

Getting Started in Social Media #PBAC Resource Sheet

Links in the #PBAC Presentation:

To view all #pbac Twitter Mentions:

<http://search.twitter.com/search?q=%23pbac>

Slide 4: Source: Harris Interactive Poll, May 2009

http://www.mediapost.com/publications/?fa=Articles.showArticle&art_aid=105274

Slide 5: Forrester Study

<http://blogs.forrester.com/groundswell/2008/12/people-dont-tru.html>

Slide 8: Universal McCann's Worldwide Study: www.universalmccann.com

Slide 12: Brand Reputation:

<http://www.indiaprwire.com/pressrelease/information-technology/2009020419095.htm>

Slide 15: Social Media Policies:

<http://123socialmedia.com/2009/01/23/social-media-policy-examples/>
<http://www.ibm.com/blogs/zz/en/guidelines.html>

Slide 15: Recommended Podcast for starting social media:

A Look at Social Media with Emerson's Jim Cahill and Deborah Franke

<http://www.telesian.com/newsnotes/archive/news0087-4.mp3>

Slide 24: Ari Herzog's Twitter Network Diagram:

<http://ariwriter.com/2009/01/scientific-study-of-twitter-proves-what-you-told-me-value-value-value>

Slide 26: comScore report on Oprah Effect:

<http://www.businessinsider.com/twitters-us-traffic-down-post-oprah-2009-5>

Slide 27: Twitter Quitters:

http://blog.nielsen.com/nielsenwire/online_mobile/update-return-of-the-twitter-quitters/

Slide 54: Gartner quote: http://blogs.gartner.com/michael_maoz/

Twitter for the Desktop:

(Because using the web browser can get challenging)

Twhirl <http://www.twhirl.org/>

Tweetdeck: www.tweetdeck.com good for setting up groups

Seesmic – <http://desktop.seesmic.com/>. good for multiple Twitter accounts

Many applications available for iPhone and Blackberry, find by Google search or visit mashable.com or techcrunch.com for more info.

25 Apps for Managing Multiple Twitter Accounts:

<http://mashable.com/2009/05/18/twitter-apps-manage-multiple-accounts/>

Finding People to Follow on Twitter:

www.twellow.com - Twitter yellow pages

<http://wefollow.com/> - highlights top profiles with highest followers

Check out follower networks of those you follow.

<http://mrtweet.net/> - a great service that recommend people to you and you to them

Rule #1: Don't follow hundreds of people starting out. Choose profiles selectively from the above or from recommendations such as #followfriday lists.

Rule #2: Pay attention to the people you do follow and who they converse with. If someone peaks your interest, check out their profile and work outward that way.

Keep in mind the more people you follow, the busier your conversations are so ramp up slowly so you can see how the traffic feels when you incrementally add new follows.

How People Find You on Twitter:

1. From conversations you have with others
2. From helpful posts that you "Retweet" a.k.a. RT
3. From helpful, insightful posts you make
4. Posting interesting blog articles written by you or your company

Brands on Twitter to Watch:

@comcastcares – uses it for customer service and support

@jetblue and @southwest – they have a rivalry relationship

@Ford (and many other sub-brands)

@DunkinDonuts – they have fun, have promotions, offer humor

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@schwarzenegger – good example of how to be a Twitter personality yet add value

Dell has several Twitter IDs at: <http://www.dell.com/twitter>

40 of the Best Brands on Twitter:

<http://mashable.com/2009/01/21/best-twitter-brands/>

Thought Leaders on Twitter:

@guykawasaki – founder of Alltop.com

@jowyang – Forrester Analyst – great blog on web 2.0 and social media trends

@ChrisBrogan – social media thought leader, author

@PGillin – Paul Gillin - social media thought leader, journalist, author

@AaronStrout

@AmberCadabra – Amber has a community manager role at a Radian6, a social media technology company – interesting to learn from her.

@BethHarte – a marketing expert who I like to follow

@ariherzog - social media thought leader

@dmscott – David Meerman Scott social media thought leader, author – new book is World Wide Rave (check it out)

Interesting on Twitter:

@skydiver – he operates HARO- Help a Reporter Out which outlines daily reporter inquiries for all sorts of publications. Visit www.helpareporterout.com to sign up for the daily update and follow on Twitter for hot reporter inquiries.

#journchat – Every Monday night from 8 – 10 pm there is a Twitter chat with journalists, editors, and the PR community to discuss what's changing/happening in PR. Visit www.tweetchat.com to participate vs. using your web browser and set the refresh for every 5 seconds to keep pace.

@BreakingNews - For up to the minute breaking news.

#FridayFollow Every Friday is recommend others in your network day

Tracking Social Mentions: www.socialmention.com

Abbreviations on Twitter:

OH: Other half (spouse)

RT: Retweet (sharing other's information)

HT: Hat tip – when you want to acknowledge someone in your tweet

Hashtags on Twitter

- There is no registration required, make one up
- Would check search.twitter.com to see if anyone is using that hashtag that you have in mind otherwise you'll "step" on that other conversation
- Don't make too long or complicated, but do make it unique

Twitter Profile Suggestions

- Include an avatar of some sort –does not have to be a photo, can be a logo, cartoon. Just remember that this also reinforces branding.
- Link to a blog or web site. Many people assess followers based on their profile link. If you don't have one, then link to your LinkedIn profile. A Facebook link won't work for someone if they are not a friend.

Setting Up Facebook

Facebook does not like personal accounts with business names and it may get flagged. However, business account profiles are not searchable. So from either side it will be necessary to set up a Facebook Group or Facebook Fan Page. If you are setting up a business page, they do require some level of assurance that you have permission to do this. If you are a well known brand, then you may need to submit a ticket to Facebook about what you are doing, which is available on this page setup.

Facebook Group Pros and Cons:

- Allows for a more detailed profile of your business (+)
- Allows you to have friends (+)
- Maxes out at 5,000 friends (-)
- Is searchable (+)
- Communication to the group is Facebook email , and must send to all. (-)
- Picture functionality is weak, cannot make albums (-)
- No analytics (-)

Facebook Fan Page Pros and Cons

- Looks and acts like a personal profile page (+)
- No limitation on fans (+)
- Communication is in normal post streams, shows up in fan pages (+)
- Is searchable (+)
- Does not have exact functionality as a personal page, but is similar (-)
- Can create your own applications and share (+)
- Has analytics capabilities (+)

Other Groups to Consider:

- LinkedIn: Build a community – use the right keywords, users find you.
- Ning.com for creating a custom group – invitations required