

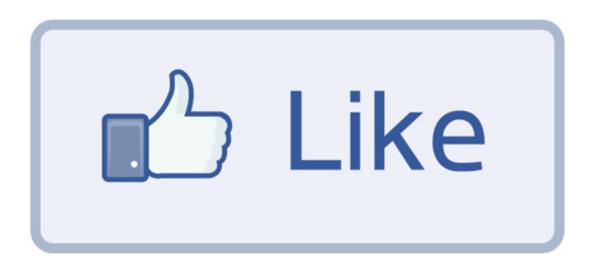
Social Engagement and Outreach

Engagement: The good, the bad and the ugly.



GOOD

Always respond to or 'like' positive comments.



BAD

Show your fans you're appreciative of their concerns and are willing to help.



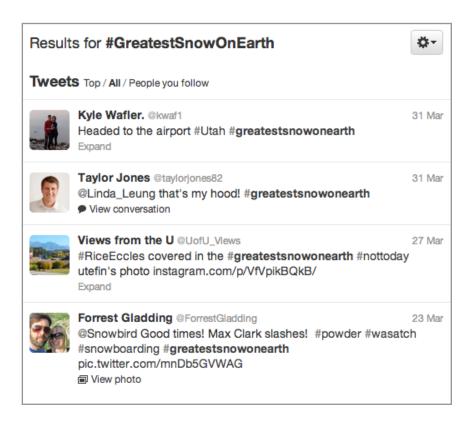
UGLY

Keep your page clear of spammers.



Outreach without overreaching.

Search broad, active topics like: #SLC or #GreatestSnowOnEarth



Welcome check-ins and congratulate the Mayor.



Search trends in your area to find interesting topics.

Trends		>
Trends set to: Wor	Idwide / United States / Sa	It Lake City ✓
Atlanta	Houston	Phoenix
Austin	Indianapolis	Pittsburgh
Baltimore	Jackson	Portland
Baton Rouge	Las Vegas	Providence
Birmingham	Los Angeles	Raleigh
Boston	Memphis	Richmond
Charlotte	Miami	Sacramento
Chicago	Milwaukee	Salt Lake City ✓







THANK YOU.

QUESTIONS?

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