

WCG

5 Next Practices for Integrating Facebook

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PR News Facebook Conference
San Francisco, August 9, 2011

NEXT PRACTICES

Pick an outcome, any outcome

“Fans First”

Engage me, don't just impress me

Anticipate actual conversation

Analyze, optimize & experiment often

Pick an outcome, any outcome

Intel – Students' Spot > Job Search

Computers/Technology



Explore The Possibilities

Keywords Location OK Job Type Category

Westfield Valley Fair > Deals


Shopping Mall · Santa Clara, California

Completed

- Receive a \$5 Starbucks Gift Card
20 claims
about 4 months ago · Share
- Sports Authority: 25% off any single item.
28 claims

Aéropostale > Shop

Retail and Consumer Merchandise



EST. AÉROPOSTALE 1987

Wear it PROUD!

UP FALL FAVORITES RIGHT FROM OUR FACEBOOK PAGE!

HW/AV student

Israel – Student/Intern

Aug 8

Yahoo!

Website · Sunnyvale, California

Get regular updates from your favorite Yahoo! sites.


- Yahoo! 4,629,952 others like
- Yahoo! Movies 1,133,243 others like
- Yahoo! News
- Yahoo! Sports

Discussion Board


Topic View

Topic: disappointing customer service

Displaying posts 1 – 30 out of 226.



Rebecca Morgan
Very disappointed w/custo cell phone as the hardwa said I'd have to call but t with Grace in the warrant about 3 months ago · Re




AT&T
Hey Rebecca, I'm so sorry for your exp attjessica@att.com with v
Thank you,
Jessica ~ ATTCustomerCa about 3 months ago · Re

Little Pub > Reviews


Restaurant/Cafe · Ridgefield, Connecticut

Rating: ★★★★★

Write a review of Little Pub...




Monnie Goodman Newman
★★★★★ The Little Pub has the atomsphere you can't find anywhere else! Like you're in England! The food is delicious and the staff is super efficient and always friendly
August 1 at 10:05am · Like · Comment



Mary Margrill
★★★★★ I love this best in Veggie burgers
December 16, 2010 at 9:00pm · Like · Comment




Caroline Sereyko
★★★★★ Stopped i to Little Pub, we live cl burger and my mom h burger...however, Little tasted. We will be back
October 7, 2010 at 9:00pm · Like · Comment



Sheri Elsberry Burges
★★★★★ I had the Steak Frites FANTASTIC give me meat & potatoes anyday! & my friend had the seared ahi tuna & that was promptly ordered by three others on my left! it went down a treat & everyone raved at how lovely everything looked & tasted! Im eating there again tomm!
June 30, 2010 at 6:48pm · Like · Comment

Now, American Express takes what you "like" AND GIVES YOU WHAT YOU LOVE

1 Like · 14K



Whole Foods Market®
SPEND \$20 OR MORE,
GET \$5 BACK


“Fans First”



The screenshot shows the Coca-Cola Facebook page. The profile picture is a classic glass Coca-Cola bottle. The cover photo is a collage of images related to Coca-Cola. The page has a search bar at the top. The main content area shows three recent posts from Coca-Cola, each with a bottle icon and text. The first post asks if users like Coke, the second asks for nominations for the 2012 Olympic Flame, and the third promotes a T-shirt design contest. The left sidebar contains navigation links like Wall, Info, Home, Photos, Discussions, Events, House Rules, Video, and More+. At the bottom of the sidebar, it says 'About', 'Read the House Rules', and '33,260,254 people like this'.

facebook

Search

Coca-Cola 

Food/Beverages

Wall

Coca-Cola · Most Recent

Coca-Cola

We know you love Coke, but do you "Like" it?

Saturday at 11:00am via online

49,610 people like this.

View all 2,878 comments

Coca-Cola

Know a teen making a positive difference? Help them go for the Gold and nominate them to carry the London 2012 Olympic Flame!

<http://CokeURL.com/hhpg>

August 4 at 2:02pm

1,250 people like this.

View all 81 comments

Coca-Cola

Ever wanted to design your own Coke T-shirt? Now is your chance! Coca-Cola and Uniqlo are teaming up and could produce your work, if you get enough votes!

Twitter YouTube Flickr

Fan Highlights



The screenshot shows the Coca-Cola Facebook wall. The header says 'Wall' and 'Coca-Cola · Most Recent'. The main content area shows a list of recent comments from fans. Each comment includes a profile picture, the user's name, the text of the comment, and the time it was posted. The comments are from various users, including Carolyn Sue Skinner, Cheryl Lynne, Henry James, David Thomas Fortier, Gordon Denhart, Gary Shneider, George Michaud, Christopher Ray Brown, Kathy Di Modica, and James Hardee. The comments express love for Coca-Cola, nominations for the Olympic Flame, and praise for the brand.

Wall

Coca-Cola · Most Recent

Coca-Cola

We know you love Coke, but do you "Like" it?

Saturday at 11:00am via online

49,610 people like this.

View previous comments 50 of 2,875

Carolyn Sue Skinner I like it, I love it i want some more of it.

Yesterday at 12:46pm

Cheryl Lynne I love coke!

Yesterday at 1:01pm

Henry James Don't like Coke...

Yesterday at 1:01pm

David Thomas Fortier coke for life

Yesterday at 1:16pm

Gordon Denhart Coke Rules!! Always hasalways will (except when they brought out "New Coke", but even that was probably planned so they could switch back and be even more popular)

Yesterday at 1:29pm

Gary Shneider but really love Coke Zero

Yesterday at 1:29pm

George Michaud My favorite

Yesterday at 2:39pm

Christopher Ray Brown The best ever!!

Yesterday at 2:39pm ·  1 person

Kathy Di Modica I refer to Coke as the nectar of the gods.

Yesterday at 2:47pm ·  1 person

James Hardee I like to use coke to clean things.

Yesterday at 4:04pm ·  1 person

Engage me, don't just impress me



Engage me, don't just impress me

Red Bull ▶ Web TV


Food/Beverages



Red Bull ▶ Athletes

Food/Beverages

+ RED BULL ATHLETES ON TWITTER

Follow Red Bull on Twitter
twitter.com/redbull 

view by sport

sort by

All Adventure Aerial Ball & Stick Bike Gaming

Latest Name

Motor Skate Water Winter



Paul Rabil

Lacrosse

That's your time too, RT @Hartz1881: Just smoked a @CoachJayDyer workout. Kimmel 52 300 bill time? Yikes.

6:51pm

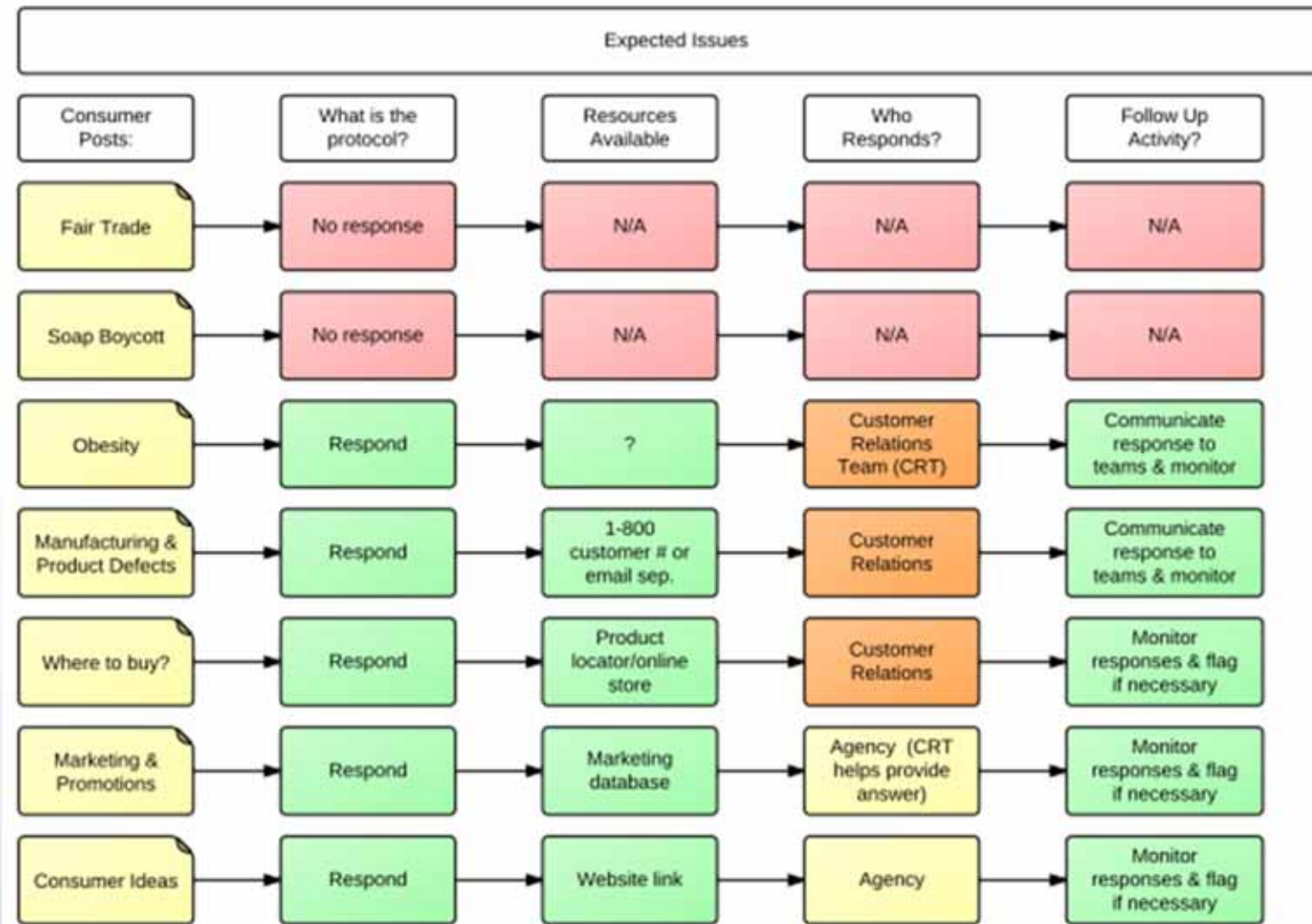
Red Bull ▶ Games

Food/Beverages

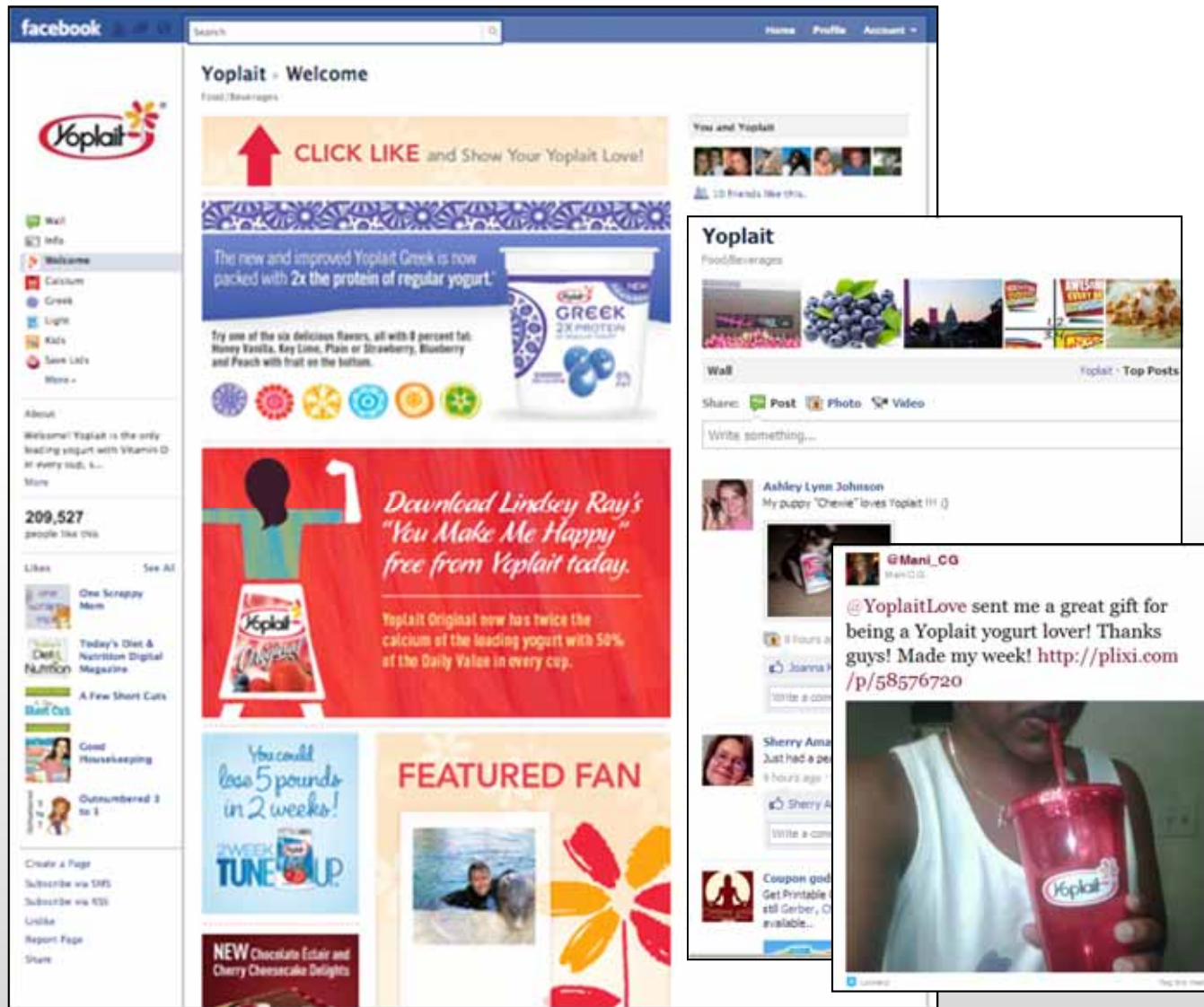


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Anticipate actual conversation



Analyze, optimize & experiment often



↑ 41%
Daily Consumer
Conversations

↑ 894%
Facebook
Fan Count

↑ 216%
Active Daily
Facebook Fans

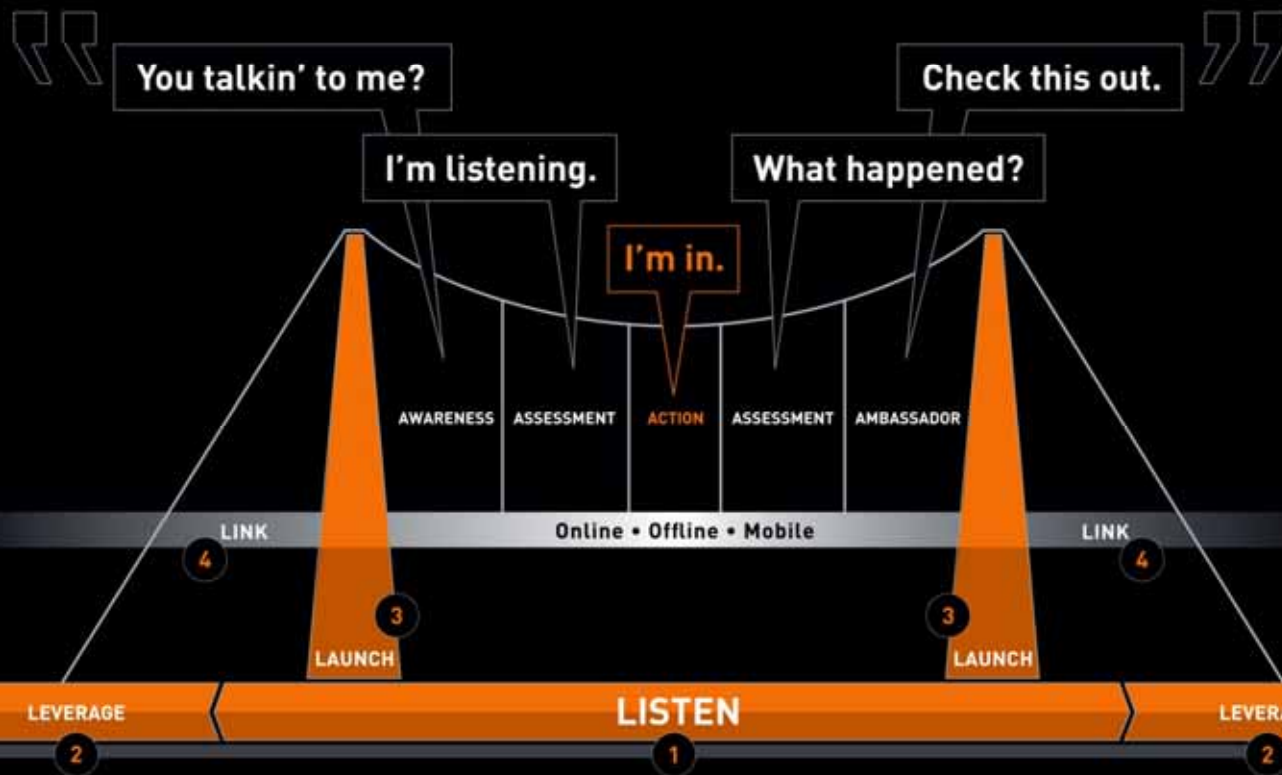
↑ 801%
Links to Brand
Web Site

↑ 769%
Key Message
Penetration

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The Engagement Span

Building connections.



The **4A's**
Understanding behavior.

The **4L's**
Driving behavior.

The merger of customer behavior with concrete thinking to create a blueprint that guides powerful communication.

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