

Managing Your Time on Social Media

Greg Fry

November 19th



AGENDA

- Strategy
- Scheduling
- Listening Tools
- Online PR



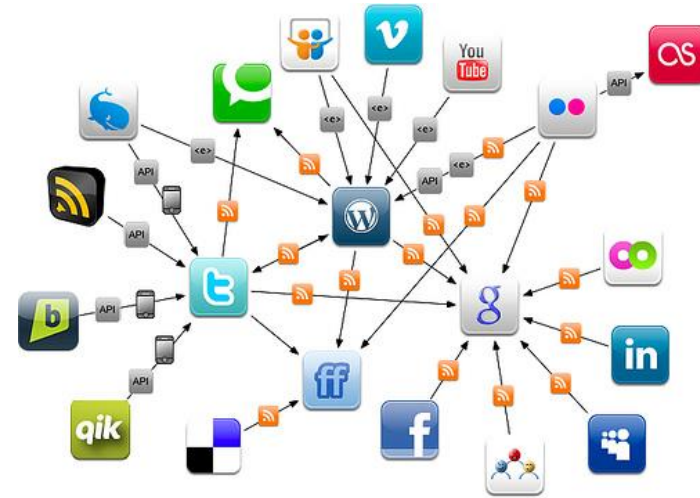
WHAT IS SOCIAL MEDIA?



Social media is about people having online & offline conversations utilising user-generated content (UGC).

Social media is online social interaction using Computers, & mobile phones to turn person to person communication into interactive open dialogues.

Social media can take many different forms, including social networks, internet forums, blogs, micro-blogs, wikis, podcasts, digital photos & videos, customer ratings and social bookmarking.



SOCIAL MEDIA STATS



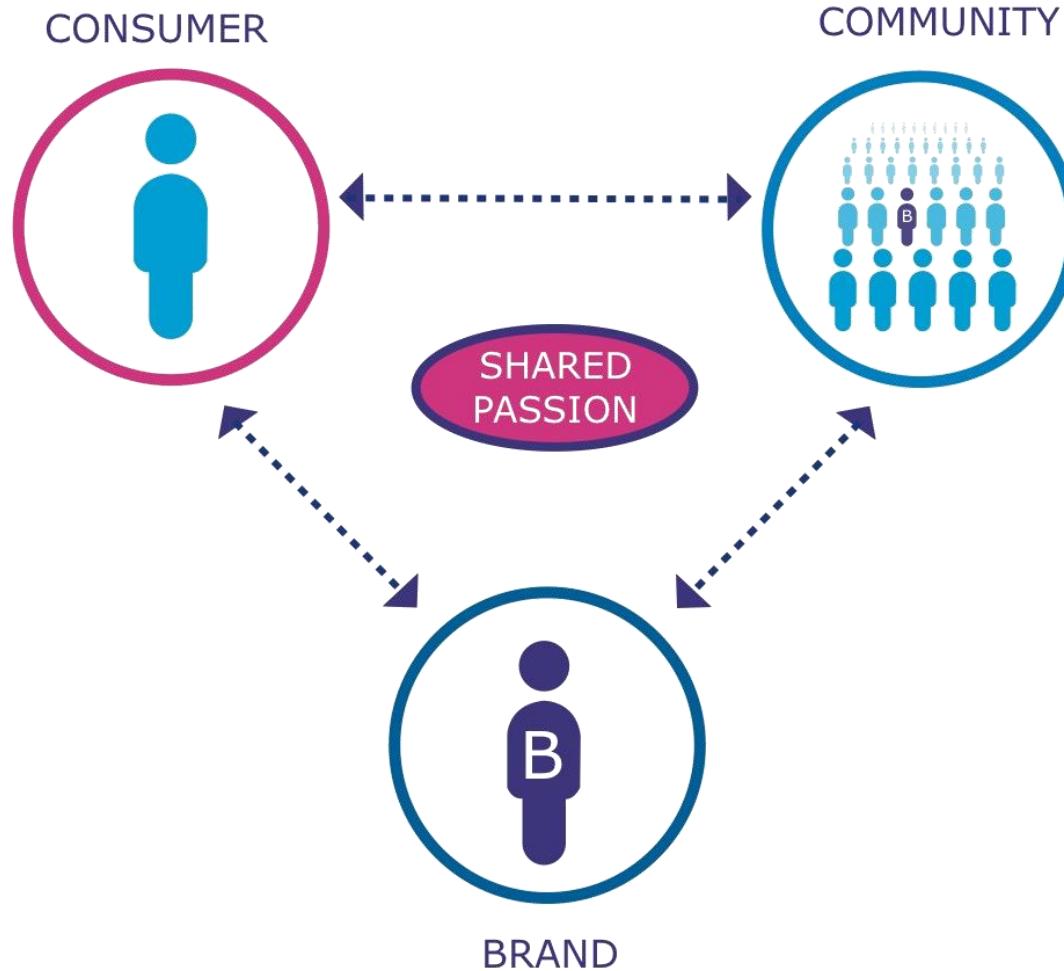
- The average Irish person spends “20 hours and 10 minutes online each month” (*Comscore).
- 1 Billion Facebook users reached September 14th 2012.
- 2.3 Million + Irish Facebook Users.
- 750+ Million Mobile Facebook Users.
- 600,000 + Twitter active users in Ireland.
- 1 million tweets sent daily in Ireland.
- 200 Million LinkedIn users worldwide.
- 850,000 Irish LinkedIn users.
- 500 Million Google+ accounts.
- According to Cisco in 1.5 years 90% of consumer internet traffic will be video.
- YouTube gets over 400 million views each month from Irish people.
- 14% of the population over the age of 15 now has an Instagram account.
- 43% of Irish 15-24 year olds have a Snapchat account, with half of them using it daily.
- Over 1 million smartphone users in Ireland.



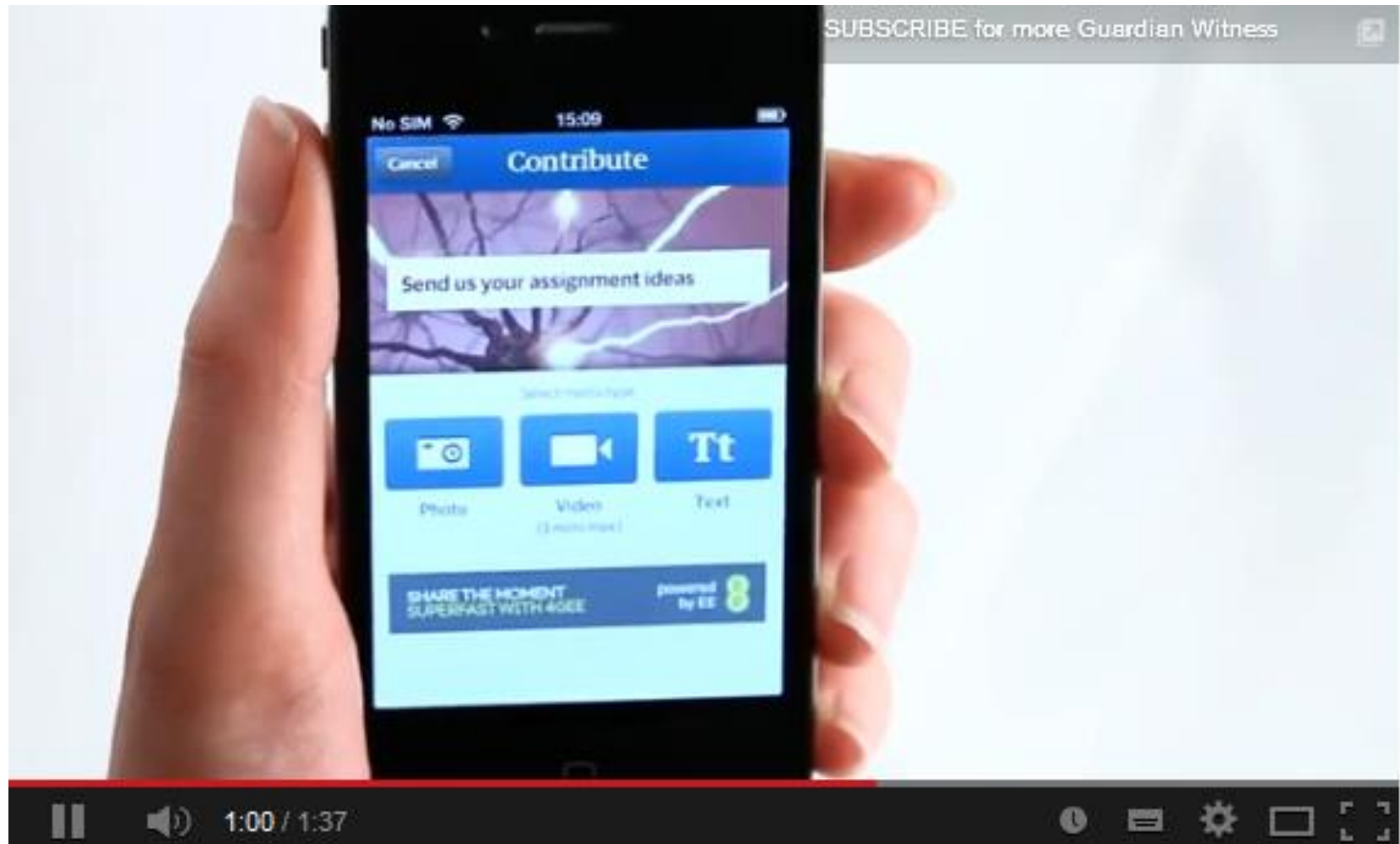


<http://youtu.be/vDGrfhJH1P4>

SOCIAL MEDIA = 3 WAY COMMUNICATION



GET YOUR COMMUNITY INVOLVED



<http://youtu.be/qm6MHj-YkW8>

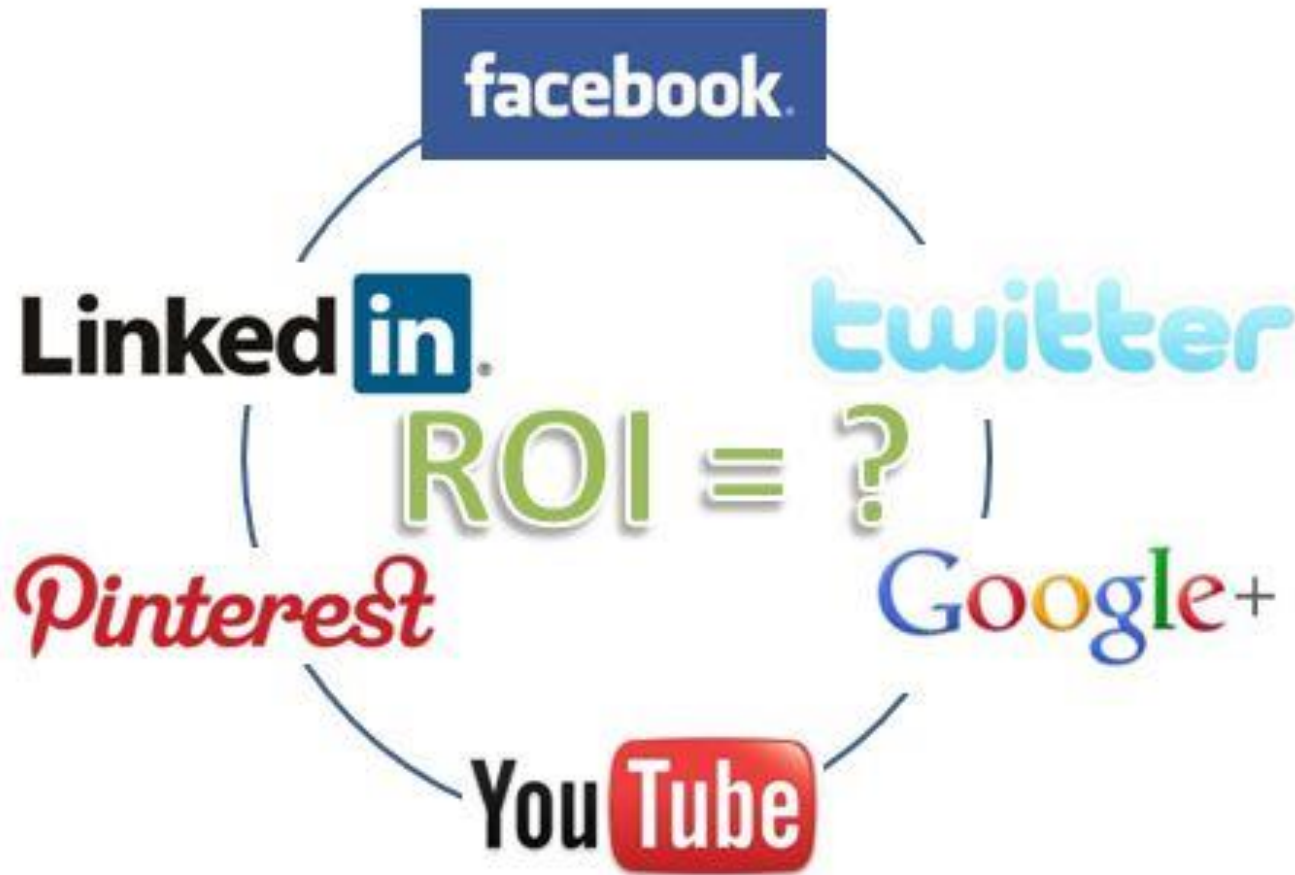
Strategy



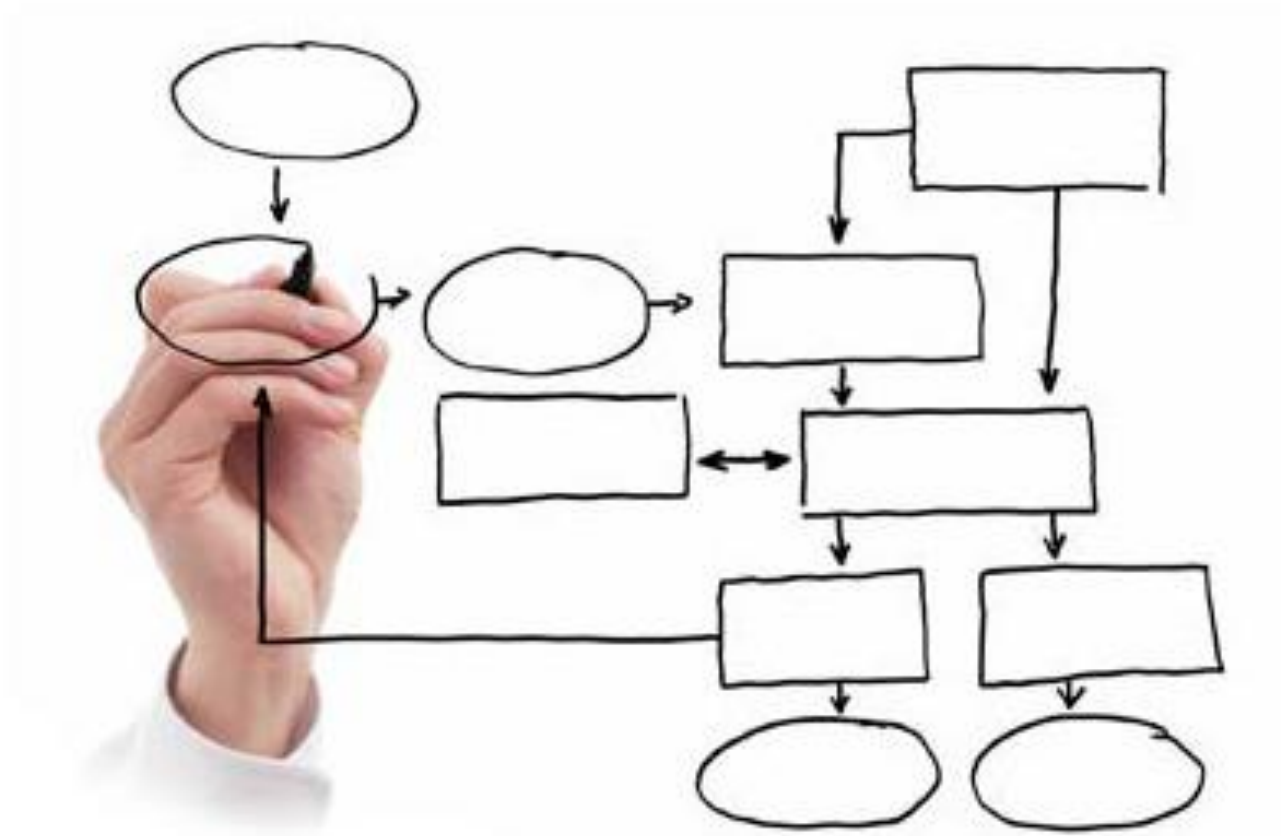
DO I NEED A STRATEGY?



Currently, only 20% of marketers actively measure ROI - *eMarketer Report*



WHAT'S YOUR AIM?



SOCIAL MEDIA STRATEGY



PEOPLE



OBJECTIVES

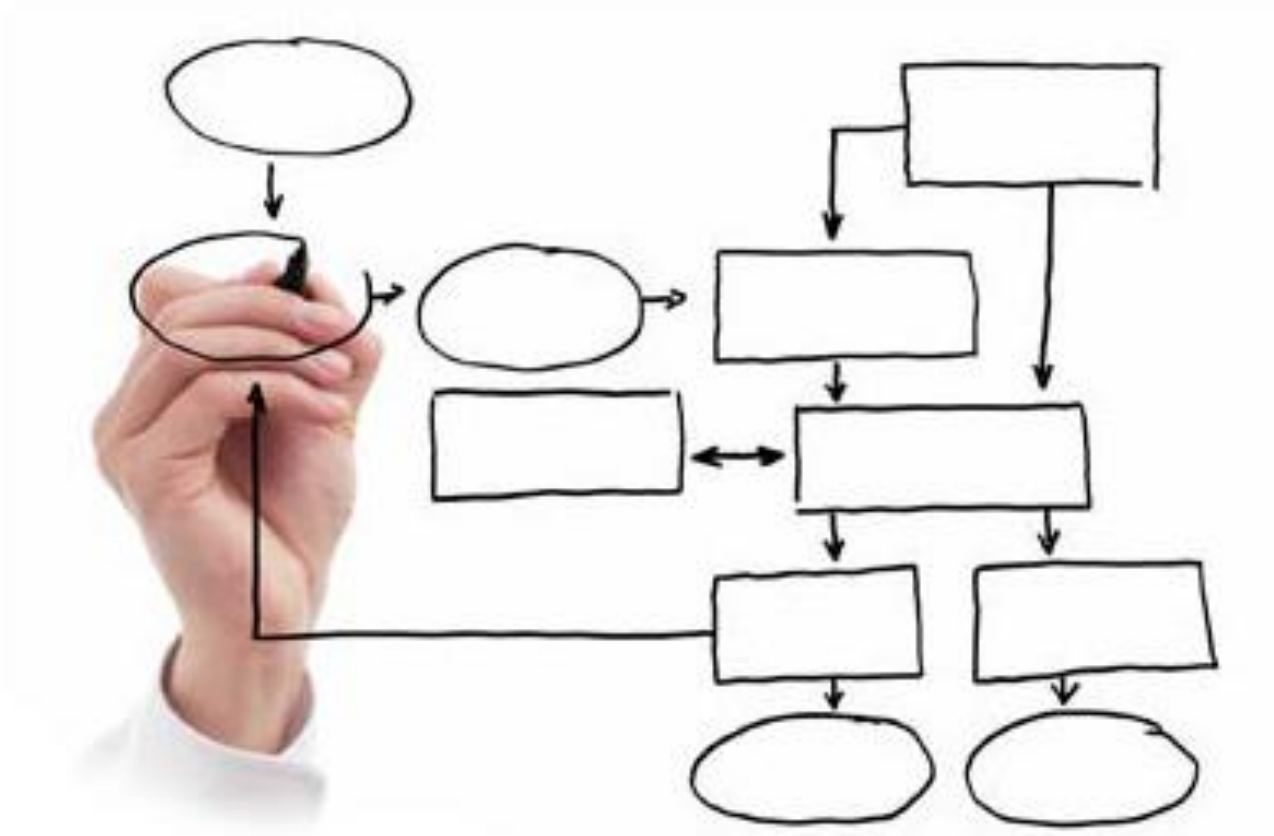


SMART OBJECTIVES

- Specific
- Measureable
- Attainable
- Realistic
- Time-bound



STRATEGY



TECHNOLOGY



TIME



THE P.O.S.T.T. STRATEGY

- People
- Objectives
- Strategy
- Technology
- Time



THE ONLINE MARKETING JIGSAW

- Social Media
- Blog Marketing
- HTML Newsletters
- Your Database
- Your Website
- Your Search Engine Marketing



REMEMBER.....



Build – Disassemble – Adjust - Repair

Linked  [®]

HOW CAN LINKEDIN HELP?

The Business Professionals Social Network

Great for finding to top tier talent and even finding high profile industry professionals to engage with.

850,000 Irish LinkedIn users

70% of LinkedIn users are decision makers

facebook®

HOW CAN FACEBOOK HELP?

Largest Social Media site in the world

Great for interacting with your readers and to build a loyal online community

2.3 Million Irish Users

25-45 year old very active on Facebook

twitter

HOW CAN TWITTER HELP?



Twitter is what is called a microblogging site. People post short updates and share them with followers.

Unlike Facebook you don't just become friends with people you know.

Great for listening, finding influencers and finding hot topics to write about.

600,000 + active Irish Twitter users

Quick Chat

What Social Media Channels are right for your business and why?

Linked in

because ...


facebook

because ...

twitter

because ...





Scheduling
&
Listening



**KEEP
CALM
AND
LISTEN**

SCHEDULING & LISTENING TOOLS



- Hootsuite
- Tweet Deck
- BufferApp
- Social Oomph
- Hashtagify.me
- BottleNose
- Twitter Feed
- Klout /Peer Index/Kred

HOOTSUITE



- Schedule Tweets.
- Add and Manage Multiple Social Media Accounts.
- Shorten and track urls.
- Run saved searches.
- Benefit from great analytics.
- Upgrade to Hootsuite Pro for \$9.99 a month.



Great Ression busting news - A family-run knitwear company in Westport, Co Mayo, has announced the creation of 150 jobs.



<http://www.rte.ie/news/2011/1212/jobs-business.htm> Shrink

December 2011

Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

2011-12-13

3 : 15 AM PM

Email me when message is sent

Want to save time? Try the [bulk message uploader](#)

300

Schedule

- paddyjkelly**
9:02pm via Tweet Button
Trends for 2012: Social Media Intelligence
soc.li/4YWC0D
- siliconireland**
9:02pm via Tweet Button
Rentview app aims to disrupt rental marketplace #Startups #App #Rentview #Cloud
siliconrepublic.com/start-ups/item... via @siliconrepublic @siliconireland
- mneylon**
9:02pm via Twitter for iPhone
Is it possible to overdose on museums?
- tweetmeme**

- Interview w/ @nialldevitt community manager at @bloggertone & @bizsugar ow.ly/7VxRi @careerscoacheu
- smartsols_ie**
2:07pm via HootSuite
Interview w/ @nialldevitt community manager at @bloggertone & @bizsugar ow.ly/7VxRi @careerscoacheu
- SannWood**
2:02pm via HootSuite
Interview w/ @nialldevitt community manager at @bloggertone & @bizsugar ow.ly/7VxRi @careerscoacheu
- elainerogers**
1:07pm via HootSuite

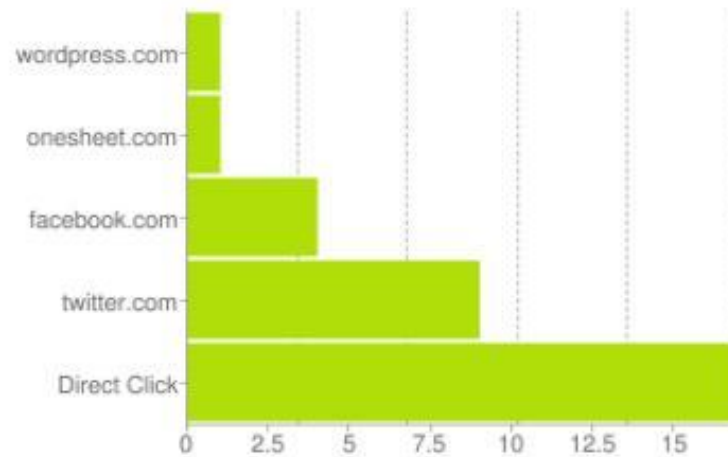
HOOTSUITE REPORTING

Ow.ly : Clicks by Region



Region	Clicks
Ireland	40.6% (13)
United States	15.6% (5)
United Kingdom	9.4% (3)
Spain	6.3% (2)
New Zealand	3.1% (1)
Mexico	3.1% (1)
Others	21.9% (7)

Ow.ly : Top Referrers



Referrer	Referrals
Direct Click	17
twitter.com	9
facebook.com	4
onesheet.com	1
wordpress.com	1

BUFFER APP



Dashboard

Settings

Apps & Extras

Referrals

Account

Go Awesome



Connect Account

×

56

Brilliant post on Instagram from @sinplyzesty. Do you use it? - <http://bit.ly/PshnAt>



1 of 23

The Complete Guide to Becoming An Instagram Power User

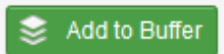
<http://www.simplyzesty.com/mobile/the-power-users-guide-to-instagram/>

It's safe to say that Instagram is one of the biggest apps ever made, and with more and more people signing up to the service every day, we've compiled a massive resource which will turn you from a newbie...

×

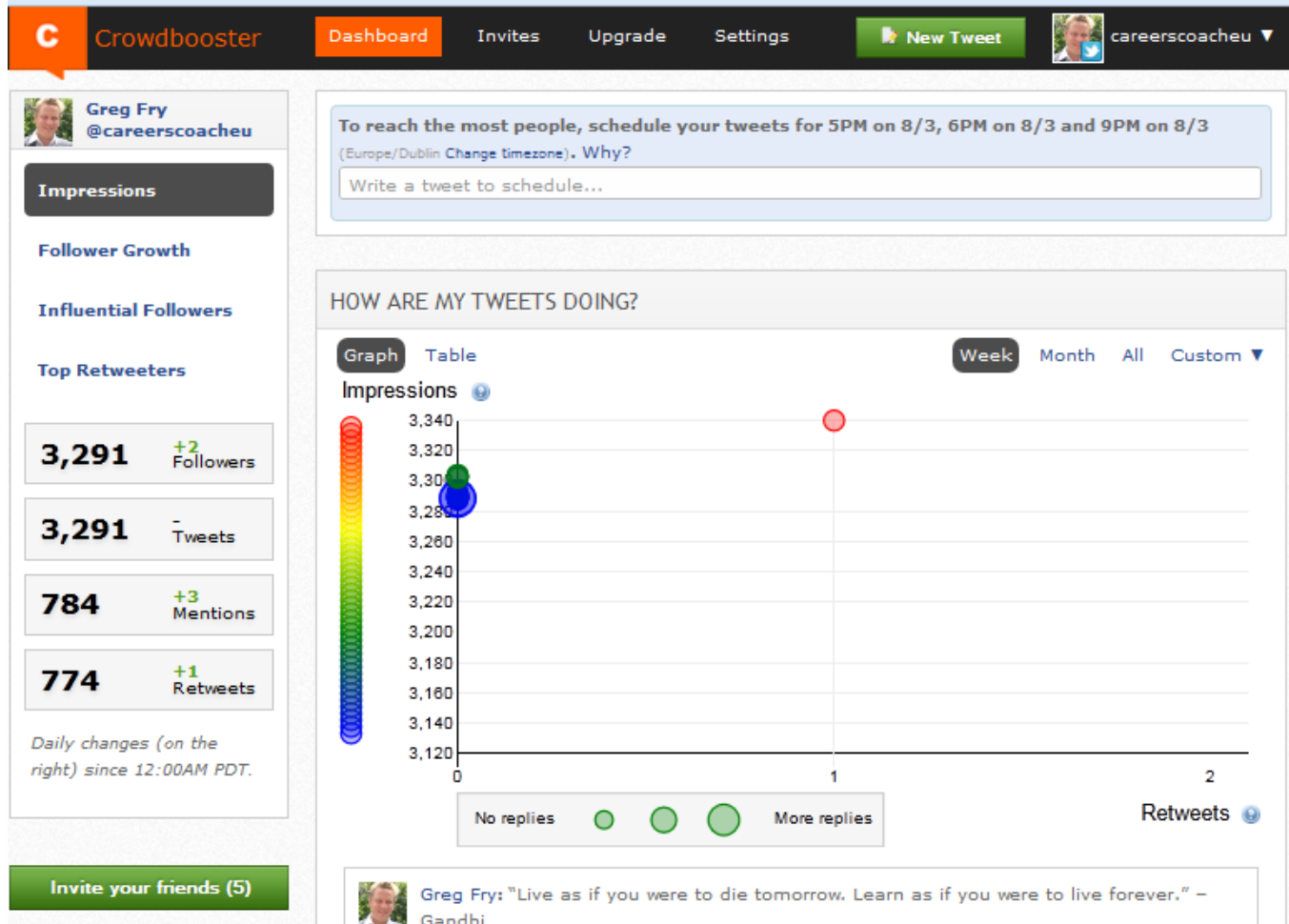


Post Now



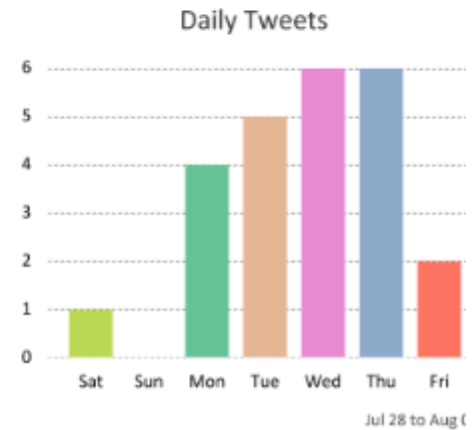
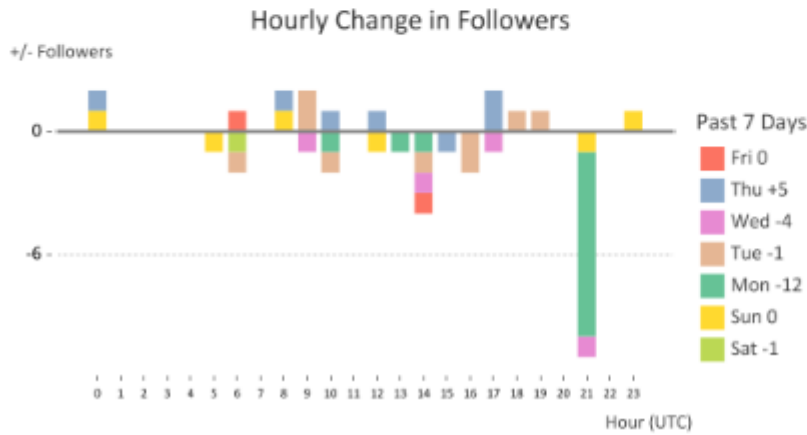
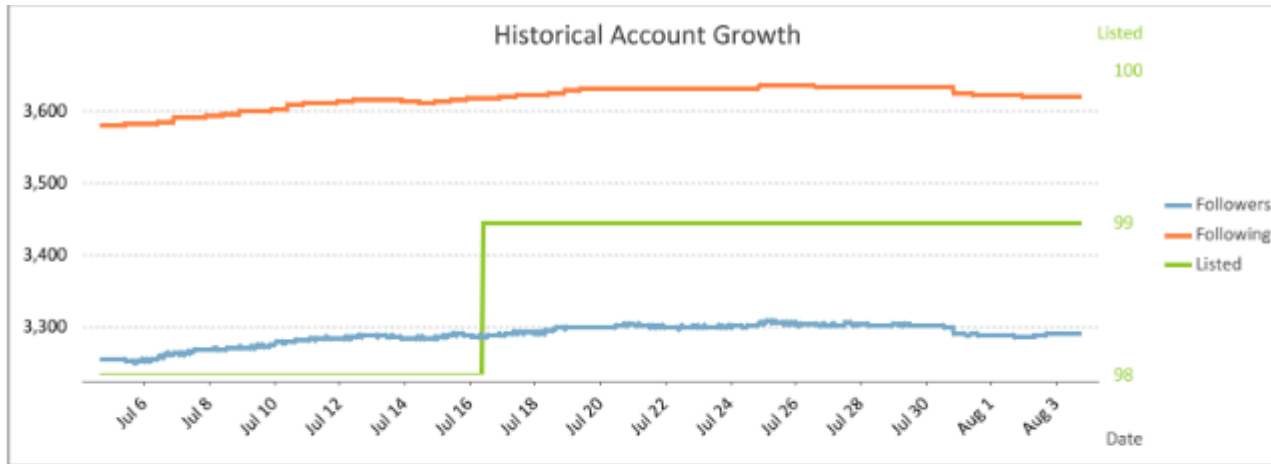
BufferApp.com allows you to “Stack” up future posts.

CROWDBOOSTER



See when to tweet and how to maximise your twitter efforts

TWITSPROUT



Good for Analytics

TWITTERFEED



twitter  feed

[sign up](#) [help](#) [blog](#) [careers](#) [sign in](#)

follow us on twitter: @twfeed



Feed your blog to twitter,
facebook and more...

currently feeding

4 9 6 1 3 4 9

[Register Now](#)

feeds to twitter and facebook. yum!

[Sign In](#)

Getting Started

Getting setup is easy and takes just minutes!

New Feed

Step 1: Create Feed

Step 2: Configure Publishing Services

Step 3: Done

Step 1: Name Feed & Add Source URL

Feed Name

Irish Times

Blog URL or RSS Feed URL (help)

 <http://rss.feedsportal.com/c/851/f/10838/index.rss>

test rss feed

Active

✓ Feed parsed OK

TWITTERFEED



[dashboard](#) [account](#) [help](#) [blog](#) [careers](#) [sign out](#)

follow us on twitter: @twfeed

Feed Publishing

<http://rss.feedsportal.com/c/851/f/10838/index.rss>

Step 1: Create Feed

Step 2: Configure Publishing Services

Step 3: Done

Feed was successfully created.

Available Services

Twitter

Statusnet

Hellotxt

Facebook

Linkedin

KLOUT



The screenshot shows a Klout user profile for Greg. At the top, there is a navigation bar with the Klout logo, a search bar, and a user profile for GREG. Below the navigation bar, the profile header includes a large orange speech bubble with the number "60", a profile picture, and the text "Hello, Greg" with a "View your profile" link. Social media icons for Twitter, Facebook, Google+, LinkedIn, YouTube, Instagram, Tumblr, Blogger, WordPress, OS, and Blogger are displayed. A "Show Stats" toggle is set to "ON".

The main content area features a "90-Day Score History" chart. The chart shows a score of 62.39 (90-day High), a 1-day change of 0.00, and a 90-day low of 60.10. The chart is titled "90-Day Score History - Last Updated May 30" and shows a line graph with data points from Mar 11 to May 20. To the right of the chart is a circular gauge showing a score of 45% for Twitter.

Below the chart, there are two engagement notifications:

- Cormac McAlinden engaged with the update you shared on Twitter (yesterday)
- Darragh Rea engaged with the update you shared on Twitter (yesterday)

<http://bit.ly/KloutExplained>

HOW DO YOU COMPARE WITH THE COMPETITION



The screenshot shows the Wildfire Social Media Monitor interface. On the left is a dark sidebar with navigation options: Monitor, Track Your Competitors, FACEBOOK LEADERBOARD (with a dropdown arrow), by Likes, by Checkins, TWITTER LEADERBOARD (with a dropdown arrow), by Followers, by Following, and by Tweets. The main content area has a red header with a hamburger menu icon and the title "Track Your Competitors". Below the header is a large graphic with a red window frame containing the text "WHO'S WINNING IN SOCIAL?" and a red circular target icon. Underneath are input fields for tracking competitors: three Facebook fields labeled "Page Name or URL #1", "#2", and "#3" with an example "Walmart vs Target vs Amazon.com"; and three Twitter fields labeled "Twitter User or URL #1", "#2", and "#3" with an example "Domino's Pizza vs Papa John's Pizza vs Pizza Hut". A blue "Compare" button is at the bottom right of the input section. Below the input section are four feature cards: "Measure Your Performance" (with a bar chart icon), "Track Your Competitors" (with a magnifying glass icon), "Receive Alerts" (with a bell icon), and "Scout the Leaderboards" (with a bar chart icon). Each card contains a brief description of the feature. At the bottom left of the sidebar, it says "POWERED BY WILDFIRE".

<https://monitor.wildfireapp.com/>

MONITORING YOUR MAGAZINE ON TOPSY



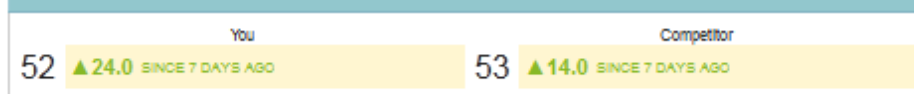
TOPSY

Following is your weekly Topsy Pro Analytics Summary Report. [Log in and view your dashboard](#)




Tweets in 7 days






Sentiment






Top 3 tweets about your brand

	@thegodlight Spiritual Truths You will not find peace until you follow your heart, it will bang like a drum until you listen to its call. <i>Feb. 13, 2013 11:04 GMT</i>	718
	@everythinglibra Libra is A Luxury #Libras rarely march to anyone else's drum. #EverythingLibra <i>Feb. 14, 2013 4:32 GMT</i>	462
	@influenster Influenster It's about that time: We'd like to announce the winner of our big give away... (drum roll please!) #TasteTuesday @TheTasteABC <i>Feb. 19, 2013 8:54 GMT</i>	77

Top 3 tweets about your competitor

	@joseguzman José Rafael Guzmán G #PreguntasDeChávez ¿Y ese Winston no era el que lloraba por RCTV? <i>Feb. 18, 2013 4:20 GMT</i>	3K
	@neiltyson Neil deGrasse Tyson Finally, evidence for Hollywood that not all asteroids hit major cities of the United States. <i>Feb. 15, 2013 6:44 GMT</i>	2K
	@greatestquotes Great Minds Quotes "Never, never, never give up." - Winston Churchill <i>Feb. 16, 2013 4:11 GMT</i>	1K

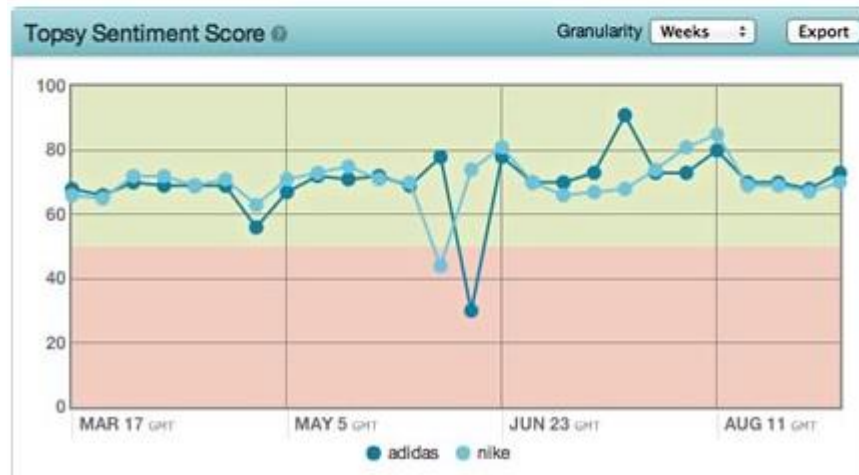
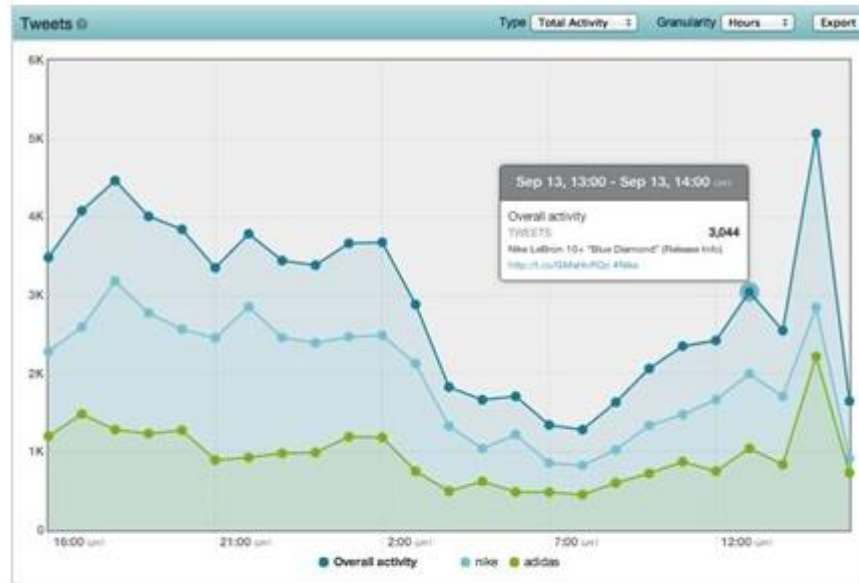
Top 3 links about you

 Sand-grain-sized drum extends reach of quantum theory - physicos-math - 14 February 2013 - New Scientist <i>Feb. 14, 2013 9:25 GMT</i>	282
 "The Bonhamizer" adds John Bonham's drum beats to any song you upload The Verge <i>Feb. 18, 2013 4:36 GMT</i>	158
 Intermezzone - Zayn Malik Terryata Jago Nge Drum! <i>Feb. 15, 2013 12:20 GMT</i>	257

Top 3 links about your competitor

 One Site May Be Responsible for Recent Hacks - Mike Isaac - Social - AllThingsD <i>Feb. 19, 2013 9:53 GMT</i>	269
 Google is Going A Step Beyond Pop-Up Stores <i>Feb. 18, 2013 2:11 GMT</i>	996
 Apple Suffers Major Security Breach <i>Feb. 19, 2013 7:16 GMT</i>	157

TOPSY CONT....



<http://www.pro.topsy.com/>

OnLine
PR



DIFFERENCES BETWEEN.....



Traditional PR

- Blanket media materials
- Structured (corporate)
- Media vehicles required
- Producer-driven
- Pagination restrictions
- Influencers = journalists
- Manageable networks

Online PR

- Tailored materials
- Conversational (human)
- Consumer media vehicles
- Customer-driven
- No pagination boundaries
- Key influencers...(next slide)
- Huge network

*“The nobodies are the new
somebodies”*



Guy Kawasaki -

Founding partner at Garage Technology Ventures. Former Chief Evangelist of Apple

ONLINE PR AND JOURNALISTS

98% of journalists go online daily...



- 92% for article research
- 81% to do searching
- 76% to find new sources, experts
- 73% to find press releases
- 51% use blogs regularly
- 33% to uncover breaking news or scandal
- Pull stories rather than push
- Substantiate leads via web
- Use Social Media to Listen for News
- Often use search before online press office
- Write headlines optimised for the web

Source: Middleberg/Ross Survey of the Media in the Wire World

CUSTOMERS OPINIONS HAVE REACH AND IMPACT



The image shows a screenshot of social media interactions. On the left, a Facebook post from Skype is visible, with a comment from Louise Wilkie about Sainsbury's garlic bread. On the right, two tweets are shown: one from @Telstra thanking Scott for help with a phone issue, and a reply from @taniazaetta. At the bottom of the screenshot, there is a photograph of a microphone array with several microphones on stands.

Skype
If you had problems signing into Skype today, please download this updated version of Skype
An update on today's downtime - easy Windows fix now available
heartbeat.skype.com
If you had problems signing into Skype today, please download this updated version of Skype.
12 hours ago · Like · Comment · Share
1,185 people like this.
View previous comments 50 of 1,432
Dan Petrila I can't add contacts :((23 minutes ago) · Like
Abelador Kenneth add me up kennethazcarraga (23 minutes ago) · Like
Katja Stitz Yeah, everything works fine again! (22 minutes ago) · Like

Louise Wilkie
sainsbury's sold us garlic bread with no garlic
14 hours ago · Like · Comment
Sainsbury's Oooops, this isn't going to keep the vampires away! Sorry about this Louise. Something must have gone wrong at the supplier. Would you mind taking it back to the store? They'll be able to sort this for you. Thanks, Martin.
3 hours ago · Like
Write a comment...

@Telstra (&Scott) THANKYOU for ur help. Having given up after 3 hrs on the phone to operators & being cut off!! u fixed my prob instantly :)
25 months ago from web · Reply · Retweet

taniazaetta
Tania Zaetta · Reply · Retweet

@taniazaetta Not a problem :) If you need any assistance in the future, just let us know! Cheers - Scott
23 months ago from TweetDeck in reply to taniazaetta · Reply · Retweet

Telstra
Telstra · Reply · Retweet

REPUTATION MANAGEMENT



Google Alerts (BETA)

[FAQ](#) | [Sign in](#)

Welcome to Google Alerts

Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic.

Some handy uses of Google Alerts include:

- monitoring a developing news story
- keeping current on a competitor or industry
- getting the latest on a celebrity or event
- keeping tabs on your favorite sports teams

Create an alert with the form on the right.

You can also [sign in to manage your alerts](#)

Create a Google Alert

Enter the topic you wish to monitor.

Search terms:

Type:

How often:

Your email:

Google will not sell or share your email address.

- What is your strategy?
- Address the person's complaint.
- Take the conversation offline.
- Try to find a positive outcome online.
- Social Mention.
- Google Alerts.
- Radian6.
- Sysomos.com.
- Topsy.com
- Mention.com
- Twilert.
- Case Study: An angry customer of the Berkley Court.
- <http://bit.ly/c3gv11>
- <http://bit.ly/fGiFRre>



[Blogs](#) [Microblogs](#) [Bookmarks](#) [Comments](#) [Events](#) [Images](#) [News](#) [Video](#) [Audio](#) [Q&A](#) [Networks](#) [All](#)

[Advanced Search](#) [Preferences](#)

Mentions about dublin Hotel

Sort By: Results: Results 1 - 15 of 600 mentions.

- [Mayo man wins u21 matchplay championship](#)
Mayo Advertiser - Found 1 hour agoRoundford man Martin Heneghan scooped the Irish title in the Green Isle Hotel in Dublin defeating Kilkenny's David Coyne i...
[c.moreover.com/click/here.pl?z3138088486&z=950243767](#)
just now - on [ask](#)
- [Drumsna Community News 10 September 2010](#)
Leitrim Observer - Found 1 hour agoThis award is in the Supporting Tourism category . The awards ceremony take place in the Burlington Hotel Dublin on Thursday...
[c.moreover.com/click/here.pl?z3138061736&z=950243767](#)
just now - on [ask](#)
- [New convention centre opens in Dublin](#)
... the prestigious Pritzker Prize for architecture in 1982. LateRooms.com offers a
... of accommodation in Dublin, such as the Harcourt Hotel Dublin.

Sentiment



SETTING RULES



Fact:
An average of 80% of annual household income is usually spent on necessities.

Bank of America
1,050,376 likes · 46,225 talking about this

Like

Bank/Financial Institution
Community. News. Service and support. Before joining the conversation, please review our community guidelines: <http://go.bofa.com/Facebook>
About – Suggest an Edit

Photos Branches/ATMs Get Help Express Your Thanks

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

Now What?!!



FANCY A FREE CHAT ABOUT YOUR BUSINESS?



Drop up your business card and I'll give you a call to arrange a FREE one to one session.

Or drop me an email –
greg.fry@ahaingroup.com



CONTACT ME



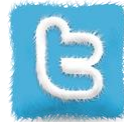
Scan Now and Get Career Help



POWERED BY:
itsmyurls.com



087 2039855



twitter.com/gregfrysocial



ie.linkedin.com/in/gregfry



facebook.com/theahaingroup



youtube.com/careerscoacheu