



# **Social Engagement and Outreach**

**#SLCSocial**

# 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


Results for **#GreatestSnowOnEarth** 

**Tweets** Top / All / People you follow

 **Kyle Wafler.** @kwaf1 31 Mar  
Headed to the airport #Utah #greatestsnowonearth  
[Expand](#)

 **Taylor Jones** @taylorjones82 31 Mar  
@Linda\_Leung that's my hood! #greatestsnowonearth  
[View conversation](#)

 **Views from the U** @UofU\_Views 27 Mar  
#RiceEccles covered in the #greatestsnowonearth #nottoday  
utefin's photo [instagram.com/p/VfVpikBQkB/](https://www.instagram.com/p/VfVpikBQkB/)  
[Expand](#)

 **Forrest Gladding** @ForrestGladding 23 Mar  
@Snowbird Good times! Max Clark slashes! #powder #wasatch  
#snowboarding #greatestsnowonearth  
[pic.twitter.com/mnDb5GVWAG](https://pic.twitter.com/mnDb5GVWAG)  
[View photo](#)



**Welcome check-ins and  
congratulate the Mayor.**



# Search trends in your area to find interesting topics.

Trends

Trends set to: Worldwide / United States / **Salt 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	<b>Salt Lake City</b> ✓

**Make sure you stay relevant to your business,  
not every hashtag will apply to your brand.**



**THANK YOU.**

# QUESTIONS?

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