

Social Media Marketing

Getting Beyond the Poke

About Me

- Nearly a decade of experience in marketing and strategic communications
- Promotions Committee Member and volunteer for Waterville Main Street
- Principal, Radial Communications, LLC.

Together with Lavender Designs, Radial provides full-service marketing and communications guidance for Maine's small businesses.

Certifications and Affiliations



What is Social Media?

The Social Media includes any website that allows users to not only visit, but also **interact, share, and engage.**



Twitter-what?!

- People have learned to use the internet to their advantage.

To solve problems

To boast, reward or celebrate

To *complain*...

What Book of Faces?

- Social media makes real business sense.

Cut your marketing expenses

Improve customer/donor service

Build loyalty, friends and followers

But Tweeting Sounds *Dirty*

- Making social media work is not hard *or* dirty.

Less than 5 minutes to get started.

Managed in just minutes a day.

Honestly... How much time do you already spend on Facebook or Twitter?!

Twitter-what?!

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To *complain*...

Power of Social Media

Fair  **Point** **Blows**.com

Power of Social Media

Consumer's Perspective



steveofmaine

[@franklizarde](#) Don't think any come with ssd as standard.

about 7 hours ago via Nambu in reply to [franklizarde](#)

Normally wouldn't think such things, but with 5 techs having been here and things more messed up than ever, have to wonder.

[@myfairpoint](#)

3:48 PM May 25th via Echofon

Now that [@myfairpoint](#) has disconnected the old DSL circuit, I won't know if the new circuit is new or just old one renumbered.

3:45 PM May 25th via Echofon

Well [@myfairpoint](#) came to identify secondary dsl circuit supposedly installed and broke primary one. Anyone know if I can file PUC complaint

12:41 PM May 25th via Echofon

Name Steve Sawczyn

Location 51 Washington St
(Augusta, US)

Web <http://www.atmain...>

Bio Blind from birth, I work as an Assistive Technology Instructor/consultant and host wkly assistive tech show.

431 following **1,019** followers **73** listed

Tweets 30,739

Favorites

Following



[View all...](#)

Power of Social Media

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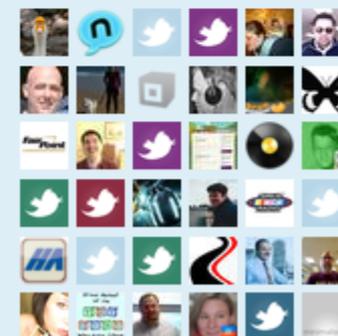
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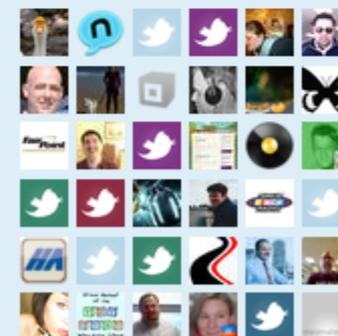
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Power of Social Media

Organization's Perspective



MyFairPoint

@dalaixerces ME TOO! I'm on it! ^JP

about 16 hours ago via HootSuite

RT **@mashable**: Majority of Adults Now Google Themselves [STUDY] - <http://bit.ly/cKWFZk>

about 16 hours ago via web

@dalaixerces DM ur phone # to me and I'll look into getting this corrected for you. We apologize for problems. ^JP

about 16 hours ago via HootSuite in reply to dalaixerces

@steveofmaine Excellent news! If you DM me the name of the FP tech, we'll be sure to congratulate him on a job well done! ;) ^DB

about 20 hours ago via HootSuite in reply to steveofmaine

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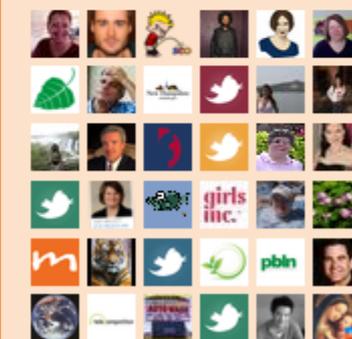
Bio The official Twitter account for FairPoint Communications.

470 **333** **19**
following followers listed

Tweets **658**

Favorites

Following



[View all...](#)

[RSS feed of MyFairPoint's tweets](#)

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Organization's
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Power of Social Media

Organization's Perspective

facebook

23andMe
Wall Info Photos Boxes Events Twitter >>

Write something...
Attach:

Tamara Jefferson Boyfriend got his results today! Great 23andme! Only 15days! Know could you tell me why my fathers kit has not made it to the lab?That too has been 15 days. Suspense driving me crazy!
Tuesday at 11:39am · [Comment](#) · [Like](#) · [Flag](#)

23andMe Do you have a tracking number for your father's kit? Hoping it's simply delayed at USPS and will make it's way to the lab soon.
Tuesday at 12:10pm · [Flag](#)

Tamara Jefferson Yes I have a tracking number that isnt even trackable. The post office is no help.
Tuesday at 12:16pm · [Flag](#)

23andMe If the sample is missing for 3.5 weeks, we will consider it lost and send a replacement. Please contact help@23andme.com in that case, and we'll take care of you. Thanks!
Tuesday at 12:36pm · [Flag](#)

Write a comment...

Within 1 Hour:

23andMe was founded to empower individuals and develop new ways of genetic research. Our members of 23andMe are here because we believe in the combined potential of genetics and the Internet to have a significant, positive impact.

Information
Founded: April 2006

1 Friend Likes This
@stevemadame hey steve, we get this cleared up for you as : 5:40 PM May 24th via HotSuite in reply

Power of Social Media

Organization's Perspective

facebook

23andMe
Wall Info Photos Boxes Events Twitter >>

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Write a comment...

Within 1 Hour:

- Made Contact

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facebook Search

23andMe
Wall Info Photos Boxes Events Twitter >>

Write something...
Attach: **Share**

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Write a comment...

Within 1 Hour:

- Made Contact
- Problem Solved

Power of Social Media

Organization's Perspective

The screenshot shows the Facebook interface for the 23andMe page. At the top, the Facebook logo and search bar are visible. The 23andMe profile picture and name are on the left. Below the profile picture are options to 'Add to My Page's Favorites', 'Suggest to Friends', and 'Subscribe via SMS'. The main content area shows a post by Tamara Jefferson: 'Boyfriend got his results today! Great 23andme! Only 15days! Know could you tell me why my fathers kit has not made it to the lab?That too has been 15 days. Suspense driving me crazy!'. Below this post are two responses from 23andMe: 'Do you have a tracking number for your father's kit? Hoping it's simply delayed at USPS and will make it's way to the lab soon.' and 'If the sample is missing for 3.5 weeks, we will consider it lost and send a replacement. Please contact help@23andme.com in that case, and we'll take care of you. Thanks!'. A comment box is visible at the bottom of the post area.



Within 1 Hour:

- Made Contact
- Problem Solved
- Resolved Problem

Time for Interaction!



twitter

facebook

Linked  [®]

Time for Interaction!

Once per day?
Even less!?

Time for Interaction!

2-3 Times per day?

The Shocking Numbers Game

50 Million Tweets Per Day

(That's 600 every second!)

**60 Million Facebook Status
Updates**

(Even better, that's almost 700 per second!)

The Shocking Numbers Game

The average Facebook user spends nearly 7 hours per month on the site.

That's more than 12% of the time they spend online.

The Shocking Numbers Game

In 2008, the average internet user spent just over 2 hours per month on social media sites.

In 2010, they spend 6 hours per month on the same sites.

Are Stocking Numbers? Game

 **epopewelch** My new favorite of @ConsuWatchdog <http://bit.ly/bi> incredibly awesome and mother

 **ebertchicago** My review of SATC2. crawl. <http://j.mp/btqcjT>
1:12 AM May 26th via web
Top Tweet  100+ Retweets

 **engadget** iPads arriving a day e
about 5 hours ago via twitterfeed
Top Tweet  69 Retweets

 **marl** care about foursquare and such but some of the o nice!
19 minutes ago via TweetDeck

 **cleokid** It's a @jaybranna  re @gr:
about 1 hour ago via Echofon

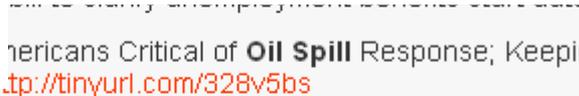
 **FuryStryker** will be on a boat today, on a b
8:18 AM May 26th via txt

 **Greenpeace** Spill 39 million gallons of oil in the sea; no charges. Peacefully protest oil drilling: charged for felony: <http://bit.ly/b0pci4>
#oilspill
4:41 AM May 26th via TweetDeck
Top Tweet  100+ Retweets

 **BPBillyBass** @bpTerry Can I have a t-shirt made to commemorate my surviving the oil spill because #BPcares ?
less than 10 seconds ago via web

 Apple passes Microsoft as biggest tech company <http://bit.ly/dnkNO>
about 17 hours ago via web

 **marknason** Fletch is 25 yrs old. It's still all about the ball bearing (and a bloody mary a steak sandwich and a steak sandwich
<http://bit.ly/dv1Awv>
about 17 hours ago via API

 Americans Critical of **Oil Spill** Response; Keeping
<http://tinyurl.com/328v5bs>
10 minutes ago via web
 3 Retweets

Crews involved in oil recovery feeling
Rockies' Jimenez first in majors to nine wins - <http://tinyurl.com/3yotgeh>
about 8 hours ago via API

7:54 PM May 24th via web

 **nprnews** Oil Spill Progress Report From Coast Guard Chief
<http://n.pr/d8DKqI>
6 minutes ago via twitterfeed
 5 Retweets

 Reply  Retweet

 Reply  Retweet

 Reply  Retweet

Wait! You Need a *Plan*



Planning for Social Media

- Consider your goals and objectives
- Find your niche. What makes you unique?
- Decide on your strategy and involve others.
- *Be INTERACTIVE.*
- Innovate. Be your creative selves.
- Analyze and reflect. Rinse and Repeat.

Planning for Social Media

- Consider your goals and objectives

Increase Interactions and Contacts?

Name recognition? Brand Growth?

Boost Sales or Participation?

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Planning for Social Media

- Find your niche. What makes you unique?

Your Expertise

Your Style, Products or Services

Your Reputation

Your Community Position

Your Knowledge and Insight

Planning for Social Media

- What makes you unique in social media?

HINT:

It's all the same stuff.

Make Yourself Interesting...

facebook  Search



23andMe

[Wall](#) [Info](#) [Photos](#) [Boxes](#) [Events](#) [Twitter](#) [»](#)

[Add to My Page's Favorites](#)

[Suggest to Friends](#)

[Subscribe via SMS](#)

23andMe was founded to empower individuals and develop new ways of accelerating research. The members of 23andMe have come together because we believe in the combined potential of genetics and the Internet to have a significant, positive impact.

Information

Founded:
April 2006

1 Friend Likes This



Gene Avenir It's a great day when The Economist is supporting open source biology, while governments may be considering restrictions on things like personal genetic testing.

http://www.economist.com/opinion/displayStory.cfm?story_id=16163154
May 22 at 11:39am · [Comment](#) · [Like](#) · [Flag](#)



23andMe A chat with supporters and critics of at-home genetic testing on NPR this morning.

At-Home Genetics Tests: Forum | KQED Public Media for Northern CA
www.kqed.org

 May 21 at 4:16pm · [Comment](#) · [Like](#) · [Share](#)

 3 people like this.



Michael Wilson the health issues this has shown up for us largely baffled the Medical Profession for us at the time these occurred, so we have found nothing misleading about this test, its been generally spot on target, sadly we have done it after all the main events have been done and dusted.

May 21 at 5:52pm · [Flag](#)

Make Yourself Interesting...

facebook 

Search



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- Innovate. Be your creative selves.
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Planning for Social Media

- Decide on your strategy

Facebook?

Twitter?

Yelp? YouTube? LinkedIn? E-Mail?

- Let your staff and volunteers take part.

Planning for Social Media

- Consider your goals and objectives
- Find your niche. What makes you unique?
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- ***Be INTERACTIVE.***
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It's *Social* Media, After All The Wrong Way



amazon

AmazonKindle Kindle for Mac - Now Available for FREE Download! Read Kindle books on your Mac, no Kindle required <http://bit.ly/aSb5aU>

1:06 PM Mar 18th via web
Retweeted by **amazon** and 33 others

amazon_movies "Avatar" is now available for pre-order on DVD and Blu-ray: <http://bit.ly/cisllu>

2:23 PM Mar 17th via web
Retweeted by **amazon** and 22 others

amazonpayments It's riding season! Shop leather jackets, helmets & more at LeatherUp; Use Checkout by Amazon & get free shipping on \$99+ <http://ow.ly/1IbAQ>

2:45 PM Mar 15th via HootSuite
Retweeted by **amazon** and 1 other

amazon_movies <http://bit.ly/dbuFy4> - Save at least 34% on this year's Best Picture nominees.

2:55 PM Mar 15th via web
Retweeted by **amazon**

Name Amazon
Location Seattle, Washington
Web <http://www.amazon...>
Bio The Official Amazon.com Twitter Feed

22 following 21,346 followers 1,665 listed

Tweets 755

Favorites

Lists

@amazon/amazon-us

[View all](#)

Actions

[block amazon](#)
[report for spam](#)

Following



It's *Social* Media, After All The Right Way



The image shows a screenshot of the JetBlue Twitter profile page. The profile header includes the JetBlue logo, the name 'JetBlue Airways', location '11375', and website 'http://www.jetblue.com'. The bio states: 'Have a question? Follow us and let us help! For official customer concerns, go to jetblue.com/speakup or call 1-800-jetblue Currently on duty: @JetBlue/team'. Statistics show 115,444 following, 1,599,466 followers, and 4,919 listed. The tweets section shows three recent tweets, and the lists section shows '@JetBlue/crewmembers' and '@JetBlue/team'. The actions section includes 'block JetBlue' and 'report for spam'.

JetBlue

Name JetBlue Airways
Location 11375
Web <http://www.jetblue.com>
Bio Have a question? Follow us and let us help! For official customer concerns, go to jetblue.com/speakup or call 1-800-jetblue Currently on duty: @JetBlue/team

115,444 **1,599,466** **4,919**
following followers listed

Tweets **2,713**

Favorites

Lists

- [@JetBlue/crewmembers](#)
- [@JetBlue/team](#)

[View all](#)

Actions

- [block JetBlue](#)
- [report for spam](#)

[Follow](#) [Lists](#) [Settings](#)

[@howardlindzon](#) if you'd like to discuss your specific experience in more detail, leave us a note at <http://jetblue.com/speakup>
about 2 hours ago via CoTweet in reply to howardlindzon

[@Nnadsy](#) no plans at the moment, but we love hearing suggestions <http://bit.ly/jbsuggest>
about 2 hours ago via CoTweet in reply to Nnadsy

[@howardlindzon](#) We try deliver a great experience. If there was an issue within our control, we work to make it right <http://bit.ly/jbbor>
about 3 hours ago via CoTweet in reply to howardlindzon

<http://bit.ly/jbalert> T-storms in the Northeast may cause some delays or cancellations. Check flight status at <http://bit.ly/JBStatus>
about 3 hours ago via CoTweet

It's *Social* Media, After All

facebook  Search



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[Subscribe via SMS](#)

Waterville Main Street is a nonprofit organization advancing efforts to develop the Downtown area into a thriving, energetic, commercial, social, cultural and entertainment destination.

Information

Founded:
2001

Waterville Main Street Yay! The Downtown Flower Boxes are being delivered tomorrow! :

[Wall](#) [Info](#) [Photos](#) [Discussions](#) [Links](#)



Waterville Main Street Nearly 50 individuals toured 3 fabulous living spaces in Downtown Waterville to see firsthand the possibilities of our upper floor spaces.



Downtown Apartment Tour - May 2010

8 new photos

 Yesterday at 9:29am · [Comment](#) · [Like](#) · [Share](#)



Jaye Lowe These pics are great, and the possibilities endless, but when have these downtown spaces ever been available to buy or even rent?

Yesterday at 10:11am · [Flag](#)



Waterville Main Street There are several buildings for sale in Downtown (www.watervillemainstreet.org/realestate.php) and many upper floor spaces that are vacant and available for lease. These kinds of spaces will require creative individuals willing to either buy and invest in/renovate the property OR interested in working with an existing property owner to renovate space in exchange for reduced or free rent. Anyone interested in pursuing either option should contact the WMS office for more info.

Yesterday at 10:19am · [Flag](#)

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[@dalaixerces](#) DM ur phone # to me and I'll look into getting this corrected for you. We apologize for problems. ^JP

about 16 hours ago via HootSuite in reply to dalaixerces

[@steveofmaine](#) Excellent news! If you DM me the name of the FP tech, we'll be sure to congratulate him on a job well done! ;) ^DB

about 20 hours ago via HootSuite in reply to steveofmaine

[@steveofmaine](#) I understand. We'll do everything in our control to straighten things out. Thanks again for the update, Steve.

7:39 PM May 25th via Twitter for iPhone in reply to steveofmaine

[@steveofmaine](#) Hey Steve, thanks for letting us know. We'll work to get this cleared up for you as soon as possible. ^DB

5:46 PM May 24th via HootSuite in reply to steveofmaine

Name FairPoint

Location United States

Web <http://www.fairpo...>

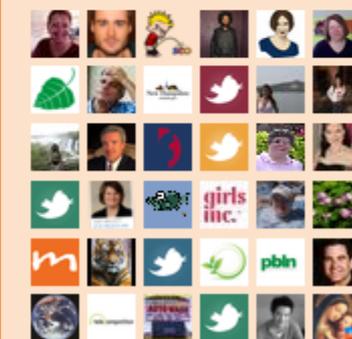
Bio The official Twitter account for FairPoint Communications.

470 following **333** followers **19** listed

Tweets 658

Favorites

Following



View all...

RSS feed of MyFairPoint's tweets

Planning for Social Media

- If it's rude in public, it's rude online.

Don't ignore your followers.

Answer questions. Reply in reasonable time.

Care what other people think and say.

Continue providing quality service.

Planning for Social Media

- Consider your goals and objectives
- Find your niche. What makes you unique?
- Decide on your strategy and involve others.
- *Be INTERACTIVE.*
- **Innovate. Be your creative selves.**
- Analyze and reflect. Rinse and Repeat.

Planning for Social Media

- Innovate. Be your creative selves.

Text is boring. How about video?!

Specials. Discounts. Contests.

Gain insight from your fans.

Planning for Social Media

- Consider your goals and objectives
- Find your niche. What makes you unique?
- Decide on your strategy and involve others.
- *Be INTERACTIVE.*
- Innovate. Be your creative selves.
- Analyze and reflect. Rinse and Repeat.

Planning for Social Media

- Analyze and Reflect. Rinse and Repeat.

Even social media has an ROI

New followers/fans/friends?

Increase in participation / revenues /
donations?

Analyzing Your ROI

- The King of All Social Media Tools



- Source Awareness

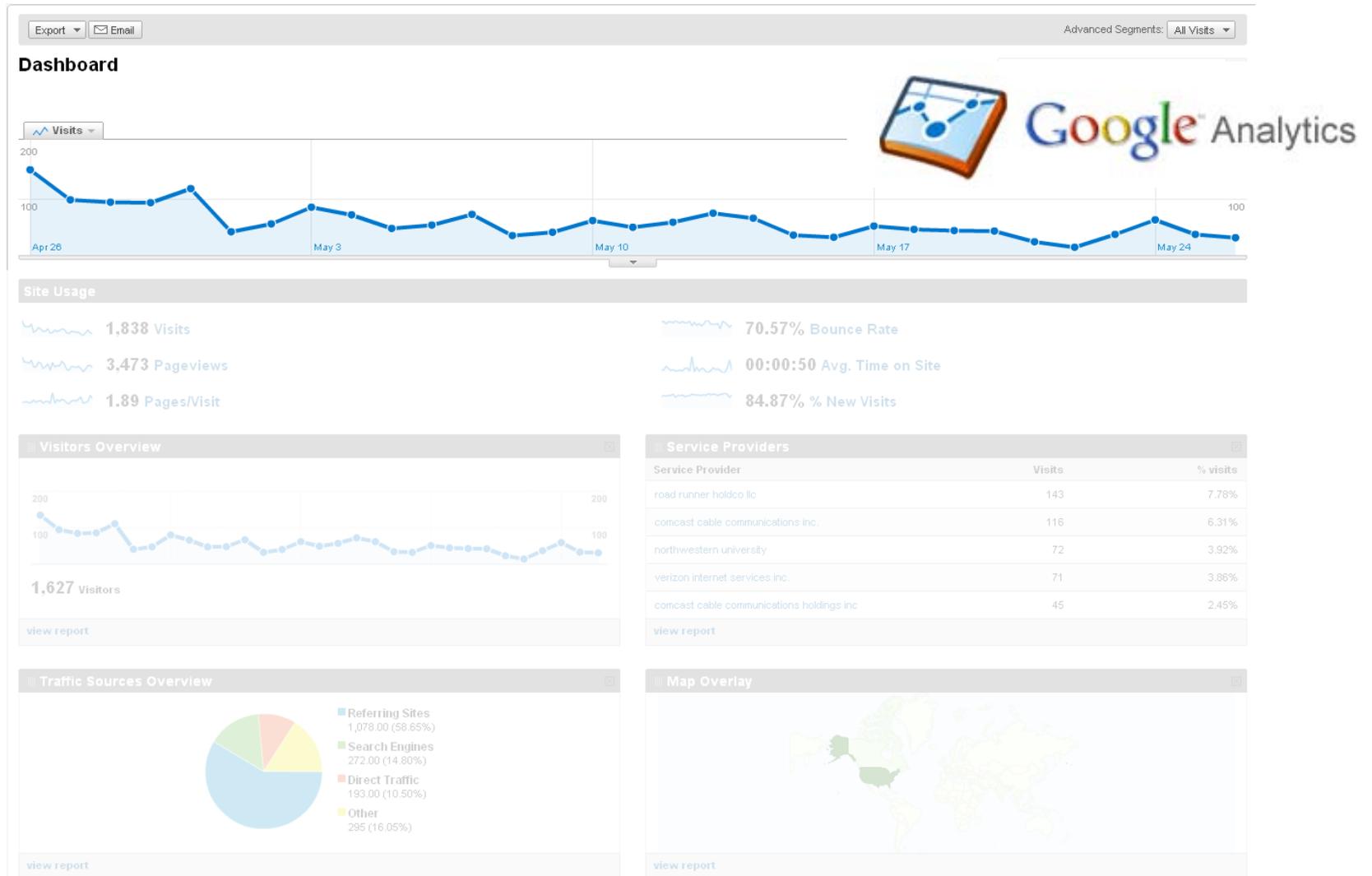
- Visitor Location

- Search Terms

- Path Through the Site

- Time on Site/Entry + Exit Paths

Analyzing Your ROI



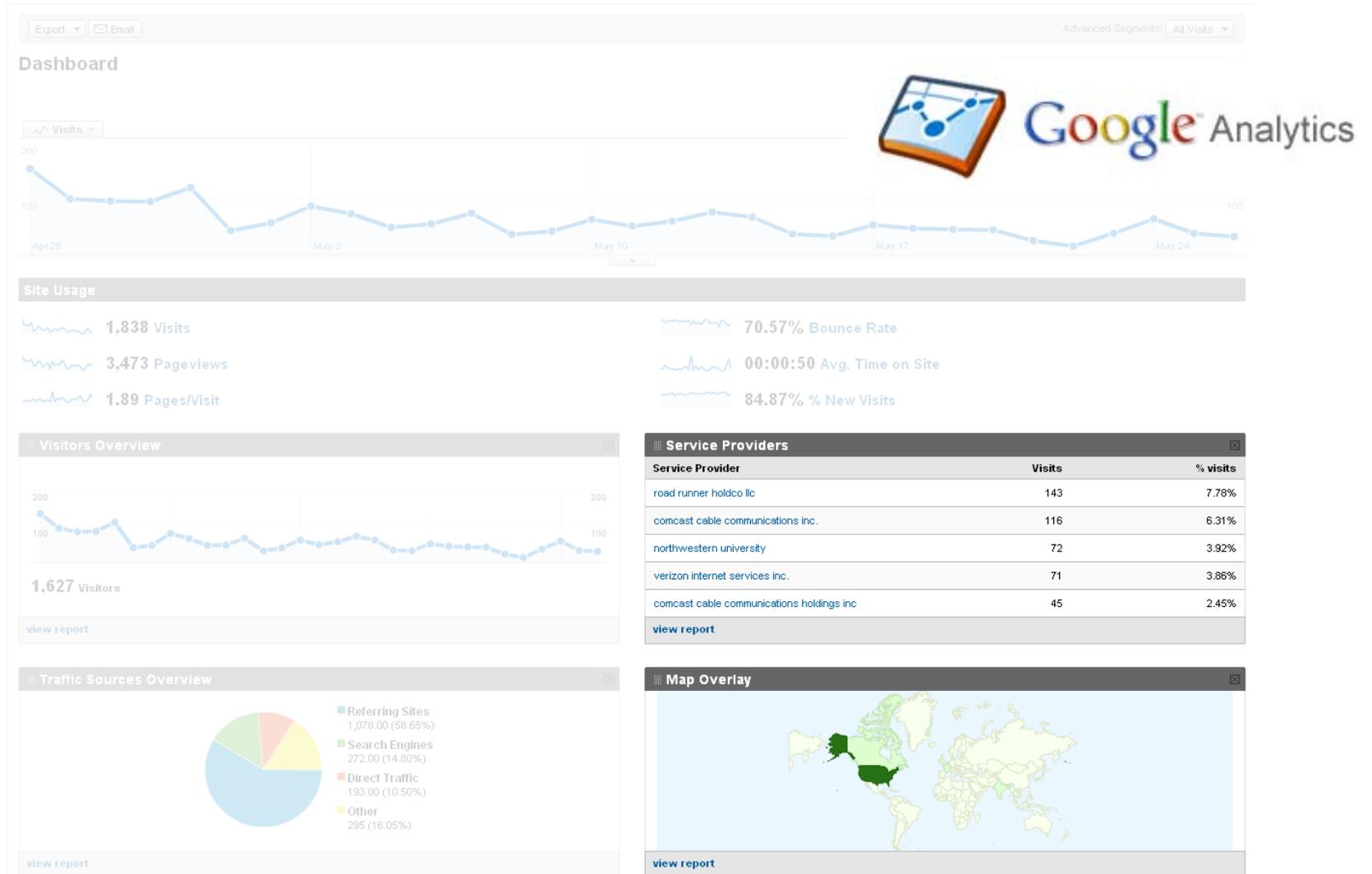
Analyzing Your ROI



Analyzing Your ROI



Analyzing Your ROI



Bring It All Back Together



Making Life Easier

- Use social media tools and aggregators



- Manage searches and alerts

- Schedule posts in advance



- Monitor numerous social media applications at the same time.



- Manage multiple accounts in the same networks.

Questions?



Derek Mitchell, Principal

(207) 518-8491 / dmitchell@radialcomm.com