



Facebook For Tourism 101

How To **Navigate** Your Company's Facebook Presence **Towards Success**

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Likeable // New York // Boston
// www.likeable.com

Agenda:

Facebook overview.

Building your Facebook presence.

Content tips.

Listening to your audience.

Growing your business on Facebook.

Case studies.

What Going Social Means For You

Word of Mouth will always be the best form of marketing and advertising for your destination.



People do business with people and businesses they know, like, and trust. People trust their friends...

With Social Media, the definition of "Friends" has changed drastically



facebook



twitter



cafemom



LinkedIn



bebo



meetup



myYearBook
YOU'VE GOT FRIENDS!

But The Question Is...

Are You **READY** To Change How You Do
Business?



Joining the conversation using



It's not a question of if but when and how you will you do it.

Facebook- The Facts

FACEBOOK WAS THE MOST-SEARCHED TERM IN 2010 FOR THE SECOND YEAR RUNNING. ACCOUNTING FOR 2.11% OF U.S. SEARCHES.



"FACEBOOK LOGIN" AND "FACEBOOK.COM" WERE THE SECOND AND FIFTH MOST POPULAR U.S. SEARCH TERMS IN 2010, RESPECTIVELY.



48% OF 18 TO 34 YEAR OLDS CHECK FACEBOOK RIGHT WHEN THEY WAKE UP..



ABOUT 28% CHECK THEIR FACEBOOK ON THEIR SMART PHONES BEFORE GETTING OUT OF BED.



57% OF PEOPLE TALK TO PEOPLE MORE ONLINE

THAN THEY DO IN REAL LIFE

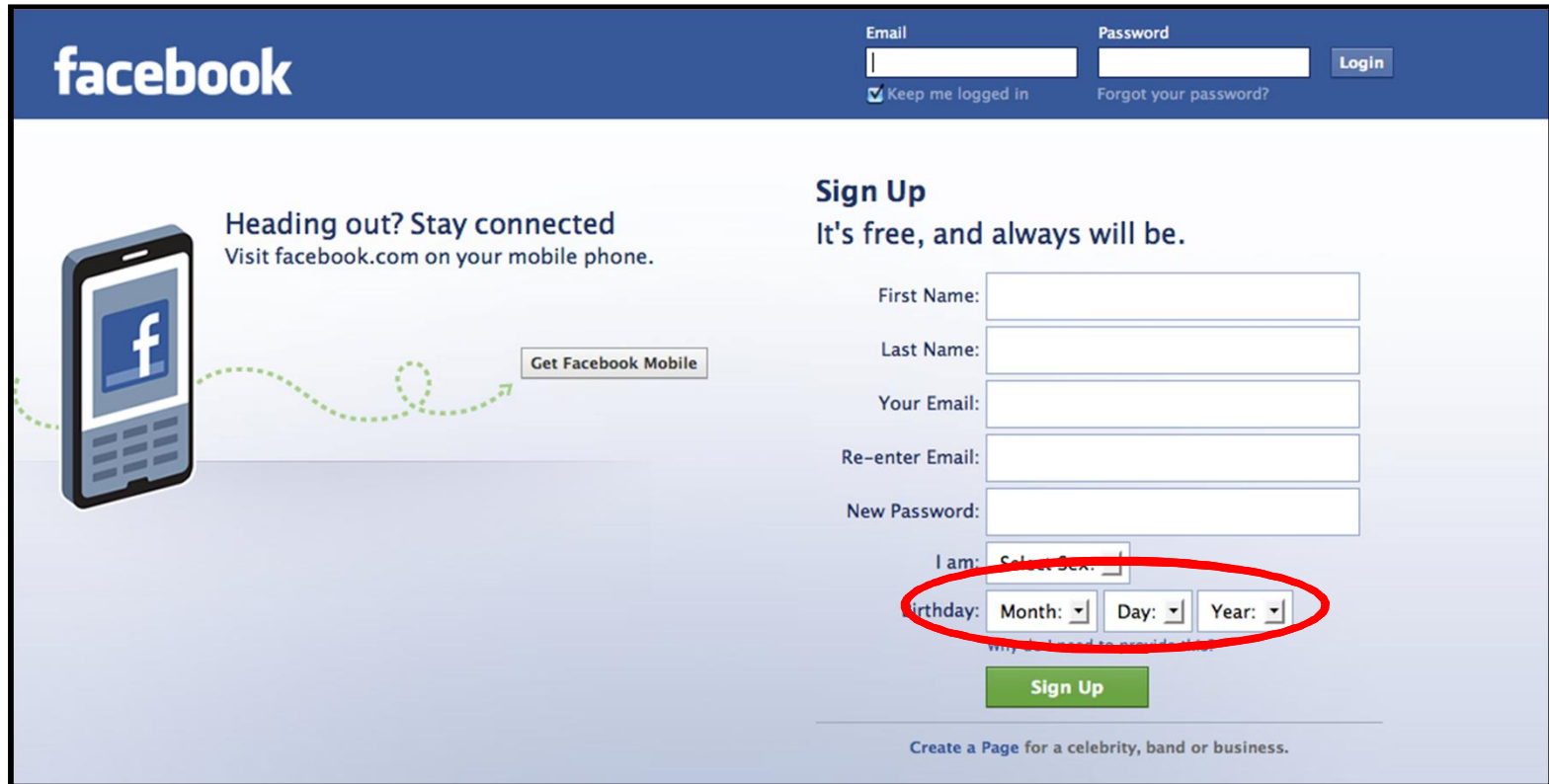
THERE ARE 206.2 MILLION INTERNET USERS IN THE U.S. THAT MEANS 71.2% OF THE U.S. WEB AUDIENCE IS ON FACEBOOK.

48% OF YOUNG AMERICANS SAID THEY FIND OUT ABOUT
NEWS
THROUGH FACEBOOK.



- THE most popular social networking site approaching **600 million** active users.
- Instantly connect to others who share your passions and interests.
- Every interaction on your Facebook page encourages instant virality.
- Quick and easy platform allows you to share news, information, events, pictures, etc.

Understanding Facebook... Profiles vs. Groups vs. Pages



The image shows a screenshot of the Facebook sign-up page. At the top left is the Facebook logo. At the top right are fields for Email and Password, a 'Login' button, and a 'Keep me logged in' checkbox. Below the login fields is a 'Forgot your password?' link. On the left side, there is a mobile phone icon with a green dotted line leading to a 'Get Facebook Mobile' button. The main heading is 'Sign Up' with the subtext 'It's free, and always will be.' Below this are several input fields: 'First Name:', 'Last Name:', 'Your Email:', 'Re-enter Email:', and 'New Password:'. Below these is a dropdown menu for 'I am:' and a 'Select Sex:' dropdown. The 'Birthday:' section is circled in red and contains three dropdown menus for 'Month:', 'Day:', and 'Year:'. At the bottom is a green 'Sign Up' button and a link to 'Create a Page for a celebrity, band or business.'

facebook

Email Password [Login](#)

Keep me logged in [Forgot your password?](#)

Heading out? Stay connected
Visit facebook.com on your mobile phone.

[Get Facebook Mobile](#)

Sign Up

It's free, and always will be.

First Name:

Last Name:

Your Email:

Re-enter Email:

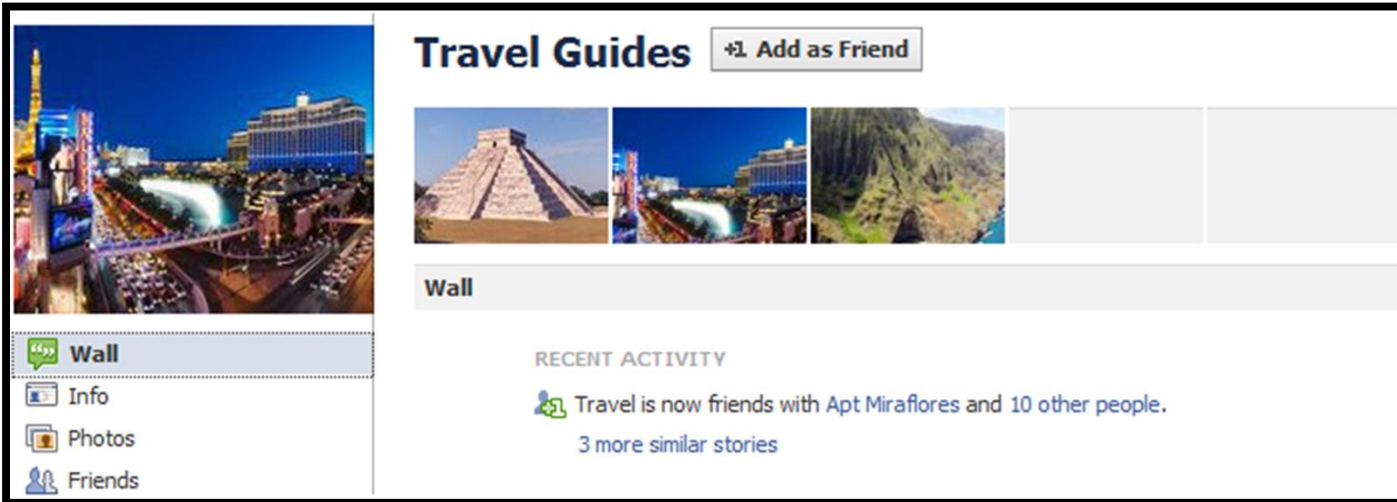
New Password:

I am: Select Sex:

Birthday: Month: Day: Year:

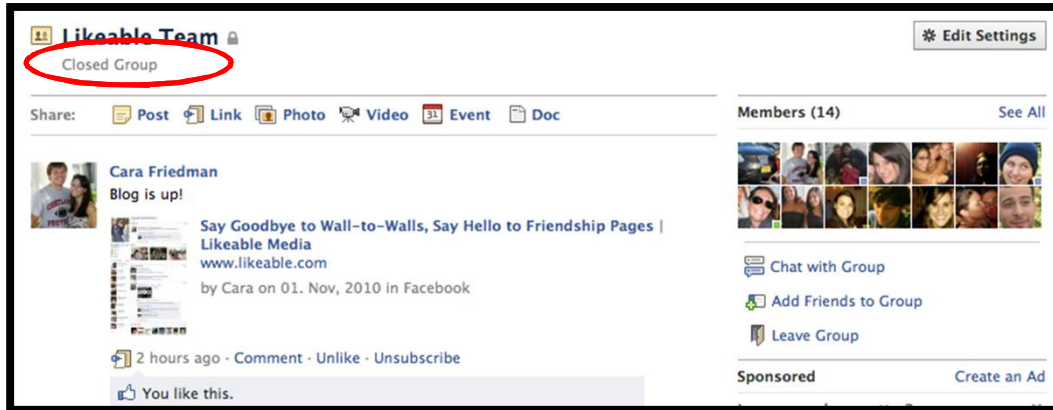
[Sign Up](#)

[Create a Page for a celebrity, band or business.](#)

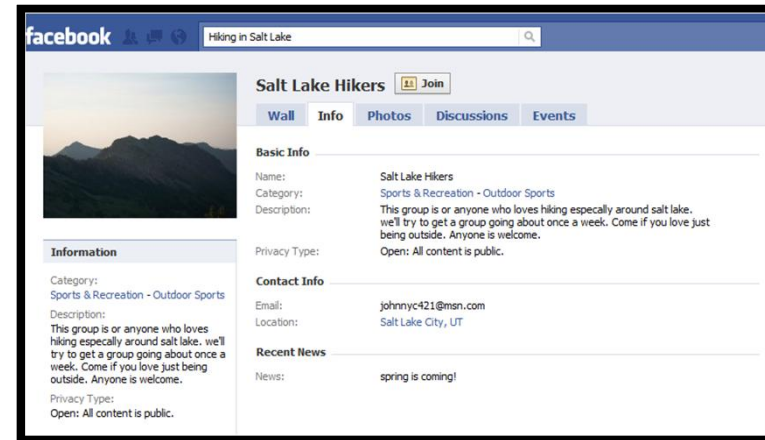


If you can add a business as a "FRIEND", it's not properly set up on Facebook.

Individual profiles are for individuals.

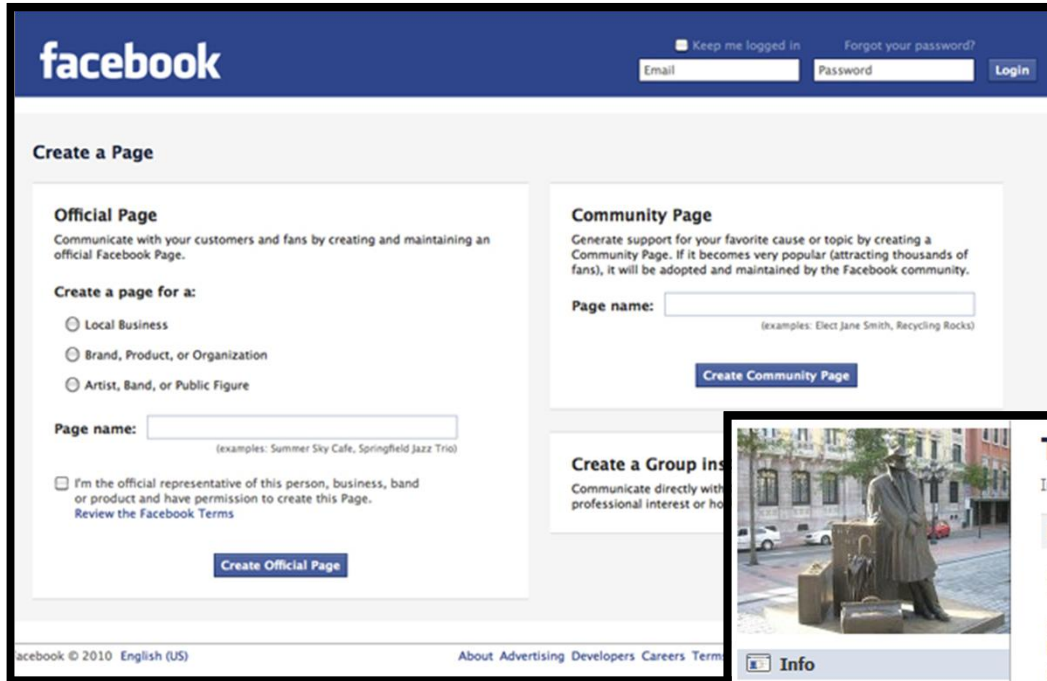


Private/Closed Group



Public Group

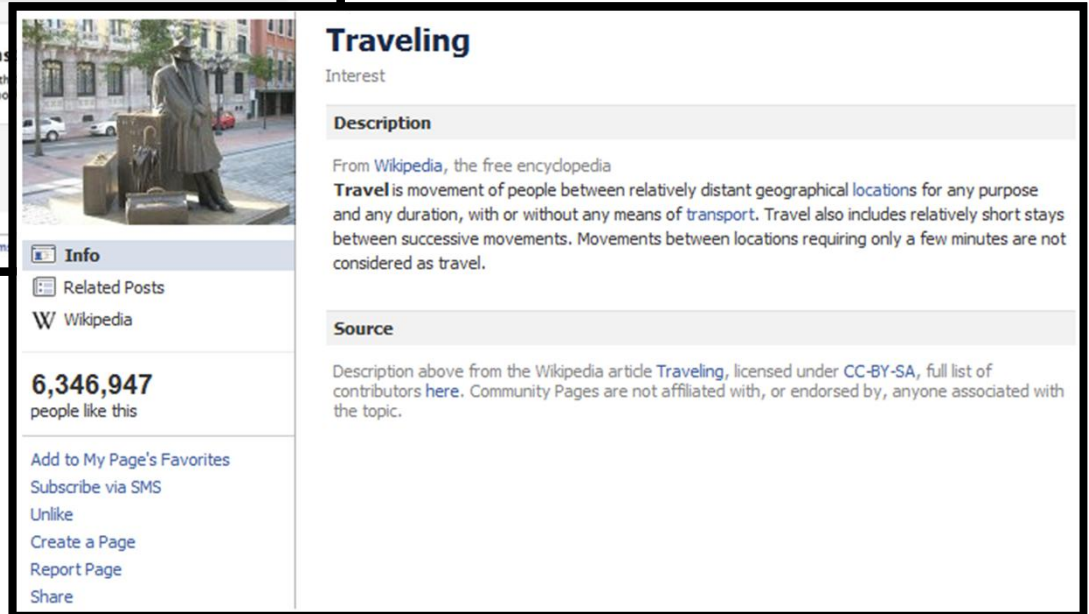
Groups are organized around common interest. Limited functionality, but able to organize large groups of people.



The screenshot shows the Facebook 'Create a Page' interface. At the top, there is a navigation bar with the Facebook logo, a 'Keep me logged in' checkbox, a 'Forgot your password?' link, and input fields for 'Email' and 'Password' with a 'Login' button. Below this, the 'Create a Page' section is divided into three main options:

- Official Page:** Communicate with your customers and fans by creating and maintaining an official Facebook Page. Underneath, there are radio buttons for 'Local Business', 'Brand, Product, or Organization', and 'Artist, Band, or Public Figure'. A 'Page name' input field is provided with examples like 'Summer Sky Cafe, Springfield Jazz Trio'. A checkbox at the bottom indicates if the user is the official representative of the entity, with a link to 'Review the Facebook Terms'. A 'Create Official Page' button is at the bottom.
- Community Page:** Generate support for your favorite cause or topic by creating a Community Page. If it becomes very popular (attracting thousands of fans), it will be adopted and maintained by the Facebook community. A 'Page name' input field is provided with examples like 'Elect Jane Smith, Recycling Rocks'. A 'Create Community Page' button is at the bottom.
- Create a Group:** Communicate directly with others who share a professional interest or hobby.

At the bottom of the page, there is a footer with 'facebook © 2010 English (US)' and links for 'About Advertising Developers Careers Terms'.



The screenshot shows a Facebook page for 'Traveling'. The page features a cover photo of a man with a suitcase and a 'Traveling' title. Below the title, there is a 'Description' section with a Wikipedia-style definition of travel. The page also shows a 'Source' section and a list of actions for the page.

Traveling
Interest

Description

From Wikipedia, the free encyclopedia
Travel is movement of people between relatively distant geographical locations for any purpose and any duration, with or without any means of **transport**. Travel also includes relatively short stays between successive movements. Movements between locations requiring only a few minutes are not considered as travel.

Source

Description above from the Wikipedia article [Traveling](#), licensed under CC-BY-SA, full list of contributors [here](#). Community Pages are not affiliated with, or endorsed by, anyone associated with the topic.

Info

- Related Posts
- Wikipedia

6,346,947
people like this

- Add to My Page's Favorites
- Subscribe via SMS
- Unlike
- Create a Page
- Report Page
- Share

Fan Pages (Public Profiles)



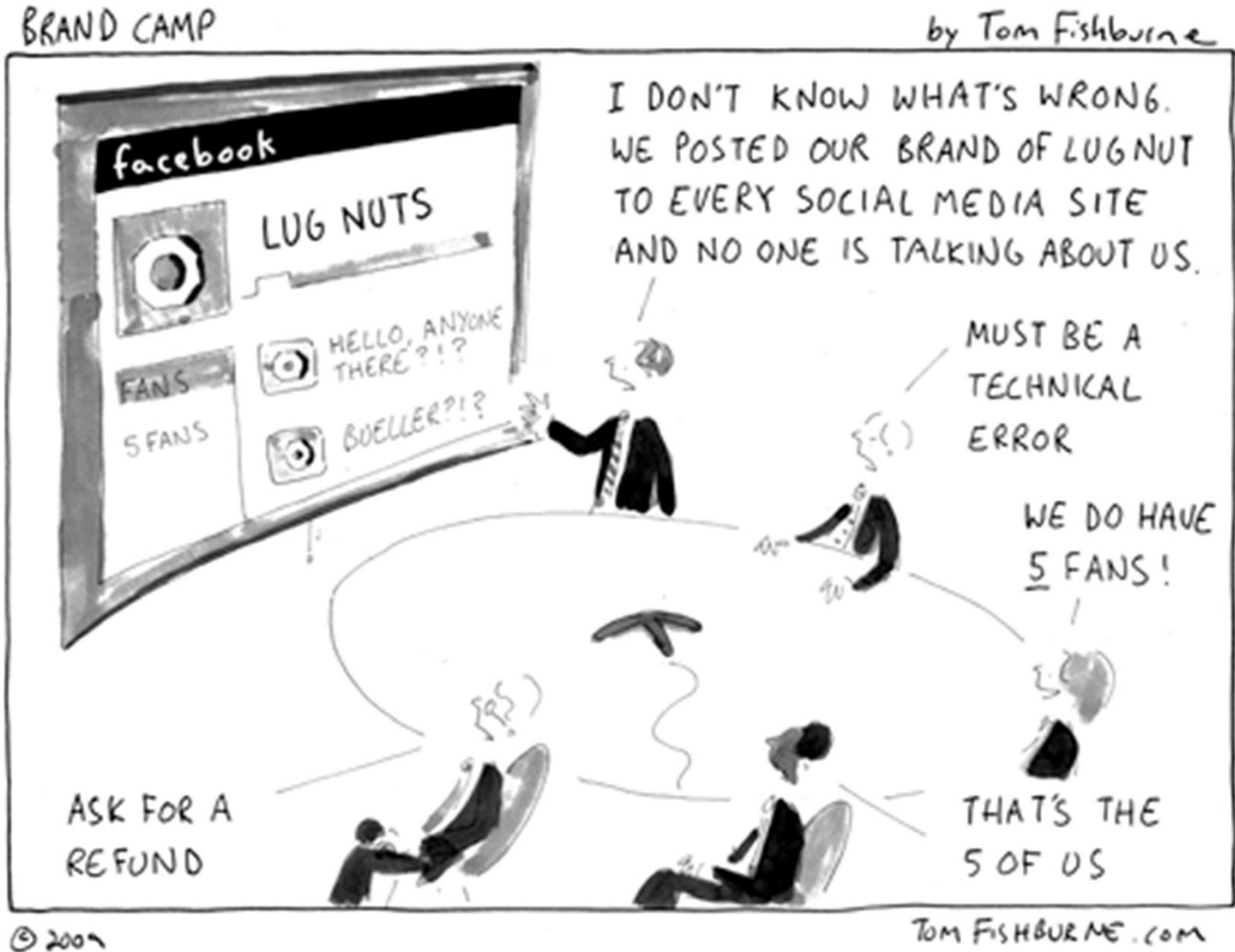
The screenshot shows the Facebook profile for "Visit Salt Lake", a non-profit organization based in Salt Lake City, Utah. The profile picture features a sign that says "Visit SALT LAKE" with a silhouette of a city skyline and the tagline "DIFFERENT BY NATURE". Below the profile picture is a "Shot of the week" featuring a scenic mountain landscape. The cover photo shows a ski resort with buildings and mountains. The page content includes a video post from Hotel Monaco Salt Lake City, dated April 5, 2011, and a text post from Visit Salt Lake promoting ski vacation deals. The left sidebar contains navigation options: Wall, Hidden Posts, Info, Welcome, Your Salt Lake, and VIDEO.

Established for businesses:
Become a LIKER

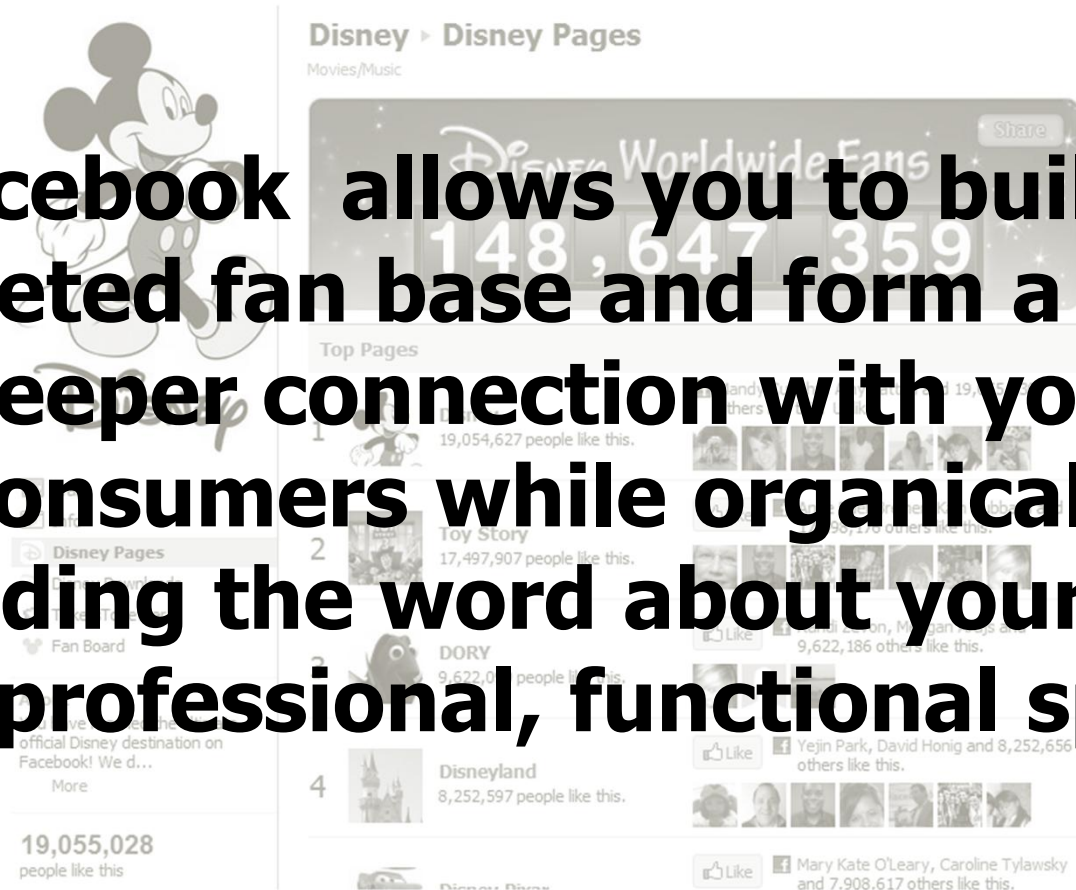
Completely public, don't
need to be a member of
Facebook to view

HIGHLY functional.

Will This Network Work For You?



Facebook allows you to build a targeted fan base and form a loyal deeper connection with your consumers while organically spreading the word about your value in a professional, functional space.

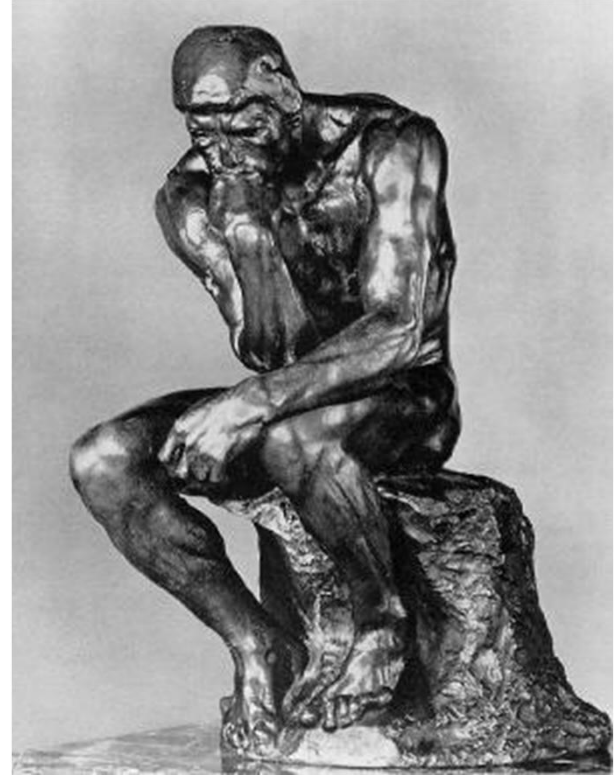


BUILD.

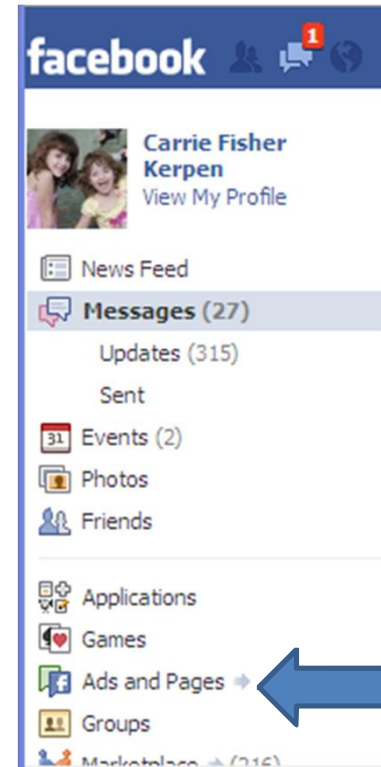
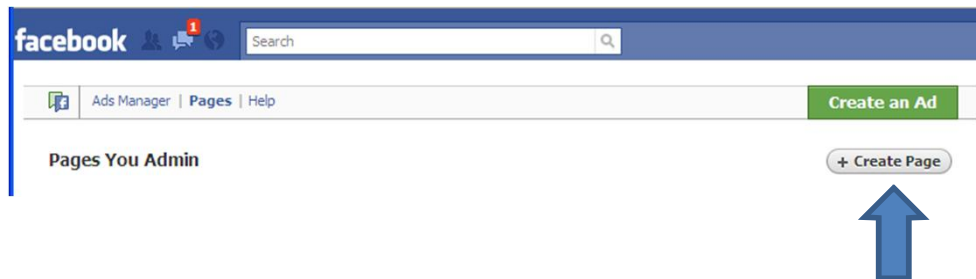
ENGAGE.

LISTEN.

GROW.



It's free and easy to set up your basic fan page.



Oh the things you can do on a Facebook fan page!

- Email signup
- Social feeds
- Video
- Custom artwork

A Facebook Page can be as highly functional as a website!



The screenshot displays the Delta Facebook fan page interface. On the left, a navigation menu includes 'Wall', 'Info', 'Keep Climbing', 'Book a Trip', 'Photos (770)', 'Video', 'Events', and 'Delta Assist'. Below the menu, it shows '125,665 people like this' and a list of liked pages: St. Louis Cardinals, Detroit Tigers, New York Mets, The Nature Conservancy, and American Red Cross.

The main content area features a top post from Delta with the headline 'IMPROVEMENTS SPEAK LOUDER THAN WORDS.' and a video player. Below this, there are three promotional cards:

- EXPECT THE INTERNET.** WI-FI COMING TO REGIONAL JETS. Includes a poll: 'How do you use Delta Wi-Fi?' with options: 'Be productive on the fly' (selected), 'Cruise shopping sites', 'Connect with friends', and 'Tune into my favorite music'. A 'SUBMIT >' button is at the bottom.
- 220 REGIONAL JETS EQUIPPED WITH FIRST CLASS UPGRADES.** EXPECT TO RIDE UP FRONT MORE OFTEN. Includes a 'Like' button with 494 likes.
- MORE FLIGHTS, MORE DESTINATIONS.** NEW NONSTOP FLAT BED SERVICE TO LONDON-HEATHROW FROM MIAMI. Includes a 'Like' button with 257 likes and a 'BOOK >' button.

At the bottom, another card reads 'MILES DON'T EXPIRE. LOYALTY HAS NO EXPIRATION DATE.' with a 'Like' button showing 623 likes and the Delta SkyMiles logo.

Tip 1: Determine your business objectives- who are you targeting here and why?

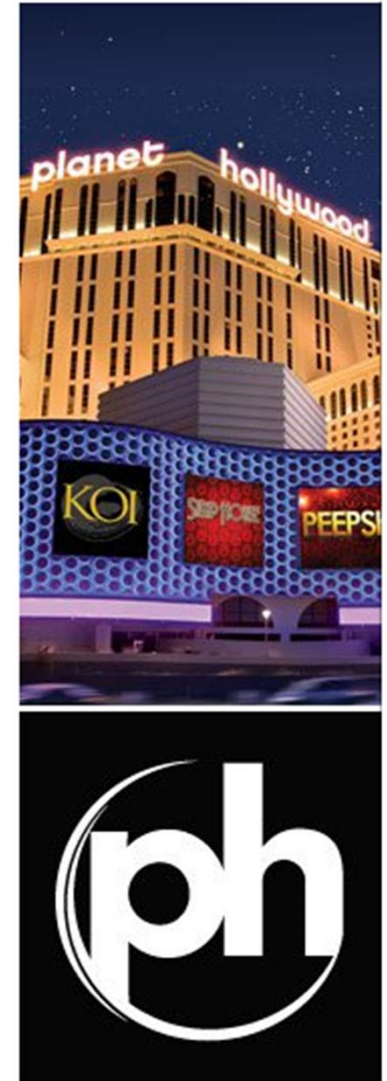
Tip 2: Develop a value proposition. WHY would someone like you?

Tip 3: Learn a little HTML/iframes (or hire someone who knows)

Optimize Your Profile Picture



The profile picture is your brand's key visual identity, occupying the location where on websites you'd see the brand logo. You want to **give it visual weight as it occupies the "power corner" of the page.**



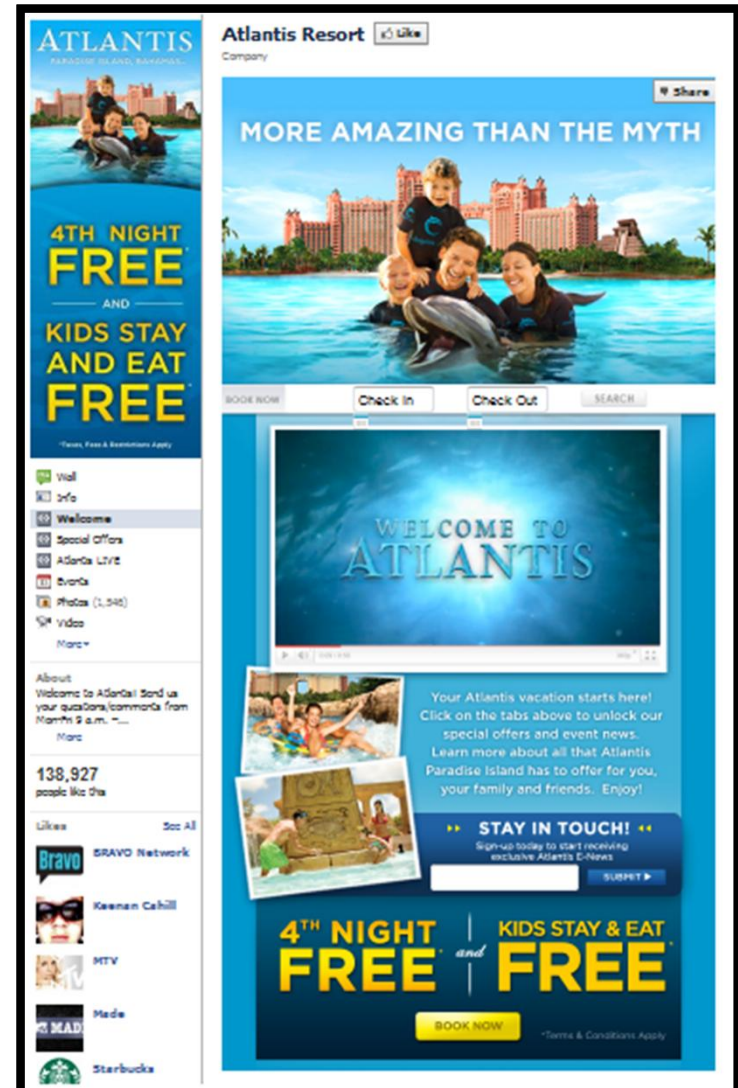


Make Use Of Your Photo Strip

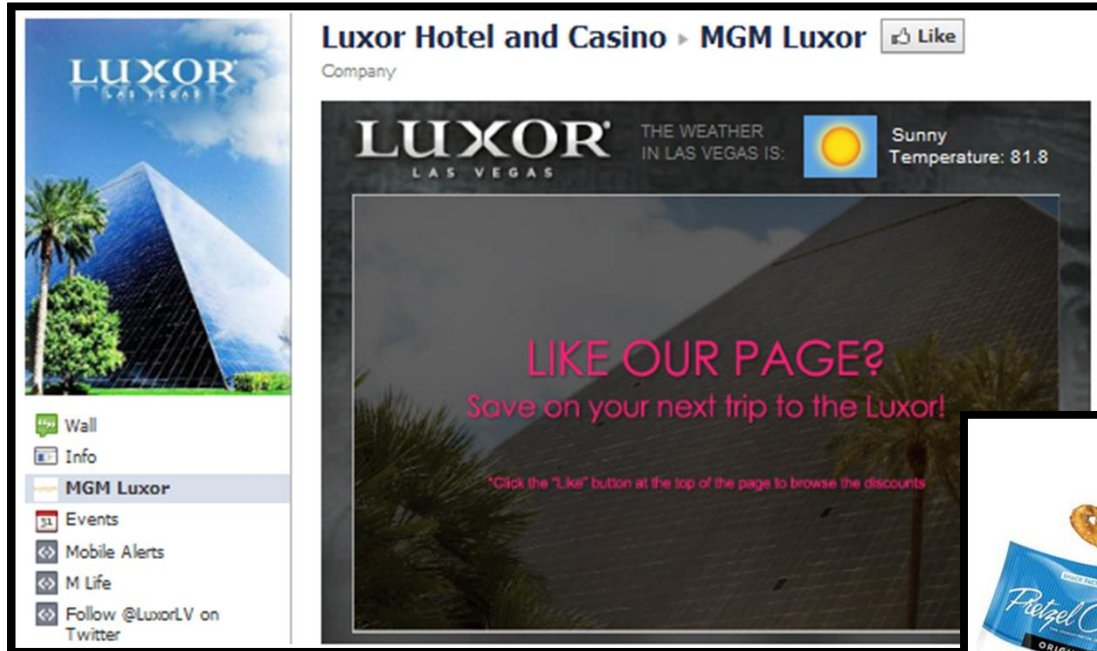
The photo strip should be a snapshot of what your page is all about!

The Profile Picture and the photo strip should work together.

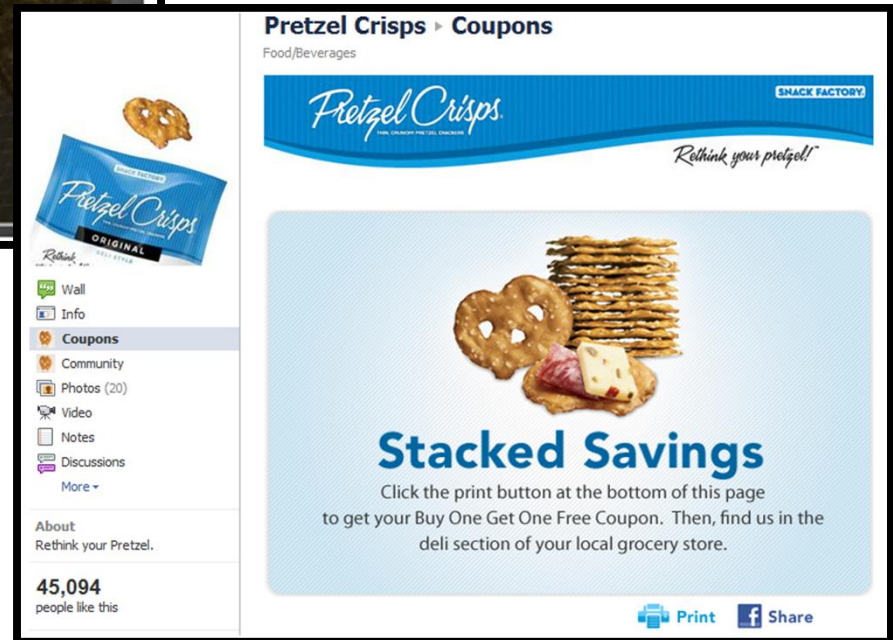




Your landing tab is the first thing a non fan will see when coming to your page. It should be appealing, represent the purpose of your page, and include a strong call to action.



Coupons and discounts are a great way to acquire fans, encourage sharing, generate sales, and track results.





Create a Contest or Sweepstakes

Facebook contests allow companies to reward their fans while being great way to support internal marketing initiatives, encourage engagement, and drive organic growth.

NOW MORE.
AA
MORE EUROPE.
MORE ASIA.
www.aa.com/nowmore

American Airlines Like
Travel/Leisure

DOWNLOAD OUR FREE APP FOR A CHANCE AT ONE MILLION MILES.

American Airlines Highlights New Android App w

APP RATING: ★★★★★

American Airlines MOBILE MILLION SWEEPSTAKES

Contiki Holidays ▶ Get On The Bus
Travel/Leisure

GET ON THE BUS

Win the trip of a lifetime!
for you & 4 friends worth up to \$25,000!

1 Choose a trip 2 Gather a crew 3 Get votes & win!

Create your bus, grab your friends and win your dream vacation!

Choose from trips to Italy, Greece, Australia, and more...

83,330 people like this

Likes: Pandora, Delta, National Geographic

Let's Go!

contiki VACATIONS for 10-35 O'NEILL



Love UK ▸ **Top 50 Places**
Company

TOP 50 UK PLACES

The most popular attractions in the UK ranked by the number of check-ins on Facebook Places, brought to you by LoveUK.

Page: 1 2 3 4 5

- The O2 Arena**
Non Mover
More Information
36,211 Check-ins
Share Like 2,664 people like this. Be the first of your friends. **Free** Have my friends visited?
- Harrods**
Non Mover
More Information
12,653 Check-ins
Share Like 6,066 people like this. Be the first of your friends. **Free** Have my friends visited?
- London Eye**
Non Mover
More Information
12,568 Check-ins
Buy Tickets Share Like 17,495 people like this. Be the first of your friends. **Free** Have my friends visited?
- Leicester Square**
Non Mover
More Information
Share Like **Free** Have my friends visited?



The Cheesecake Factory ▸ **What's Your Flavor?**
Like
Restaurant/Cafe

SHARE YOUR LOVE
Find Your Perfect Cheesecake Match

Find Your 'Perfect Match' with our fun quiz. Find out which of our 30 legendary cheesecakes best fits your personality or that special someone's!

TAKE THE QUIZ

Applications are a great way to showcase innovation, encourage sharing, and provide a creative platform for users to interact with your brand.

If You Build It, Will They Come?

Think about your website. You can spend countless hours trying to build an amazing home for your business online— but who will see it and why will they come back?

On Facebook, you have an opportunity to be where the people are...but how will you engage without being annoying? How will you provide value? How will you see a return?



When you are on Facebook as an individual either at home, at the office, or on the go, what's the first thing you do?



Get Engaged To Facebook Using News Feed Optimization

How long ago was it posted?

Does this user interact with you often?

How interactive are the engagements with the post?

The key is to be engaging when ever possible!

If nobody
“like”s,
comments, or
interacts with
your updates,
nobody will see
you in their
News Feeds!

- Ask Questions.
- Post Quizzes, Trivia.
 - Provide Value.
- Multi Media Content.
 - Be Likeable.



By creating response-friendly content, you are more apt to get into the news feed!

Questions, polls, quizzes, and trivia are asking for a response. This raises your interactivity level, and grows your page.



Why is someone here?

What is in it for them?



Four Seasons Hotels and Resorts
Everyone loves a road trip, but long car rides can be hard on all of us - at any age. A playlist that the whole crew enjoys can make or break a trip.

So tell us..... what's on your travel playlist?



NEW! Have Family Will Travel: 15 simple tips for car travel with kids
bit.ly

March 15 at 11:23am · Share



Olive Garden Italian Restaurant
Our sweepstakes is in full swing! Last year's winners just returned from their 8-day adventure! You can enter every day to win this Italian vacation, or one of more than 600 gift cards -- Have you entered today? Click *Tour Italy* link to the left!



Enter Now! Olive Garden's Culinary Tour of Italy Sweepstakes
on.fb.me

Known for its many towers, the walled town of San Gimignano dates to the 3rd century BC; winners spend an afternoon sightseeing, shopping, and of course enjoying a gelato from one of Italy's most famous gelaterias!

Multi-Media Content allows you to showcase great things about your business, make your posts more interactive, and is proven to receive more response than a standard update.



“Likes” are a fast easy way to respond to a post and push it to the news feed.



In A Recent Study On Responsive Updates Conducted By Likeable Media We Tested ...

1. Status updates that pose a question or challenge directly to fans (ex: "what's your favorite type of flower?" or "fill in the blank: summer is _____").
2. Status updates that ask fans to "like" it (ex: "Like this status if you're ready for the weekend!").
3. Status updates that announce winners of a Facebook-hosted contest or sweepstakes (ex: "Congrats to Mallorie Rosenbluth, winner of a \$25 gift card from us!").
4. "Everything else" – all remaining status updates that didn't fit any of the above categories.

Likeable Media Found The Following...

- In 100% of cases, engagement rates for “other updates” were below the overall average.
- In 100% of cases where applicable, engagement rates for posts that asked fans to “Like’ this” were up to 5.5 times (on average 2.7x) higher than those for “other updates”.*
- In 9 out of 10 cases, status updates that posed a question directly to fans were up to 6 times (on average 2x) as engaging as “other updates”.



**On one page, we found a "like this" update that was actually 26.6 times more engaging than "other updates".*

LISTEN!

Think of your Facebook page as the ultimate survey or focus group.

Continuously discover how you can meet consumers needs while exceeding their expectations.



Entenmann's
Vote in our Swirl Bun poll and be heard! Tell us which Entenmann's Swirl Buns you would like to see featured in the Entenmann's display in stores! "Like" this status if you love Swirl Buns! <http://on.fb.me/eHxlCP>



KAYAK asked Going away this summer? How much are you planning to spend this year?

- More than \$1,500 ...
- \$500-\$1,000 ...
- \$1,001-\$1,500 ...

1 More...

April 4 at 5:24pm · 1 · Follow · Ask Friends

ORGANIC GROWTH

FACEBOOK ADS

**MARKETING MIX
INTIGRATION**

Tips for organic growth:

- Engage frequently.
- Ask your friends to join.
- Cross promote.





Likeable Media [Edit Page](#)
Consulting/Business Services [Edit Info](#)

Wall [Likeable Media · Most Recent](#)

Share: [Status](#) [Question](#) [Photo](#) [Link](#) [Video](#)

Write something...

Creative Business Consulting Group
Do you follow other blogs for information and inspiration? You should...Thanks Likeable Media

10 Ways to Find Blogs You'll Love
on.mash.to
There are a lot of blogs out there. Here are 10 tools to help you cut through the noise and find great posts on topics that interest you.
8 hours ago · [View Post](#)

Likeable Media
For what companies are you a Brand Ambassador?

Great service from @Zappos_Service: The Importance of Brand Ambassadors | Likeable Media
www.likeable.com
social media leveraging | social advertising | word of mouth marketing | community building | buzz

Admins (29) [See All](#)

- [Use Facebook as Likeable Media](#)
- [Promote with an Ad](#)
- [View Insights](#)
- [Suggest to Friends](#)

You and Likeable Media

184 friends like this.

[Providing the Best Care for Your Ch...](#), [Gringo in Central America Travel Ad...](#), [Facebook Marketing Solutions](#)

Quick Tips

Get more people to like your Page with Facebook Ads today!

[Get More Connections](#)

Sample Ad: Likeable Media

So You've Got
A Page, and
you're ready
to advertise

Is your target REALLY on Facebook?
Here's how to check...

1. Design Your Ad

[Design Your Ad FAQ](#)

Destination: [?]

Type: Facebook Ads [?]
 Sponsored Stories [?]

Destination Tab: [?]

Title: [?]
10 characters left


Body: [?]
49 characters left

Image: [?]


[Remove uploaded image.](#)

Preview:

Visit Salt Lake



Ready to kick start your winter? Click LIKE and experience the snow like never before!

 Like · John Smith likes this.



Define Your Perfect Target And Then Think Just Like They Do.

2. Targeting Ad Targeting FAQ

Location

Country: [?]

Everywhere
 By State/Province [?]
 By City [?]

Demographics

Age: [?] -
 Require exact age match [?]

Sex: [?] All Men Women

Likes & Interests

Suggested Likes & Interests

<input type="checkbox"/> Snowboard	<input type="checkbox"/> Les Bronzés Font Du Ski
<input type="checkbox"/> Wakeboarding	<input type="checkbox"/> Wake Boarding
<input type="checkbox"/> Waterskiing	<input type="checkbox"/> Jet Skiing

Connections on Facebook

Connections: [?] Anyone
 Only people who are not fans of **Visit Salt Lake**.
 Only people who are fans of **Visit Salt Lake**.
 Advanced connection targeting

Friends of Connections: Only show my ad to friends of the fans of **Visit Salt Lake**. [?]

Estimated Reach
2,654,220 people

- who live in the **United States**
- age **18** and older
- who like **ski, skiing, snowboarding, powder, winter sports, ski club** or **I love skiing**
- who are not already connected to **Visit Salt Lake**

Advanced Demographics

Birthday: Target people on their birthdays

Interested In: [?] All Men Women

Relationship: [?] All Single Engaged
 In a relationship Married

Languages: [?]

Education & Work

Education: [?] All College Grad
 In College
 In High School

Workplaces: [?]

Hide Advanced Targeting Options

best. targeting. ever.

Visit Salt Lake




Do you LIKE Salt Lake City? Then "LIKE" the OFFICIAL fan page of Salt Lake for exclusive giveaways, discounts, and more!

Like • John Smith likes this.

- Targeting
- who live in the United States
 - who live within 50 miles of North Salt Lake, UT or Salt Lake City, UT
 - age 18 and older
 - who are not already connected to Visit Salt Lake

Happy Birthday Mandy!



I love you and hope you have a fabulous day!


Advanced Demographics

Birthday: Target people on their birthdays
 Interested In: All Men Women
 Relationship: All Single Engaged
 In a relationship Married
 Languages:

Education & Work

Education: All College Grad
 In College
 In High School
 Workplaces:

Happy Birthday!

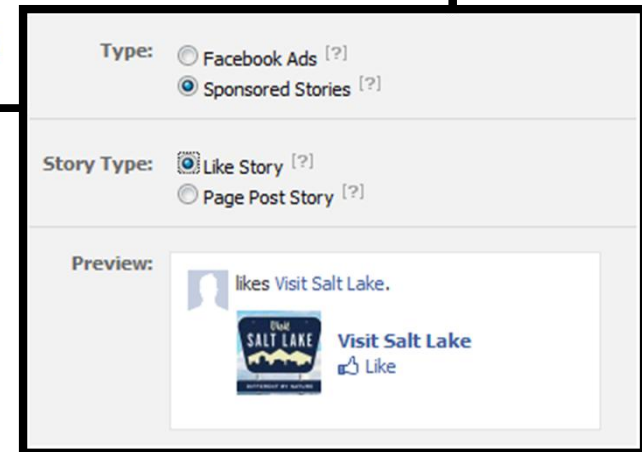
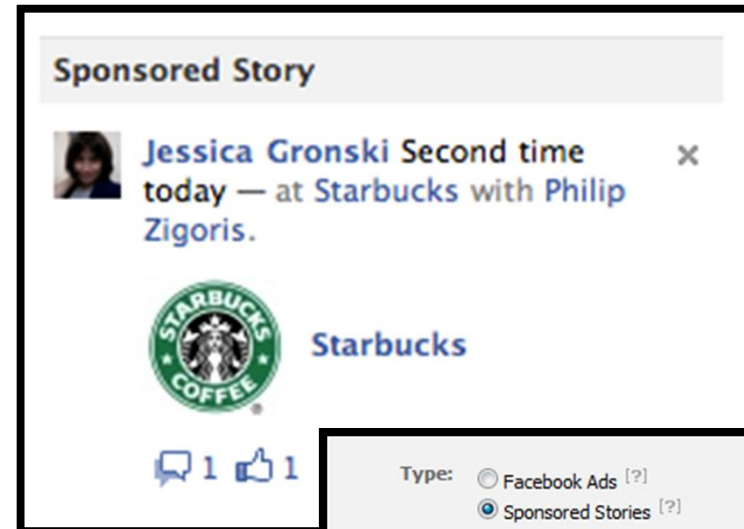


Wish for a ski trip this year? Well you're in luck! Book your dream vacation through us and we'll give you a special birthday surprise.

Birthday: Target people on their birthdays

Sponsored Stories turn your friends' actions into promoted content.

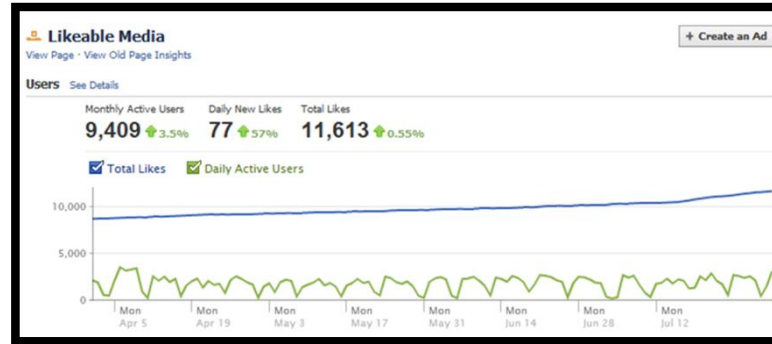
These ads are a way for marketers to sponsor activities that happen throughout the News Feed.



How to Tell if it's Working

Facebook Insights and Ad Reporting will allow you to see if your hard work has paid off.

Also, use trackable links!



Ad Name [?]	Status [?]	Bid [?]	Type [?]	Impressions [?]	Social % [?]	Clicks [?]	CTR [?]	CPC [?]	CPM [?]	Spent [?]
Visit Salt Lake	✓	\$2.00	CPC	19,060	19.7%	9	0.047%	\$1.05	\$0.49	\$9.43
Visit Salt Lake 1	✓	\$1.60	CPC	22,493	23.1%	15	0.067%	\$0.69	\$0.46	\$10.39
Visit Salt Lake 2	✓	\$2.00	CPC	737,106	61.9%	570	0.077%	\$0.49	\$0.38	\$277.25
Visit Salt Lake 3	✓	\$1.16	CPC	2,586,834	62.4%	3,013	0.116%	\$0.37	\$0.43	\$1,122.82
Visit Salt Lake 4	✓	\$1.29	CPC	3,289,753	62.9%	3,557	0.108%	\$0.40	\$0.44	\$1,437.45
Totals				6,655,246	62.3%	7,164	0.108%	\$0.40	\$0.43	\$2,857.34



Complete Integration

Make Facebook a vital part of your marketing mix.

- TV
- Radio
- Print
- Direct Mail
- In store
- Email
- Online



Don't forget to give them a reason!



Places




Who. What. When. And now **Where.**

Share Where You Are



"Best. Concert. Ever."

Easily share where you are, what you're doing and the friends you're with right from your mobile.

-  Check in and your update will appear on the Place page, your friends' News Feed and your Wall.
-  Tag the friends you're with so they can be part of your update.
-  Appear in "Here Now" to friends and others nearby who are also checked in.

Connect With Friends Nearby



"I'm just down the street!"

Never miss another chance to connect when you happen to be at the same place at the same time.

-  Browse status updates of friends checked in nearby.
-  After checking in, tap "Here Now" to see who else is checked in where you are.

New Social Plugins

Near San Francisco, CA Metro Change City: Atherton, Belmont, CA Metro, Other

Connect with Facebook

Connect **Citysearch** with Facebook to interact with your friends on this site and to share stories on Facebook through your Wall and friends' News Feeds. This site will also be able to automatically post one-line stories back to Facebook.



By proceeding, you are agreeing to the Facebook Platform User Terms of Service. By using Citysearch, you also agree to the Citysearch Terms of Service.

Logged in as Kathy H. Chan (Not you?)

Levi's® MY ACCOUNT STORE LOCATOR TRACK ORDER

KIDS & BABY FRIENDS STORE EXPLORE

KEY WORD OR NUMBER SEARCH

SHOPPING BAG: 0 ITEM \$0.00

FREE SHIPPING ON ORDERS OF \$100 OR MORE SEE DETAILS

Bold Curve Skinny Jean - Liquid Black

Style #05803

\$79.50

Free Shipping & Free Returns on Levi's® Curve ID Jeans - [More Details](#)

AVERAGE RATING ★★★★★ 4 out of 5

[Read 1 review](#) [Write a review](#)

The jean for curvy women with a very defined waist, hip and butt. This fit hugs the waist without gapping, fits at the butt without pulling, and celebrates your curves. Cut high enough in back (and low enough in front). Comfortable and not too tight at the waist, skinny on down to the ankle. Classic five-pocket styling. Country Of Origin: Imported.

WAIST: Low rise, 7 1/4" Front rise, 12 5/8" Back rise

Select Color:

Facebook Comments

Be the first of your friends to like this.

Logged in as Megan Wallace

Add a comment...

Post comment to my Facebook profile

Administer Comments

Facebook social plugin

Hi, Mandy Cudahy [settings](#)

FRIENDS' ACTIVITY

View more friends' activity | What's this?

Katie Beckmann shared Obama cites progress toward a budget deal; talks continue * on Thursday

Japanese citizens turning in cash found in tsunami zone
925 people shared this.

Did cell phones unleash our inner rudeness?
746 people shared this.

Facebook social plugin

Who's Doing It Right?

- **Disney Parks**
 - **Delta**

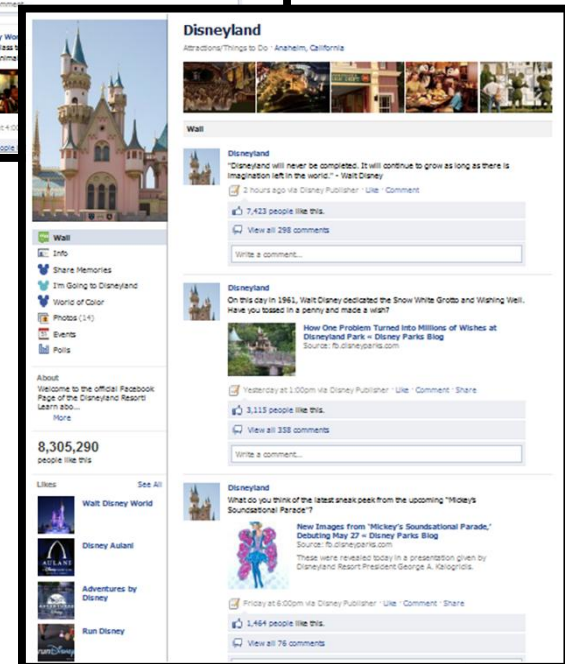
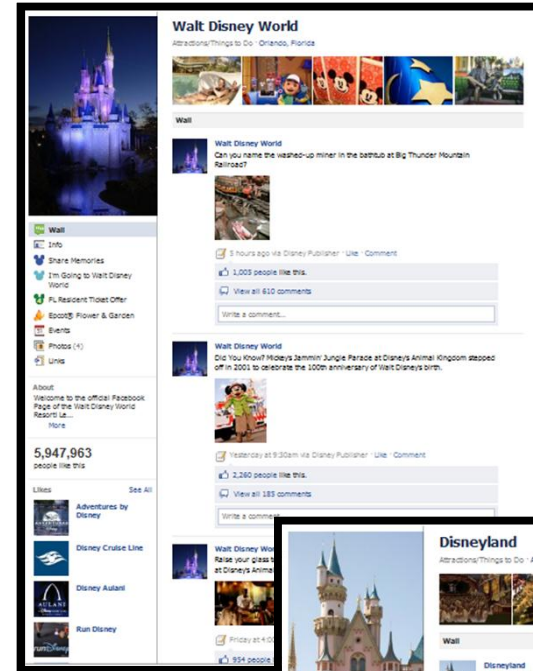
Case Study: Disney Parks

- On September 23, 2010 Disney launched their “Let the Memories Begin” campaign as a entry way into what is now their whole social media strategy.
- This strategy focuses on guests’ memories and obtaining user generated content.



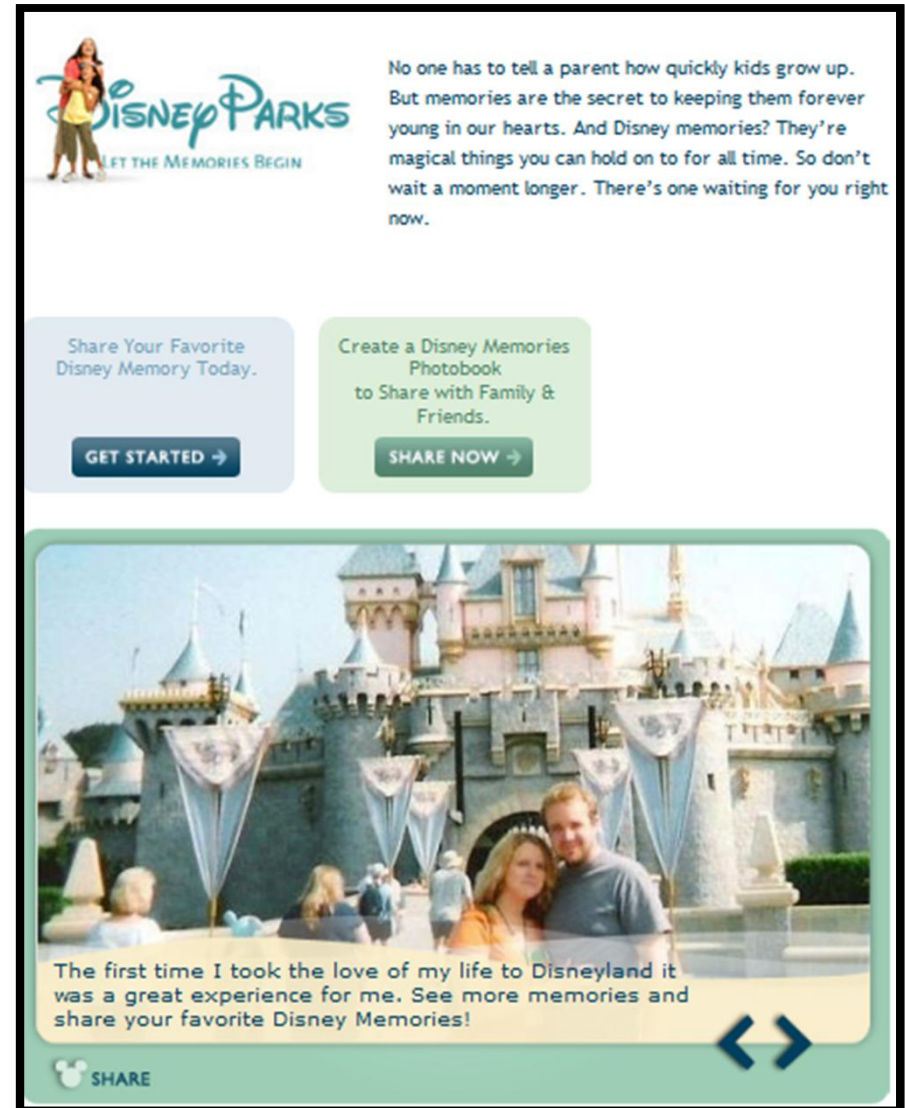
Goals

- Encourage fans to become the biggest advocates for the brand.
- Emphasize and support Disney's memorable, family-friendly brand image.
- Better connect with consumers while providing a place for them to connect with others.



Achieving Goals

- Memories Microsite and Facebook Application.
- Memories Photo Book.
- I'm Going to Disney Community.
- In Park Shows.
- Marketing Mix Integration.



Disney Parks
LET THE MEMORIES BEGIN

No one has to tell a parent how quickly kids grow up. But memories are the secret to keeping them forever young in our hearts. And Disney memories? They're magical things you can hold on to for all time. So don't wait a moment longer. There's one waiting for you right now.

Share Your Favorite Disney Memory Today.
[GET STARTED →](#)

Create a Disney Memories Photobook to Share with Family & Friends.
[SHARE NOW →](#)

The first time I took the love of my life to Disneyland it was a great experience for me. See more memories and share your favorite Disney Memories!

[SHARE](#)

Highlights

- 14,253,751 total fans for both parks.
- Over 500 photos shown a night in parks.
- Millions of memories shared and counting.



Case Study: Delta

- Back in August 2010, Delta launched the industry's first social media 'Ticket Counter' enabling bookings directly from its Facebook page.
- Since then it has been their mission to connect with users where they are spending most of their time while finding ways to reach and engage their fans at “the moment of excitement”.



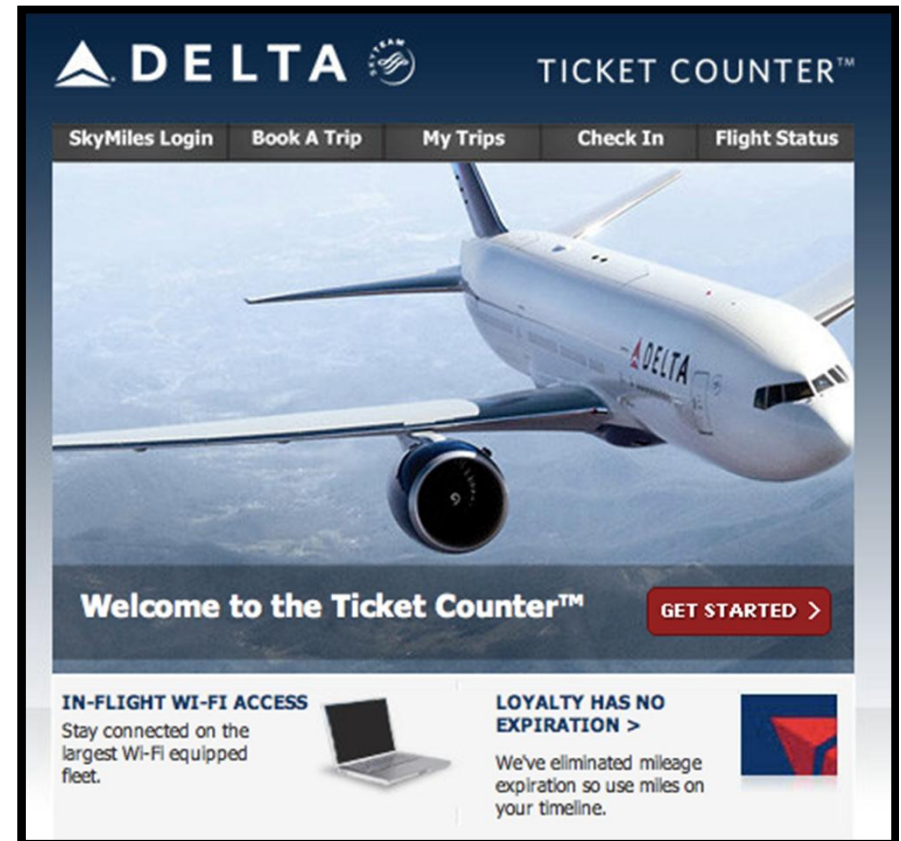
Goals

- Become a social media innovator in the travel industry by focusing on content that eases customer experience.
- Use Facebook as a customer relationship tool.
- Generate awareness and connect with users where they spend most of their time.
- Emphasize the technological prowess of the company.



Achieving Goals

- Ticket Counter app.
- Browse Facebook for FREE while in the air.
- Sharable content.
- Delta Assist.



Highlights

- 127,197 fans.
- Facebook is the number one site consumers visit while logged on to Deltas on line flight service.
- Declined to release usage figures for their Book a Trip app.



Can Your Brand Do It Right?

**YES! As long as you
remember to keep in mind
Facebook's BEST
PRACTISES.**



- Make your page a place filled with valuable content.
- Give your fans *a reason* to become fans.
- Use updates to provide value, ask questions, and elicit response, not deliver press releases.
- Engage fans through creative content and give them reasons to share their own content.
- Think of your page in terms of being for your fans, not being for your brand.

- Monitor conversation and **LISTEN** to your fans.
- Thank and respond to the positive and respond even more diligently to the negative.
- Hypertarget with Social Ads and with Updates.
- Incorporate Facebook initiatives into your overall marketing mix.

Thank You!

Questions?

