# Using Social Media Effectively in your Business

Ballyhoura Development

Forrest Hall, Mitchelstown

28 September 2018

# Workshop Topics -

- **Facebook**. How does it work and what to include in your profile?
- **Twitter**. What should you post and when?
- **Instagram**. Where to find good quality visual content?
- **YouTube**. How to put a ‘human’ face on your enterprise?
- Developing a practical **social media plan** on a campaign by campaign basis
- Managing an enterprise’s brand across channels
- Content Marketing – how to develop a content marketing plan
- Monitoring results – what works?

# Social Media Trends Globally 2017

Social media channels – global users:

- Facebook – 3.49 billion users per month
- YouTube – 1.79 billion
- Instagram – 500 million
- Twitter – 313 million
- Reddit – 234 million
- Linkedin – 106 million
- Pinterest – 100 million

# Points worth noting …

- Size of social  media audience (locally and nationally)
- Each person's social footprint continues to grow
- Research online, purchase offline
- Social media promotes word-of-mouth marketing
- Use of dual screen interactive TV viewing
- Use of mobile for purchasing and information
- Growth in 'social' news (including 'fake' news)

# Facebook for social

- Build Trust and Relationships with Page Followers
- Entice with images and relevant keywords that consumers will use at each stage of the buying journey
- Make it easy for people to reach you!
- Tell the story of your business on an ongoing basis – stories build emotional connections = Trust + Relationships
- Use Facebook Live to let people get to know you
- Use Branded Hashtags. Share customers content

# Facebook - practical tips

**Top tips**

- Fill out your profile
- Fill in ‘About Us’
- Use CTA buttons for Contact
- Be responsive to posts

**Top tips**

- Use images with posts
- Space out your posts
- Create a ‘buzz’ around events
- Use Facebook Live

Wild Atlantic Way

Home | Find Friends

WILD ATLANTIC WAY

# Wild Atlantic Way

@irelandswaw

- Home
- Reviews
- Photos
- Videos
- Posts
- About
- Community

Create a Page

Like | Follow | Share | ...

Status | Photo/Video

Write something on this Page...

## Reviews

4.9 ★★★★★ 56 Reviews

Tell people what you think

Travel Company

4.9 ★★★★★

## Community

See All

152,776 people like this

151,869 people follow this

## About

Chat

The Curragower Bar

Home | Find Friends

# The Curragower Bar

@curragowerbar

- **Home**
- About
- Photos
- Events
- Reviews
- Videos
- TripAdvisor Reviews
- Posts

Like | Follow | Share | ...

Book Now

Status | Photo/Video

Write something on this Page...

**Photos**

Pub in Limerick, Ireland

4.8 ★★★★★

Open Now

**Community** See All

11,467 people like this

Delphi Resort

Home | Find Friends

# Delphi Resort

@DelphiAdventureResort

- Home
- Posts
- Reviews
- Photos
- Shop
- Offers
- Community
- Videos
- Events
- About

Like | Follow | Recommend | ...

Book Now | Send Message

Status | Photo/Video

Write something on this Page...

## Posts

**Delphi Resort**
2 hrs ·

Hotel in Galway, Ireland

4.5 ★★★★½

Always Open

## Community

See All

22,428 people like this

22,064 people follow this

Chat

Armada Spanish Point

Home | Find Friends

ARMADA Hotel

# Armada Spanish Point

@ArmadaHotel

- Home
- Posts
- Videos
- Photos
- About
- Events
- Community

Create a Page

Like | Follow | Recommend | ...

Shop Now | Send Message

Status | Photo/Video

Write something on this Page...

## Posts

**Armada Spanish Point** was live.
21 hrs ·

Beach Resort in Miltown Malbay

Always Open

## Community

See All

40,573 people like this

39,943 people follow this

## About

Chat

# Facebook - Links

- https://www.facebook.com/irelandswaw
- https://www.facebook.com/curragowerbar
- https://www.facebook.com/DelphiAdventureResort
- https://www.facebook.com/ArmadaHotel/

# Facebook - practical exercise

- Create the Text for your Profile Picture
  - what message do you want to convey?
  - What additional content do you need for your Facebook page?

- Create a branded Hashtag #

# Twitter for news

- Purpose:
  - Monitoring news updates and competitor activity
  - Finding new potential customers in your area
  - Engaging in conversations and networking online

#Corkhour – Mondays 9pm

#LimerickHour – Thursdays 9pm

#RTEOT – Tuesdays and Wednesdays 8.30pm

# Twitter for news

## Top Tips

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

## Top Tips

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

Home Moments Notifications Messages Search Twitter Tweet

WILD ATLANTIC WAY

Tweets 12.1K | Following 1,226 | Followers 54.7K | Likes 10.1K | Moments 8

Following

## 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

Tweet to Wild Atlantic Way

Tweets | Tweets & replies | Media

Wild Atlantic Way Retweeted

**Independent Travel** @Indo_Travel_ · Jan 27

Ireland's Top 10 tourist attractions... which will you visit next? #Ireland #WildAtlanticWay #IrelandsAncientEast

Who to follow · Refresh · View all

Tourism Ireland @Touri... Follow

Discover Ireland @Disc... Follow

Donegal Tourism @govisit... Follow

Find people you know

Home Moments Notifications Messages Search Twitter Tweet

Tweets 709 Following 193 Followers 1,520 Likes 196 Follow

## Curragower Bar

@CurragowerBar

Limericks favourite Bar. Winner of RAI best Gastro pub in County Limerick 2016.

Limerick City

curragower.com

Joined May 2011

Tweet to Curragower Bar

Tweets Tweets & replies Media

**Curragower Bar** @CurragowerBar · Jan 27
😱😱😱 fb.me/1GhWQTJOV
1

**Curragower Bar** @CurragowerBar · Jan 11
It's that time of year again! Voting has now opened for this years Restaurant Association of Ireland Awards....

Who to follow · Refresh · View all

Followed by Launch & Hustle and others

**Emily Murphy** @passthepi... Follow Promoted

**canteen** @wearecanteen Follow

**The Locke Bar** @TheLocke... Follow

Home Moments Notifications Messages Search Twitter Tweet

DELPHI RESORT

Tweets 2,021 | Following 2,731 | Followers 3,064 | Likes 1,716

Follow

## Delphi Resort

@DelphiEscape

Stunning 4 Star Resort @ the heart of Ireland's #wildatlanticway Destination for #adventure #spa #gourmetbreaks #familyholidays #teambuilding #yoga #weddings

Leenane, Connemara, Ireland

delphiresort.com

Joined February 2009

Tweet to Message

Tweets Tweets & replies Media

**Delphi Resort** @DelphiEscape · 2h

Lounge in Leenane.. great coverage in The Times yesterday for Leenane and our Midterm Family Getaways! 😍🌊
#midtermfun #familyfun #familydeals #wildatlanticway #ireland #travel

### Who to follow · Refresh · View all

Followed by Irish Tech News

**TechKnow Ireland** @Tech... Follow Promoted

**Killary Adventure** @Killary... Follow

**All Things Connemara** @... Follow

Find people you know

Home Moments Notifications Messages

Search Twitter

Tweet

ARMADA Hotel

Tweets 2,500 | Following 2,867 | Followers 3,601 | Likes 4,781

Follow

**Armada Hotel**

@ArmadaHotel

.... the sights, sounds, and tastes of West Clare on the Atlantic's Edge Proud member #digitalclare

Spanish Point, Co Clare

armadahotel.com

Joined November 2011

Tweet to Armada Hotel

Tweets | Tweets & replies | Media

Armada Hotel Retweeted

**Kieran O Malley** @GalwayPlayer · 21h

Top class set up at the @ArmadaHotel Wedding Fare i have the venue sorted now all i need is a bride 🤔

**Who to follow** · Refresh · View all

**John Burke** @johnjohnb

Follow

**Kilshanny House** @Kilsha...

Follow

**Treacys West County** @W...

Follow

Find people you know

# Twitter - Links

- https://twitter.com/wildatlanticway
- https://twitter.com/curragowerbar
- https://twitter.com/DelphiEscape
- https://twitter.com/armadahotel

# Twitter - Practical Exercise

- Create your Twitter profile bio
- Search Twitter using your branded hashtag

# Instagram for visual impact

## Top Tips

- Create content that appeals
- Post high quality photos/albums
- Use branded #hashtags
- Use Captions

## Top Tips

- Instagram Stories
- Offer discounts
- Respond to comments
- Be consistent

1470 posts | 146k followers | 346 following

Message

**Wild Atlantic Way**

Travel Company

2,500 km of rugged, untamed beauty waiting to be explored all along the west coast of Ireland. Tag #wildatlanticway to feature.

www.wildatlanticway.com/

Email

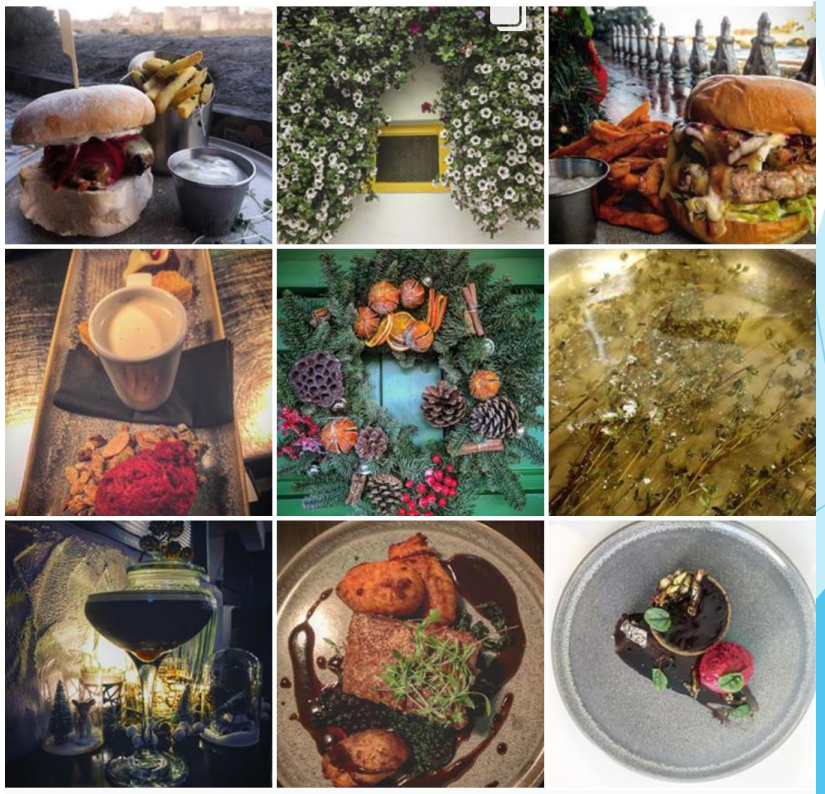
thecurragower

284 posts | 2429 followers | 79 following

Message

Gastropub -- Clancy Strand, Limerick City.

curragower.com/



177 posts
2051 followers
1038 following

Follow

**Delphi Resort**

Hotel

Connemara | Ireland

4* resort with hotel, hostel, outdoor adventure centre, spa, restaurant, bar and café. Located on the Galway/Mayo border.

www.delphiresort.com/

Delphi Resort, Leenane H91 DP08

Call | Email | Directions

180 posts
4595 followers
251 following

Follow

**Armada Hotel**

Beach Resort

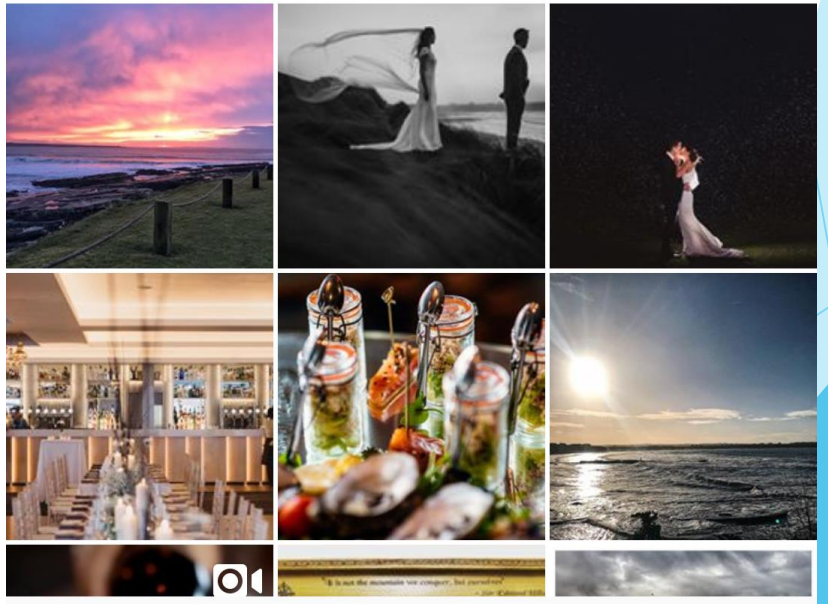
📸 Snippets from around our Hotel

🐟 4* Hotel Overlooking the Beach

www.armadahotel.com/

Spanish Point, Miltown Malbay Co. Clare

Call | Email | Directions



# Instagram - Links

- https://www.instagram.com/thewildatlanticway/
- https://www.instagram.com/thecurragower/
- https://www.instagram.com/delphiresort/
- https://www.instagram.com/armadaspanishpoint/

# Instagram - Practical Exercise

- Create a caption for a photo that best depicts your business!

# YouTube – A ‘Human Face’ and Voice

- https://www.youtube.com/channel/UC8TWDyLQlYR-XKwvRUTiTXg
- https://www.youtube.com/user/DelphiAdventure

# Create a Social Media Plan – Key Steps

- Identify the people you are targeting your social media content at e.g. customers.
- Specify your objectives e.g. raise awareness about a new product or encourage followers to buy tickets for an upcoming event.
- Identify who will be responsible for developing content and which social media channels you will use.
- Specify the kind of social media content you will post and share and how frequently.
- Set a review date, so that you can look back at what your social media activity has achieved.

# Social Media Planning – Actions!

- What social media channels will you use?
- What changes/additions do you need to make to these channels?
- What type of content can you produce or re-purpose e.g. news copy, images, videos, testimonials, special offers?
- What ‘story’ themes will you use?
- How much time will be required to manage each channel on a weekly basis?
- How will you integrate your online activity with other marketing activity?

# 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

# 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 examples - social marketing

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

#Hashtag alert!!

# Practical examples user generated content

#OmahaWeekend – Instagram and Twitter

#TakeOnPocono – Instagram

#AtlatisResort – Instagram

#1happysnap – Aruba Tourism on Instagram

#FindBuster – on Twitter

# Practical examples user generated content

Exercise:

- Devise the 12 frames of Munster Vales Trail
- Best coffee trail – promo on Facebook
- Competition?

# Branding:What is Digital Marketing?

- The marketing of services and products through any digital medium such as the Internet, mobiles and digital displays.

- Why is it important for non-profits?
  - ROPO: Research Online, Purchase Offline
  - Use of mobiles by consumers and businesses for product search and brand assessment

# Website Design Matters!

- Websites should have a responsive design!
- When determining the purpose of your site:
  - Context: devices it will be viewed on
  - Website users and marketing personas/personalities
  - Integrate social media
  - Reasons for visiting a website
  - Peak viewing times and hosting packages
  - Stakeholder needs

# Website Design – SEO – Get Found!

- Page Title – the text contained in the browser bar
- Page heading – the name of the page we have landed on as it appears on the actual web page
- Keywords – the words people put into a search engine when they are looking for relevant content. These keywords should appear on our web pages
- Links – search engines favour links more than regular content
- Updated content – search engines love new content
- Using natural language – words used by website visitors
- Topical content – time specific or event specific content
- Unique content – content not available on any other website
- URL – include keywords

# Branding and Brand Definitions

**Brand** is the sum total of how someone perceives a particular organisation. **Branding** is about shaping that perception.

***Ashley Friedlein***

Your **brand** is what other people say about you when you're not in the room.

***Jeff Bezos***

# Implications for Developing Brands

- Need to build emotional relationship between organisation and people
- Engage and build positive associations
- People experience your brand as they would an individual's personality
- Your brand leads people to believe your organisation will behave in a certain way
- Social media content should reflect your brand!

# Brand Identity

Elements of brand identity:

- Logo type, brand mark/symbol, typography, colour
- Photography, illustrations, images
- Slogans, guidelines
- ‘Sound’ of voice

# Manage Brand Elements

**Elements of a brand:**

- **Message:** Mission/Vision, Unique Statements, Features and Benefits
- **Practice:** quality of human interactions, product/service quality, news feed, service referrals
- **Visual:** Online, bricks & mortar, packaging, brochures, images, logo
- **Client perceptions:** what the client 'feels' towards the organisation (combination of the 3 elements)

# Check Brand Consistency

What does the world see when they engage or view:

Staff Attitude
Corporate Identity
Customer Service
Facilities
Business Location
Website
Social Media Platforms

Public Relations
Sales Approach
Phone etiquette/voicemail
Print media/brochures
Business Cards
Product/Service Quality
Pricing & Marketing
Campaigns