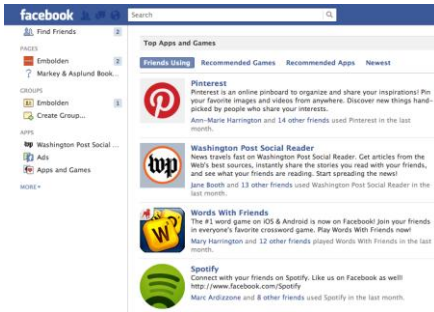


Everything is social

New apps created will ask once if the user wants to share activity with friends and will post in an ongoing fashion.

60 new apps released January 18th bring more social actions to Facebook.

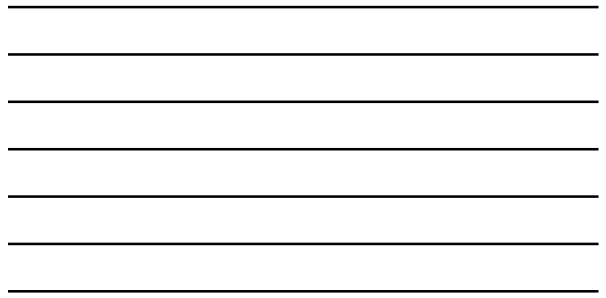
Many bring offline activities like cooking and shopping to the Facebook environment.



Everything is social

New algorithms look for patterns in activity and create reports.

Facebook will also be highlighting serendipitous moments of connection with friends' activities.



Everything is social

Activity patterns are displayed for organization pages and a user's friends and their posts may also be displayed.



Three key things to remember about using social media channels:

Users. Value. Openness.

Users

- It's not really about you.
- It's about your customers' interests and needs.
- Are you making it easy for your users to interact with you?



IdeaPaint

The company uses Twitter to interact with customers in a friendly way.



@darentomey @kyliemarie14 You can win one! We're holding a Makeover Contest for innovative schools & biz! The details: ideapaint360.com



Tweets

RI Kids Count @RikidsCount 1h
 Thanks for following! @MortgageGina @RhodeslandCAN
 @NEAHealth @theucygoose @HappyMama_MAASS @stephgeier
 @elzabethan @iveunited

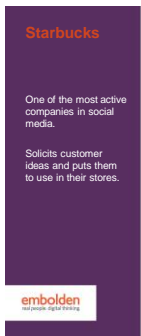
RI Kids Count @RikidsCount 2h
 KIDS COUNT Report: State's Poorest Cities Threaten Children's Well-Being goocalprov.com/news/21835/

David N. Cicilline @davidcicilline 5h
 Julian Santiago from Young Voices presenting remarks - really inspiring!
 ✖ Retweeted by RI Kids Count

RI Kids Count @RikidsCount 2h
 Listen to RI Public Radio's coverage of the 2012 Factbook - bit.ly/H8TWW

RI Kids Count @RikidsCount 2h
 Just released: 2012 Rhode Island Kids Count Factbook, featuring 67 indicators of child well-being in RI - bit.ly/HEQWAS

RI Kids Count @RikidsCount 4h
 Governor Lincoln Chafee and R's Congressional Delegation were just announced as their first major state project.



My Starbucks Idea

GOT AN IDEA? VIEW IDEAS IDEAS IN ACTION

Hi there, [name] [Sign In](#) [Create account](#) [Share](#) [Like](#) [Comment](#)

Ideas so far

Search ideas

PRODUCT IDEAS

- ☽ BQ Coffee & Espresso Drinks
- ☽ BQ Traditional Beverages
- ☽ JZ Tea & Other Drinks
- ☽ S35 Food
- ☽ S35 Merchandise & More
- ☽ S48 Starbucks Card
- ☽ S49 New Technology
- ☽ V3 Other Product Ideas

EXPERIENCE IDEAS

- ☽ 3P Children, Parents, & Pick-Up

SHARE, VOTE, DISCUSS, SEE.

Share your ideas, but on what you think of other people's ideas and join the discussion.

MY Starbucks IDEA

- Value**
- Your content must provide value for your fans/customers.
 - Valuable can mean *entertaining*.
 - Broadcasting PR notices is probably not valuable for your audience.
 - [Nobody likes talking to people who only talk about themselves.]



IdeaPaint

YouTube videos create good will, but also help customers use their products.



Openness

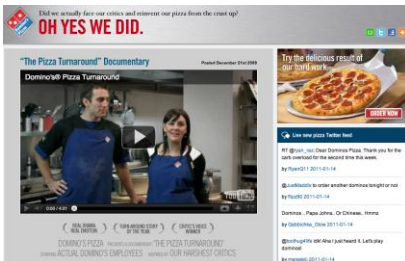
- Social media opens a two-way communication channel.
- Be real: represent your business in a friendly and plain-spoken way.
- Respond when fans comment, share your content, or ask a question.
- Be transparent about conflicts of interest.



Dominos

From nightmare to success

- Using a social component for all media campaigns
- Transparency and customer feedback key to their turnaround



Twitter: Be real

OOPSI!

- Employee accidentally posted this tweet on her work account, not personal account
- This went out to 270,000 people
- What do you think happened?



Twitter: Be real

OOPSI!

- Handled with humor and real language.
- Retweeted by 86+ people



We've deleted the rogue tweet but rest assured the Red Cross is sober and we've confiscated the keys.

about 11 hours ago via UberTwitter
Retweeted by 86 people



@riagle
Clara Hoang

Rogue tweet frm @RedCross due to my inability to use hootsuite... I wasn't actually #gettngslizzerd but just excited! #nowembarrassing

2 hours ago via HootSuite · Favorite · Retweet · Reply

Twitter: Be real

OOPSI!

- Picked up by Dogfish Brewery
- The negative becomes a positive.



@dogfishbeer
Dogfish Head Brewery

RT @hopmonkey: I think we should all donate \$5 to @RedCross anytime we're #gettngslizzerd. What a difference we would make. Ha!

1 hour ago via TweetDeck · Favorite · Retweet · Reply



@FlyingSaucerAus
Flying Saucer Aus

Offer is still on the table! RT Show us you donated a pint @redcross today & we'll buy you a pint of @dogfishbeer #gettngslizzerd

17 Feb 11:40 AM




@dogfishbeer
Dogfish

After I drop off a pint of blood to the @RedCross, I'm replacing it with a pint of @dogfishbeer #gettngslizzerd

http://www.facebook.com/... (https://www.tweetie.com/...)


**Twitter:
Be real**

Dogfish Head now has more than 65,000 twitter followers and an active social media hub on their website.




7 keys to social media success

Get Real



This takes That

- Having a "social mindset"
- Being authentic
- Being transparent
- Choosing your audience
- Interacting with tweets, retweets, updates, comments, replies and direct messages
- Social media is not free. It takes time and effort

1. Online Communications Strategy

- Do you have a strategic plan or road map?
- What are your goals?
- Whose actions will allow you to reach those goals?
- What do you want those audiences to do?
- How you will move them to take those actions?
- What is your criteria for success?
- How will you measure it?
- What online channels can you use to meet your goals?



2. Listen & Assess

- Audiences
- Listen
- Comparative review
- Opportunities/Challenges
- Differentiators
- Benchmarking



2a. Identify your audiences

Whose actions will create the possibility of achieving those goals? These are your key audiences.

- Prioritize your audiences.
- Are some audiences internal? Note those audiences.
- Now determine what each of these audiences needs to do in order to achieve success? (Put this in a spreadsheet).



2c. Benchmark Your Metrics

- Benchmark metrics on your website and in existing social media accounts.
- Benchmark non-analytics metrics as well (phone calls, constituents FAQ, press mentions, speaking requests, etc.).
- Check current stats against benchmarks



3. Think, feel, do

Think: "This nonprofit is credible, trustworthy & smart"
 Feel: "I can make a difference"
 Do: "I'm going to donate \$50"



3. Think, feel, do... Say

- Develop your key messages.
- What do you say to your target audiences to move them to action?
- Be friendly and real.



4. Engage Your Audiences

- Post content of value and share content of interest.
- Share your expertise.
- Photos and videos (this type of content solicits more likes and comments) and ask users to caption or tag themselves.
- Use Facebook timeline and milestones to post interesting archival content to tell your organization's story.





Share your expertise. Be a resource.




4. Engage Your Audiences (continued)

- Ask questions that are easy to answer (yes/no or quick answers are more likely to receive responses).
- Ask for feedback.
- Respond to comments. Acknowledge likes, retweets, and shout out to fans on occasion.



Facebook Amex
Provides resources.

Facebook posts are engaging and easy to interact with.




4. Engage Your Audiences (continued)

- Post or Tweet during live events.
- Keep updates brief.
- Look for the interesting tidbit in a post and focus on that when writing about the material you are posting.
- Get them involved in what you're doing.



National Youth Science Forum
Nicely branded. Fair number of followers.



