

**SOCIAL MEDIA**



*University*

LZ AREA CHAMBER OF COMMERCE  
TZ VBEV CHVWBEV OE COWWEBCE

## ENGAGING YOUR SOCIAL AUDIENCE

October 1, 2013

# about you



Your Name?

Your Business?

What do you want to learn today?

# about me



## **Founded Mindful Mix in 2009**

- Opened New Office in LZ in August 2013

**Have worked in industries including:** health care, legal, insurance, financial services, health & wellness, dental, restaurants, construction & remodeling, event coordination/training, real estate, photography, landscape architects amongst others.

## **LZACC Board of Directors – 2 years**

- Director, Marketing Committee

## **District 95 Foundation BOD – 2 years**

- Director, Marketing & Communications

## **Chicago American Marketing Association BOD – 3 years**

- Director of Social Media – team of 13
- VP, Brand & Communications – team of 33

# review of 1<sup>st</sup> workshop

1

15 Reasons To Set Up A Fan Page Separate From Your Personal "Friend" Page

2

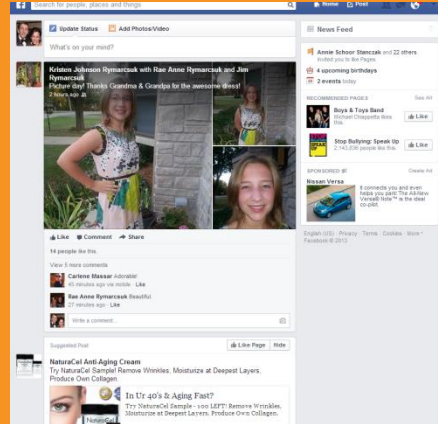
Understanding The Difference of Your Friend and Fan Pages and Their News Feeds

My Timeline

My Feed

Biz Page Timeline

My Biz Page Feed



# review of 1<sup>st</sup> workshop

3

Cover Photo: 815 x 315 pixels

**20% Rule**

4

Profile Picture: 180 x 180 pixels ....32 x 32 pixels

5

Organizing Apps 12 apps can be shown here. App graphics are 111 x 74 pixels.

6

Highlight, Pinning & Hide



7

Milestones: images 843 x 403 pixels.

# review of 1<sup>st</sup> workshop

8

Managing admin roles and page settings

9

Publishing visual content for higher engagement

10

Setting up LinkedIn Company Page in addition to Professional Profile  
Company page banner image 646 x 220 pixels.

# today's workshop outline.

## **ENGAGE. BE ENGAGING.**

- LIKE...SHARE...COMMENT
- Build Your Networks

## **CREATING CONTENT**

- What's Content?
- Rules of Thumb for Developing Content
- How to Use Hashtags for Extra Exposure
- Expanding Your Fan Page Content
- How to Repurpose Content
- Promote Offers/Specials & Events
- Promoted Posts & Newsfeed Marketing

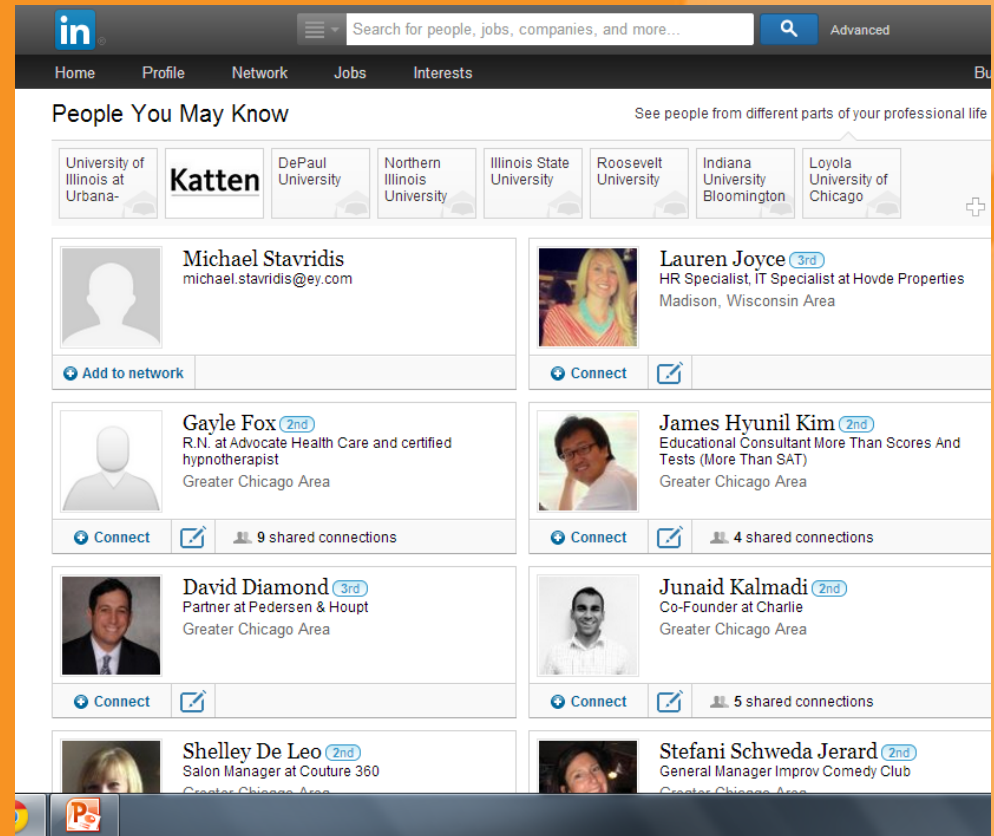
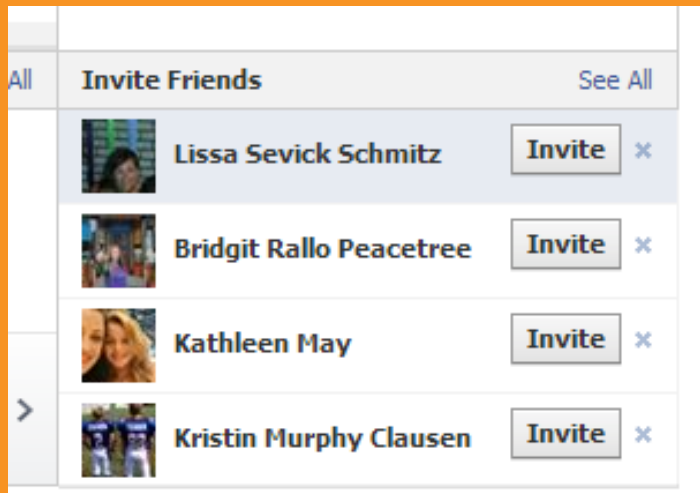
# engage. be engaging.

LIKE...SHARE...COMMENT





# work at building your networks



Individual People Count Towards LIKES;  
Other Businesses DO NOT But Have Their Own Advantages

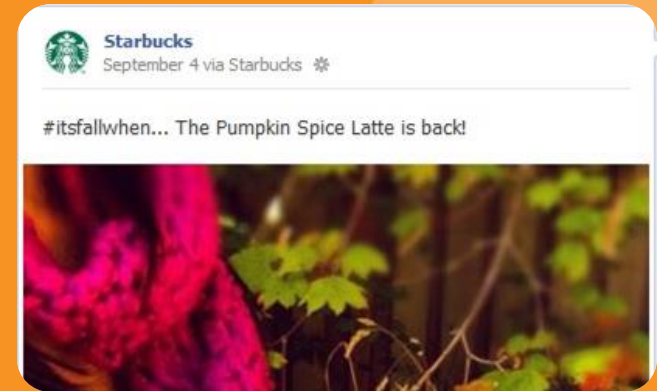
# developing content

- New information to home page of web site
- Office contests
- Winners of office contests
- Partner projects
- Monthly poll
- Did You Know (about staff members)
- Staff posts
- Staff shout outs
- Updates/links as a result of additions to YouTube channel
- Upcoming events
- Invite people to events
- Pictures of event
- Follow Five/Week (Twitter specific):
  - Review your followers and retweet comments; thank yous for retweets
  - Follow businesses in the area
  - Follow patients/school groups
  - Follow referral sources
  - Follow trade journals

# rules of thumb

## Keep Your Updates Short

- 100 Characters Or Less Seems to be A Sweet Spot
- Hashtags are now used on Facebook & linkable – helps cross scheduling
- Check hashtags:  
[www.facebook.com/hashtag/keyword](http://www.facebook.com/hashtag/keyword)
- URL Shorteners - Bit.ly, Tiny URL, awe.sm, shortswitch, etc.



## Use the Right Words For Higher Engagement

- **Action keywords:** post, comment, tell us, & submit **drive listening**
- **Softer sell words:** winner, win, & events **drive excitement**
- **Aggressive promotional words:** contest, promotion, & coupon **turn people off**

# rules of thumb

## Post At Ideal Times

Recent Data Shows Optimal Time to Post Between 1:00 – 3:00 pm

Links posted between 1-4 get the highest click-through rates, with Wednesday at 3:00 pm being the best time to post all week. Links posted before 8:00 am and after 8:00 pm are less likely to get shared.

Engagement rates are 18% higher on Thursday and Friday than other days of the week, according to Buddy Media Rates fall 3.5% below average for posts Monday thru Wednesday, when people are more focused on work.

If your goal is LIKES not COMMENTS then Saturday and Sunday posts get the most likes.

# adding content to your page

The screenshot shows the Facebook page for 'Rossini di Lucca'. The page header includes the profile picture, name, and 'Update Page Info' button. Below the header, there's a section for 'About' with details like 'Italian Restaurant', address, and phone number. The main content area features a 'What have you been up to?' post creation box. A date picker is open, showing the year '2013' and a list of months from 'January' to 'December', with 'October' selected. To the right of the post creation box, there's a 'Boost Post' button and a 'Post' button. Further right, there's a section for '14 Friends' connected to the page, followed by '14 friends like this' and a row of profile pictures. Below that, it says '1 friend was here' with a small image. At the bottom, there's a section titled 'Invite Your Friends to Like This Page' with a text input field.

**Rossini di Lucca**  
240 likes · 25 talking about this · 152 were here

Update Page Info <sup>2</sup> ✓ Liked

Italian Restaurant  
1280 E. Dundee Road, Palatine, Illinois 60074  
(847) 934-4400  
Add Your Hours

About Photos Likes Map

Highlights

Status Photo / Video Offer, Event +

What have you been up to?

2013 Month:   
Hide from   
Boost Post Post

Month:   
January   
February   
March   
April   
May   
June   
July   
August   
September   
October   
November   
December

14 Friends  
Connected to Rossini di Lucca

14 friends like this

1 friend was here

Invite Your Friends to Like This Page  
Type a friend's name...

# adding content to your page

The following are sites that allow you to schedule your posts ahead to time to various platforms. Some basic levels of each program are usually free.

Sprout Social  
Buffer  
Hootsuite  
Tweetdeck  
Seesmic

**buffer**  
is hiring!

Apps & Extras | Our Blog

## A Smarter Way to Share.

Be awesome on social media. Easily add great articles, pictures and videos to your Buffer and we automatically share them for you through the day!

*Sign in or Sign up!*

[Sign In with Twitter](#)  
[Sign In with Facebook](#)  
[Sign In with LinkedIn](#)

If you want to sign in using your existing Buffer account...

[Use Buffer Account](#)

### Multiple Accounts

Post to your Facebook, Twitter, Google+, LinkedIn and App.net accounts easily and quickly from wherever you find great content!

### Analytics & Insights

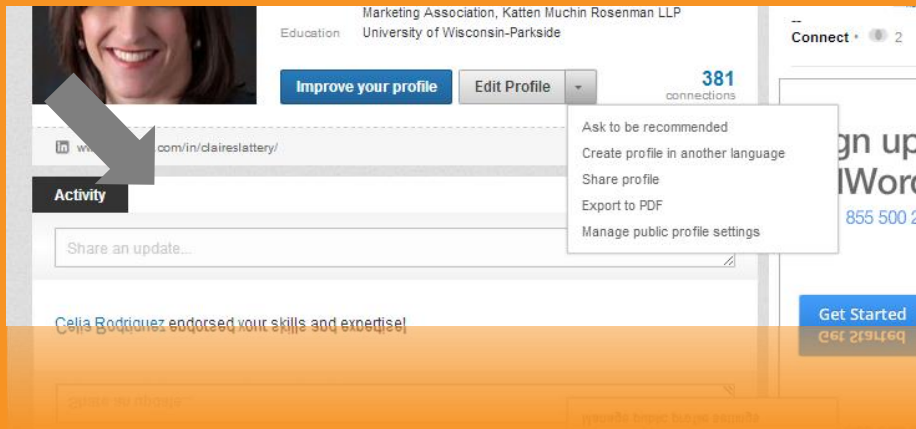
Get free, detailed analytics on all your posts to every social network. See how many likes, shares and retweets you get at a glance!

### Team Members

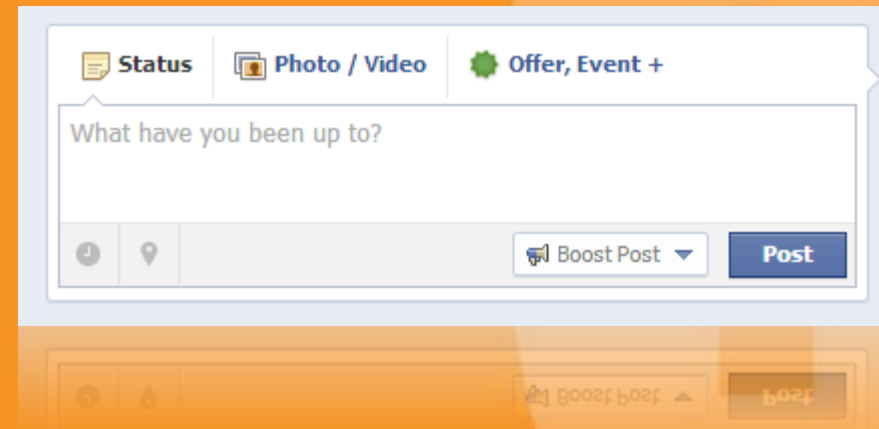
Invite your whole team to make consistent sharing easier. Anyone can manage the account from all our apps.

# posting content on all platforms

## LINKEDIN Profile & Page



## FACEBOOK Profile & Page




Decide when it is appropriate to post on your personal pages.

Find a balance.

WHERE ELSE CAN YOU SHARE YOUR NEWS?

# linkedin e-mail announcements

LinkedIn  Account Type: Basic | [Upgrade](#)

Home Profile Contacts Groups Jobs Inbox **1** Companies News More

People Search...

Search Inbox

Compose Message

Inbox


Sent

Archived

Trash

Messages **1** Invitations

Send Message Cancel

To: 

From: Claire Slattery <claires@mindfulmix.com>

Subject:

Send Message Cancel

☒ Allow recipients to see each other's names and email addresses

☐ Send me a copy

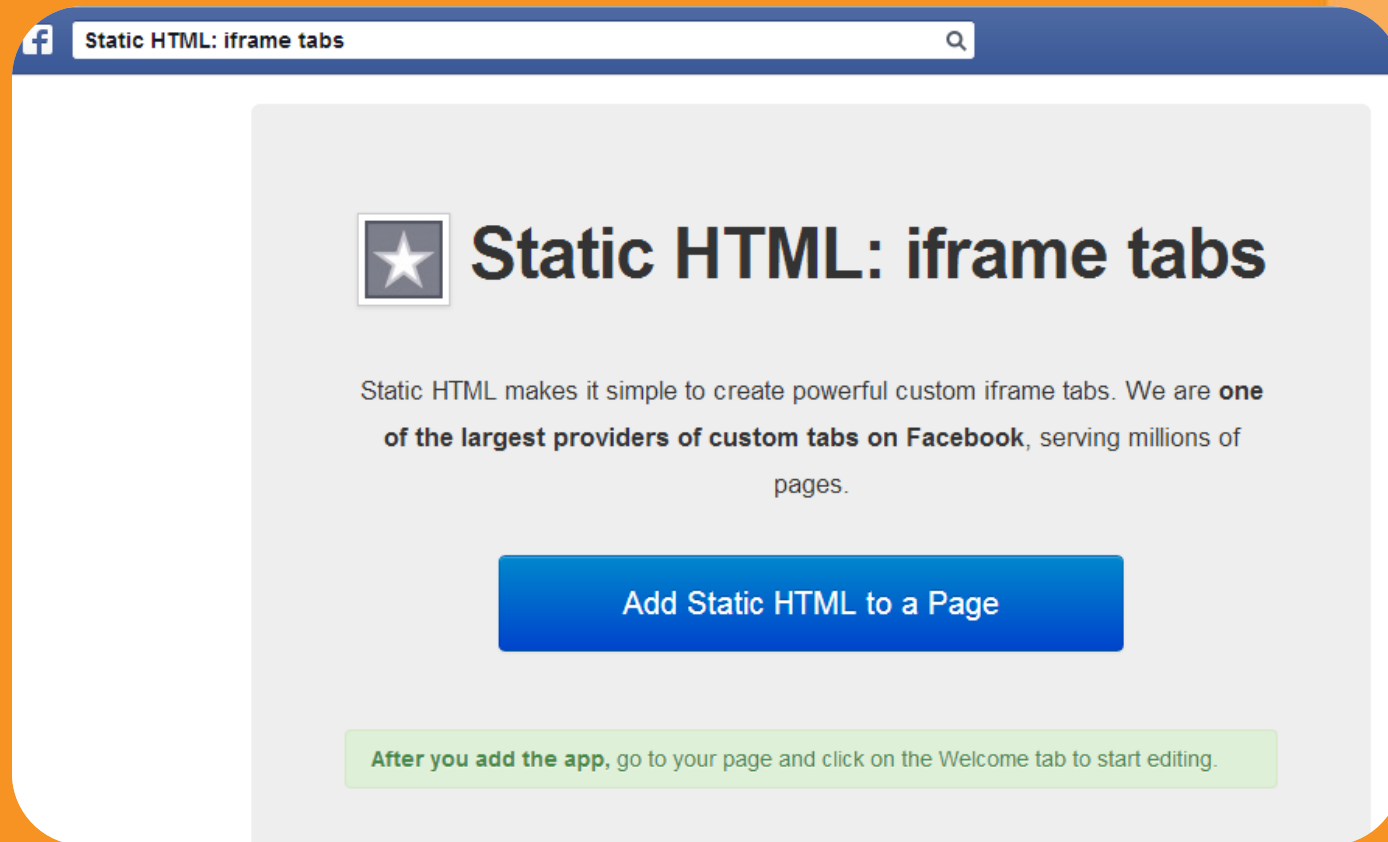
Send me a copy

Allow recipients to see each other's names and email addresses

Send Message Cancel

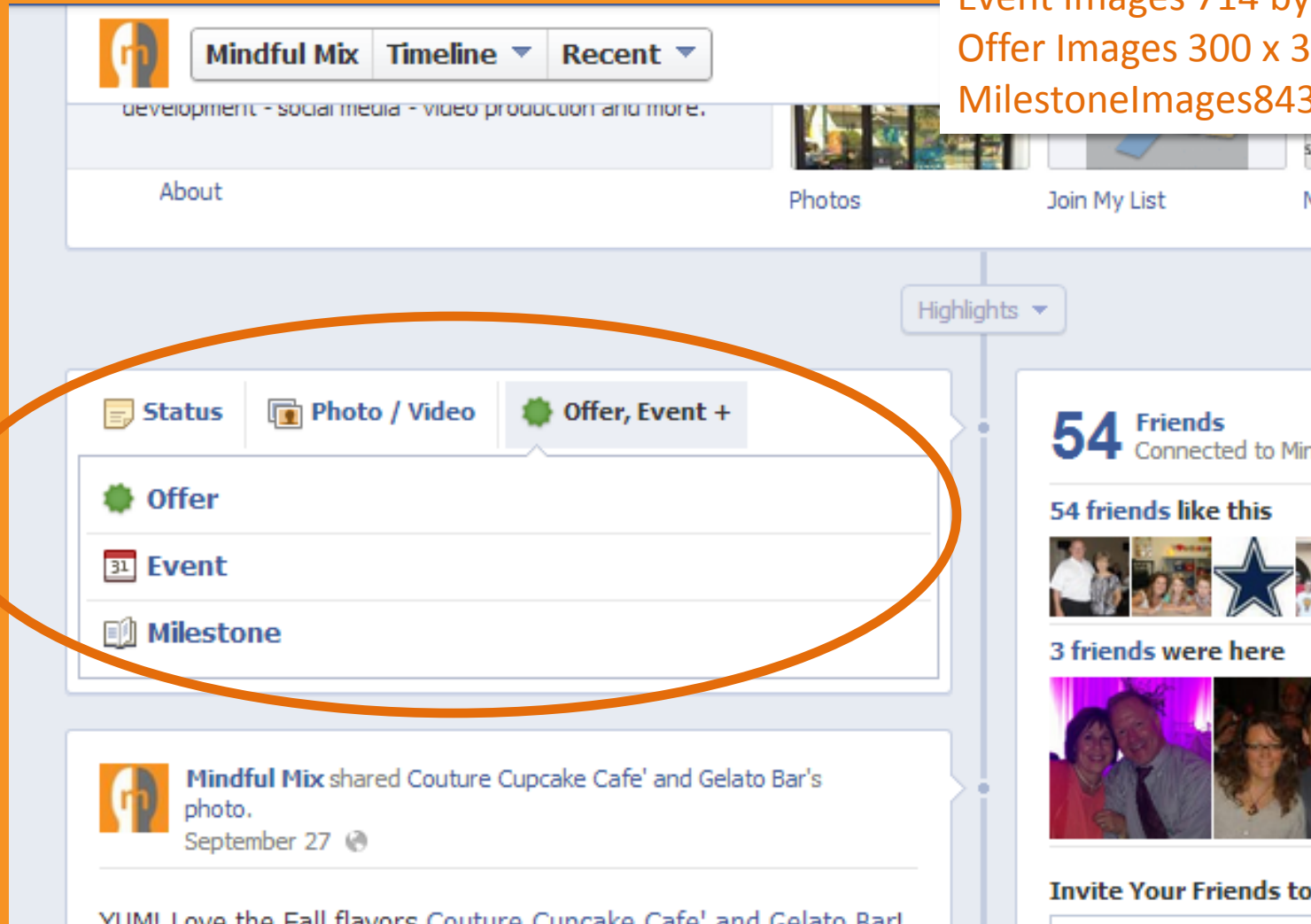


# expand content to your page



# promoting events & offers

Event Images 714 by 264 pixels  
Offer Images 300 x 300 pixels  
Milestone Images 843 x 403 pixels



# promoting events & offers

## How can I make sure my Facebook Offer is successful?

Every business is different, and you should experiment with offers to find what your customers respond to best. Offers following these best practices have a better chance of being successful:

- **Make discounts substantial.** Discounts should be at least 20% off regular prices. Offering things for free typically performs better than discounts even if the percentage off is the same implied value as the free item. For example, "Buy one pair of socks, get another pair free."
- **Keep it simple.** Describe your terms and conditions as simply as possible, and don't make customers perform unusual activities.
- **Use a clear and engaging image.** Photos of people using your product typically perform better than photos of your product by itself, and both of these generally perform better than your business's logo. Your Page's profile picture will also show next to your offer in most places, so don't use the same photo for both. Make sure your photo looks good when viewed at thumbnail size.
- **Keep language natural and direct.** Your headline should lead with the value of the offer instead of marketing slogans. Avoid using unconventional capitalization or punctuation.
- **Set a reasonable expiration date.** Give people at least a few days to see and claim an offer. Take advantage of word-of-mouth marketing by allowing time for your offer to be shared between friends.
- **Promote your offer.** Add a budget or create an ad for your offer and pin your offer to the top of your Page so people will notice it. We recommend re-sharing an existing offer instead of creating the same offer twice so it's easier to track how many people are claiming it.
- **Train your staff.** Make sure your employees know the terms of your offer and how people can redeem it. Some people will print out the offer while others might show the offer on their phones or tablets.

Like

Comment

Megan Molitor Guerrero and 28 others like this.

View 6 more comments

Danette Gabl Santana Looking Good! Happy Birthday!!  
about an hour ago via mobile · Like

Donna Fitzpatrick Great picture Amy:-))  
9 minutes ago via mobile · Like

Write a comment

Suggested Page · 81,611 people like Marketo.

Enjoy 80+ pages packed with social marketing tips and best practices! Check it out!

Like Page

Sponsored

Lori Amato shared an album.

American Home Shield added 7 new photos to the album August You Pick Two Winner.  
2 hours ago

Our August winner for the You Pick Two Giveaway was kind enough to send in Before & After photos. They said they donated their old but still good

News Feed

macy's

Macy's  
Retail and Consumer Merchandise

Like Page

Click to Play Now!  
apps.facebook.com

Mix and match candy in the sweetest Facebook game ever!

Palatine Housing Market  
Prudential Visions Realty

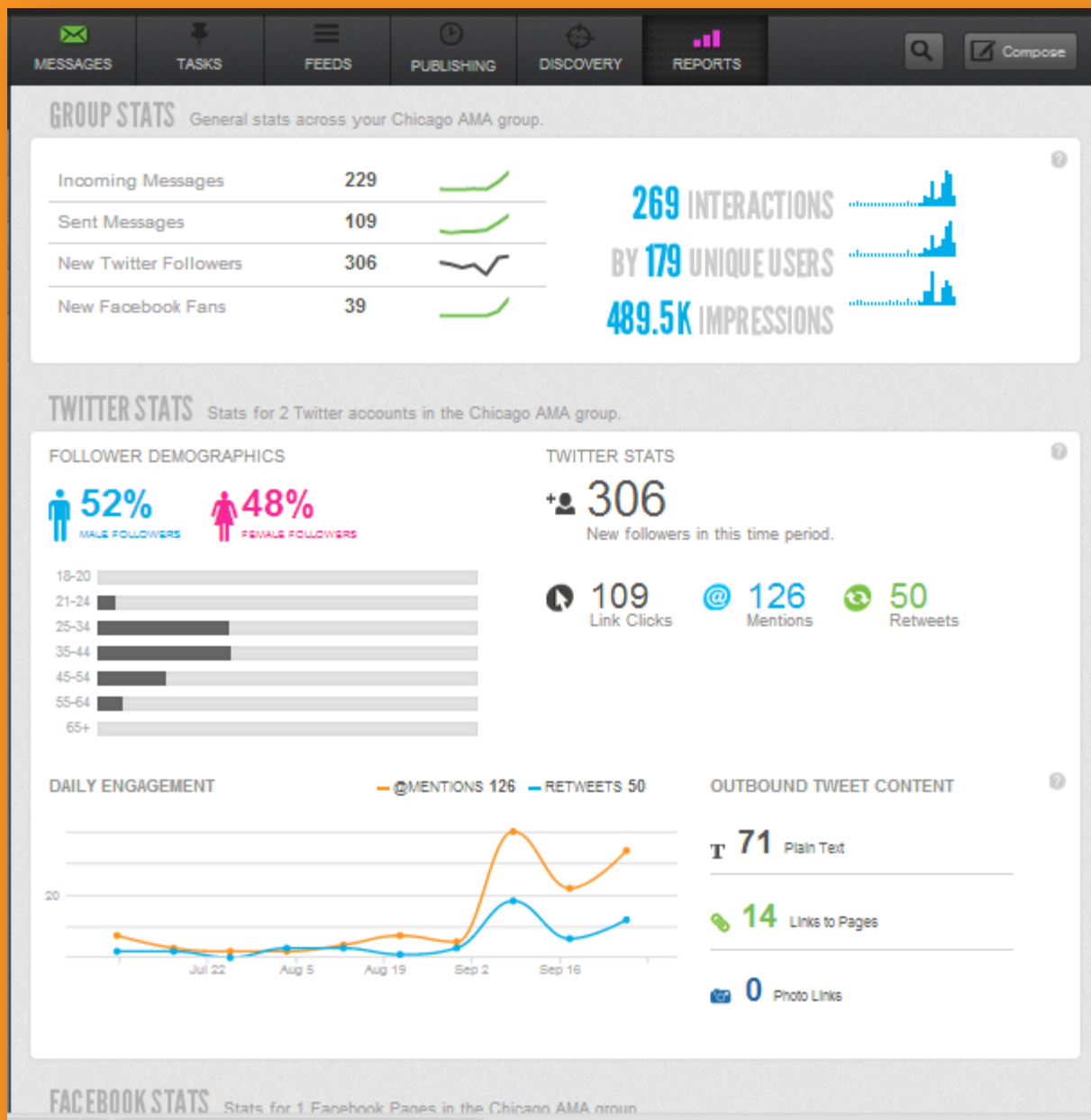
Palatine real estate continues its rock-solid momentum. Get the full report here.  

Like · Lori Amato and Lauren Harper like Prudential Visions Realty.

Kay Phillips Sells Lake  
Kay Phillips Sells Lake and Mc...

Win a \$25 Starbucks Gift Card.  
Start by "Liking" us now!

Like · Lauren Harper and Lori Amato like Kay Phillips Sells Lake and McHenry County, Illinois Real Estate.





# TRANSFORMING YOUR FANS INTO ADVOCATES October 22, 2013

Would it be great to have 5, 10, 50, or even 100 spokespersons for your business, for FREE!? Brand advocates are customers who can speak to your products and services because they are satisfied, and excited about your business. During this final workshop Claire Slattery with Mindful Mix will help you learn how to engage advocates for your business by covering topics including:

- Measuring the effectiveness of your platforms
- Identify your brand advocates amongst your fans and followers
- Increase customer visits and drive sales
- Set-up advocate programs
- Determine creative ways to recognize your advocates
- Boost online reviews
- Combat negative word-of-mouth

**Advance registration is required to attend. Visit [LZACC.com](http://LZACC.com) to register.**



e-mail marketing

**i am** creative.

**i am** innovative.

**i am** mindful.



**strategic marketing**  
**branding & identity**  
**corporate communications**  
**website design & development**  
**social media strategies**  
**video production**  
**and more....**

For more information:

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