



Visit Salt Lake 2012

SOCIAL MEDIA SEMINAR

Thank you to our partners:

#slcsocial





WHAT SOCIAL MEDIA MEANS TO VISIT SALT LAKE

Eric Thompson
Vice President of Marketing
Visit Salt Lake





Facebook.com

- Launched in February 2004
- Today – 845 Million Users
- 138.9 Unique Monthly Visits
- 41% of US Population
- Estimated 1/2 of all internet users by end of 2012





Facebook.com/VisitSaltLake

- **Started in Nov 2008 – reorganized Jun 3, 2009**
- **December 2010 - 3,500 Likes**
- **April 1, 2012 – 101,092 Likes**
- **750,000 Weekly Reach**
- **Demographics:**
21% is 55+, 19.5% is 18-24, 63% Female





Twitter.com

- Launched in March of 2006
- Today – 300 Million Users
- 300 Million Tweets
- 1.6 Billion Search Queries
- Big in Japan





Twitter – @VisitSaltLake

- Created in November 2008
- 1,700 followers in December 2011
- 10,461 followers on April 1, 2012
- 3-7 Tweets a day, 6,590 Tweets
- Demographics: 64% Female





YouTube



- Started in February 2005
- 800 million unique users
- 4 billion videos viewed each day
- 70% of all traffic comes from outside the U.S.





[YouTube.com/VisitSLCUtah](https://www.youtube.com/VisitSLCUtah)

- Channel created January 2009, updated March 2010
- 200+ videos on channel
- 85 subscribers
- 113,620 channel views





Flickr, Foursquare, Pinterest

- Flickr: 51 million registered users, 80 million unique
- Foursquare: 10 million users, 750 check-ins, 3 million per day
- Pinterest: Started Dec 2010. Fastest to 10 million unique visitors as of January 2012.
- More traffic to retailers than LinkedIn, Google+, YouTube.





New Social Media - VSL

- Flickr: 85 members, 502 images, 1,191 total images, 8,438 views
- LinkedIn: 57 followers
- Google +: 11 circles
- Foursquare: New page, 1 tour
- Pinterest: 14 boards, 572 pins, 201 likes





Social Media ROI

- Website: \$26 per visitor
- Facebook: \$70 per fan
- Twitter: \$35 per follower

****Source: Destination Analysts – 2012 Travelers Study***





Visit Salt Lake 2012

SOCIAL MEDIA SEMINAR

Thank you to our partners:



Social Media: Beyond The Buzz

Carrie Kerpen
President and COO, Likeable Media
@CarrieKerpen





Hi, I'm Carrie. I'm a small business owner, just like you.





56% of consumers say that they are more likely recommend a brand after becoming a Facebook fan.

Pinterest was the **fastest site** to reach 10 million monthly visitors.

Twitter is growing at a rate of **11 accounts per second**.

There are **more iPhones sold** per day **than people born** in the world per day.

I've also been **astounded** by the facts.





The big secret? Work beyond the buzz to get to **what matters**.



What matters is **content**.



Sharing great **content**.

Listening and responding to user generated **content**.



How social media has **evolved** to become more content-focused.



OTTER-LY ADORABLE.



The Living Planet Aquarium

10,966 likes · 621 talking about this · 20,666 were here

Like

Message



📍 Zoo/Aquarium · Museum · Event Venue
📍 725 E 10600 S, Sandy, UT.
☎ 1 801.355.3474
🕒 Open until 6:00 pm.



Photos

causes

Make A Donation



Events



Map

4 ▼

A focus on **visual and compelling, shareable** insight from brands.





boloco @boloco

Free burrito day going strong at @boloconeu! #boloco15
[instagr.am/p/lwzCUWw_6Z/](https://www.instagram.com/p/lwzCUWw_6Z/)
[Hide photo](#)




Instagram

[Flag this media](#)




Sharing content that's viewable beyond the blessed 140 characters.







Visit Salt Lake


Official information source for events, meetings and travel in Salt Lake.

   Salt Lake City, UT

Repins from

 Heather Fisher

 Crystalyn Nilson

 Laura Remy

14 Boards

572 Pins

201 Likes

Activity

147 followers

118 following


What's Happening SLC

17 pins




Wining and Dining

98 pins




Must-See SLC

56 pins



SLC Fan Zone

35 pins



Sharing great content even when it's **not your own**.





Dev2706
Staines, Middlesex



Contributor
11 reviews



6 helpful votes

“Fantastic hotel & great service”

Reviewed March 8, 2012

1 person found this review helpful

We stayed here in Nov last year and I can honestly say its one of the best hotels I have stayed in. The reception staff were superb and full of recommendations for dinner. They recommended the Shake Shack in Madison sq park and BLT prime, both of which were superb! The rooms were spacious for NYC and very comfy, with an added bonus of a balcony! There was turn down service but we generally declined the offer. The breakfast was fantastic, with proper NY bagels on offer! There is no bar (or there wasn't when we stayed) which was probably the only negative comment I have. Having said this, every night (except Sunday) they put on a cheese and wine reception between 5-8. They had a lovely selection of red, white and prosecco with an array of cheeses and biscuits to choose from...a great perk. Complimentary Tea and coffee were available all day in the lobby, which was lovely after a morning shopping and wanted to chill out without sitting in a bedroom. The location of the hotel was fantastic, I would go back in a heart beat and recommend it to everyone who tells me they are visiting NYC

Stayed November 2011, traveled as a couple

Value
Location
Sleep Quality

Rooms
Cleanliness
Service

[Less ▲](#)

Was this review helpful?

[Problem with this review?](#)

[Ask Dev2706 about Hotel Giraffe](#)

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC.

Content that's user-generated is even more impactful than your own.
And it's already out there!



So how do you go about **creating and curating** great content?



5 things you can do **right now** to **create and curate** great content.



1. Ask for it.

Your customers are your first source for content.



2. Get out of your social media box.

Simply take what you're doing well, and share it.



3. Surprise and delight.

Give your customers reasons to live for you.



4. Become BFF with your iPhone.

Capture content constantly.



5. Listen for great (and not-so-great) content.

And respond to it all.



How to **measure**.



Broader measurement.

Increase in content. Increase in engagement. Increase in customers.



But measurement is not a broad term. Measure by **tactic**.

You wouldn't measure the effectiveness of your computer.



Ski SALT LAKE

DESIGN YOUR DREAM WINTER VACATION

HOW IT WORKS:

CHOOSE YOUR LODGING

SELECT YOUR WINTER ACTIVITIES

INVITE YOUR FRIENDS

Picture this: You and your friends are skiing the Greatest Snow on Earth™ in Salt Lake. Afterwards, you decide to go to the local bar and enjoy some live music. At the end of the day, you go back to your relaxing accommodations (and get ready to do it all again the next day). Sounds awesome, right? With a Salt Lake City vacation, you can do all of that plus much, much more!

Build your dream winter vacation and invite your friends to start planning your Utah trip! Choose your ideal accommodations, and select from a variety of winter and nighttime activities. Complete your personalized postcard and share it with your friends to start planning your next group trip!

START NOW

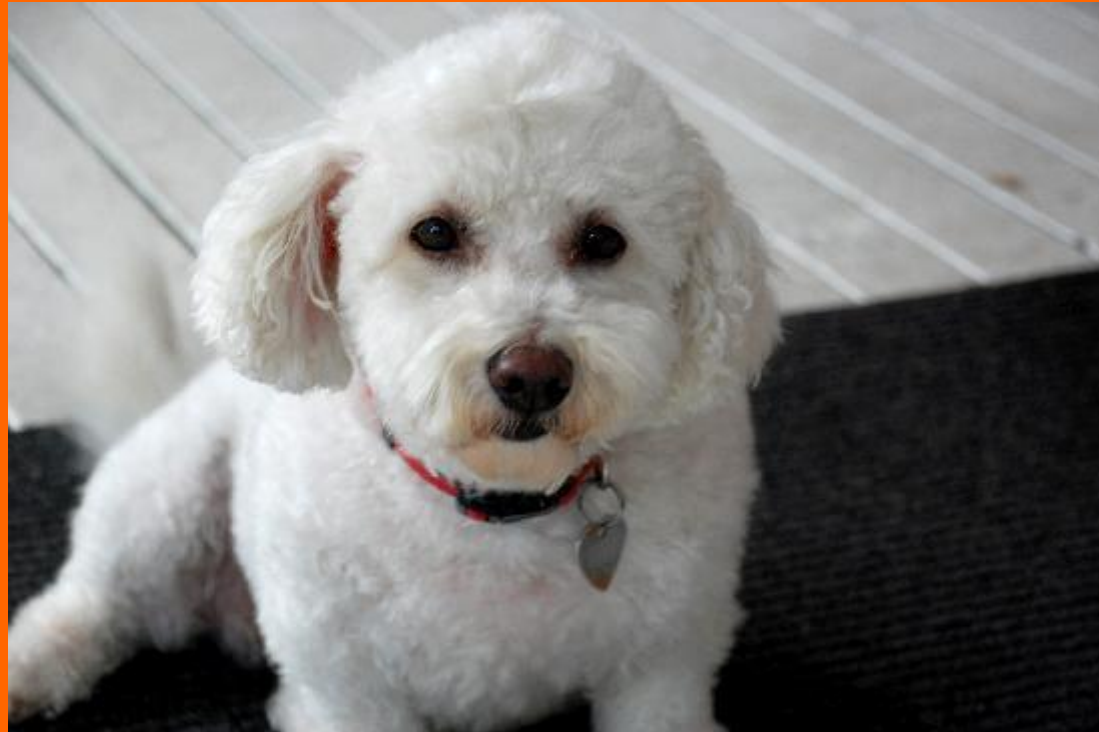
8,405 new fans

The ultimate win: connecting a tactic to a specific customer action.



Social media just takes what is **you** and amplifies it.





Coco at the Rooster Inn.



Bode sleeping while skiing

lammfam5



Subscribe

3 videos ▾



Ski resort.



SQUATTERS
PUBS & BEERS

about US OUR BREW OUR FOOD 3 LOCATIONS REGULARS R LARGE GROUPS BLOG Shop

ABOUT US

- MISSION
- PEOPLE, PLANET, PROFIT
- EMPLOYMENT
- NEWS & EVENTS
- CONTACT US

Ever Wished MORE EMAILS WERE ABOUT BEER?

Sign up for:
EMAIL UPDATES

Name

Email

SIGN UP

Our MISSION

The first **SQUATTERS BEERS** were poured on September 5th 1989 at our downtown Salt Lake City location at 147 West Broadway.

Although much has changed (now three locations and a microbrewery), we remain firmly dedicated to our original goal; provide our customers world-class handcrafted beer and food in a warm, friendly environment.

As Squatters grew we embraced the Triple Bottom Line philosophy of People Planet Profit. We source healthy ingredients and use environmentally friendly products and services from within our local eco-region. We develop long-term relationships with farmers, growers and suppliers so we know exactly what is, and is not, in the products we buy. We choose to support local non-profit organizations. We buy BlueSky wind power and are continuously working to reduce our carbon footprint.

We believe these and other practices contribute to a healthy community and environment, locally and globally, making our city a better place to live, work, and drink world-class Squatters beers.

Photo *Jeff*

SQUATTERS

SQUATTERS IS AN INNOVATIVE RESTAURANT GROUP ROOTED IN WORLD CLASS BEER, EXCEPTIONAL FOOD AND SERVICE, A WELCOMING ATMOSPHERE AND AN ONGOING COMMITMENT TO PEOPLE, PLANET & PROFIT.

Squatters Pub.



Being great in social media is no different than being great in business.

The two go hand-in-hand.



My piece of advice: forget the buzz, **go back to the basics.**



Thank You!





Visit Salt Lake 2012

SOCIAL MEDIA SEMINAR

Thank you to our partners:



Visit Salt Lake Social Media Seminar: Facebook Timeline For Brands

**Lauren Sleeper, Director of Social Media Strategy
@laurensleeper**

**Katie Kearsey, Community Manager Team Lead
@kmkearsey**



Agenda

Facebook Timeline

- Cover Photos and Profile Pictures
- Tabs Become Apps
- Addition of Milestones
- Wall Becomes Timeline
- Changes to Admin and Messaging Capabilities

Changes to Advertising

- Additional Ad Space Options

Q & A Session

Facebook Timeline For Brands Is Here!

- All pages were forced to convert by March 30th
- The changes effect the profile photo, wall and advertising
- Additions: You now have space for a cover photo (on your main profile page) and the ability to backdate milestones for your brand

Photos

- **Cover Photo.** Just like profiles, brands will now have a cover photo: 851 pixels x 315 pixels
- **Smaller Profile Picture.** This is a great place for a logo, but keep in mind it is a limited space. Size: 180 pixels automatically scaled down to 32 pixels square.



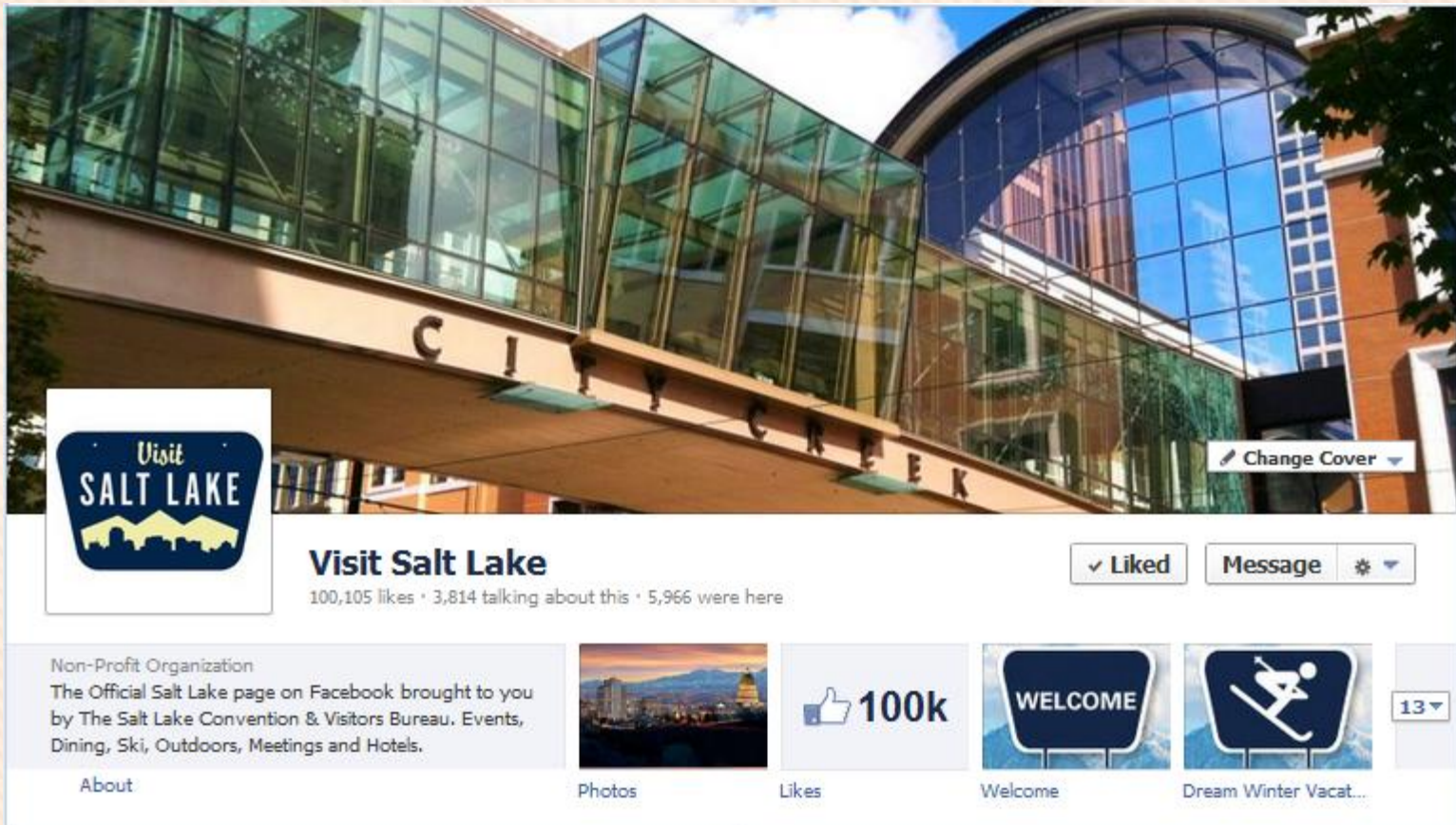
A good clean cover photo is essential for catching a potential fans attention, because Facebook has eliminated landing pages for brands. Your look has to make people want to click like and engage with your brand.

Cover Photos

- **Cover photos cannot include:**

- Price or purchase information, such as “40% off” or “Download it at our website”.
- Contact information such as a website address, email, mailing address, or information that should go in your Page’s “About” section.
- References to Facebook features or actions, such as “Like” or “Share” or an arrow pointing from the cover photo to any of these features.
- Calls to action, such as “Get it now” or “Tell your friends”.

Visit Salt Lake



The image shows a screenshot of the Facebook profile page for "Visit Salt Lake". The top section features a large cover photo of a modern building with a glass facade and a curved roof, with the words "CITY CREEK" visible on the building's facade. Below the cover photo is the profile picture, which is the "Visit Salt Lake" logo. The page name "Visit Salt Lake" is displayed, along with statistics: "100,105 likes · 3,814 talking about this · 5,966 were here". To the right of the name are buttons for "Liked", "Message", and a settings icon. Below the name is a description: "Non-Profit Organization The Official Salt Lake page on Facebook brought to you by The Salt Lake Convention & Visitors Bureau. Events, Dining, Ski, Outdoors, Meetings and Hotels." Below the description are several tabs: "About", "Photos", "Likes", "Welcome", "Dream Winter Vacat...", and a dropdown menu showing "13". The "Likes" tab shows a thumbs-up icon and "100k". The "Welcome" tab shows a "WELCOME" sign. The "Dream Winter Vacat..." tab shows a skier icon.

Visit Salt Lake
100,105 likes · 3,814 talking about this · 5,966 were here

Non-Profit Organization
The Official Salt Lake page on Facebook brought to you by The Salt Lake Convention & Visitors Bureau. Events, Dining, Ski, Outdoors, Meetings and Hotels.

About Photos Likes Welcome Dream Winter Vacat...

100k

WELCOME

13

Omni Hotels & Resorts



Omni Shoreham Hotel
Washington, D.C.



Omni Hotels

20,582 likes · 678 talking about this · 29,616 were here

Like

Message

⚙️ ▼

Travel/Leisure

About



Photos

**Book
A
Room**

Book a Room

**Special
Offers**

Special Offers

Loyalty

Loyalty

6 ▼

The Living Planet Aquarium

OTTER-LY ADORABLE.



The Living Planet Aquarium

10,789 likes · 489 talking about this · 20,352 were here

 Like

Message



Zoo/Aquarium · Museum · Event Venue
725 E 10600 S, Sandy, UT.
1 801.355.3474



Photos

causes

Make A Donation



Events





Map

4 ▾


About

O.C. Tanner Jewelry






O.C. Tanner Jewelry
1,511 likes · 3 talking about this


[Like](#) [Message](#) 


Jewelry/Watches


O.C. Tanner is more than a beautiful space filled with beautiful things. It is a place to celebrate. To love. To find life's little luxuries. And heirlooms for the next generation.


[About](#)

[Photos](#)

 **1,511**
[Likes](#)

[Welcome](#)

[Diamond Ring Winner](#)



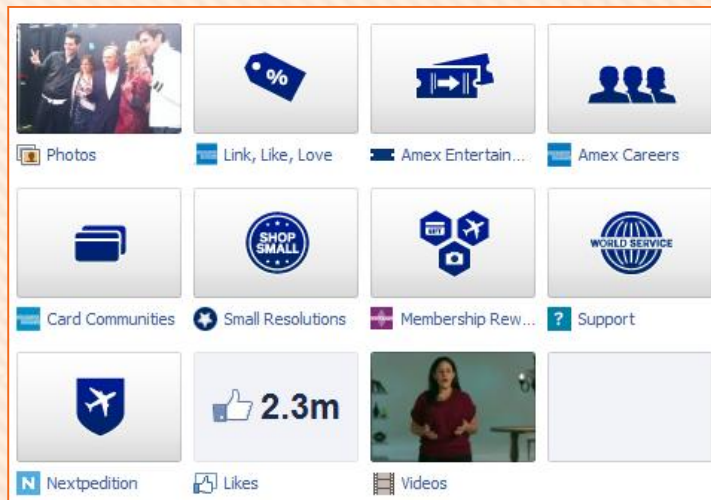
Apps Replace Tabs

- **The dimensions for tabs have changed.** Tab width increased from 520 pixels wide to 810 pixels. Eventually, you will want to readjust your existing tabs and apps to fit the space appropriately.



Apps Replace Tabs

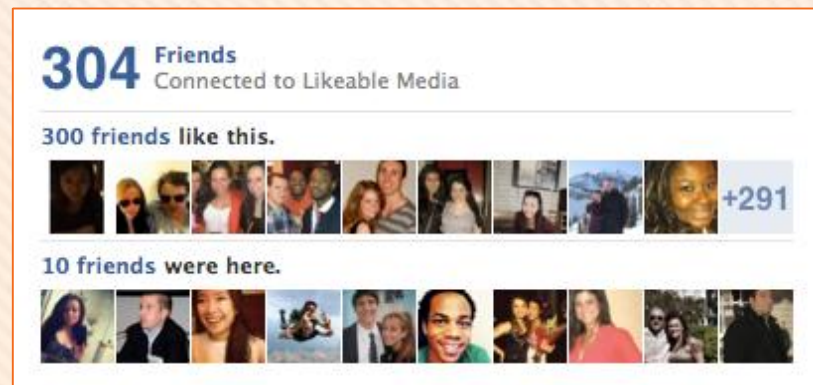
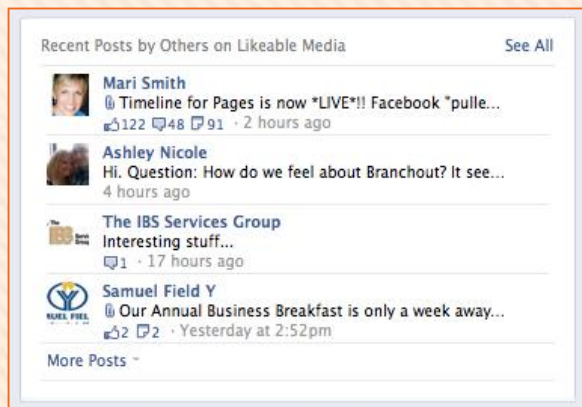
- **No more tabs.** You now get room for 12 “apps,” with only 4 of them being showcased at the top of your page. The Photos “app” will always appear first, and 3 of your apps “slots” to the right of photos are customizable.
- **Your tabs will convert automatically.** You are encouraged to customize the apps thumbnails. Thumbnail size 111x74. The boxes give you more room to be creative! To change them, click the edit button on the upper right-hand corner of the thumbnail.



The new dimensions for tabs gives brands more room to be creative and likeable with their content.

What Users See First

- **Landing pages no longer exist.** This reinforces the need to have a great cover photo that draws the user's eye to the like button.
- **Friend activity is the first thing users see.** If a user's friend likes a page or interacts on the page, that will be the first thing they see.



Because of the new placement of friend activity your brands engagement level is now more important than likes.

What Fans See First

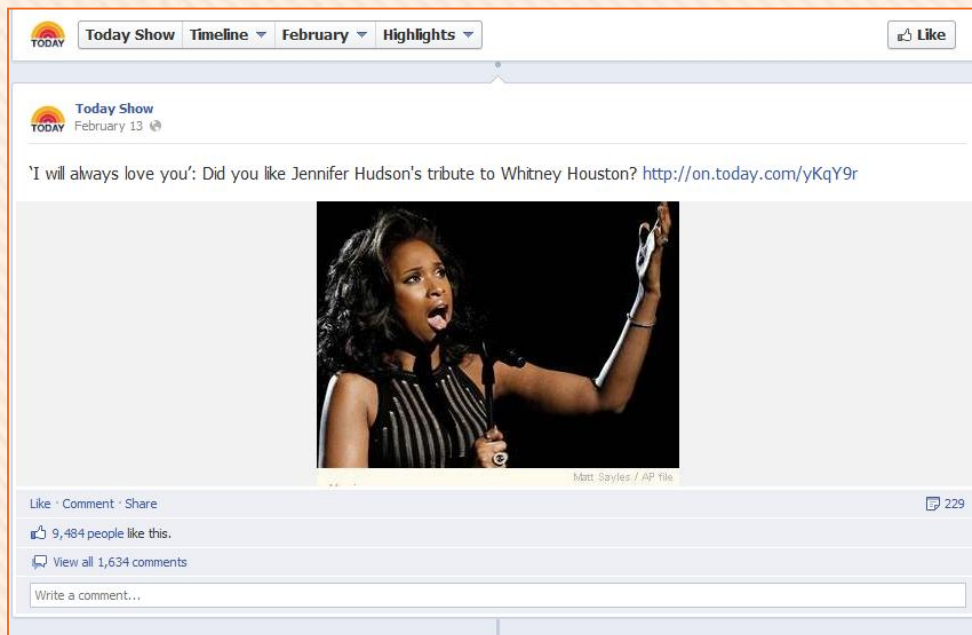
- **Pinned Posts.** If you have an important post that you don't want to get lost in the shuffle, you can "pin it" to the top of your page. A pinned post may remain "pinned" for up to one week.



Every time you post something new, this post will still stay at the top of your timeline. This is a great feature for ongoing contests or deals, so you do not have to re-post them daily.

More Visual

- **Starred/Highlighted Posts.** If you want a particular post to stand out on your timeline, you can “star” it so it is featured across the timeline. Starred posts are twice the size as normal posts and allow for a larger visual display. **NOTE:** You cannot star AND pin a post.



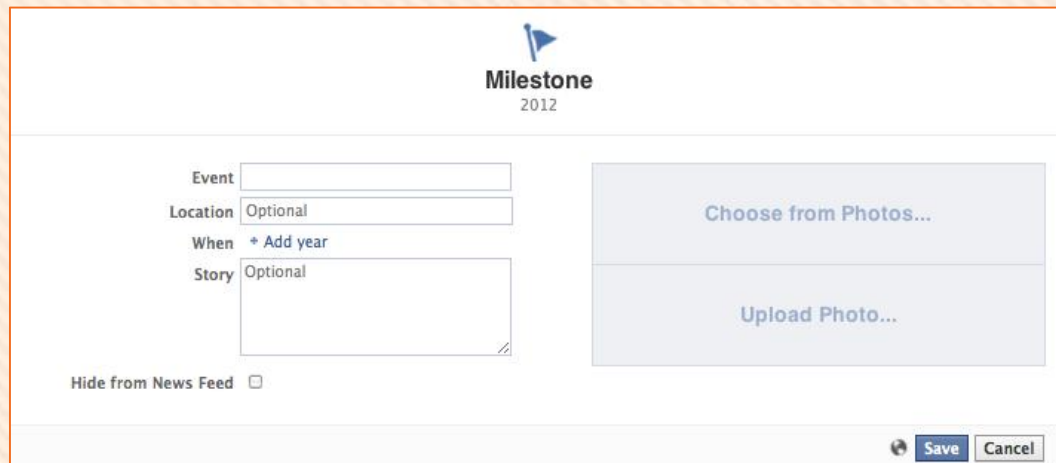
More Visual

- **Larger Stories.** When you post an image or a link, the space is much larger and gives a heavier focus to the visual.
- **More Pictures.** The most engaging and noticeable posts will be the ones with eye-catching pictures.



Milestones

- **Tell Your Story.** Telling a story about your brand has never been easier. Start from the beginning, and share your important achievements along the way: how you started, milestones, special events, and more.
- In the past, most people engaged with brands through their news feed, but now people may be spending more time browsing through your actual page starting from the brand's inception.



The screenshot shows the Facebook Milestone creation interface for the year 2012. At the top, there is a blue flag icon and the text "Milestone 2012". Below this, there are four input fields: "Event" (a text box), "Location" (a text box with "Optional" written below it), "When" (a text box with "+ Add year" written below it), and "Story" (a text box with "Optional" written below it). To the right of these fields are two large light blue buttons: "Choose from Photos..." and "Upload Photo...". At the bottom left, there is a checkbox labeled "Hide from News Feed". At the bottom right, there are two buttons: "Save" and "Cancel".

Use the star feature to save posts and stories you love, and add milestones by clicking on the center line or adding them in where you would post daily content.

Milestones: Sportscenter



Milestones: People Magazine



Chelsea's Perfect Day

2010

Surrounded by Only Family and Friends, Chelsea Clinton Weds
Longtime Love Marc Mezvinsky.

Read This Story:

<http://www.people.com/people/archive/article/0,,20408554,00.html>



Gary Coleman 1968-2010

2010

The Diff'rent Strokes Star Charmed a Generation of Fans in the '80s.
But at 42, He Died Estranged from His Family and Embroiled in a
Troubled Marriage. Now His Parents and Friends Search for Answers.

Read This Story:

<http://www.people.com/people/archive/article/0,,20391335,00.html>



Milestones: Verizon Wireless



Photo taken by Andy C. with a Verizon Wireless Samsung Fascinate



Verizon Wireless
2,220,570 likes · 34,286 talking

2003

 **Verizon Wireless**
December 2003

37.5 MILLION	5 MILLION	3 MILLION	550 MILLION
			
Year end number of Customers	Number of App Downloads	Number of Picture/Video Messaging	Number of Text Messaging

Like · Comment · Share

Milestones: The Humane Society

1966



Animal Welfare Act Passed

August 24, 1966 in Washington, District of Columbia

Like · Comment

1958



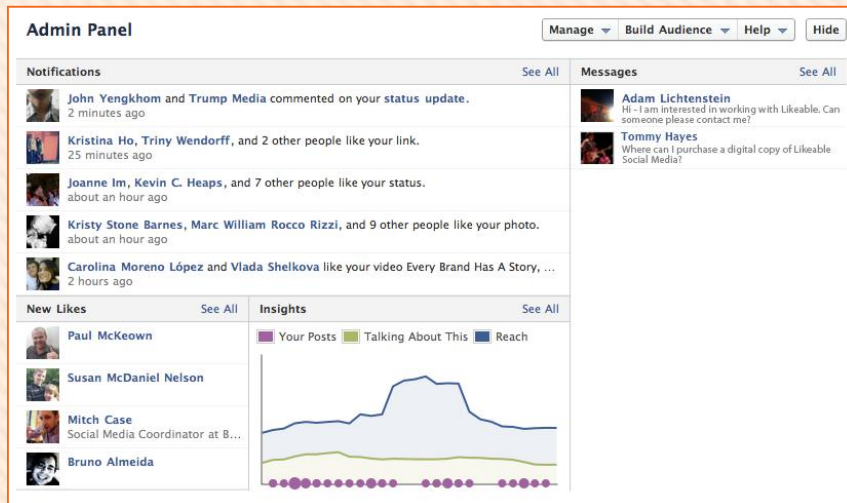
Humane Slaughter Act Passed

1958 in Washington, District of Columbia

Like · Comment

Admin Panel

- **Page Management.** Everything involved in managing your page and creating ads can be done straight from the panel.
- **Private Messages.** Brands will now be able to send private messages to users who interact on their pages. The user has to interact with the brand first in order to use the private messaging function.



Charts and numbers are prominently featured at the top of your page, so you can be checking in all day long. With the addition of the message feature, you can handle your customer service issues directly on Facebook.

Changes to Advertising



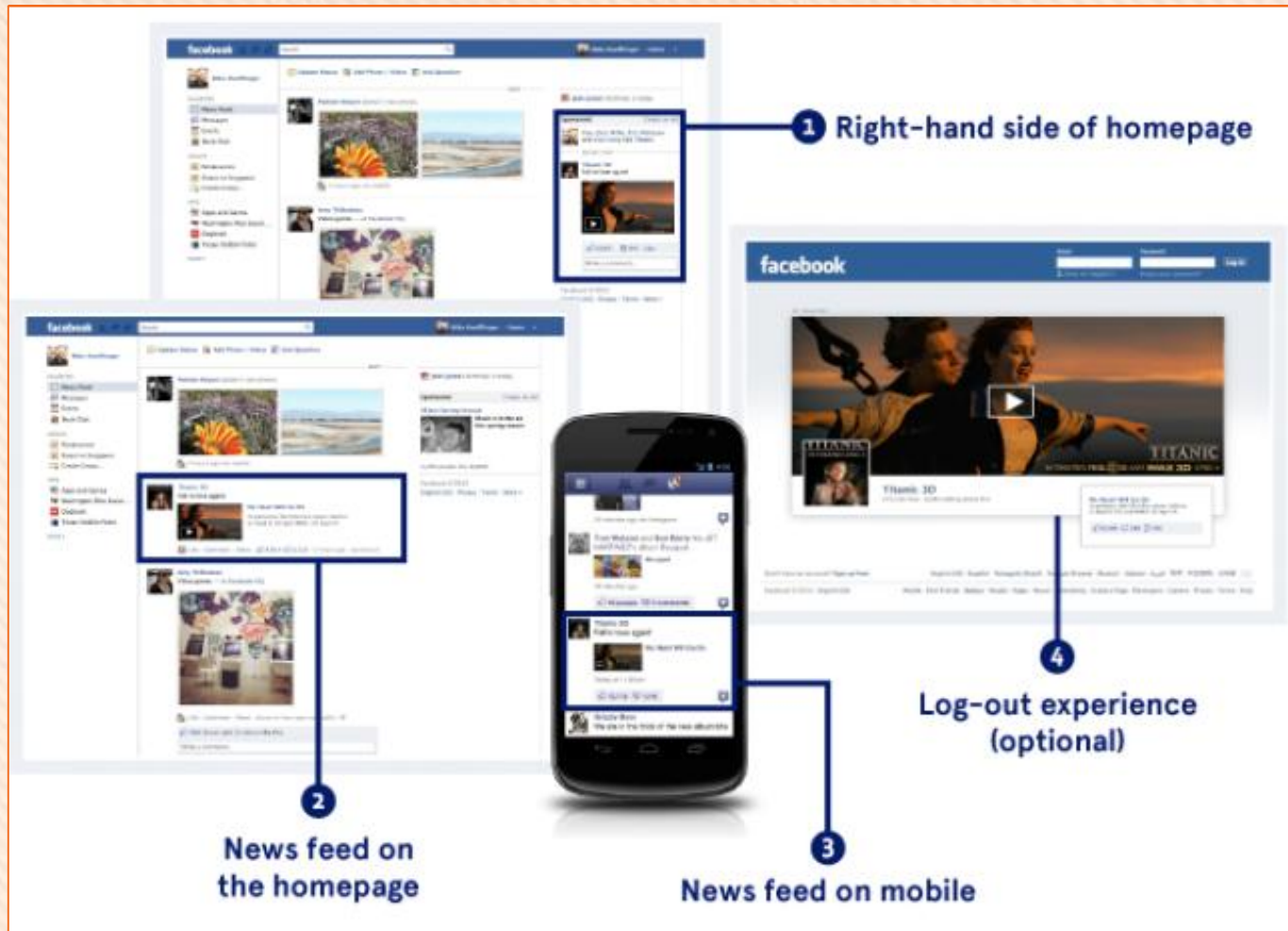
Facebook Ad Overview

- There are five different kinds of ads:
 1. Right Hand Side.
 2. Newsfeed on Web.
 3. Newsfeed on Mobile.
 4. Log-out Experience.
 5. Offers.

Facebook Ad Overview

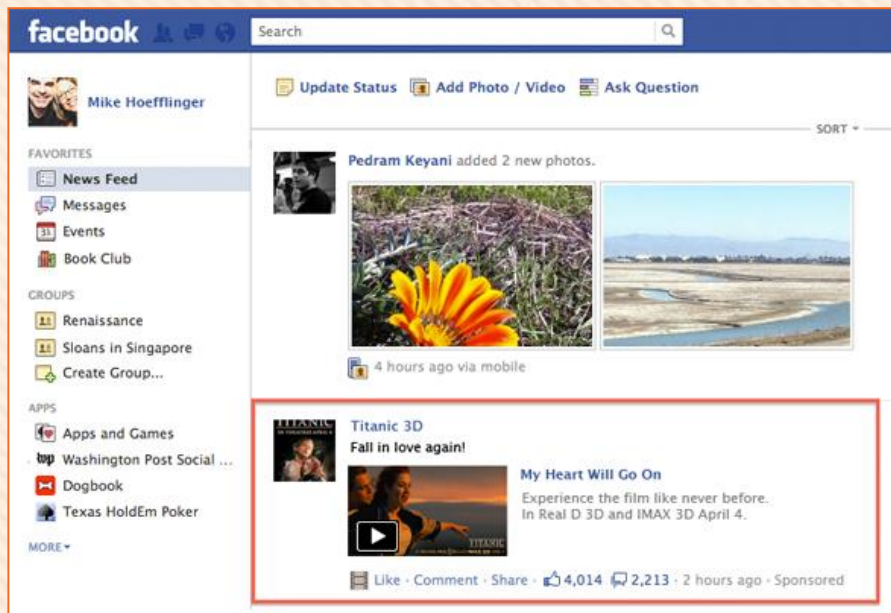
- **Right Hand Side Ads:** Can be placed through the marketplace ad platform or through a premium ads insertion order
- **Marketplace Ads:** This is Facebook's self service ad platform. These ads include:
 - Sponsored stories
 - Pay per click, pay per impression "Like" Ads
 - Ads from page posts
- **Premium Ads:** Premium ads are only accessible via a Facebook Ad Rep. They are displayed on the homepage of Facebook and may contain a status update, video, poll, event notice, links or questions. You pay by reach and impressions, which is similar to a television ad.
 - **Reach Generator.** Premium ads work using this tool. Guarantees to reach 75% of fans by re-running ads for those who haven't seen them.
 - When the person seeing your ad has friends who are fans of your page, the ad will automatically expand with enhanced social context about those friends, at no extra cost to you.

Changes to Ads



Changes to Ads

- **Newsfeed Ads.** These ads are organically included in the newsfeed. You can only see the ad if you or a friend engages the page.



Facebook Offers

Coming Soon: Facebook Offers are a free and easy way for businesses to share special discounts and promotions to their community through Facebook. Offers let a business share a discount or promotion directly from a Facebook page.



Questions?





Visit Salt Lake 2012

SOCIAL MEDIA SEMINAR

Thank you to our partners:



Social Media for Small Business

Visit Salt Lake Social Media Seminar

Lauren Sleeper, Director of Social Media Strategy
@laurensleeper

Katie Kearsey, Community Manager Team Lead
@kmkearsey



Welcome!

- Choosing Your Networks
- Making the Most of Limited Time
- Time-Saving Tools
- Content is King
- Facebook Advertising
- Socialize Your Website
- When Worlds Collide: Online & Offline Integration
- Social Media Do's and Don't's
- Watch and Learn: King Arthur Flour Bakery

Choosing Your Networks: Facebook

- **What is Facebook?**
 - A social networking site that allows users to make personal profiles, connect with others, and share information.
 - 845+ million monthly active users
 - A platform for brands to make personal connections with their fans and increase brand awareness.



Choosing Your Networks: Facebook

- **What can brands do on Facebook?**
 - Engage and interact with fans
 - Share multimedia content and information
 - Provide customer service
 - Offer contests, promotions, and exclusive deals
 - Drive traffic to website and blog

Choosing Your Networks: Facebook

- **Best Practices**

- Set up a Facebook brand page, not a personal page
- Create a custom URL facebook.com/VisitSaltLake
- Respond to all fans
- Take advantage of Facebook customization options
- Post content at times when fans are most engaged
- Don't host illegal contests on Facebook
 - North Social
 - Wildfire Basic

Choosing Your Network: Twitter

- **What is Twitter?**
 - Twitter is a micro-blogging service that allows public sharing of news and information in posts that are limited to 140 characters or less.
 - There are 100+ million Twitter users.
 - Brands are using Twitter to broadcast information and to build relationships with fans through conversation.



Choosing Your Network: Twitter

- **What can brands do?**
 - Engage and interact with followers
 - Provide customer service
 - Host contests & giveaways
 - Participate in and lead Twitter Chats
 - Drive traffic to your website and blog

Choosing Your Network: Twitter

- **Best Practices**

- Respond to messages and mentions from followers within 24 hours
- Incorporate popular hashtags to gain greater tweet visibility
- Follow back users who are following you
- Search and reach out to potential followers and customers

Choosing Your Network: Yelp

- What is Yelp?
 - Yelp is a site that enables users to discover great, local businesses
 - 66 million monthly unique visitors in Q4 2011
 - Users can write reviews of local businesses
 - 25 million local reviews have been written






Choosing Your Network: Yelp

- **What can brands do?**
 - Monitor page for honest feedback
 - Message customers publicly or privately
 - Create Yelp deals to turn visitors into paying customers
 - Track how many views your page receives
 - Provide customers with up-to-date information about your business
 - Buy ads on the Yelp site

Choosing Your Network: Yelp

- **Best Practices**

- Update business information frequently
- Add photos to business pages
- Incentivize & encourage best customers to leave reviews
- Respond to all negative reviews




Red Iguana
     440 reviews [Rating Details](#)

Category: [Mexican](#) [\[Edit\]](#)
736 W N Temple
Salt Lake City, UT 84116
(801) 322-1489
<http://www.rediguana.com>

Hours:
Mon-Thu 11 am - 10 pm
Fri 11 am - 11 pm
Sat 10 am - 11 pm
Sun 10 am - 9 pm
Good for Groups: Yes
Accepts Credit Cards: Yes
Parking: Private Lot
Attire: Casual

Price Range: \$\$
Good for Kids: Yes
Takes Reservations: No
Delivery: No
Take-out: Yes
Waiter Service: Yes
Outdoor Seating: No
Wi-Fi: No

Good For: Lunch, Dinner
Alcohol: Full Bar
Noise Level: Average
Ambience: Dive-y, Casual
Has TV: No
Caters: Yes
Wheelchair Accessible: Yes


[Add Photos](#)    

[Edit Business Info](#) [First to Review](#)  Elizabeth P.

Choosing Your Network: Niche Networks

- **Pinterest:** A pinboard-style social photo sharing website that allows users to create and manage theme-based image collections.
- **Instagram:** A free photo sharing iPhone application that allows users to take a photo, apply a filter, and share it on a variety of social networks.
- **Flickr:** An image and video hosting website, web services suite, and online community
- **LinkedIn:** A business-related social networking site that allows businesses and professionals to connect with each other.



flickr

LinkedIn



Choosing Your Network: Pick One!

- **Pick the network most in line with your business. Pick the network you're most passionate about.**
 - Know the main functions and uses of each network.
 - Know your target demographic.
 - Know how much time you have to spend.

Making the Most of Limited Time: Daily, Weekly & Monthly

Daily

- Sweep social channels 2-3 times respond to all fans & followers
- Monitor & optimize social ads

Weekly

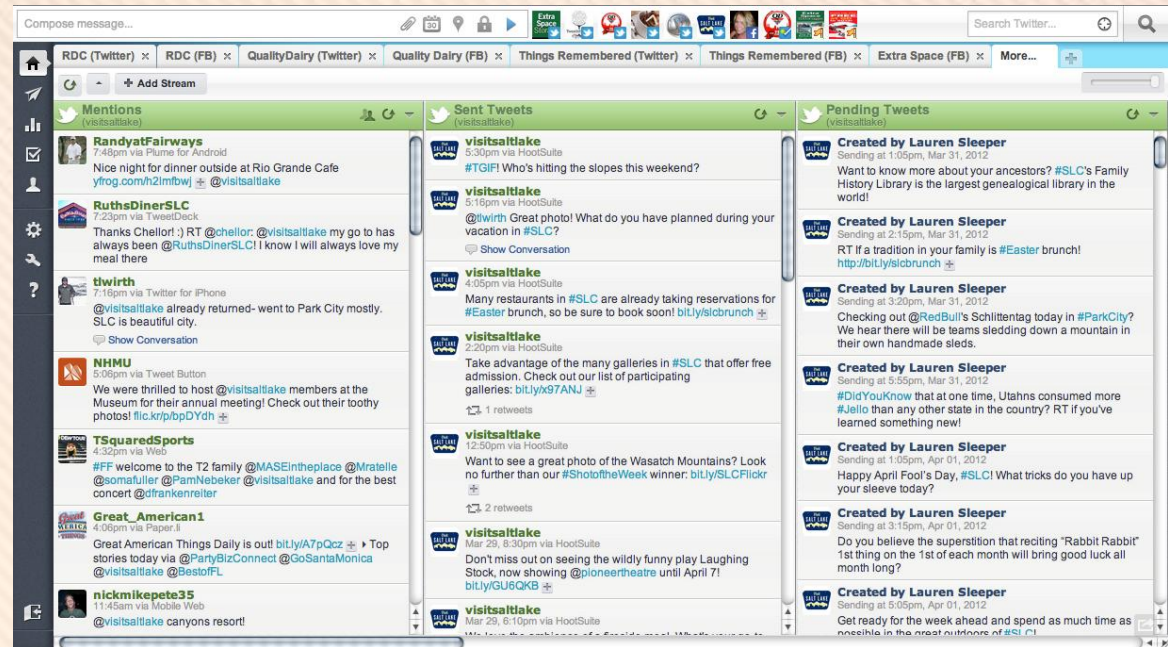
- Search for shareable, relevant current events & articles

Monthly

- Develop 2-4 weeks of content
- Determine how often you will be publishing content be consistent
- Refresh Facebook cover photo
- Analyze success & failure to shape future strategy

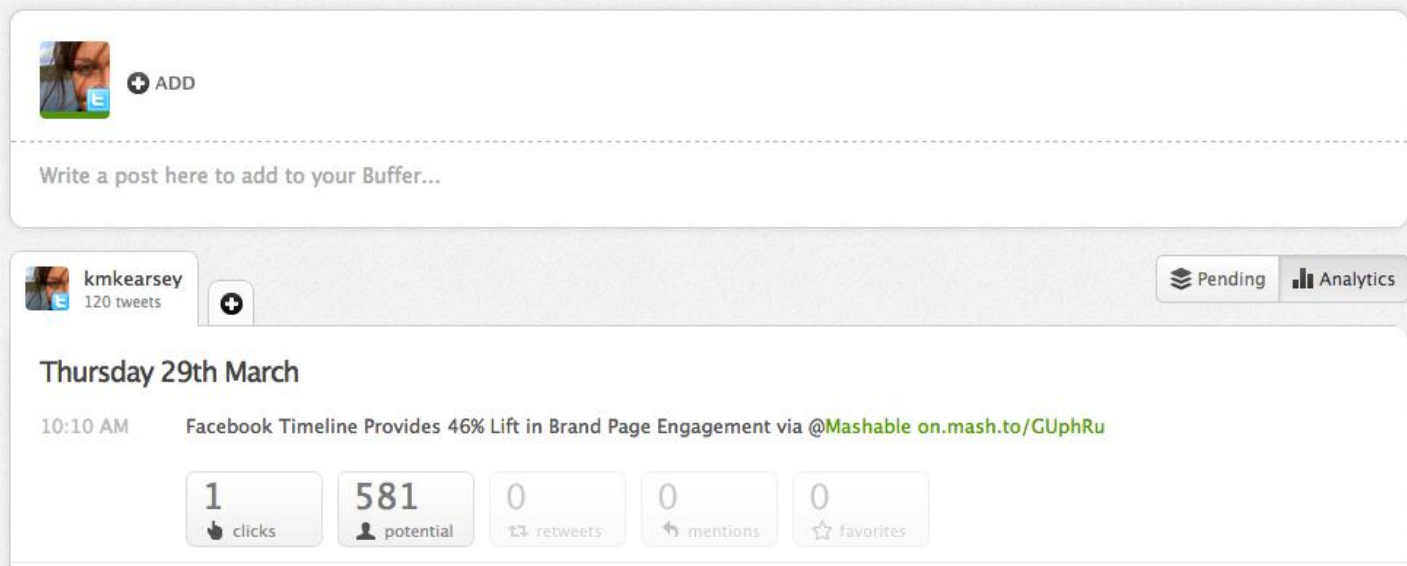
Time-Saving Tools: HootSuite

- Monitor & post to multiple social networks
- Schedule Facebook posts & tweets
- Track brand & competitor mentions
- Monitor conversation about relevant keywords



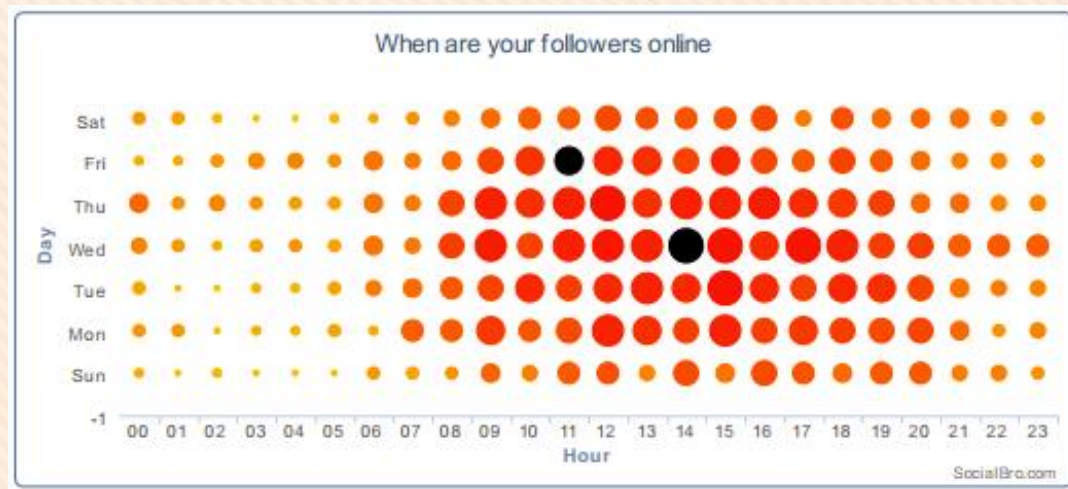
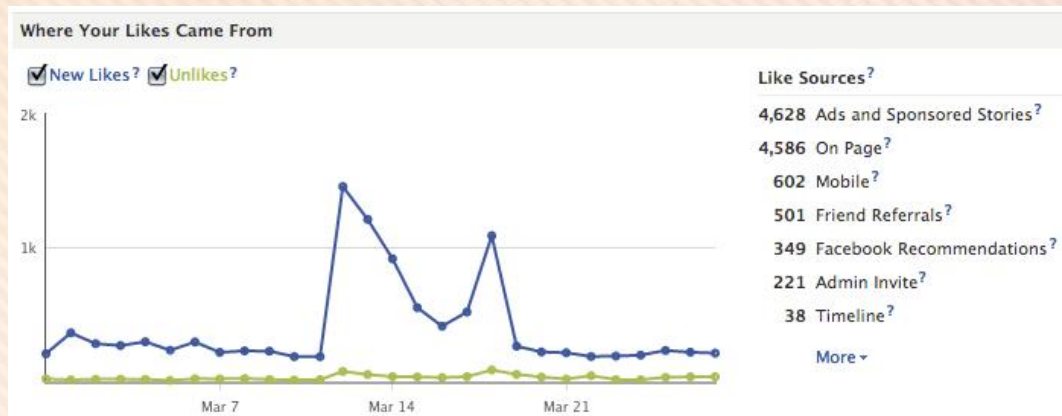
Time-Saving Tools: Buffer App

- Schedule Facebook posts, LinkedIn updates and tweets
 - Buffer selects times to automatically publish content when your audience is most engaged
- Analyze your content to determine what works best with your audience



Time-Saving Tools: Reporting

- **Facebook Insights:** demographics, traffic, engagement
- **SocialBro:** demographics, follower activity, engagement
- **TweetStats:** brand habits, most engaged followers
- **PinPuff:** influence, reach, virality, most engaging content
- **Radian6:** costly, social listening, competitor analysis

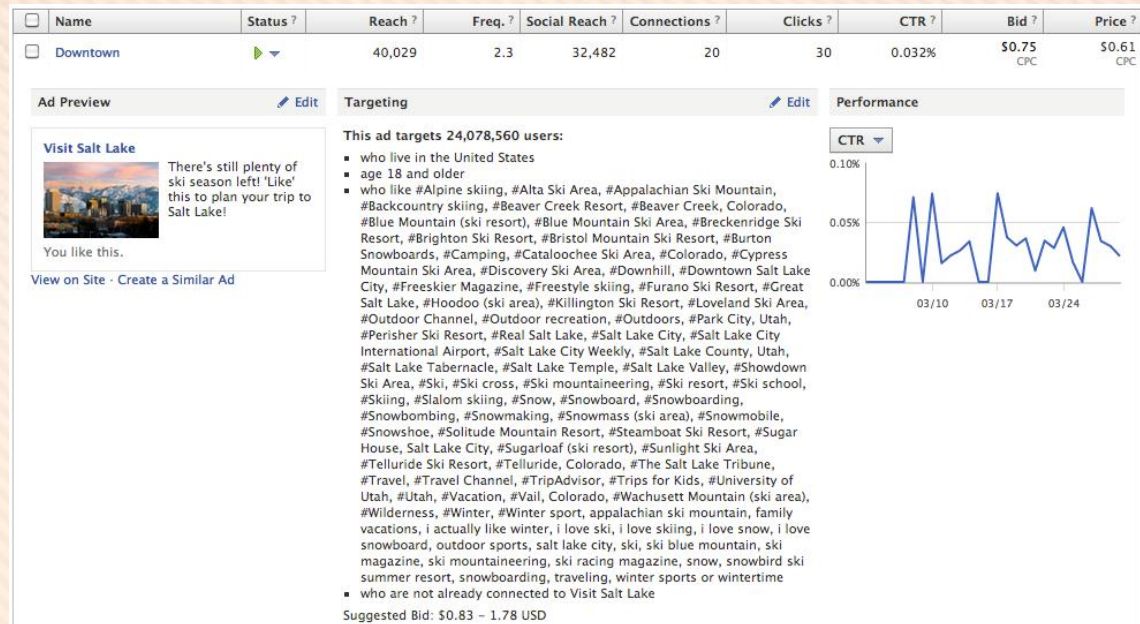


Content is King

- **Content drives fan engagement, page growth and traffic.**
- **Excellent content is:**
 - Relevant to your brand and community's interests
 - Fresh and unique
 - Expressed in different forms
 - Available consistently for your community
- **To produce excellent content:**
 - Plan out your schedule in advance
 - Include strong calls to action
 - Incorporate outside articles, news stories, blogs, and sources to keep information fresh

Facebook Advertising

- Drive page growth & fan engagement.
- To make the most of a small budget:
 - Hyper-target ads by location and interest
 - Set a daily spend limit to remain within budget
 - Monitor suggested bid range



Socialize Your Website

- Create a social hub/portal
- Include links to all of your social channels on homepage for easy access
- Make content easily shareable by including share buttons on pages
- Use APIs for Facebook, Twitter & other networks to pull in content from all of your channels
- Develop scrollable feeds

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9 Brands That Will Pique Your @Pinterest

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When Worlds Collide: Online & Offline Integration

- Create **in-store signage**
- Include information on **business cards**
- Add **social mentions** to the bottom of **receipts**
- Incorporate into **presentations**
- Provide fans in real life with **incentive to engage online**
- **Incorporate online promotions into offline tactics**

Social Do's and Don't's

- **DO** develop a brand voice and stick to it
- **DON'T** push tweets to your Facebook page
- **DO** respond to everyone who posts on your page
- **DO** be transparent with fans and followers
- **DON'T** delete negative comments, complaints or feedback
- **DO** create and consistently post unique content
- **DO** include strong calls to action in content across channels
- **DO** analyze what has and has not worked for your brand before developing new strategies and content
- **DO** be consistent across networks in terms of voice and design
- **DO** create a clear, optimized profile picture for each social channel

Watch and Learn: King Arthur Flour Bakery

- **King Arthur Flour Bakery** is a located in Vermont, close to Dartmouth College.
- **Networks:**
 - Facebook: 62k fans
 - Twitter: 12k followers
 - Google+: 126k added to circles
- **Content** is unique, fresh and engaging, and comes in text, image and video form.
 - Focuses heavily on seasonal and holiday recipes, baking tips, cooking class listings and fun, in-store events.



Questions?





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