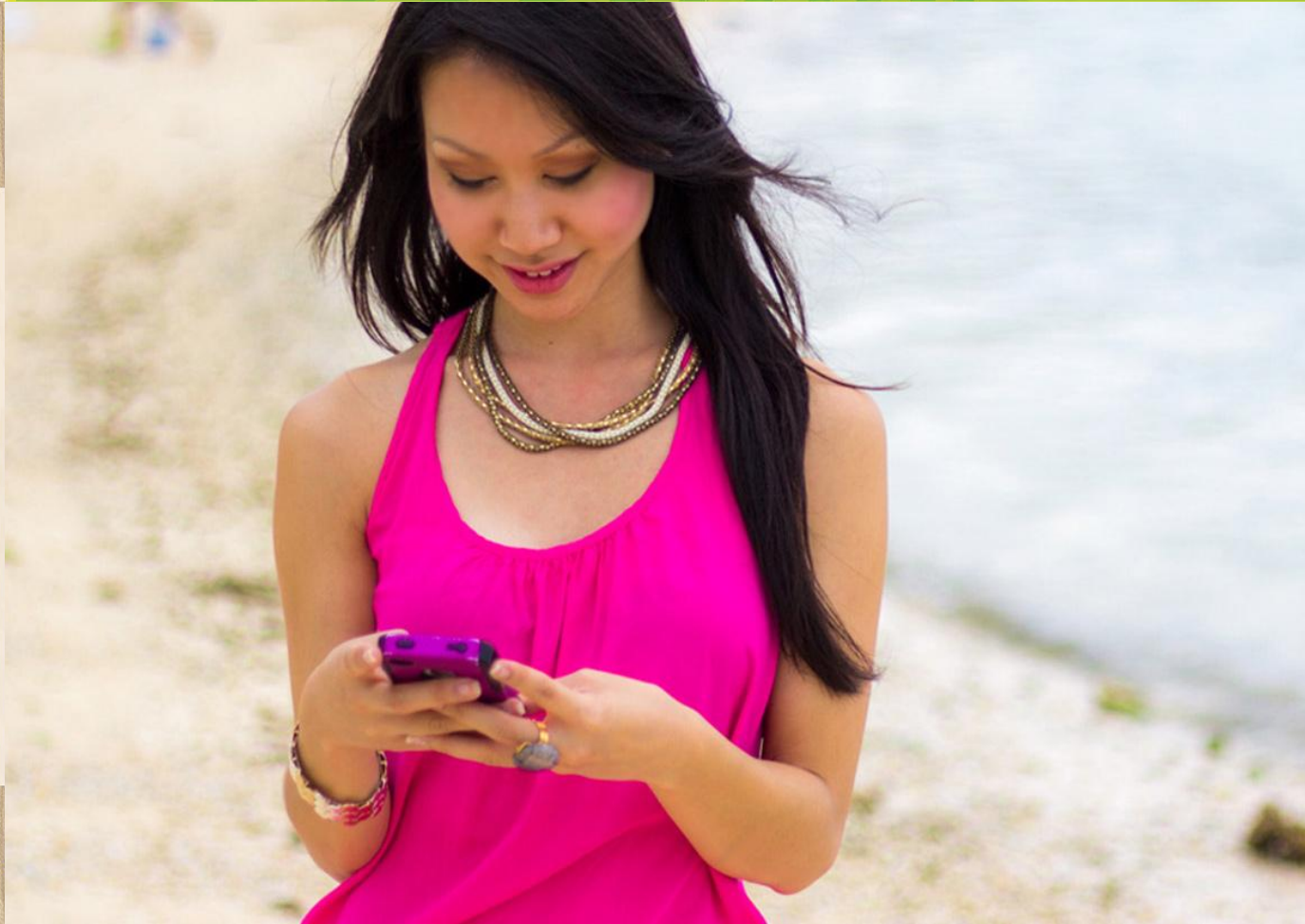


Are You Making These Social Media Mistakes?



Prepared by
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Peterson
Community
Awareness
Officer, Farm to
Table Guam



Social Media Marketing is like Running a Restaurant



Locations = Channels



Multiple SM channels
reach varied users



Diners = Users



Analyze your market

Who is your current customer? What is your target demographic?

- Language
- Age/Gender
- Interests
- Occupation
- Resident, visitor or military?

Menus = Posts



- Videos
- Products/Services
- Events
- Promotions/Coupons
- Contests/Giveaways



Chef = SM Manager



Social media is no longer simple. Many small and large businesses delegate SM management to experts.

Your SM manager should have deep understanding of your products/services, brand, customer service policies, and marketing goals.



Food Costs = SM Budget



Just as a restaurant owner budgets for food, smart business owners budget for social media, from hiring a SM manager to ad costs. Build in a monthly SM budget just as you would budget for utilities and personnel.



Where Do I Start?



Clear Objectives

- Increase sales
- Increase branding
- Increase traffic to my website

Where Do I Start?



Social Media Manager

- Your marketing manager should appoint a social media manager with proven ability
- Your graphic artist will give your channels a professional look

Where Do I Start?



Budget

- Social media accommodates all budgets, but don't forget to factor in expenses like your:
 - social media manager
 - management system
 - upgrades to your website
 - content writers and photographers
 - paid campaigns

Content is Key: Video



According to Facebook, the number of video posts per user has increased 75% year-over-year globally and 94% in the US. Total global growth in Facebook video is 360% when brands and advertisers are taken into account. Facebook also claims that more than 1 billion video views occur on its platform daily, and on average more than 50% of people who visit Facebook every day in the US watch at least one video. (Source: hypebot.com)

- Increasingly popular on all SM platforms
- Informative
- Behind the scenes

Giveaways

- Giveaways increase followers, grow mailing list
- Giveaways don't have to be expensive
- Award small or large prizes
- Case study: Triple J Auto



Triple J Giveaway Report



THE GUAM GUIDE managed a Facebook car and prize giveaway for Triple J Auto valued at \$30,000.

What was the result?

49,758
ENTRIES

2,396 NEW
FB & INSTAGRAM
FOLLOWERS

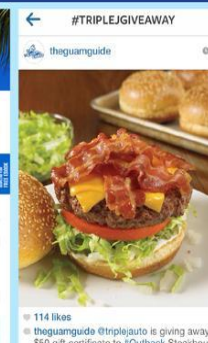
24%
INCREASE IN FB
FOLLOWERS

2.6M TOTAL
FB REACH ALL
CHANNELS

21,000
AVERAGE DAILY
FB REACH

59.7M TOTAL
IMPRESSIONS

The Guam Guide Exposure



MEMBER PAGE VIEWS: 244

BANNER AD IMPRESSIONS: 2,684

E-NEWSLETTER OPENS: 980

**SOCIAL MEDIA
IMPRESSIONS:**

Twitter: 25,881

Facebook: 23,860

Instagram: 13,045

Google+: 975

Your Blog



Do I Really Need a Blog?

Yes! Blogging is an inexpensive way to show customers what your brand is all about, giving them a more candid look inside your company. Blogging *is* social media!

What Should I Blog About?

- Company Events
- Company Milestones
- Staff Bios - Show how your staff lives and breathes the brand!
- Interesting, off-brand topics

Case Study: Global Girl Travels



A company blog can be less formal, but just as informative as a corporate website.

Topics:

- Behind the scenes of your events or storefront
- Employee spotlight
- Innovation in your industry
- CEO industry insights



Email Newsletter



The email newsletter is one of the least expensive and most underutilized marketing tools. Why send boring press releases when you can send colorful, informative newsletters? Cross promote your newsletter on your social channels and your social channels on your newsletter.

Everything you want to know about Guam!



**Visit our New
& Improved Site!**

THINGS TO DO | FOOD | HOTELS | SHOP | SPA/BEAUTY | EVENTS | BLOG



Family Friendly Hikes *Part 2*

Get social with us!



Email Newsletter



Add a signup tool to your Facebook page and website.
Call to action across all your channels.

Cross Promote



To increase your page visibility, you need to tell people about it. Promote your page on:

- Other social networks
- Your website
- Your blog
- Your email signature
- Business cards
- Marketing materials
- Events
- Newsletters
- TripAdvisor

Local Cross Promotion



Leverage the success of other businesses to cross promote your social media channels. Team up with:

- Like-minded businesses
- Media outlets
- Non-profits
- The Guam Guide

Why doesn't Facebook work anymore?



Did you know that not all your fans see your posts? Actually, probably less than 16% of your fans see your Page posts! EdgeRank determines what posts appear on a Facebook user's newsfeed. Facebook EdgeRank formula includes:

Affinity: Measures the relationship between the viewing user and the creator of the story. The closer the relationship the higher the score.

Weight: Different types of posts carry different weights (photos, videos, status updates, links, etc.). The higher the weight, the higher the score.

Time Decay: As a post ages it continually loses value.

Include Facebook ads in your marketing budget to help increase your Likes, engagement, visibility, promote events, market your products or services, etc.

- Promoted Posts
- Facebook ads

Other Social Networks



Tell your followers where to find you!

Facebook > Instagram

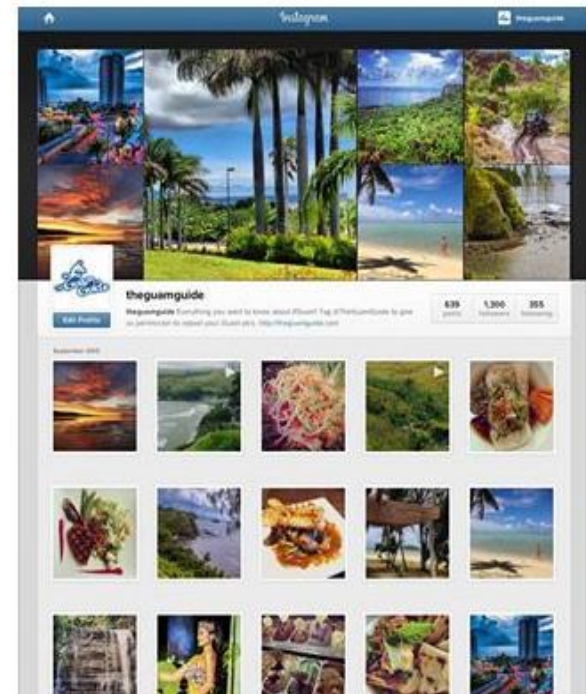
Twitter > YouTube

YouTube > Facebook



The Guam Guide

Follow us on Instagram to experience the best of Guam in real-time! <http://instagram.com/theguamguide>



Like · Comment · Share · Boost Post · about a minute ago

Fallacies



- **I have a Facebook page, so I don't need a website or paid advertising.**
 - Facebook is not a search engine; Google, Bing, & Yahoo are. Create a search engine optimized site to net web searches.
 - Facebook features are limited and not all your fans will see your posts; fewer will visit your page after liking it.
- **I have a Facebook page, so I don't need other SM channels.**
 - Like financial investments, there's nothing smart about not diversifying. All your eggs in one basket will have limited results.
- **My employees are blogging about the company, so I don't need to.**
 - Would you allow your employees to place ads in the newspaper about you without seeing them first? It is counter-intuitive for branding purposes to have multiple messages that you don't control.
- **My employees know not to post anything bad about the company.**
 - There is no substitute for a solid Employee Social Media Policy, outlining how they are to represent themselves online.

Top 10 Social Media Faux Pas



1. Talking at your customers, not with your customers

Pushing out a bunch of blah blah blah press releases or links to stuff you do on your website is not engagement. Focus on providing relevant content instead.

2. Not monitoring your page

When someone visits your page, are they going to find it full of links from Facebook spammers inviting your fans to college night at the local bar or to click to win a free iPad? Make sure to stay on top of the content on your page.

3. Writing long posts that get cut off

It's okay to write longer status updates on Facebook (you have a limit of 60,000 characters), but you still need to keep them clear and concise.

Top 10 Social Media Faux Pas



4. Talking smack about your competition

Keep it civil. Bad mouthing your competition makes *you* look bad.

5. Not having a custom URL for your Facebook page

Don't be simply a number; your Facebook link should contain your business name.

6. Posting one thing right after another

It's annoying and not as likely to engage fans as well-schedule posts throughout the day or week.

7. Responding negatively to a negative comment

Negative (not vulgar) comments can be a blessing for companies who know how to respond. Say thank you and respond professionally to resolve the issue.

Top 10 Social Media Faux Pas



8. Only promoting yourself

It's called social networking for a reason. If you're not engaging and showing personality, why bother?

9. Spelling, Grammatical or Factual Errors

Don't obliterate your credibility online; just proofread before you post!

10. Trying to make every post for everyone

You wouldn't try to sell every customer the exact same product; so why be generic online? It's okay to post something that only a segment of your fans may find engaging. Analyze your networks to determine what content fits best on each.

Thank you for attending!



**Have questions?
Email jessica@farmtotableguam.org**