Social Media Insights

Emily Kellagher

“I thought I was on to something but I can’t figure out how to move it.”
You're a social media specialist? Wow, I'm a social media specialist too!
Social Media Opinions
Tell me about Yourself!

**Do you use social Media?**

- [ ] yes
- [ ] no
- [ ] No Vote

**Do you use social media personally, professionally or both?**

- [ ] Personally
- [ ] Professionally
- [ ] Both
- [ ] No Vote

[Broadcast Results]
Social Media Insights

Social Media Platforms Overview

How I use different platforms

Tips and Tools
“It has never been easier to be as influential as you can be today.” But just what makes social media such a powerful tool?

**IT’S UBIQUITOUS**

Social media use is enormous and growing. As of January 2013, active monthly membership measured:

- **FACEBOOK**: 1 BILLION
- **YOUTUBE**: 800 MILLION
- **GOOGLE+**: 343 MILLION
- **TWITTER**: 200 MILLION
- **LINKEDIN**: 200 MILLION
- **TUMBLR**: 77 MILLION
- **FLICKR**: 75 MILLION
- **PINTEREST**: 40 MILLION

One out of every seven people on earth is on Facebook.
Social Media Data

Social Media Data

91% of adults online use social media regularly
POLL: What social media platforms do you use? Make a mark next to the icon or type in chat!
## Social Media Platforms

<table>
<thead>
<tr>
<th>Platform</th>
<th>How I use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>News aggregate, personal connections</td>
</tr>
<tr>
<td>Linked In</td>
<td>Business connections, prof. groups, ask questions, share info and tools</td>
</tr>
<tr>
<td>Twitter</td>
<td>News and Tweet Ups</td>
</tr>
<tr>
<td>Google +</td>
<td>Use ‘Hangout’, prof. groups</td>
</tr>
<tr>
<td>Pinterest</td>
<td>Web collection (sites, books, videos)</td>
</tr>
</tbody>
</table>

Refer to charts on website to download:
Initial Engagement

It's Time Consuming

Internet users spend more time per month on social media sites than ever before:

- Tumblr: 89 minutes
- Pinterest: 89 minutes
- Twitter: 21 minutes
- LinkedIn: 17 minutes
- Google+: 3 minutes

http://dashburst.com/social-media-influence-infographic/
Facebook Engagement

What’s in it for you?

1. Greet way to keep track of peers and colleagues
2. Easy access to thought leaders or information
3. Good way to share your events, work etc.
4. Easy access to learning and professional development
5. Also an easy way to get opinions
Using Facebook Professionally

Think of it like personalizing your desk. You can’t help it. When you walk by someone’s desk, your eye is drawn to the pictures and the way they have personalized and organized their space. You pick up on clues to their lives without realizing it.

- Posts
- Likes
- Apps
- Groups
- Visibility
Be A FB power user
Be A FB power user

Put Friends in groups and create Interest Lists for the pages you like!
Be A FB power user

Navigation
Getting in the flow

Social Networking

- Join Groups
- Make Friends
- Post Comments
- Participate

Connections = Traffic

Bulletin-type features are powerful traffic generators

You

Social Media

Content: Curate, Post, Comment

Friends: Share, Like, Reply

Friends of friends

CIRES Education & Outreach
Creating a FB Page
Link to Twitter Account and RSS feed

Cires Education Outreach

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
Ideas for Posts

- Search.Twitter.com
- Google Alerts
- Google Search
- Aggregators

_______________________________________

- Tool bar folder
- Content calendar
Example of Posts
Congratulations to Poudre High School for winning this year's Trout Bowl competition. Good Luck at Nationals!
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

Organic: 27
Viral: 571

595 people saw this post
Choose an Action Step

**New User:** Check the settings of your FB account, create Friends list, LIKE Clean’s FB page, Share a post

**Casual User:** LIKE Clean’s FB Page, Share a post, comment on a post, Like similar pages, find colleagues

**Advanced User:** Create Interest Lists, Start using your side bar options to sort through your news feed, turn on or off notifications for people etc.
What concerns are left for you? (Q&A Session)
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/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.

<table>
<thead>
<tr>
<th>Channel</th>
<th>What is it Used for?</th>
<th>How Do You Measure ROI?</th>
<th>What Else Should You Know?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>broadcast announcements, engage with community (facilitate conversation), customer service forum, build relationships, capture new audience</td>
<td>initial time spent gathering, creating, and maintaining relevant “info-seeking” content approximately 1-2 hours per day</td>
<td>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.</td>
</tr>
<tr>
<td>Twitter</td>
<td>quickly share information, seek out industry contacts, gather real-time feedback, track public perception, show humor/personality</td>
<td>time to monitor tweets and create compelling tweets approximately 1-2 hours per day</td>
<td>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.</td>
</tr>
<tr>
<td>Blogs</td>
<td>generate exposure, build relationships (current and target), listen in on others in the industry, improve SEO</td>
<td>track growth of visitors to the blog, and clicks on media options for blog content</td>
<td>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.</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>establish business as industry expert in areas, improve SEO, gather a loyal audience of return readers</td>
<td>ROI can be measured in the value added to the company in terms of how much communication with the relevant audience matters</td>
<td>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.</td>
</tr>
</tbody>
</table>

**WHAT IS THE NATURE OF THE CONTENT?**

- photos/company logos
domains updates (announcements)
blog posts
event information
feedback on SEO updates

- 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

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

- initial time spent gathering, creating, and maintaining relevant “info-seeking” content
approximately 1-2 hours per day

**WHAT IS THE TIME COMMITMENT?**

- 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.)

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

- track growth of visitors to the blog, and clicks on media options for blog content

**WHAT ELSE SHOULD YOU KNOW?**

- 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.
<table>
<thead>
<tr>
<th>Social Portal</th>
<th>Description</th>
<th>Target Audience</th>
<th>Message Types</th>
<th>Message Preferences</th>
<th>Hours to Manage</th>
<th>Benefits to Business Owner</th>
<th>Other Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter</td>
<td>140 spaces for your message • Rapid-fire postings • Likes are like being at a party where everyone talks, few listen • Loves talking about itself</td>
<td>Median age of a Twitter user is 32</td>
<td>Loves rumors • Does not like pictures • Links in posting will feed growth • Repeats postings are a must to be seen and heard</td>
<td>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</td>
<td>Not very long • 140 characters takes seconds to post • Having content to link to and/or create will take the time -1-2 hours a day</td>
<td>Creates business and brand loyalty amongst followers • Quick method of communication • Positions the business as an authoritative voice • Great for business research • Expands business networks and relationships • Can generate direct traffic back to website and other marketing campaigns</td>
<td>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. With help, the Twitter Monster can be a big boon to your business.</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>All business • Organized like a Rolodex • Odd habit of playing keep-away with members to member connecting</td>
<td>Median age of a LinkedIn user is 40</td>
<td>Loves factual content • Q&amp;A section is a must • Used to like only e1:1 people, now enjoys variety • Likes one to one conversations more than broadcasting</td>
<td>Loves the global scene • Acts local • Has disdain for what actually makes it grow</td>
<td>Plan to spend about 3-4 hours a day (minimum 2 hours a day)</td>
<td>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</td>
<td>The LinkedIn Monster is a great connector of business of all types. If you don’t use the Q&amp;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 wannabe’s like a bee does a flower. The return on effort is well rewarded. This Monster must be fed good business content.</td>
</tr>
<tr>
<td>Facebook</td>
<td>Friendly • Loves to connect past friends • Loves games</td>
<td>Median age of a Facebook user is 36</td>
<td>Updates are a must • Pictures keep it happy • Videos keep it somewhat happy • Games, games, games • Does not like selling of any kind</td>
<td>Likes quiet places • Has a longer than average interactive/maintenance requirement</td>
<td>Plan to spend about 3-4 hours a day (minimum 2 hours a day)</td>
<td>Show ads to users whose friends have recently engaged with your Facebook page in their mini feeds and newsfeed • Friends are instantly notified with new feeds • Reach target audience based on age, gender, location, interests, relationship status, school/colleges, 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 engine</td>
<td>The Facebook Monster has a higher than average tolerance for times between feeding but will grow incredibly well if daily feedings are maintained.</td>
</tr>
<tr>
<td>YouTube</td>
<td>Video sharing website • Loves to connect past friends</td>
<td>Median age of a YouTube user is 36</td>
<td>Minimum 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</td>
<td>Loves how-to (educational) videos and entertaining content • Likes public attention • Enjoys sharing, receiving video comments and ratings • Encourages channel subscription and regular updates</td>
<td>Plan to spend about 3-4 hours a day (minimum 2 hours a day)</td>
<td>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 share your company’s server space and brand • 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</td>
<td>The YouTube Monster requires little maintenance at first. For example, you can feed the YouTube Monster once or twice a month (upload a video and post it on your business website). As the Monster grows (and you start creating your own channel), it will require more food on a regular basis.</td>
</tr>
<tr>
<td>Blogs</td>
<td>Type of website • maintained with regular entries of commentary</td>
<td>Average age of a Blog reader is 38 • Average age of a blog poster is 36</td>
<td>Regular commentary on a particular subject or area of interest • Includes other content like graphics, videos and links to other content • Entries are commonly displayed in reverse chronological order (most recent posts first)</td>
<td>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</td>
<td>Plan to spend about 3-4 hours a day (minimum 2 hours a day)</td>
<td>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</td>
<td>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.</td>
</tr>
</tbody>
</table>
Who’s on Facebook?

- Alliance for Climate Education
- EARTH – The Operators' Manual
- National Science Teachers Association
- 350.org
- Dark Snow Education
- The GLOBE Program