



Using Social Media to Make Your Organization More Likeable



@DaveKerpen, CEO, @LikeableMedia





our story



JULY 2006

FEBRUARY 2009

Boston, MA



SEPTEMBER 2006



APRIL 2010

MAY 2010



AUGUST 2006



NOVEMBER 2008

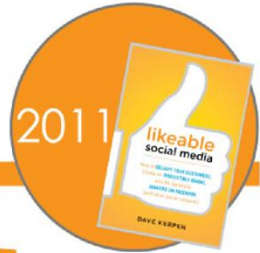


SEPTEMBER 2009

NOVEMBER 2010



2011





Likeable clients

Verizon FIOS

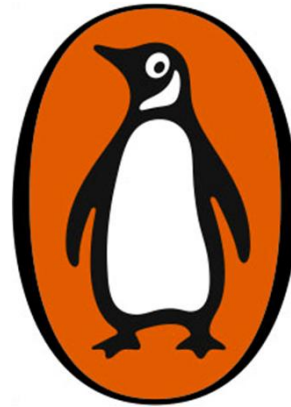


Adobe



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™



it's not about you...

BRAND CAMP

by Tom Fishburne



© 2009

TOM FISHBURNE.COM

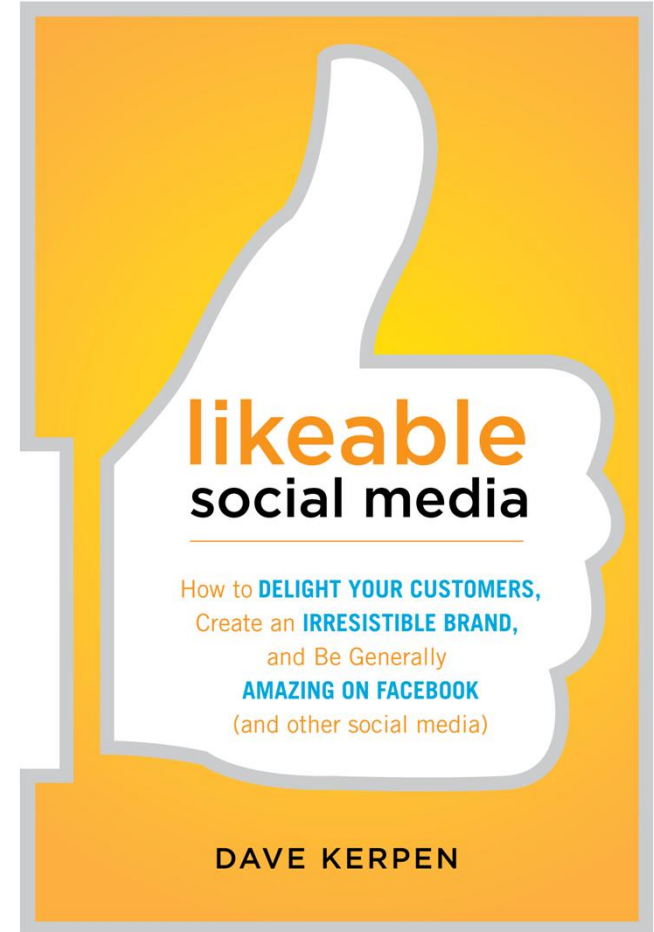


Likeable Social Media:

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



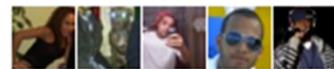
Love Your Coast and Tangaroa Blue

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.



Like

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

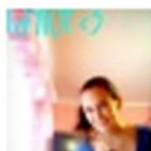


Tamika Benson Thank you very much.

Friday at 4:53pm · Like



6. respond quickly to all bad comments



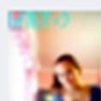
Taylor Graziano pancake pokets are the worst things ive ever tried they made me throw up of there strawberry discust!!!!!!!!!!!!!!!!!!!!!!

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**



Extra
Dessert Delights

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 [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 >> +



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](#)



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**

