

## Plan for Success in Social Media!

Planning for success in social media is really just the same thing as public relations strategic planning, conducted on an ongoing basis.

R = research

A = action

C = communication

E = evaluation

**Research** stage: The listening stage; the determining-our-competitive-edge stage; developing our objectives for even taking part

Link-love (SEO)?

Build brand awareness for product, organization or business?

Build relationships?

Sell product?

**Action** stage: Creating the accounts

### Facebook

*Choose correctly and choose wisely.* Biggest mistake I see is a business or organization setting up its Facebook page as a personal user account. Not only are they vulnerable to disciplinary actions by Facebook, but they also cheat themselves out of valuable applications and evaluation metrics which are only available to certain types of pages.

*Create a custom landing tab* using the FBML application and some simple coding. Make it the default landing page for everyone who is not already a fan. The best type of landing page is one that engages the user, either by offering entertaining messages via video, or offering a premium for “liking” the page. I designed a coupon for Angelina’s Ristorante to reward new “fans” for “liking” the page and saw the fan base increase 7% in two short weeks. Mind you, I am NOT a graphic designer, nor am I a computer programmer. I created the image in Publisher, saved it as a jpg and followed Facebook’s directions for creating the tab. This is definitely one of those “If I can do it, so can you” things.





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For my own business page, however, I hired Benzing Technologies to design a custom landing page that is pretty much a copy of my website ([www.mycoopergroup.com](http://www.mycoopergroup.com)) and blog ([www.fortmyerspublicrelations.com](http://www.fortmyerspublicrelations.com)) designs.


**The Cooper Group**

Wall Info Fan Site Blog Notes Photos >> +

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239-297-3638  
[www.mycoopergroup.com](http://www.mycoopergroup.com)

**MULTIPLY**  
your message **GROW**  
your business



**twitter**

@geek8ive I+ need another 5 Fonzy whack - see? Do you6 r5emember 5 wyou6 di=d? And when I+ hi=t some keys, MS Help- wi=ndow ap-p-ear5s

So are you! RT @sdoocy: You're funny

.@turbotax - Treasure Hunt: nice idea, poor execution. I had first clue immediately. Too confusing, but nice effort. #fail

Hilarious! RT @scottmonty: Greatest ad placement ever. <http://some.ly/gJI80X> via @someecards

**Is Social Media Right for Your Business?**

There is risk involved when engaging in social media. Learn the do's and don'ts.

Read More

**How to Create a Marketing Plan**

If you want to grow your business, you need a plan - a Strategic Marketing Plan. Here's the basics.

Read More

**News From The Cooper Group**

From individual projects to complete campaigns, these organizations have entrusted their marketing, public relations, social media and event initiatives to The Cooper Group. Shouldn't you?

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Live Twitter feed

There's a story here, about the power of Twitter, remind me to tell you.

Hack your profile photo – the image can be 200px x 600px but your thumbnail is only 50 x 50

Once you have 25 “fans”, get your custom URL name at [www.facebook.com/username](http://www.facebook.com/username)! That long string of slashes and numbers may be easy to link to from a website, but it’s murder on a business card!

**Twitter**

Create your Twitter account, create a custom background design that supports your brand and provides your important contact info, and then forget it. Go right over to a *third party Twitter client* like Tweetdeck or Hootsuite and download it, especially if you manage multiple accounts. It will allow you to schedule tweets in advance.

The screenshot shows a Twitter profile for Ginny Cooper. The header includes the Twitter logo and a 'Sign Up' button. The main content area displays a tweet from @swfl\_fpra: 'Learn how @ArtInLee @FortMyersEDO & @GinnyCooper use #socialmedia at tomorrow'smtg. http://ht.ly/3NrDo #fpra #swfl #twtrcon'. The profile sidebar on the right shows 312 following, 515 followers, and 41 listed. The left sidebar contains the Cooper Group logo and the text: 'MULTIPLY your message... ..GROW your business Public Relations Marketing Event Design'.

If you have a Smartphone, *download the corresponding app* as you will find most tweets include links to impromptu photos or geo-localational check-in services. Twitter's strength lies in its ability to connect people instantly, wherever they are.

*Decide who to follow* by using a directory website like twellow.com.

Then put those people into *Twitter lists*. You can create as many lists as you'd like, and it helps your followers to develop their Twitter environment as well. For instance if you're new to Twitter and you go to my Twitter page @GinnyCooper you can follow a group of PR and Marketing people by following my list instead of having to go to each individual Twitter account and follow them. Those people do not disappear from your main Twitter stream.

### Communication stage:

There are hundreds of books, seminars, white papers, videos, etc. that offer tips for building your fan base or your following. But successfully communicating via social media is simply having conversations. Social Media Examiner conducted a survey to determine which status updates on Facebook elicited the greatest response from “fans.” The categories were:

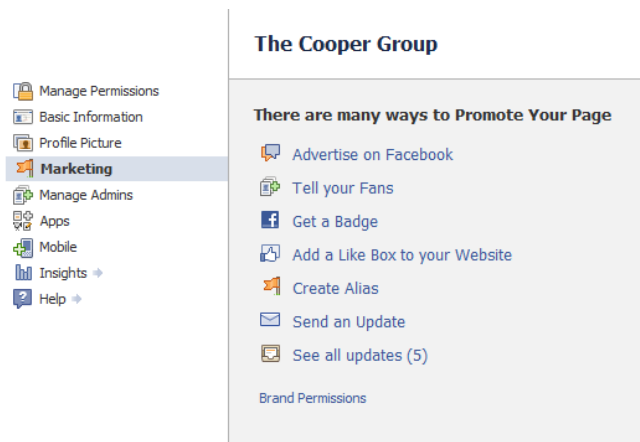
- Status updates that pose a question or challenge directly to fans (ex: “what’s your favorite type of flower?” or “fill in the blank: summer is \_\_\_\_\_”)
- Status updates that ask fans to “like” it (ex: “Like this status if you’re ready for the weekend!”)
- Status updates that announce winners of a Facebook-hosted contest or sweepstakes (ex: “Congrats to Devin Sugameli, winner of a \$25 gift card from us!”)
- “Other” – all remaining status updates that didn’t fit any of the above categories.

In 100% of cases, engagement rates for “other updates” were below the overall average.

In 100% of cases where applicable, 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 up to **6 times (on average 2x)** as engaging as “other updates”.

Lost the opportunity to update your fans? Facebook moved the button! To update fans of your page’s status, click on Edit Profile under the profile photo. Then choose “Marketing” from the drop-down menu, and “Send an Update”



### Other communication tips:

Make your public profile a place filled with valuable content.

Give your fans a *reason* to become fans.

Use updates to ask questions and elicit response, not deliver press releases.

Engage fans through creative content.

Think of your page in terms of being for your fans, not for your brand.

Hypertarget with Social Ads and Social Updates.

Give fans a reason to post content on your profile page.

Worry less about developing a custom good application and worry more about creating good conversation.

Monitor conversation.

Thank and respond to the positive.

Respond even more diligently to the negative.

Most of all.....

...Have fun! After the first few weeks of administering a Facebook account for a new client, I was stumped about what to post. The business is a turfgrass grower headquartered in Arcadia. The website is for technical info, the blog is educational, but what in the world can you talk about on Facebook that's related to sod? It's actually a fascinating business and this spring they are going to change the way America buys sod. But in the meantime I had very little to chat about so I took pictures of the farm equipment and cropped them into little pieces and started playing a "What Am I?" game every week. There's quite a little rivalry going on between a few of the men who hurry to be the first to guess, even though the only thing they get is bragging rights! The Facebook page, in this case, also serves as an internal communications vehicle and augments the e-newsletter.



The same basic principles apply to communicating on Twitter, only you're limited to 140 characters.

**DO** use the Twitter client's URL shortener so you can track clicks to your links.

**DO** use hashtags wherever appropriate – the # sign along with an acronym or phrase, in order to make your tweet searchable.

**DO** vet your account regularly.

**DO** stick to 140 characters, don't use the service that allows you to post a tweet longer than 140 characters....it's the brevity that makes Twitter popular.

**DO** check out all the great tutorials and info at [www.twtrcon.com](http://www.twtrcon.com).



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### Evaluation:

This must be done on a constant basis. Social media is not a “set it and forget it” medium. But on the other hand, do not live your life by the numbers: this rank, that score, etc. The bottom line on measuring your success is how it affects your bottom line. Although it is often touted as “free marketing,” social media management is labor-intensive. Measuring it is even more so, especially if you’re not a worldwide brand with a huge budget to invest in monitoring software.

Regardless of the tools available to you for monitoring and measuring, you should be aware of how Facebook determines what shows up in the News Feed. Because you want to show up in your fans’ News Feed. Rarely does someone go back to a business page to engage with the brand, engagement takes place in the News Feed. And only .02% of top stories get into the News Feed. That’s where Facebook’s Edge Rank applies. Through a complicated algorithm using the following three variables, Facebook decides who is going to see your post.

1. **Affinity** = the relationship between you and each individual fan. That is, how often a fan views and interacts with your Facebook page and individual posts. Plus, how much you engage with your fans: Facebook rewards you for building relationships!
2. **Weight** = typically, photos receive the highest weight, followed by videos, links, status updates and apps. Manual posts receive more weight than posts by apps. (So **DON’T** automate your content!)
3. **Time** = the more recent your post, the higher your Edge Rank score. A popular piece of content will stay for a longer period of time in the News Feed of your fans.

The default News Feed view is “Top News,” which is why every morning when I log on to Facebook I click “Most Recent” – that way I get everybody’s posts. By the way, it’s important to note that **the default News Feed view for Facebook mobile is “Most Recent”** - still referred to as “Live Feed,” as it used to be on the main site. And, given over 200 million Facebook users access the site via their mobile devices – and they are *twice as active* - you do stand a good chance of **having your fan page content seen by your fans who are mobile users.**

If you are a page admin, you can check your page’s Edge Rank here in 5 easy steps. But again I encourage you not to live or die by the numbers. [www.Edgerankchecker.com](http://www.Edgerankchecker.com)

To monitor subject matter on Twitter without going to twitter.com and searching through the stream, you can set up alerts, just like Google alerts at [www.topsy.com](http://www.topsy.com).

At the end of the day, it’s about being social:

Have you made connections?

Helped someone?

Learned something new?

Shared it?

Can you point to something and say “This happened because of my involvement with social media.”

Then you are a success.