

Social Media Insights

Emily
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“I thought I was on to something
but I can’t figure out how to
move it.”





Social Media Data

POLL: What social media platforms do you use? Make a mark next to the icon or type in chat!

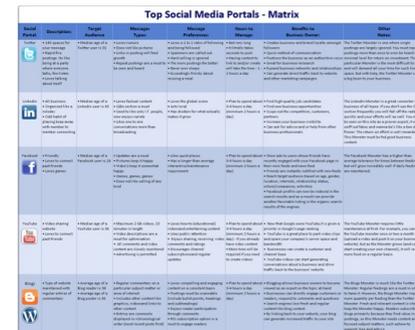




Social Media Platforms

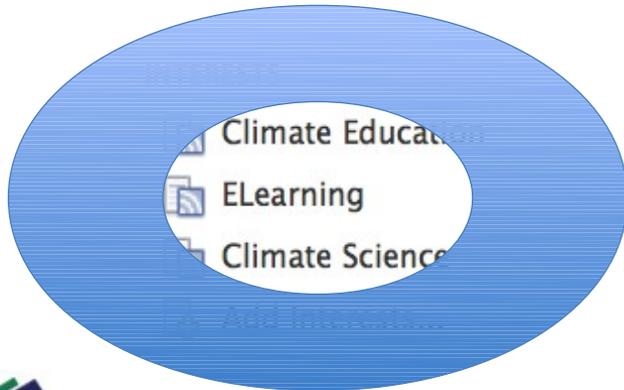
Platform	How I use
Facebook	News aggregate, personal connections
Linked In	Business connections, prof. groups, ask questions, share info and tools
Twitter	News and Tweet Ups
Google +	Use 'Hangout', prof. groups
Pinterest	Web collection (sites, books, videos)

Refer to charts on website to download:



Be A FB power user

Put Friends in groups and create Interest Lists for the pages you like!



Share

Manage List

Featured On This List (9)

See All



+ Add to this list





Creating a FB Page

CIRES
Education & Outreach

Cires Education Outreach
72 likes · 1 talking about this

University
CIRES Education Outreach at CU Boulder

About - Suggest an Edit

Social Media Citation Guide

Photos Vimeo

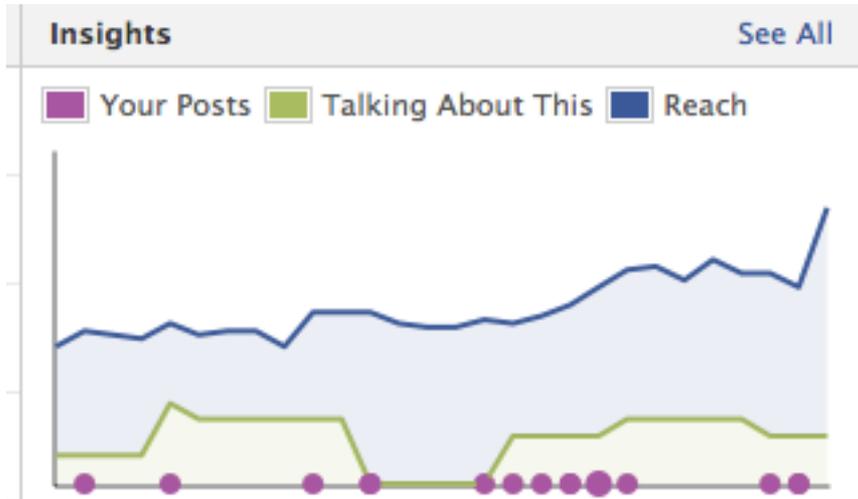
ICEE
Inspiring Climate Education Excellence

Inspiring Climate Education Excellence
ICEE
102 likes · 2 talking about this

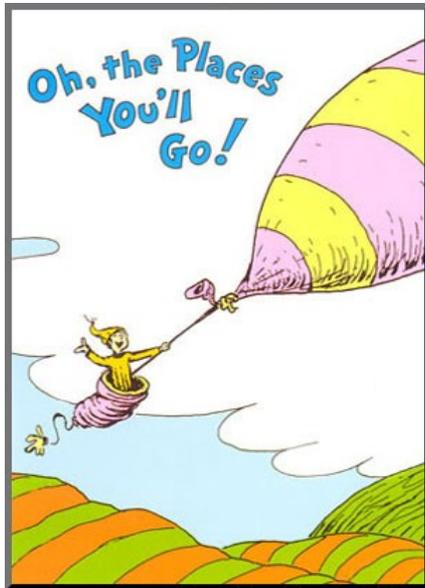
Education
Inspiring Climate Education Excellence (ICEE): Teacher Professional Development for effective instruction in Climate Science and quality resources.

About - Suggest an Edit

Photos YouTube Likes



Link to Twitter Account and RSS feed



Cires Education Outreach

- Your Settings
- Manage Permissions
- Basic Information
- Audience Suggestions
- Profile Picture
- Featured
- Resources**
- Admin Roles
- Apps
- Mobile
- Insights →
- Help →

Develop your page

[Best practices guides to make your Page engaging](#)

[Request to merge duplicate Pages](#)

Connect with people

[Advertise on Facebook](#)

[Select a username](#)

[Use social plugins](#)

[Link your Page to Twitter](#)

Additional resources

[Pages Help Center](#)

[Developer Help](#)

[Best Practice Guide for Marketing on Facebook](#)

[Brand Permissions](#)

[Learn about SEO for Your Page](#)



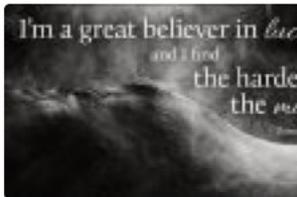
Facebook your Social Media Hub

SmartPak

310,411 likes · 18,620 talking about this



lise
://www.smartpak.com/



Photos



Instagram



YouTube



Pinterest



Twitter



Google+



Videos



Likes





Example of Posts



Trout Bowl
53 likes · 22 talking about this · 0 were here

Education
The Trout Bowl is the regional competition of the National Ocean Sciences Bowl hosted in Boulder, Colorado by CIRES Education and Outreach. We're

About Photos Events Map Likes



Trout Bowl
April 19

R/V Neeskay



Like · Comment · Share

National Ocean Sciences Bowl likes this.

Tina Arthur Very cool!
Unlike · Reply · 1 · April 19 at 11:00am

Emily Kellagher Amanda Morton is on board!
Like · Reply · April 19 at 11:57am

Write a comment...

43 people saw this post





Trout Bowl
February 23 *

Congratulations to Poudre High School for winning this years Trout Bowl competition. Good Luck at Nationals!



Unlike · Comment · Share

👍 42 💬 6 📄 2

3,270 people saw this post



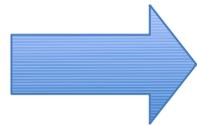
Trout Bowl
February 23 *

Poudre took first, Regis took second, and Rapid City took third.

Like · Comment · Share

👍 6 💬 4

108 people saw this post





Examples

 **Trout Bowl** shared a link.
April 30 ❄️

The North Forty News wrote a lovely article profiling Poudre High School coach Jack Lundt

Dedicated coach is key to Poudre High's Ocean Bowl Team
www.northfortynews.com

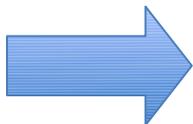
Jack Lundt doesn't always keep his word. In June 2012, in front of close friends and his wife Sandy, as they enjoyed dinner together,...

Like · Comment · Share 1

Organic	27
Viral	571

this.
Nice article!

[595 people saw this post](#)



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If you enjoyed my presentation, won't you recommend me
on LinkedIn?

www.linkedin.com/in/emilykellagher/

Connect with CIRES Education Outreach pages:

<https://www.facebook.com/CIRESEducationOutreach>

<https://www.facebook.com/pages/Inspiring-Climate-Education-Excellence-ICEE/>

<https://www.facebook.com/NOSB.TroutBowl>



A GUIDE TO SOCIAL MEDIA

While social media has innumerable options to present and promote your business, the four most prevalent channels are Facebook, Twitter, Blogs and LinkedIn. The following table describes each and provides a simple guide that will allow you to assess the value, validity and commitment required of each.



WHAT IS IT USED FOR?

- ✓ broadcast announcements
- ✓ engage with community (facilitate conversation)
- ✓ customer service forum
- ✓ build relationships
- ✓ capture new audience

- ✓ quickly share information
- ✓ seek out industry contacts
- ✓ gather real-time feedback
- ✓ track public perception
- ✓ show humor/personality

- ✓ weekly updates on company news and info
- ✓ increased communication with contacts through invited conversations
- ✓ daily journal type entries

- ✓ grow and maintain business contacts
- ✓ facilitate business introductions through degrees of networks

WHAT CAN IT DO FOR YOUR BUSINESS?

- ✓ increase brand loyalty
- ✓ generate exposure
- ✓ branding opportunities
- ✓ exposure to new audience
- ✓ complement face to face interactions/networking

- ✓ generate exposure
- ✓ build relationships (current and target)
- ✓ listen in on others in the industry
- ✓ improve SEO

- ✓ establish business as industry expert in areas
- ✓ improve SEO
- ✓ gather a loyal audience of return readers

- ✓ generate exposure
- ✓ lead opportunities
- ✓ improved SEO
- ✓ receive recommendations/referrals from partners

WHAT IS THE NATURE OF THE CONTENT?

- ✓ photos/company logos
- ✓ videos
- ✓ news updates (announcements)
- ✓ blog posts
- ✓ event information
- ✓ feed content into fans' news feeds

- ✓ photos/company logos
- ✓ tweets
- ✓ link to relevant industry articles
- ✓ topic trending
- ✓ link to Facebook, blog, and home page
- ✓ conversation initiation

- ✓ photos/company logos
- ✓ forum for company announcements
- ✓ opportunity to show project progress
- ✓ share interesting video/photo content
- ✓ musings on news articles

- ✓ photos/company logos
- ✓ company profile highlighting employees and accomplishments
- ✓ similar forum for shared content as other channels
- ✓ asking/answering questions

HOW DO YOU MEASURE ROI?

- ✓ track growth of company reach in terms of fan growth through Facebook insights
- ✓ test content for engagement and increase activity that promotes interaction
- ✓ measure positive feedback by analyzing posts for sentiment/attitude
- ✓ conversion through referrals and access to the most loyal fan community available

- ✓ track company reach in terms of follower growth by viewing weekly numbers
- ✓ test content for engagement and increase activity that promotes interaction
- ✓ analytics can measure who is clicking Twitter links
- ✓ conversion through referrals

- ✓ track growth of visitors to the blog, and clicks on media options for blog
- ✓ measure feedback based on content
- ✓ ROI can be measured in the value added to the company in terms of how much communication with the relevant audience matters

- ✓ business leads and face to face meetings from introductions on LinkedIn
- ✓ referrals and recommendations from your network of contacts
- ✓ increased attention on your business (earning the professional spotlight)
- ✓ gaining trust through building business relationships

WHAT IS THE TIME COMMITMENT?

- ✓ initial time spent gathering, creating, and maintaining relevant "info-taining" content
- ✓ approximately 1-2 hours per day

- ✓ time to monitor tweets and create compelling tweets
- ✓ approximately 1-2 hours per day

- ✓ time spent gathering blog content and writing blogs
- ✓ approximately 1-2 hours per blog post

- ✓ Time spent reaching out and messaging new and current contacts, and sharing relevant info
- ✓ less than 1 hour per day

WHAT ELSE SHOULD YOU KNOW?

- ✓ b2b Facebook campaign will most likely attract fewer fans than a b2c Facebook. (This does not mean it is less effective; you will cast a smaller net and attract a more strategic audience).

- ✓ Twitter is a great tool for reaching others in the industry. You can actively pursue your target community. Twitter requires the most maintenance to ensure contacts are engaged.

- ✓ Blogs should be frequent journal-type entries (ideally intellectual capital). The most frequented blogs are those that are updated the most. Static blogs are no different than a press release or newsletter.

- ✓ LinkedIn can also be used to attract talented employees from other companies in your industry, with a job listing option. Recruiting would not be a priority, but an added bonus if necessary.



Top Social Media Portals - Matrix

Social Portal:	Description:	Target Audience	Messages Types:	Message Preferences:	Hours to Manage:	Benefits to Business Owner:	Other Notes:
 <p>Twitter</p>	<ul style="list-style-type: none"> • 140 spaces for your message • Rapid fire postings. Its like being at a party where everyone talks, few listen • Loves talking about itself 	<ul style="list-style-type: none"> • Median age of a Twitter user is 31 	<ul style="list-style-type: none"> • Loves rumors • Does not like pictures • Links in posting will feed growth • Repeat postings are a must to be seen and heard 	<ul style="list-style-type: none"> • Loves a 1 to 1 ratio of following and being followed • Spammers are called out • Hard selling is ignored • The more postings the better • Never ever sleeps • Exceedingly finicky about missing a meal 	<ul style="list-style-type: none"> • Not very long • It literally takes seconds to post • Having content to link to and/or create will take the time - 1 - 2 hours a day 	<ul style="list-style-type: none"> • Creates business and brand loyalty amongst followers • Quick method of communication • Positions the business as an authoritative voice • Great for business research • Expand business networks and relationships • Can generate direct traffic back to website and other marketing campaigns 	<p>The Twitter Monster is one where single postings are largely ignored. You must repeat postings more than once to even be heard on a minimal level for return on investment. This particular Monster is the most difficult to feed and will demand all your time for such limited space. But with help, the Twitter Monster can be a big boon to your business.</p>
 <p>LinkedIn</p>	<ul style="list-style-type: none"> • All business • Organized like a rolodex • Odd habit of playing keep-away with member to member connecting 	<ul style="list-style-type: none"> • Median age of a LinkedIn user is 40 	<ul style="list-style-type: none"> • Loves factual content • Q&A section a must • Used to like only I.T. people, now enjoys variety • Likes one to one conversations more than broadcasting 	<ul style="list-style-type: none"> • Loves the global scene • Acts local • Has disdain for what actually makes it grow 	<ul style="list-style-type: none"> • Plan to spend about 3-4 hours a day (minimum 2 hours a day) 	<ul style="list-style-type: none"> • Find high-quality job candidates • Find new business opportunities • Scope out the competition, customers, partners • Increase your business visibility • Can ask for advice and or help from other business professionals 	<p>The LinkedIn Monster is a great connector of business of all types. If you don't use the Q&A section frequently you will fall off the radar quickly and your efforts will as well. You must be seen on this site as a proven expert, it will sniff out fakes and wanna-be's like a bee does a flower. The return on effort is well rewarded. This Monster must be fed good business content.</p>
 <p>Facebook</p>	<ul style="list-style-type: none"> • Friendly • Loves to connect past friends • Loves games 	<ul style="list-style-type: none"> • Median age of a Facebook user is 26 	<ul style="list-style-type: none"> • Updates are a must • Pictures keep it happy • Video's keep it somewhat happy • Games, games, games • Does not like selling of any kind 	<ul style="list-style-type: none"> • Likes quiet places • Has a longer than average interactive/maintenance requirement 	<ul style="list-style-type: none"> • Plan to spend about 3-4 hours a day (minimum 2 hours a day) 	<ul style="list-style-type: none"> • Show ads to users whose friends have recently engaged with your Facebook page in their mini feeds and news feed • Friends are instantly notified with new feeds • Reach target audience based on age, gender, location, interests, relationship status, school/companies, activities • Facebook profile can now be indexed in the search results and as a result can provide another favorable listing in the organic search results of the engines 	<p>The Facebook Monster has a higher than average tolerance for times between feeding. But will grow incredibly well if daily feedings are maintained.</p>
 <p>YouTube</p>	<ul style="list-style-type: none"> • Video sharing website • Loves to connect past friends 	<ul style="list-style-type: none"> • Median age of a YouTube user is 36 	<ul style="list-style-type: none"> • Maximum 2 GB videos, 10 minutes in length • Video descriptions are a must for optimization • All comments and video content are closely monitored • Advertising is permitted 	<ul style="list-style-type: none"> • Loves how-to (educational) videos and entertaining content • Likes public attention • Enjoys sharing, receiving video comments and ratings • Encourages channel subscriptions and regular updates 	<ul style="list-style-type: none"> • Plan to spend about 3-4 hours a day (minimum 2 hours a day) - if you already have video content • More time will be required if you need to create videos 	<ul style="list-style-type: none"> • Now that Google owns YouTube, it is given a priority in Google's page ranking • YouTube is a great place to park video clips and spare your company's server space and bandwidth • Businesses can create a customer and channel base • YouTube videos can start generating conversations about a business and drive traffic back to the business' website 	<p>The YouTube Monster requires little maintenance at first. For example, you can feed the YouTube monster once or two a month (upload a video and post it on your business website). But as the Monster grows (and you start creating your own channel), it will require more food on a regular basis.</p>
  <p>Blogs</p>	<ul style="list-style-type: none"> • Type of website maintained with regular entries of commentary 	<ul style="list-style-type: none"> • Average age of a Blog reader is 38 • Average age of a Blog poster is 36 	<ul style="list-style-type: none"> • Regular commentary on a particular subject matter or area of interest • Includes other content like graphics, videos and links to other content • Entries are commonly displayed in chronological order (most recent posts first) 	<ul style="list-style-type: none"> • Loves compelling and engaging content on a consistent basis • Postings must be scannable (include bullet points, headings and subheadings) • Enjoys reader participation through comments • RSS subscription option is a must to engage readers 	<ul style="list-style-type: none"> • Plan to spend about 3-4 hours a day (minimum 2 hours a day) 	<ul style="list-style-type: none"> • Blogging allows business owners to become viewed as an expert on the topic at hand • Businesses can directly engage customers or readers, respond to comments and questions • Search engines love fresh and regular content like blog content • By linking back to your website, your blog can generate increased traffic to your site 	<p>The Blogs Monster is much like the Twitter Monster. Regular feedings are a must in order to tame it. However, the Blogs Monster requires more quantity per feeding than the Twitter Monster. Fresh and relevant content is vital to keep the Monster happy. Readers subscribe to blogs primarily because they find value in the postings, so this Monster needs content around focused subject matters, such as how-to support, tips and advice.</p>

