



Visit Salt Lake 2011

SOCIAL MEDIA SEMINAR

Today's Hashtag:
#slcsocial

Thank you to our partners:





“How to Make Your Company More Likeable”

**DAVE KERPEN, CEO
Likeable Media**





Using Social Media to Make Your Organization More Likeable



@DaveKerpen, CEO, @LikeableMedia





our story



JULY 2006



FEBRUARY 2009

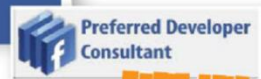
Boston, MA



SEPTEMBER 2006



MAY 2010



APRIL 2010



2011

AUGUST 2006



NOVEMBER 2008



SEPTEMBER 2009

NOVEMBER 2010



likeable growth

client growth



Likeable clients

Verizon FIOS

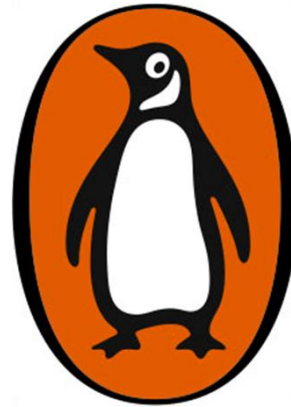


Adobe



Neutrogena®

1-800-flowers.com™



The Pampered Chef®

*partial list



Likeable Social Media, the book (May 2011, McGraw-Hill)





Is The New link





3 warnings

- 1) Social media is not free.
- 2) Social media will not bring you instant results.
- 3) Social media cannot make up for a bad product or service.



like is the new link

facebook®

Google™

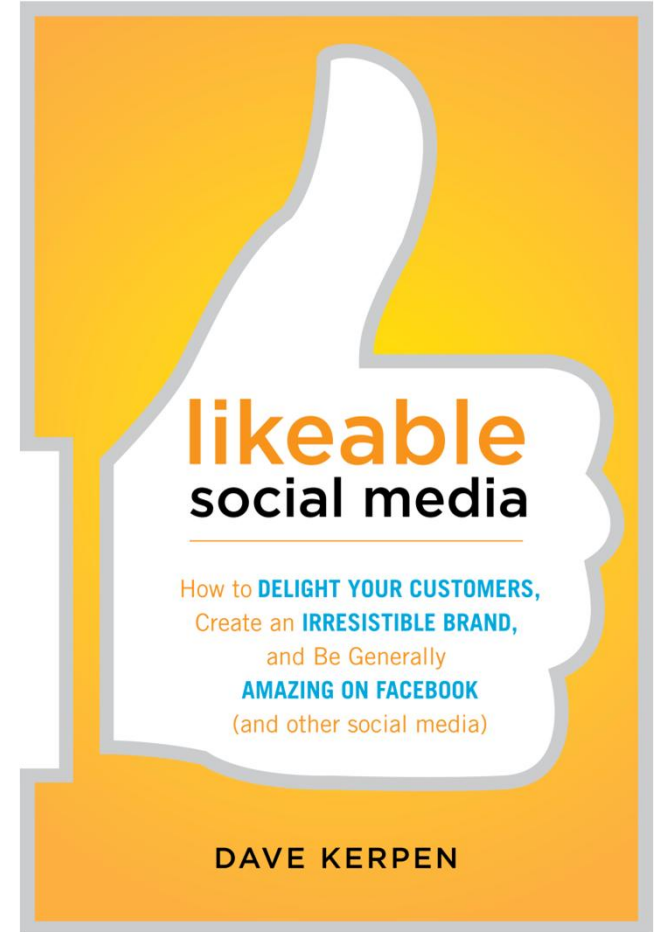


Likeable Social Media:

How to Delight Your Customers,
Create an Irresistible Brand,
and Be Generally Amazing on



(& other social networks)



18 ways...



**1. listen first and never stop
listening**



AriaTM

RESORT & CASINO
LAS VEGAS





2. way beyond women 25-54: define your target audience better than ever



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

[?]



Search results for **trip to salt lake**

 [Remove saved search](#)



TrojanMikeG Mike G

On last leg of **trip**. Flying out of **Salt Lake City** to Cody Wyoming. Almost home.

22 hours ago



FreePress FreePresss

Real downer for Revolution: FOXBORO - With a midweek **trip to Vancouver** already in the books and Real **Salt Lake** o...

<http://bit.ly/eDZtsg>

10 Apr



HunterPhilip Hunter Philip

So pumped for this **trip to** michigan in the summer, train **to** chicago, bouts **to** see Portland, Sacramento, Reno, **Salt Lake City**, Denver, Om ...

9 Apr



cassmarieNIX09 cassidee christensen

spontaneous **trip to salt lake**....don't mind if i do.

9 Apr



**3. think – and act – like your
customer**



6. NFO: News Feed Optimization

EdgeRank

$$\sum_{\text{edges } e} u_e w_e d_e$$

u_e - affinity score between viewing user and edge creator

w_e - weight for this edge type (create, comment, like, tag, etc.)

d_e - time decay factor based on how long ago the edge was created



News Feed

Top News · Most Recent

What's on your mind?



Angela Liu and 5 other friends like **Stride Rite** (Fashion).

52 minutes ago



Jack Johnson



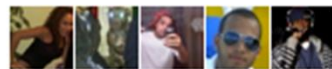
Love Your Coast and Tangaroa Blue

As summer approaches in Australia and New Zealand, two of Jack Johnson's All At Once non-profit partners are gearing up to raise awareness about marine debris and engage the community to clean local beaches. ...

about an hour ago · 58 639 · Like · Comment · Share



Sasha Olivares is now friends with **Christina Vanessa** and 4 other people.



2 hours ago



Facebook Live

We're live now with **President George W. Bush** at <http://apps.facebook.com/facebooklive>.



2 hours ago · 32 53 · Like · Comment · Share



**4. compel your customers to
be your first fans**



EDWARD J. ZUCKERBERG

DDS · F.A.G.D.

2 RUSSELL PLACE
(Corner of Northfield Ave.)
DOBBS FERRY
N.Y. 10522



914-693-9696

WE CATER TO COWARDS

Edward Zuckerberg, D.D.S.,F.A.G.D.



Local Business · Dobbs Ferry, NY



Wall

Everyone · Edward Zuckerberg, D.D.S....



Edward Zuckerberg, D.D.S.,F.A.G.D.

Periodontal disease is the most common disease affecting humans. Learn more about it and the conservative way that we are treating it to avoid more complex treatments like gum surgery and eventual tooth loss.

<http://www.myarestin.com/assets/flip-chart-english.pdf#zoom=100>
www.myarestin.com

Tuesday at 1:29am · Share

3 people like this.

Wall



Top 10 Reasons Consumers “Like” Fan Pages on Facebook*

1. To receive discounts and promos
2. To show support for brand to friends
3. To get a “freebie” (e.g. free samples, coupon)
4. To stay informed about company activities
5. For updates on future projects
6. For updates on upcoming sales
7. Just for fun
8. To get access to exclusive content
9. To learn more about the company
10. For education about company topics

*Based on report from CoTweet & ExactTarget



**5. engage: create true
dialogue with, and between,
your customers**



Entenmann's

*The Countdown
to Donut Day
Has Begun!*



Visit our Donut Day
tab for more info on
the festivities to come.



Fan Of The Week

Entenmann's ▶ Fan Offer

Food/Beverages

Entenmann's



Thanks for Liking us!

To show that we LIKE you too,
take 50¢ off a box of our delicious Mini Cakes.

SAVE NOW





Entenmann's

Savings alert! Mini Cakes are a smarter way to snack, and they are perfect on-the-go. Click here to receive an exclusive coupon:

<http://ow.ly/47XXQ>



Friday at 12:27pm · Like · Comment · Share

59 people like this.



Julia Sacco Awesome

Friday at 12:30pm · Like



Lacey McLennand Too bad there weren't any coupons on that site for entenmans products! :(

Friday at 12:39pm · Like



Carla Utter I don't have a printer...could you mail me one?

Friday at 12:56pm · Like



Entenmann's @Lacey which internet browser are you using? The coupon is still up, please check your browser and printer settings. Thanks for being a fan!

Friday at 2:30pm · Like



Rhonda South Sholar new addiction for me. sadly, all of the Publix around me are out of stock.

Friday at 4:22pm · Like · 1 person

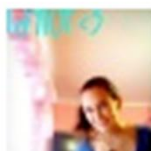


Tamika Benson Thank you very much.

Friday at 4:53pm · Like



6. respond quickly to all bad comments



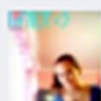
Taylor Graziano pancake pokets are the worst things ive ever tried they made me throw up of there strawberry discust!!!!!!!!!!!!!!!!!!!!!!

November 19 at 9:59pm · Like · Comment



Entenmann's Hey Taylor, thank you for your feedback. Did you heat them, or eat them at room temp? We're really sorry you had a bad experience.

November 19 at 11:11pm · Like · Flag



Taylor Graziano its ok everything else is great!

November 19 at 11:11pm · Like · Flag



Entenmann's Thanks so much!

November 19 at 11:30pm · Like · Flag



Sharon Buffington excellent food – poor service.

Yesterday at 12:51pm · Like · Comment



Uno Chicago Grill Hi Sharon, we're so sorry that you did not receive good service at UNO and want to make it up to you. Please send us an email at comments@unos.com with your contact information and details about your visit.

Yesterday at 5:43pm · Like



Ray Umstot-Einolf Hey VERIZON why won't you give me my money back!!! I signed up for your Verizon Bundle Pack and I'm paying 300.00 a month and my service is supposed to cost about 120.00. We call you every month and the problem is never fixed. Funny thing is I know of about 10 other people you are doing this too. Telling them one price and billing them another and not refunding money when you admit you are wrong. You guy's Suck!!! And a lawsuit maybe in your near future. Have a great day you bunch of crooks!!!!

March 16, 2009 at 5:44am · Report



Ray Umstot-Einolf I wanna thank Fans of Fios for fixing my billing Problem. Devin was awesome and I would like to thank her for her help. Had a Regional Manager call us today and went over the bill corrected our bill. Thank you!!

And for the Record. I love the FIOS service and the Extreme internet package makes me jump and down everytime I download anything or play a game. Thank you Verizon FIOS. No more Crookcast for Us.

March 26, 2009 at 4:56pm · Report



**7. respond to good
comments too**



Ben Silver sometimes, I just lay under the faucet and chug chill zone until i pass out

November 1 at 3:43pm · Like · Comment

3 people like this.



Cumberland Farms Chill Zone Hahaha what a baller.

November 1 at 3:50pm · Like · 1 person · Flag



Kathy Bennett DON'T DO BUSINESS WITH VISTA PRINT, THEY TOTALLY SCREWED UP MY ORDER, THEIR QUALITY IS POOR AND THEIR CUSTOMER SERVICE STAFF ARE HORRIBLE, I TRIED TO RESOLVE MY ISSUE WITH A SUPERVISOR AND EVEN THE SUPERVISOR WAS UNABLE TO HELP ME. PLEASE DO NOT ORDER THROUGH VISTAPRINT.

Tuesday at 6:25pm · Like · Comment



Martha Santamaria I love VISTAPRINT!

Tuesday at 7:10pm · Like · 1 person · Flag



Jo Chambers I've only had one bum order by Vistaprint out of the MANY I have placed and I have to say that they were very quick to fix things for me – even though I am in Australia, had ordered from the US and communicated my problem via email. Very happy with my goods to date. We all have the odd bad experience after all – even companies are human!

Tuesday at 7:31pm · Like · 2 people · Flag



online influencers...



the new celebrities?



8. be authentic



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

[Suggest to Friends](#)

[Vindiesel.com](#)

Vin Diesel Like

Wall

Info

Photos

Video

Events

Discussions



Vin Diesel At Thanksgiving dinner my brother and I were reminiscing about the days when we were first introduced to D&D... back in the late 70's.

You would be surprised how it all began. It was actually a childhood friend's mother who really allowed us to start playing. She had heard the enthusiasm from us kids about this new fan...

[See More](#)



10 hours ago · [Share](#)



9. be honest & transparent



Melissa Cortina Will eecu be helping the state workers that are getting their wages cut to \$7.25/hr in some way??

July 8 at 8:15pm · Like · Comment



Educational Employees Credit Union | EECU Hi Melissa- Yes we will. We are in the process of finalizing the details of our action plan to help members with this hardship. As in the past, we will be able to assist our members with a 0% "emergency" loan to cover pay shortages while the state budget is being finalized. Our plan is to be able to start taking applications by July 15th.

July 9 at 1:32am · Like · 1 person · Flag



Melissa Cortina thank u so much for the info!! very much appreciated!!

July 9 at 10:40am · Like · Flag



doug_gross Doug Gross



@neverwear Argh ... that's the first one I posted with a **bad link**.
Most recent tweet has the good one. So **sorry!**

36 minutes ago



sharonandalex Alexander Irving

@salontoday **Sorry bad link** to Salon Bogar on FB
<http://ow.ly/3h6Aq> - Bogar was two time Salon 200 winner. See next
tweet for bits again

1 hour ago



CliveBuckley Clive Buckley

RT @timeshighered: **Sorry for bad link:** What to do if your students
aren't listening: walk out? <http://bit.ly/exKsMZ>: I walked out of a
class

1 hour ago



ATTJason Jason



@DannySkarka I'm with AT&T and saw your tweet to @ShareATT
about a **bad link** to a free ringtone. I'm **sorry** - can I help? I'm
following.

2 hours ago



denisejaden denisejaden

Sorry, bad link! How to win cool LOSING FAITH stuff:
<http://bit.ly/i8upJi> @YAContemps #yalitchat

2 hours ago



ChrisPlank Chris Plank

Bad link... sorry. Try this <http://tinyurl.com/296dhta>

4 hours ago



10. should you ask a lot of questions?



in a recent study, Likeable Media looked at status updates that...

1. Pose a question or challenge directly to fans
2. Ask fans to “like” it
3. Announce winners of a Facebook-hosted contest or sweepstakes
4. Include “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 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 2-6 times as engaging as “other updates”.

Likeable Media | Social Media and Word of Mouth Marketing
Watch Me Wednesday!

Facebook Secrets Revealed 2: It's About Your Fans, Not You!
Length: 1:07

31,662 Impressions · 0.07% Feedback
Yesterday at 2:03pm · Comment · Unlike · Share

👍 You, Amy Slife, Dave Kerpen, Sida Li and 11 others like this.

💬 View all 7 comments

Likeable Media | Social Media and Word of Mouth Marketing
<http://Facebook.com/striderite>
If it's about your fans, John, you'll know, because there will be an active community responding to you and talking to each other.
13 hours ago · Like · Delete

John Haydon Good answer! :-)
2 hours ago · Like · Delete · Flag

Write a comment...

Likeable Media asked What is your favorite social network for business and marketing?

- Facebook
- LinkedIn
- Twitter
- 3 More...

4,968 Impressions · 0% Feedback
Yesterday at 9:55am · 2 🗳️ · 1 🗨️ · Ask Friends



5 Questions You Can Ask Your Community Anytime

What would you like to see more of in this community?

Who are you inspired by most?

Where is the most interesting place you've used our product?

When did you first use our service?

Why do you like this Page?



**11. provide value
(yes, for free!)**



Extra Gum  Like

Wall Info Photos Polls **Free Gum**



Think gum can't taste like dessert?

Request a free pack of gum and find out for yourself! We're giving away a limited number of packs of our new Extra Dessert Delights flavors.

"Like" Extra gum, and you'll get your dessert flavor on... on us!



social media leveraging | word of mouth marketing
community engagement | facebook ads | buzz

Preferred Developer Consultant

2-time WOMMY award winner

Every brand should be likeable.

Sign up for our free monthly newsletter
and receive a copy of our "Best Practices for Facebook and Top 40 Facebook Fan Pages"

Small business owner? Click here for **likeable local**

There are lots of ways to subscribe to our blog...





**12. share stories
(they're your social currency)**





**13. inspire your customers
to share stories**



facebook



Search



[Invite People to Join](#)

Information

Category:

Just for Fun – Fan Clubs

Description:

Mary works at McDonalds and is the sweetest EVER!

Privacy Type:

Open: All content is public.

Admins

- DeLynne Lucus Bock (Phoenix, AZ) (creator)

Members

6 of 1,402 members

[See All](#)

I love Mary @ McDonalds/Chandler

Wall

Info

Discussions

Photos

Write something...

Attach:

Share



Sharon Smith McChesney I havent seen Mary lately, where has she been?

October 7 at 1:51pm · Like · Comment



Margaret Ofodile Jurineack Happy People Day, Mary!!! We love you in the Rocky Mountain Region!!!

September 22 at 10:16am · Like · Comment



Dorothy Boesel Mary is the best! This is the picture of us at my 40th birthday party on Saturday night.



[I love Mary @ McDonalds/Chandler Photos](#)

August 1 at 11:20pm · Like · Comment · Share





**14. integrate social media
into the entire customer
experience**



  "like" us on
Facebook

text like **MuseumofMakingMusic** to 32665

facebook.com/MuseumofMakingMusic





**15. use social network ads
for greater impact**



Connections on Facebook

Connections: [?]

Target users who are connected to:

[?]

Target users who are not already connected to:

[?]

Friends of connections:

Target users whose friends are connected to:

[?]

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: [?]



Want to Getaway ?




Escape to Salt Lake City today! Like our page today for more info on how to plan your escape.

Tickets of Boston



Find the best prices on all your ticket needs! Red Sox, Bruins & Celtics Playoffs tickets. Along with our monthly free ticket giveaway!

 Like · 1,706 people like this.



I love you more
than



This device. And I'm only
miserable when I'm
without you. Hope we can
unplug for a day soon. I
love you.

Unlike
You like this.




**16. admit when you screw
up then leverage your
mistakes**



You Tube Search | [Browse](#)

Domino's® Pizza Turnaround

[dominosvids](#) 31 videos [Subscribe](#)



1:35 / 4:21 360p

Like + Add to [Share](#) [Embed](#)

730,996

[dominosvids](#) | December 21, 2009

"Domino's Pizza Turnaround" The true story of how Domino's listen...



**17. consistently deliver
excitement, surprise, &
delight**



Franklin Baseball Woohoo! We reached 10K fans! Thanks to all of our fans for putting on those rally caps and cheering us on! Check back later this morning for further details on how to enter the playoff ticket giveaway.

October 6 at 7:08am · Like · Comment

Dave Kerpen, Andi Barton, Theresa Braun and 16 others like this.

View all 4 comments



Bryce Alkire Woof woot

October 6 at 7:47am · Like · Flag



Heather Girlgonemom YES! Pick me! :)

October 6 at 8:35am · Like · Flag



Franklin Baseball The time is here! Enter to win round 1 playoff tix on the sweepstakes tab above or here <http://bit.ly/FranklinTix> you have until 11:59PM EST tonight. Thanks again to all who rallied, you're awesome fans!



Franklin Baseball Playoff Tix Giveaway

bit.ly

October 6 at 9:52am · Like · Comment · Share

Dave Kerpen, Lissette Martinez, Amy Slife and 15 others like this.



Adrienne Zedella An' I Halped!

October 6 at 3:38pm · Like · Flag



free chillzones






**18. don't sell! just make it
easy & compelling for
customers to buy**



Wall Info Shop Welcome Guy's Guide... Photos >> +



1-800
flowers.com


**It's the 1800Flowers.com
Facebook Shoplet!**

Welcome to our **Facebook shoplet**.
Click right in and shop the cream
of the 1800Flowers.com gift crop,
without having to stray from
your Facebook account.

Take a look, select the gift you
want, and submit your order.
It's that simple. Then let us know
about your experience on our wall.

*Giving someone that warm fuzzy
feeling has never been easier.*

[start shopping](#)



A vibrant bouquet of roses in various colors including pink, yellow, and orange, arranged in a clear glass vase.



if 18 rules is too much to remember...



Listen Up!



Be Transparent!



Respond to Everyone!



Just Be Likeable!



thank you/ grand prize/ I love feedback

Likeable.com

**Engage with us
@LikeableMedia on Twitter**

**Ask us questions @
Facebook.com/LikeableMedia**

**Or, email me anytime
dave@likeable.com**





“Facebook for Tourism 101”

MANDY CUDAHY

Likeable Media





Facebook For Tourism 101

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

Mandy Cudahy
Director of Social Media Strategy

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

Agenda:

Building your Facebook presence.

Content tips.

Listening to your audience.

Growing your business on Facebook.

Case studies.

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

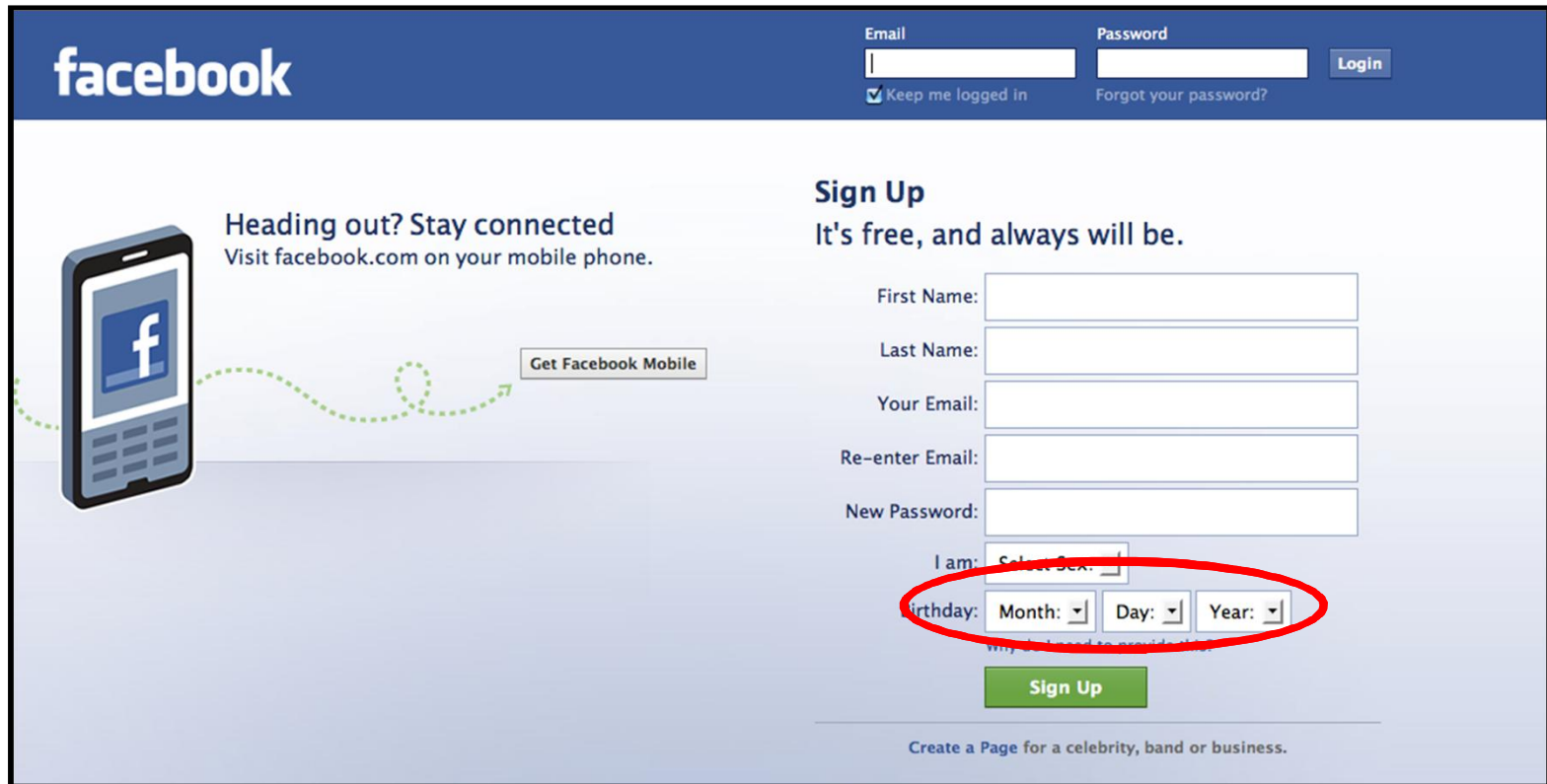
THERE ARE 206.2 MILLION INTERNET USERS IN THE U.S. THAT MEANS 71.2% OF THE U.S. WEB AUDIENCE IS ON FACEBOOK.

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, with a 'Login' button and a 'Keep me logged in' checkbox. Below the login fields is a 'Get Facebook Mobile' button. The main content area is titled 'Sign Up' with the tagline 'It's free, and always will be.' The sign-up form includes fields for First Name, Last Name, Your Email, Re-enter Email, and New Password. Below these are dropdown menus for 'I am' and 'Select Sex'. The 'Birthday' section is circled in red and contains three dropdown menus for 'Month', 'Day', and 'Year'. At the bottom of the form 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.

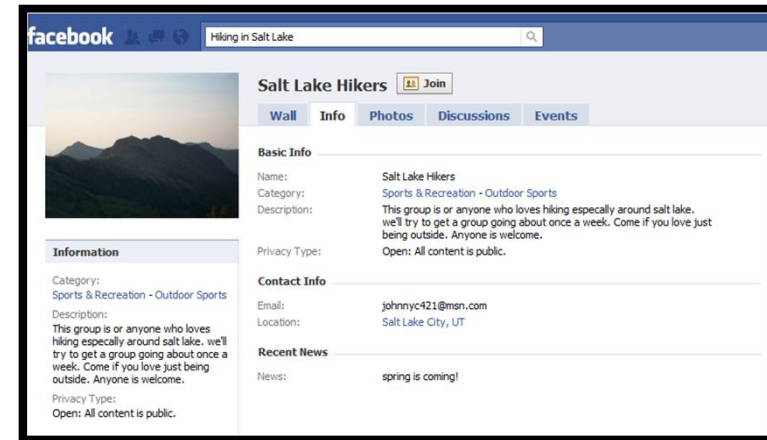


If you can add a business as a “FRIEND”, it’s not properly set up on Facebook.

Individual profiles are for individuals.

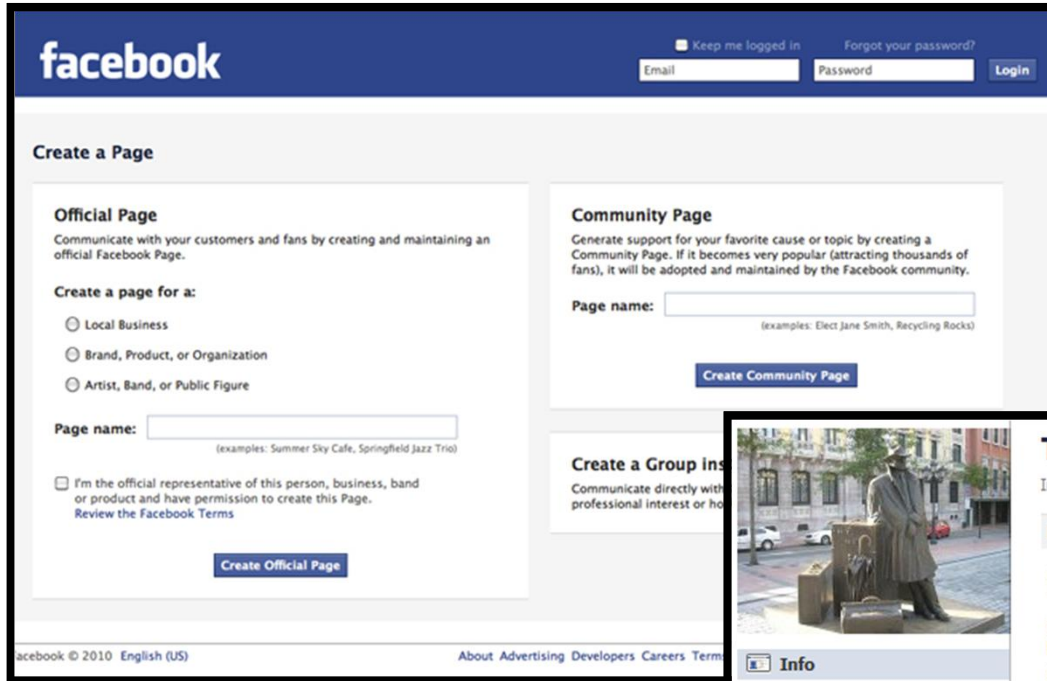


Private/Closed Group



Public Group

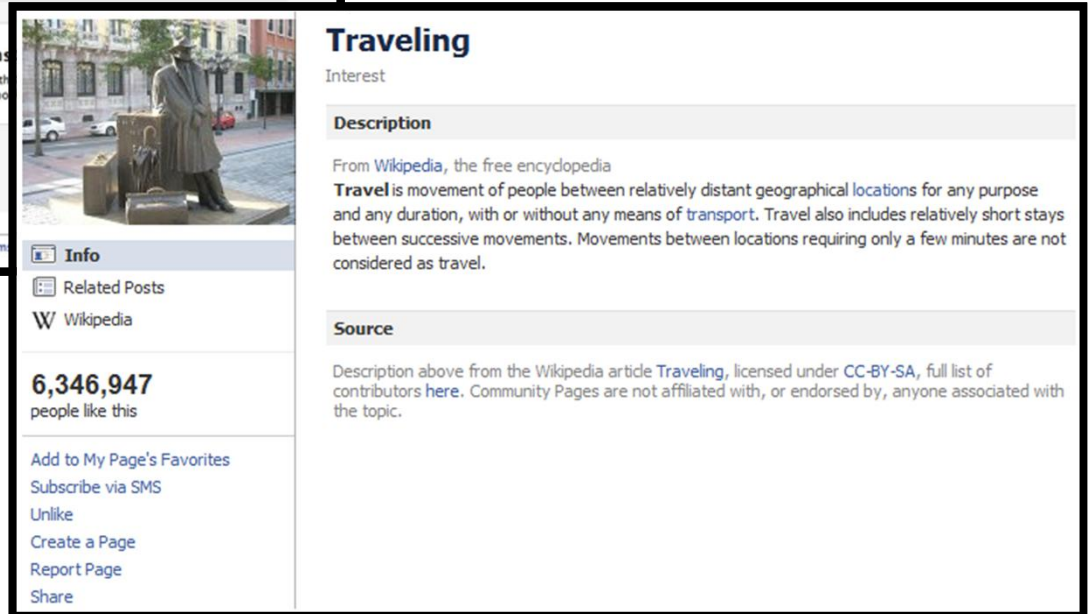
Groups are organized around common interest. Limited functionality, but able to organize large groups of people.



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. Under 'Create a page for a:', 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 'I'm the official representative of this person, business, band or product and have permission to create this Page. 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 hat standing on a street. The page title is 'Traveling' and it is categorized as 'Interest'. Below the title, there is a 'Description' section with the following text:

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.

Below the description is a 'Source' section with the following text:

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.

On the left side of the page, there is an 'Info' section with the following details:

- 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)

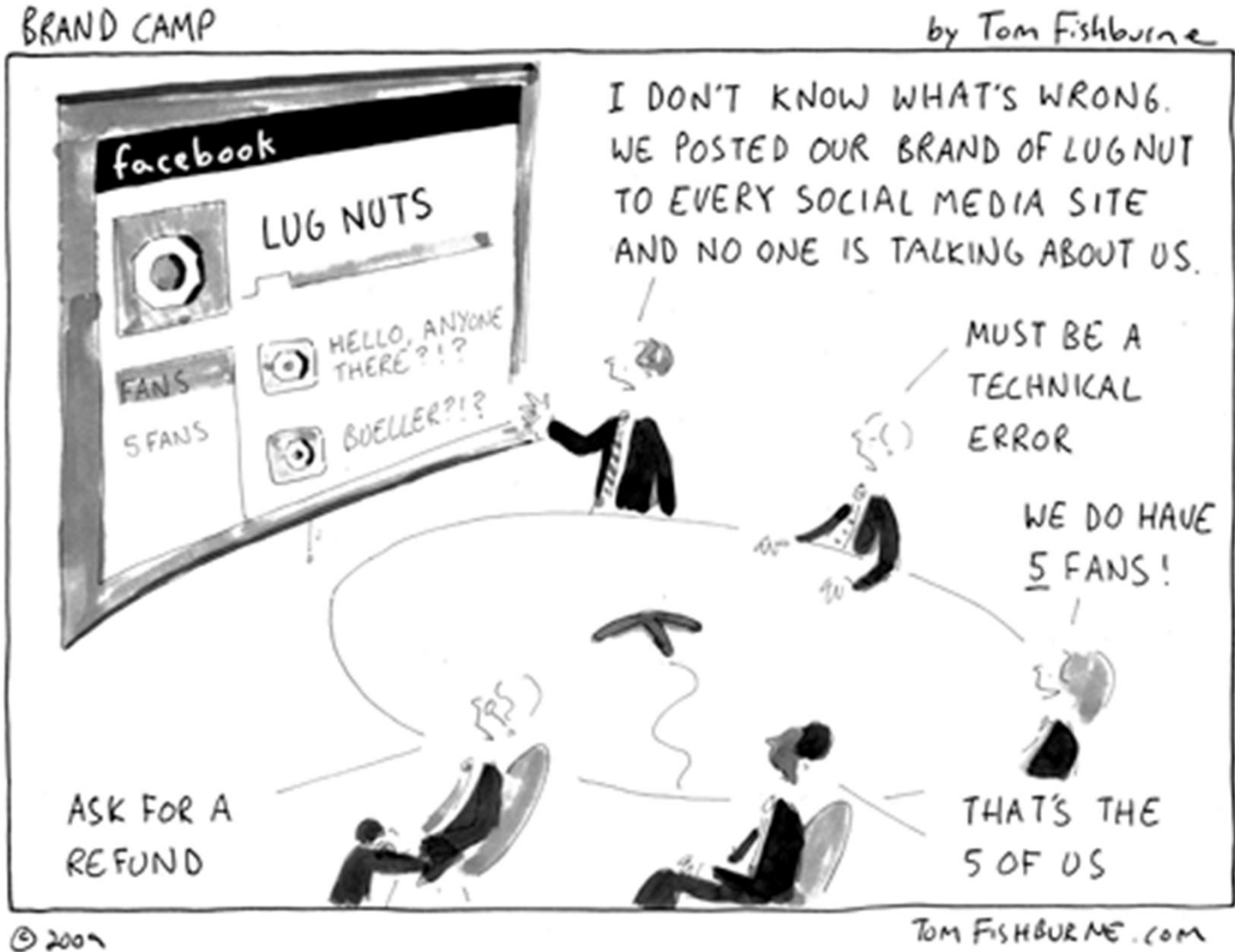


Established for businesses:
Become a LIKER

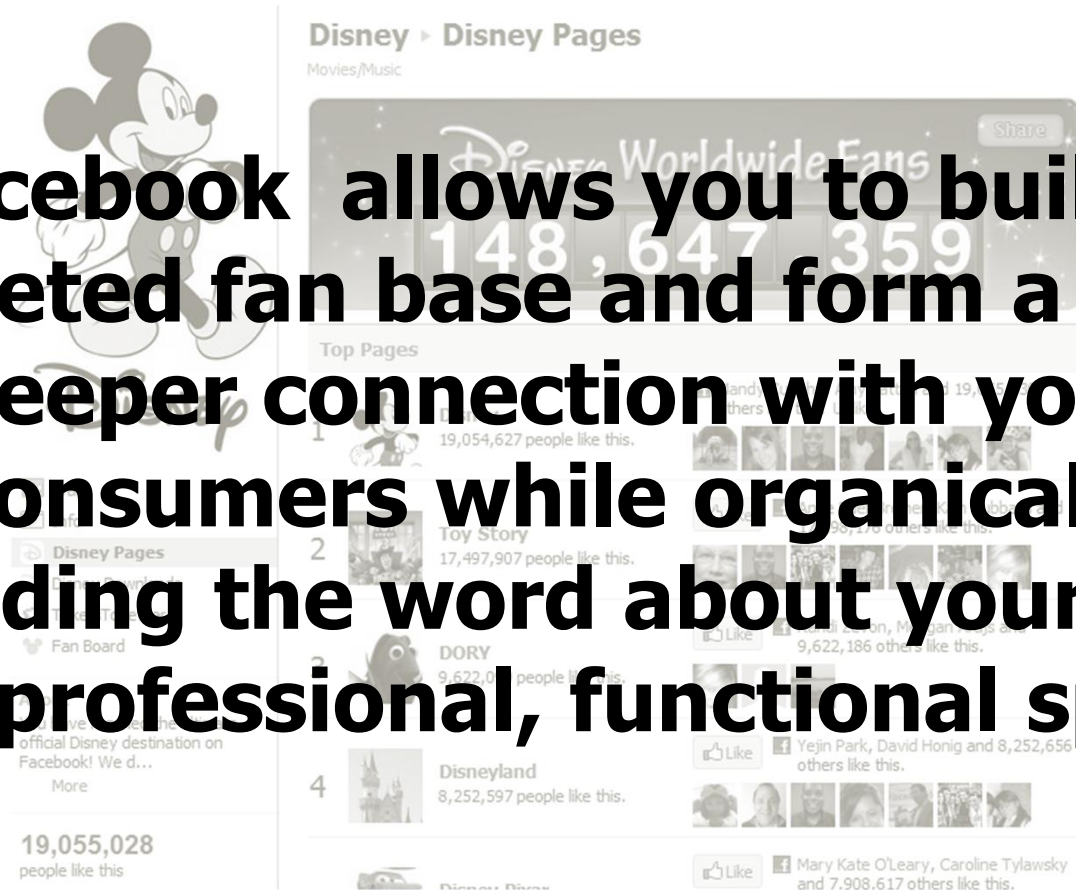
Completely public, don't
need to be a member of
Facebook to view

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.

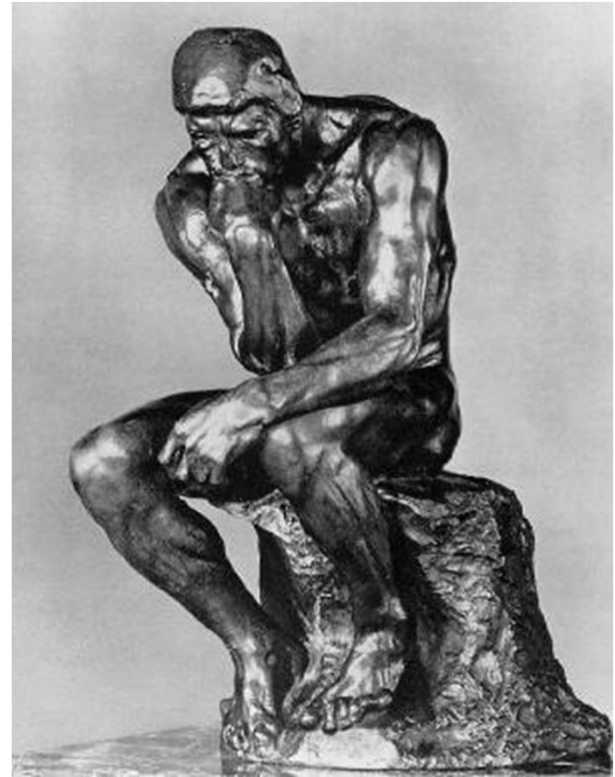


BUILD.

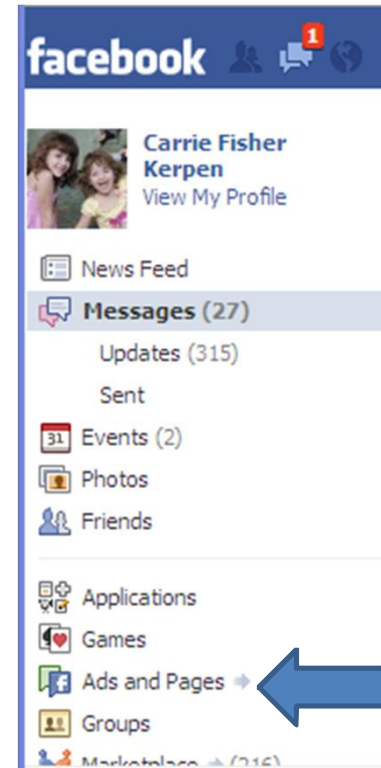
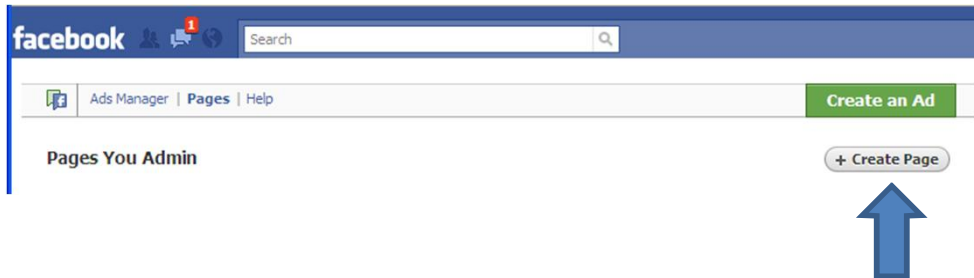
ENGAGE.

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 links for Wall, Info, Keep Climbing, Book a Trip, Photos (770), Video, Events, and Delta Assist. Below the menu, it shows 125,665 likes and a list of liked pages such as St. Louis Cardinals, Detroit Tigers, New York Mets, The Nature Conservancy, and American Red Cross. The main content area features a large header image with the text "IMPROVEMENTS SPEAK LOUDER THAN WORDS." and a video player. Below this, there are several promotional cards: "EXPECT THE INTERNET. WI-FI COMING TO REGIONAL JETS." with 346 likes and a "SUBMIT" button; "220 REGIONAL JETS EQUIPPED WITH FIRST CLASS UPGRADES. EXPECT TO RIDE UP FRONT MORE OFTEN." with 494 likes; "MORE FLIGHTS, MORE DESTINATIONS. NEW NONSTOP FLAT BED SERVICE TO LONDON-HEATHROW FROM MIAMI." with 257 likes and a "BOOK" button; and "MILES DON'T EXPIRE. LOYALTY HAS NO EXPIRATION DATE." with 623 likes. The Delta logo and "KEEP CLIMBING" tagline are visible in the top right corner.

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

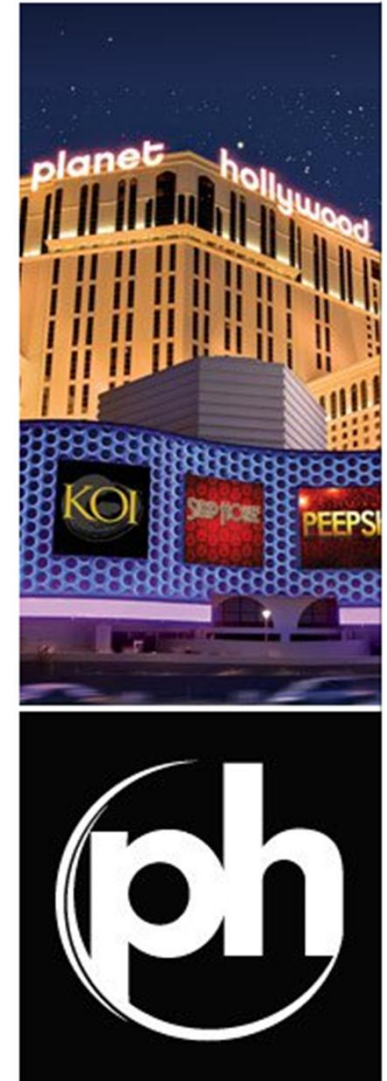
Tip 2: Develop a value proposition. WHY would someone like you?

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.





Visit Salt Lake • Welcome
Non-Profit Organization • Salt Lake City, Utah

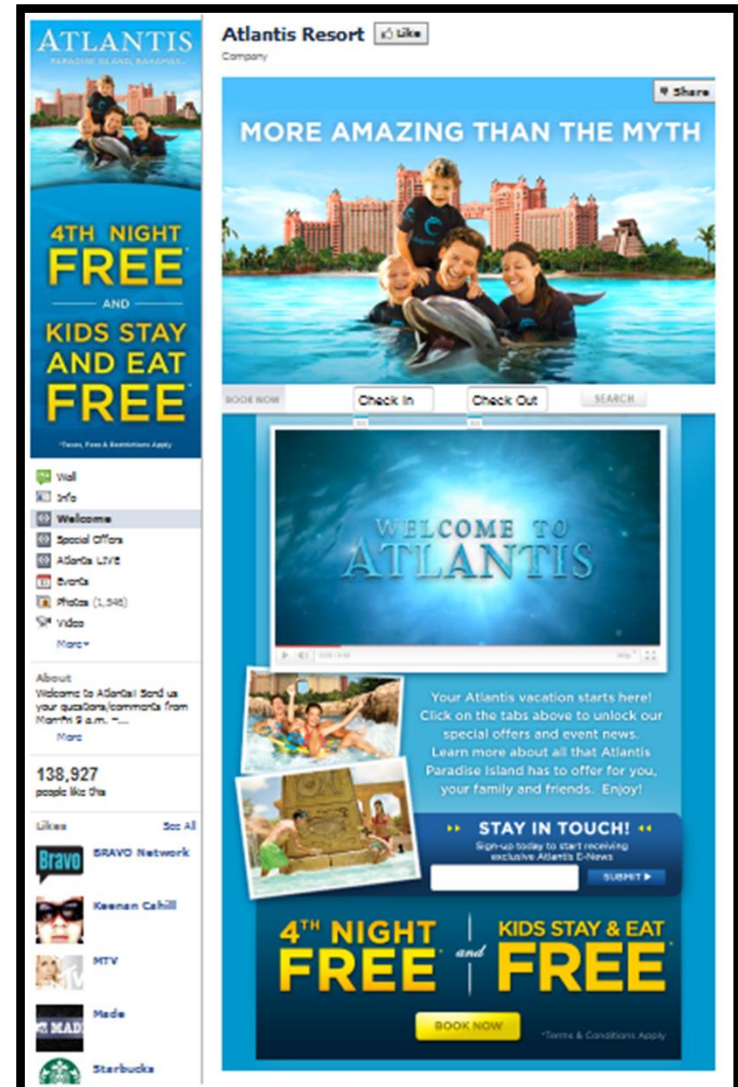
Thanks for *Liking* Salt Lake on Facebook.
Your Journey Begins Now!
Bring a friend!
Invite your friends and family with you
on your Dream Salt Lake experience

Why Salt Lake?
Experience more from SALT LAKE

Hidden Treasures
What's the most amazing place you have discovered in Salt Lake?
Share

Hot Deals GO **SALT LAKE Done Your Way**

Twitter: @visitsaltlake @CoachBenatorUTC
Flickr: Abravanel Hall



Atlantis Resort • Like
Company

MORE AMAZING THAN THE MYTH

4TH NIGHT FREE AND KIDS STAY AND EAT FREE

WELCOME TO ATLANTIS

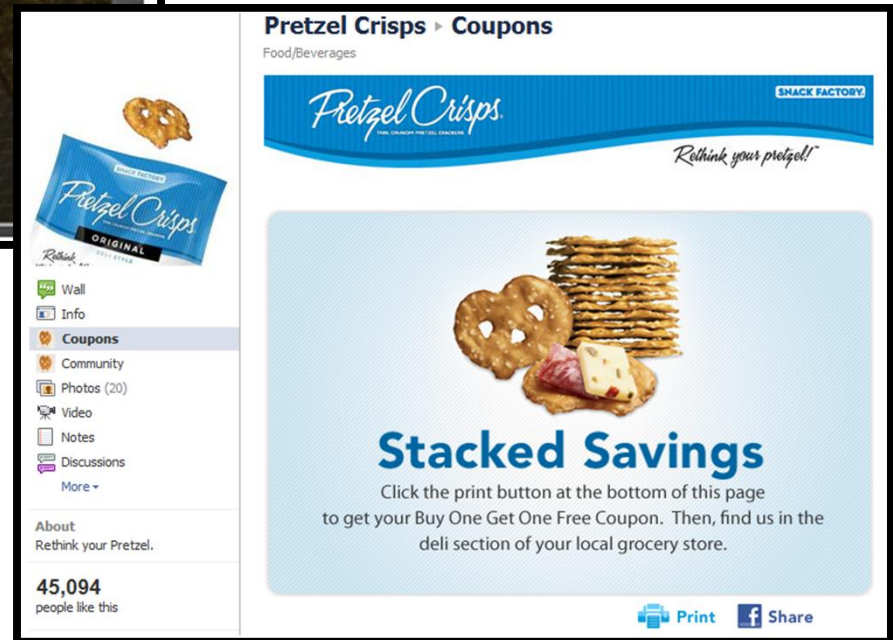
STAY IN TOUCH!

4TH NIGHT FREE and KIDS STAY & EAT FREE

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 18-35
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
36211 Check-ins
2,664 people like this. Be the first of your friends.
- Harrods**
Non Mover
More Information
12653 Check-ins
6,066 people like this. Be the first of your friends.
- London Eye**
Non Mover
More Information
12568 Check-ins
17,495 people like this. Be the first of your friends.
- Leicester Square**
Non Mover
More Information



The Cheesecake Factory ▶ What's Your Flavor?
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.



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!

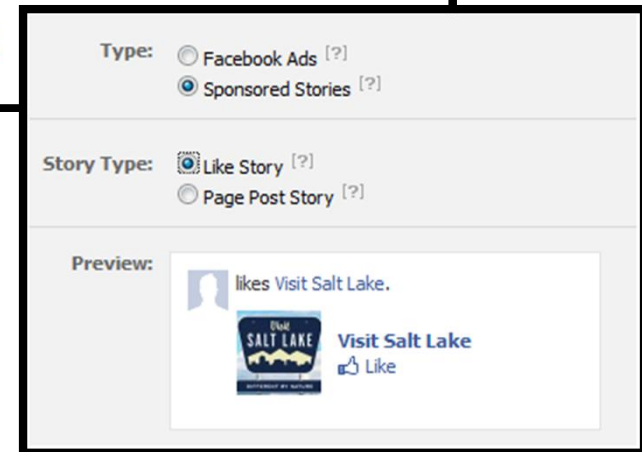
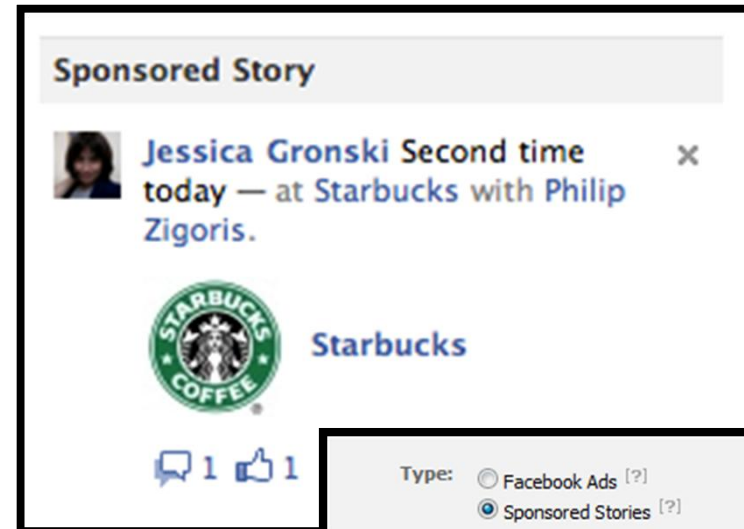


Wish for a ski trip this year? Well you're in luck! Book your dream vacation through us and we'll give you a special birthday surprise.

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.

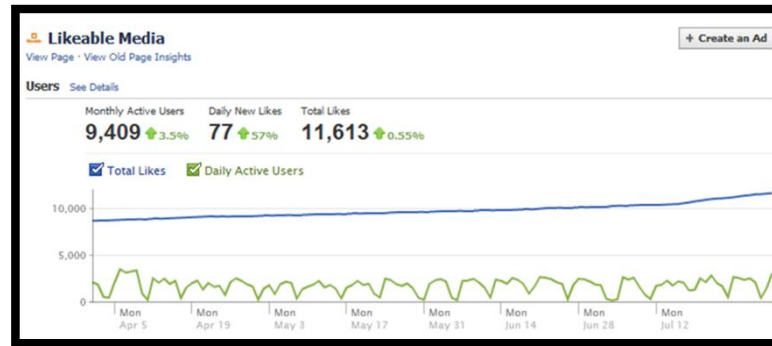




How to Tell if it's Working

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

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 GO 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?) Connect Cancel

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](#)

Like Joanna Carrero and 129 others like this.

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: Choose a Color

Facebook Comments

Like Be the first of your friends to like this.

Logged in as **Megan Wallace**

Add a comment...

Post comment to my Facebook profile Post

[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

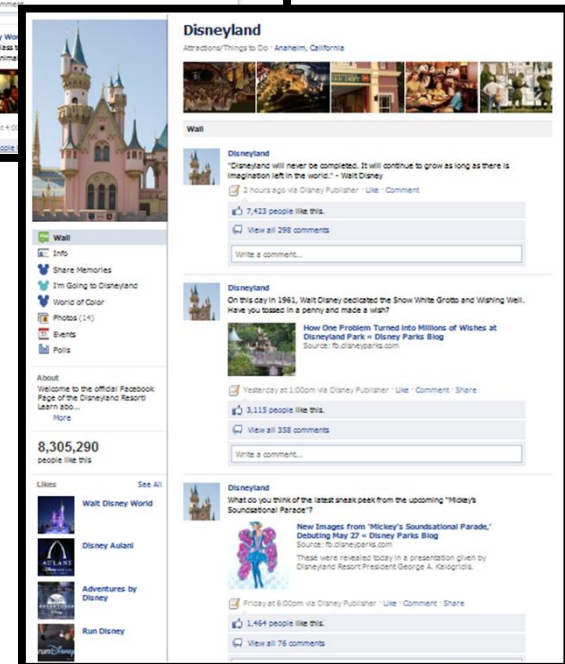
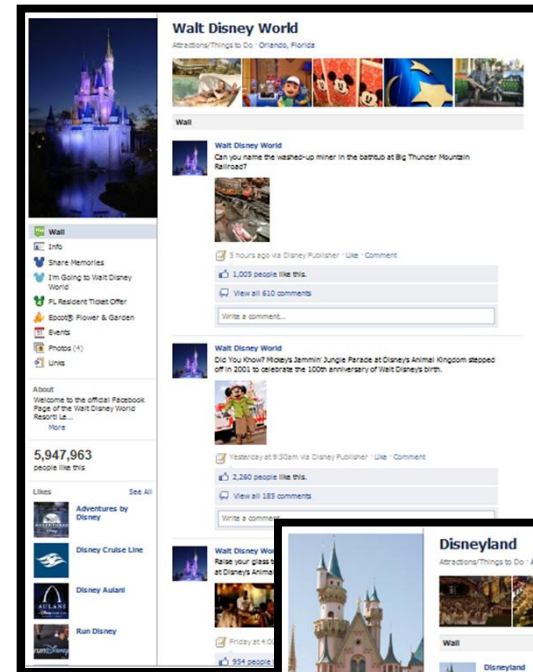
- On September 23, 2010 Disney launched their “Let the Memories Begin” campaign as a entry way into what is now their whole social media strategy.
- This strategy focuses on guests’ memories and obtaining user generated content.



Case Study: Disney Parks

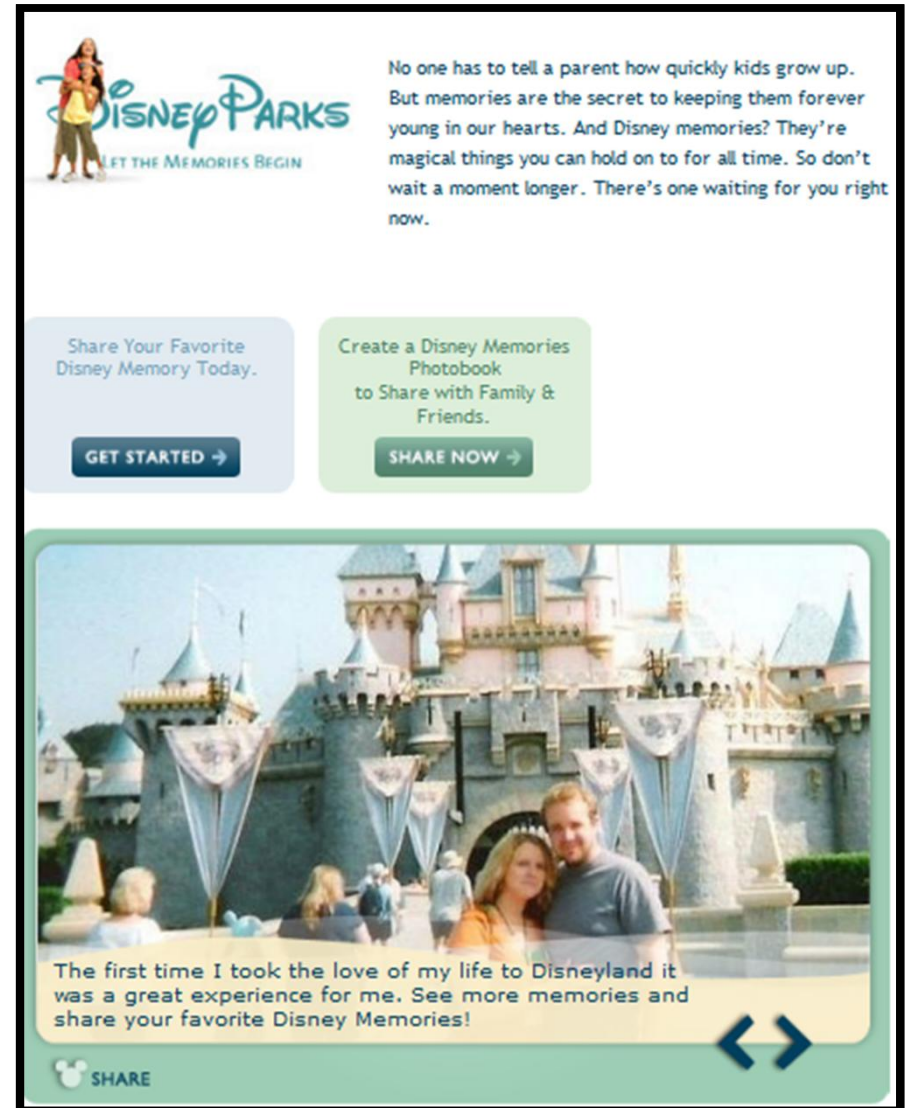
Goals

- 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?





Visit Salt Lake 2011

SOCIAL MEDIA SEMINAR

Today's Hashtag:
#slcsocial

Thank you to our partners:



Visit Salt Lake Partners – Going Social Panel



JANET FRASIER, Natural History Museum of Utah

AMY COADY, Squatters Pub Brewery

ANN BANGERTER, Hotel Monaco



Roundtable Discussions



- 1. Manage Your Resources for Social Media**
- 2. Twitter: Engaging with Your Customers**
- 3. Living Social Escapes**
- 4. Location Based Mobile Apps**
- 5. Creating Simple Videos**
- 6. Making the Most of Your Partner Listings**





Visit Salt Lake 2011

SOCIAL MEDIA SEMINAR

Today's Hashtag:
#slcsocial

Thank you to our partners:

