Impact of Social Media
Today’s Agenda

- Overview of Social Media
- Who’s on Social Media?
- Developing a Social Media Strategy
- Tips, Basics and Best Practices
- How to Measure Success
- Social Media’s Growth
Overview: What is Social Media?

- Social media refers to online tools and services which allow an exchange of ideas, information, videos, pictures, and graphics — just about anything you can name.

- Social media also allows easy sharing and distribution of existing content to others so that professional work can be shared through networks.
Overview: Types of Social Media Services

-Bookmarking Sites and Social News Sites (Digg)
- Blogs and Microblogs (Twitter, Tumblr)
- Social Networking Sites (Facebook, Google+)
- Shopping Sites (Amazon)
- Multimedia Sharing (YouTube, Flickr)
- Virtual Worlds (World of Warcraft, Second Life)
Who’s on Social Media?

Organizations

Individuals
Developing a Strategy

1. Define your audience
2. Adopt a point of view
3. Allocate resources
Tips

- Make it easy and non-threatening for your audience to participate
- Write content that’s worth sharing
- Acknowledge and recognize your audience
- Integrate all of your marketing efforts
- Don't try to keep up with the Jones’
- Be entertaining, informative, and most importantly genuine
The Basics

- Don’t duplicate your Web site, brochure, newsletter
- Start with your friends
- Embrace your audience
- Keep it personal, real & authentic
- Use often
- Build maintenance time into your schedule
- Encourage participation
Top 5 best practices:

1. Do some Spring cleaning!
2. Beef up your information section.
3. Be active/share.
4. Follow industry influencers and companies/groups of interest.
5. Quality vs. Quantity
Top 5 best practices:

1. Who do you want to be?
2. Think SEO (Search Engine Optimization).
3. Be active/share.
4. Follow industry influencers and companies/groups of interest.
5. Aim to chat, not sell.
Top 5 best practices:

1. Think SEO (Search Engine Optimization).
2. Be active/share.
3. Follow industry influencers and companies/groups of interest.
4. Aim to chat, not sell.
5. Don’t talk about your new shoes!
Tips for all platforms:

• Have a consistent brand
• Engage
• If it’s posted, it’s public
• A little self-promotion goes a long way, but braggers are equally if not more annoying online than they are in person.
• You don’t have to be everywhere
• Connect virtually. Bond locally.
How to measure success
How to Measure Success

Here is this week’s summary for your Facebook Pages:

Learn more about how to update via mobile

Virginia Commonwealth University

21,120 monthly active users 4,937 since last week
33,675 people like this 180 since last week
340 wall posts and comments this week 70 since last week
2,730 visits this week 549 since last week

Send an update to people who like this
Visit your Insights Page
Promote with Facebook Ads
How to Measure Success

Virginia Commonwealth University Come get your green on with Vcu Goes Green for the VCU Day of Sustainability this Friday at the Commons Plaza from 11 a.m. to 3 p.m.!

VCU Day of Sustainability
Location: VCU University Student Commons Plaza
Time: 11:00AM Friday, October 15th

19,366 Impressions · 0.06% Feedback
彡 Yesterday at 10:42am · Comment · Like · Share · Flag

Vcu Goes Green and 10 others like this.

Write a comment...

Virginia Commonwealth University Who's going to the Richmond Folk Festival this weekend? What are you most excited to see?
19,634 Impressions · 0.19% Feedback
October 8 at 3:28pm · Comment · Like · Promote

彡 25 people like this.

彡 View all 13 comments

Pcm IV Bunch of hillbilly retard getting drunk. No thank you.
Saturday at 2:29pm · Like · Flag

Tristana Nesvig Trani I'm not sure you understand much about the festival. Definitely not hillbilly. Tiny bit is from the hils, but just about every genre from around the world - Haitian, Brazilian, Go Go, Cajun, Iranian, Blues, Funk... You must check it out next year Pcm IV.
How to Measure Success

Congrats!
Your Klout Score has increased by +3 in the past 30 days.

You influence Mark Herzog
But they aren’t signed up for Klout yet! Increase your verified connections today.
How to Measure Success

Twitter: Keyword over time

Ow.ly: Summary Stats
Advertising

- Target your audience
- Ad pricing for Facebook & LinkedIn – pay per click (CPC) or pay per impression (CPM)
- Track the progress
Social Media Growth
Questions?