
Social Media for the Advanced User

Allison Park/@allisonkpark
GoSeeTell Network



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Agenda

Twitter

Facebook

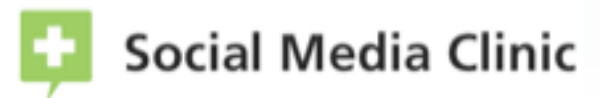
Location Aware

Content Management

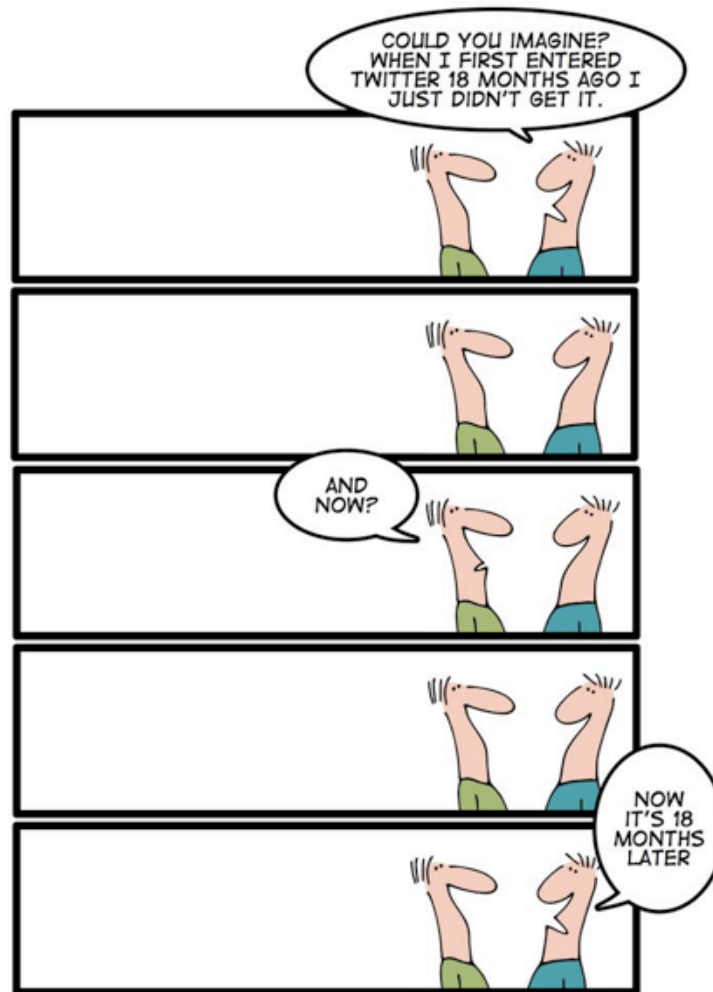
Twitter



© GoSeeTell Network 2010



Twitter



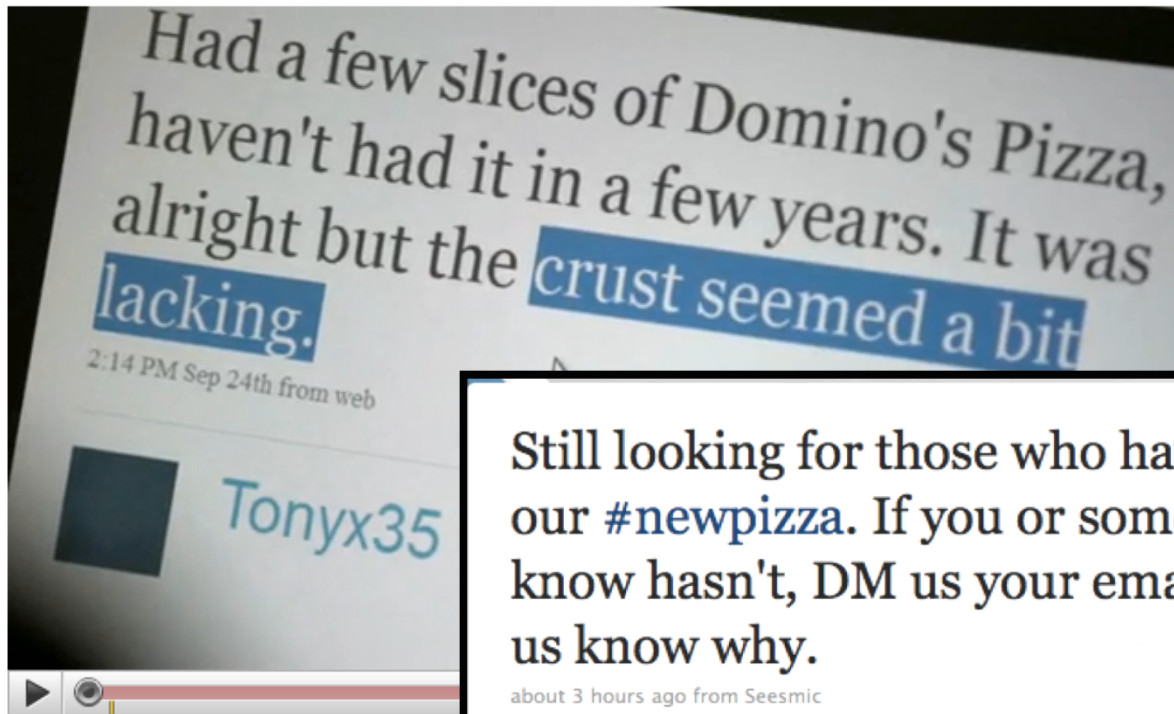
18 MONTHS AGO



<http://geekandpoke.typepad.com/>

Twitter: Learn from the Conversation

"The Pizza Turnaround"



★★★★☆ 926 ratings



Still looking for those who haven't tried our #newpizza. If you or someone you know hasn't, DM us your email and let us know why.

about 3 hours ago from Seismic
Retweeted by 2 people

Reply Retweet



dominos
Domino's Pizza

Twitter: Learn from the Conversation



Joshdaspur: I'm at Spurlock **Hotel** (3600 East Monza Drive, 3560 South, **Salt Lake City**). <http://4sq.com/dDvBht>

18 minutes ago from foursquare · [Reply](#) · [View Tweet](#)



dguttierrez: ... Brainshare 2010 **Salt Lake City** registration ... done; **Hotel** reservation - Little America in SLC ... done; airplane ... almost done ...

ab



Joshdaspur: I'm at Spurlock **Hotel** (3600 East Monza Drive, 3560 South, **Salt Lake City**). <http://4sq.com/dDvBht>

18 minutes ago from foursquare · [Reply](#) · [View Tweet](#)



Fr

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1 d



JanayeBaybeeh: RT @dijuggy RT @thehotelelevate: SLICK RICK will be hosting the HOTTEST night club in **Salt Lake City** tonight at THE **HOTEL!**

1 day ago from twidroid · [Reply](#) · [View Tweet](#)



thehotelelevate: SLICK RICK will be hosting the HOTTEST night club in **Salt Lake City** tonight at THE **HOTEL!**

1 day ago from web · [Reply](#) · [View Tweet](#)



Ma

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3 d



hngroom: Yes it is!!!! Have a great weekend! RT @GrandAmerica: Grand America **Hotel Salt Lake City** – MAGNIFICENT <http://bit.ly/b4mVEL> (expand) via @AddToAny

3 days ago from HootSuite · [Reply](#) · [View Tweet](#)



hngroom: Yes it is!!!! Have a great weekend! RT @GrandAmerica: Grand America **Hotel Salt Lake City** – MAGNIFICENT <http://bit.ly/b4mVEL> (expand) via @AddToAny

3 days ago from HootSuite · [Reply](#) · [View Tweet](#)

Twitter: Measurement

bit.ly Shorten, share, and track your links

RT @visitsaltlake: UTA offering FREE service on all transit Fri., Feb. 12 - TRAX, Frontrunner, buses (aside from ski buses).

10:57 AM Feb 11th from Twee



UT Ski Snowboard
UtahSkiAndSnowboard

Reply Retweet

budurl
Shrink it. Spread it. Watch it Grow.

Ow.ly

KPI	Amount
Followers	?
@replies	?
RTs	?
Mentions	?
Social Capital	?
Click Throughs	?

Twitter: Measurement

What is the measurement of success?

1. Interactions
2. Click Throughs
3. Partnership Development
4. Bookings


Twitter: Partnership Development


@GoPalmSprings/palmspringsarea-events


Get the latest scoop on Palm Springs Valley's most anticipated events.


This list was created by [GoPalmSprings](#)

Follow this list

 **PS_FilmSociety** Ready for the BAFTA awards this Sunday? <http://bit.ly/c5dhRH>
about 5 hours ago from Facebook

 **PS_FilmSociety** Will Kathryn Bigelow become the first Oscar-winning female Best Director? <http://bit.ly/cE7onz>
about 5 hours ago from Facebook







 **BobHopeClassic** Long live the King! RT @WestCoastTurf: On this date: 2001 Arnold Palmer, then 71, shoots his age @BobHopeClassic
about 6 hours ago from TweetDeck

 **HITSHorseShows** Come see what's cooking! HITS Ocala announces its lineup of VIP... <http://bit.ly/bmLslc>
about 7 hours ago from Facebook

Tweets

Following **6**
Followers **0**

Following

Lists by GoPalmSprings

- [palmsprings-restaurants](#)
- [palmsprings-hotels](#)
- [palmsprings-locals](#)

[View all](#)

Actions

[Block GoPalmSprings](#)

Twitter: Customer Stewardship

We love our followers, so here's an exclusive treat: Use this link by 1/24 to save \$50 on a two-night stay **#inpx**.

<http://budurl.com/s532>

1:55 PM Jan 11th from HootSuite
Retweeted by 6 people

Reply



travelportland
Travel Portland



Hotel Lucia, Photo by Marilyn M on Flickr.com:
<http://budurl.com/syee>

Inbox

Sent



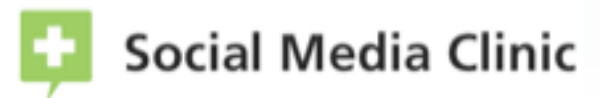
hotel_lucia Thanks for the follow. Enjoy 15% off and free WiFi for being a Lucia follower. <http://ow.ly/zDoY>

4:43 AM Nov 12th

Facebook



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Facebook: Target Your Audience



Portland

Wall Info Deals About Events News >> +

What's on your mind?

Attach:    



Share

Everyone

• Customize

Options

Choose your audience

Make this visible to fans with

Location

United States x

- Everywhere
- By State/Province
- By City

Portland, OR x

San Francisco, CA x

Seattle, WA x

Los Angeles, CA x

Languages

Enter language

Okay

Cancel



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Social Media Clinic

Facebook: Target Your Audience

Ad Preview

Go Phishing in the desert



What is better than a Phish concert? Three days of Phish concerts! Bring your costumes and join us for Phish Festival 8 on Halloween.

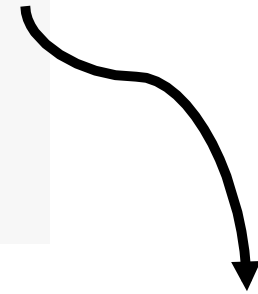
Martin Stoll likes this.



Targeting

This ad targets users:

- who live in the United States
- who live in New Jersey, New York, Pennsylvania or Connecticut
- age 21 and older
- who like phish



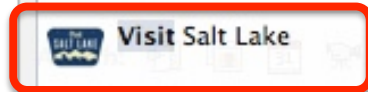
Facebook: Partnership Development



Allison Park Off to Salt Lake City to speak at the SLCVB Social Media Conference. !

Wall Info Photos Boxes Video Notes

Today's the day! Looking forward to speaking at @visit



Visit Washington County, Oregon

Media Conference. Wish me luck!
Yesterday at 9:39am · Comment · Like

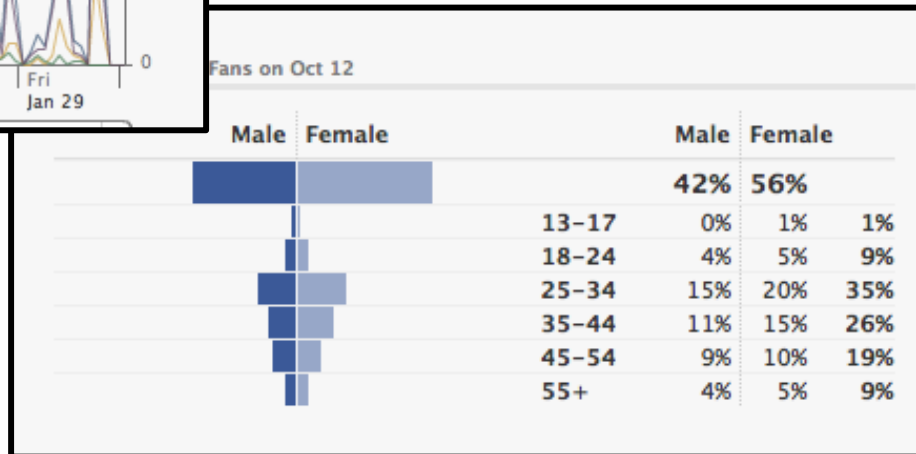
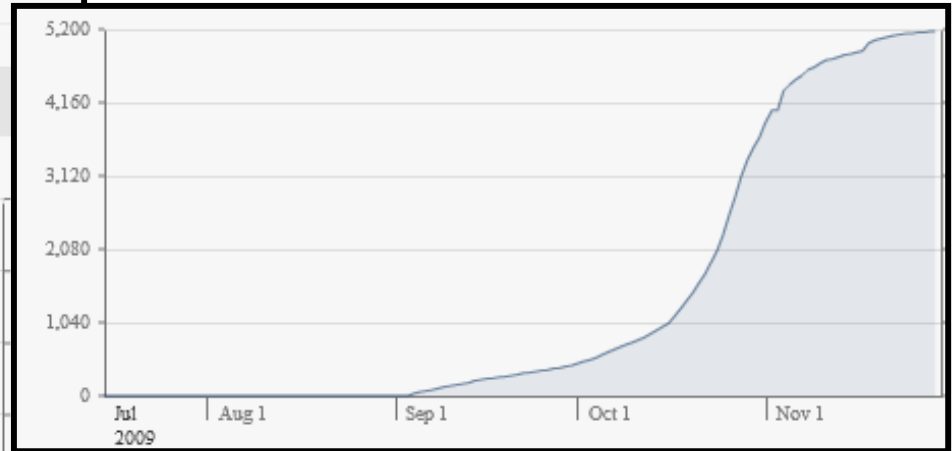
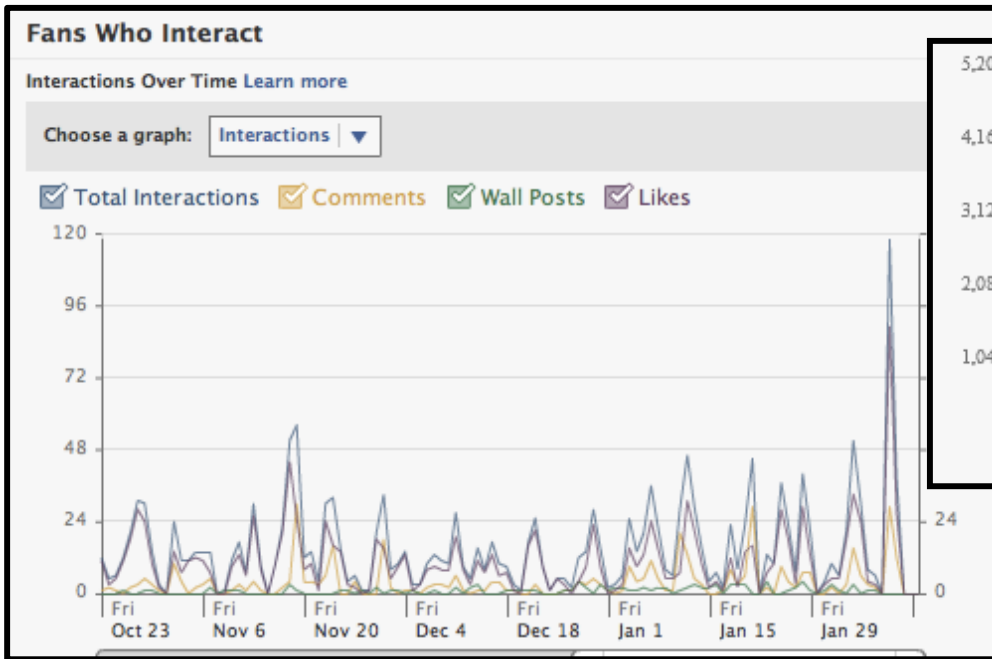
👍 Sara Potts, Annie Sachitano Stange and 4 others like this.

💬 View all 6 comments

Annie Woods LUCK!!



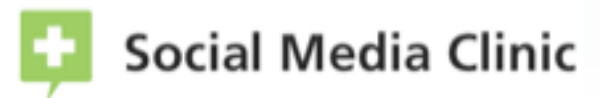
Facebook: Measurement



Location Aware



© GoSeeTell Network 2010



Location Aware

Brooklyn Museum

Explore our community with foursquare

Gowalla

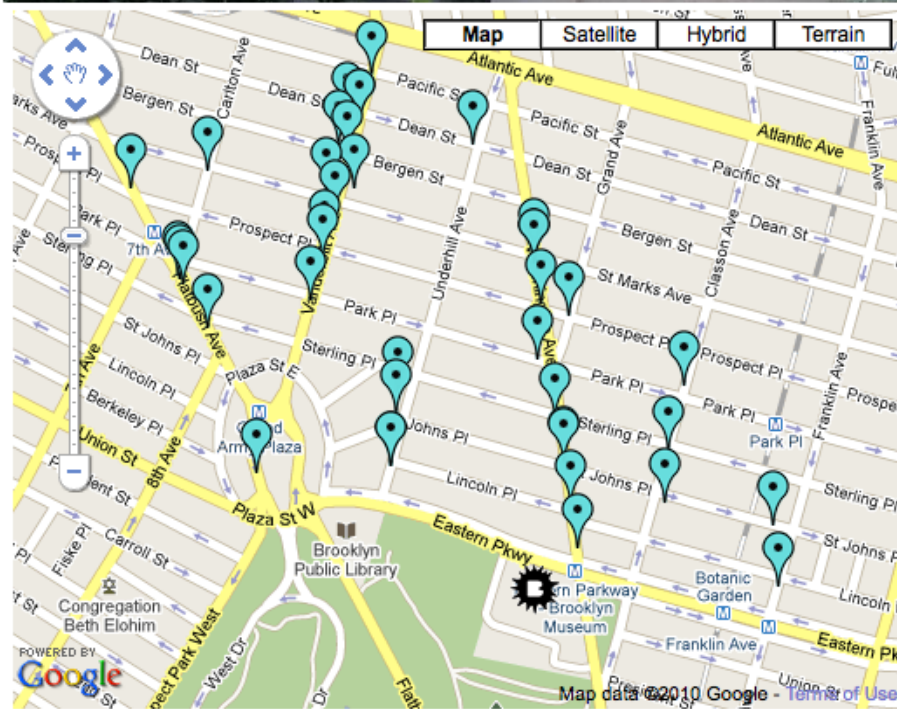
foursquare



Foursquare

Brooklyn Museum

Explore our community with foursquare



- 3D Bakery (1 tip)
- Abigail Cafe (4 tips)
- Bar Sepia (2 tips)
- Beast (1 tip)
- Blue Marble (5 tips)
- Brooklyn Central Library (1 tip)
- Chavella's (3 tips)
- Cheryl's Global Soul (2 tips)
- Christie's (1 tip)
- Cornelius (2 tips)
- Desserts by Michael Allen (1 tip)
- El Gran Castillo de Jagua (1 tip)
- Franklin Park (2 tips)
- Gen (2 tips)
- Glass Shop (2 tips)
- James (1 tip)
- Joy Indian Restaurant (1 tip)
- Joyce Bakeshop (1 tip)

Foursquare

Hotel Lucia

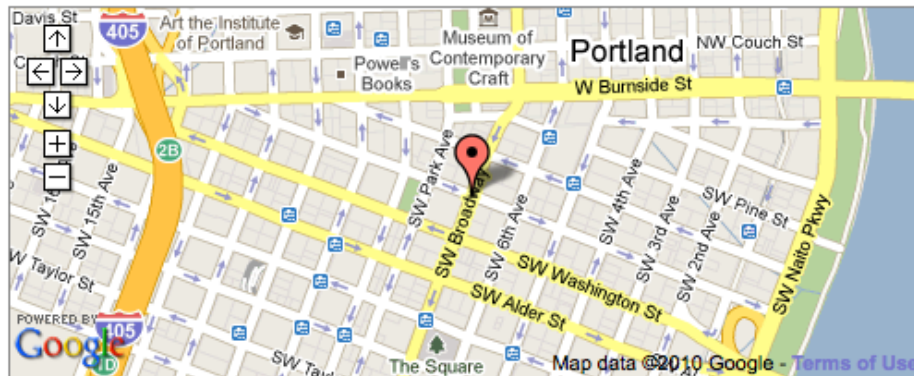
400 W Broadway
at SW Stark St
Portland, OR 97205
(503) 225-1717
On Twitter: @[hotel_lucia](#)

CHECKINS HERE 64	UNIQUE VISITORS 40	MAYOR
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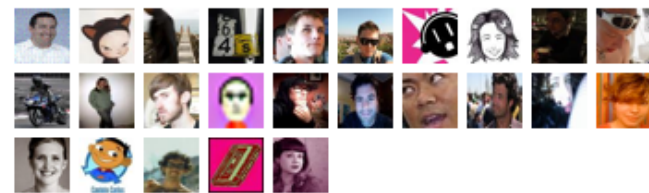
special offer

@ **Hotel Lucia**: Come in, show our front desk that you checked in on Foursquare and get a \$20 gift card to use towards your next stay and be entered into a raffle to win a free stay!

[Click to learn how to add a foursquare promo to your venue!](#)



WHO'S BEEN HERE



TAGS

Use tags to let people know what they can expect to find here:

+ [boutique](#)

Foursquare

Buon Giorno Coffee

2350 Hall Johnson Rd
Grapevine, TX 76051

CHECKINS HERE

131

UNIQUE VISITORS

17

YOUR VISITS

0

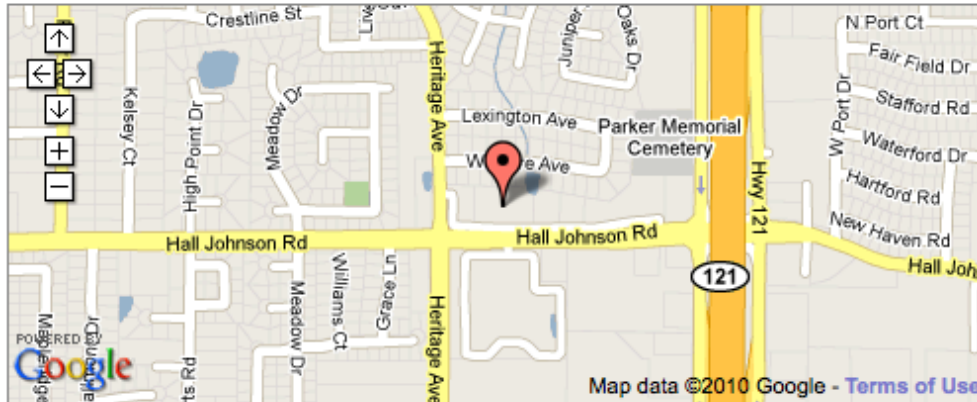
MAYOR



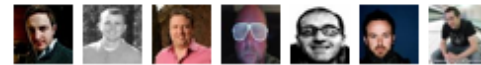
special offer

@ Buon Giorno Coffee: foursquare users check in and show your check-in screen to the barista and receive 10% off your order!

[Click to learn how to add a foursquare promo to your venue!](#)



WHO'S BEEN HERE



TAGS

Use tags to let people know what they can expect to find here:

- + coffee
- + comfortable couches
- + free wifi

Add a tag:

Gowalla

The screenshot shows the Gowalla mobile application interface. At the top left is the Gowalla logo. To its right, it says "You last checked in at MAX N Killingsworth Station." Further right are links for "Blog", "Find Friends", "Settings", and "Sign Out". Below this is a navigation bar with "Passport", "Spots", "Trips", and "Friends". The main content area features a user profile for "allisonkpark" with a profile picture and three statistics: 40 Stamps, 4 Pins, and 0 Vaulted Items. A yellow notification box says "Hello, Allison!". Below the profile is a section titled "Spots you have visited (see more)" with a grid of 10 spot icons. The first row includes MAX N Killingsworth Station, St. Andrew's Presbyterian, The Trout Pub, Savor Soup House, and Hakatamon. The second row includes another instance of The Trout Pub, a globe icon, a purple dress icon, another globe icon, and another globe icon. On the right side, there is a "Passport" section with a list of "Stamps (40)", "Pins (4)", and "Items (10)". At the bottom right, there is a bio for Allison Park and social media links for Facebook and Twitter.

Gowalla You last checked in at MAX N Killingsworth Station. Blog Find Friends Settings Sign Out

Passport Spots Trips Friends

allisonkpark 40 Stamps 4 Pins 0 Vaulted Items

Hello, Allison!

Spots you have visited (see more)

- MAX N Killingsworth Station, Portland, OR
- St. Andrew's Presbyterian, Portland, OR
- The Trout Pub, Sandy, OR
- Savor Soup House, Portland, OR
- Hakatamon, Beaverton, OR
- The Trout Pub, Sandy, OR
-
-
-
-

Passport

- Stamps (40)
- Pins (4)
- Items (10)

Allison Park
Portland, OR

Love the outdoors, meeting new people, microbrews, jewelry making and social media.

- Facebook
- Twitter

Gowalla

Gowalla

You last checked in at Marriott.

Blog Find Friends

Passport

Spots

Trips



London Pub Crawl

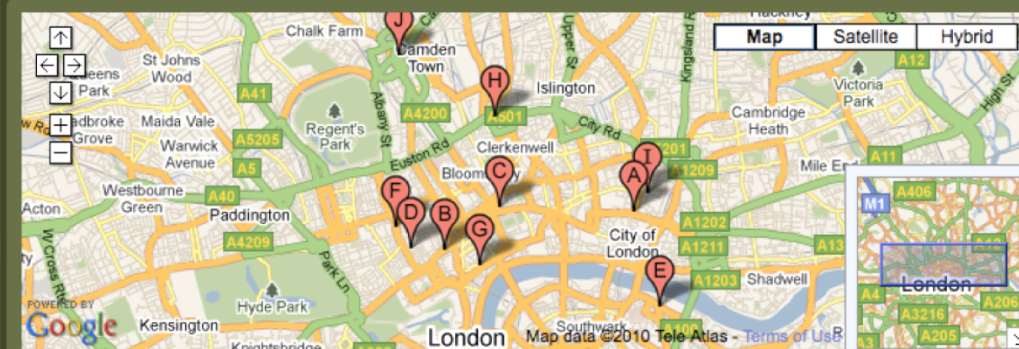


London Pub Crawl

What better way to see London than through some of its most well-known drinking houses?

10

Spots in Trip



Tasty Lunchables



University of Arkansas
Tour



Nottingham
Championship Chase



Pleasanton Ghost
Walk



Dallas Championship
Chase

Content Management

1. Create a Strategy
 - Who is your audience?
 - What resource are you providing?
2. Manage Content
 - Create an editorial calendar
 - Who approves the messages?
 - Who publishes the messages?
3. Level of Interaction and Engagement
 - Are you responding to questions directed to your accounts?
 - Are you actively searching for questions to answer?
4. Management tools
 - Twitter tools: Hootsuite, Tweetdeck, Seesmic
 - URL shortener
 - RSS Feeds and Reader

Questions?



Social Media Clinic

Twitter: @allisonkpark

Email: allison@goseetell.com