

# Transforming Your Facebook Page into a Media Center



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PBS

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# Assumptions I used when preparing this presentation

- You are doing three jobs. On a good day.
- You have very little budget, and need to justify it on a near daily basis.
- You want tactics that will help answer the question -- “hey, what’s the ROI on that social media work you’re doing?”

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# (Very brief) background on PBS's social media efforts

- Very small team (only one full time staffer 100% devoted to social media—but MANY others who work on social media)
- We work with many teams and groups across the country on social media, including 300+ local PBS stations and the producers of PBS programs. (Is this similar to your social media situation – local/national?)
- Not only doing social media posts, but also learning about social media trends and educating others in how to implement best practices
- PBS's social media channels are run by the corporate communications department (which is germane to this discussion)

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# How PBS has used its Facebook page for media relations

- Make *completely* exclusive content available there, and reinforce with media the fact that your company's Facebook page is the **ONLY** place to get that information/asset/etc.
- For example:

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# PBS Facebook Page

facebook Search for people, places and things Kevin Dando Voice Home

Admin Panel Edit Page Build Audience Help Show 86 Create Page

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 **PBS**  
1,253,003 likes · 147,973 talking about this

TV Network  
PBS and more than 350 local stations offer every American opportunities to experience new places, explore new ideas and discover new worlds

About Photos Likes The Dust Bowl FOLLOW US ON Pinterest

Highlights

Status Photo / Video Offer, Event +  
Write something...

79 Friends Like PBS

Chat (Off)

Dust Bowl  
exclusive

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# How PBS has used its Facebook page for media relations

- This kind of exclusive content can only become available on Facebook because of extensive cross-coordination with other departments and constant (and I mean CONSTANT) coordination.
- Two meeting ideas we implemented at PBS have helped make this kind of content available on our Facebook page:

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# How PBS has used its Facebook page for media relations

- In a meeting-rich culture at PBS, a daily meeting at PBS can have real value, if you set it up the right way – (no sitting/15 minutes long).
- A cross-departmental weekly social media strategy group is proving valuable, too.
- Make sure your local chapters/affiliates/etc. know about the exclusive content and can extensively promote it, too. We are VERY deliberate about this tactic. Definitely not an afterthought.
- Press releases, tweets, Tumblr, Instagram posts are all employed to help drive media to the exclusive content. Fair warning: probably best not to post about this on Google+ -- it'll appear tone-deaf to that (growing) community.

**@kdando**

# How PBS has used its Facebook page for media relations

- Break news on your Facebook page – and trumpet that fact. In 2009, PBS announced the availability of its new video player exclusively on our Facebook page.
- Use Facebook ad capabilities to workplace target your messaging. (For example: you can place Facebook ads and promoted posts that can ONLY be seen by employees of the New York Times, Conde Nast, etc.)
- Is there a trade group or niche press constituency you want to reach? See if you can, via Facebook ads and promoted posts – more details about workplace target ads at [facebook.com/ads](https://facebook.com/ads)
- Remember Facebook's geo-targeting capabilities. Here's a recent example we did:

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# Facebook geo-targeting examples:

facebook

Search for people, places and things

Kevin Dando Voice Home

You are posting, commenting, and liking as PBS — Change to Kevin Dando

PBS Timeline Now

Admin Panel

Create Page

Like · Comment · Share · Storify 361

770 people like this.

View previous comments 2 of 73

**Hillary Ann Monaboyd Albury** Last night I had many options on TV to watch last night and didn't watch the American Music Awards nor did I watch last weeks Walking Dead that I missed...You know what I watched?? PBS's presentation of the 'DUST BOWL' ...I am not a normal person! Plus the second part comes on tonight!! Yay?? LOL! :P 3 hours ago · Like · Storify

**Carbon Economy Series** This is what we are talking about when we say we have to practice REGENERATIVE AGRICULTURE, NOW! Africa and the middle East took thousands of years to turn into a desert, yet in the USA less than 80 years and this is what we have. Wake up USA. JOIN US: [www.carboneconomyseries.com](http://www.carboneconomyseries.com)



**Carbon Economy Series**  
[www.carboneconomyseries.com](http://www.carboneconomyseries.com)  
An Educational series on working systems and models applicable to the South West...See More

12 minutes ago · Like · Remove Preview · Storify

Write a comment...

38,576 people saw this post

Promote

PBS Yesterday

**ATTENTION MASTERPIECE | PBS (Masterpiece Theatre)**  
Downton Abbey fans in California.

Want to attend a special season 3 preview and cast Q&A on December 7 in L.A.? Click the this image (below) for details. And tune in to the premiere on January 6. Only on PBS!

**Lorelai Cárdenas** Wait what? It ends at midnight. Come on PBS store... extend and promote these sales. How can we help fund if we barely have time to know you have a sale. 17 hours ago · Like · Storify

Write a comment...

13,236 people saw this post

Promote

PBS Yesterday

**ATTENTION MASTERPIECE | PBS (Masterpiece Theatre)**  
Downton Abbey fans in the New York area.

Want to attend a special season 3 preview and cast Q&A on December 12 in Manhattan? Click the this image (below) for details. And tune in to the premiere on January 6. Only on PBS!



30 Pairs of seats are reserved for Facebook Fans! Enter

WHAT:

**"Downton Abbey, Season 3" on PBS**  
Sneak preview and conv with cast and producers in NYC

**EVENT DATE:**  
Wednesday, December 7, 7:30 to 9:00 pm

**HOW TO ENTER**  
E-mail [DowntonInNYC@gmail.com](mailto:DowntonInNYC@gmail.com) for a chance to win. Write NEW YORK in the subject header

**DEADLINE for ENTRY:** Nov 20, 2012 (Recipients will be notified by email)  
Scheduled to appear on PBS  
Gareth Neame, Executive Producer,

- Now
- October
- 2012
- 2011
- 2010
- 2009
- 2008
- 2007
- 1990s
- 1980s
- 1970s
- Launched

Downton Abbey geo-targeted promotions

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# Takeaways

- Offer exclusive content and reinforce with media that your Facebook page is the *only* place to access that content.
- Break news on your Facebook page when possible. And encourage Facebook sharing explicitly.
- Cross post about the Facebook media content (except on Google+).
- Use Facebook workplace ad targeting and geo-targeting to micro-target niche media audiences. (Target members of the media as potential likes for your Facebook page.)
- Meet frequently (but briefly) to suss out potential media relations campaigns on Facebook.

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# Additional Takeaways

- Remember to use Facebook for organizational announcements and crisis communications
- Know when to take the conversation with a media pro offline
- Monitor content and safeguard your organization's reputation (what listening tools do you use?)
- Measure the results of your media relations efforts on Facebook (some tools that help – custom link shorteners, in connection with workplace targeted posts)

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# Questions?

Kevin Dando

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[facebook.com/kdando](https://www.facebook.com/kdando)