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Social Media Fundamentals

Social Media Channels Overview

Top Social Media Websites

- <https://www.dreamgrow.com/top-15-most-popular-social-networking-sites/>
- <https://www.statista.com/statistics/248074/most-popular-us-social-networking-apps-ranked-by-audience/>

Observe before you jump in.

- Focus on the most relevant Social media for your business
- Put them in order with the most important one on top
- Look at the Social Media Content Sharing Websites for inspiration and then come up with 10 posts for your business. Think of posts that will garner engagement, not just views.

Facebook

What is it?:

- One of the largest social media channels with over a billion users worldwide.
- Allows you to post text, pictures and videos
- Allows you to create events and invite people to the events
- Fairly cheap advertising (best for local audiences)
- A quick way to get your brand online without creating a website
- Demographics:
 - Median Age: 25-34 year-olds
 - [54% Female, 46% Male](#)
 - 77% of users graduated from college



Twitter

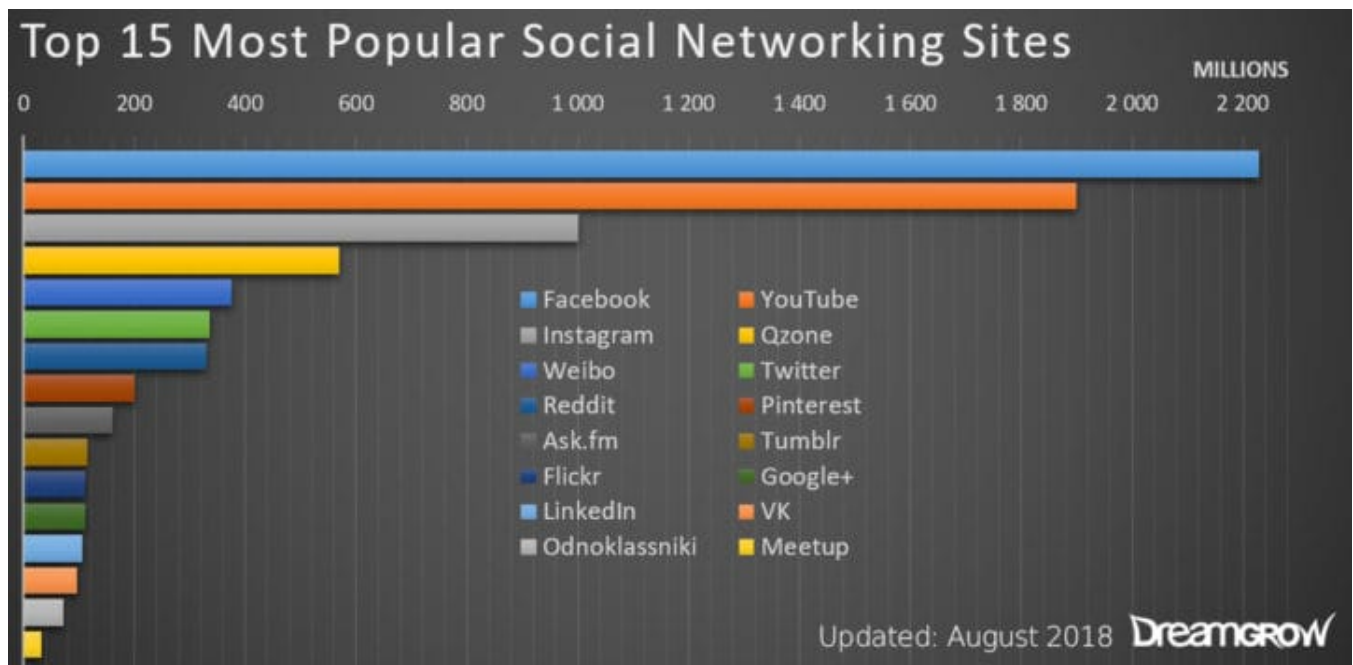
What is it?:

- World-wide platform
- Tweet (post) in 140 letters or less.
- A great equalizer, people from all over the world can actually get in contact with well known celebrities
- The go-to-place for breaking news and information
- The birthplace of the #Hashtag
- Demographics:
 - 77% of accounts outside of the US
 - Median Age:18-30
 - 30% College Graduates
 - 46% Female, 54% Male

LinkedIn

What is it?:

- Online resumes
- The go-to place if you are looking to find a job or a recruiter
- Great for B2B (business to business networking)
- Demographics:
 - More men than women,
 - Older business-oriented audience
 - 50% Male, 50% Female
 - Median Age: 30-60
 - 50% College Graduates
 - 44% make over \$70,000K



YouTube

What is it?:

- Largest online video sharing website
- One billion users (almost as big as Facebook)
- Demographics:
 - [54% Male, 46% Female](#)
 - Median Age: 25-35
 - International: 70% of viewers are from outside of the US
 - Gets more daily views than cable television

Blogging: Tumblr, WordPress, Blogger

What is it?:

- Web-log = Blog
- Has become the home of self-publishing (journals, online magazines, newsletters, etc.)
- A great way to get traffic to your website and to increase SEO
- Demographics:
 - 49% Male, 51% Female
 - Majority are from the US: 29% (CA leads with 14%)
 - 87% have a college degree
 - Median Age: 21-35

Pinterest

What is it?:

- Basically an online bulletin board you design by grabbing snippets of a webpage
- Birthplace of DIY (Do It Yourself)
- Demographics:
 - 68% Female, 32% Male
 - Median Age: 25-50
 - 28% of Users have an income of \$100,000+

Instagram

What is it?:

- Very popular with the youth
- You can **ONLY** post to Instagram via a smartphone
- You post photos from your smartphone with comments
- Demographics:
 - Median Age 18-29 year-olds (Younger group) who have a lot of disposable income and a smartphone.
 - 53% Female, 47% Male,
 - 24% College Graduates

SnapChat

What is it?

- A Chat App for a Smartphone
- Supposed to share chats, pictures, video and text that has an expiration date (but there are many ways to circumvent this)
- The primary chatting app for teenagers
- Demographics:
 - 70% Female, 30% Male
 - 71% are Under 25 years-old
 - 62% earn less than \$50K/year

Social Media Demographics:

Pew Internet: <https://www.pewresearch.org/internet/fact-sheet/social-media/>

Brandwatch: Men vs. Women on Social Media: <https://www.brandwatch.com/blog/men-vs-women-active-social-media/>

Statista: <https://www.statista.com/statistics/248074/most-popular-us-social-networking-apps-ranked-by-audience/>

Sprout Social: <https://sproutsocial.com/insights/new-social-media-demographics/>

Bring Awareness to Social Media Channels

- End of Order Page (Invite to Facebook)
- Always list social media links in email newsletters
- Good, clean database
- Social Media channels on materials at trade show
- Computer in booth or lobby with live twitter feed
- Overlays in video (Drive traffic to courses, product on Facebook page)
- Website (Social Media links in Navigation icons)
- Photo or Video contest
- Make your product funny (Make competitors' products look funny)

Choose Your Top 5 Social Media Channels

- Facebook
- Twitter
- LinkedIn
- YouTube
- Google+
- Instagram (Smartphone Only)
- Microblogging: Tumblr
- Blogging: Wordpress, Blogger
- Pinterest
- SnapChat (Smartphone Only)
- Yelp (Restaurants, Shops, Check-Ins, tips)

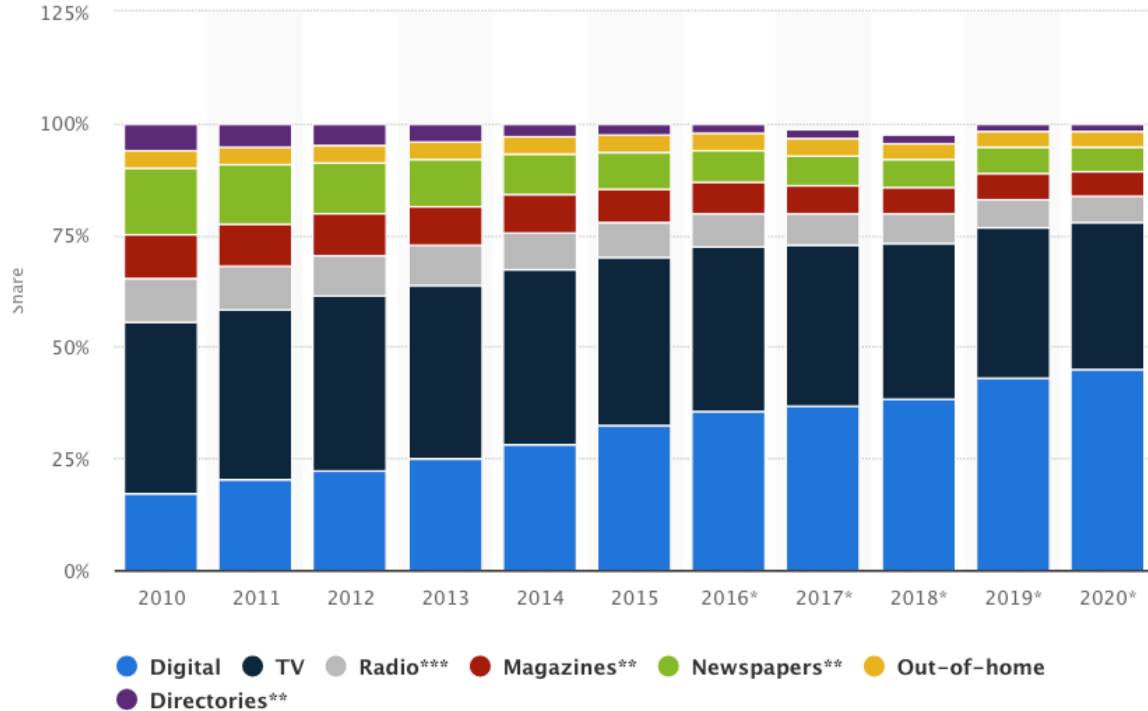


Old Ways of Advertising

The old way of advertising: non-targeted advertising via newspapers, magazines, radio, television and direct mail (interrupt people so that they pay attention to your message). These media made it difficult to target specific buyers with individualized messages. It is too wide and broad so that it is ineffective for niche products, local services and specialized non-profits.

Old Rules

- Marketing meant advertising and branding
- Advertising must appeal to the masses
- Advertising relied on interrupting people
- Advertising was a one-way street from the company to the consumer
- Only about selling products
- Based on limited life campaigns
- The only way to get ink was through media outlets (newspapers, television)
- Companies communicated directly to journalists



Examples of websites using old rules:

Ford: <http://www.ford.com>

Chrysler: <http://www.chrysler.com>

New Marketing

The web is different. Instead of a one-way interruption, it is about connecting with your audience and engaging with them by delivering useful content when the audience needs it.

New Rules

- Directly communicate with the buyer/audience (blogs, online video, web content)
- Do something new, unexpected and remarkable.
- Create keyword-rich content
- Social engagement with your customers--let them comment.
- Instead of marketing to the masses, now you create just the right, targeted content for micro-markets.
- Build content for your niche audience: Target your audience by the Social Networks they use (i.e. teenagers and people in their 20's use Instagram.)
- Provide content that describes the problems your audience is facing and details on how to solve them.
- Create great, original content that has interested people returning again and again. How can your business contribute to the education of the marketplace?
- Instead of targeting journalists and traditional media with press releases, target bloggers, online news-sites, micro-publications, and public speakers.
- Marketing isn't just advertising.
- You are what you publish
- People want authenticity, not spin.
- People want participation, not propaganda.
- Social networks like Twitter, Facebook and LinkedIn allow people all over the world to share content and connect with the people and companies they do business with.
- Marketing and PR have converged.
- Provide information that people are looking for when they are doing online research.

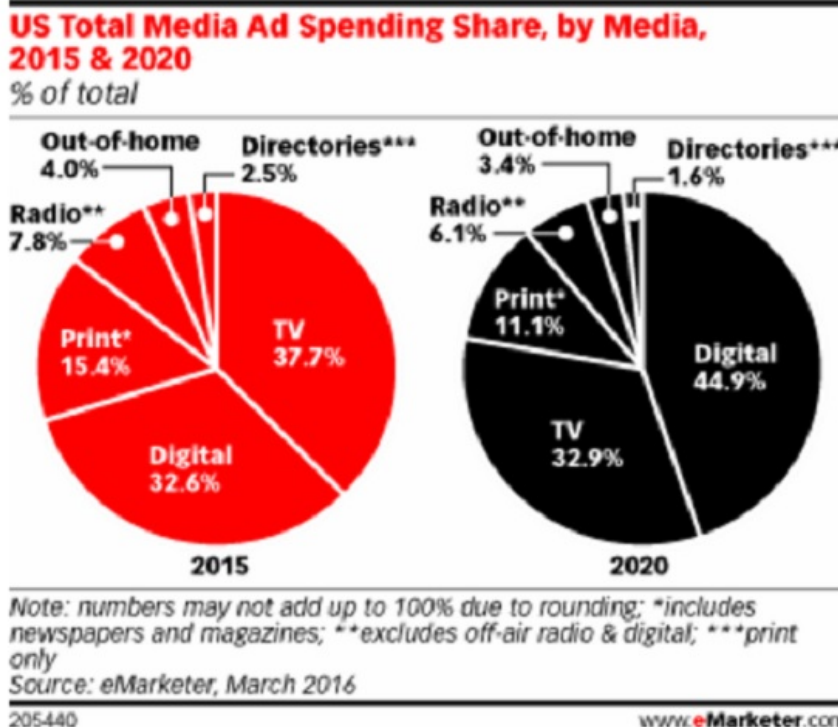
Examples:

Edmunds: to read about what other people have said about their vehicles:

<http://forums.edmunds.com/>

Trip Advisor: to read about what other people have to say about hotels/locations/trip destinations.

<http://www.tripadvisor.com/>



Facebook

<http://www.facebook.com>

Tips for a Facebook Post

- **Be positive:** Positivity is more appealing and inspiring for your fans, and it will encourage them to share your post.
- **Provide a link:** Drive fans to your website. After all, your Facebook page exists to support your business.
- **Use engaging copy, images and videos.** Posts with photos and videos do better than ones without.
- **Create a two-way conversation:** Ask your audience to share their thoughts and feedback on your product and services.
- **Share exclusive discounts and promotions:** Offer special deals or perks to your customers to keep them interested and to drive online sales. Include call to actions with links to the most relevant page on your website.
- **Provide access to exclusive information**
- **Be timely:** Your audience will be more likely to engage with posts when they're related to subjects that are top of mind, like current events or the holidays
- **Plan and schedule your posts in advance!** (I usually schedule 2-4 posts at the beginning of every week.)
- **Target your posts:** If your posts are meant for specific groups of people, you can target your post in your Page's sharing tool by clicking on the target icon at the bottom left corner and selecting Add Targeting. You can target your post based upon gender, relationship status, educational status, interests, age, location, and language.
- **Use link posts to drive people to your website**
- **Reach out to employees, friends, friends of friends**
- **Share relevant content**
- **Share experiences, stories & work**
- **Share something compelling, inspirational**
- **Review the performance of your posts:** Check your Page Insights regularly to understand what's working to keep your posts relevant and engaging.

<http://www.facebook.com/insights/>

What NOT to Do On Facebook

How **Applebees** committed social media suicide on Facebook after firing a waitress who posted a customer's receipt on Reddit.

<https://rlstollar.wordpress.com/2013/02/02/applebees-overnight-social-media-meltdown-a-photo-essay/>

Amy's Baking Company (which was featured on Kitchen Nightmare's with Gordon Ramsey) managed to get kicked off the show and managed to also tick off their customers on Facebook.

<http://www.eater.com/2013/5/14/6435225/kitchen-nightmares-restaurant-freaks-out-on-facebook#4213928>

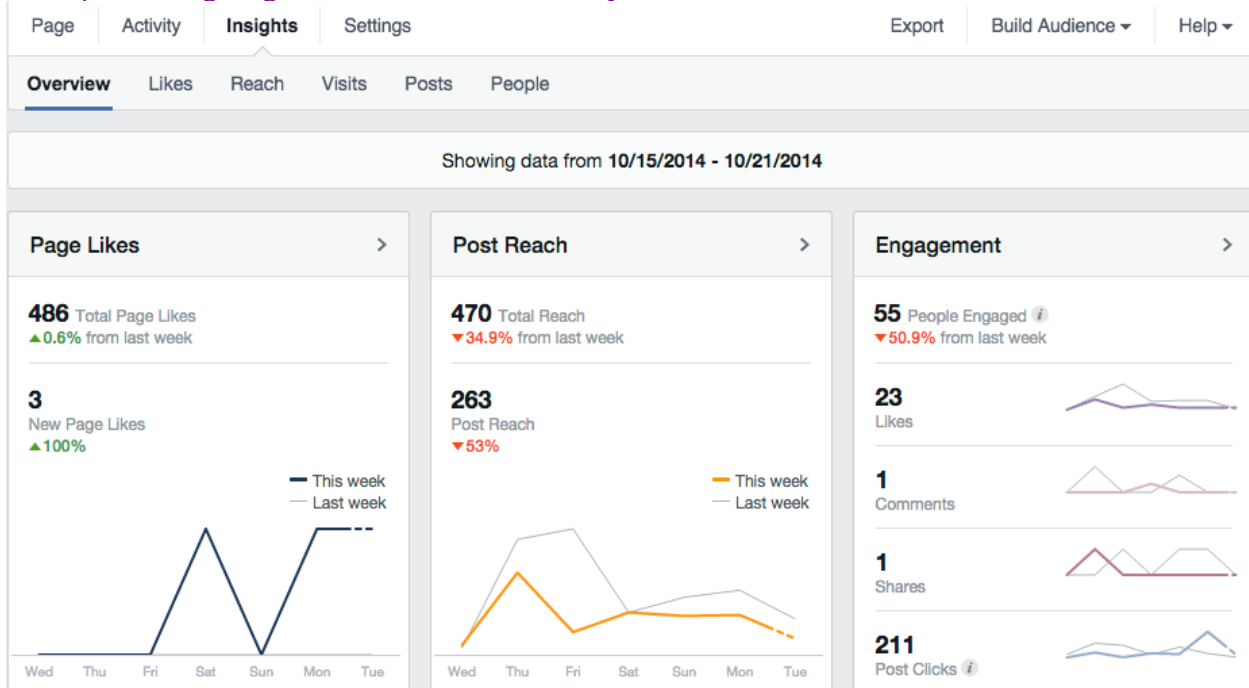
Twelve Rounds Brewing Company (an East Sacramento brewery) is boycotted after the owner slams the Women’s March and minorities on Facebook.

<http://www.sacbee.com/food-drink/beer/article128985114.html>

<http://www.theblaze.com/news/2017/01/27/california-brewery-faces-backlash-after-owner-makes-anti-womens-march-comments/>

How to Handle Negative Comments on Social Media:

<http://agsci.psu.edu/communications/how-to/social-media/social-media-best-practices/handling-negative-comments-or-complaints-in-social-media>



How Businesses Use It

Photography by Kim: <https://www.facebook.com/kimhamiltonphotography>

De Young Museum: <https://www.facebook.com/deYoungMuseum>

Academy X: <https://www.facebook.com/academyx2>

George Takai: <https://www.facebook.com/georgetakei>

Coca Cola: <https://www.facebook.com/cocacola>

Burt’s Bees: <https://www.facebook.com/burtsbees>

LL Bean (Call to Action ‘Shop’ Button): <https://www.facebook.com/llbean>

Zappos (Call to Action ‘Shop’ Button): <https://www.facebook.com/zappos>

Intrepid Travel: <https://www.facebook.com/intrepidtravel>

San Francisco Giants: <https://www.facebook.com/Giants>

Nutella: <https://www.facebook.com/nutellausa>

National Hockey League: <https://www.facebook.com/NHL>

The Grace Network: <https://www.facebook.com/TheGraceNetwork/>

Macklemore: <https://www.facebook.com/Macklemore/>

Rihanna: <https://www.facebook.com/rihanna/>

Shakira: <https://www.facebook.com/shakira/>

Perfect Post



Create a Vanity URL

Which Facebook address looks better to you?
<https://www.facebook.com/pages/246684998518> or
<https://www.facebook.com/pages/CocaCola>

The screenshot shows the Facebook profile for IRIS BioTechnologies Inc. The left-hand navigation menu includes options like Home, Info (circled in red with a '1'), Photos, Videos, Posts, Events, Services, Shop, Groups, Notes, Offers, Jobs, and Community. The main content area displays the company's cover photo, a 'Liked' button, and a 'Learn More' button. Below this is the 'Info' section, which includes a 'FIND US' map showing the address 5201 Great America Pkwy, Ste 320, Santa Clara, California. The 'GENERAL' section lists the category as Medical & Health, the name as IRIS BioTechnologies Inc., and the username as @IRISBIOTECH. The 'STORY' section contains a paragraph of text about cancer treatment, with the 'Edit' button circled in red and a '2' next to it.

The second example is a 'Vanity URL' and is freely available on Facebook on a first come, first served basis. The quicker you get this done, the more choices you will have. You have the option of doing this for personal and company pages.

Steps to Create a Business Page Vanity URL

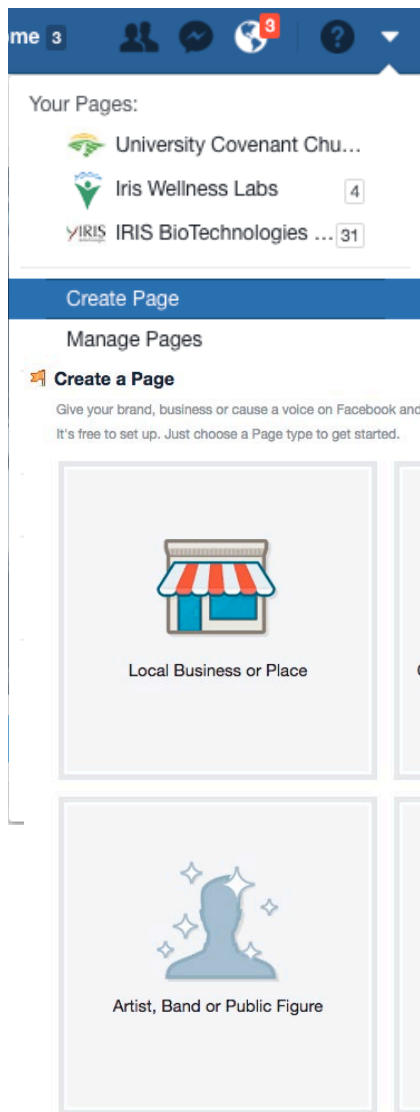
1. You need to access your company Facebook Page.
2. Look under your company cover photo and you will see some navigation links on the left-side. 'Home, Info, Photos, Videos, Posts, etc.'
3. Click on Info.
4. Your Page Info should show to the right.
5. Scroll down the 'Info' area until you see the 'General' area.
6. Click on 'Edit' for the 'Username.'
7. Type in a new unique username.
8. When you are done, click on 'Create Username.'

Facebook Vanity URL Requirements

- Usernames can only include alphanumeric characters (A-Z, 0-9) or a period (.).
- You can only have one username per page.
- Your page must have at least 30 fans to establish a vanity URL. This is to prevent name squatting.
- Usernames are not transferrable or editable (so think carefully about your username choice!).
- Some generic words (such as "flowers" or "pizza") are not available.
- If your trademarked name has already been taken, you can [notify Facebook of this intellectual property infringement](#).

Create a Company/Business Facebook Page

1. Click on the drop-down menu in the upper-right-hand corner.
2. Choose 'Create Page.'
3. Choose the relevant page:
Local business, company, brand, band/artist, entertainment or community Facebook Page.
4. You will need at least **30 'Likes'** to use the best Facebook business features (i.e. create a vanity URL, see Analytics, etc.)

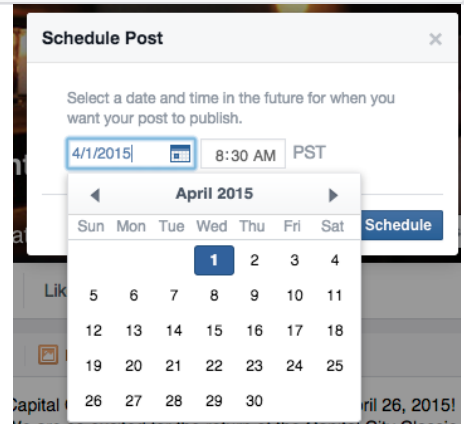
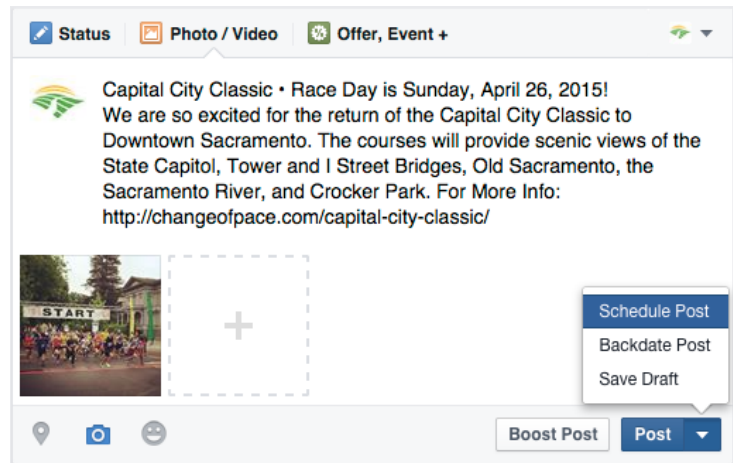


Schedule a Post

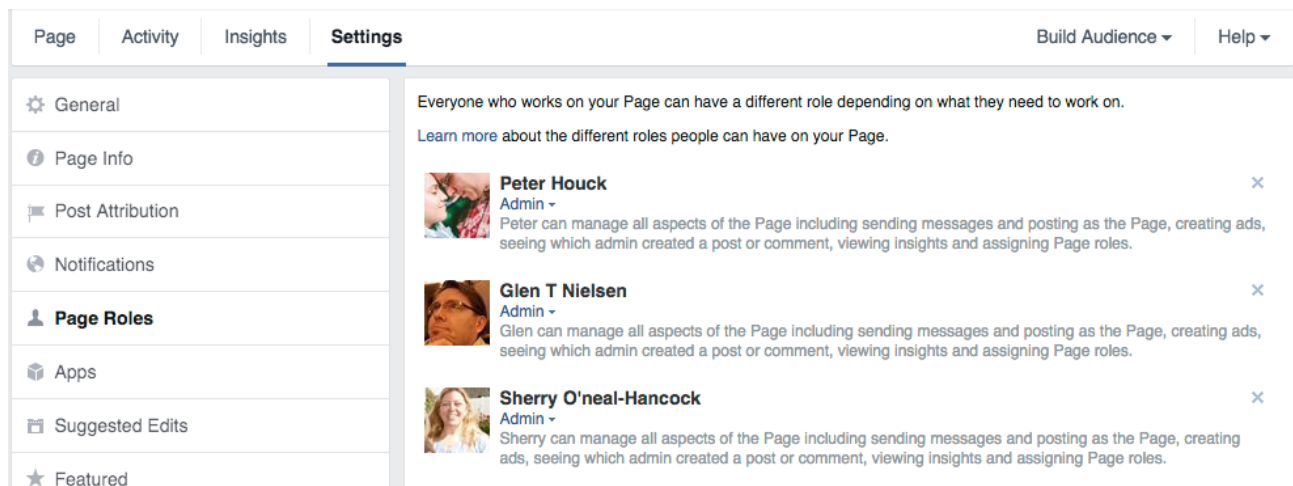
Scheduling is one of those features in Facebook that is highly useful and very few people seem to know about it. It might have something to do with the scheduling button being so small and unobtrusive. I tend to schedule 2-4 posts per week by simply checking out my company’s website and seeing what upcoming events are about to happen. Then I create Facebook posts for each upcoming event. I usually schedule them to run 1-3 days before the event. Sometimes I will have several posts before an event if it is very important.

1. Create a regular post for your company Facebook page.
2. Click on the ‘Post’ button in the lower-right right corner.
3. Choose ‘Schedule Post.’ You can schedule any post within the next six months.
4. Now choose a future date and time for the post.
5. Click on ‘Schedule.’

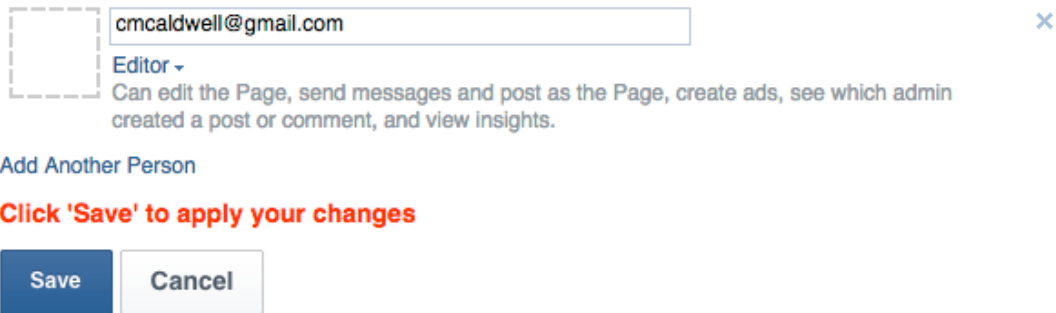
Can you think of a post that you can schedule right now? Ideas?



Add Other Admins to the Company Facebook Page



No man is an island and I might also add, no company Facebook page can truly come alive with only one contributor. At the non-profit I help with we currently have 15 different contributors. As far as the public knows, we are all one face, all posting with our company’s name as an alias. So be careful whom you pick to post on your Facebook page. However, often you will be pleasantly surprised by the contributions of others.

A screenshot of the Facebook Page Roles settings interface. At the top, there is a search bar containing the email address 'cmcaldwell@gmail.com' and a close button (X) on the right. Below the search bar, the role 'Editor' is selected, with a dropdown arrow. Underneath, a description reads: 'Can edit the Page, send messages and post as the Page, create ads, see which admin created a post or comment, and view insights.' Below this, there is a link that says 'Add Another Person'. A red text prompt says 'Click 'Save' to apply your changes'. At the bottom, there are two buttons: 'Save' (in a dark blue box) and 'Cancel' (in a light grey box).

1. In order to add another admin, go to your Facebook Company's page.
2. Click on the 'Settings' link in the upper-left hand corner.
3. Click on 'Page Roles' on the left.
4. Scroll down to the bottom and type in the person's name (this only works if they have already 'Liked' your Company Page) or the e-mail address they used when they signed up with Facebook.
5. Choose the type of role they will have (from the most options to the least): Admin, Editor, Moderator, Advertiser, or Analyst. (The only difference between the Admin and Editor is that the Admin has access to the credit card and billing information.)
6. Re-enter your Facebook password.
7. The person should now be added as a contributor to your Facebook page.

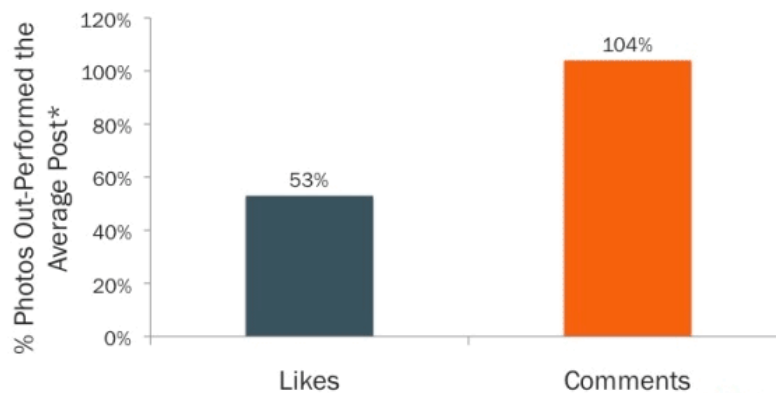
Basic Facebook Ads

Facebook ads might seem like a silly way to advertise, but they are actually a great way to target a niche audience for a very cheap price.

1. First, you need to have a local business, company, brand, band/artist, entertainment or community Facebook Page. **You**

will need to get at least 30 'Likes' before you can use some of the advanced Facebook features.

Facebook Photos Generate Higher Engagement Than the Average Post



Boost Post

Promote Your Post
It's easy to promote your posts so more people see them in news feed. It only costs \$5.00 to get started. [Learn More](#)

If you choose to boost a scheduled post, your post will be boosted at the time that it is published.

Audience
 People who like your Page and their friends [?]
 People you choose through targeting [?]

Location
 Cities Within 5 miles
 Davis, CA

Age
 16 - 65

Gender
 All Men Women

Interests
 Running Sprint (running) Marathon 5000 metres
 + Decathlon Group
 + Long-distance running + 3000 metres
 + 1500 metres + 200 metres

Maximum Budget
 \$25

Est. People Reached
 3,000 - 6,400 of 6,400
 Your budget and targeting determine how many people your post will reach.

Currency
 (USD) US Dollar

[More Options](#)

By clicking "Boost Post," I agree to Facebook's Terms and Advertising Guidelines.

2. Create a Facebook post that you would like to advertise. Photos and links are very important in any Facebook posts, but especially ads. A post with a photo gets about 39% more engagement than a plain text post.

3. After you create the post (and if needed, schedule it) then you should click on the 'Boost Post' button.

4. Now target the audience that will be seeing your post. First, you might want to narrow your target audience by location, then by age, gender and finally by interests. It is amazing how narrowly you can target your market. How else could you target runners in Davis, CA from 16-65 years of age?

5. Set your maximum budget. You will be prompted for a credit card number.

6. Schedule how long the ad can run. Typically you can choose between 1-7 days.

Your promotion has exhausted its budget. Increase your budget to reach more people.

2,779 Paid Reach [?]	61 Engagement [?]	\$20.00 Budget Spent
--------------------------------	-----------------------------	--------------------------------

How effective was the promotion? ★★★★★

Engagement | Age/Gender | Country

How people engaged with your post:

- 39 Photo Clicks
- 1 Link Clicks
- 9 Page Likes
- 19 Post Likes
- 1 Comments
- 1 Shares

[Hide Details](#)

Audience and Payment

Add Budget **\$5**
 The increased budget will reach an estimated 2,200 - 5,700 people.

2,829 people saw this post

7. Click on 'Boost Post' to start your ad campaign.
8. When the ad is done, you can see the results. In this particular case, we normally would have about 50+ people at the event we advertised. Right after spending \$20 on the Facebook advertising, we had 80+ people at the event. The amount spent on the ad was a bargain for what we got out of it.

The screenshot shows the Facebook Admin Panel interface. At the top, there's a navigation bar with 'Admin Panel', 'Create Post', 'Edit Page', 'Build Audience', 'See Insights', 'Help', and 'Hide'. Below this, the main content is divided into two columns: 'Posts - Notifications' and 'Messages'.

Posts - Notifications (2 notifications):

- Notification: You have 1 scheduled post. Review it in the Activity Log.
- Post 1: "Do you want to go to Disneyland? ..." with 379 likes and a "Boost Post" button.
- Post 2: "On Friday, Jan. 24th at 'Knockout S..." with 379 likes and a "Boost Post" button.
- Post 3: "Join us in the ARC Pavillion at the U..." with 215 likes and a "Boost Post" button.
- Post 4: "Jan 19 KidZone Bottomline: Dscvrn..." with 116 likes and a "Boost Post" button.
- Post 5: "Today UCC sent a team of doctors,..." with 605 likes and a "Boost Post" button.

Messages (See All):

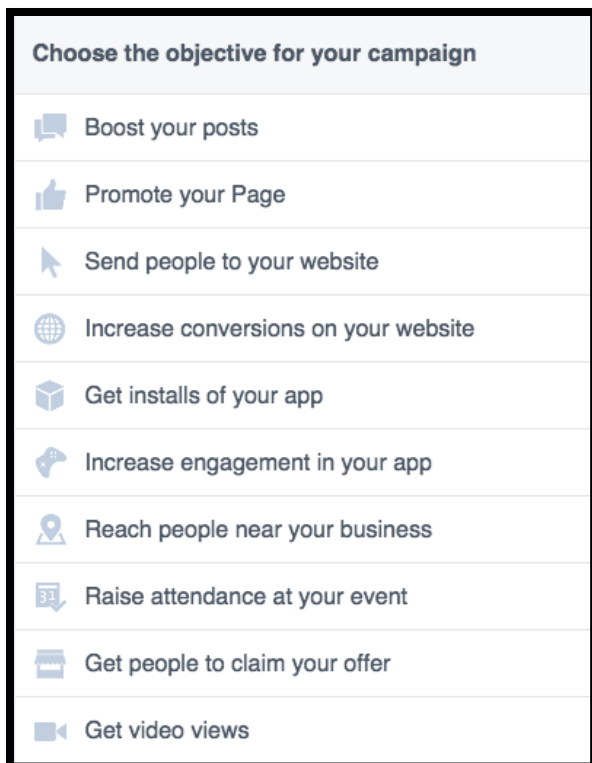
- Message 1: From Abraham Guerrero Lozano, "hola soy el pastor abraham guerrero ..."
- Message 2: From Jiho Sohn, "Hi UCC I posted a message yesterday..."

At the bottom of the posts list, there are links: "Get More Likes", "See Likes", "Pages to Watch", "Add Pages", "Page Tips", and "Next".

Facebook Ads on Steroids

Facebook has recently done a makeover of their Ad campaigns. You can still create a post and 'boost' it. However, now you also have a myriad of other options available. You can even advertise on Instagram via Facebook!

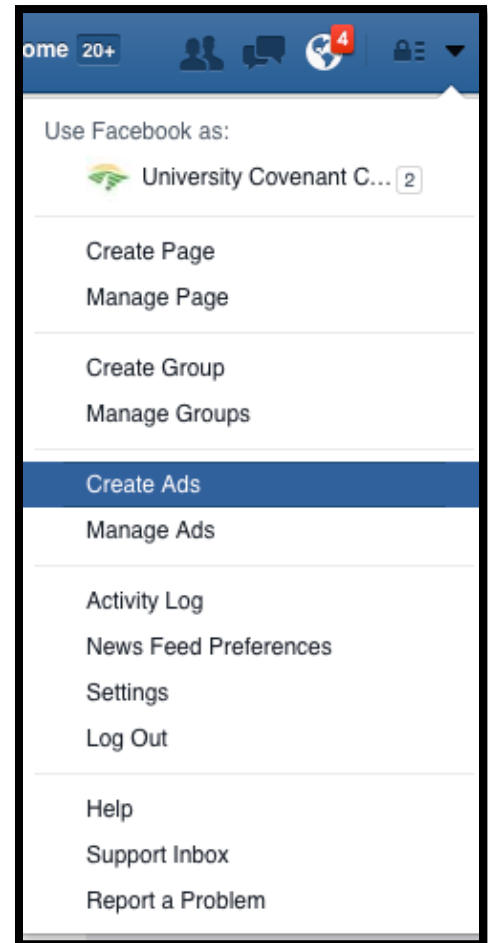
1. First, you need to have a local business, company, brand, band/artist, entertainment or community Facebook Page. **You will need to get at least 30 'Likes' before you can use some of the advanced Facebook features.**
2. On the Facebook page, go to the upper-right-hand corner and click on the small down arrow. A menu appears. Choose 'Create Ads.'
3. Your 'Ad Manager' page should load.
4. You will be given several ideas on how you can advertise your campaign via Facebook. 'Boost your posts' is the most common choice. In order to use it, you have to create a standard Facebook Post and then choose it as a post you want to 'Boost.'
5. On the right-hand side of the screen you will be shown a list of former posts. You can scroll down through that



list and choose the post you wish to boost.

Make sure that you choose a post that has 20% of less text. Too much text will automatically disqualify the post from advertising.

6. If you would like, give the Campaign a name.
7. Click on the 'Set Audience and Budget' button on the lower right-side.



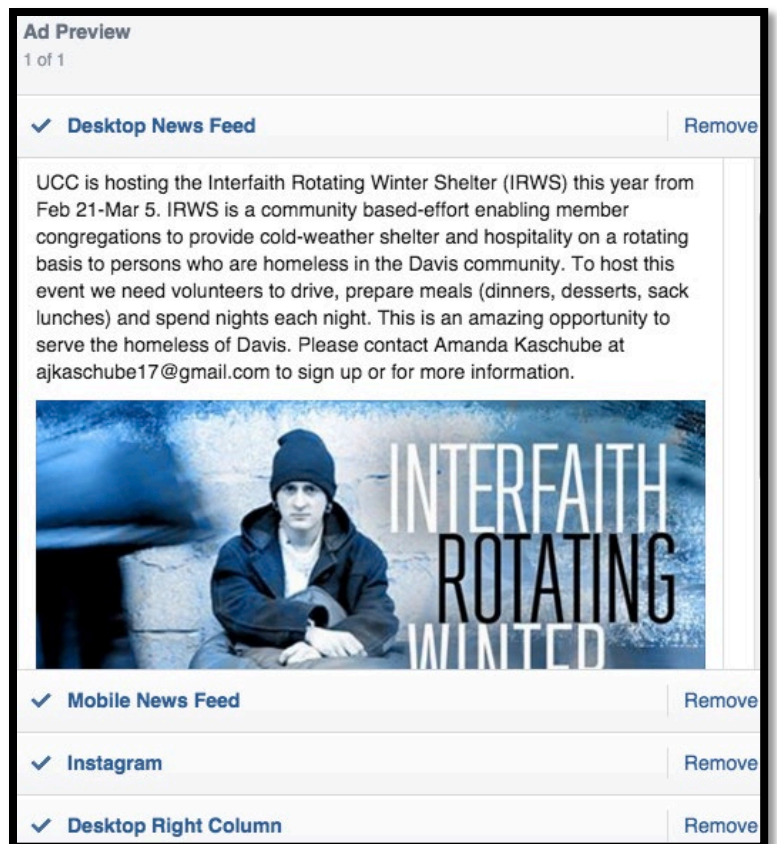


8. Fill out the demographics by targeting geographic locations, age, gender or interests.
9. When you are done, if you think you'll use this specific demographic again, then click on the 'Save this audience' checkbox at the bottom of the screen.

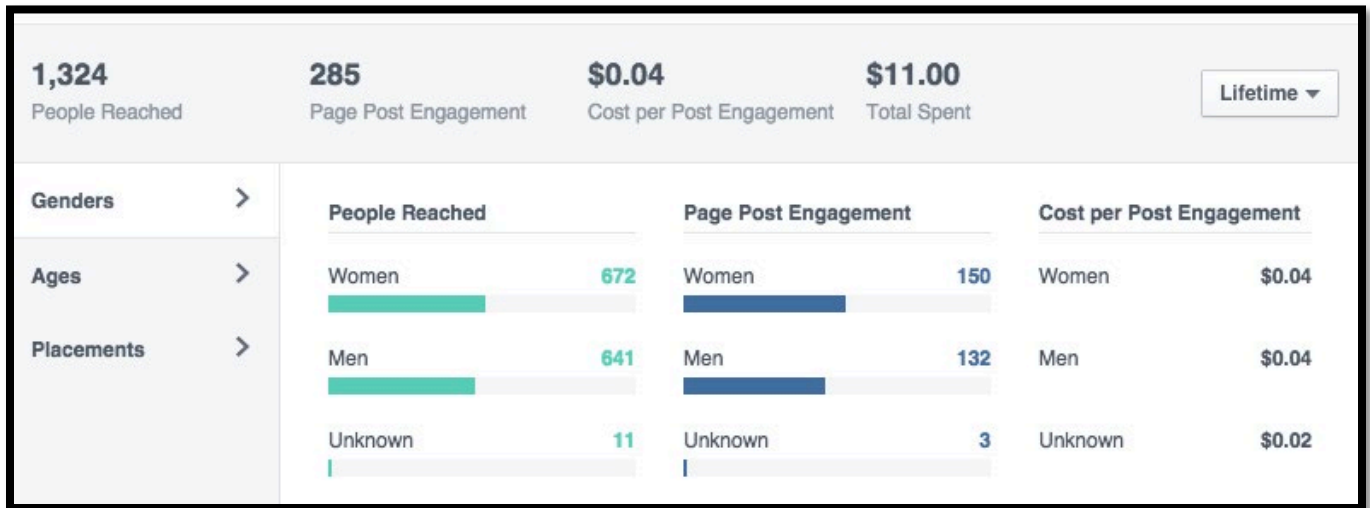
10. Scroll down a little further to choose how much you wish to spend on the ad. Facebook ads work best when you target local, niche markets. I generally recommend nerve spending more than \$20 on your first Facebook ad. It generally costs about \$.05 per impression, so \$20 goes a long way. You should also set your campaign schedule, so that your ads have a limited lifetime run. (There is no need to advertise for an event that is already past.)

11. At the bottom of the screen, click on the 'Ad Creative' button to choose which ads you wish to run.
12. On the right-hand side you can choose to select or remove the four campaign types listed:
 - a. Desktop Campaign
 - b. Mobile News Feed
 - c. **Instagram**
 - d. Desktop Right Column

13. Click on 'Place Order' to start your campaign.



14. When the campaign has finished (you either run out of funds or the end date has occurred) then you can go to the 'Ads Manager' and see how the campaign went.



Conversions Iris Wellness \$99 > Conversions Iris Wellness \$99 > Iris Wellness Lab Conversion

ID: 6140476228402 X

Summary | Edit | Chart | History

Ad Name ⓘ Iris Wellness Lab Conversion ⚙️

Identity

Facebook Page
Your Facebook Page or Instagram account represents your business in ads. You can also [Create a Facebook Page](#)

IRIS BioTechnologies Inc. ▼

Instagram Account ⓘ
The selected Page has no connected Instagram account. Your Instagram ad will use the Facebook Page name and profile picture, as well as details like the description and number of followers. [Add an Instagram Account.](#)

Use selected Page ▼

Create Ad Use Existing Post

Format

Choose how you'd like to structure your ad.

- Single Image or Video**
One image or video, or a slideshow with multiple images
- Carousel**
2 or more scrollable images or videos
- Collection**
Group of items that opens into a fullscreen mobile experience

Fullscreen Mobile Experience
Capture people's attention instantly with a fast-loading, mobile-optimized experience that opens when they interact with your ad. [Learn More](#)

Ad Preview

Desktop News Feed

[Edit](#) 🔄 🗑️

IRIS BioTechnologies Inc.
Sponsored · 🌐

With in-depth analysis of your genetics, life style and environment, IRIS can help improve your health: increase energy, eliminate unnecessary medications, improve digestion, lose weight, and much, much, more. Get started on a road to better health. Sign up for your initial consultation today.

Facebook Ad Examples:



Ads Should Have:

- Relevance: Targeted for the niche market that will engage in the ad
- Value Proposition: The ad should seem valuable to the buyer.
- Call-to-Action: There should be clear instructions on how the reader should respond to the ad. Usually this will be a link.
- **Photo cannot have more than 20% text.**

When Should You Post?

Best/Worst Times to Post



Best Day to Post:

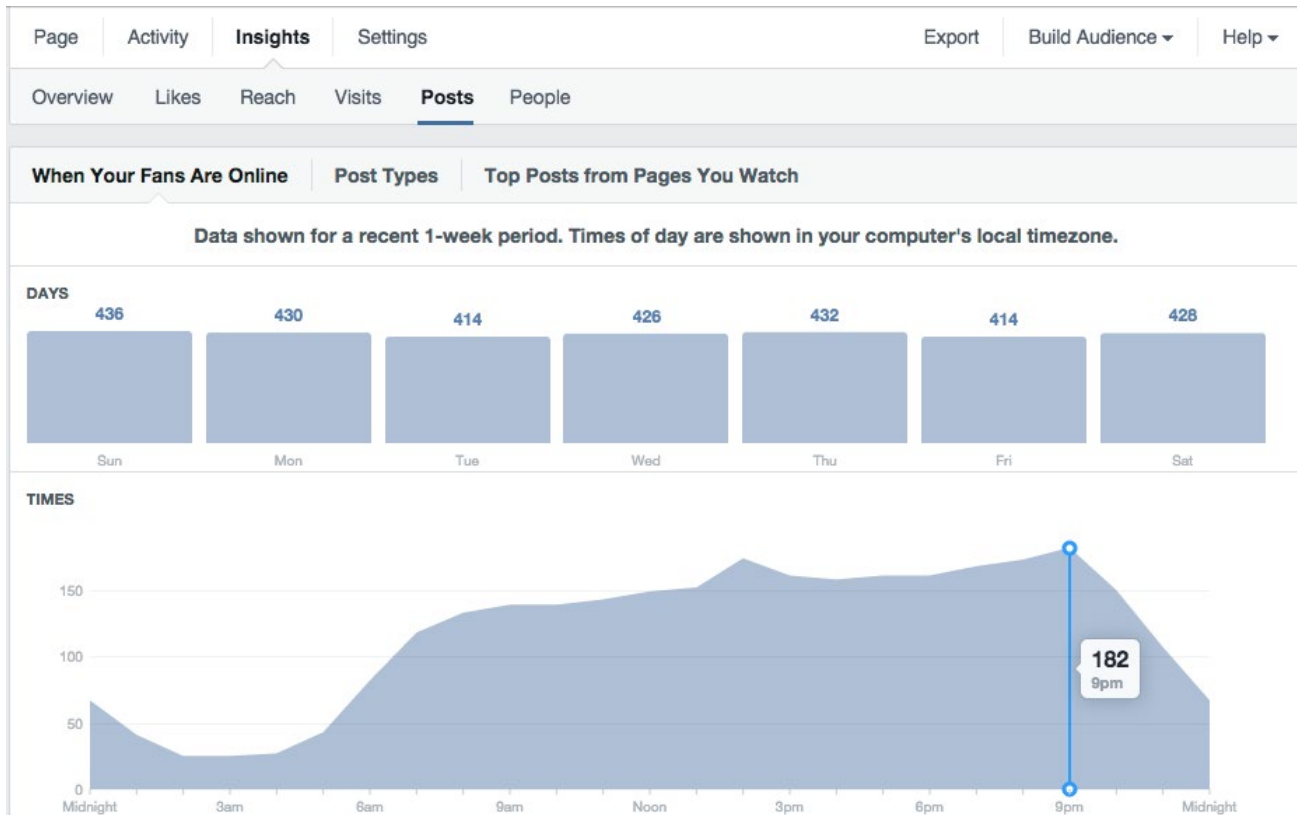
Wednesday

In general you want to follow the rule, post when your users are awake! However, it is always good to check the Facebook Insights for your company page to see when your 'Followers' are online.

1. Go to your Company Facebook Page.
2. Click on the 'Insights' tab.
3. Click on the sub-menu choice of 'Posts.'
4. Look and see what time of the day most of your users are online.
5. What is the best time and day to post for your users?

In the example below, (from a UC Davis page) you will see that most of the users were actually online at 9PM. This is probably due to having a younger audience that likes to stay up late.

Facebook posts for this group should probably be during the late afternoon/evening, rather than early morning hours.

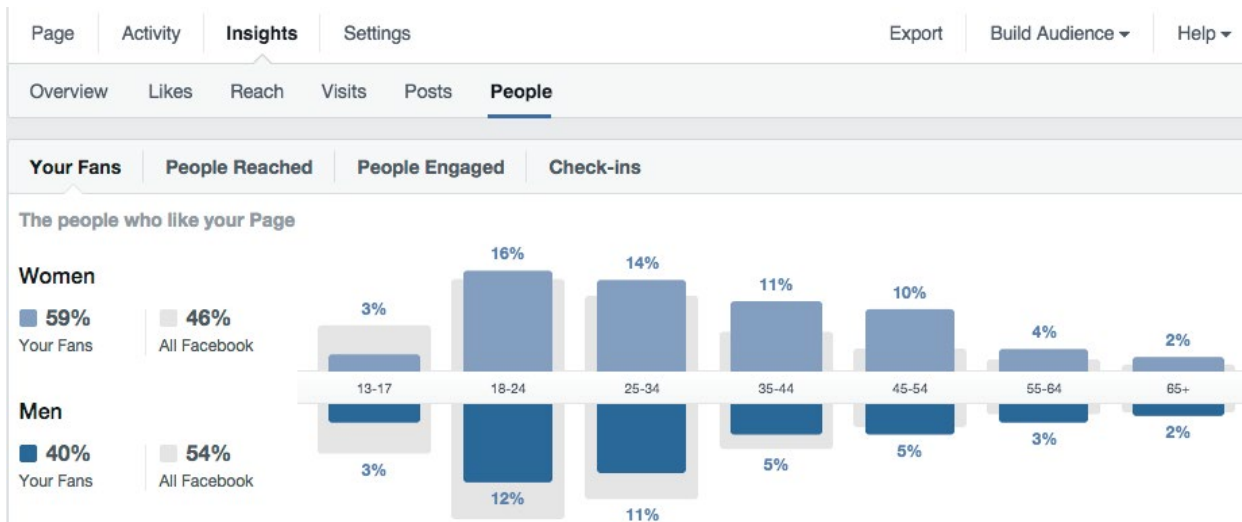


What Are Your Demographics?

Finding out information about the people who have liked your page can help you cater to their needs with posts.

1. In order to find out your clientele's demographics, you will need to be on your company's Facebook page.
2. Click on 'Insights.'
3. Click on the sub-menu, 'People.'
4. Scroll down and look at all of your demographics.
5. What does this tell you about your users?

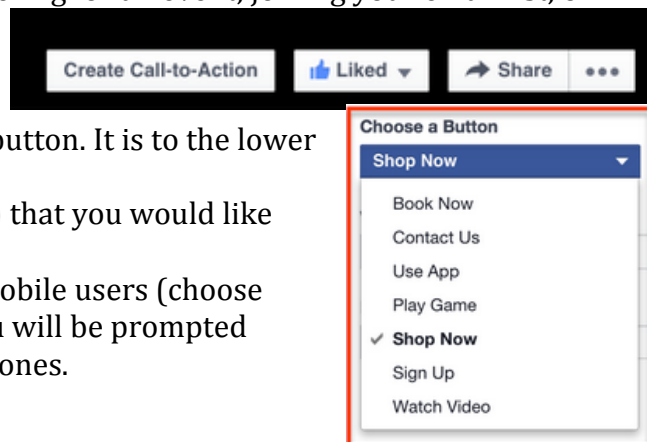
This UC Davis page tells me that most of the users are young and within the 18-24 range. (This is no surprise from a college campus.) What might be a little more surprising is that there are more women than men.



Call to Action Button

The Facebook call-to-action button can help drive Facebook users to take actions that are important to your nonprofit. For example, registering for an event, joining your email list, or downloading an app.

1. Go to your Facebook Company’s page.
2. Click on the ‘Create Call-to-Action (CTA) button. It is to the lower right of your Company cover photo.
3. Choose the CTA setting (Choose a Button) that you would like and then click on the ‘Next’ button.
4. Select an alternate destination for your mobile users (choose your mobile website if you have one). You will be prompted separately for the iPhone and Android phones.
5. Click ‘Create’ and you are done!

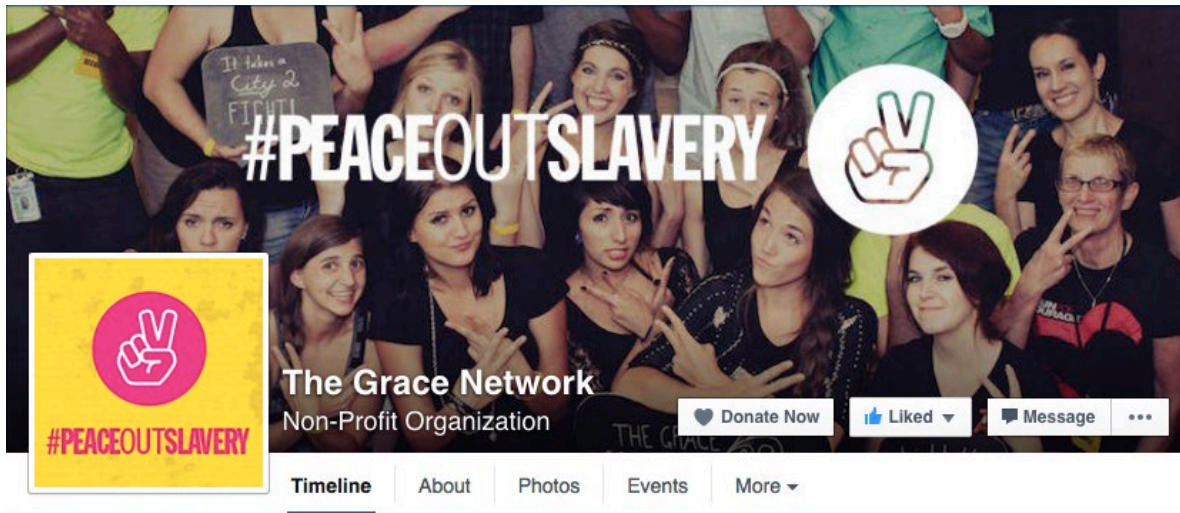


How to Add a Donate Now ‘CTA’ Button

Facebook rolled out their CTA (Call-To Action) button just a few months ago. They have just revised it in the past few weeks to also include a really nifty new CTA button called ‘Donate Now.’ Now since I help out a non-profit, I was REALLY interested in the new button and quickly got it up and running on our Facebook page.

Here’s an example of a Call-to-Action ‘Donate Now’ button at, [‘The Grace Network.’](#)





How to Add the New Facebook 'Donate Now' button

1. You need to first look and make sure that your company is listed as a non-profit. My company is a non-profit, but we were listed as a 'Company & Organization: Cause.' That is of course, correct, but apparently Facebook does not consider a 'Cause' a non-profit, so I had to change our Page Category from 'Cause' to 'Non-Profit.' (We do have a non-profit tax payer identification number, which is what you need to qualify as a non-profit.)
2. To change your company to a 'Non-Profit' you need to click on the 'About' link next to your Timeline link. (Top and near the left of the page.)
3. Then click on 'Page Info' (on the left-side.)
4. Go to the 'Category' and hover to the right of your category and click on the 'Edit' link. The Edit link only shows up if you hover over it.
5. Change your Category to 'Non-Profit Organization.'

PAGE INFO

Category

Companies & Organizations : Non-Profit
Organization

[Edit](#)

6. Now you might need to reload your page. Clicking on the '**Refresh**' button or pressing **F5** usually refreshes the page. If that doesn't work, you might want to logout and then log back into Facebook.
7. Now click on your 'Call to Action' button which is on your cover photo on the top-right-hand side of the page. If it has not been clicked on before it says, 'Create Call-to-Action.' Since I had already created the button, it was currently set for 'Contact Us.'
8. A window will load and on the left-hand side, click on the 'Choose a Button' drop-down menu. Of course, you want to choose 'Donate Now.'
9. Click on 'Save Changes' and now you can admire your gorgeous, new 'Donate Now' button!

Group Activity #1

Facebook Post or Ad

Create a Post or Ad that will run on Facebook. Spend about 10-15 minutes in your group designing a post/ad. Have one person in your group take notes. When you are done, pick a spokesperson to tell the rest of the class about your idea.

- **Topic?**
 - What will your post or ad cover?
- **Demographics?**
 - Who are you trying to reach?
 - What are their likes/dislikes?
 - Geography?
 - Age?
 - Gender?
 - Language?
- **Graphic?**
 - Social Media tends to get at least a 60% boost in engagement when a picture accompanies the post/ad. Always include a graphic.
- **Text on the post or ad?**
 - What are you going to say?

LinkedIn

<https://www.linkedin.com/>

LinkedIn is the largest professional resume network. Monster.com is all about getting jobs. LinkedIn is also about getting jobs, but it adds extra nuances, like professional networking, hiring potential employees and attracting business for your company.

How Businesses Use It

Create a company page and with it you can find companies to do business with or research competitors. In addition, you can showcase your expertise. To further your company page's value, you can post targeted jobs, recruitment videos, information about products and services and company images. LinkedIn is also great for business to business (B2B) social marketing.

LinkedIn has proven to be better at generating leads ([277% better than either Twitter or Facebook](#)). Less content is generally posted to LinkedIn than to other social networks, which is probably because people almost exclusively post marketing-related content as opposed to their children's photos or social "chatter." This means there is less clutter on LinkedIn, making a person capable of consuming a higher percentage of the content that's active on LinkedIn at any given time. In other words, a business' marketing posts are more likely to be noticed on LinkedIn than somewhere else.

- People use "/in/"
- Companies use "/company/"
- To get a customized company url, edit your page name

LinkedIn Fails and What Not to Do:

<https://devumi.com/2017/04/linkedin-fails-and-what-you-can-learn-from-them/>

How to Grow Your Company Page

1. Invest time and effort to grow that specific channel. The trick, however, will be trying to maintain a quality network as your community scales.
2. Post more of the targeted content that's working. If you notice people are specifically really enjoying blog posts, webinars, or something else -- keep offering it! How can you tell what content's working? Monitor comments, likes, shares, and clicks.
3. Find more opportunities to post relevant calls-to-action. Can you sprinkle more lead generation opportunities throughout your social media updates? It's quite a balancing act, but a solid mix of calls-to-action (CTAs) and other content is healthy.

Tips for a nicer resume

- Use bullets. Type in ALT + 0149 (Windows) or Option + 8 (Mac)
- Use the Pipe | Symbol (Between the Backspace and ENTER keys)
- Create a list of Skills (these are the keywords that recruiters use when searching LinkedIn)
- Make sure that you ask your coworkers to endorse your skills and to recommend you

LinkedIn Business Examples

Nike: <https://www.linkedin.com/company/2029/>

Apple, Inc: <https://www.linkedin.com/company/apple>

Microsoft: <https://www.linkedin.com/company/1035>

AcademyX: <https://www.linkedin.com/company/academyx>

Coca-Cola: <https://www.linkedin.com/company/the-coca-cola-company>

Mashable: <https://www.linkedin.com/company/mashable>

Adobe: <https://www.linkedin.com/company/1480/>

Airbus: <https://www.linkedin.com/company/2734/>

Groupon: <https://www.linkedin.com/company/355611/>

IBM: <https://www.linkedin.com/company/1009/>

Google: <https://www.linkedin.com/company/1441/>

L'Oreal: <https://www.linkedin.com/company/1662/>

The Nature Conservatory: <https://www.linkedin.com/company/the-nature-conservancy>

How to Improve Your LinkedIn Company Page:

Why Your Linked In Page Sucks: <http://blog.hubspot.com/blog/tabid/6307/bid/28976/11-Reasons-Your-LinkedIn-Company-Page-Sucks.aspx>

10 Reasons Why I Ignored Your Resume: <http://mashable.com/2014/07/16/ignored-resume/>

8 Ways To Get More LinkedIn Profile Views:

<https://www.forbes.com/sites/marciaturner/2017/02/28/8-ways-to-get-more-linkedin-profile-views/>

Best/Worst Times to Post



Best Days to Post:

Tuesday, Wednesday, Thursday

Complete LinkedIn Profile

LinkedIn says your profile will appear 40 times more in search results if it is “complete.” In other words, you will be open to *40 times more opportunities* if you do this. Here is LinkedIn’s definition of a 100% Complete Profile:

- **Your industry and location**
- **An up-to-date current position (with a description)**
- **Two past positions**
- **Your education**
- **Your skills (minimum of 3)**
- **A profile photo**
- **At least 50 connections**

Making Your Profile Shine

Create a Vanity URL

What looks like a better link?

www.linkedin.com/company/TRDhdd45646jgfg/ or
www.linkedin.com/company/microsoft

1. The link you are first assigned looks more like the former. To make it look like the later, you need to edit your URL.
2. Click on your profile icon in the upper-right hand corner.
3. Drop down to ‘Settings & Privacy’
4. Click on ‘Privacy’ in the top-middle.
5. Underneath: ‘Edit your public profile.’
6. Your public profile will then load.
7. Go to the right-hand side of the screen and click on the ‘Pencil’ button next to your current URL. When you edit your URL. It must contain 5-30 characters and have no spaces or special characters.

Edit public profile URL

Enhance your personal brand by creating a custom URL for your LinkedIn public profile.

www.linkedin.com/in/sherryonealhancock 

Change Your Public Profile Settings

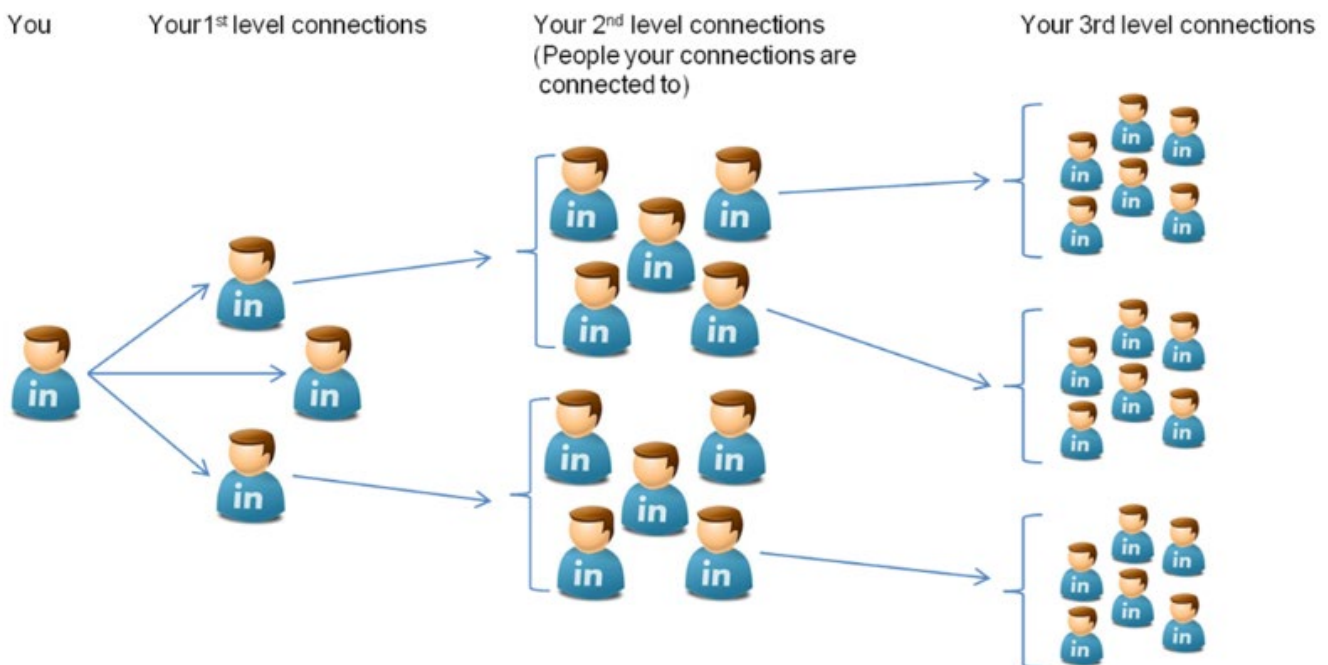
By default, anyone who searches to find you via LinkedIn really doesn't see very much about you unless you are already a connection of theirs or if you decide to disclose more information publicly. I would recommend disclosing just enough information publicly to entice a recruiter and to allow them to contact you (perhaps via e-mail).

1. Click on your profile icon in the upper-right hand corner.
2. Drop down to 'Settings & Privacy'
3. Click on 'Privacy' in the top-middle.
4. Underneath: 'Edit your public profile.'
5. Choose which sections of your online resume that you want to share with the world.

Add Connections

You will need to have '50' connections (the Facebook equivalent of 'Friends') before LinkedIn considers your profile 'complete.' The best way to add connections is to have LinkedIn comb through your e-mail address contacts. It sounds like a complete invasion of privacy, but luckily once you start the process, LinkedIn allows you to choose exactly who you want to 'connect' with.

This is not Facebook. You are supposed to connect with industry associates or people that you have worked with. Since contacts are supposed to recommend each other's business skills, it is not a good idea to connect to someone who you either: don't know or have no idea what they do for a living.



Check in on Network Updates.

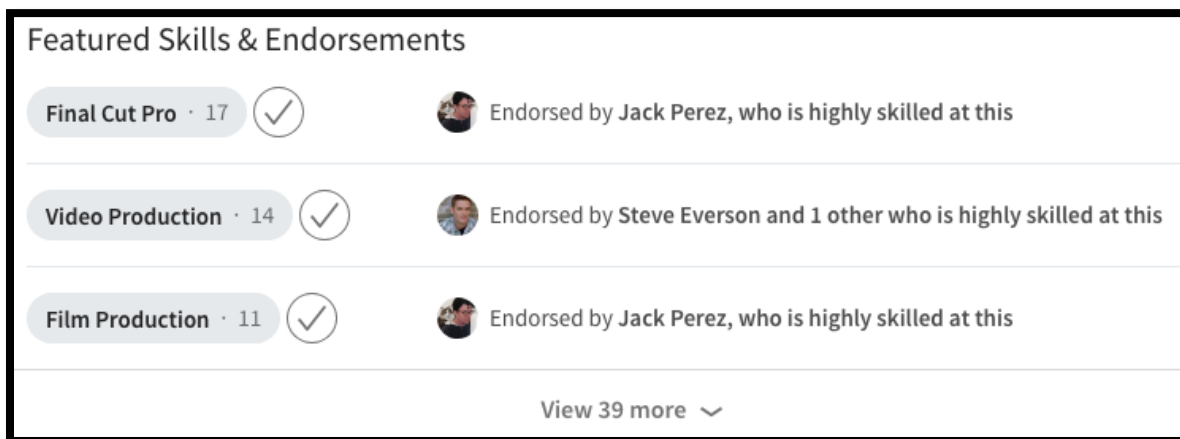
Found on your LinkedIn homepage, Network Updates are essentially LinkedIn's version of the Facebook News Feed. Check this feed periodically for a quick snapshot of what your connections are up to and sharing. You can also sort by various criteria as well as customize your feed to show only the types of updates you want to see.

Endorse Someone

Your online resume needs endorsements, but how are you going to get one? You can of course ask, however the best way to get an endorsement is to simply endorse someone else. When you endorse someone, they are notified and usually will endorse you as well.

How Do You Endorse on LinkedIn?

1. Click on the 'My Network' button on the top-left hand side of the screen.
2. Your connections will show up on the upper-left-hand side of the screen. Either click on the total number or the 'see all' link.
3. Look through or search through your connections.
4. Once you have found the connection you wish to endorse, scroll down to look at their 'Skills.' They are listed under 'Featured Skills & Endorsements.' You might need to click on the 'View # More' link to see more choices.



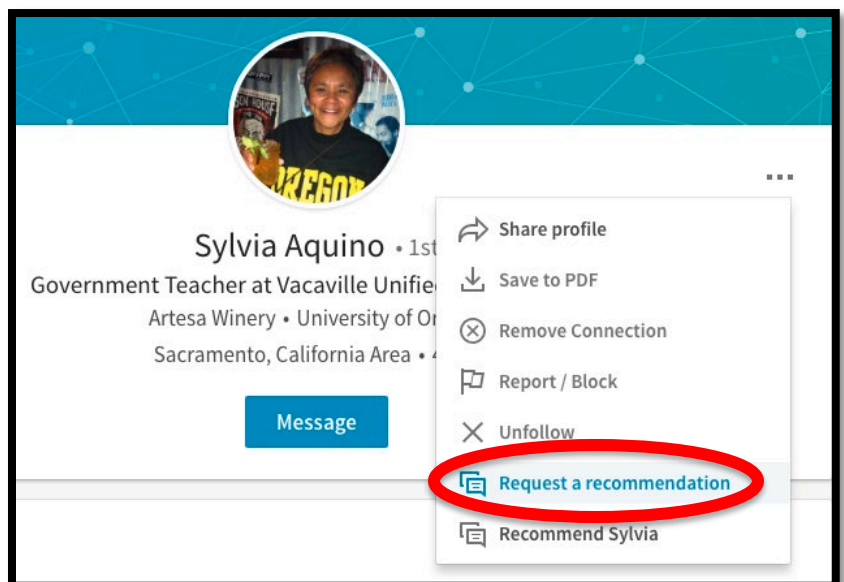
5. Click on any skills that you have observed in this individual. Don't endorse for skills you cannot attest to. Once you click on the '+' mark, it will change to a checkbox that means your endorsement has been noted.

Recommend Someone

Just like endorsements, the best way to get a recommendation is to simply recommend someone else. Recommendations are more complex than an endorsement. An endorsement only requires you to click on a job skill. A recommendation requires that you actually type out a thoughtful paragraph or two about the person in question.

Recommendations should only be done for people that you have worked with.

1. Click on the 'My Network' button on the top-left hand side of the screen.

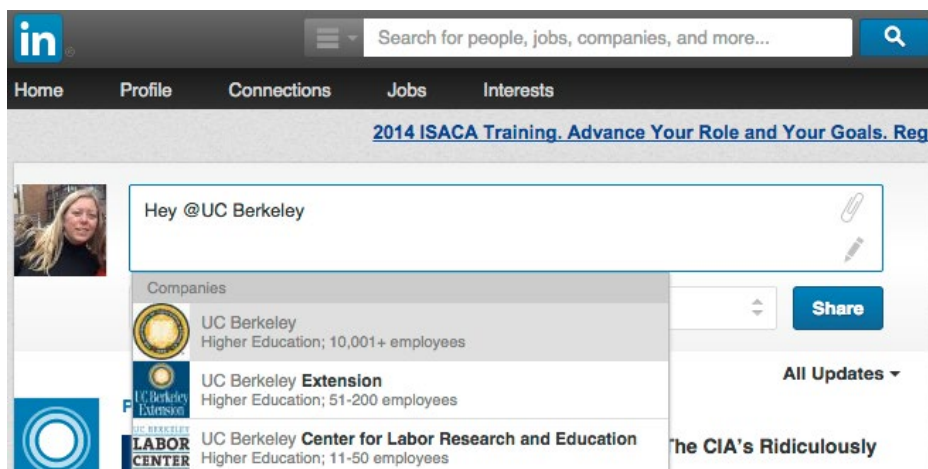


2. Your connections will show up on the upper-left-hand side of the screen. Either click on the total number or the **'see all'** link.
3. Look through or search through your connections.
4. Once you have found the connection you wish to recommend, click on the tiny "..." button to the right of their name. Magically, if you click on that obscure button, a drop-down menu appears.
5. Click on **'Request a recommendation'** if you would like them to recommend you.
6. Click on **'Recommend [Name]'** if you will be recommending them.

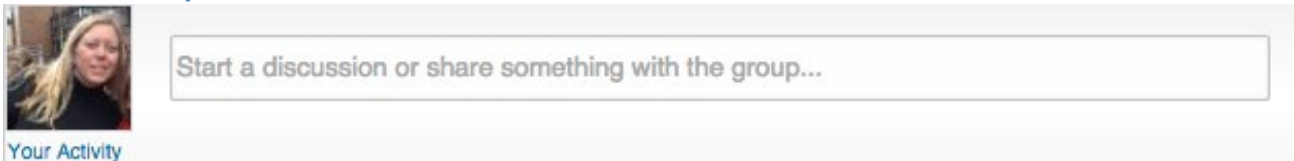
Post Updates or Blog on LinkedIn

If you want to get noticed by your peers on LinkedIn (and potentially generate some leads) then you should regularly post updates on LinkedIn.

Want another LinkedIn user or company to see your status update? Include the @ symbol immediately followed by the user's/company's name in your status update (i.e. @UC Berkeley). As a result, that user/company will get alerted that you mentioned them, and their name will also link to their profile/page in the status update itself.



Post to Groups



Once you have joined a few networking groups related to your industry, it is good to post to their discussions.

1. Click on the 'Interests' dropdown menu at the top middle of the screen and choose Groups.
2. Any groups that you are a member of will then be displayed.
3. Click on the group you want to post to.
4. Click in the box where it says, "Start a discussion..."

Blogging with LinkedIn

You don't have to be a rising star to blog on [LinkedIn Pulse](#). Publishing is available to all users. Experiment with how this feature can support your marketing goals by creating content for the platform and promoting it via your Company Page.



Share an update



Upload a photo

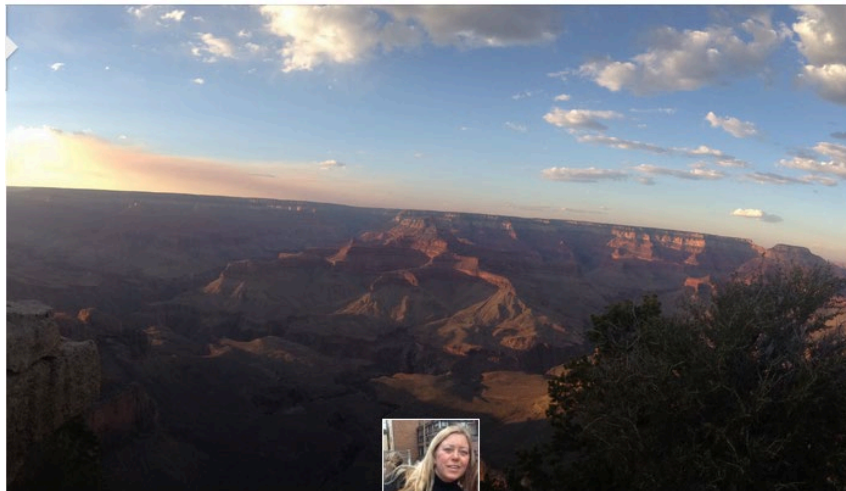


Publish a post

How to Blog on LinkedIn: <https://www.linkedin.com/pulse/article/20140326191638-235001-how-to-write-your-first-blog-post-on-the-linkedin-publishing-platform>

1. Click on the Home Link.
2. Click on “Publish a post”. It should be at the top of the ‘Home’ screen.
3. Start your first blog post on LinkedIn.

Delete Save Publish



Sherry O' Neal-Hancock

The Grand Canyon

H1 H2 “ ” | B I U T | ☰ ☱ ☲ | ☳ ☴ ☵ | 📷 ▶

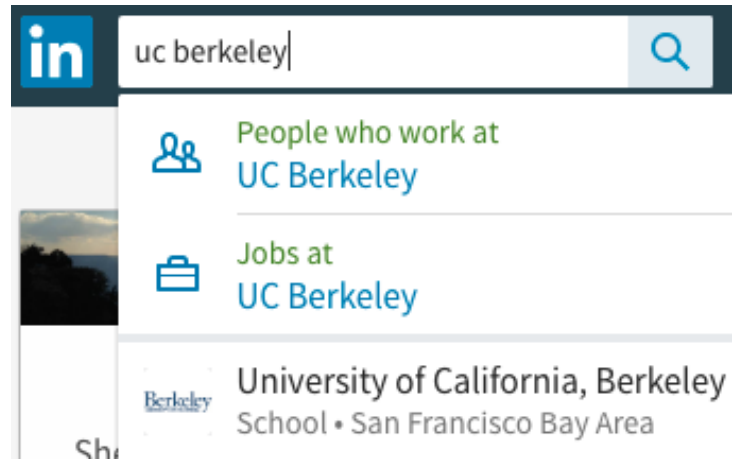
The wonder of seeing the Grand Canyon at sunset...|

Quick Search

The Quick Search feature is at the upper-left-side of the screen and enables you to quickly search for: Jobs, Companies, Groups, Universities, Posts, People and even your own Inbox at LinkedIn.

Do a quick search for UC Berkeley. You will see that you will get results for:

- People at UCB
- Jobs at UCB
- The actual university

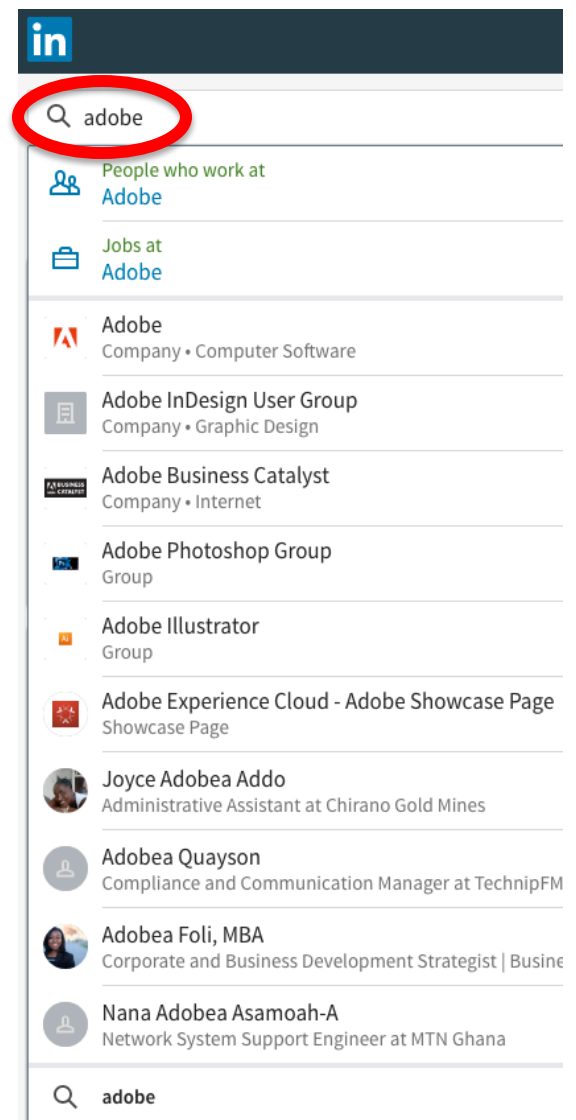


Advanced Search



LinkedIn would be remiss if it didn't have a search function. I encourage you to use the 'Advanced' search feature. In the very least, search for people with similar occupations to you and see how you rank with other people from your own industry. Notice the keywords and attention grabbing headlines other users are using to get noticed! Of course, you can also use this feature for recruiting or trying to find a connection.

1. Go to the upper-left hand side of the screen and click in the 'Search' box.
2. Type in whatever you are searching for... In this screen shot, I typed in 'Adobe.'
3. You will have basic results shown. But what if you would like a more advanced search?
4. Simply press <ENTER>.
5. Scroll over the top and choose whether you want:
 - a. Top
 - b. People
 - c. Jobs
 - d. Posts
 - e. Companies
 - f. Groups
 - g. Schools (or Universities)
6. Further narrow down your search by going to the right-hand side of the screen where there are many different filters that you can apply.



- Finally, you can also 'Create a Search Alert.' Whatever search you have just executed, simply save the search by clicking on the 'Create search alert' button on the upper-right hand side.

🔍

📍

Search

Top
People
Jobs
Posts
Companies
Groups
Schools

Online MA in Theology - Pursue Your Religious Education. Apply for Free to Advance Your Career! Ad ...

Showing 38,439 results Sort by: Relevance ▾

Software Engineer

Adobe

San Francisco Bay Area

Within Adobe's Research Lab, the Creative Intelligence Lab is searching for engineers and developers based in San Francisco, Seattle, and San Jose.

87 alumni work here

2 days ago

Group Product Manager - Adobe Doc Cloud

Adobe

San Jose, California

We are looking for someone smart, creative, passionate and productive that can make a difference in a fast-paced environment. Minimum 10+ years of experience in product management.

1 connection works here

2 days ago · Easy Apply

Customer Success Specialist - Adobe Audience Manager

Adobe

Greater New York City Area

Seeking a proven self-starter, customer leader and individual contributor in account and client management to become part of the Adobe Audience Manager Account Management team ...

1 connection works here

2 days ago · Easy Apply

Saved job searches • Manage

Social Media Consultant in 95618 Davis, CA (2 new)

Create search alert

Location ^

- New York, New York (2920)
- San Francisco, California (1228)
- Chicago, Illinois (926)
- Los Angeles, California (887)
- Atlanta, Georgia (705)

+ Add

Company ^

- CROSSMARK (1866)
- Staples (843)
- Lawrence Merchandising Services (762)
- VelvetJobs (520)
- Adobe (406)

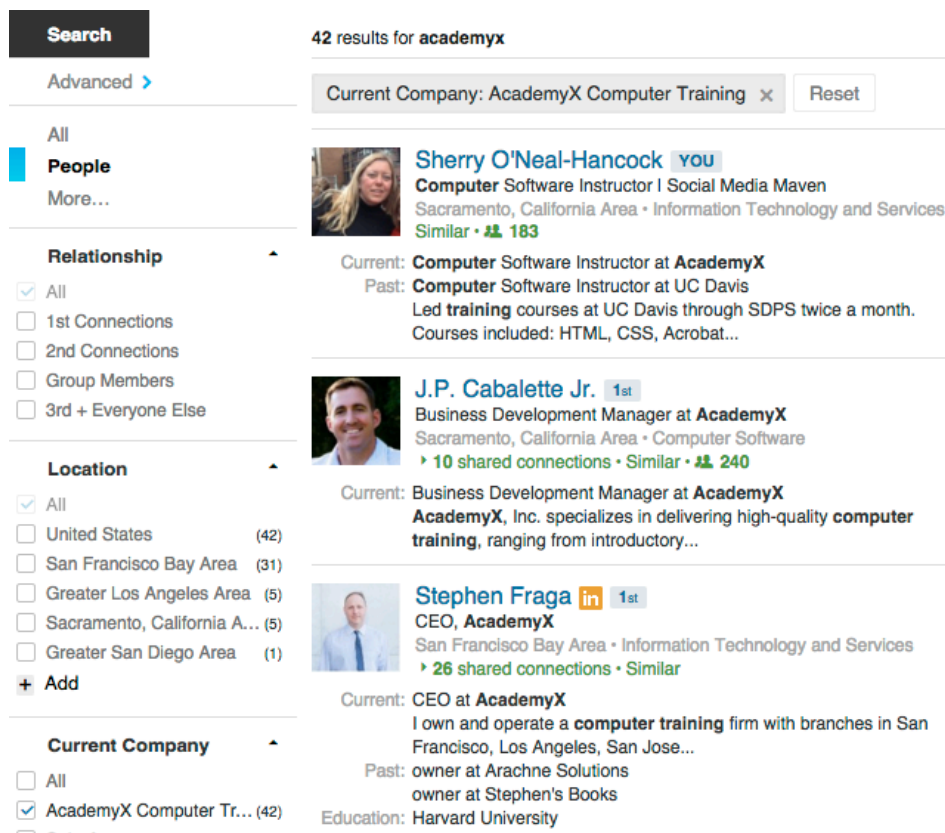
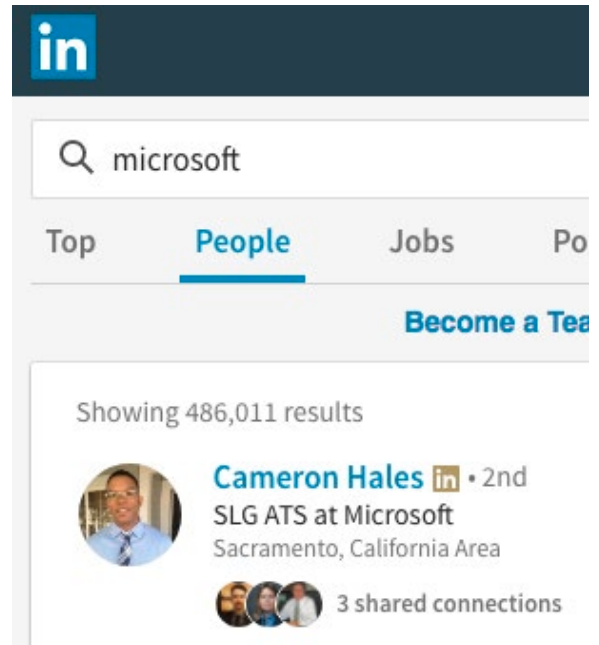
Social Media Fundamentals

35

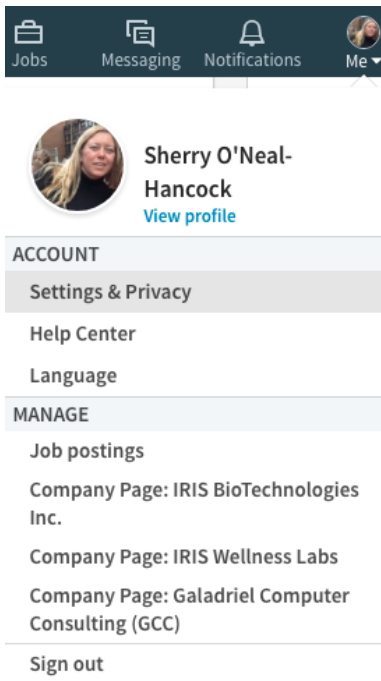
Marketing Tip: Finding People Who Work at a Company

If you ever have to cold call a company, you know that simply having someone’s name at that particular company can go a long way. LinkedIn has a great feature where you can find people who work for the company you are trying to market or perhaps even interview at... Maybe you can even find the person who might be giving you an interview and read up on their background beforehand?

1. Go to the ‘Quick Search’ at the top left-side of the LinkedIn screen.
2. Type in the company you are searching for. In this example, I typed in ‘Microsoft.’
3. In the search results page, go to the top of the screen and choose ‘People.’
4. You should now have a list of people who work at that company who are available on LinkedIn.



LinkedIn Settings



Jobs Messaging Notifications Me

Sherry O'Neal-Hancock
View profile

ACCOUNT

- Settings & Privacy
- Help Center
- Language

MANAGE

- Job postings
- Company Page: IRIS BioTechnologies Inc.
- Company Page: IRIS Wellness Labs
- Company Page: Galadriel Computer Consulting (GCC)
- Sign out

Activity Broadcasts

The first setting you should change is your activity broadcasts. When you are first creating a LinkedIn account, every time you add a new Experience or change a section of the resume, LinkedIn decides that the entire world wants to hear about it. If you are doing a lot of editing, you can imagine how much you will be annoying your contacts. It is best to just turn off the broadcasting feature until you are done with your edits. Then feel free to turn it back on once you have everything edited.

1. Click on your profile icon in the upper-right hand corner.
2. Drop down to 'Settings & Privacy.'
3. Choose the 'Privacy' option in the top-middle of the screen.

Privacy

Profile privacy

Edit your public profile
Choose how your profile appears to non-logged in members via search engines or permitted services

Who can see your connections

Choose who can see your list of connections

Viewers of this profile also viewed

Choose whether or not this feature appears when people view your profile

Sharing profile edits

Choose whether your network is notified about profile changes

Do you want to share your profile changes with your network?
Your network may see when you change your profile, make recommendations, or follow companies.

No

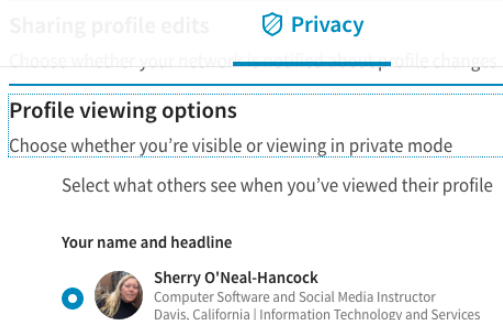
4. Click on 'Sharing Profile Edits'
5. Then Set to 'No.'

Anonymity

LinkedIn has a setting, which you will consider to be both a blessing and a curse. As you start looking at other people's profiles, they will get a status message on the right side of the screen letting them know how

many people have been looking at their profile. If they click on these links, it will even tell them WHO has been looking at their profile. If you prefer for a little anonymity while browsing, you can turn this feature on and off. However, beware, when you turn it off, you will not be able to see who was looking at your profile as well. Everyone is anonymous once you disable this feature.

1. Click on your profile icon in the upper-right hand corner.
2. Drop down to 'Settings & Privacy'
3. Click on 'Privacy' in the top-middle.
4. Underneath, click on 'Profile Viewing Options.'
5. Click on the setting you are most comfortable with:
 - a. Your Name and Headline
 - b. Private Profile Characteristics (like where you work, but your name is blocked)
 - c. Private Mode: Completely Anonymous



Account Privacy

Profile viewing options
Choose whether you're visible or viewing in private mode

Select what others see when you've viewed their profile

Your name and headline

Sherry O'Neal-Hancock
Computer Software and Social Media Instructor
Davis, California | Information Technology and Services

Stalking on LinkedIn: Actually It Can be a Good Thing

One of the disconcerting things on LinkedIn is that if you look at someone else's profile, they will actually get a notification via LinkedIn that you looked at their page. This feature can actually help you if you are looking for a job, actively look for people in Human Resources for the companies you wish to apply to. You could actually get noticed just by browsing online.

How to Find Who Has Viewed Your Profile?

1. Click on the 'Home' button on the upper-left-hand side of the LinkedIn page.
2. Look in the upper-left and you will see your profile. It will also list how many people have viewed your profile or your posts.
3. Click on the number for how many people have viewed your profile to see who has been looking at your online resume.

Adding a Company

Once you setup your LinkedIn profile, you can use that account to create a Company Account.

Benefits of a LinkedIn Company Page:

- Increase brand awareness
- Post Job Listings that attract top talent
- Connect with other businesses
- Engage with other LinkedIn users to create a following.

How to Add a Company to LinkedIn

1. You already need to have an individual profile on LinkedIn. With that account, login and then go to the Work menu and choose 'Create a Company Page.'
2. Type in your company name and your LinkedIn company URL.
3. Fill out your company information form. You will need to name your company and then type in an e-mail address with your own unique domain name. LinkedIn will not allow Gmail, Yahoo, Hotmail, AOL or other generic e-mail addresses as a contact for a valid company.
4. Once you fill out the form, LinkedIn will send you an e-mail to the account you just listed. Open up the e-mail and click on the link provided to verify the account.

Sherry O'Neal-Hancock
Computer Software and Social Media Instructor

14
Who's viewed your profile

33
Views of your post

Visit more LinkedIn Products

- Learning
- Post a job
- Advertise
- Groups
- ProFinder
- Salary
- Lookup
- Slideshare

LinkedIn's business services

- Talent Solutions**
Find, attract and recruit talent
- Sales Solutions**
Unlock sales opportunities
- Learning Solutions**
Develop talent across your organization

Create a Company Page +

5. Once you follow the link, you should be taken to your Company Page. You will need to fill out all of the pertinent information. You will also need to upload a square company logo and a rectangular company banner.
6. If you are not taken to your company page, simply click on your LinkedIn Photo (Me) → Choose your company.
7. Once you fill out the form, click on 'Publish' in the upper-right-hand corner.
8. Now you can post some company status updates or list a new job opening.

Let's set up your Company Page

Company Name

Galadriel Computer Consulting

LinkedIn public URL ⓘ

linkedin.com/company/ galadrielcomputerconsulting

I verify that I am the official representative of this company and have the right to act on behalf of the company in the creation of this page.

Cancel

Create page

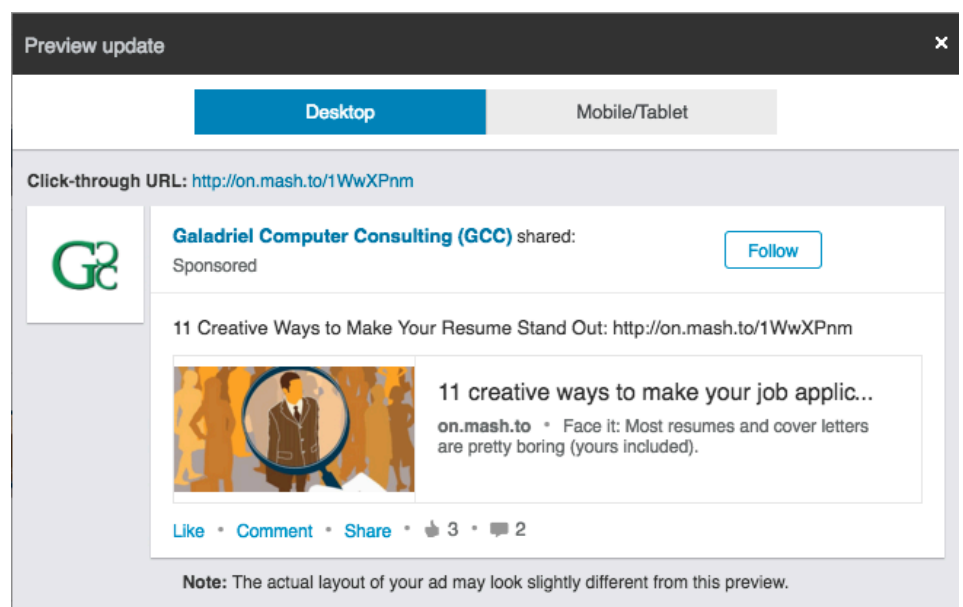
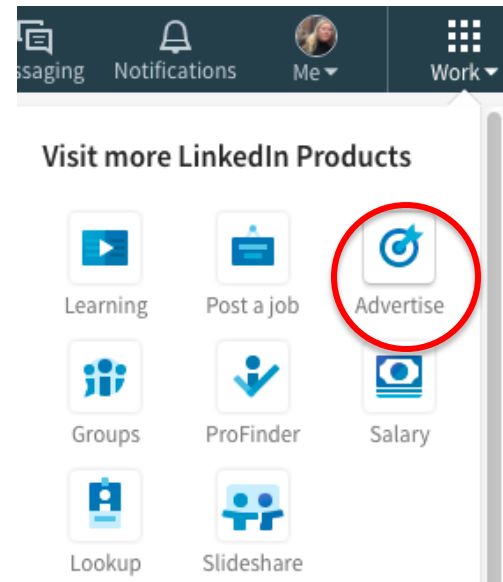
Are you trying to create a University Page? [Learn more](#)


Creating a Job Wanted Ad on LinkedIn

1. Click on your profile button (Me) and then choose Manage → Job Postings or Work → Post a Job.
2. You will probably need to re-login.
3. Choose your Company, Job Title (for the job posting ad) and the job location.
4. Click on Continue.
5. Choose a Job Function, Company Industry and the seniority level (i.e. Internship, Entry Level, Associate, Mid-Senior Level, Director, or Executive.)
6. You will need to fill out the job listing.
7. Choose how the candidate should apply either via LinkedIn's application process or you can choose a URL that links to your website.
8. Click on Continue and enter your billing information to proceed with the posting. You can also Preview the posting or Save as a Draft for later.
9. LinkedIn sets the average daily budget for a job posting to \$10/day. However, in larger markets the price can go up. A job ad for a police officer in Los Angeles ran \$18/day in 2017.

Advertising on LinkedIn


1. Click on the **'Work'** link on right-hand side of the LinkedIn menu.
2. Click on the **'Advertise'** icon.
3. Click on **'Manage Ads'**.
4. Login again (to make sure that you are REALLY you!)
5. Choose your account name link.
6. Click on the Yellow 'Create Campaign' button in the upper-right-hand corner.
7. Choose the Ad target you want:
 - a. Ad with Graphics and Text: LinkedIn News Feed and Beyond
 - i. Targets Desktop and Mobile Audience.
 - ii. Graphic driven
 - iii. More Expensive
 - b. Text Ads: Across multiple LinkedIn Pages
 - i. Targets Desktop Only
 - ii. The cheaper Option
 - iii. No Graphics
 - c. Sponsored Emails
8. In this example, the first choice **'LinkedIn Feed and Beyond'** was chosen.
9. Fill in your company name until it shows up in a pop-up menu. Your Account and the Currency (US\$) should be chosen automatically. Click on **'Next.'**
10. Enter a Campaign Name (whatever you want to use to keep track of this campaign). Your language (English) should be chosen automatically. Click on **'Next.'**
11. Choose an update you have already posted or create a new ad. If you want to create a new ad, click on **'Create new sponsored content'** in the upper-right hand corner.
12. If you chose content that has already been created, click on the checkbox next to the content on the left-hand side and then click on **'Preview.'** Then click on **'Next.'**
13. Now target your audience. Make sure that you are very selective and keep the audience size very small. The larger the reach, the greater the cost for the ad to run.



 What **location** do you want to target? (required)

include ▾ Start typing a country, state, city, or town... [See full list](#)


include San Francisco Bay Area x


 What **groups** do you want to target? x


include ▾ Start typing a group...


include E-Learning 2.0 x Computer Based Training Professionals x

14. Choose from the different categories to choose how you want to target the ad. Try to set your estimated target audience (on the right-hand-side of the page) to around 1,000. In this example, I chose targeting by **Location** and **Groups**. Click on **Next**.
15. Now set your daily budget maximum (\$10 minimum) and how much you are willing to spend per click (CPC-Cost Per Click) on your ad. Most ads generally run about \$5 per click.
16. Now you can either start your ad immediately (which will run until it runs out of money) or you can set a start and an end date for your advertising.
17. Of course, you will be prompted for your credit card information before the ad can run. 😊

Bid type  Cost per click (CPC) Cost per impressions (CPM)
Pay when someone clicks your ad.

Bid  Suggested bid to reach the majority of your audience is \$5.98.
(Other advertisers are bidding between \$5.98 – \$10.60)
Minimum bid: \$4.25.

Daily budget  Minimum budget: \$10.00
Your campaign's actual daily spend may be up to 20% higher. [Learn more.](#)

Start Date  Start immediately Schedule start 

Linked In Ads: Results: <http://www.dennis-yu.com/love-linkedin-ads-cost-much/>

Twitter

<https://twitter.com/>

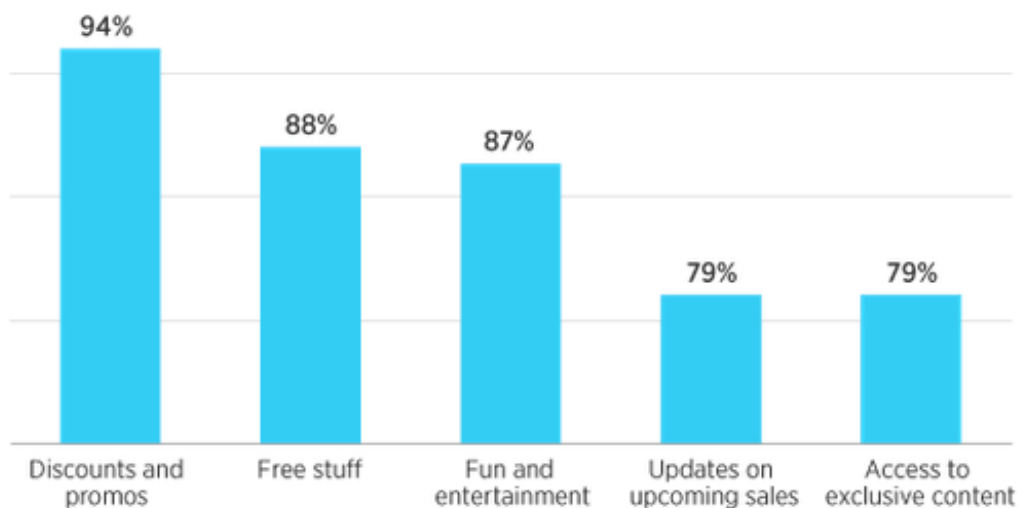
At its core, Twitter is a public forum where anyone can read, write and share micro-messages.

- **Tweet:** A micro-message on Twitter. 280 characters or less.
- **#Hashtag:** A Keyword or Phrase on Twitter preceded by a #hashtag. A searchable item.
- **@Handle:** Your handle or Username on Twitter (i.e. @KatyPerry)
- **Retweet:** A forward of another user's Tweet
- **@Mention:** Any tweet that includes another users name (i.e. @BarackObama) within the tweet
- **DM:** Direct Message. Chat offline where things will not be publically posted

How Businesses Use It

Typically a business will tweet promotions and sales that are not available on other venues (i.e. their website).

According to a study by Compete, Twitter users follow six or more brands. These are the top reasons people give for following brands on Twitter:



Twitter in the Political Arena

You would have to be living under a log to not know how much Twitter has been affecting our recent political climate. Donald Trump has been tweeting up a storm for years, but it has been his tweets in the last year that have put politics and Twitter in the spotlight.

Unlike traditional politicians, President Trump's tweets can show up at any time of the day or night (sometimes at 3AM). His twitter account has a rather large following, probably due to his inflammatory remarks.

Trash talk: how Twitter is shaping the new politics

<https://www.theguardian.com/technology/2016/jul/31/trash-talk-how-twitter-is-shaping-the-new-politics>

Politics on Social Media

When it comes to politics, the best advice to someone trying to post on Social Media would be to avoid it all costs, unless you are a politician or have a company that is deeply tied to politics.

Companies that suffered after making a political post:

- NBA: <https://www.cbssports.com/nba/news/nba-china-issue-latest-news-resulting-from-daryl-moreys-hong-kong-tweet-what-it-means-for-the-league/>
- Twelve Rounds Brewing Company: <http://www.sacbee.com/food-drink/beer/article128985114.html>
<http://www.theblaze.com/news/2017/01/27/california-brewery-faces-backlash-after-owner-makes-anti-womens-march-comments/>
- White Moose Café: https://www.vice.com/en_us/article/vvxydd/this-dublin-restaurant-banned-vegans-and-the-internet-went-berserk

One Company that did not suffer from a politically charged social media campaign:

- Nike: <https://www.washingtonpost.com/news/early-lead/wp/2018/09/13/colin-kaepernicks-nike-ad-campaign-gets-more-yeahs-than-nays-from-young-people/>
Why? The political audience was also their core brand audience. (Remember that this is the exception, not the rule.)

How to Post on Twitter Without the Internet

How to sign up for a new Twitter account via SMS:

1. Send a text message with the word START to your Twitter short code (40404 if you're in the US).
2. Twitter will send you a reply and ask you to reply back with your full name to sign up.
3. Twitter will then send a message back to you and assign you a username based on your full name.
4. You're all set. Send a text message and it will post as your first Tweet!

How to post a Tweet via SMS:

1. First, make sure you've linked your phone to your Twitter account using one of the methods described above.
2. Locate your Twitter short code. If you don't see your country on the list, we may not support your location or mobile carrier yet. We're working to support more every day!
3. Once your phone is added, simply send a text message containing your Tweet to your short code.
4. That's all you need to do! It will post as a Tweet to your Twitter profile.
5. To check that your message posted to your Twitter profile, log in on the web and click on your profile. You should see your Tweet posted there.
6. Use these designated Twitter commands to perform even more actions from your Twitter account.

From: <https://support.twitter.com/articles/14589>

Hashtag Strategy

Consider hashtags (i.e. #Comdex2015 or #ACDCAmericaTour) the glue that holds social conversations and ideas together. Clicking on a hashtag can provide a wealth of information and a sea of potential connections. Here's a few ways that hashtags can be used:

- Real-time interaction with friends, fans, and influencers
- Reinforce your area of expertise
- Connect with other people interested in the same topic
- Create a social media campaign
- Brand awareness
- Catch the trends – daily, weekly, or holiday
- Find valuable UGC (user generated content)
- Rock out live events such as conferences, musical performances, etc.
- Build out a social contest



Hallmarks of successful hashtags

- Easy to spell.
- Easy to remember.
- Doesn't spell something awkward or potentially embarrassing.
- Make other people want to join in like #ShareaCoke. If the hashtag is only about you, it limits other people being interested in using it.

Make sure to check hashtags so that they aren't being used for another topic or reason. You don't want to hijack (hashjack) someone else's content or jump into something inappropriate accidentally. Search for the hashtag you would like to use on Google before you use it, is the best option. The abbreviation you want to use might already have an entirely different meaning from what you had intended and you don't want a hashtag to backfire on you.

<http://pegfitzpatrick.com/the-philosophy-of-hashtag-strategy/>

One hashtag that backfired was from 'Susan Boyle's' campaign for her new album, #SusanAlbumParty, when Twitter got wind of this new hashtag, they saw it as #SusAnalBumParty. You can imagine what happened next. Oops?!

<http://www.theguardian.com/technology/shortcuts/2012/nov/22/twitter-susan-boyle-susanalbumparty>

Epic Twitter Fails

How highjacking a hashtag can lead to an internet backlash.

<http://www.businessinsider.com/13-epic-twitter-fails-by-big-brands-2012-2?op=1>

To connect your Twitter account and your Facebook profile:

1. Log in to the Twitter account you want to associate with your Facebook profile.
2. Go to your **Settings** menu's **Profile** tab.
3. Scroll to the bottom and click **Sign in to Facebook and connect your accounts**.
4. When prompted, **select the privacy settings** for who will see your Tweets posted to your Facebook wall. It is set to public by default.
5. Click **Log in with Facebook** and enter your Facebook login credentials.
6. Click **Allow** to accept permissions.
7. Your Tweets will now post to your profile Facebook wall and your username will be displayed there as well. @Replies will not be posted.

Tweeting Caveats

How a public relations executive lost her job over an offensive tweet. Do not post anything on Twitter that you wouldn't want emblazoned across the front page of the New York Times the following day.

<http://www.nytimes.com/2015/02/15/magazine/how-one-stupid-tweet-ruined-justine-saccos-life.html? r=0>

HashJacking: What Not to Do on Twitter

Hashjacking is when you use a trending hashtag to sell your product online. But beware to research the hashtag you want to use before posting. These two epic fails will have you shaking your heads.

GAP was criticized when it used the #Sandy (as in hurricane Sandy which was responsible for deaths along the East coast) in a tweet that was encouraging people to buy from GAP. Don't just use a trending hashtag without thinking about the associations people will have with a product. <http://mashable.com/2012/10/31/gap-tweet-hurricane-sandy/>



DiGiorno Pizza also got into a nasty public spat after using the hashtag "WhyIStayed." The hashtag was used by victims of 'domestic violence' to explain why they had stayed in a destructive relationship. You can imagine the backlash when the pizza company used this hashtag to sell pizza. Always research a hashtag before you tweet!

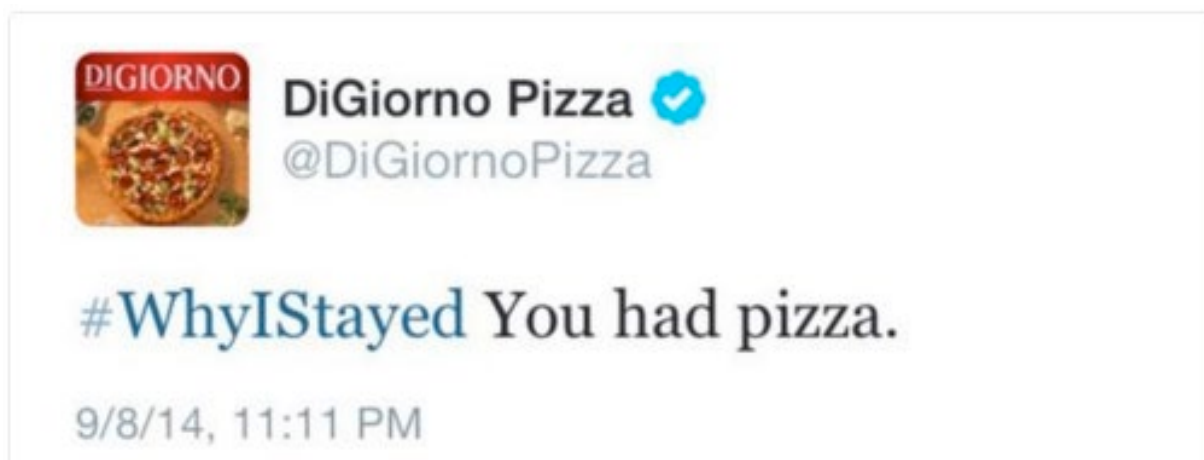


Figure 1: How Not to Use a Trending Hashtag

Tweeting Ideas

1. Monday: Special promotions. Launch special Twitter-only promotions to your followers. Tweet an offer code that unlocks a promotion or tweet a secret word that customers can mention to get a discount when they visit your business.
2. Tuesday: Behind-the-scenes. Tweet behind-the-scenes videos or photos that your followers can't get any other way.
3. Wednesday: Helpful tips. Create a regular series of Tweets that are informative or surprising. If you're a chef, tweet recipes or kitchen tips. If you have a fashion boutique, tweet ways to match current trends with vintage items.
4. Thursday: Media spotlights. Highlight positive press stories and news about your company, industry or community that your followers will find interesting. Be sure to mention the @username of the reporter or media outlet when you tweet the story. This provides clear attribution and recognizes the source.
5. Friday: Focus on your people. Highlight the people who help run your company by tweeting photos of them hard at work and having fun.

#Hashtags by the days of the Week

Monday #MCM or #ManCrushMonday #MusicMonday #MountainMonday #MeowMonday #ManicMonday (your crazy postweekend work/school schedule) #ManicureMonday #MondayBlues #MeatlessMonday #MyMondayFantasyIn5Words #MondayMotivation	Tuesday #TransformationTuesday #TravelTuesday #TuesdayBoozeDay #TuesdayTreat
Wednesday #WineWednesday #WellnessWednesday #WomanCrushWednesday #HumpDay #WisdomWednesday #Women2Follow #WayBackWednesday #WaterfallWednesday #HealthyHumpDay #WoofWednesday	Thursday #TBT or #ThrowBackThursday #ThirstyThursday (drinking on Thursday) #Thursdate (for midweek dates) #ThursdayFunDay #ThankfulThursday
Friday #FF or #FollowFriday #FBF or #FlashbackFriday #ShabbatShalom (Jewish observance of Shabbat) #FridayFunday #FridayReads #FridayNight	Saturday #Caturday #SexySaturday #SaturdaySwag or #SaturdayShenanigans (for shopping) #SaturdayNight
Sunday #SS or #SelfieSunday	#SinDay

Business and Celebrity Tweeters

PBS: @PBS | <https://twitter.com/pbs/>

CNN Breaking News: @cnnbrk | <https://twitter.com/cnnbrk/>

New York Times: @nytimes | <https://twitter.com/nytimes/>

NBA @NBA | <https://twitter.com/NBA>

NASA: @NASA | <https://twitter.com/NASA>

National Park Service @NatlParkService | <https://twitter.com/NatlParkService>

Katy Perry: @katyperry | <https://twitter.com/katyperry/>

Barack Obama: @BarackObama | <https://twitter.com/BarackObama/>

Michelle Obama: @MichelleObama | <https://twitter.com/MichelleObama>

J.K. Rowling: @jk_rowling | https://twitter.com/jk_rowling

Emma Watson @EmmaWatson | <https://twitter.com/EmmaWatson>

Oprah Winfrey: @Oprah | <https://twitter.com/Oprah>

Bill Gates: @BillGates | <https://twitter.com/BillGates/>

Justin Bieber: @justinbieber | <http://twitter.com/justinbieber>

Taylor Swift: @taylorswift13 | <https://twitter.com/taylorswift13>

Rihanna: @rihanna | <https://twitter.com/rihanna>

Ellen DeGeneres: @TheEllenShow | <http://twitter.com/theellenshow>

Jimmy Fallon: @jimmyfallon | <http://twitter.com/jimmyfallon>

Bana Alabed (7-yr-old Syrian refugee) @AlabedBana | <https://twitter.com/alabedbana>

Donald Trump: @realDonaldTrump | <https://twitter.com/realDonaldTrump>

POTUS: @POTUS | <https://twitter.com/POTUS>

Twitter Analytics

If you would like to see the overall numbers and trends for your tweets, go to:

<https://analytics.twitter.com/>

Twitter Accounts with the Most Followers

<https://www.brandwatch.com/blog/most-twitter-followers/>

Best/Worst Times to Post



Best Days to Post:

Monday, Tuesday, Wednesday, Thursday



Tweets in the News:

Game of Thrones Tweets: <http://mashable.com/2014/04/13/game-of-thrones-purple-wedding-tweets/>

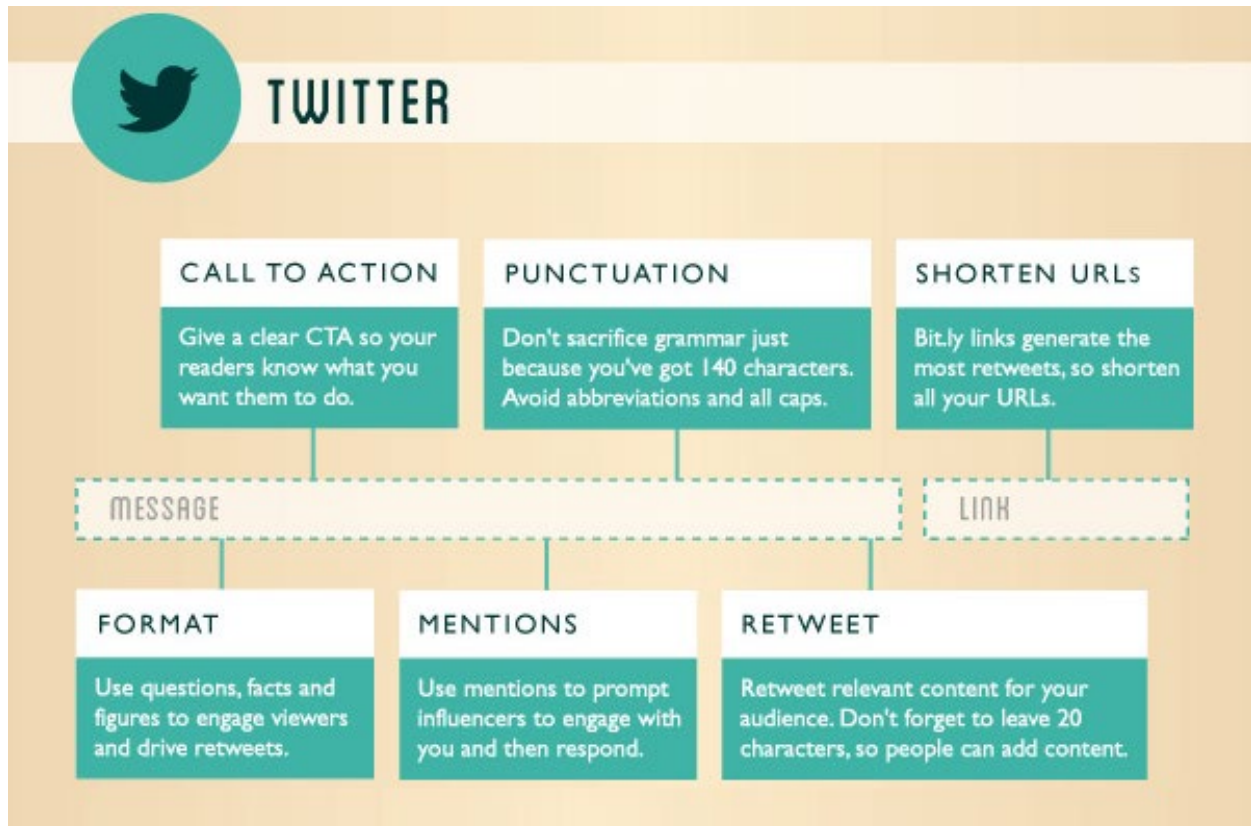
Boston Bombing Tweets Make News: <https://blog.twitter.com/2013/the-boston-bombing-how-journalists-used-twitter-to-tell-the-story>

News Stories that Broke on Twitter First: <https://www.pcmag.com/feature/310559/6-stories-that-broke-on-twitter>

Twitter user unknowingly reported bin Laden attack

<http://www.cnn.com/2011/TECH/social.media/05/02/osama.twitter.reports/index.html>

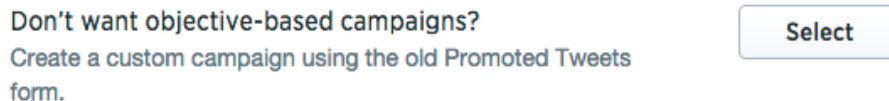
Perfect Post



Advertising on Twitter

If you need to raise the SEO (Search Engine Optimization) of your website or if you want to cheaply advertise to a targeted world-wide audience, then Twitter advertising might be a good option for you.

1. Make sure that you are already logged into your Twitter account.
2. To start an ad campaign go to: <https://ads.twitter.com>
3. Choose the type of ad campaign you would like to run. You can create a Twitter Card, which is a very slick ad with a CTA (Call to Action) button on it. The other option is to simply advertise a Tweet you have already created. Promoting a tweet is the easiest one to do. In this example, we'll simply promote an older tweet.
4. The Tweet being used in this example is for a band's very first album release. They have a link on the tweet that leads you to a website where you can download the album.
5. Go to 'Don't Want objective-based campaigns?' and click on the 'Select' button.



6. Start to fill out the campaign. You will need to figure out your demographics and who you are going to target. In this ad I choose:
English speakers, from the US, UK, Australia, etc.
People interested in Music Radio and the specific genre of Music.

Twitter Ads Analytics University Covenant

Unbelief Album / PROMOTED TWEETS / Starts now, runs continuously /

In 6 locations / With 1 interest / 1 Tweet manually selected

Give your campaign a name.
Unbelief Album

? When do you want to run this campaign?
 Start immediately, run continuously Customize start and end dates

Targeting

Select locations
Enter countries, states/regions, metro areas, or postal codes. Limit your reach to any combination of locations currently available. [Learn more](#)

Search for locations, e.g. United States or Import multiple locations

Target users located in...

Country		
<input checked="" type="checkbox"/>	United States	<input checked="" type="checkbox"/> United Kingdom
<input checked="" type="checkbox"/>	Australia	<input checked="" type="checkbox"/> New Zealand
<input checked="" type="checkbox"/>	South Africa	<input checked="" type="checkbox"/> Canada

Select gender
We infer gender from information our users share as they use Twitter, including their profile names and follow

2M ESTIMATED AUDIENCE SIZE

TARGETING SUMMARY

- AND In 6 locations
- AND Any gender
- AND Able to understand: English
- AND On all platforms
- AND On all carriers
- OR With 1 interest

WITH ADS SHOWN IN

- Users' timelines
- Users' profiles

Save campaign Cancel

7. Then I had to select the tweet that had already been created and 'Checked' it off.

- The last thing I need to do was to set a budget. I initially set it at \$20 maximum, but quickly changed it to a \$40 maximum. You can choose the Automatic Bid pricing amount or set your own amount. The 'Bid' amount is how much you are willing to pay for each click of the mouse. Twitter defaults to about \$1.50-\$2 a click, which I ended up changing to \$0.75/click since this is for a non-profit with almost no budget.

Budget

▼ Set a daily maximum (required).
Cap the amount you will spend each day. The maximum resets daily at midnight, America/Los Angeles time. [Learn more](#)

\$ 10 per day

▼ Set a total budget (optional).
If set, this campaign will stop running once this budget has been reached. We will not exceed this amount during the life of the campaign. [Learn more](#)

\$ 20

Choose pricing.

Automatic Bid

Your bid will be optimized to get the best results at the lowest price (within your budget).

ESTIMATED REACH

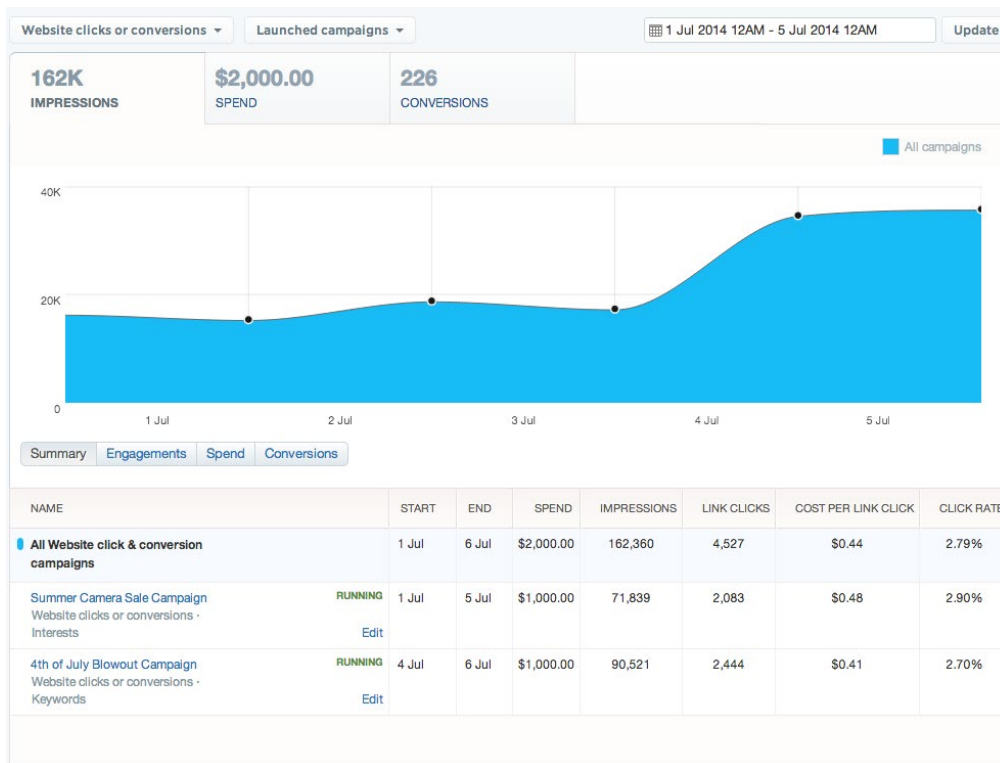
2M

416K

■ Estimated reach
■ Targeted audience

Increase your bid to move your estimated reach closer to the full targeted audience.

- Once your campaign gets under way, you can go back to ads.twitter.com and see how your campaign is faring and see if you need to make any adjustments.



Group Activity #2

Twitter Tweet or Ad

Create a Tweet or Ad that will run on Twitter. Spend about 10-15 minutes in your group designing a tweet/ad. Have one person in your group take notes. When you are done, pick a spokesperson to tell the rest of the class about your idea.

- **Topic?**
 - What will your tweet or ad cover?
- **Demographics/Categories?**
 - Who are you trying to reach?
 - What Twitter categories are they under?
 - Geography?
 - Age?
 - Gender?
- **Graphic? Videoclip?**
 - Social Media tends to get at least a 60% boost in engagement when a picture accompanies the post/ad. Always include a graphic.
- **Text on the post or ad?**
 - What are you going to say?
 - Tweet must be either 140 or 280 characters or less.
 - URL: Shorten with Bit.ly or another URL shortener: <https://bitly.com/>
- **Hashtag Strategy**
 - Add 1-4 #Hashtags
 - Bonus points: @Mention
 - Use HashtagifyMe: <http://hashtagify.me/>

What Makes Social Media Content Go Viral?

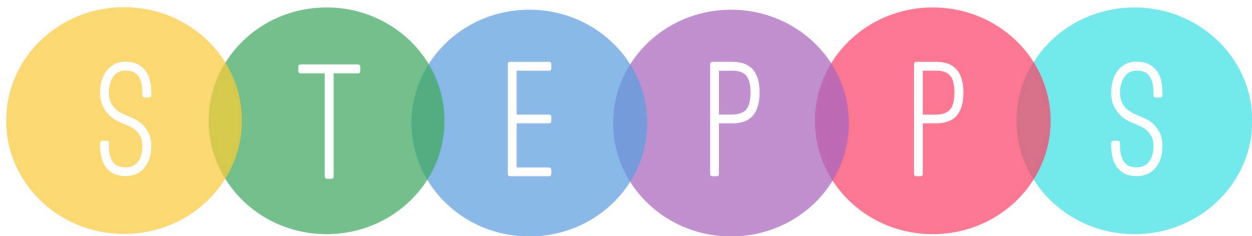
6 Steps To Make Any Idea Or Product Go Viral

In his book, Jonah Berger writes: "Contagious products and ideas are like forest fires. They can't happen without hundreds, if not thousands, of regular Joes and Janes passing the product or message along. So why did thousands of people transmit these products and ideas?"

Contagious

WHY THINGS CATCH ON

Want to get more word of mouth? Help your product or idea to catch on? The same six principles drive all sorts of things to become popular, from consumer products to policy initiatives. Follow these key STEPPS (or as many of them as possible) to craft contagious content.



SOCIAL CURRENCY

People care about how they look to others. They want to seem smart, cool, and in-the-know. So be sure to find the inner-remarkability (Will It Blend?) and make people feel like insiders (Please Don't Tell).

TRIGGERS

Top-of-mind means tip-of-tongue. So consider the context (Rebecca Black) and grow your habitat so that people are frequently triggered to think about your product or idea.

EMOTION

When we care, we share. Emotional content often goes viral (United Breaks Guitars, Susan Boyle). So focus on feelings rather than function. And kindle the fire using high arousal emotions.

PUBLIC

Built to show, built to grow. The more public something is, the more likely people will imitate it. Design products and initiatives that advertise themselves (red bottom shoes) and create some visible behavioral residue (Livestrong bracelets).

PRACTICAL VALUE

News you can use. Useful things get shared. So highlight incredible value (Rule of 100) and package knowledge and expertise so that people can easily pass it on (Corn shucking video).

STORIES

Information travels under what seems like idle chatter. Stories are vessels. So build a Trojan horse. A narrative or story that people want to tell (Jared from Subway) which carries you idea along for the ride.

For more information and resources, go to www.jonahberger.com.

How Social Media Outrage Is Hijacking Our Culture and Our Minds

<https://www.npr.org/2019/10/09/768489375/how-outrage-is-hijacking-our-culture-and-our-minds> (News article)

<https://www.npr.org/2019/10/04/767186846/screaming-into-the-void-how-outrage-is-hijacking-our-culture-and-our-minds> (Podcast)

Viral Videos

Could you create a viral video? What could you do to engage the audience? The video does not need to be slick, but it does need to entertain, be creative and perhaps even shock the viewer.

Here are his STEPPS for making anything go viral:

- **Social Currency:** We share things that make us look good (even if that means pictures of our cat). Berger notes that sharable information is that which holds social currency; one way or another, it makes us look good to those around us.
- **Triggers:** Easily memorable information means it's top of mind and tip of the tongue. A "trigger" is something that is easy to remember about a product or idea, helping to ensure it stays top of mind. Keywords.
- **Emotion:** When we care, we share. Simply put, messaging with an emotional component is more likely to be shared.
- **Public:** "Built to show, built to grow." Formatting content in a way that lends itself nicely to the channels where you want the recipient to share is a great step in building your content to show.
- **Practical Value:** News people can use. Provide practical advice; how-to information, or interesting, random facts. Think top ten lists, or "did you know" messaging. Always consider the practical value your messaging offers your audience.
- **Stories:** People are inherent storytellers, and all great brands also learn to tell stories. Information travels under the guise of idle chatter. Good stories get passed along

Why Ideas Become Contagious:

<http://www.fastcompany.com/3005679/why-ideas-and-products-become-contagious-jonah-berger-formula>

Jonah Berger's Book Contagious: <http://jonahberger.com/books/contagious/>

YouTube

Video sharing website. You can control the audience with public and private settings.

YouTube Creator Academy

YouTube has its own Creator Academy Website and Channel.

<https://www.youtube.com/yt/creators/>

The best part of the website is the Creator Academy Boot Camp which offers free tutorials and certified (graded) lessons on how to manage a successful YouTube channel.

YouTube Academy Boot Camp

<https://creatoracademy.youtube.com/page/course/bootcamp-foundations>

YouTube | Creator Academy

HOME MY PROFILE MY PROGRESS

COURSE
Get started


LESSON 1
Jumpstart your channel

LESSON 2
Why subscribers matter

LESSON 3
Copyright and other need-to-knows

COURSE EXAM

Get started START COURSE



Starting a channel on YouTube? Learn the fundamentals to creating your ultimate channel and keep it thriving on YouTube.

Bay Area Video Coalition

<https://bavc.org>

Sacramento Public Library

<http://www.saclibrary.org/Services/Library-of-Things>

Davis Media Access

<https://davismedia.org/>

Perfect Post:

- **Rule #1** - Obviously, make a quality video that would likely be viewed on Youtube – Due to the audience on youtube, and popular categories noted, this most likely would be a more viral video, funny, shocking, etc...
- **Best time to upload your video to Youtube is:**
 - During the week
 - **Wed** or **Thurs** is best
 - Submit your video **between 12pm and 1pm** as it can take up to an hour to upload and process your video. This way your video will be live during peak traffic at 2pm – that is the target.
 - Or simply upload early and then schedule your video to air at ‘peak times.’
 - When you upload you can set the video status to:
 - Public: Everyone can see the video
 - Unlisted: Anyone with a link can see your video
 - Private: Only you can see the video when you login
 - Scheduled: Upload at anytime and then choose when it will be published.
- **Best category to upload your video to on Youtube is:**
 - Although there is research showing the popular categories above, I would suggest that you choose the most relevant category. But, as a possible example, if your video falls somewhere in between music and entertainment, I would suggest choosing entertainment as it has more traffic.
 - That being said, the most popular 5 Youtube Categories are:
 - Entertainment
 - Sports
 - Music
 - Comedy
 - News and Politics
- Most popular videos tend to be much shorter than 10 minutes (youtube's maximum length for non-director user accounts)
- Encourage and allow ratings to be submitted to your video – most popular videos have a rating of at least 4-5.
- Encode your video, without jeopardizing too much quality, at a bit rate that enables the typical broadband user to begin playback with minimal startup delay.
 - MP4 Video Format
 - H 264 Compression
 - HD Quality if possible (720p-1080p)
 - 10,000 Bit Rate
 - Use a Video Convertor like [iSkySoft Video Convertor for the Windows](#) or [iSkySoft Media Convertor for the Mac](#)
 - [YouTube Video Encoding recommendations](#)

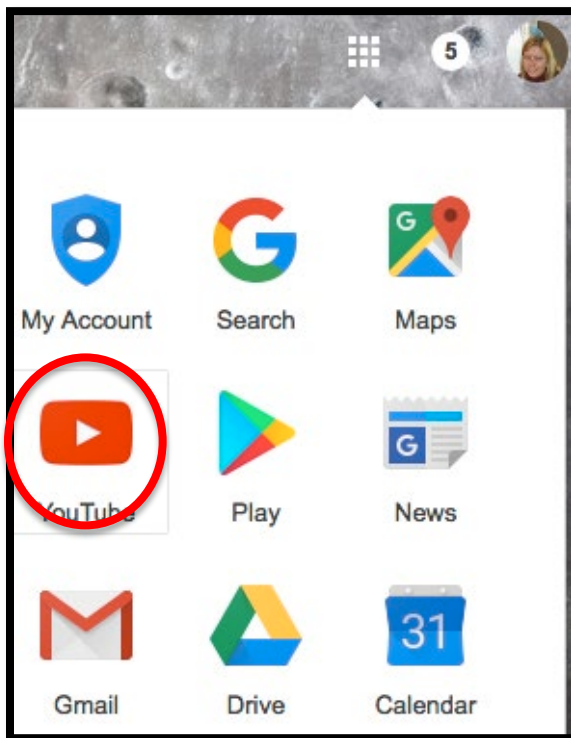
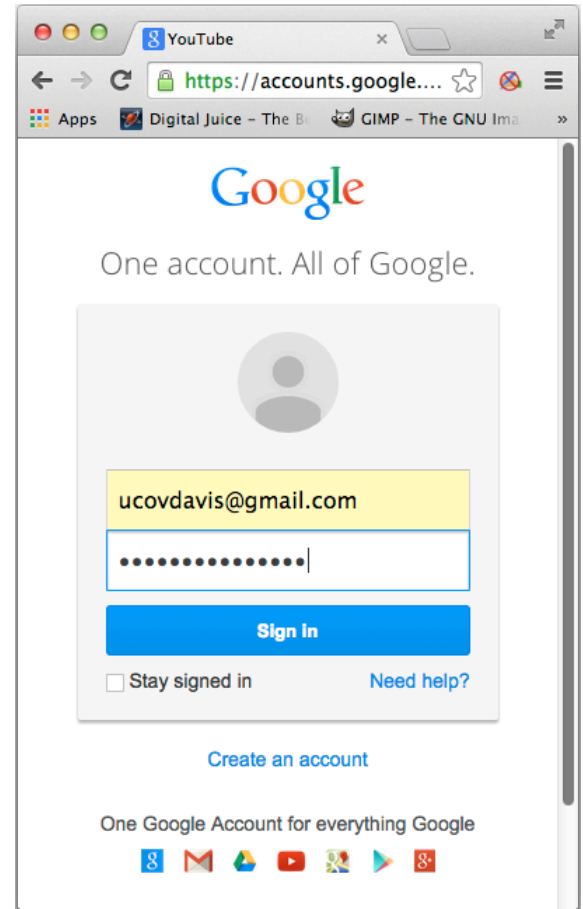
Best/Worst Times to Post

Best Times: 2PM-6PM

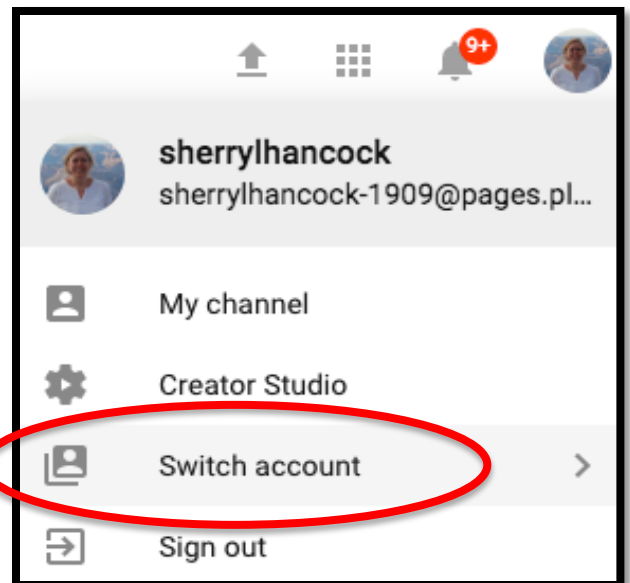
Worst Times: 7PM-7AM

Uploading to YouTube

1. Before you upload your files to YouTube, try to make sure that they are:
 - a. 720p or 1080p: 1280x720 or 1920 x 1080
 - b. Video file format: MP4
 - c. Audio: Stereo AAC-LC
 - d. Video Codec: H.264
2. Sign into your Gmail account (<http://mail.google.com>).
3. Click on the 'Bingo Card' in the upper right-hand corner and choose the YouTube icon or you can simply go to: <http://www.youtube.com>.
4. Make sure that you are logged into the right account. Click on the round icon in the upper-right hand corner and make sure that it lists the correct account. Don't upload to the wrong account!
5. If you see the wrong account, then you need to switch accounts. Click on the round icon in the upper-right hand corner and choose 'Switch Account.' Choose your correct account and you should be good to go. Some people have more than one account because of an issue that happened a few years ago when Google bought out YouTube (even if you already had a



YouTube

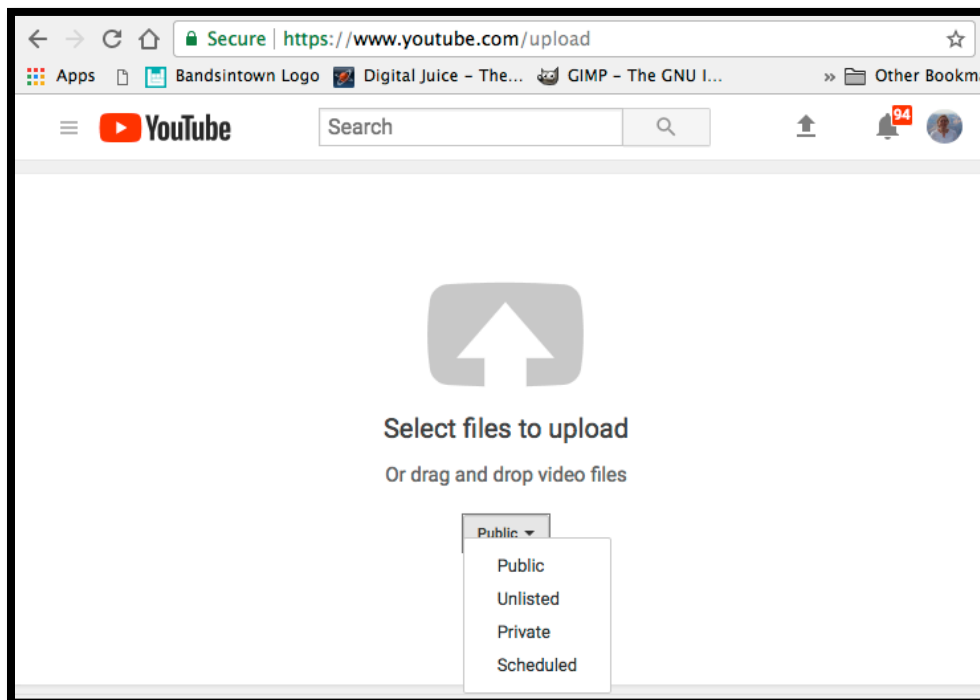


account, Google automatically gave every Gmail member another YouTube account).

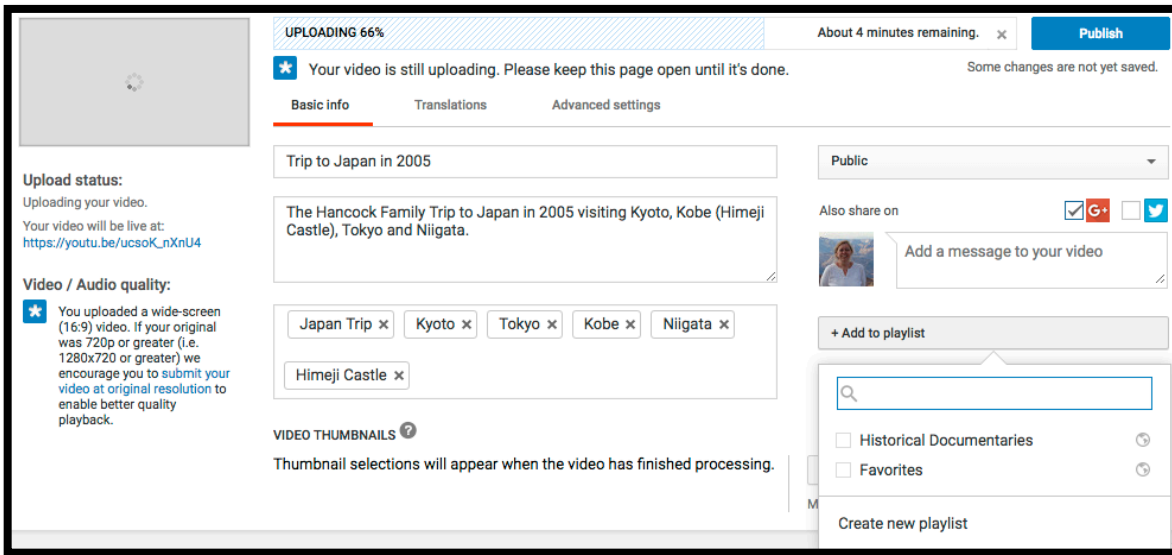
6. Click on the Upload button in the upper-right-hand corner.
7. You will be prompted with an upload screen.



8. Choose if the video will be:
 - a. **Public:** Anyone can see or search for this video on YouTube.
 - b. **Unlisted:** The video is not searchable. Only people with the unique URL Link that you give them can see the video. (A good option of videos of young children.)
 - c. **Private:** Only you can see the video when you log into your own YouTube channel.
 - d. **Scheduled:** If you would like to upload a video now and have it go live later, you can schedule the date/time that your video will be viewable.

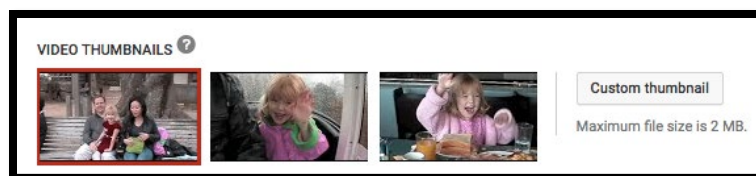
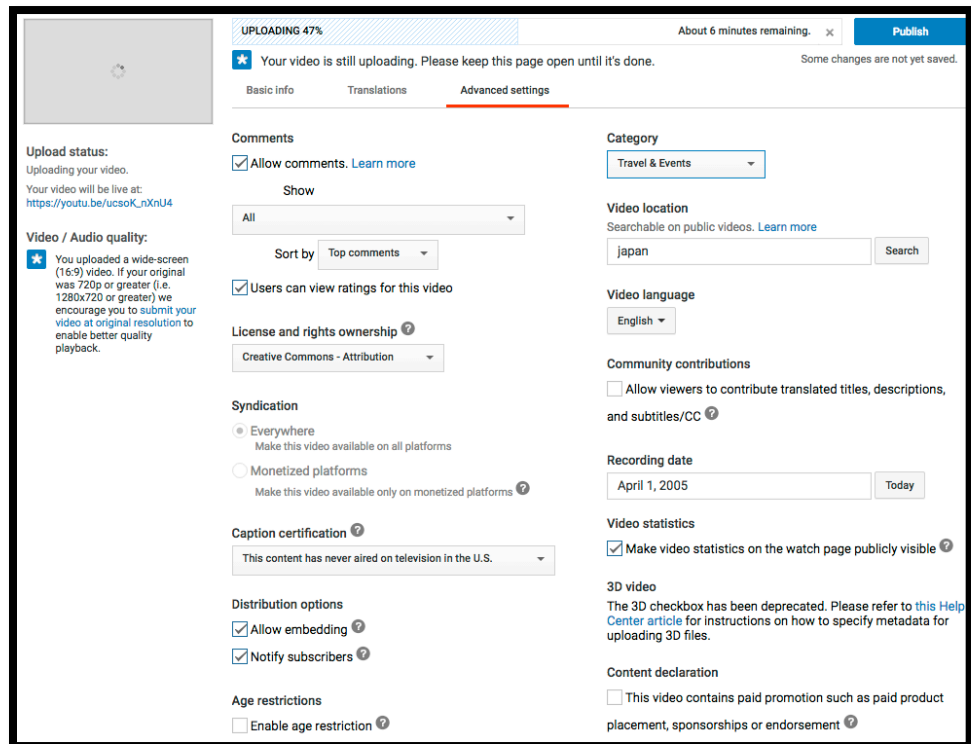


9. Drag and drop the compiled video onto the upload screen.
10. The video file should start to upload.
11. Start to fill out the **'Basic Info'** screen.
12. Look at the screenshot for an example of how to fill out the basic information screen:
 - a. Type in the videos title and description.
 - b. Add keywords that might not be in your original description or title.
 - c. **Playlists:** On the right-hand side, choose or create a new playlist for the video. Videos that are in a shared playlist will automatically be suggested after someone views one of the videos in that list. It is also a great way to organize your videos.



13. Click on the **'Advanced Settings'** tab near the top-middle of the screen. Add the following information: Recording date, Language, Category, etc.

14. When the video is done uploading, choose from one of the three auto-generated thumbnails or click on the **'Custom Thumbnail'** button to upload your own (the picture size must be smaller than 2MB and a JPEG is recommended).



15. Make sure that you click on **'Publish'** and you're done!

How Businesses Use It

Blendtec is notable for its 'Will It Blend?' viral marketing campaign consisting of a series of infomercials demonstrating the **Blendtec** line of blenders. In the show, Tom Dickson, the **Blendtec** founder, attempts to blend various unusual items in order to show off the power of his blender. Dickson started this marketing campaign after doing a blending experiment with a box of matches.

Will It Blend? <https://www.youtube.com/user/Blendtec>

NASA: <http://www.youtube.com/user/NASATElevision>

Dollar Shave Club: <https://www.youtube.com/user/DollarShaveClub>

Viral Videos

Will It Blend? iPhone 5s and 5c: <https://youtu.be/GAuhUTzNwiY>

Will It Blend? Glowsticks: <https://www.youtube.com/watch?v=l69Vi5IDc0g>

NASA: First Music Video in Outer Space: <http://www.youtube.com/watch?v=KaOC9danxNo>

Ocean Wings Hawaii: Dolphin Rescue: <https://youtu.be/CCXx2bNk6UA>

Brand Fails on YouTube

Or why you should try not to upset a customer who might post their complaint online...

United Breaks Guitars: <http://youtu.be/5YGc4zOqozo>

Comcast Technician Asleep on Couch: <https://youtu.be/viw2TVBygBg>

FedEx Employees Throwing Boxes on Truck: https://youtu.be/Aq_jkUVgrc0

United Airlines Forcibly Drags Doctor from Plane:

<https://www.youtube.com/watch?v=VrDWY6C1178>

Where is Customer Service Going in a Social Media World?

When you have a bad experience with a company you typically tell 14 people. But with the advent of Social Media, any bad customer experience can be told to an exponential number of people.

'United Breaks Guitars' has over 14 million hits. Most companies should have a responsive social media department (Twitter and Facebook) that responds to complaints via social media BEFORE they get out of hand and become another 'United Breaks Guitars' viral hit.

United Breaks Guitars: <http://youtu.be/5YGc4zOqozo>

Dave Carroll: Lessons from United Breaks Guitars: <http://youtu.be/Hd8XI42i2M>

Has United Learned It's Lesson?: <http://www.experiencetheblog.com/2014/06/united-breaks-another-guitar-and-social.html>

United Airlines Forcibly Drags Doctor from Plane:

<https://www.youtube.com/watch?v=VrDWY6C1178>

How to Tweet a Complaint to an Airline

The first thing to keep in mind before reaching out for help is that not all airlines handle customer service through Twitter evenly. To start, try the following handles when tweeting:

- Alaska Airlines: [@AlaskaAir](https://twitter.com/AlaskaAir)
- American Airlines: [@AmericanAir](https://twitter.com/AmericanAir)
- Delta Air Lines: [@DeltaAssist](https://twitter.com/DeltaAssist)
- Frontier Airlines: [@FlyFrontier](https://twitter.com/FlyFrontier)
- JetBlue: [@Jetblue](https://twitter.com/Jetblue)
- Southwest: [@Southwestair](https://twitter.com/Southwestair)
- United: [@United](https://twitter.com/United)
- Virgin America: [@VirginAmerica](https://twitter.com/VirginAmerica)

Not all airlines have robust customer service operations tied to their Twitter feeds. **American, Delta and United will usually all respond within a few minutes**, but smaller airlines may take longer to respond, and during snowstorms and off-hours there can always be delays. Needless to say, almost all domestic airlines except for Spirit purport to offer customer service over Twitter, so it's almost always an avenue worth exercising.

<http://www.forbes.com/sites/grantmartin/2014/10/24/how-to-complain-to-airlines-on-twitter-and-what-youre-doing-wrong/>

Advertising on YouTube

Create a Google AdWords Account

Your first stop is [Google AdWords](#) to create an AdWords account. This account is tied to the exact same Gmail account that is already tied to your YouTube account. If you already have an AdWords account, then go to <http://adwords.google.com/video> to create a new video ad campaign.

Link AdWords and YouTube

Make sure that your AdWords and YouTube accounts are linked together. You can complete this step from the navigation menu by clicking “Linked YouTube accounts”.


Follow these instructions to link your YouTube channel to an AdWords account.

- 1 Sign in to your YouTube channel.
- 2 Click your channel icon or name in the upper corner of the page to select the channel you want to link.
- 3 Click My Channel.
- 4 Click Video Manager.
- 5 Under "Channel," click **Advanced**.
- 6 Under "AdWords account linking," click **Link an AdWords account**.
- 7 Login your AdWords account and the find your Customer ID in the upper right-hand corner. Copy and Paste it into your YouTube account to link them together.
- 8 Click on Next and then click Finish.
- 9 Now you will need to go to your AdWords account. In a few minutes a notification will show up in the upper-right-hand corner of the AdWords careen asking you to confirm a request from a YouTube Channel that wants to link to yours.
- 10 Click on ‘View Request’ and then ‘Confirm.’ Your accounts are now linked and you can now finally start your Ad Campaign.

The screenshot displays the YouTube Creator Studio interface. On the left, the navigation menu includes 'CREATOR STUDIO', 'DASHBOARD', 'VIDEO MANAGER', 'LIVE STREAMING', 'COMMUNITY', 'CHANNEL', 'ANALYTICS', and 'CREATE'. The 'CHANNEL' section is expanded, showing options like 'Status and features', 'Upload defaults', 'Featured content', 'Branding', and 'Advanced'. The 'Advanced' option is highlighted with a red circle and labeled 'Step 1'. On the right, the 'Advanced' settings page is shown, with sections for 'Account Information', 'Advertisements', and 'AdWords account linking'. The 'AdWords account linking' section is visible, with the 'Link an AdWords account' button circled in red and labeled 'Step 2'.

AdWords account linking

1. Sign in to AdWords for video: adwords.google.com/video
2. Copy the **Customer ID** from the top-right corner of the AdWords website.



3. Paste the **Customer ID** into this box.

Cancel Next

Creating a YouTube Video Ad

1. Go to your [Google Adwords](#) account, you might need to re-login.
2. Click on the ‘Campaigns’ Tab at the top of the screen.
3. Name your Campaign and then add your settings. Set the budget,

+ CAMPAIGN Edit Details Bid s

- Search Network with Display Select**
Best opportunity to reach the most customers
- Search Network only**
Google search and search partners
- Display Network only**
Google's network of partner websites
- Shopping**
Best way to create Shopping Ads
- Video**
Video ads on YouTube and across the web
- Universal app campaign**
Promote your app across Search, Display and YouTube

language, and region.

1 Create campaign ————— 2 Create an ad group and ad

📺 Type: Video - Standard

Campaign name

Type

- Standard** - Ads driving views, awareness and conversions
- Mobile app installs** - Ads encouraging people to install mobile apps
- Shopping** - Ads encouraging people to buy products

[Learn more about campaign types](#)

or load settings from

Budget \$ per day (Format: 100.00)

Daily budget represents your average spend over the month, actual spend on a given day may vary.

4. Next you will select the video that you want to showcase from your YouTube Channel.
5. In the “Advanced Settings” section, you can choose what days/time of the day you want your ads to show (if there is a specific time you want to showcase your ads because a prospect is more likely to be compelled by your product), and the start and end date for your new ads.
6. With “device targeting”, you can choose specific devices you want to target, whether it be mobile, desktop, laptop, tablets, etc. Get on the devices that you would be using to search for your product.
7. You can also target your ad by age, gender, and topics that you want your ad to be associated with. The more specific you are, the better results you will get.
8. Then choose specific keywords to target that your potential consumers will be searching for on YouTube, use the Google Keyword Tool to find relevant terms and get as specific as possible. These terms come from Google’s search engine, not from YouTube, but they will still be useful in weeding out some of the keywords that could cause your ad to be viewed by the wrong person.
9. The longer the keyword, the more specific it is, and the more pertinent it will be to your business in capturing the right viewers.

Group Activity #3

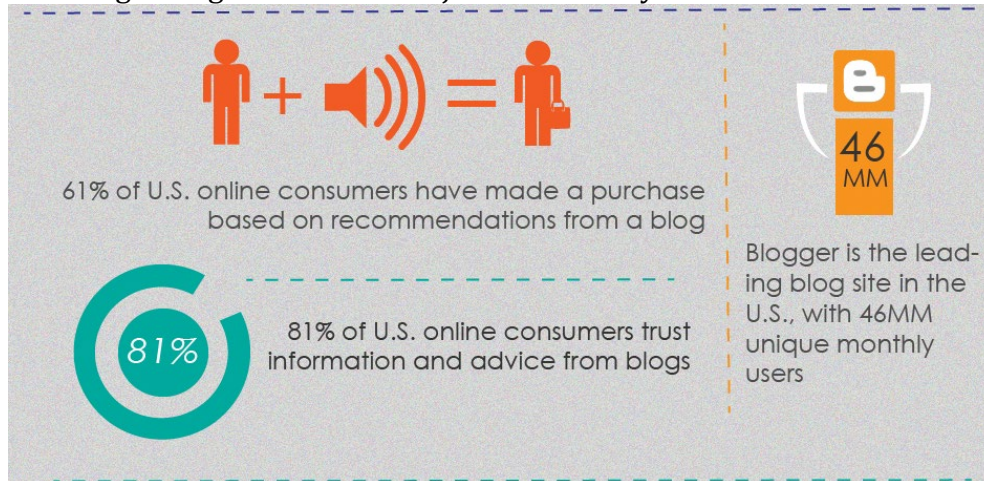
Viral Video

Create an idea for a viral video that you will put on YouTube. Think about the STEPPS and how your video will apply to those guidelines. Spend about 10-15 minutes in your group designing a video. Have one person in your group take notes. When you are done, pick a spokesperson to tell the rest of the class about your idea.

- **Topic?**
 - What is the content/idea for your video?
- **What's happening in the video?**
- **Demographics?**
 - Who are you trying to reach?
 - What are their likes/dislikes?
 - Geography?
 - Age?
 - Gender?
- **STEPPS?**
 - Social Currency
 - Trigger
 - Emotion (Passionate Emotions)
 - Public
 - Practical Value
 - Tells a Story

Blogging

Web-Log = Blog: An online web journal or diary.



Tips for a Good Business Blog:

- Showcase what goes on behind the scenes at your workplace. Write about, but also show photos and videos of what goes on behind the scenes.
- Soft sales: If you sell organic products, write articles about how organic products are healthier for you, cite research to back up your claims.
- Be aware of your brand when you're designing your blog. Consider using photographs and brand-specific design elements to draw in your readers.
- Downplay your company's involvement in the blog, put your audiences needs first.
- Offer as much free value as possible and keep your sales messages as low-key as possible to keep the focus on the content.
- Make it simple to navigate.
- Only post a small 'teaser' snippet of your blog post. Have your readers click on a link to read the rest of the article. It saves space and it also draws the reader in.
- Mix up your media: articles, video, photos, etc.
- Add value for your audience with tips, tricks and ideas.

Information from: <http://www.socialmediaexaminer.com/10-top-business-blogs-and-why-they-are-successful/>

Wordpress

<http://wordpress.com/>

Sherry's Software Instructor Wordpress Blog: <http://softwareinstructor.wordpress.com/>

Sherry's Deployment Blog: <http://deployed.wordpress.com/>

Sherry's First Blog (Quips and Trips): <http://www.galadrielconsulting.com/blog/>

Blogger

<http://www.blogger.com/>

How Businesses Are Using It

Mail Chimp: <http://blog.mailchimp.com>

Jill Konrath (Speaker/Author) : <http://www.jillkonrath.com/sales-blog>

Stonyfield farm (Organic Farming): <http://www.stonyfield.com/blog>

Southwest: <http://www.blogsouthwest.com/>

Disney Parks: <http://disneyparks.disney.go.com/blog/>

Open Cycle Blog: <http://www.opencycle.com/blogs/>

Belize Travel Blog: <http://belize-travel-blog.chaacreek.com/>

(Notice the soft sell. They blog about places to go to in Belize, rather than trying to sell their hotel.)

The Blonde Abroad: <https://theblondeabroad.com/>

Why Have a Blog?

- Increase Search Engine Traffic: Search Engines LOVE fresh content. Keep your website fresh by adding new material to your blog regularly
- Generates Inbound Links: A good blog will attract traffic to your website and other websites will link to you which gives your website more authority.
- Establish Authority in Your Industry: Well-written articles demonstrate the competency of your company and can establish you as a leader in your field. Great for B2B marketing. Show why your company can fulfill a need.
- Increases Leads and Improves Conversion Rates: Statistically the more webpages a company has the more online leads they will get.
- Get immediate and free feedback about your company or products.
- BUT! If you can't keep your blog fresh and updated, it is best not to have one at all. Stale content reflects negatively on your brand.

How Blogging Helps SEO (Search Engine Optimization)

- Fresh Content is King: Google puts sites with new content to the top of a search engine results.
- Blogging Keywords: Use keywords in your blog that people are searching for so that they come to your site. Are people interested in things to do while traveling in Belize? Well, create a travel blog that showcases all of the local attractions and then of course, create a link back to your website where your local Belize hotel is located.

<http://www.business2community.com/seo/9-reasons-blogging-essential-good-seo-results-0866944>

Add Your Blog to Flipboard

<https://about.flipboard.com/magmaker/guide-to-get-more-traffic-to-your-blog-from-flipboard/>

Create Catchy Graphics for Your Blog

<https://www.canva.com/>

Instagram

A public, photosharing social media platform. Posts can be followed on any computer, **but posts must be made with a mobile device app.**

<http://instagram.com/>

Instagram Demographics

Data taken from:

<http://www.businessinsider.com/instagram-as-a-brand-platform-2014-9>

- Instagram has edged out Facebook and Twitter in terms of prestige among young users.** U.S. teens now describe Instagram as "most important," while Facebook and Twitter lost ground on this measure, according to Piper Jaffray's twice yearly teen survey. The survey also found that 83% of U.S. teens in wealthy households were on Instagram.
- It is now more gender-balanced.** Growth has made it less female-centric. In the U.S., men now account for about half of Instagram's users; older data from various sources showed a pronounced skew toward female users.
- Instagram has drawn close to Twitter in terms of the number of total users.** In total, Instagram has over 200 million users, just behind Twitter, with younger users driving uptake.
- The app has reached the youth tipping-point:** Over half of teens and people in their early twenties are on Instagram. More than half of American 12- to 24-year-olds said they had an account on Instagram in early 2014, according to a survey from Edison Research and Triton Digital, compared to 19% of all those survey respondents 12 and older.
- It's even more popular among teens from wealthy households in the U.S.** Instagram reached 83% penetration among upper-income teens, ahead of even Facebook. This makes the social network a particularly attractive marketing platform for youth-centric premium brands.

The Ladder of Influence

Considering a full-time career on Instagram? Here's a rough guide to the rates you can command per post, according to Socialyte.

\$250

10k to 100k followers
You're popular by any normal standard, but you barely rate in this crowd.

\$1,000

100k to 250k followers
Your background-blurring bokeh game is strong; your brows are on fleek.

\$5,000

400k to 1.5m followers
You're breathing rarefied air, but don't stop. Hire a photographer, a stylist, and a publicist.

\$10,000

1.5m to 50m followers
Time to go multiplatform: Become a brand ambassador, snag a Hollywood agent, consider a sex tape.

\$100,000

50m followers
You are a Kardashian.

Confessions of an Instagram Influencer

<https://www.bloomberg.com/news/features/2016-11-30/confessions-of-an-instagram-influencer>

- Hashtags generated by the FocalMark App: <https://focalmark.com/>
 - Hashtags he used: #menwithclass, #mensfashion, #agameofportraits, #hypebeast, #featuredpalette, #makeportraits, #humaneffect, #themanity, #liveauthentic
- Have a robot app (Gramista) <https://gramista.com/> or Fuelgram (<https://fuelgram.com/>) to follow and comment on other Instagram users for you:
- Schedule your Instagram posts via:
 - Later (<https://later.com>) or HootSuite (<https://hootsuite.com/>).
- Three posts per day
- Use professional photography. You can even buy professional shots online!
- Hide your many hashtags behind a series of line breaks.
- Post “lifestyle content” once a day (perfect looking meals, sunsets, landscapes).
- Want more followers to seem like you have a larger fanbase? Go to Social Media Combo <http://socialmediacombo.com/> and pretend that you are popular.

Top Instagram #Hashtags

#instamood #instagood #instalike #instafollow #instasize #instacool #instadaily	#picoftheday #photooftheday #bestoftheday	#f4f #follow4follow #follow #followme	#tagforlikes #likeforlike #like4like	#cute #happy #beautiful
#wcw #mcm	#swag #style #fashion	#family	#eyes	#all_shots
#music	#friends	#smile	#tbt	#food
#nofilter	#love	#amazing	#party	#cool

Kim Kardashian's Robbery Can Teach Us All A Valuable Social Media Lesson

<http://www.refinery29.com/2016/10/125184/kim-kardashian-robbery-privacy-snapchat-instagram>

How Kim Kardashian's Instagram got a Rosemont drug company in trouble with the FDA

<http://www.phillyvoice.com/kim-kardashians-instagram-got-drug-co-trouble-fda/>

Instagram Tips and Tricks

#1: Acquaint Yourself With How to Use Instagram for Business

Businesses have been flocking to Instagram in droves.

Instagram for Business Blog:

<http://business.instagram.com/blog/>

#2: Balance Fun Images With Pictures From Your Business

- Constantly take photos

#3: Cultivate a Following

3 helpful tips for getting more followers on Instagram:

- Connect your Facebook account
- Use relevant, popular hashtags
- Engage by following others and liking their photos

#4: Follow Your Followers Back

The people you follow on social networking platforms make all the difference in the world. Curiously, many brands on Instagram (some with very large followings) don't follow back.

#5: Generate a Flexible Posting Plan

You don't need to post on Instagram every day. The 'feed speed' on Instagram is still mostly laid back. If you start posting a lot, you might saturate your followers' feeds, and you don't want to force yourself into the noise too often.

#6: Inspire Potential Customers

Post photos that are relevant to your brand and potential customers. Whole Foods Market posts representative photos to promote healthy, wholesome food products, store events, sustainability and their active community of customers and employees.

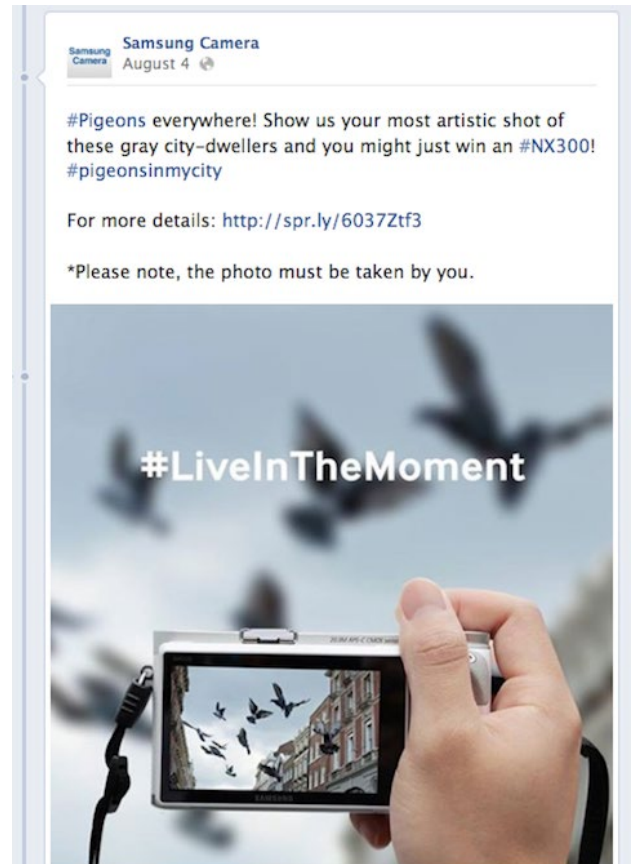
#7: Change Perspective: Don't Sell, Share...

For brands to be successful on Instagram, they need to get past their inherent interest in selling and instead:

- Share a distinctive view of the world
- Cultivate a unique visual sense
- Capture things that are interesting to the brand and to the core target customer
- Train your eye to focus on what makes a great, provocative, engaging image

#8: Leverage Photo Contests on Instagram With Facebook

Businesses can host photo contests on Instagram using #hashtags to organize submissions and an RSS feed to follow along with new photos as they're added. Samsung Camera used the hashtag #LiveInTheMoment to successfully promote their Instagram photo contest on their Facebook page.



#9: Market Your Brand Using Trends

Find a trending hashtag that’s relevant to your marketing strategy and participate with images from your brand. Instagrammers can use a number of trending hashtags to join in a bigger part of the visual community storytelling. For example use the days of the week hashtags like

- #ManCrushMonday, (#MCM)
- #TransformationTuesday
- #Friday
- #SelfieSunday

- #WayBackWednesday, (#WBW)
- #ThrowbackThursday, (#TBT)
- #SaturdayNight

#10: Network on Instagram

3 essential ways to create a network:

- Engage—like others’ photos and leave comments
- Follow your already established followers from other social media platforms
- Include your hashtags—if your brand uses specific hashtags on Twitter or Google+, use them on Instagram as well

#11: Optimize Your Profile

Instagram profiles—like their counterparts on Twitter, Facebook and other social networking platforms—need to include brand information in specific ways (e.g., maximum number of characters, specific image sizes, attention to branding). Complete your profile with all of the information customers might need to find you and do business with you.

MarketingThink.com

SCALE: 1936px by 1936px	By @GerryMoran
Another MarketingThink.com Social Media Blueprint	How To Build The Perfect Instagram Profile

Rev. May 4, 2013

Captions. Use relevant photo captions, including asking questions, to grab attention

Coaching: Include your URL in your comments to help drive website traffic

Notifications. Allow your photos to be found From Everyone for Like and Comment notifications

Coaching: Remove privacy barriers to make it easy for customers to find you

Profile Pic. Use your company logo

Company Name. Select a user name closely resembling your company name

Coaching: Make sure your user name is similar to your Twitter handle

(1936px by 1936px)

PROFILE PIC

Follow

COMPANY NAME (29 char.)

PROFILE URL (150 char.)

photos

followers

following

Location. Geo-tag photos so customers can find your business

Coaching: Connect geo-tagged photos to the mapping function promote multiple customer or store locations

Hashtags. Use multiple hashtags, including your company hashtag, to reach people searching on relevant topics

Coaching: Add hashtags to past posts to refresh content with timely keywords to further increase reach

Reply. Send a short note to people liking, commenting or mentioning you (in News tab) to start a 2-way conversation

Coaching: Keep comments to a conversational level by asking a question

Branding. Integrate your company logo or presence into your photos

Coaching: Don't rely on your profile to make your brand connection, since most experience Instagram through the feed

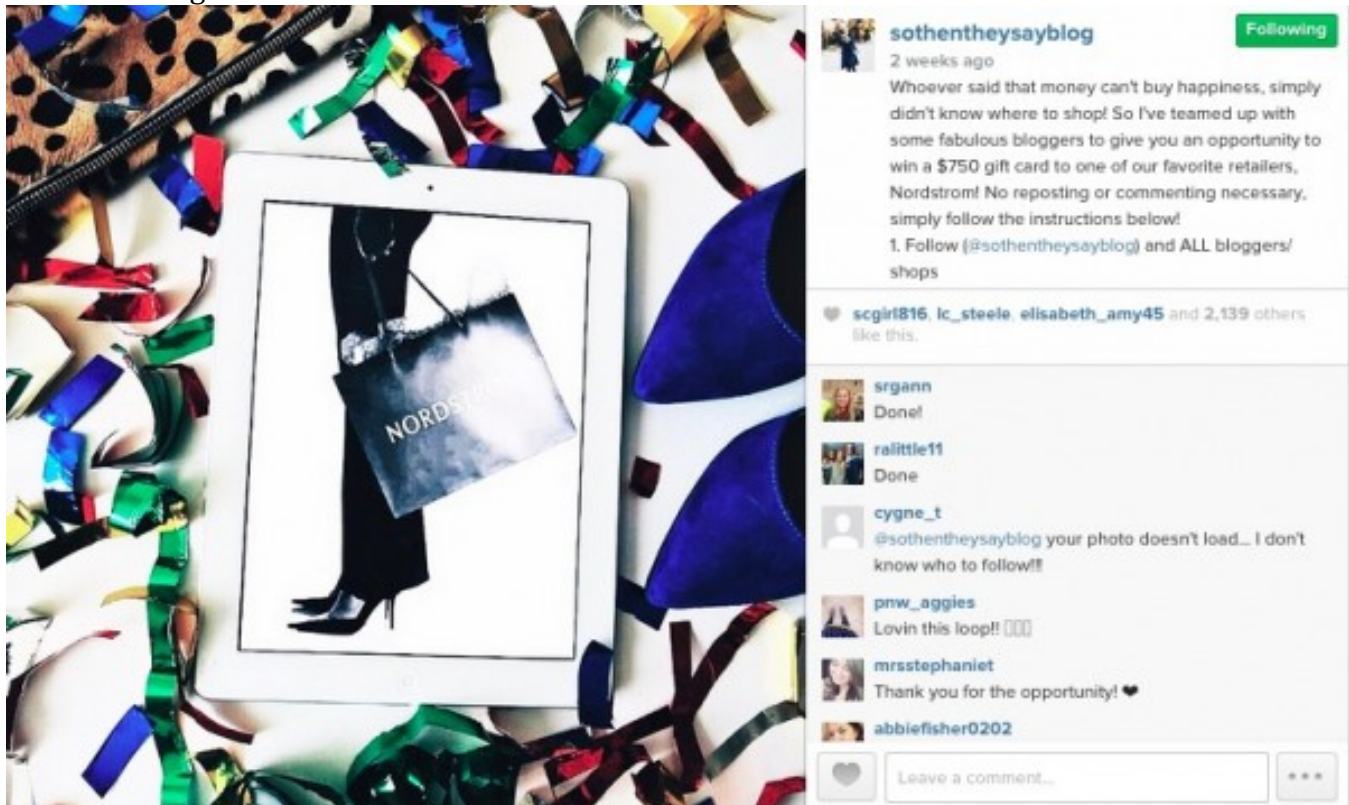
Please pass this blueprint on to help build better social media messaging throughout the world! Reach me @GerryMoran with any questions!

#12: Promote Your Business on Both Facebook and Instagram

Capitalize on Facebook’s integration of Instagram to reach a wider audience.

#13: Reward Followers

Retail brands reward should their followers with discount codes and promos that will only appear on their Instagram feed.

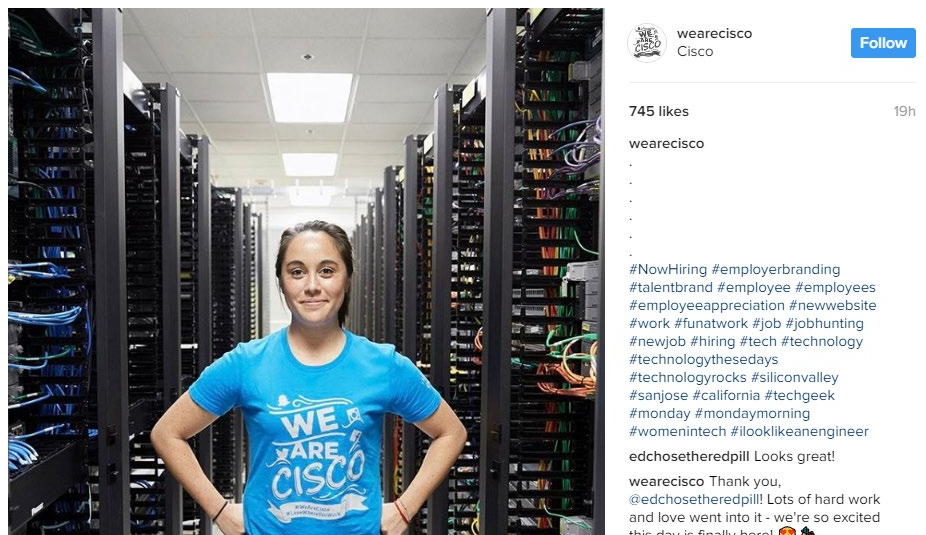


#14: Showcase Photos of Employees

Showing your employees at work not only gives a behind-the-scenes view of your company, it’s also a way to celebrate staff and show them how much they’re valued.

#15: Use Industry-Related Hashtags

If you’re at an event or location that’s designated by a hashtag (something like #smmw13), add it to your photos so that event coordinators and other attendees can find them.





#16: Sneak Peeks

Use Instagram to give your followers a first look at or sneak preview of an event, a product or news feature.

#19: Have Fun!

Instagram is perfect for displaying fun times in the office or when you're out and about having lunch or dinner with coworkers. Sharing these types of images with followers speaks volumes.

How Businesses Use It

- Nike | <http://instagram.com/nike>
- GoPro | <http://instagram.com/GoPro>
- Red Bull | <http://instagram.com/redbull>
- Whole Foods: <http://instagram.com/wholefoods>
- ABC News: <http://instagram.com/abcnews>
- Disney: <http://instagram.com/disney/>
- IKEA in Russia: http://instagram.com/ikea_ps_2014
- American Express: <http://instagram.com/americanexpress>
- National Geographic <https://instagram.com/natgeo>
- NASA: <http://instagram.com/nasa>
- US Dept. of the Interior: <https://www.instagram.com/usinterior/>
- TSA: <https://www.instagram.com/tsa/>
- Justin Bieber: <https://instagram.com/justinbieber/>
- Kayla Itsines (Fitness Instructor): https://instagram.com/kayla_itsines/
- Star Wars: <https://www.instagram.com/starwars/>
- Beyoncé <https://www.instagram.com/beyonce/>
- Selena Gomez <https://instagram.com/selenagomez>
- The Rock <https://instagram.com/therock>
- Nicki Minaj <https://instagram.com/nickiminaj>
- Adele <https://www.instagram.com/adele/>

Group Activity #4

Instagram Post or Ad

Create a post or ad for Instagram. Spend about 10-15 minutes in your group designing the post. Have one person in your group take notes. When you are done, pick a spokesperson to tell the rest of the class about your idea.

- **Graphic?**
 - The most important part of an Instagram post is the graphic.
 - Will you use Filters?
- **What text or ad copy will you use for the post or ad?**
 - What are you going to say? (Remember you cannot put URL links in an Instagram post.)
- **Demographics/Categories?**
 - Who are you trying to reach?
 - Geography?
 - Age?
 - Gender?
- **Hashtag Strategy**
 - #Hashtag Strategy (Add 5-10 #Hashtags hidden under your post)?
 - Use the App 'Focalmark' to find Instagram related Hashtags to use.
 - Bonus points: @Mention a famous Instagram account

Snapchat

Snapchat is a relatively new entry within the Social Media Channels Market, however despite being a 'newbie' Snapchat has garnered a large portion of the Millennial audience. Any company that hopes to court a younger audience should attempt to harness Snapchat.

Snapchat Basics

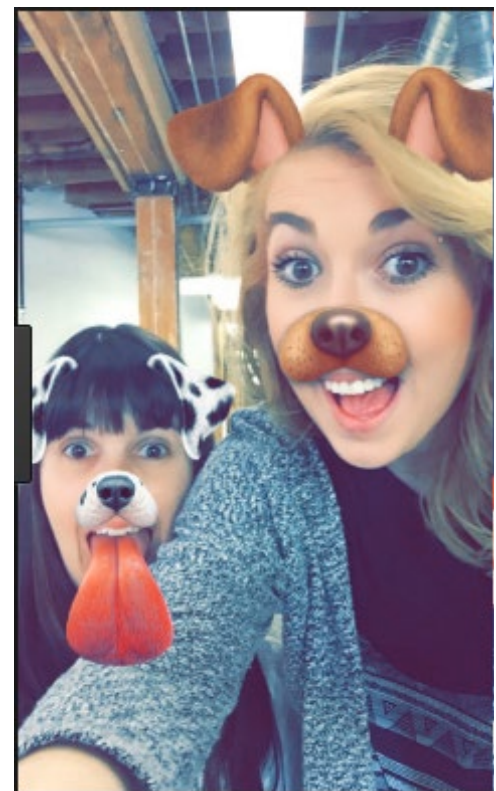
- Conversations are called 'Snaps.' They can be posted to a group of 'Friends' or posted in a private conversation to another user. All snaps are ephemeral; they expire within 24 hours. Teens love the transient quality of these communications and often think that they can post risqué 'snaps' that will never show up again.
- Snaps generally do delete themselves, however there are screen-shots and [third party software](#) that can nab a 'snap' and keep it for posterity.
- If you are in a particular location (a concert or a famous location) you can add a "GeoFilter" to your 'Snap.' The GeoFilters image overlays on top of your picture. Once the 'snap' is shared, your company gets free advertising. GeoFilters for about 20,000 sq. ft. run about \$7/day.
- No Snap would be complete without adding a 'Lens' feature. The software auto detects a face and then uses special effects to modify how your face will look. You might be changed into a dog, let you swap faces with someone else or could make it seem like you are puking a rainbow (no I'm not kidding). It's one of the features of Snapchat that makes it so much fun to use.

SnapChat Statistics

<https://www.omnicoreagency.com/snapchat-statistics/>

What is Snapchat?

<https://www.forbes.com/sites/larrymagid/2013/05/01/what-is-snapchat-and-why-do-kids-love-it-and-parents-fear-it/>



On-Demand Geofilters

ohst
SHERRYLEAH@C

STEP 1 Upload or Design

STEP 2 Choose Dates

STEP 3 Choose Area

STEP 4 Submit

Use Your Own

Use your favorite creative tools to design a new Geofilter, or use one of our Photoshop and Illustrator [templates](#).

Upload

Create Online

Use our simple online templates to design a Geofilter for events like weddings, birthdays, and more. No Photoshop skills required!

Design

Contact information like URLs, hashtags, and social media handles, as well as photographs of people, are not allowed.

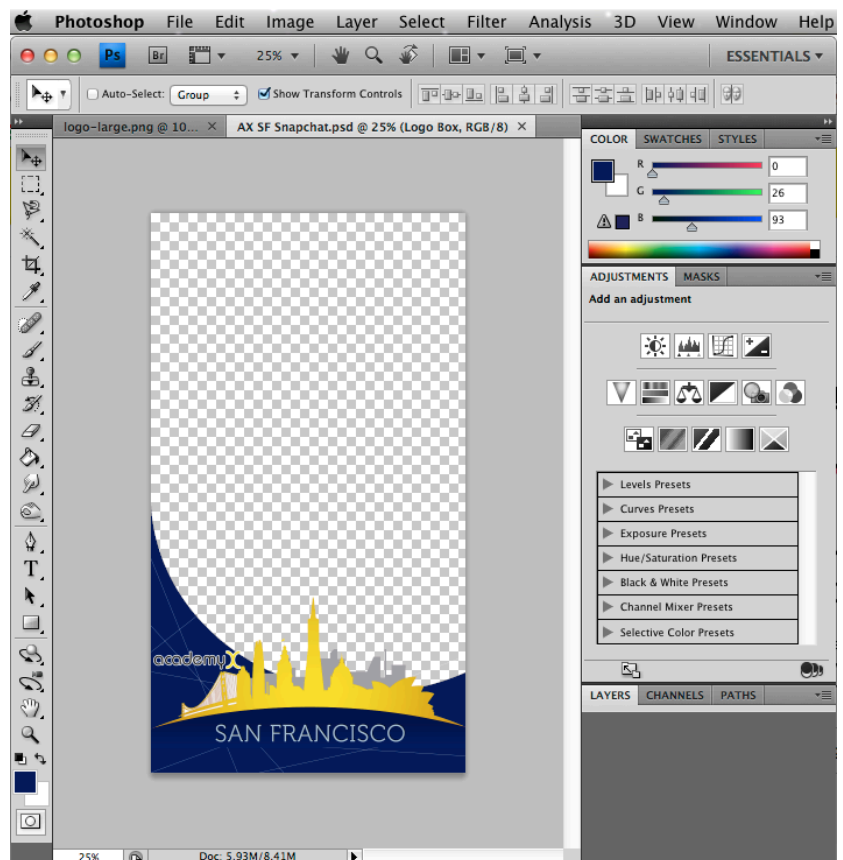
Download Templates

Submission Guidelines

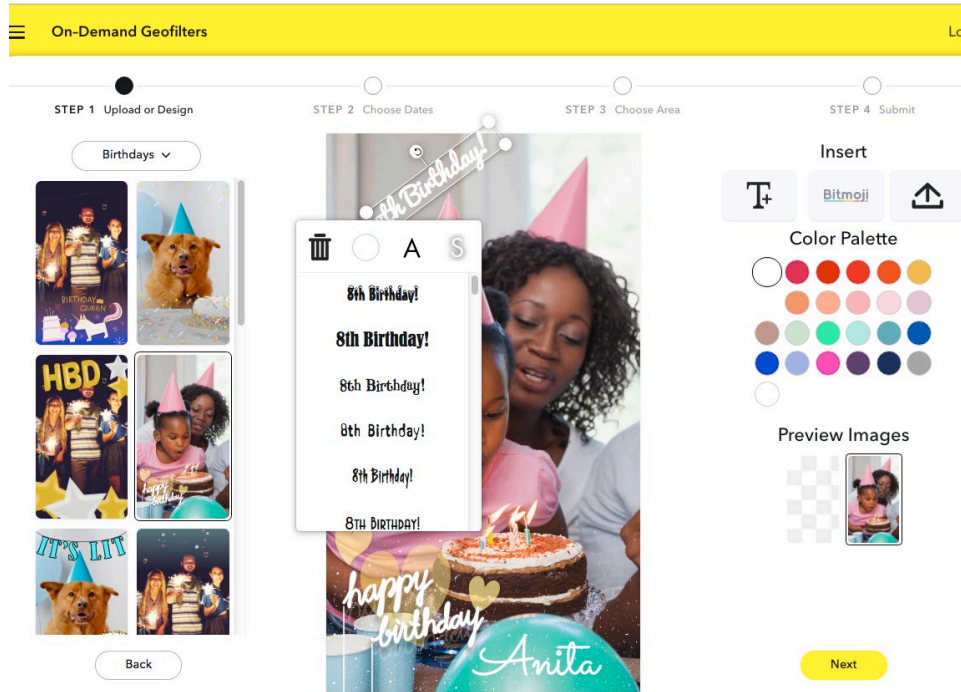
How to Advertise with GeoFilters on SnapChat

SnapChat advertising is completely unique. Instead of placing traditional ads, a company would place 'GeoFilters.' What's a GeoFilter? The GeoFilters image overlays on top of your picture. Once the 'snap' is shared, your company gets free advertising. GeoFilters for about 20,000 sq. ft. run about \$7/day. The larger the area and the longer the GeoFilter runs, the more the ad will cost.

1. Make sure that you already have a Snapchat account (username and password). In order to get an account, it is best to login with your Snapchat app, which is only available on smartphones.



2. Now switch to your desktop PC and login to: <https://geofilters.snapchat.com/>
3. Your first step is to make your own Geofilter or to create your own online.
 - a. Design your own in Photoshop or Adobe Illustrator using the templates they

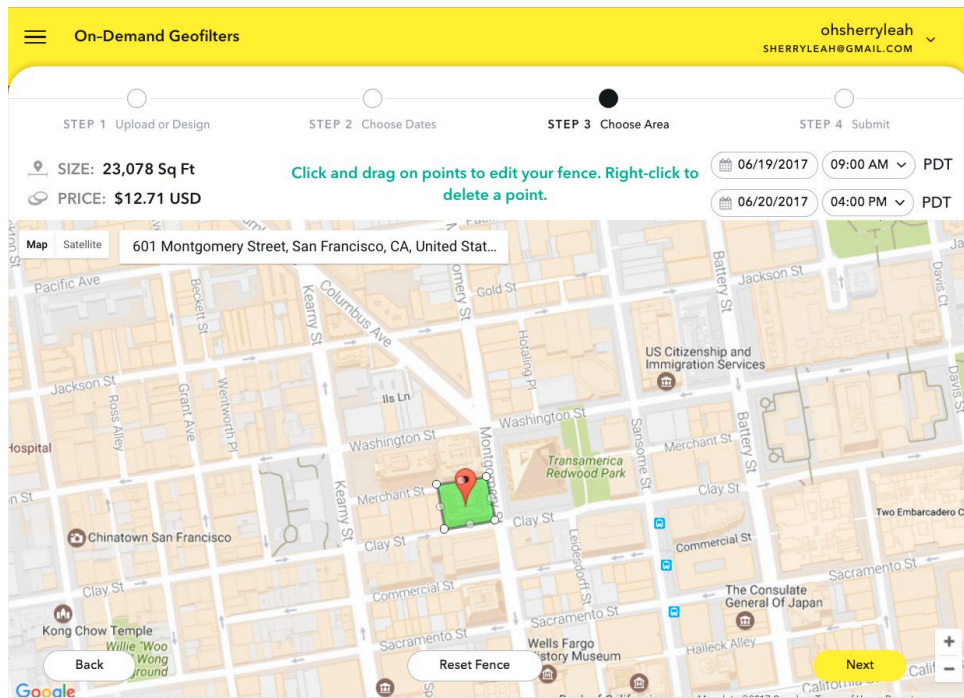


provide:

<https://unlockables-odg-templates.storage.googleapis.com/geofilter-templates.zip>

- b. Create one online with their design features.
 - i. Choose an occasion (i.e. Birthday, Wedding, etc.)
 - ii. Choose an online design on the left.

- iii. Add text and change the text color/font. You can even upload graphics and add them to the image if they are PNGs with transparent backgrounds.



4. Now go to Step 2 and choose the dates for when the Geofilter will run. A Geofilter covering 20,000 sq. ft. (the minimum size) runs about \$7/day.

5. Now go to Step 3 and draw a fence around the area where you would like the Geofilter to run. Your online 'fence' must have a minimum of 20,000 sq. ft.
6. Now go to Step 4 where you verify the dates/times the Geofilter will run and the location of the Geofence. Type in your Credit Card information and then submit it. It usually takes 2-4 days for Snapchat to get back to you. So make sure that you plan and schedule Geofilters in advance.
 - a. Geofilters can be rejected because they have:
 - i. Hashtags (#nofilter, #HRTechWorld, #GoogleDoodle)
 - ii. Email addresses, URLs, etc.
 - iii. Company Logos
7. No make sure that everyone knows to use your Snapchat Filter on the dates that it runs.

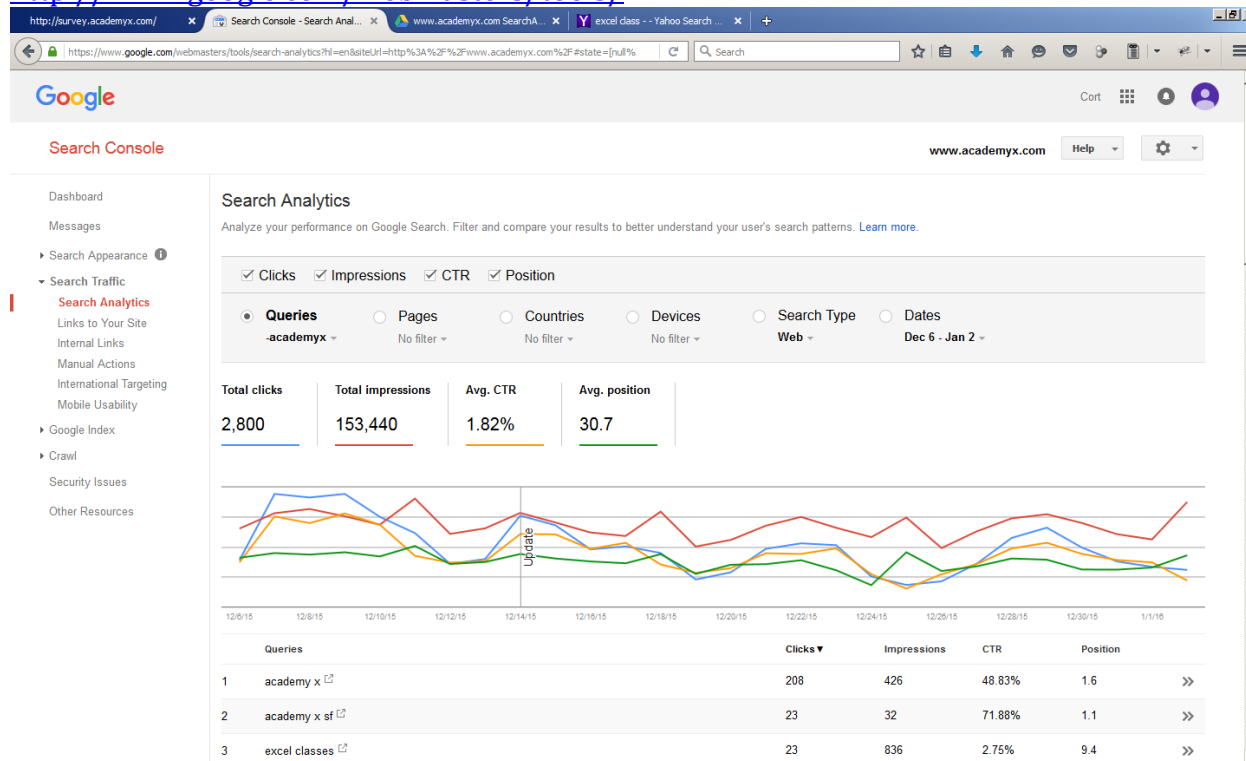


SEO (Search Engine Optimization)

Understand the keywords and phrases of your buyers and create the content that they seek.

Google Webmasters Tools

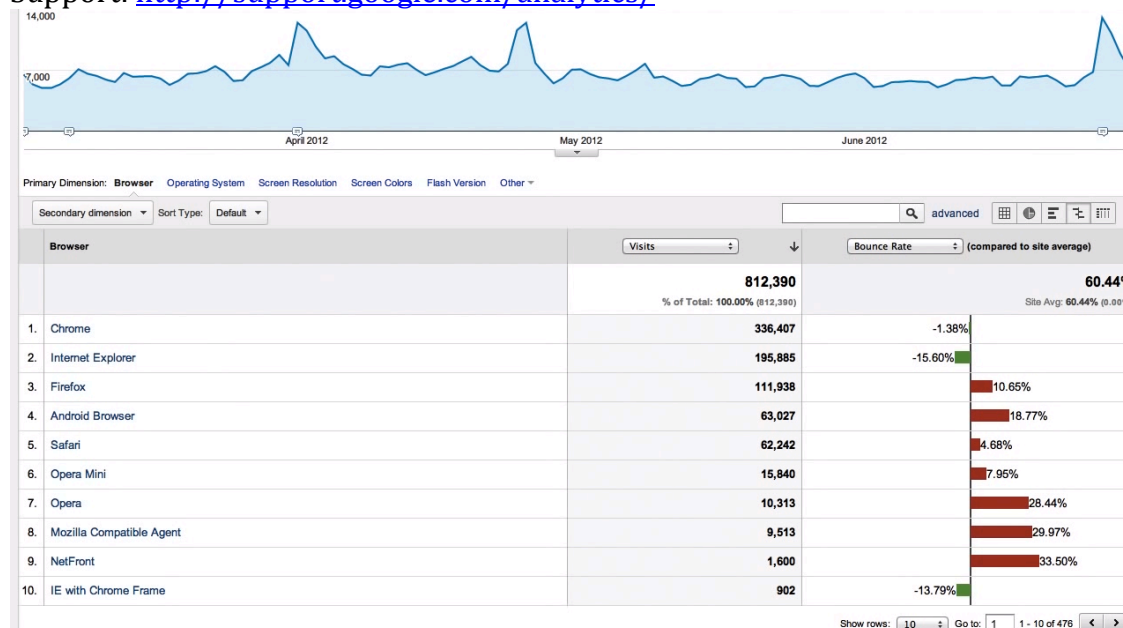
<http://www.google.com/webmasters/tools/>



Google Analytics

Google Analytics: <http://www.google.com/analytics/>

Support: <http://support.google.com/analytics/>



Google Adwords

<https://adwords.google.com>

Use this website to test your keywords and see their current popularity in the Google search engine.

All campaigns >

Campaign: UCC Album

All time: Sep 3, 2014 - Feb 11, 2016

Enabled Type: Search Network - Standard Edit Budget: \$200.00/day Edit Targeting: Australia; Canada; (4 more) (2 excluded) Edit

Ad groups Settings Ads Keywords Ad extensions Dimensions

All but removed ad groups Segment Filter Columns Find ad groups View Change History

Clicks vs None Weekly

Week of Sep 1, 2014 Week of Feb 8, 2016

+ AD GROUP Edit Details Bid strategy Automate Labels

	Ad group	Status	Default Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.
	Unbelief Album	Eligible	\$2.00	19,914	1,042,714	1.91%	\$1.36	\$27,038.13	2.5
Total - all but removed ad groups				19,914	1,042,714	1.91%	\$1.36	\$27,038.13	2.5
Total - Search				19,914	1,042,714	1.91%	\$1.36	\$27,038.13	2.5

Show rows: 50 1 - 1 of 1

Google Trends

If you want to see what is currently trending (what is popular) on the Internet, look no further than Google Trends. <https://trends.google.com/trends/>

Google Trends Explore topics

Apr 14, 2016 All categories United States

Featured stories

Game of Thrones

Search interest across the US

Panama Papers

Interest by Country

Election 2016: Democratic Party

Search interest in the Democratic Candidates

LSI Keyword Generator

<https://lsigraph.com/>

Create your keyword list, for example: “AcademyX Computer Training.” Übersuggest will then give you modifier and extender keywords for example “AcademyX Computer Training Reviews”, “AcademyX Computer Training – San Jose” and “AcademyX Computer Training Coupon.”

Keyword Discovery Resource Sheet

SEARCH

- Google Cheat Sheet (<http://plw.me/12cYmO4>)
- Google Keyword Tool (<http://plw.me/WDZL9A>)
- Google Trends (<http://plw.me/X1bmSk>)
- Google Contextual Targeting (<http://plw.me/14AxfML>)
- Bing Keyword Tool (<http://plw.me/XaOYmP>)
- Yahoo! Clues (<http://plw.me/Yq4tYL>)

COMPETITION

- BoardReader (<http://plw.me/Yq5dgJ>)
- Forums (search “visitors found this page by searching for [keyword]”)
- Blog tags (search “[keyword] popular tags”)
- SEMRush (<http://plw.me/V7daw4>)
- Alexa (<http://plw.me/Y7WzCH>)
- Meta Data (<http://plw.me/Wi9rdv>)

TOOLS

- SEOBook Keyword Tool (<http://plw.me/XaP8dM>)
- UberSuggest (<http://plw.me/Xywal6>)
- LSIKeywords (<http://plw.me/X6QcAe>)
- MergeWords (<http://plw.me/XywnVB>)
- KwMap (<http://plw.me/11FterD>)
- Word Tracker (<http://plw.me/Vx5zU6>)
- Amazon Keyword Tool (<http://plw.me/UH0b1n>)

SOCIAL

- Advanced Twitter Search (<http://plw.me/UH0dqd>)
- Twazzup (<http://plw.me/X6QkQa>)
- YouTube Keyword Tool (<http://plw.me/Wi9JkF>)
- Kurrently (<http://plw.me/XywH6Q>)
- Social Mention (<http://plw.me/Xzsmwi>)
- Pinterest Categories (<http://plw.me/11bct7o>)
- Delicious (<http://plw.me/Xzsnk2>)

socialmention*

0% strength 7:0 sentiment

40% passion 4% reach

13 months avg. per mention

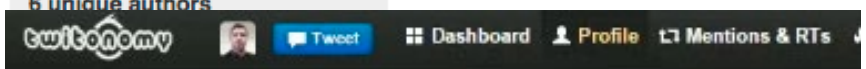
last mention 5 days ago

6 unique authors

What Are People Saying About You?

You should always be aware of what people are saying about your brand or company online. There are plenty of tools available to find this out.

- Google Search your company or brand.
- Search Twitter hashtags related to your brand or company
- Scan review sites like Yelp and Google+ for your company.
- Use third party tools and websites to see what is being said about you online:
 - Hashtagify.me | <http://hashtagify.me/>
 - Social Mention | <http://www.socialmention.com/>
 - TweetBinder | <https://www.tweetbinder.com/>
 - Twittonomy | <https://www.twittonomy.com/>



UFC @ufc UFC ✓

63,384 tweets 19,576 following 2,860,125 followers 12,515 listed

Joined Twitter on May 30, 2007 as user #6,445,742

#UFCVegas: Hendricks vs Thompson | Feb. 6 | LIVE & FREE on @FS1

<http://www.ufc.com> Worldwide

Does not follow you [+ Follow](#) [Add to lists](#) [I tweet @ufc](#)

146 followers/following 4 listed/1,000 followers

Tweets Analytics Download & Print

Last updated about 7 hours ago Update now

3,185 tweets from November 03, 2015 to February 03, 2016 Modify range

34.25 tweets per day	583 retweets 18%
2,894 user mentions 0.91	562 replies 18%
1,583 links 0.50	2,481 hashtags 0.78
2,470 tweets retweeted 77.55% a total of 581,892 times	
2,600 tweets favorited 81.63% a total of 696,625 times	

The Internet Archive: Way Back Machine

Have you ever heard about how someone deleted something on the Internet and wondered what the original post looked like? Well, with the 'Wayback Machine' archiving the Internet 24x7, you can lookup virtually any old (and perhaps deleted post) from the Internet. It is also a fun place to look at famous internet sites and see how they have changed over time. It's fun to browse through old listings dating as far back as October of 2001.

<https://archive.org/web/>

Spokeo

Have you ever wanted to find someone's e-mail address or physical address? How about looking over their Social Media posts (a great way to vet a potential hire)? Spokeo can actually find out a wealth of information on virtually anyone who has an online footprint. College campus admission offices and human resource departments have increasingly been using it. There is a monthly reoccurring cost of \$4-\$20/month depending on the number of searches per month.

<https://www.spokeo.com/>

Real or Fake Followers?

It's hard to tell in the internet these days if the followers you have for a social media channel are real or fake (bots or click farm workers). How can you audit a social media channel and check to see which followers are fake? There's a lot of websites out there right now that can audit your channel and let you know what percentage of followers are indeed 'real.'

- Social Audio Pro: Instagram Audit: <http://www.socialauditpro.com/>
- Follower Check: Instagram Audit: <http://www.followercheck.co/>
- Twitter Audit: <https://www.twitteraudit.com/>

Twitter Audit Report



Donald J. Trump
@realDonaldTrump



21,408,567 Real
14,572,218 Fake
Followers



59%
Audit score

 View

 Tweet

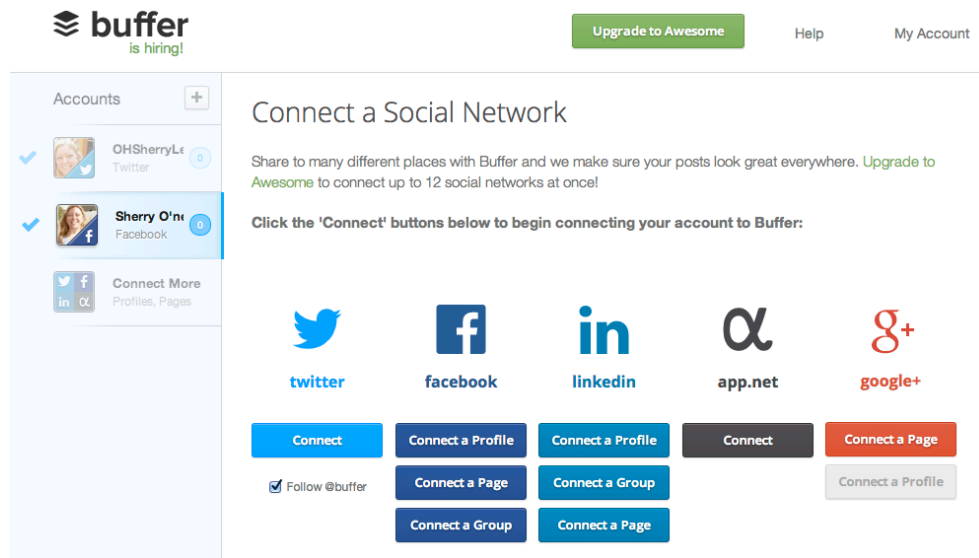
 Re-Audit!

Last updated 6 days, 3 hours ago.

BufferApp

Managing all of your social media posts. It will manage and schedule your posts for Facebook, Twitter, LinkedIn, Google+ and App.net. Free for only one type of post per social media. If you need to post to more than one area in Facebook (for example your personal and company pages), then you need to pay \$10/month for multiple account postings.

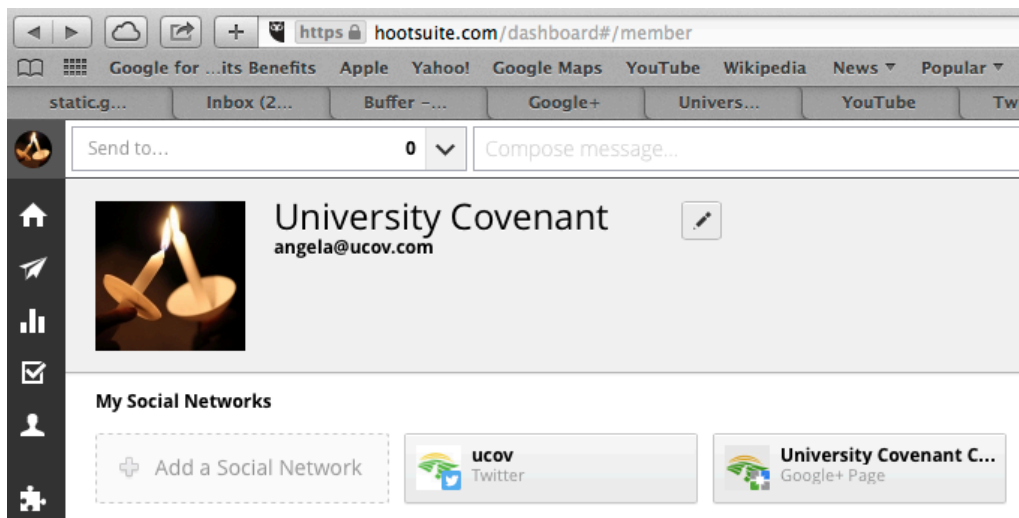
<http://bufferapp.com/>



HootSuite

Another Social Media Manager tool that you can use is HootSuite. It recently rolled out a free version, which allows you to link three social media accounts. They also have a \$9.99-\$69.99/month versions for professionals. I only recommend HootSuite if you have a company that needs to live, eat and breathe social media. I have found their interface confusing, however they have many more features than Buffer App, including an Instagram posting function.

<https://hootsuite.com>



Looking for Social Media Content to Share?

Digg

<http://digg.com/>

Mashable

<http://mashable.com/>

CNet

<http://www.cnet.com/>

Wired

<http://www.wired.com/>

Reddit

<http://www.reddit.com/>

Flipboard

<https://flipboard.com/>

Fact Checking the Internet

There isn't one day that goes by where you hear the term 'fake news.' So how do you know if the news article you have just read online is a hoax or not? Always double-check with these fact-checking websites:

Snopes: <http://www.snopes.com/>

Politifact: <http://www.politifact.com/>

Fact Check: <http://www.factcheck.org/>

Hoax Slayer: <http://www.hoax-slayer.com/>

How to Spot Fake News?

- **Consider the Source:** Is the news listed on a fly-by-night website?
- **Check the Author:** Is the author listed? Legitimate news stories will prominently feature the authors name and usually their contact information.
- **Read Beyond:** Are any other news sites picking up this amazing story? Then it probably isn't true.
- **What's the Support?:** How does the author support their assertions? Do they quote legitimate sources or simply spin their own theories?
- **Check the date:** Is the article dated? If there is no date for the article included anywhere on the page, then you should be suspicious. The article can also be legitimate, by old news that actually happened a long time ago. A few news article from the political campaign were a few years old (talking about Ford moving their operations from Mexico to Ohio), but purported to be current news events.
- **Is this a Joke?:** Some websites like [the Onion](#) or the [Borowitz Report](#) are satirical pieces. One article from the Onion that purported that Kim Jung Un was voted sexiest man alive was picked up by the North Korean news media who thought it was a legitimate news source.
- **Check Your Biases:** Does this article support your own beliefs? If that is the case, you are more likely to fall for a fake news article that amplifies your own views. Be doubly suspicious of these articles.
- **Ask the Experts:** See the list of fact checking websites above. After a quick search through these websites, you can generally find the 'fake' news story is it is indeed 'fake.'



Homework for Day One:

- Bring in your resume and create a Linked in Account on day two.
- Create a list of 10 posts for your company (Facebook, Twitter, Tumblr, LinkedIn, etc.)
- Post something on Twitter, Tumblr, Facebook, LinkedIn, etc. that you can share with the class.

Appendix

Google+

<https://plus.google.com/>

Create a Google Account and they will automatically create a Google+ account for you. It is great for Hangouts, Video Webinars (10 people max), to get enhanced search engine listings and to ferret out exactly how people find your website and how well it is doing.

- **Enhanced Search Engine Listing:** After you setup a Google Profile, you set up authorship for your blogs, websites, etc. This helps your search engine ranking. <http://www.google.com/insidesearch/features/authorship/index.html>
- **Google Webmaster Tools:** See how your website is faring. What search words are people using to get to your website? <https://www.google.com/webmasters/tools/>
- **Google Analytics:** Delve even deeper into how people interact with your website. <http://www.google.com/analytics/>
- **Install a Google+ Badge:** Links your website and Google+ accounts. It also increases your search ranking on Google. <https://developers.google.com/+web/badge/>
- **Tag people.** When appropriate, tag brands and people in your posts to encourage them to comment or engage with you.
- **Include large images.** Don't settle for the tiny photo that automatically appears when you include a link in a post. Upload a larger one to grab people's attention.

Google+ Tips: <http://www.socialmediaexaminer.com/google-plus-for-business/>

How Businesses Use It

Academy X | Sacramento: <https://plus.google.com/u/0/107219756349276861070/posts>

NASA: <https://plus.google.com/+NASA/posts>

NASA Hangout: <http://www.nasa.gov/connect/hangout.html#.UzJKaq1dXDE>

Android: <https://plus.google.com/+android/posts>

Hello Kitty: <https://plus.google.com/+HelloKitty/posts>

Marvel Entertainment: <https://plus.google.com/+marvel/posts>

Best/Worst Times to Post

Best Times: 9AM-11AM
 Worst Times: 6PM-8AM

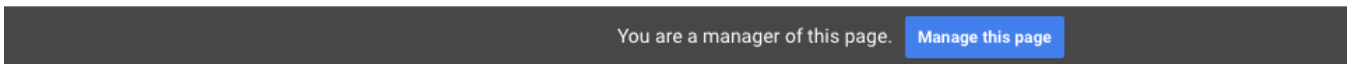
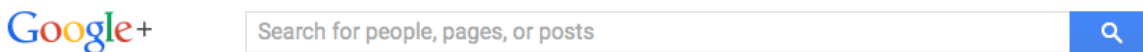
Google+ Rules for Getting a Custom/Vanity URL

There are a few rules to keep in mind when you're trying to get a custom URL. If you're having trouble, make sure:

- You have 10 or more followers (people who have added you to their circles) or you have [Verified](#) your Google+ page.
- Your account is at least 30 days old
- Your profile has a profile photo
- Your account is in good standing

Get a Vanity URL with Google+

1. Login with your Google or Gmail account.
2. Go to your Google+ Page (i.e. <https://plus.google.com/u/0/107219756349276861070/>)
3. Click on the blue button at the top of the page that says, 'Manage This Page.'



4. Click on the 'My Business' icon in the upper-left hand corner and change it to your Google+ Page.
5. Under your cover page photo, click on the 'About' link.
6. Scroll down until you see the 'Links' section.
7. Click on the 'Edit' under the 'Links' section.
8. If you have at least 10 followers or have verified your Google+ page, you will be prompted at the top of the page to claim your Google+ URL.
9. Click in the box to edit the URL (Uniform Resource Locator or website address).
10. You will be given a default, but you can also add to the address and change it (i.e.



google.com/+Ucov became google.com/+UcovDavis).

- Click on the 'I Agree to the Terms of Service' and then click on the 'Change URL' button.
- Click on the 'Confirm Choice' button. They will not let you change it again after this, be sure before your click!

Get a custom URL

Here's how you'll look online:

youtube.com/c/Ucov Davis

This will also reflect on Google+.


google.com/+UcovDavis


Many people have the same name. Add a few extra letters or numbers to this URL to get one that is unique for you.

I agree to the [Terms of Service](#).

Confirm custom URL

Are you sure you want to change your public URL to:

 youtube.com/c/UcovDavis

 google.com/+UcovDavis

Once you confirm this custom URL, you can't change it again or transfer the URL to someone else.

Google+ Page Managers

More than one person can manage a Local Business page through Google+. As long as someone already has a Gmail or Google+ account, they can manage your Google+ Page. Just like with Facebook, no man is an island. It is best for you to have multiple page 'Managers' in order to create a wider variety of postings and content.

- Login with the business Google or Gmail account.
- Go to your Google+ Page (i.e. <https://plus.google.com/u/0/107219756349276861070/>)
- Click on the blue button at the top of the page that says, 'Manage This Page.'






You are a manager of this page.

- Click on the 'My Business' or 'Google+ Page' icon in the upper-left hand corner and change it to 'Settings.'
- Look over the menu bar at the top and click on 'Managers.'

Settings

Managers



	University Covenant Owner		Josh Anway Manager <input type="button" value="x"/>		Alex Wright Invited, Manager <input type="button" value="x"/>
---	------------------------------	---	--	---	--

- Click on 'Add Managers.' You can add anyone who has a Gmail account.

Invite new managers

Invite people to help manage this page and any Google products that are connected to it, such as a YouTube channel. Also, choose a role for them.

[Learn more about managers and roles](#)

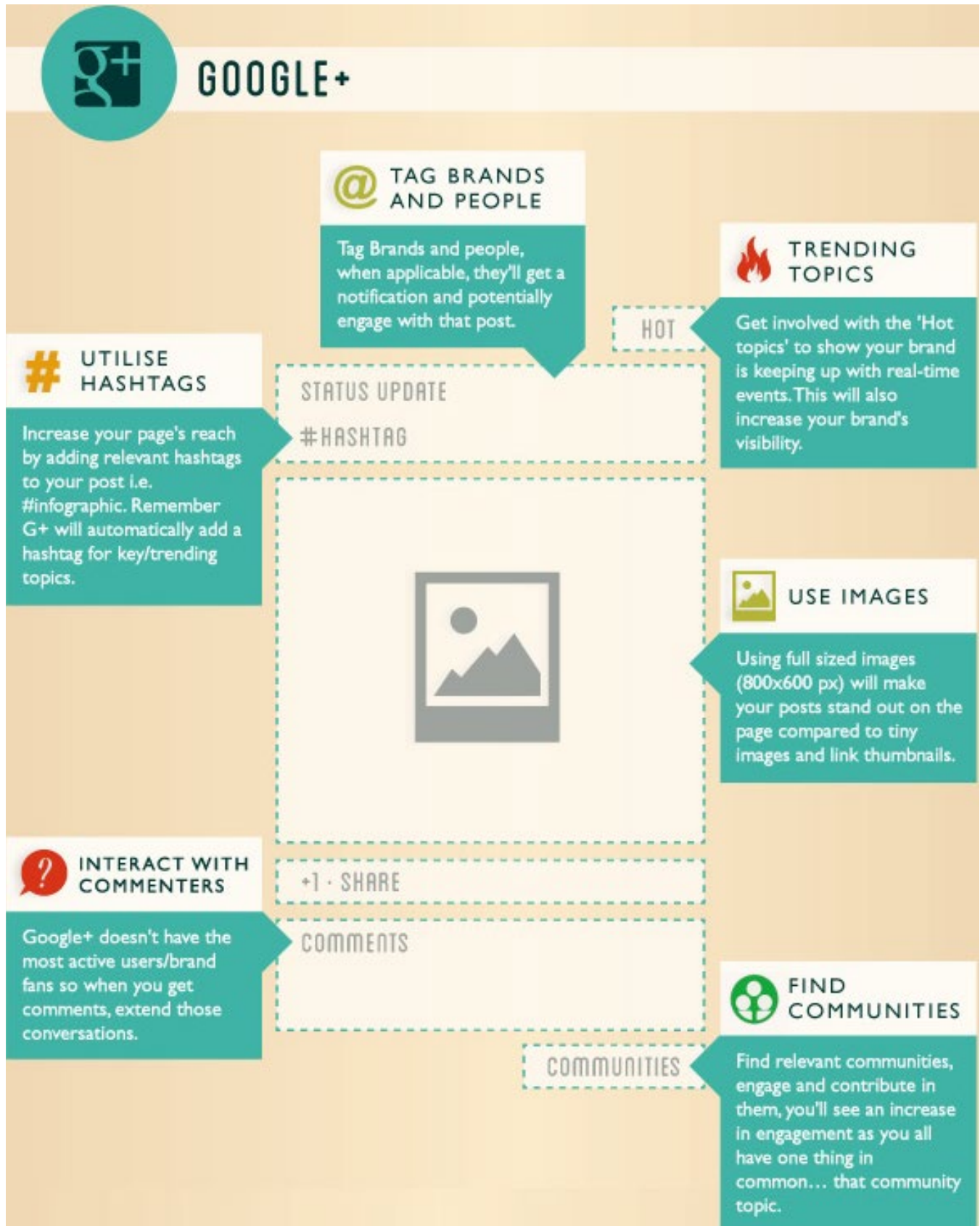
 Matt Robbins:  + Add more people

Manager 

Cancel

Invite

Perfect Post

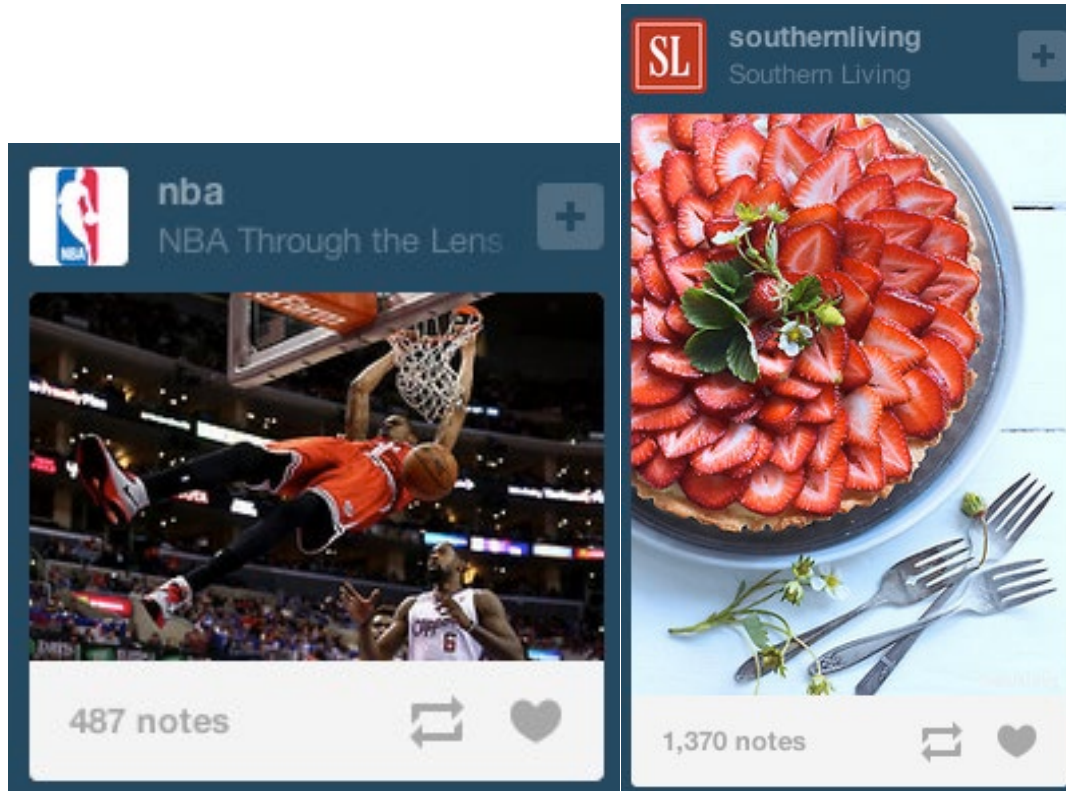


Tumblr

<http://www.tumblr.com/>

Micro-blogging. Not all businesses will do well on Tumblr. Business categories that could work well on Tumblr would be fashion, large websites and publishing/broadcast media. Tumblr offers the ability to be more visual and less verbose. It is a blogging solution where you can create engaging and diverse posts in much less time than other platforms, while also piggybacking on the social networking capabilities it offers.

How Businesses Use It



Best/Worst Times to Post

Best Times to Post: 7-10PM

Worst Times to Post: 12AM-12PM

Best Days to Post:

Monday, Tuesday, Friday, Sunday

Tumblr Examples

CNET: <http://cnet.tumblr.com/>

Huffington Post: <http://huffingtonpost.tumblr.com/>

Pew Internet: <http://pewinternet.tumblr.com/>

GQ: <http://gq.tumblr.com/>

NBA: <http://nba.tumblr.com/>

Sherry's Tumblr | Catching Beauty: <http://osherry.tumblr.com/>

Pinterest

<http://www.pinterest.com/>

Tips for Pinning on Pinterest

- Avoid human faces. Images without human faces get repinned 23 percent more often than images with faces.
- Look for red. Images that are predominantly red or orange see twice as many repins as other images.
- Optimize your board or company name so that it will show up on a search (i.e. ABC Marketing | Social Media Marketing or Baby Showers | Catch My Party)
- Pin Daily and Consistently
- Re-pin your old pins
- Participate in Pinterest Group Boards

How Businesses Use It

Starbucks: <http://www.pinterest.com/starbucks/>

Lowe's Build It!: <http://www.pinterest.com/lowes/build-it/>

Wall Street Journal Graphics: <http://www.pinterest.com/wsjgraphics/wsj-graphics/>

Sephora| Nailspotting: <http://www.pinterest.com/sephora/nailspotting/>

Better Homes and Gardens: <https://www.pinterest.com/bhg/>

Best/Worst Times to Post



Best Day to Post:

Saturday

Sherry's Pinterest: <http://www.pinterest.com/onealhancock/>

Pinterest Demographics

very *Pinterest* ing

\$100,000+

Annual Household Income

28.1% of users are well off



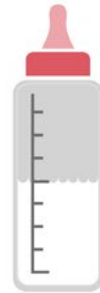
Average Time Spent on Site

Pinterest - 15.8 minutes

Youtube - 16.4 minutes

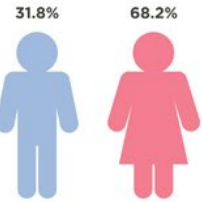
Facebook - 12.1 minutes

Twitter - 3.3 minutes



Pinterest Users with Children

50% of users have kids



Gender Breakdown

68.2% of users are women



Brands on Pinterest

Nordstrom - 9,276 followers

Whole Foods - 12,808 followers

West Elm - 10,428 followers

ModCloth - 10,678 followers

Mashable - 9,596 followers



Facebook Fans

97% of fans are women

Total Unique Visitors Increased

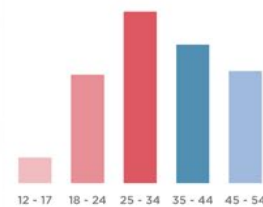
2,702.2%

Since May 2011

Unique Visitors

7,516,000 visitors in Dec. 2011

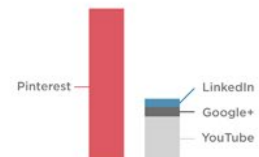
11,716,000 visitors in Jan. 2012



Age Demographics

- 12 to 17 - 4.1%
- 18 to 24 - 17.3%
- 25 to 34 - 27.4%
- 35 to 44 - 22.1%
- 45 to 54 - 17.9%

Pinterest has more than these combined.



Referral Traffic Percentages

Pinterest - 3.6%

Youtube - 1.05%

Google+ - 0.22%

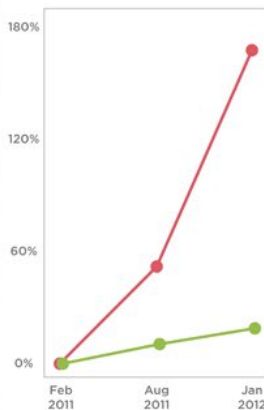
LinkedIn - 0.2%



Million Visitors Every Day

Average Daily Visitors

1.36 million visitors a day



Annual Company Growth

Pinterest employees

Employees at similar companies



Pins by Method

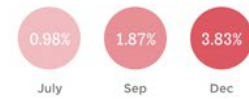
- Repin
- Pinmarket
- Other

Made by:



Sources

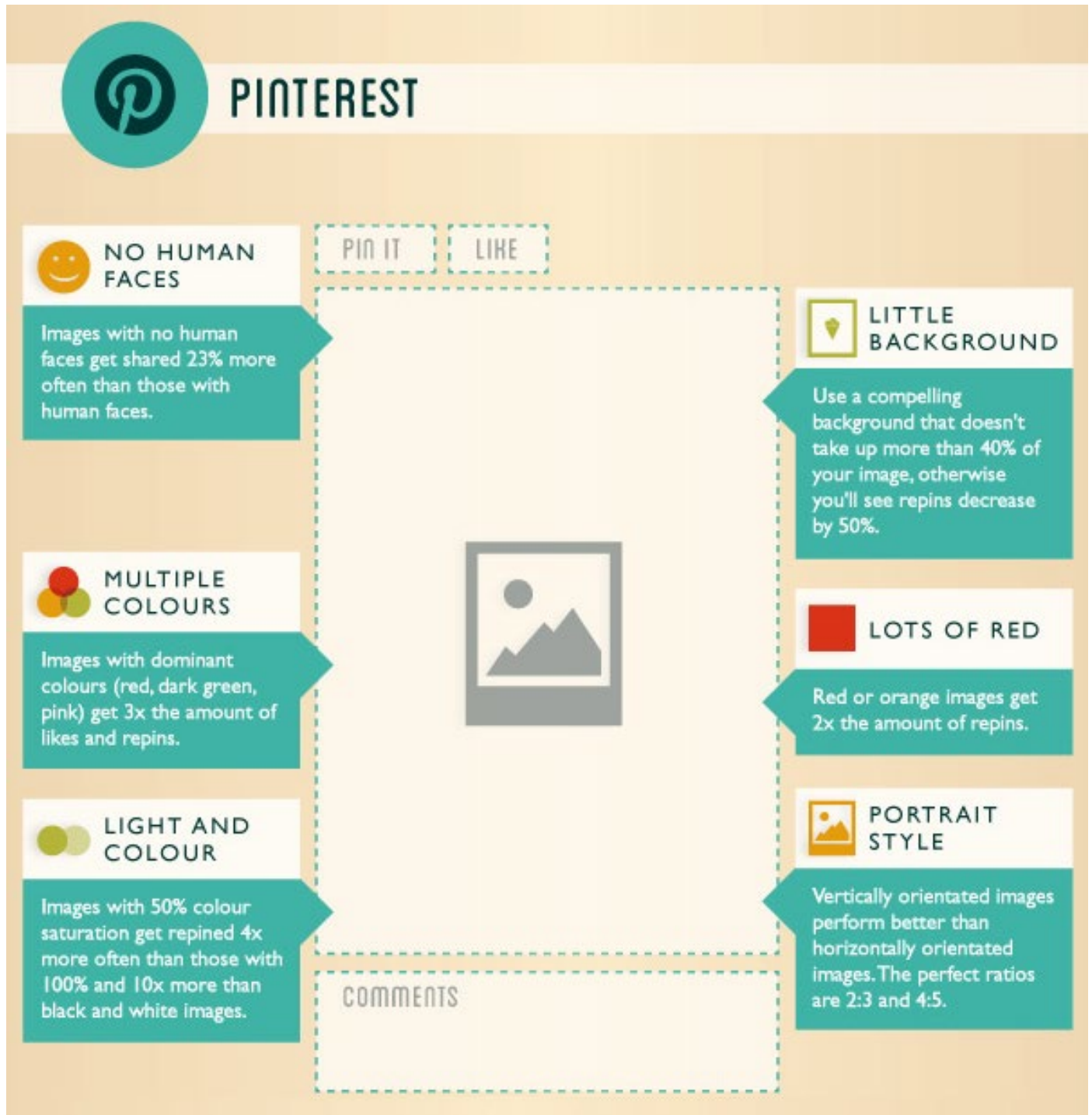
Shareaholic Blog
comScore
Tech Crunch



Apparel Retailer Referral Traffic

Rose 289% from July - Dec. 2011

Perfect Post



Yelp

<http://www.yelp.com/>

Locates nearby restaurants, retail, etc. and also offers customer generated reviews.

How to Use Yelp

Compiled from: <http://mashable.com/2010/03/20/yelp-for-business/>
<https://biz.yelp.com/>

Yelp is a necessity for small local businesses. People use it to choose where to go to dinner, where to buy clothes, and where to be entertained. Users decide where and how to spend their money using Yelp, so if your business is local, you need to curate your Yelp page.

If your business has been around long, you probably already have a page; you're just not holding the reins yet. You'll want to step in and take control of it as soon as possible, because using it correctly can bring you new business and prevent any negative word of mouth from hindering your growth and success. Claiming or creating your Yelp business page is easy; just fill out a couple of online forms and answer a quick, automated phone call. It takes less than five minutes. Once you're signed up, you'll have access to tools that will help you engage your customers and spread the word about what you're offering to the community. Here are a few basic tips for successfully leveraging the tools Yelp offers you for the benefit of your local business.

1. Fill Out Your Business Info Completely



Customers refer to Yelp business pages to learn about a business before going out to visit in person. If the information on the Yelp page is incomplete, they're likely to move on to a competitor that provides more details simply because they'll better know what to expect and are less likely to be surprised, be disappointed or have their time wasted.

2. Respond Constructively to Customer Reviews

Respond to negative reviews, either to privately make apologies to reviewers or publicly correct misinformation. Don't skimp on using this feature because you're afraid of making things worse; it

can turn a bad situation around. Dissatisfied customers will often give you a second look if you communicate to them that you value their input and are making changes to improve your business.

3. Make Offers and Announcements Regularly

Per Se

★★★★★ based on 235 reviews [Rating Details](#) >

Categories: French, American (New)
 Neighborhoods: Theater District, Hell's Kitchen
 10 Columbus Cir
 (between Broadway & W Central Park)
 New York, NY 10019
 (212) 823-9335
www.perseny.com

Hearst Transit:

58th St-Columbus Circle (1, A, C, B, D)
 57th St-7th Ave (N, Q, R, W)
 7th Ave-53rd St (B, D, E)

Hours:

Mon-Sun 5:30 p.m. - 10 p.m.

Price Range: \$\$\$\$

Parking: Garage, Valet
 Attire: Formal (Jacket Required)
 Good for Groups: Yes
 Good for Kids: No
 Taken Reservations: Yes

Take-out: No

Walter Service: Yes
 Wheelchair Accessible: Yes
 Outdoor Seating: No
 Good for: Dinner
 Alcohol: Full Bar



Yelp allows you to share special offers and announcements not just with the people who visit your page, but with members of the larger community who might not even know about your business. When you create an offer or announcement on Yelp, it appears in the offers and announcements directory for your city. People who have never heard of your business will see them there. They'll even find you in search results.

4. Display Yelp Badges on Your Website or Blog

Yelp provides badges that you can embed on your business's website or blog that show that you're on Yelp and engaged with your community. They'll even tell visitors how many positive reviews you've had.

Is Advertising on Yelp Worth it?

You may also choose to advertise on Yelp. It costs between \$300 and \$1,000 per month — it's kind of like a premium account — but there's a chance that you'll increase your exposure if you opt in, because you'll appear at the top of the list when users perform a search related to your business. There are a few other benefits as well. For example, you'll be able to feature one good review of your choosing at the top of the list on your business page. You still can't edit, move or delete other reviews, though.

Business Examples

Azucar Sushi: <http://www.yelp.com/biz/azucar-sushi-sacramento>

Focus Hair Studio: <http://www.yelp.com/biz/focus-hair-studio-sacramento>

AcademyX: <http://www.yelp.com/biz/academyx-computer-training-sacramento>

Yoga Bear PC Repair: <http://www.yelp.com/biz/yoga-bear-pc-repair-sacramento-2>

Animoto

Photo slideshows merged with music. You can add the video/slideshows to your website, Facebook page or YouTube. Free: Videos 30 seconds or less, \$40/Year for videos of any length
Animoto: <http://www.animoto.com>

How to Use Animoto:

Product/Service Demo Video: A video of the product or service in action will not only help people understand how it works but make them more likely to purchase.

Overview Video: These videos are a great way to show off your company's mission or tell the story behind your business. Showcase the video on your website or loop it and display it in your trade show booth.

Company Event Video: Promote your event with a video to build excitement and anticipation. During the event and after use Animoto to create a video wrap-up.

Location Tour Video: Are you a real estate agent and want to show off a featured listing? Want to advertise your restaurant's banquet space? Highlight details of a space by creating a video with clips and photos of the space.

Customer Testimonials: A great way to make prospective customers more comfortable with your product or service is to have them experience it through the words of someone like them.

How Businesses Use It

Animoto Used for Business: <http://animoto.com/pro/business>

Colorado Rafting: <http://www.youtube.com/watch?v=EgvtggeloVU>

Olympic HotTub (Install): <http://www.youtube.com/watch?v=OifoviqU9m8>

Breakaway Summer Camp: <http://animoto.com/play/nK870hfw51u8vW12qJjuMg>

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[Contagious: Why Things Catch On](#) by Jonah Berger

<http://www.socialmediaexaminer.com/instagram-for-business-tips/>

<http://instagram.com/nasa>

<http://www.opencycle.com/blogs/>

<http://osherry.tumblr.com/>

<http://www.loveinfographics.com/categories/social-media-infographics/16-social-media-and-blogging-stats-of-2012-infographic-infographic#!prettyPhoto-31686/0/>

<http://www.fastcompany.com/3022301/work-smart/7-powerful-facebook-statistics-you-should-know-about>

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