

Social Media

What is Social Media Marketing (SMM)?

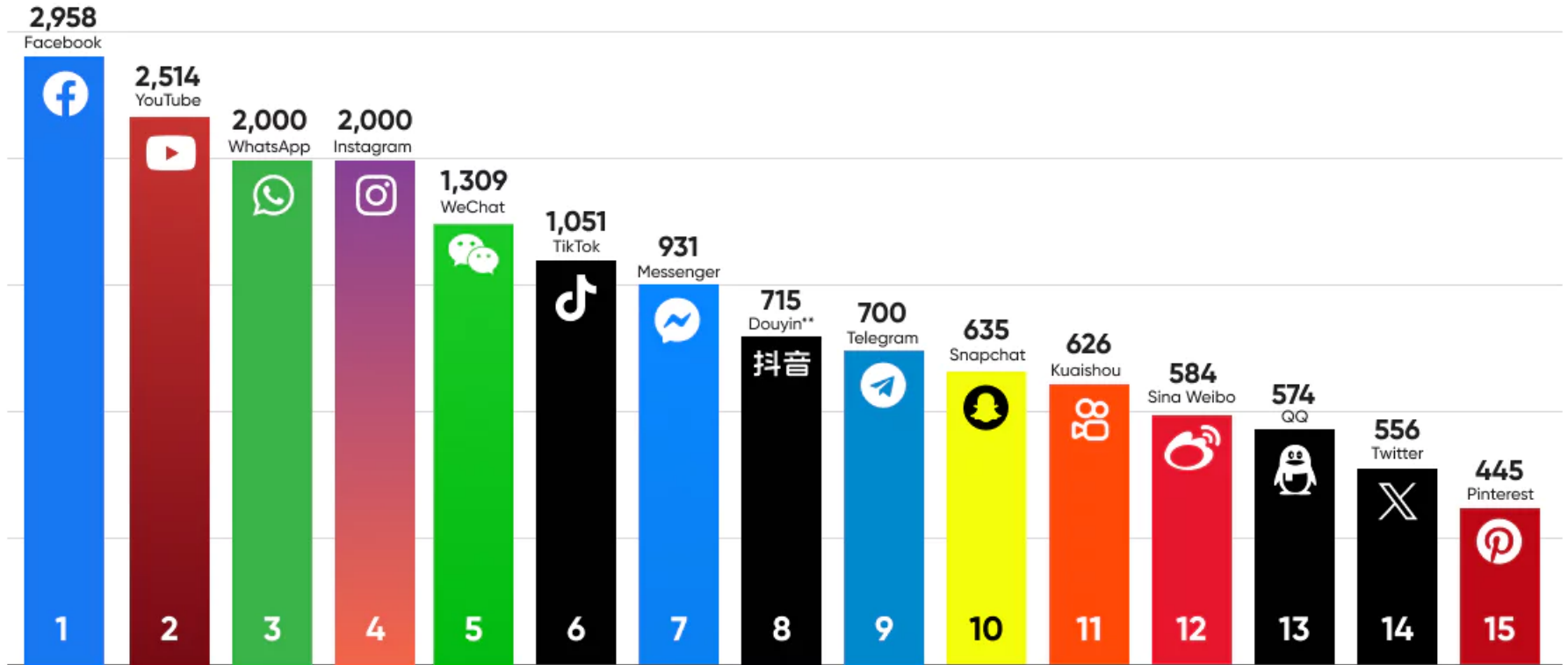
Social media marketing facilitates a two-way stream of communication between brands and consumers.

In the past, two-way streams of communication were limited to sales force, customer service call centers, & in-store interactions.

But social media interactions are on public record.

Pool: Which social media platforms do you use?

Social Media Platform Users in Millions



source: [statista.com](https://www.statista.com)

tagembed

Get started with Social Media

1. Set Goals
2. Develop Social Media Policy
3. Best Practices
4. Avoid Common Mistakes



What are you trying to accomplish?

Question: Which types of mistakes could your social media managers and employees make?



Charles M. Blow 
@CharlesMBlow · Follow



. @hm, have you lost your damned minds?!?!?!?

The screenshot shows the H&M website interface. At the top, the H&M logo is centered, with navigation links for 'LADIES', 'MEN', 'KIDS', 'H&M HOME', 'SALE', 'MAGAZINE', and '#HM GALLERY'. The main product is a 'Printed hooded top' priced at £7.99. The color selected is 'Green'. Below the color selection, there are three small images of the hoodie in different colors: orange, black, and green. The 'Select size' section shows five options: 1 1/2 2Y, 2 4Y, 4 6Y, 6 8Y, and 8 10Y. A 'Size Guide' link is provided. Below the size selection, there is a note about delivery: 'Next Day Delivery, Nominated Delivery Slot, Pick-up in store and Standard Delivery in 2-3 days.' Two buttons are visible: 'ADD TO SHOPPING BAG' and 'FIND IN STORE'. At the bottom of the product page, there are tabs for 'DESCRIPTION', 'DETAILS', 'SHARE', and 'DELIVERY AND PAYMENT'. The 'DESCRIPTION' tab is active, showing the text: 'Top in soft, printed sweatshirt fabric with a wrapover hood and ribbing at the cuffs and hem. Soft brushed inside.'

11:31 AM · Jan 8, 2018



H&M, 2018

Hoodie with the text “Coolest Monkey in the Jungle.”



In 2015, the Houston Rockets fired their social media manager for tweeting an inappropriate message to the Dallas Mavericks during one of their games. (The horse emoji represents the Mavericks' mascot).

Role of Social Media Policies & Training

Social media policies & employees training will help:
Outline how an organization and its employees should conduct themselves on social media

Mitigate certain risks:

- Inappropriate post that leads to PR crisis; Slow / no crisis response; Leaks of confidential information; Providing too much info to competitors

Key components of social media policies

Who can speak for your company

Addressing customer complaints

PR inquiries

Stock and investor relations

Copyright infringement

Do's and don'ts for personal contact

How to address conflict situations

Outline what information employees can share, the privacy risks and the compliance rules

Sample guidelines: Coca-Cola

- Get in-house Social Media Certification
- When in doubt, don't post
- Be aware that posts may be permanent, and spread worldwide

Sample guidelines: Volvo

- Be personal without getting private
- Be open, link, and refer to other blog comments
- Do not reveal business secrets
- Treat competitors with respect
- Do not comment on legal issues

Sample guidelines: BBC

- Reviewed by peer(s)
- Think through editorial purpose
- Login names and passwords
 - Store in secure location
 - Share with team members
- Social media accounts should look and feel consistent



What guidelines should have prevented.

Best Practices

Be Authentic and Transparent



Eddie Okubo Interesting design. I would get this car in a heartbeat. I may be the older crowd with my kids out of the house and still need some space and performance. Don't need anything big.

8 minutes ago · Report



John Wilk sounds like you are trying to save your job at Honda ?

6 minutes ago · Report



Akitomo Sugawara Maybe you like it Eddie because you're the MANAGER OF PRODUCT PLANNING at Honda (light trucks in particular)? Lol!

<http://www.linkedin.com/pub/eddie-okubo/14/8a3/4b4>

http://www.trucktrend.com/features/consumer/163_0901_truck_trends_2009_power_list/photo_09.html

about a minute ago · Report



Kylie Jenner ✓
@KylieJenner

Follow



last night i had cereal with milk for the first time. life changing.

6:12 PM - 18 Sep 2018

29,929 Retweets 209,004 Likes



11K 30K 209K



Joseph Shepherd @JosephAShepherd · 19 Sep 2018



Replying to @KylieJenner

Girl you lying. You had cereal with milk on April 25, 2013 and posted it on Instagram.



kyliejenner



147 1.2K 6.4K

Use social media to provide customer service

According to J.D. Power, 67% of consumers have used a company's social media channel for customer service.

And when they do, they expect a fast response. Research cited by Jay Baer tells us that 42% of consumers expect a response with 60 minutes.

Don't rely too much on automation



Ross Sheingold @RossSheingold 9m

It's funny that @AmericanAir is responding to every tweet coming their way. Especially when this happens: yfrog.com/od71yxp

Retweeted by Ian Schafer

Hide photo Reply Retweet Favorite More

AmericanAir @murphmarkd 1 hour

Thanks for your support! We look forward to a bright future as the #newAmerican. bit.ly/ARRIVING

murphmarkd 2 hours

Congrats to @americanair and @usairways on creating the largest, shittiest airline in the world.

YFrog Flag this media

6 RETWEETS 2 FAVORITES

9:03 AM - 14 Feb 13 · Details



Ryan Michael Lazo @RMLazo13

2h

Nothing better than having a delayed flight. Sarcasm at it's finest. Please get me home soon, #jetBlue

Details



JetBlue Airways @JetBlue

1h

@RMLazo13 Please send us your flight number and we'll try to get an update for you.

Details



Ryan Michael Lazo

@RMLazo13



Follow

@JetBlue The flight No. Is 2201. I believe the plane is still in New York as we speak.

Reply Retweet Favorite More

9:09 AM - 1 Jul 13

Reply to @RMLazo13 @JetBlue



JetBlue Airways @JetBlue

1h

@RMLazo13 Your flight is currently scheduled to leave at 11 am. Hang in there. We'll have you on your way as soon as possible.

Details



Question or request?



We expect to reply within:

17 min.

Updated every 5 minutes



TWEETS	FOLLOWING	FOLLOWERS	LIKES	LISTS
732K	65.3K	2.03M	153	1



Follow

Royal Dutch Airlines

@KLM

Official global account of KLM. We are here 24/7 for service in 13 languages. Share personal details only in private messages! #happytohelp

Amsterdam, the Netherlands

Tweets Tweets & replies Photos & videos

Pinned Tweet



Royal Dutch Airlines @KLM · Feb 18

Coming soon! #Layoverwithalocal

Who to follow · Refresh · View all



Jones Angell @JonesAngell

Follow



Brian Barbour @tarheelblog

Follow

Avoid Common Mistakes

Social Media Risks

- Users are not looking for marketing messages
 - Messaging needs to be highly relevant or entertaining
- High-maintenance
 - Advertisers need to dedicate time and resources to monitoring sites and conversations
- (A)symmetry in social media
 - Symmetry: allows regular people to interact with powerful brands & public figures
 - Asymmetry: only the powerful (e.g. brands) bear the consequences for bad behavior

(Loss of) Control

- Social media marketing is scary!
 - Advertisers cannot control content
 - Open to user comments, criticisms, ridicule
 - Users don't want to be edited or controlled, will reject brands that do so
- But, you are still the brand manager. You need to stay in control of what the brand / company says
- Remember: Consumers talk about your brand whether or not you engage them



NYPD NEWS @NYPDnews

22 Apr

Do you have a photo w/ a member of the NYPD? Tweet us & tag it #myNYPD. It may be featured on our Facebook.
pic.twitter.com/mE2c3oSmm6



cassandra

@CassandraRules

Follow

How about featuring this one of the #NYPD with the 84yo man they brutalized for jay walking?
#myNYPD @NYPDnews
pic.twitter.com/31rjdfvQRg

4:08 PM - 22 Apr 2014



167 RETWEETS 48 FAVORITES





J.P. Morgan ✓
@jpmorgan

Follow

\$JPM VC Jimmy Lee is taking over @JPMorgan on 11/14 at 1pm ET. Tweet Qs using #AskJPM &



Amy Hunter
@amy10506

Follow

At what number of Billions of Dollars in fines will it no longer be profitable to run your criminal enterprise? #askjpm

4:26 PM - 13 Nov 2013

110 RETWEETS 95 FAVORITES



Scott Widdifield
@kalapanateacher

Follow

Is it true you actually weigh less without a soul? #AskJPM

5:41 PM - 15 Nov 2013

5 RETWEETS 6 FAVORITES





Michael Rosenfeld
@Rsnfid

 Follow

Rule #1: Don't engage the crowd when the crowd
HATES you! #Social101 #socialmedia #FAIL
#askJPM

<https://www.youtube.com/embed/5YGc4zOqozo?enablejsapi=1>

What should do you when you have a social media crisis such as the United Airline crisis?

Tips for Social Media during a Crisis

Pause scheduled social media posts

Pause paid ads on social media channels

Pause marketing emails

Provide talking points for executives

Check all content for relevant references that could be perceived as offensive or rude in light of the event

Create plan for employee communications as needed

Communicate issues with customer support via social media

Notify folks speaking that day on need to address (or not)

Social Media Contents: Basics

Why do people consume contents on social media?

There are three main reasons why people use social media. They want to be:



INFORMED




ENTERTAINED




CONNECTED

Content Type: Visual Images

 Wistia
January 29 at 12:07pm · 🌐

Bad audio can ruin even the best video! Choose the right microphone for your environment – here's how.



Choosing a Microphone
Bad audio can ruin even the best video! Learn about a couple different kinds of external microphones and when to use them.

WISTIA.COM

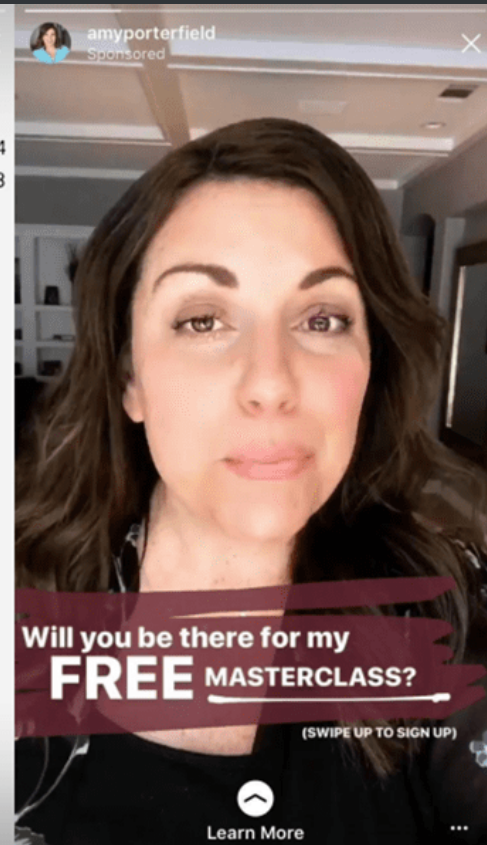
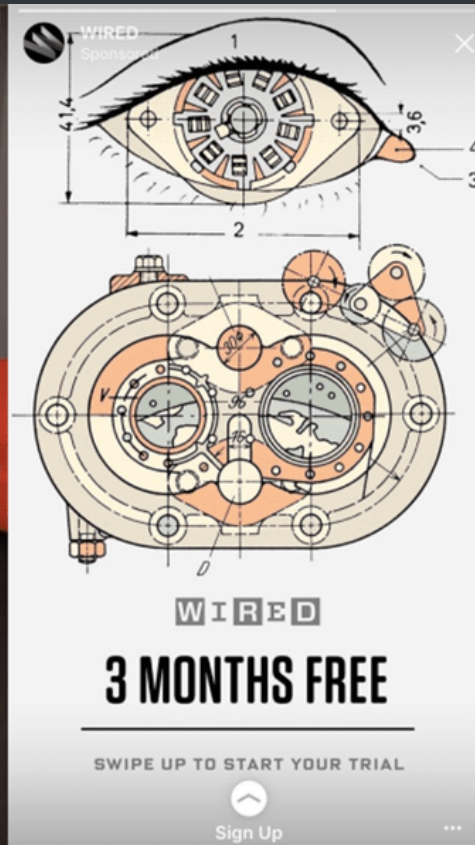
👍 Like 💬 Comment ➦ Share 📄 Buffer 🖼️

👍❤️ 8

Visual images usually consist of, but are not limited to, photos, infographics, animated gifs, and illustrations.

You can share more than a single photo in many cases. For example, on Facebook and Instagram, you can create galleries and use photo carousels. X also allows for multiple photo uploads per post.

Content Type: Stories



Content Type: Quizzes, Surveys, and Polls



The image shows a screenshot of a tweet from the official Evernote account (@evernote). The tweet is a poll asking the #EvernoteCommunity about their first agenda item for the work week. The poll has four options: 'Check email', 'Create the day's To-Dos', 'Exercise', and 'Agenda?!'. The poll shows 182 votes and 23 hours left to vote.

 **evernote** 
@evernote  **Following**

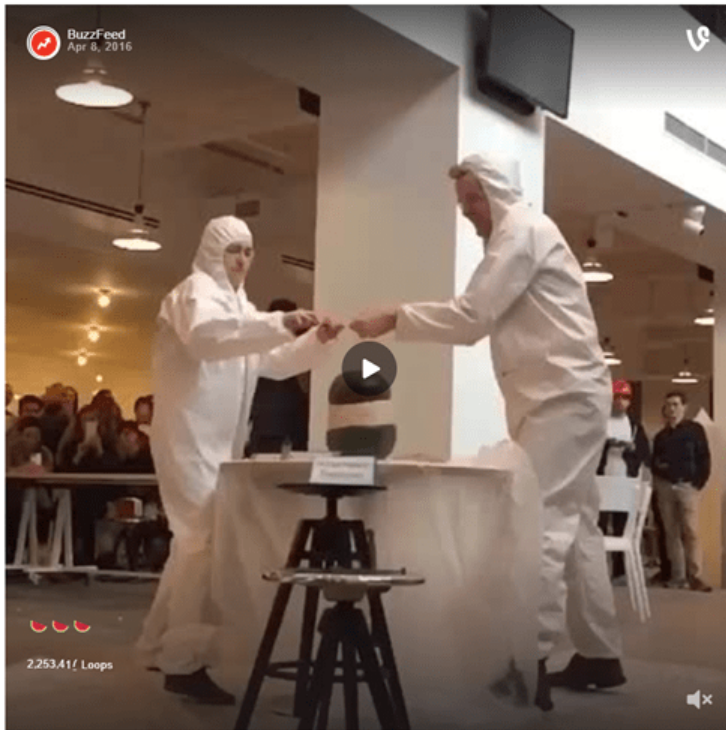
Alright, #EvernoteCommunity. It's the beginning of the work week. What's first on your agenda?

- Check email 
- Create the day's To-Dos 
- Exercise  
- Agenda?! 

Vote 182 votes • 23 hours left

Content Type: Video & Live Video

It took 686 rubber bands, blood, sweat, and tears to finally get the watermelon to burst.



vine.co

It was a beautiful moment.

Buzzfeed doesn't sell products or services like most businesses, so it doesn't have any new products to launch or any services to show off in a live video. Instead, they make money through advertising and specialize in getting attention with content.

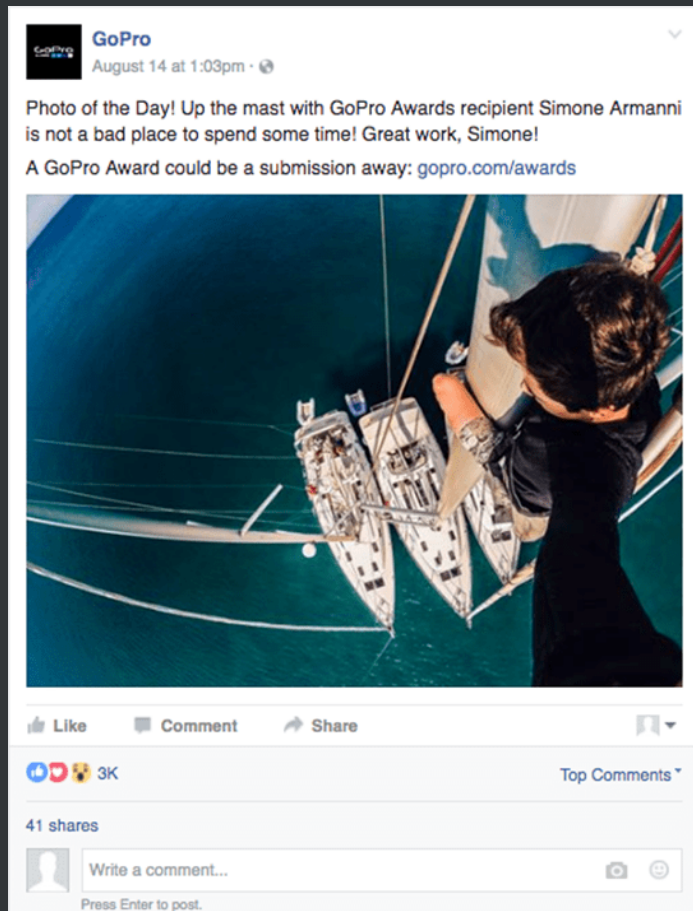
Content Type (by others): Influencers

You can find influencers including working with companies such as FanBase, TapInfluence, Influenz, Speakr, or Hypefactory who will book individuals to develop or share your material.

You can also build relationships with budding influencers who are creating amazing content and can help you stand out among the crowd.

The screenshot shows a Facebook post from HubSpot Academy (@thehubspotacademy). The post is a video titled "Unicorn Marketing" by Larry Kim, CEO of MobileMonkey. The video content features a unicorn jumping over mountains towards a flag on a peak, with the text "How to Achieve Unusually Great Growth Across Every Marketing Channel in 2018 & Beyond". The post has 2.9K views and 65 reactions. The video player shows a timestamp of -54:57. The post is published by Eric Peters on December 12, 2017, at 2:00pm. The video player shows the following text: "How to Achieve Unusually Great Growth Across Every Marketing Channel in 2018 & Beyond", "Larry Kim, HubSpot Academy Master Class, December, 2017". The video player also shows the following text: "People have watched this video for a total of 41.6K minutes", "Boost Post", "2.9K Views", "Like", "Comment", "Share", "65", "Realtime Comments".

Content Type (by others): User-generated content



UGC is content such as blog posts, tweets, posts, videos, images, or reviews developed by a fan of your company or your products and shared on a social channel.

According to Nielsen, “92 percent of consumers around the world say they trust earned media, such as word-of-mouth and recommendations from friends and family, above all other forms of advertising.”

Content Type (by others): User-generated content



Firms can influence the creation of UGC by offering rewards, contests or giveaways, (e.g., a photo or design contest). Or, create a quiz and have people share their results. And finally, you can get creative with hashtags (e.g., Starbucks' #RedCupArt Campaign)

What makes content popular?

Suppose that you want to design a video that promotes Google's search engine, how would you design it?

Suppose that you want to design a video for a blender, how would you design it?

The Six Tips for Sharable Content

1. Social Currency

Make people feel smart, cool and savvy

On next slide we are watching a video. The video went viral on the web and was viewed 28 million times in the first week. There was significant chatter across the web around whether it was real or not, with users sharing the content on social channels across the web.

<https://www.youtube.com/embed/MQ6t3DI4fXo?enablejsapi=1>

1. Social Currency

Snapple, a US soda company, came up with a long list of clever trivia facts and began putting them under the caps—visible only after customers have purchased and opened the bottles. They soon become a popular culture!

1. Social Currency



1. Social Currency

Kangaroos can't walk backward.

The average person spends two weeks over his/her lifetime waiting for traffic lights to change.

Frowning burns more calories than smiling.

An ant can lift fifty times its own weight.

1. Social Currency



#BLACKTOILETPAPER / TOILET PAPER

BLACK TOILET PAPER

REF : 5601028009218


€ 8,90

Colors: Black



− 1 +

ADD TO CART

 Shipping in 2 business days

The successful and iconic black loo rolls. Bathroom tissue tested under dermatological and gynaecological control.

2. Triggers

Imagine that you would like to promote healthy lifestyle among college students, and you are choosing between the following two slogans:

- *Live the healthy way, eat five fruits and veggies a day.*
- *Each and every dining-hall tray needs five fruits and veggies a day.*

Which slogan do you prefer, and why?

2. Triggers

- Live the healthy way, eat five fruits and veggies a day.
- Each and every dining-hall tray needs five fruits and veggies a day.

Students believe the second slogan is boring and vote for the first slogan. But, the second one is more effective: Students seeing the first slogan did not change their eating habits, while students seeing the second slogan ate 25% more fruits and veggies as a result. Why?

2. Triggers

- Live the healthy way, eat five fruits and veggies a day.
- Each and every dining-hall tray needs five fruits and veggies a day.

Students see trays every day. When they see trays, it triggers them to think about the slogan.

2. Triggers

In 2000, the state of Arizona proposes an initiative to raise the sales tax from 5.0 percent to 5.6 percent to support public schools. It was hotly debated.

There are a few types of polling place: 40% of people were assigned to vote in churches, 26% in schools, 10% in community centers, and the rest in a mix of apartment buildings, golf courses, and even car parks.

2. Triggers

People who voted in schools are much more likely to support the initiative! Why does location matter so much?

3. Emotions

Let's watch a few ad videos.

<https://www.youtube.com/embed/nnsSUqgkDwU?enablejsapi=1>

<https://www.youtube.com/embed/gHGDN9-oFJE?enablejsapi=1>

4. Public

People tend to mimic those around them

- Making things more observable makes it easier for others to imitate
- Should make products and ideas more public
- Designing products and ideas that advertise themselves

4. Public



4. Public

Best,
Jeroen

Sent from [Outlook for Android](#)

Best regards

Clary

Sent from Clary's iPhone

4. Public

How to make invisible behavior public? Adding visible elements.

Example: Donation is invisible. But the Ice Bucket Challenge makes it visible.



5. Practical Value

- If you had to pick someone to make a viral video, Ken Craig probably wouldn't be your first choice.
- Most viral videos are made by adolescents and watched by adolescents. Crazy tricks someone did on his motorcycle or cartoon characters edited to look as if they are dancing to rap songs. Things young people love.
- But Ken is 86 years old.

<https://www.youtube.com/embed/RzYtMeIFH8o?enablejsapi=1>

6. Stories

Stories are often shared in normal conversations

- Provide wider narrative
- Should embed products and ideas into stories that people want to tell
- Example: Blendtec's "Will It Blend" video series

https://www.youtube.com/embed/4P4_JM0RGGE?enablejsapi=1

<https://www.youtube.com/embed/1A128d6tbko?enablejsapi=1>

STEPPS

1. Social Currencies
2. Triggers
3. Emotions
4. Public
5. Practical Values
6. Stories

Social Listening

Social listening is how a firm track, analyze, and respond to conversations across the Internet

How do firms “listen” to customers traditionally?

How do firms benefit from social listening?

Monitoring Brand Mentions

Google Alert is a free tool for you to monitor brand mentions.

Alert preview

NEWS

HKU Geologists Discover Hidden Magmatism at the Chang'e-6 Lunar Landing Site ...

HKU

'This research is an excellent example of **HKU's** deep involvement in the China's Lunar Exploration Program,' said Professor Guochun ZHAO, an ...

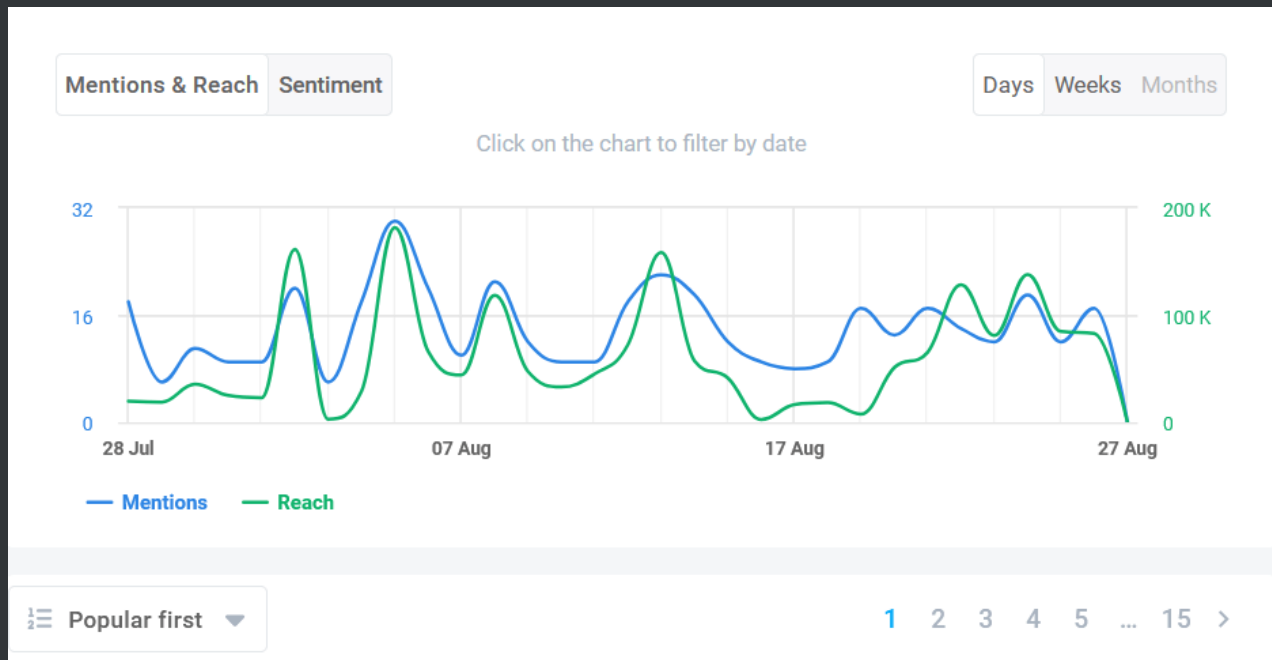
HKU to trial use of sound waves to treat cancer - RTHK

rthk.hk

He said that after the clinical trial on liver cancer at **HKU** is completed in about two years, the team plans to carry out clinical studies in the SAR ...

Monitoring Brand Mentions

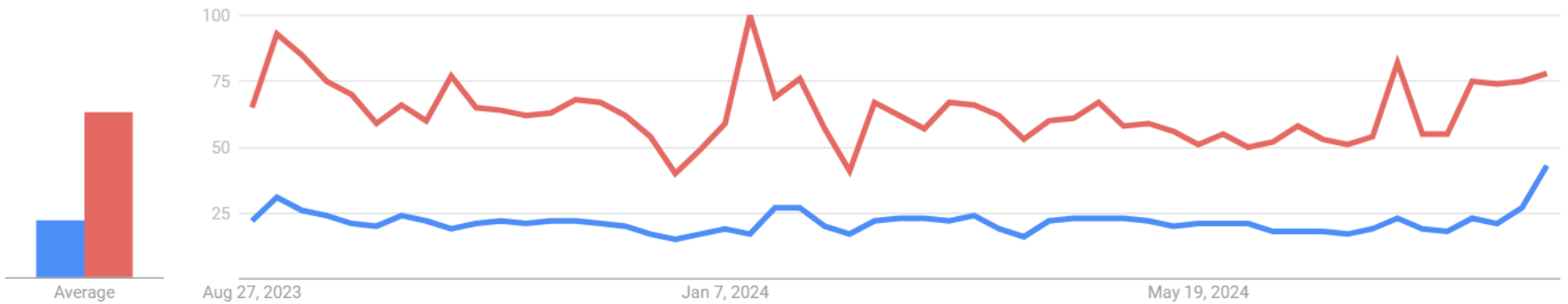
Brand24 is a tool for you to monitor brand mentions.



Watching the Comeptition

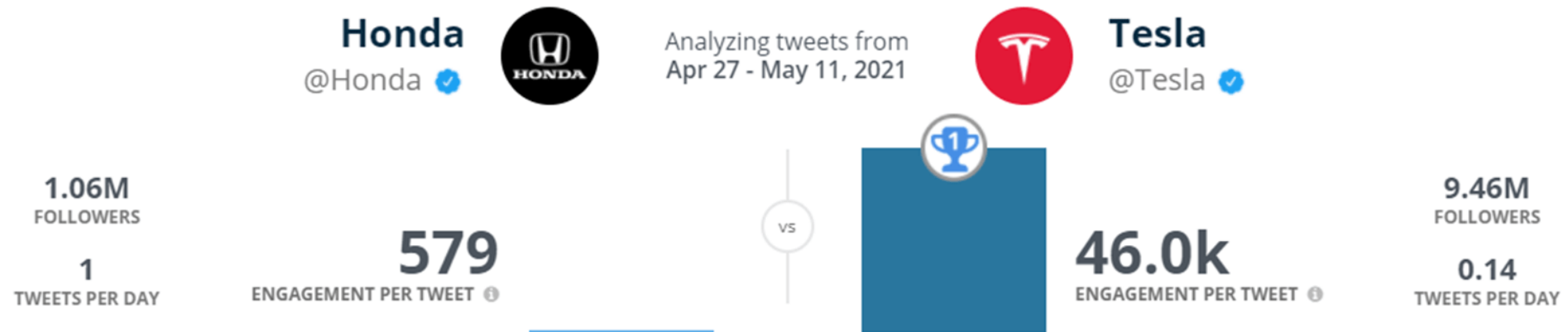
Google Trend is a free tool for your to monitor.

Interest over time ?



Watching the Competition

Rival IQ is another tool, and you can use its free trial.



Key Insights



Tesla takes the trophy for receiving 79x more engagement per tweet than **Honda**.



Tesla wins the day with 9x as many followers and higher engagement — **Honda** has their work cut out for them.



Crushing it! **Tesla** received 46x more retweets per tweet than **Honda**, which explains how they're leading the pack in tweet engagement.