

Getting To Know Your Audience

A Primer in Social Media

NEW TO SOCIAL MEDIA?

In today's elastic business environment, many business's utilize some form of social media. With the number of options available, it can be overwhelming and given the wide learning curve associated, it can be intimidating for those of us who are still new to social media.

THE FOLLOWING TIPS SHOULD HELP RELIEVE SOME STRESS



The Power of Facebook

With a current estimation of 750 million users worldwide, Facebook is a prime location for audience interaction. Over 50% of its users are logging on every day and connecting to an average of 130 friends. Average internet users are spending more time on Facebook than on Google, Yahoo, Microsoft, Wikipedia, YouTube and Amazon *combined!*

With a variety of features, Facebook is a cost-effective tool for NHRA to engage with potential customers.

How To Enhance Your NHRA Affiliate Facebook Page

Engage Your Audience

Create compelling content to attract and retain customers

Be Authentic

Create a unique, personal voice for your page

Provide Cohesive Branding

Create a look and feel that's consistent with NHRA

Analyze and Optimize

Use Facebook Insights to understand audience interests so you can keep them coming back

Listen and Respond

Listen to your audience. Keep interactions fresh and timely

Stay Current

Keep interactions fresh and timely

Integrate Facebook

Cross promote with other social media platforms

Foster Community

Encourage audience interaction

Twitter Checklist

Daily

CHECK YOUR TWITTER HOMEPAGE STREAM, GOING BACK A FEW HOURS

Anything worth retweeting?

Anything worth suggest a tweet / blog post / ect.?

Any links or info to follow up?

CHECK TWITTER HOME PAGE TABS: @MENTIONS, RETWEETS, SEARCHES, LISTS

Any @Mentions questions?

Weekly

SCHEDULE UPCOMING TWEETS VIA TWUFFER OR SIMILAR APP

CHECK YOUR IN-BOX

New follower emails: welcome new followers

Other social media update emails

IS THERE ANYONE YOU SHOULD FOLLOW OR STOP FOLLOWING?

Monthly

LOOK AHEAD TO PLAN TWEET TOPICS FOR THE MONTH

VIEW YOU LINK STATS ON BIT.LY OR A SIMILAR APP

Are any links particularly popular? Retweet or post similar links / info

VIEW TWITTER STATS

Quarterly

ANALYZE THE PAST QUARTER

New follower trends

Most popular tweets and topics (measured by link click-throughs, retweets)

Direct interactions (e.g., answering questions)

Compare Twitter stat

BROADLY PLAN TWEET THEMES AND TOPICS

twitter



Twitter Resources

General

Ten Best Twitter Apps for Small Business

getapp.com/blog/ten-best-twitter-apps-small-business/

Design

Free Twitter Designer, freetwitterdesigner.com/

My Tweet Space, mytweetspace.com/

Twtr Backgrounds, twitrbackgrounds.com/

Follower Management

My Tweeples, mytweeps.com/home.aspx

Who Unfollowed Me? who.unfollowed.me/

Qwitter, useqwitter/

Hashtags

Hashtags, hashtags.org/

WeFollow, wefollow.com/

What the Hashtag?! wthashtag.com/Main_Page

Stats

Foller.me, foller.me/

TwitterCounter, twittercounter.com/

TweetStats, tweetstats.com/

Schedulers

Twuffer, twuffer.com/

CoTweet Standard, cotweet.com/

Twaitter, twaitter.com/Default.aspx

Twitter Management Dashboards

TweetDeck, tweetdeck.com

tDash (Twitter Dash), tdash.org/

Quitter, quitter.codeplex.com/

HootSuite, hootsuite.com

Others

Twitdom, twitdom.com/ Twitter App Directory

TweetAlarm, tweetalarm.com/ Google Alerts for Twitter

TweetBeep, tweetbeep.com/ (Twitter Alerts by email)

TwitPic, twitpic.com/ share photos and videos on Twitter

Twitterfeed, twitterfeed.com/ feed blog posts to Twitter

Monitter, monitter.com/ monitor keywords on Twitter

TwitterMail, twittercounter.com/pages/twittermail

A Review of Social Media Best Practices

DO, DON'T AND BE AWARE

As with any management system, there exists recommendations of etiquette. Social Media is no different. There are certain behavioral trends one must benchmark in order to maintain a competitive edge. Let's review them!

Do...

- Post consistently but not several times a day
- Share, not spam
- Be authentic and sincere in your tone
- Exercise the rule of reciprocity
- Build and maintain online alliances; engage
- Become a student of social media to enhance your experience
- Know who your sources are and give them credit

Don't...

- Post negative comments on public pages
(Make it private if you feel you must be heard)
- Start strong and end weak
(Instead find a social media regime you can maintain)
- Lose track of time
(Set a timer to keep you from getting distracted from your social media goals)
- Forget to proof your posts or use spellcheck
- Incorporate various forms of media such as videos, presentations, and pictures in your posts along with text

Be Aware...

- You are what you post
- Of your employer's social media policy
- Who your sources are and give them credit
- Social Media is not supposed to be a burden
- The internet has a long memory - Google never forgets

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