

#ILoveAran

#ReasonsToLoveAran

#AranRocks

Using Social Media Effectively

Location: Aran Islands

Date: 13 September 2017

Delivered by: Galway Rural Development

Facilitated by: Caroline Egan, CramdenTECH Ltd.



AGENDA

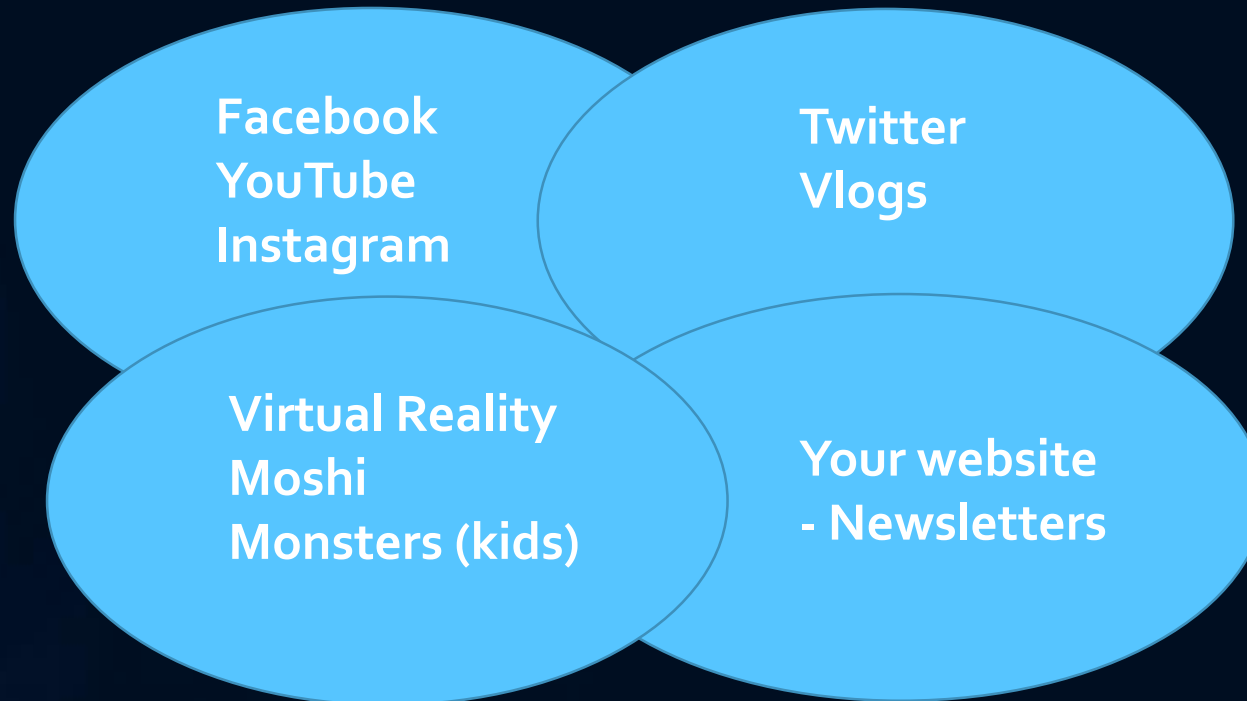
- Social Media Landscape
- Using Social Media in Marketing
- Developing an 'Elevator Pitch'
- Implementing a Social and Digital Media Strategy
- Reasons for Failure
- Your Next Steps

Social Media Trends Globally 2017

- <https://www.youtube.com/watch?v=PkPrZbl5C3k>
- Social media channels are like languages and can be mastered. Content and value of the conversation is what really matters!

Social Networks

Blogs



Virtual Worlds

Brand Website

Social Media Landscape

Social Media Trends Globally 2017

Social media channels – global users:

- (1) Facebook – 3.49 billion users per month
- (2) YouTube – 1.79 billion
- (3) Instagram – 500 million
- (4) Twitter – 313 million
- (5) Reddit – 234 million
- (8) Tumblr – 115 million
- (11) LinkedIn – 106 million
- (12) Pinterest – 100 million

Relevance for Business and Voluntary Groups ...

- Size of social media audience
- Use of dual screen interactive TV viewing
- Use of mobile for services and commerce
- Growth in 'social' news including 'fake' news
- More customer support through social media
- Each person's social footprint continues to grow
- Touch screen kiosks the norm
- Research online, purchase offline

What gets noticed online?

Elements of a viral hit:

- Spontaneous!
- Provokes a strong emotional response: humour, outrage
- Special interest appealing to a wide range of people: DIY, cooking, music, singing

<https://www.youtube.com/watch?v=LkopA-GoKz8>

Exercise: Promoting Community or Business Events

- What type of community/business event or activity are you promoting?
- What is the 'human interest' or story at the heart of the event?
- What actions do you want people to take when they see or read your social media posts i.e call to action?
- What social media channels are of most use?

Content Marketing in General

- Researchers have found that coloured visuals increase people's willingness to read a piece of content by 80%
- Content with relevant images gets 94% more views than content without relevant images
- Visual content is more than 40x more likely to get shared on social media than other types of content

Content Marketing in General

- Develop a Social Media Policy if multiple people update your organisation's profiles
- Developing a status updates schedule and follow through on it
- Decide what you want to achieve by being active on social media platforms

Social Media Strategy in 3 Words

- Create, connect, converse

... through social media channels

Facebook for social

TOP TIPS

- Fill out your profile
- Fill in 'About Us'
- Integrate buttons with your website
- Be responsive
- Watch what you share!

TOP TIPS

- Use Proper Grammar
- Space out your posts
- Don't over promote 80/20 (business)
- Create a 'buzz' – use Facebook Live

Facebook in Action!

The screenshot shows the Guinness Facebook page. The header includes the Guinness logo and navigation links like Home and Find Friends. The main content area features a large image of a stadium at night with the text "BEHIND EVERY GREAT TOWN..." and a contest announcement: "ENTER YOUR BEST GAA PHOTOS NOW USING #HUAWAISNAPYS #GUINNESSEVERYGREATTOWN". Below the image are interaction buttons for Like, Message, Save, and More, along with a Send Message button. The right sidebar displays the page's location (Dublin, Ireland), a 4.6 star rating, and a search bar. The bottom section shows a recent post from Guinness, dated 17 hours ago, with a caption mentioning a favorite photo from Leonardo L. and a link to a voting page.

Guinness

@GuinnessIreland

Home

About

Photos

Reviews

Likes

Posts

Events

Notes

Videos

Create a Page

BEHIND EVERY GREAT TOWN...

ENTER YOUR BEST GAA PHOTOS NOW USING #HUAWAISNAPYS #GUINNESSEVERYGREATTOWN

Get the facts. Be DRINKAWARE. Visit drinkaware.ie

Like Message Save More

Send Message

Status Photo / Video

Write something on this Page...

Food/Beverages · Dublin, Ireland

4.6 ★★★★★

Search for posts on this Page

5,565,729 people like this

4.6 ★ 4.6 of 5 stars · 65 reviews View Reviews

Chat

Guinness

17 hrs · *

We've been blown away by the Snapys #GAA entries so far! Here's one of our favourites from Leonardo L. <http://voting.huaweisnapys.com/gaa>

Facebook in Action!

The screenshot shows the Facebook profile of Paddy Power. The profile picture is a green square with 'PP' and 'YOU'RE WELCOME!'. The cover photo is a political parody featuring a man shouting into a megaphone with '#USAHOLE PP.' on it, an eagle wearing a 'MAKE AMERICA GREAT AGAIN' hat, and a monster truck on a golf course. A post from 4 hours ago shows Justin Rose on a golf course with the caption: 'Meanwhile Stateside, Justin Rose challenges a heckler to try the putt he just missed during a Ryder Cup practice round. Sure enough...'. The page has 1,558,240 likes and 119 people have been here.

Paddy Power [@paddypower](#)

Home Find Friends

PP
YOU'RE WELCOME!

Paddy Power ✓
@paddypower

Home
About
Instagram feed
Likes
Locations
Photos
YouTube
Videos
Work With Paddy
Events
Notes

Like Save Share More

PP Paddy Power
4 hrs · 🌟

Meanwhile Stateside, Justin Rose challenges a heckler to try the putt he just missed during a Ryder Cup practice round. Sure enough...

Website

Search for posts on this Page


1,558,240 people like this

119 people have been here

Invite friends to like this F Chat

Facebook in Action!


The screenshot displays the Facebook interface for the Penneys page. The top navigation bar includes the Penneys logo, a search bar, and navigation links for Home and Find Friends. The main content area features a post from www.primania.com, which includes a video of a woman in a red dress holding a Primark shopping bag. The post has 5.9K views and options to Like, Comment, and Share. To the right of the post, there is a welcome message for the official Penneys Facebook page, a link to the website, and a section for social media apps including Instagram, Twitter, and Pinterest. The left sidebar shows the Penneys profile information and navigation links for Home, About, Videos, Photos, Instagram, Twitter, Pinterest, Likes, and Posts.

Penneys 
@PenneysIreland




Home


- About
- Videos
- Photos
- Instagram
- Twitter
- Pinterest
- Likes
- Posts


[Create a Page](#)

www.primania.com 

5.9K Views


 Like  Comment  Share


Wear. Share. Inspire. Welcome to the official Penneys Facebook page. www.primark.com 

<http://www.primark.ie/> 

APPS

- Instagram
- Twitter
- Pinterest

PHOTOS 

 Chat

Facebook in Action!

The screenshot shows the Facebook profile of Supermac's. The page header includes the name 'Supermac's', a search bar, and navigation links for 'Caroline', 'Home', and 'Find Friends'. The profile picture is a yellow Snapchat-style logo with the Supermac's name. The bio reads '@supermacsofficial'. A left-hand navigation menu lists 'Home', 'About', 'Photos', 'Videos', 'Likes', 'Events', 'Instagram feed', 'Posts', 'Twitter', and 'YouTube'. The main content area features a post from Supermac's dated September 20 at 10:30am. The post text asks if users are heading to the National Ploughing Championships and mentions catering areas and a new chicken breast sandwich. Below the text is a photo of a large crowd at an outdoor event. To the right of the post are interaction buttons: 'Like', 'Message', 'Save', and 'More'. A 'Shop Now' button is also visible. Below the main post, there are sections for 'VISITOR POSTS' (featuring a post from Lisa Daxenbichler) and 'LIKED BY THIS PAGE' (listing Supermac's Portlaoise, Supermac's And Papa..., and Athlone Institute of Tec...).

Facebook in Action!



The image shows a screenshot of the Mr. Tayto Facebook page. The page header includes the name "Mr. Tayto" and navigation options like "Home" and "Find Friends". The main content area features a large image of the Mr. Tayto mascot, a yellow character in a red suit and black hat, standing next to a woman in a green jacket. A red banner in the bottom right of the image contains the hashtag "#MORETHANJUSTACRISP". Below the image are interaction buttons for "Like", "Save", "Share", and "More". The page also displays a "Status" section with a "Write something on this Page..." prompt, a "Public Figure" label, a search bar for posts, and statistics showing "275,629 people like this" and an option to "Invite friends to like this Page". A recent post from Mr. Tayto is visible at the bottom, dated September 22 at 11:00am, with the text "Don't worry #Brangelina I have my 'Break Up Songs' playlist for you on my website" and two heart emojis.

Mr. Tayto

Home Find Friends

#MORETHANJUSTACRISP

Like Save Share More

Status Photo / Video

Write something on this Page...

Public Figure

Search for posts on this Page

275,629 people like this

Invite friends to like this Page

Mr. Tayto
September 22 at 11:00am · 🌐

Don't worry #Brangelina I have my 'Break Up Songs' playlist for you on my website 💕💕

Facebook in Action!

The image shows a screenshot of the Wild Atlantic Way Facebook page. The page header includes the search bar with "Wild Atlantic Way" and navigation links for Home and Find Friends. The main content area features a large landscape photograph of a grassy field with a person flying a kite. Below the photo are interaction buttons for Like, Message, Save, and More, along with a Use App button. The left sidebar contains the Wild Atlantic Way logo, name, and handle (@irelandswaw), along with a navigation menu (Home, About, Photos, Likes, Videos, Posts) and a Create a Page button. The right sidebar displays the category "Travel/Leisure", a search bar, and statistics showing 103,066 likes and an option to invite friends.

Wild Atlantic Way

Wild Atlantic Way

Wild Atlantic Way ✓
@irelandswaw

Home

About

Photos

Likes

Videos

Posts

Create a Page

Like Message Save More

Use App

Status Photo / Video

Write something on this Page...

Wild Atlantic Way added 6 new photos to the album: Fan Photos of the Wild Atlantic Way.
14 mins · 🌐

The Wild Atlantic Way as seen by you!

Travel/Leisure

Search for posts on this Page

103,066 people like this

Invite friends to like this Page

Facebook in Action!

The screenshot displays the Facebook interface for the Wild Atlantic Way page. At the top, the navigation bar includes the Facebook logo, the page name "Wild Atlantic Way", a search icon, a profile picture, and navigation links for "Home" and "Find Friends".

The main content area features a post from the page:

- Post Header:** "Photos of the Wild Atlantic Way." with a timestamp of "14 mins" and a privacy setting of "Public".
- Post Content:** A large landscape photo of a valley with a lake, captioned "The Wild Atlantic Way as seen by you!". Below it are three smaller images: a dog, a person on a boat, and a sunset over water.
- Post Interaction:** Buttons for "Like", "Message", "Save", and "More".

The left sidebar contains the page's profile information:

- Profile Picture:** Wild Atlantic Way logo.
- Page Name:** Wild Atlantic Way (verified).
- Username:** @irelandswaw.
- Navigation Menu:** Home (selected), About, Photos, Likes, Videos, Posts.
- Call to Action:** "Create a Page" button.

The right sidebar shows the "ABOUT" section:

- Location:** Ireland.
- Website:** <http://www.wildatlanticway.com/> (verified).
- Options:** "Ask for Wild Atlantic Way's phone" and "Ask for Wild Atlantic Way's hours".

At the bottom right, there is a "VIDEOS" section with a video player and a "Chat" button.

Facebook in Action!

The screenshot shows the Facebook page for the Wild Atlantic Way. The page header includes the Facebook logo, the name "Wild Atlantic Way", a search bar, and navigation links for "Home" and "Find Friends". Below the header, there are buttons for "Like", "Message", "Save", and "More". A "Use App" button is also visible.

The main content area features a post from "Wild Atlantic Way" dated "17 hrs" ago. The post text reads: "10 locations you cant afford to miss on the Wild Atlantic Way. How many have you been too?". Below the text is a large landscape photograph of a coastal town with a prominent cliffside. The post is attributed to "Wild Atlantic Way" with a verified badge and includes the text: "The Wild Atlantic Way is the longest defined coastal touring route in the world and the route takes in some of the most breathtaking scenery you'll ever see." and the website "WILDATLANTICWAY.COM | BY FAILTE IRELAND".

At the bottom of the post, there are buttons for "Like", "Comment", and "Share", along with a "Top Comments" dropdown. The post has received 218 likes.

On the right side of the page, there is a "PHOTOS" section displaying a grid of nine smaller landscape images. Below that is a "VISITOR POSTS" section featuring a post by "Leah Beggs" from "Yesterday at 8:48pm".

The left sidebar contains the page's profile picture, the name "Wild Atlantic Way" with a verified badge, the handle "@irelandswaw", and a list of navigation options: "Home", "About", "Photos", "Likes", "Videos", and "Posts". A "Create a Page" button is located at the bottom of the sidebar.

Twitter for news

TOP TIPS

- Present your brand consistently
- Connect with existing users
- Use #Hashtags for search
- Tweet regularly

TOP TIPS

- Interact and respond
- Tweet at particular times
- Use Twitter lists
- Use Direct Messages

Twitter in Action!

Home Notifications Messages Search Twitter Tweet

BEHIND EVERY GREAT TOWN...

ENTER YOUR BEST GAA PHOTOS NOW USING #HUAWAISNAPYS #GUINNESSEVERYGREATTOWN

Get the facts. Be DRINKAWARE Visit drinkaware.ie

Guinness Ireland @GuinnessIreland

Guinness is unmistakable from the first velvet sip to the last, lingering drop. All followers must be 18+. Please verify your age to follow us. See DM

Dublin, Ireland guinness.com

TWEETS	FOLLOWING	FOLLOWERS	LIKES	LISTS
4,992	471	60.2K	1,364	3

Tweets Tweets & replies Media



Guinness Ireland @GuinnessIreland · 17h

We've been blown away by the Snapys #GAA entries so far! Here's 1 of our favourites. drinkaware.ie



Who to follow - Refresh - View all

- Docklands Business @Bu... Follow
- Matthew Guyan @MattGuy... Follow
- RAZOR SOCIAL razorsocial @razorsocial Follow




Twitter in Action!


 **Guinness Ireland** 
@GuinnessIreland


TWEETS 4,992 FOLLOWING 471 FOLLOWERS 60.2K LIKES 1,364 LISTS 3









  Follow


Guinness is unmistakable from the first velvet sip to the last, lingering drop. All followers must be 18+. Please verify your age to follow us. See DM







 Dublin, Ireland
 guinness.com
 Joined September 2010


 Tweet to Guinness Ireland

 38 Followers you know





 1,064 Photos and videos









 Guinness Ireland @GuinnessIreland · 17h

We've been blown away by the Snapys #GAA entries so far! Here's 1 of our favourites. drinkaware.ie




 Follow

 Matthew Guyan @MattGuy... 
 Follow

 RAZOR SOCIAL @razorsocial 
 Follow

Find friends

Trends · [Change](#)

#ShareTheDream
 Promoted by The National Lottery

#FridayFeeling
@Tradesmen1 and @CRYIre are Tweeting about this

#EUInvestIRL

#googlebb

#spidersworkshop

#GoodNewsFriday

#FearlessAmbition
@EEN_Cork and @MMaryMcKenna are Tweeting about this

#IrIAM

#DUBvMAYO
@FM104 is Tweeting about this

Twitter in Action!

Home Notifications Messages Search Twitter Tweet

GRAVE DIGGER

PADDYPOWER.

#USAHOLE PP.

MAKE AMERICA GREAT AGAIN

PP.
YOU'RE WELCOME!

TWEETS 159K FOLLOWING 3,191 FOLLOWERS 603K LIKES 8,602 LISTS 2

Follow

Paddy Power @paddypower
Betting and sports news, served with a side of mischief. @AskPaddyPower for queries & assistance! Followers must be 18+. Snapchat: thepaddypower

Bet Now

Tweets Tweets & replies Media

Pinned Tweet

Paddy Power @paddypower · Sep 28
WATCH: @PiersMorgan gives you the perfect reason to get behind #TeamEurope... #USAhole

Who to follow · Refresh · View all

- Mark Schaefer** @markwsc...
Follow
- Rebekah Radice** @Rebeka...
Follow
- Jon Loomer** @jonloomer

Twitter in Action!

The image shows a screenshot of the Twitter profile for Paddy Power (@paddypower). The profile header includes the name, handle, and statistics: 159K tweets, 3,191 following, 603K followers, 8,602 likes, and 2 lists. The bio describes the account as providing betting and sports news. The pinned tweet, dated Sep 28, features a video of Piers Morgan and the text: "WATCH: @PiersMorgan gives you the perfect reason to get behind #TeamEurope... #USAhole". Below this is a tweet from 11m ago: "Here's the runners. Full disclosure, the strawberry looks a bit squishy. #RyderFruitCup". The right sidebar shows a list of followed users including Rebekah Radice and Jon Loomer, and a 'Trends' section with various hashtags like #ShareTheDream and #FridayFeeling.

Home Notifications Messages Search Twitter Tweet

Paddy Power @paddypower
TWEETS 159K FOLLOWING 3,191 FOLLOWERS 603K LIKES 8,602 LISTS 2

betting and sports news, served with a side of mischief. @AskPaddyPower for queries & assistance! Followers must be 18+. Snapchat: thepaddypower

Bet Now
pdy.pr/XREwqw
Joined April 2008

Tweet to Paddy Power

57 Followers you know

36.4K Photos and videos

Pinned Tweet
Paddy Power @paddypower · Sep 28
WATCH: @PiersMorgan gives you the perfect reason to get behind #TeamEurope... #USAhole

2:08

336 540

Paddy Power @paddypower · 11m
Here's the runners. Full disclosure, the strawberry looks a bit squishy. #RyderFruitCup

Rebekah Radice @Rebeka...
Follow

Jon Loomer @jonloomer
Follow

Find friends

Trends · Change

#ShareTheDream
Promoted by The National Lottery

#FridayFeeling
@IrishGirlGuides, @Tradesmen1 and 1 more are Tweeting about this

#googlebb

#EUInvestIRL

#spidersworkshop

#FearlessAmbition
@EEN_Cork and @MMaryMcKenna are Tweeting about this

#DUBvMAYO
@FM104 is Tweeting about this

#todaySor

#GoodNewsFriday

#MacmillanCoffeeMorning

Twitter in Action!

Home Notifications Messages Search Twitter Tweet


Primark @Primark

TWEETS 20.3K FOLLOWING 888 FOLLOWERS 179K LIKES 14.4K LISTS 1

Follow

Primark @Primark · 15h

Check out this section of shirts from just £7/€9 bit.ly/2cLk6vo #Primark #menswear



3 15

Twitter in Action!

Supermac's
@SupermacsIRE

Welcome to the Official Supermac's Twitter. Proud to be 100% Irish.

Ireland
supermacs.ie
Joined September 2009

Tweet to Supermac's

24 Followers you know

3,604 TWEETS 716 FOLLOWING 5,036 FOLLOWERS 1,035 LIKES

Tweets Tweets & replies Media

Supermac's @SupermacsIRE · Sep 28
All Ireland Strongman Competition happening at Supermac's Tuam Rd, Galway this Sunday!
Galway Bay FM

ALL IRELAND STRONGMAN COMPETITION
110KG - 95KG
Supermac's / Monaghan's Tuam Road, Galway · Oct. 2nd 12.30pm - 4.30pm

15 CONTESTANTS
(CARTING, TRUCK PULLING, WEIGHTLIFTING)

Sponsors: Supermac's, Monaghan & Sons, APOLLO, SKODA, TOPAZ

Who to follow · Refresh · View all

- Thrombo Coach @Thromb...
Followed by Bell Media and ...
Follow Promoted
- Helen Blunden @ActivateL...
Follow
- Bear Attics @BearAttics
Followed by athcom.ie and ...
Follow

Find friends

Trends · Change

- #ShareTheDream
Promoted by The National Lottery
- #FridayFeeling
@IrishGirlGuides, @Tradesmen1 and 1 more are Tweeting about this
- #EUInvestIRL

Twitter in Action!

Home Notifications Messages Search Twitter Tweet

Mr. Tayto Ireland @MrTaytoIreland
A dapperly dressed crisp connoisseur.
[facebook.com/MrTayto](https://www.facebook.com/MrTayto)
Joined June 2012

TWEETS 2,874 FOLLOWING 178 FOLLOWERS 13.2K LIKES 3,703

Tweets Tweets & replies Media

Mr. Tayto Ireland @MrTaytoIreland · 2h
I miss Tayto all the time 🥰

Wandering On Travel @wanderingon_bn
Top 10 Irish Foods We Miss [wanderingon.com/top-10-irish-f...](https://www.wanderingon.com/top-10-irish-f...) #travel #LiveToTravel #WanderingOn

Who to follow · Refresh · View all

- Michael A. Stelzner** @M...
Follow
- Donna Moritz** @SociallySo...
Follow
- Peg Fitzpatrick** @P...

Tweet to Mr. Tayto Ireland

Twitter in Action!

The image shows a screenshot of the Wild Atlantic Way Twitter profile page. The background features a scenic view of a coastal pier at dusk with a couple standing together. The Twitter interface includes a navigation bar with 'Home', 'Notifications', and 'Messages' icons, a search bar, and a 'Tweet' button. A 'Social Notifications: Off' notification is visible. The profile header shows the Wild Atlantic Way logo and the text 'EMBRACE THE WILD ATLANTIC WAY'. Below the header, statistics are listed: 9,148 tweets, 697 following, 39.9K followers, and 4,272 likes. A 'Following' button is present. The main content area shows a tweet from Wild Atlantic Way (@wildatlanticway) posted 20 hours ago, with the text '10 locations you cant afford to miss on the #WildAtlanticWay. How many have you been too? bit.ly/2dsTKkm'. A 'Who to follow' section on the right lists Neal Schaffer, Donna Moritz, and Matthew Guyan.

Home Notifications Messages Search Twitter

Social Notifications: Off

WILD ATLANTIC WAY

EMBRACE THE WILD ATLANTIC WAY

TWEETS 9,148 FOLLOWING 697 FOLLOWERS 39.9K LIKES 4,272

Wild Atlantic Way
@wildatlanticway

The official account of the #WildAtlanticWay - the world's longest defined coastal touring route. Experience the untamed west coast of Ireland

Ireland
 wildatlanticway.com
 Joined March 2012

Tweets Tweets & replies Media

Wild Atlantic Way @wildatlanticway · 20h

10 locations you cant afford to miss on the #WildAtlanticWay. How many have you been too? bit.ly/2dsTKkm

Who to follow · Refresh · View all

Neal Schaffer @NealSc...

Donna Moritz @SociallySo...

Matthew Guyan @MattGuy...

Find friends

Twitter in Action!

Home Notifications Messages Search Twitter Tweet


Wild Atlantic Way @wildatlanticway

TWEETS 9,148 FOLLOWING 697 FOLLOWERS 39.9K LIKES 4,272

Following

Wild Atlantic Way @wildatlanticway · Sep 28

Share this view with someone!! Doolough Valley County #Mayo on the #WildAtlanticWay by IG/travel_throughlife



46 104

Exercise: Create your Twitter Profile

Decide upon the essential elements of your business profile:

- Profile description
- Profile picture
- Header image
- Tip: format images with <http://www.canva.com>

LinkedIn for networking

TOP TIPS

- Complete your profile
- Complete your company page
- Use groups to 'listen' to the market
- Consider what you post
- Use existing content well

TOP TIPS

- Use advanced search
- Use recommendations
- Encourage employees to join groups
- Monitor which posts drive traffic and queries


LinkedIn in Action!

LinkedIn

What is LinkedIn? Join Today Sign In


Paddy Power Betfair

Paddy Power Betfair plc was formed in February 2016 from the merger of two of the fastest-growing online betting operators in the world; Paddy Power plc and Betfair Group plc. Paddy Power is a multichannel (online and retail) betting operator widely seen as one of the most distinctive consumer brands in Europe. Betfair is an innovative online-only betting operator which pioneered the betting exchange in 2000, changing the landscape of the sports betting industry over the next decade.



- Paddy Power - Graduate Program ▶
- sportsbet.com.au ▶

Paddy Power Betfair employees



James Palmier Gonzi
Director & Compliance Manager (Malta, Den...)

[See how you're connected ▶](#)


Jobs at Paddy Power Betfair

- .Net Developer**
Ireland
- Head of Racing (Exchange)**
Ireland
- Head of Sports and Specials - Exchange Operations**
Ireland
- Senior Business Analyst**
Ireland
- Commercial Manager**
London, United Kingdom
- Business Analyst - Operational Excellence**
Ireland

LinkedIn in Action!

LinkedIn


What is LinkedIn? Join Today Sign In

**Primark Stores Limited**

Retail
10,001+ employees

66,211 followers [Follow](#)

[Home](#) [Careers](#)



Adored by fashion fans Primark is widely established as the destination store for keeping up with the latest looks without breaking the bank.





We offer a diverse range of products, stocking everything from baby and kids, to womens, mens, home, accessories, beauty products and confectionery.

Primark opened its first store in Dublin in 1969 under the name Penneys and today operates over 300 stores in ten countries across Europe while growing our presence in the United States.

Primark is an exciting company where no two days are the same. We operate at fast pace across all functions and aim to deliver amazing fashion and amazing prices to our customers every day.

Specialties
Fashion, Retail


Primark Stores Limited employees



Miguel Osório
Manager

[See how you're connected](#)

Careers

**Interested in Primark Stores Limited?**

Learn about our company and culture.
20 jobs posted


[Learn more](#)

Ads You May Be Interested In

[Introducing Polycom Trio](#)

LinkedIn in Action!

LinkedIn ® What is LinkedIn? Join Today Sign In




The first Supermac's opened its doors in 1978 in Main Street Ballinasloe, Co. Galway. Back then it was just a small take-away. Today, the company has grown to become Ireland's largest indigenous fast-food chain, encompassing over 100 Supermac's restaurants nationwide.

In 2006, Supermac's introduced the international pizza brand, Papa John's Pizza to Ireland. Today, Papa John's Pizza is available in almost 50 outlets nationwide and offers Supermac's customers greater choice. Quiznos Subs is also available in a selection of their restaurants, again bringing a new taste to the Supermac's customer. With the added option of pizza and subs, Supermac's are uniquely placed to cater to all tastes in a group or family. In addition, Supermac's customers have the option to include fries with their pizza or sub orders.

Specialties
Restaurant, Fast Food, Franchising, Delivery

Website http://www.supermacs.ie	Industry Restaurants	Type Privately Held
Company Size 1001-5000 employees	Founded 1978	

Supermac's employees



Jacinta Greene
HR Manager


[See how you're connected](#)

Careers


Interested in Supermac's?
2 jobs posted

[See jobs](#)


Ads You May Be Interested In



Introducing Polycom Trio
The world's first smart hub for group collaboration. Watch this short video



Huge range of IT supplies
Competitive prices, next business day delivery and excellent service.



Invitation from LinkedIn
Place ads on LinkedIn. Acquire new customers for your

Instagram for visual impact

TOP TIPS

- Find followers from similar businesses
- Create content that appeals
- Post high quality photos
- Use #hashtags

TOP TIPS

- Offer discounts
- Respond to comments
- Measure your 'Likes'
- Be consistent

Instagram in Action!



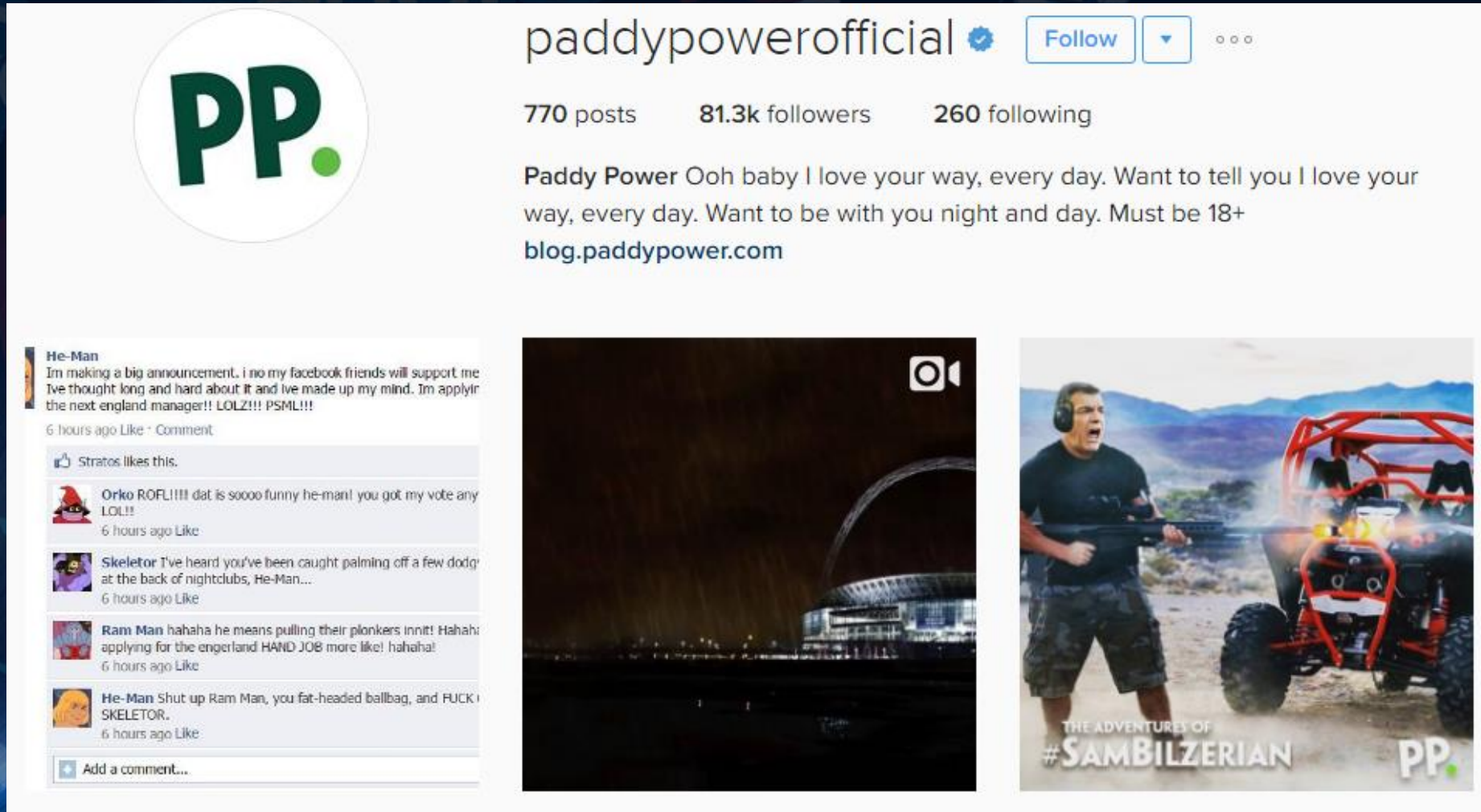
guinness  [Follow](#)  ...

441 posts 71.5k followers 5 following




Guinness You must be over the legal drinking age to follow & use our hashtags.
[www.facebook.com/Guinness Drink responsibly](http://www.facebook.com/GuinnessDrink), www.drinkaware.iq
www.guinness.com



Instagram in Action!




The screenshot shows the Instagram profile for 'paddypowerofficial'. The profile picture is a green 'PP.' logo in a white circle. The bio reads: 'Paddy Power Ooh baby I love your way, every day. Want to tell you I love your way, every day. Want to be with you night and day. Must be 18+ blog.paddypower.com'. The profile has 770 posts, 81.3k followers, and is following 260 accounts. Below the bio are two images: a night view of the London Stadium and a man in a black t-shirt and shorts holding a rifle, standing next to a red dune buggy. The text '#SAMBILZERIAN' and 'PP.' are overlaid on the bottom of the second image. On the left side of the screenshot, there is a comment thread from a user named 'He-Man' who is applying for a job at Paddy Power, with several replies.


paddypowerofficial  [Follow](#)  


770 posts 81.3k followers 260 following


Paddy Power Ooh baby I love your way, every day. Want to tell you I love your way, every day. Want to be with you night and day. Must be 18+ blog.paddypower.com


He-Man
Im making a big announcement. i no my facebook friends will support me Ive thought long and hard about it and Ive made up my mind. Im applyin the next england manager!! LOLZ!!! PSML!!!
6 hours ago Like · Comment


 Stratos likes this.



 **Orko** ROFL!!!! dat is soooo funny he-man! you got my vote any LOL!!
6 hours ago Like

 **Skeletor** I've heard you've been caught palming off a few dodg at the back of nightclubs, He-Man...
6 hours ago Like

 **Ram Man** hahaha he means pulling their plonkers innit! Hahaha applying for the engerland HAND JOB more like! hahaha!
6 hours ago Like

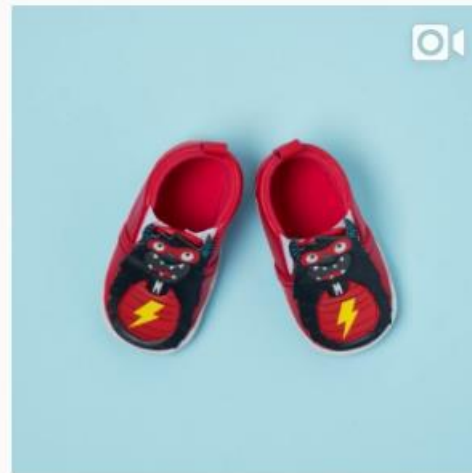
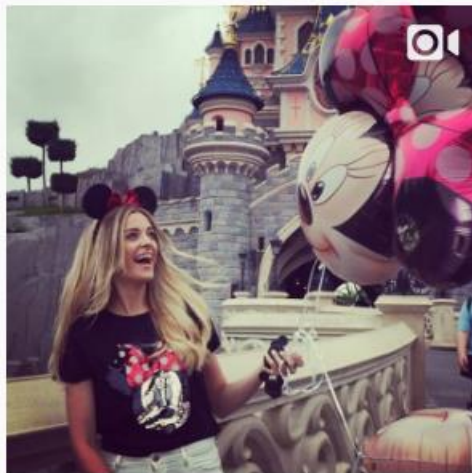
 **He-Man** Shut up Ram Man, you fat-headed ballbag, and FUCK SKELETOR.
6 hours ago Like

 Add a comment...

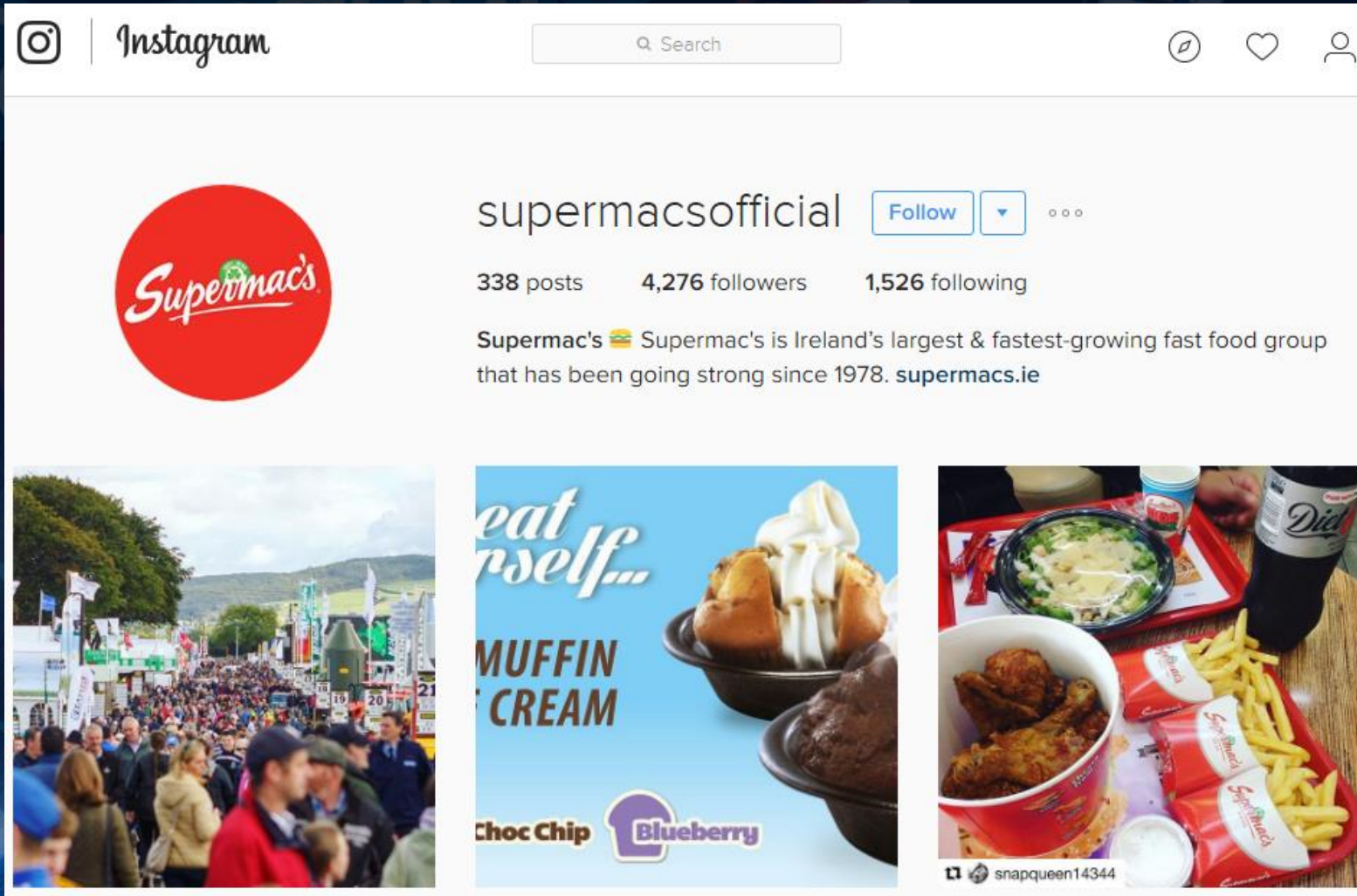


THE ADVENTURES OF
#SAMBILZERIAN **PP.**

Instagram in Action!



Instagram in Action!



The image shows a screenshot of the Instagram profile for 'supermacsofficial'. At the top, the Instagram logo and name are visible, along with a search bar and navigation icons. The profile picture is a red circle with the 'Supermac's' logo. The bio states: 'Supermac's 🇮🇪 Supermac's is Ireland's largest & fastest-growing fast food group that has been going strong since 1978. supermacs.ie'. The profile statistics show 338 posts, 4,276 followers, and 1,526 following. Below the bio are three image thumbnails: a crowd at an outdoor event, a muffin with cream and chocolate chips, and a tray of Supermac's food including chicken, fries, and a drink.

Instagram

Search

supermacsofficial [Follow](#) ...

338 posts 4,276 followers 1,526 following

Supermac's 🇮🇪 Supermac's is Ireland's largest & fastest-growing fast food group that has been going strong since 1978. supermacs.ie

eat yourself...
MUFFIN
CREAM
Choc Chip Blueberry

snapqueen14344

Instagram in Action!



mrtaytoireland

Follow

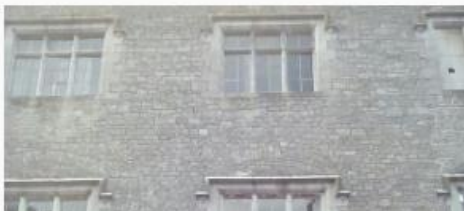


215 posts

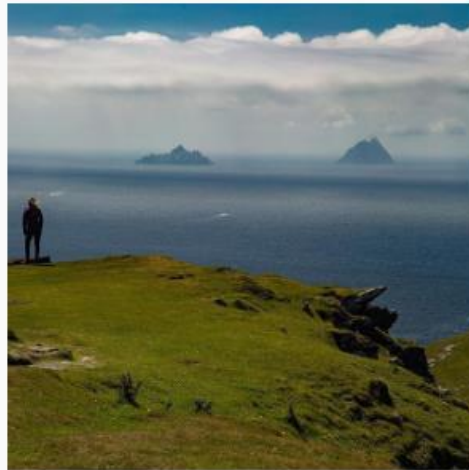
5,660 followers

1 following

Mr Tayto A dapperly dressed crisp connoisseur 🇮🇪✈️ taytocrisps.ie



Instagram in Action!



YouTube and Blogs

- On YouTube consider the 'viral' potential of your video
- With blogs consider whether or not they help you to become a 'thought leader' or information source

Check out: <http://awards.ie/blogawards/>

Some Types of Blogs

- Interview blogging - Conducting and posting interviews
- Video/photo blogging - posting videos/photos
- Link blogging - collecting and sharing a list of website links within a post
- Review blogging - sharing posts about article/event reviews
- List blogging - sharing top ten lists
- Insight blogging - sharing insights, ideas, commenting on trends

Some Types of Blogs

- Piggyback blogging - writing about a current "hot" topic
- Life blogging - sharing your daily life experiences (reality)
- Event blogging - sharing opinions/impressions from conference/event
- Brand blogging - sharing posts about positive aspects of your brand/service

YouTube in Action!

The screenshot shows the Guinness YouTube channel page. At the top, there is a navigation bar with the YouTube logo, a search bar, and buttons for 'Upload' and a notification bell. Below this is a banner image featuring a Guinness glass and the text 'MADE OF MORE™'. The channel name 'Guinness' is displayed with a 'Subscribe' button showing 8,668 subscribers. A menu below the channel name includes 'Home', 'Videos', 'Playlists', 'Channels', 'Discussion', and 'About'. The main content area features a video titled 'Guinness Draught: The Mathematician Who Brought Nitrogen to Beer' with 390,633 views from 6 months ago. The video thumbnail shows a man in a suit holding a document, with the text 'But he kept at it on his own for four years.' overlaid. To the right of the video is a description: 'This is the story of how mathematician-turned-brewer, Michael Ash, pioneered the world's first nitro beer. Launched in 1959, it's the same beer known today as Guinness Draught.' Below the description is a link to 'WHY DID GUINNESS THINK TO INFUSE BEER WITH NITROGEN?' and a 'Read more' link. On the right side of the page, there is a 'Regional Channels' section listing 'Guinness Storehouse', 'GUINNESS RUGBY I..', 'GuinnessEurope', 'GuinnessMY', and 'Guinness Indonesia', each with a 'Subscribe' button.

YouTube

Search

Upload

Home

My Channel

Trending

Subscriptions

History

Watch Later

GUINNESS

MADE OF MORE™

<http://www.guinness.com>

Guinness

Subscribe 8,668

Home Videos Playlists Channels Discussion About

Guinness Draught: The Mathematician Who Brought Nitrogen to Beer

390,633 views · 6 months ago

This is the story of how mathematician-turned-brewer, Michael Ash, pioneered the world's first nitro beer. Launched in 1959, it's the same beer known today as Guinness Draught.

WHY DID GUINNESS THINK TO INFUSE BEER WITH NITROGEN?

For 200 years, Guinness was only sold in casks and bottles. In 1950's carbonated beer on tap was...

Read more

Regional Channels

Guinness Storehouse

Subscribe

GUINNESS RUGBY I..

Subscribe

GuinnessEurope

Subscribe

GuinnessMY

Subscribe

Guinness Indonesia

Subscribe

But he kept at it on his own for four years.

YouTube in Action!

YouTube



Supermac's & Sean O'Brien | TV Advert Outtakes

 Supermac's Head Office

 273

1,009 views

YouTube in Action!



The image shows a YouTube video player interface. At the top, there is a search bar with the text "Search" and a magnifying glass icon. Below the search bar is the video player. The video content shows a scenic view of a road winding through a green, hilly landscape. Overlaid on the video are several text elements: "PORSCHE CLUB IRELAND" in a curved banner at the top, "2500 KM" in a horizontal banner on the left, "7 DAYS" in a horizontal banner on the right, and "THE WILD ATLANTIC WAY RUN" in a curved banner at the bottom. The video player includes a progress bar at the bottom left showing "0:28 / 3:28" and control icons for play, volume, and full screen. Below the video player, the video title "The Road at the Edge of the World: Porsche on the Wild Atlantic Way" is displayed. Underneath the title is the channel name "wildatlanticway" with a small profile picture icon. To the right of the channel name is a red "Subscribe" button with "1,458" subscribers. At the bottom right of the video player area, the view count "197,635 views" is shown.

YouTube

Search

PORSCHE CLUB IRELAND

2500 KM

7 DAYS

THE WILD ATLANTIC WAY RUN

0:28 / 3:28

The Road at the Edge of the World: Porsche on the Wild Atlantic Way

wildatlanticway

Subscribe 1,458

197,635 views

Company: Guinness

- Facebook:

<https://www.facebook.com/GuinnessIreland/?fref=ts>
(5M)

- Twitter: <https://twitter.com/guinnessireland> (61K)

- Instagram: <https://www.instagram.com/guinness/> (71.5K)

- Youtube: <https://www.youtube.com/user/Guinness> (11K)

Company: Tayto

- Facebook: <https://www.facebook.com/MrTayto/> (250K)
- Twitter: <https://twitter.com/MrTaytoIreland> (13K)
- Instagram: <https://www.instagram.com/mrtaytoireland/> (5K)

Company: Supermacs

- Facebook: <https://www.facebook.com/supermacsofficial> (78K)
- Twitter: <https://twitter.com/supermacsire> (5K)
- Instagram: <https://www.instagram.com/supermacsofficial/> (4K)
- Youtube:
<https://www.youtube.com/user/SupermacsIreland> (226)
- LinkedIn: <https://www.linkedin.com/company/155424> (1K)

Company: Penneys

- Facebook: https://www.facebook.com/PenneysIreland/?brand_redir=268505109890322 (4M)
- Twitter: <https://twitter.com/primark> (179K)
- Instagram: <https://www.instagram.com/primark/> (3.4M)
- LinkedIn: <https://www.linkedin.com/company/primark-stores-ltd> (66K)

Company: Wild Atlantic Way

- Facebook: <https://www.facebook.com/irelandswaw> (103K)
- Twitter: <https://twitter.com/wildatlanticway> (39.9K)
- Instagram:
<https://www.instagram.com/thewildatlanticway/> (52.9K)
- Youtube:
<https://www.youtube.com/channel/UC8TWDyLQIYR-XKwvRUTiTXg> (1.4K)

Company: Paddy Power

- Facebook: <https://www.facebook.com/paddypower> (1.5M)
- Twitter: <https://twitter.com/paddypower> (603K)
- Instagram: <https://www.instagram.com/paddypowerofficial/> (81.3K)
- Youtube: https://www.youtube.com/user/PaddyPowerVideo?has_verified=1 (13K)
- LinkedIn: <https://www.linkedin.com/company/23324/careers> (36K)

6 C's of Social Marketing

1. C = Communities (Online)

People gather to chat. Let people create bonds between each other rather than simply between the community group and individual users

6 C's of Social Marketing

2. C = Conversations

Communication is about conversation, not “pushing a message” on people. Avoid the hard sell on social when organising events!

6 C's of Social Marketing

3. C = Content

Content needs to be fresh and timely.

6 C's of Social Marketing

4. C = Continuity

React to news and conversations. Micro strategy throughout the year. Micro campaigns rather than big ideas

6 C's of Social Marketing

5. C = Context

If you don't have original content, piggyback on existing conversations i.e. borrow relevance. But needs to reinforce what you do and stand for

6 C's of Social Marketing

6. C = Control

Organisations don't control the conversation on social, people do!

Goal of Social Marketing

To get users to incorporate your social media offerings/brand into their online lives

Practical Exercise

The art of conversation. How to get the conversation started!

#Hashtag alert!!

Practical Exercise

Develop your Elevator Pitch in under 140 characters. Remember:

(Need) (Solution) (Now)

Social Media Strategy

Step-by-Step Guide to developing a
Social Media Strategy

Complete the Template!

Social Media Strategy – Reasons for Failure

- Lack of: strategy, understanding of users, posting relevant messages, consistency, monitoring
- Lack of internal resources to manage social media platforms
- Failing to engage audiences and thus having a limited reach – lack of 'viral' appeal
- Lack of content guidelines
- Ineffective paid advertising

Next Steps

What actions points do you need to take arising from today?

Thank you!

Twitter: @CramdenTECH
@CramdenTECH_UK
@BuildFSkills