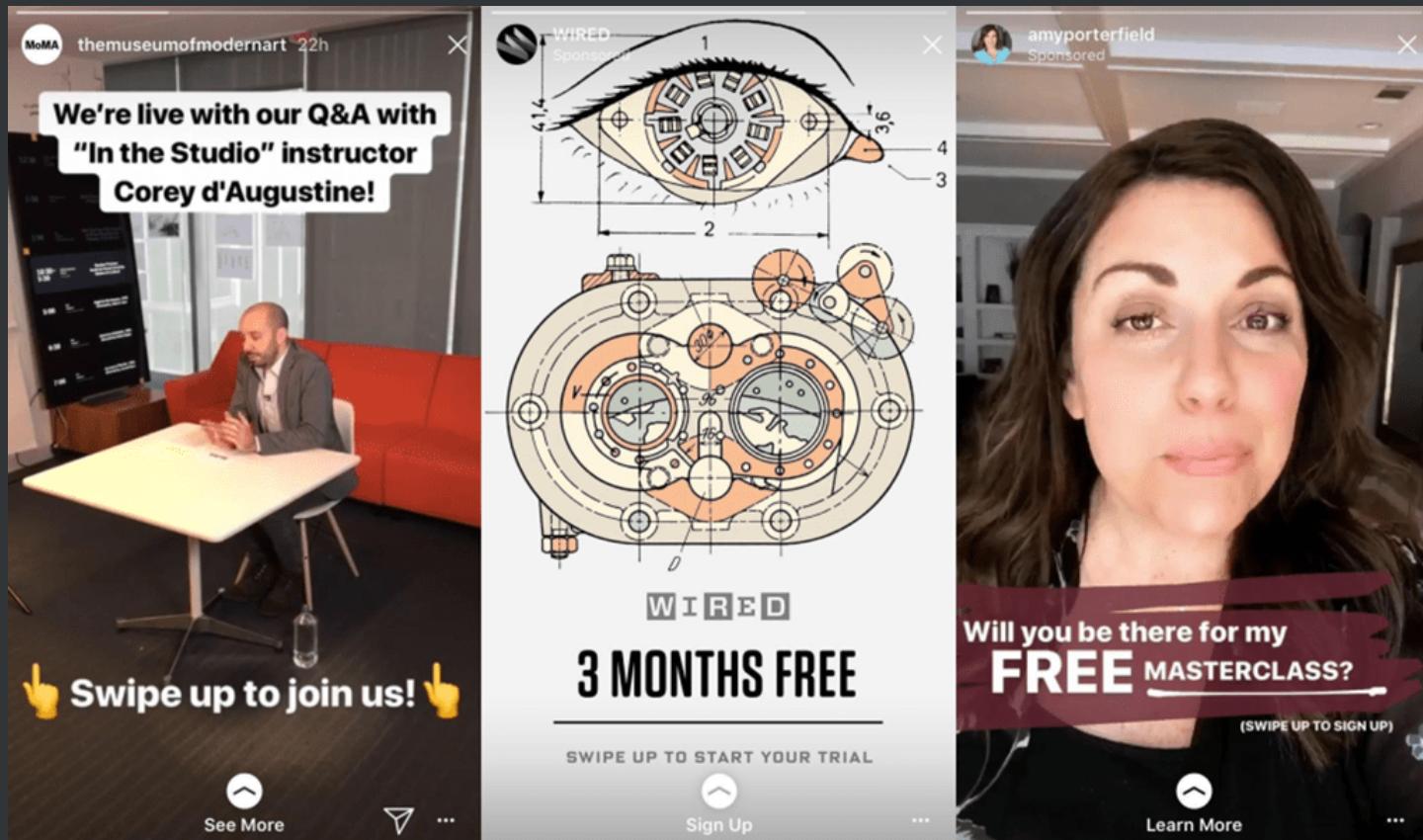
# Content Type: Visual Images



Visual images usually consist of, but are not limited to, photos, infographics, animated gifs, and illustrations.

You can share more than a single photo in many cases. For example, on Facebook and Instagram, you can create galleries and use photo carousels. X also allows for multiple photo uploads per post.

# Content Type: Stories



## Content Type: Quizzes, Surveys, and Polls

evernote @evernote

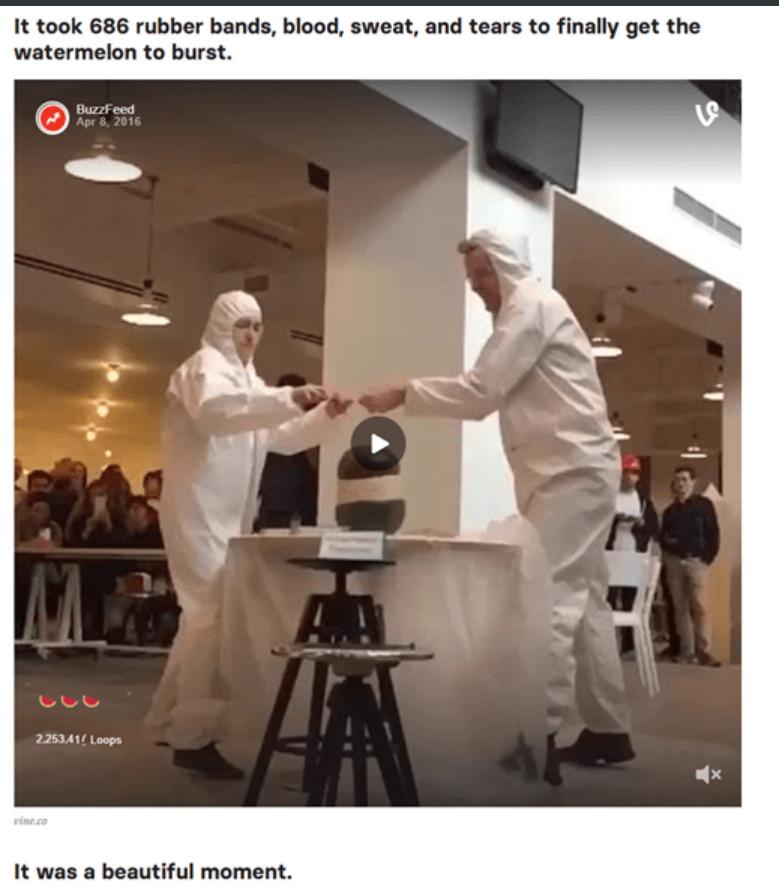
Following

Alright, #EvernoteCommunity. It's the beginning of the work week. What's first on your agenda?

- Check email
- Create the day's To-Dos
- Exercise
- Agenda?!

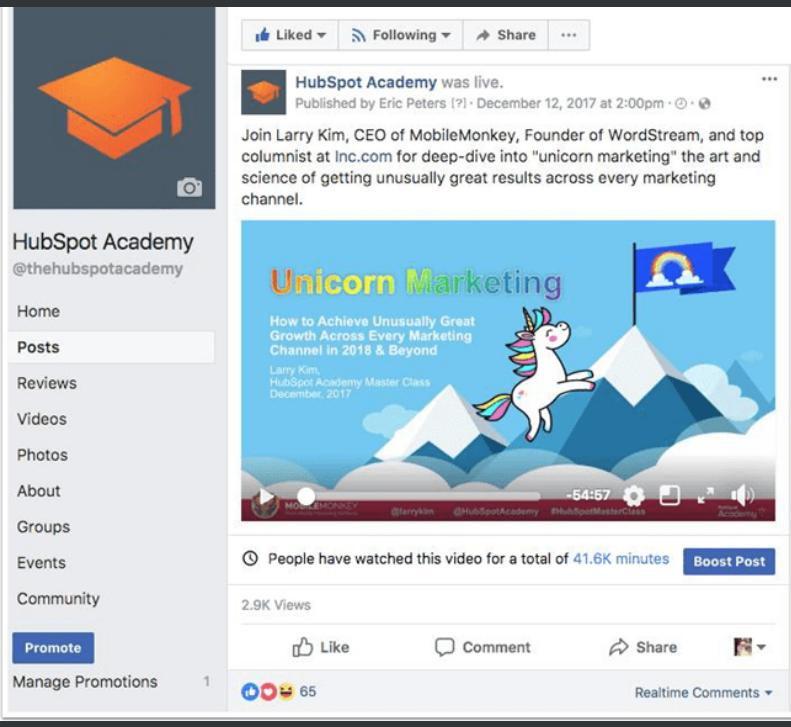
[Vote](#) 182 votes • 23 hours left

## Content Type: Video & Live Video



Buzzfeed doesn't sell products or services like most businesses, so it doesn't have any new products to launch or any services to show off in a live video. Instead, they make money through advertising and specialize in getting attention with content.

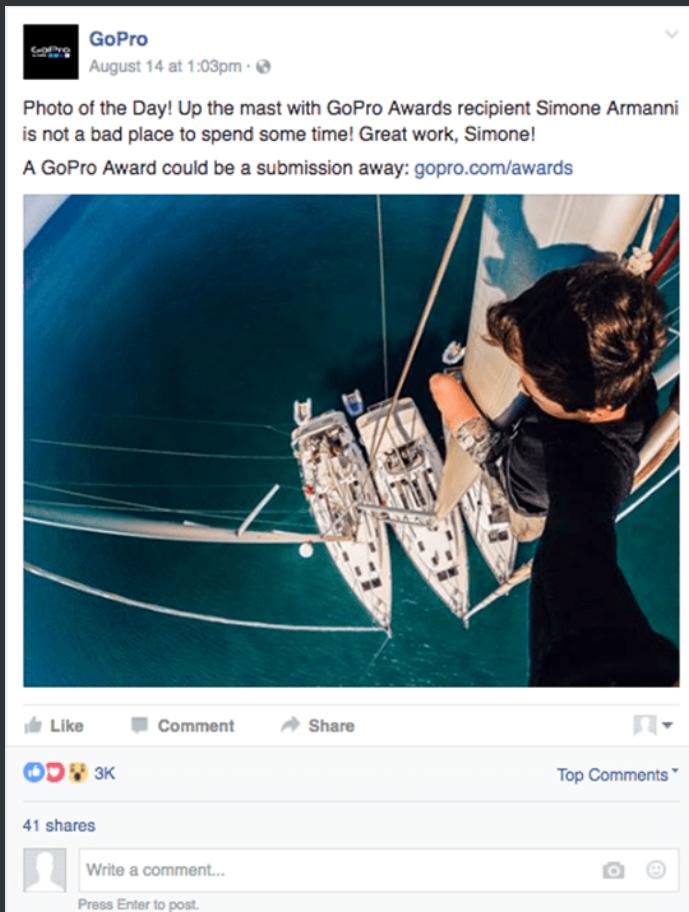
## Content Type (by others): Influencers



You can find influencers including working with companies such as FanBase, TapInfluence, Influenz, Speakr, or Hypefactory who will book individuals to develop or share your material.

You can also build relationships with budding influencers who are creating amazing content and can help you stand out among the crowd.

## Content Type (by others): User-generated content



UGC is content such as blog posts, tweets, posts, videos, images, or reviews developed by a fan of your company or your products and shared on a social channel.

According to Nielsen, “92 percent of consumers around the world say they trust earned media, such as word-of-mouth and recommendations from friends and family, above all other forms of advertising.”

## Content Type (by others): User-generated content



Firms can influence the creation of UGC by offering rewards, contests or giveaways, (e.g., a photo or design contest). Or, create a quiz and have people share their results. And finally, you can get creative with hashtags (e.g., Starbucks' #RedCupArt Campaign)

What makes content popular?

## The Six Tips for Sharable Content

## 1. Social Currency

Make people feel smart, cool and savvy

On next slide we are watching a video. The video went viral on the web and was viewed 28 million times in the first week. There was significant chatter across the web around whether it was real or not, with users sharing the content on social channels across the web.

## 1. Social Currency

Snapple, a US soda company, came up with a long list of clever trivia facts and began putting them under the caps—visible only after customers have purchased and opened the bottles. They soon become a popular culture!

## 1. Social Currency



## 1. Social Currency

Kangaroos can't walk backward.

The average person spends two weeks over his/her lifetime  
waiting for traffic lights to change.

Frowning burns more calories than smiling.

An ant can lift fifty times its own weight.

# 1. Social Currency



#BLACKTOILETPAPER / TOILET PAPER

## BLACK TOILET PAPER

REF : 5601028009218

€ 8,90

Colors: Black



— 1 +

ADD TO CART

🚚 Shipping in 2 business days

The successful and iconic black loo rolls. Bathroom tissue tested under dermatological and gynaecological control.



## 2. Triggers

Imagine that you would like to promote healthy lifestyle among college students, and you are choosing between the following two slogans:

- Live the healthy way, eat five fruits and veggies a day.
- Each and every dining-hall tray needs five fruits and veggies a day.

Which slogan do you prefer, and why?

## 2. Triggers

In 2000, the state of Arizona proposes an initiative to raise the sales tax from 5.0 percent to 5.6 percent to support public schools. It was hotly debated.

There are a few types of polling place: 40% of people were assigned to vote in churches, 26% in schools, 10% in community centers, and the rest in a mix of apartment buildings, golf courses, and even car parks.

## 2. Triggers

People who voted in schools are much more likely to support the initiative! Why does location matter so much?

### 3. Emotions

Let's watch a few ad videos.

## 4. Public

People tend to mimic those around them

- Making things more observable makes it easier for others to imitate
- Should make products and ideas more public
- Designing products and ideas that advertise themselves

## 4. Public



## 4. Public

Best,  
Jeroen

Sent from [Outlook for Android](#)

Best regards  
Clary

Sent from Clary's iPhone

## 4. Public

How to make invisible behavior public? Adding visible elements.

Example: Donation is invisible. But the Ice Bucket Challenge makes it visible.



## 5. Practical Value

- If you had to pick someone to make a viral video, Ken Craig probably wouldn't be your first choice.
- Most viral videos are made by adolescents and watched by adolescents. Crazy tricks someone did on his motorcycle or cartoon characters edited to look as if they are dancing to rap songs. Things young people love.
- But Ken is 86 years old.

<https://www.youtube.com/embed/RzYtMeIFH8o?enablejsapi=1>

## 6. Stories

Stories are often shared in normal conversations

- Provide wider narrative
- Should embed products and ideas into stories that people want to tell
- Example: Blendtec's "Will It Blend" video series

# STEPPS

1. Social Currencies
2. Triggers
3. Emotions
4. Public
5. Practical Values
6. Stories

## Social Listening

Social listening is how a firm track, analyze, and respond to conversations across the Internet

How do firms “listen” to customers traditionally?

How do firms benefit from social listening?

## Monitoring Brand Mentions

Google Alert is a free tool for you to monitor brand mentions.

Alert preview

NEWS

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**HKU** Geologists Discover Hidden Magmatism at the Chang'e-6 Lunar Landing Site ...  
HKU  
'This research is an excellent example of **HKU's** deep involvement in the China's Lunar Exploration Program,' said Professor Guochun ZHAO, an ...

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**HKU** to trial use of sound waves to treat cancer - RTHK  
rthk.hk  
He said that after the clinical trial on liver cancer at **HKU** is completed in about two years, the team plans to carry out clinical studies in the SAR ...

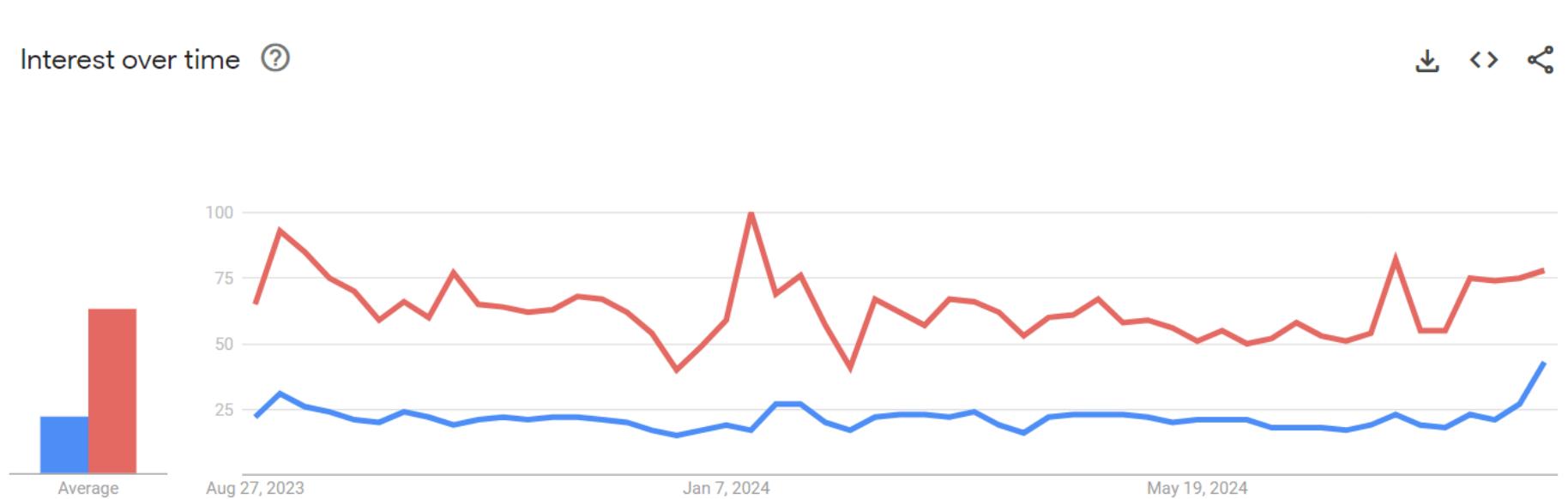
# Monitoring Brand Mentions

Brand24 is a tool for you to monitor brand mentions.



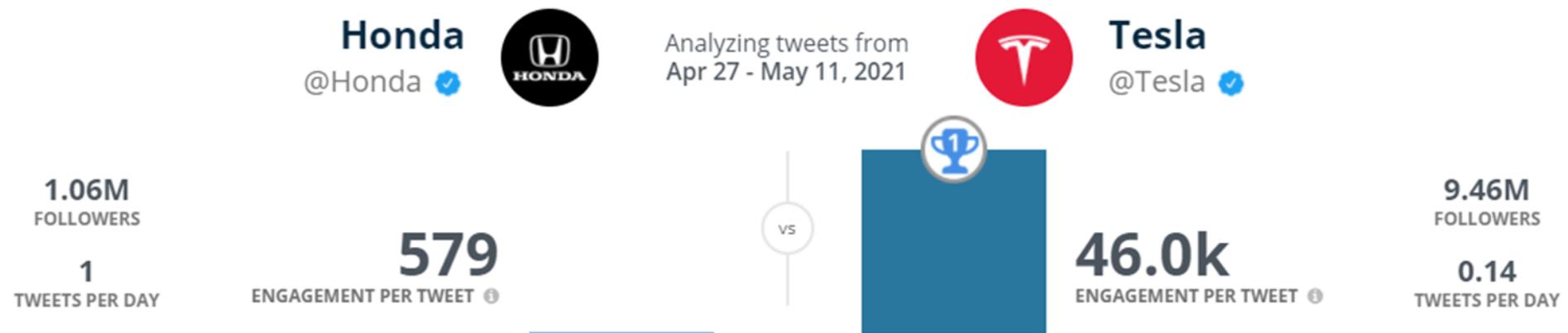
# Watching the Competition

Google Trend is a free tool for your to monitor.



## Watching the Competition

Rival IQ is another tool, and you can use its free trial.



### Key Insights

**Tesla** takes the trophy for receiving 79x more engagement per tweet than **Honda**.

**Tesla** wins the day with 9x as many followers and higher engagement — **Honda** has their work cut out for them.

Crushing it! **Tesla** received 46x more retweets per tweet than **Honda**, which explains how they're leading the pack in tweet engagement.