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Social Media: Not Just for Millennials

# What is Social Media?

- Social Media are platforms for interaction, conversation and relationships
- Social Media connect people and create a personalized network
- Social Media provide a great opportunity for spreading Word-of-Mouth in a quick, cost-effective way

# 6 Things We Know about Social Media

## 1. Social media is not traditional media

- One way broadcasts/tactics do not work here; it's a two way conversation

## 2. Social Media is about relationships

- Women tend to dominate the social media space

## 3. Social media is transparent

- The Internet ensures people will check the facts

## 5. Social Media is insightful

- The opportunity to hear from your audience is priceless

## 6. Social Media is powerful

- When you get a group talking... things happen

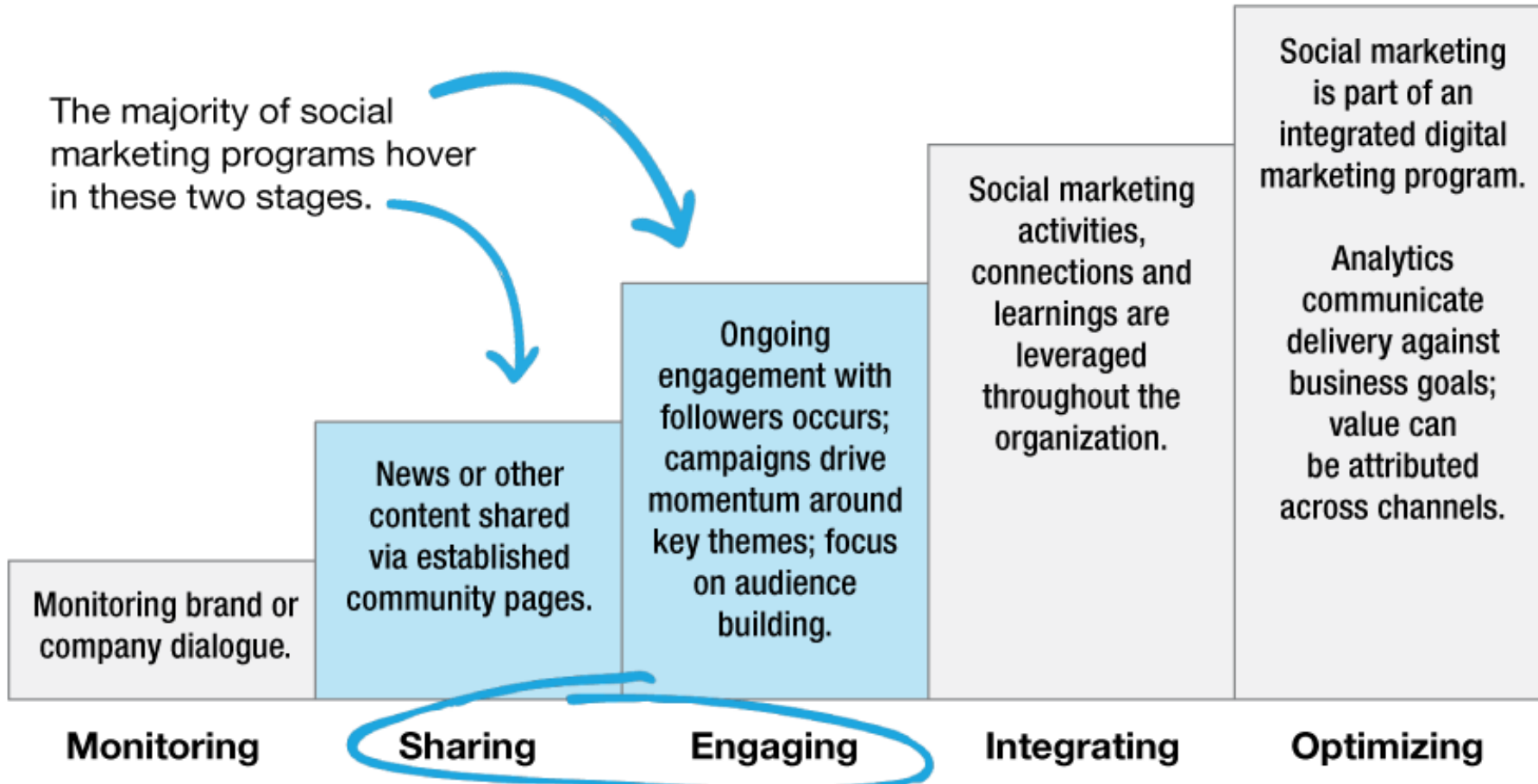
## 7. Social media as democratized media

- Anyone can be a media property

# Social Media is NOT...

- Social Media is not CONTENT – it is the sharing of content
- Social Media is not ADVERTISING or PUBLIC RELATIONS – it is a two-way interaction
- Social Media is not FREE – it takes time and effort to execute a good strategy

# Social Marketing Maturity Model



# Keys to Creating a Social Media Strategy

- Set Objectives: Be clear – and realistic – on your objectives for social media
  - Determine where Social Media fits in to your overall marketing and PR Strategy
  - Keep programs in line with overall brand and messaging tone, modified to suit the medium
  - Make sure social media fits with your target audiences

# Keys to Creating a Social Media Strategy

- What Objectives can social media help you reach?
  - Develop a group of Brand Advocates to help spread word of mouth
  - Foster a conversation about your organization for research and feedback purposes
  - Grow awareness
  - Generate traffic to your site
  - Improve your SEO/SEM efforts

# Keys to Creating a Social Media Strategy

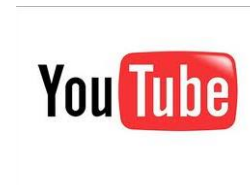
- Social media requires time and attention – it is not FREE!
  - A good social media program will require some attention each day
- Once you gain a group of followers, you need to keep them engaged
- You need to pay attention to what your AUDIENCE is saying, not just to what YOU want to say
  - Respond to questions and comments
  - Solicit feedback and interaction
  - Pay attention to trends, themes








# Keys to Creating a Social Media Strategy

- Think before you post!
  - Controversial posts and comments can elicit response – but one wrong post can do significant damage
  - Remember the goals, brand guidelines and tone of your organization and make sure all social media efforts support them
- Analytics
  - Pay attention to what works and what doesn't
  - Measure success against original objectives

# Social Media Platforms



# Social Media Platforms

Platform	Audience	Strategy
	Older (relatively); large mom audience	Personal information exchange
	Younger users, press, news-centric	Gain reach for your content/cause
	Business Prospects, Clients, Partners	B2B Social media, recruiting
	Younger users, visual	Showcase imagery, video
	Everyone	Video repository, advertising
	Google Algorithm	Use to populate keywords, increase SEO
	Older, female audience	Share visual ideas
	Youngest Users and Fewest Brands	Localized, geo-targeted efforts

# Social Media Platforms

- Choose a few, and do them well
  - Unless you have a full time staffer dedicated to social media, best to choose one to three platforms
  - Consider your target and choose accordingly
  - Consider what kind of content you want to share and choose accordingly
  - Facebook and Twitter are the more “mainstream” choices – and most user-friendly in terms of starting a campaign

# Other Things to Consider

- Don't use a platform "just because you should."
- Frequency depends upon what you have to say, not some arbitrary number – but be prepared to spend time every day on your properties
- One size does not fit all – even if the content is similar, craft each post specific to the platform
- What's the deal with #hashtags?
  - Hashtags are used as search terms in social media
  - Pick 1 or 2 and use them consistently
  - Use popular hashtags with your own hashtags

# Tying it all together

- Create a Social Media Objective
  - Make sure it supports your greater marketing and PR efforts
- Determine which 1-3 platforms you will use
  - Stay committed and set goals – Commit to a Tweet each day; Facebook post each week, YouTube post each month, etc.
- Create success metrics – and monitor them
  - Page views, traffic to your site, likes, comments, retweets, etc.
  - Pay attention to activities that work and don't – learn from each effort

Follow Up Questions?  
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