



Secrets to Facebook Communications

August 6, 2013

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Facebook Secrets

Latest Features for PR Pros



Changes to cover photo policy

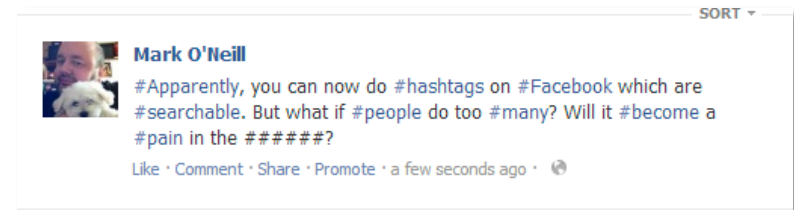
- You can now add **sales/purchase/price information, call-to-actions, or company URLs**
- This allows for **customizable brand presence**



Threaded replies and hashtags



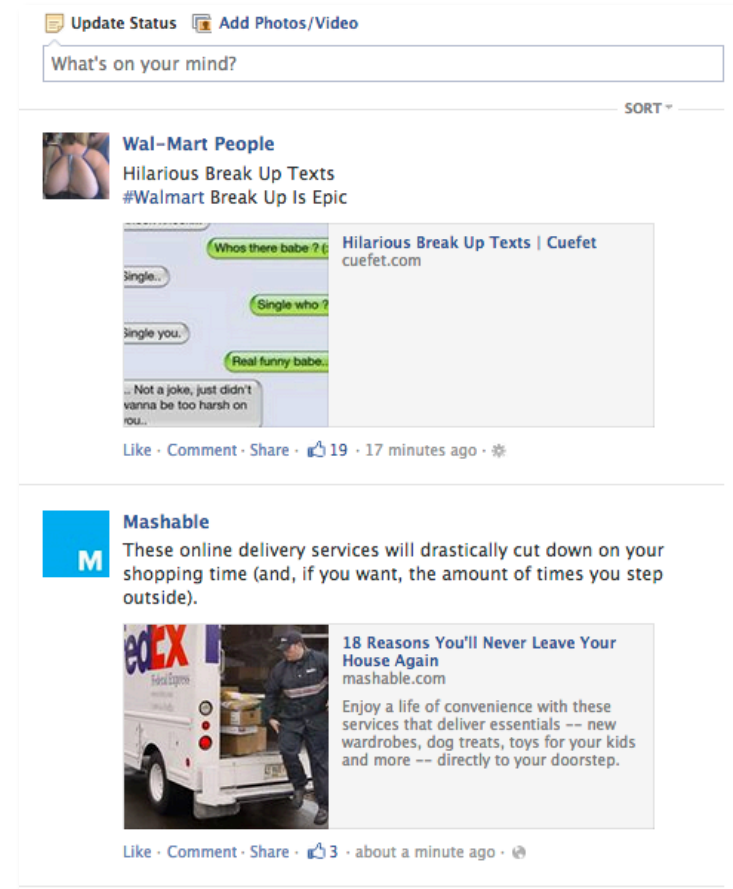
- Facebook rolled out a **threaded replies feature** for fan pages:
 - You will be able to reply directly to comments left on your page and start a conversation thread
- The most **active and engaging conversations** are shown at the top of your posts
- **Hashtags** can also now be used so start using key terms so others can find your content



Newsfeed redesign



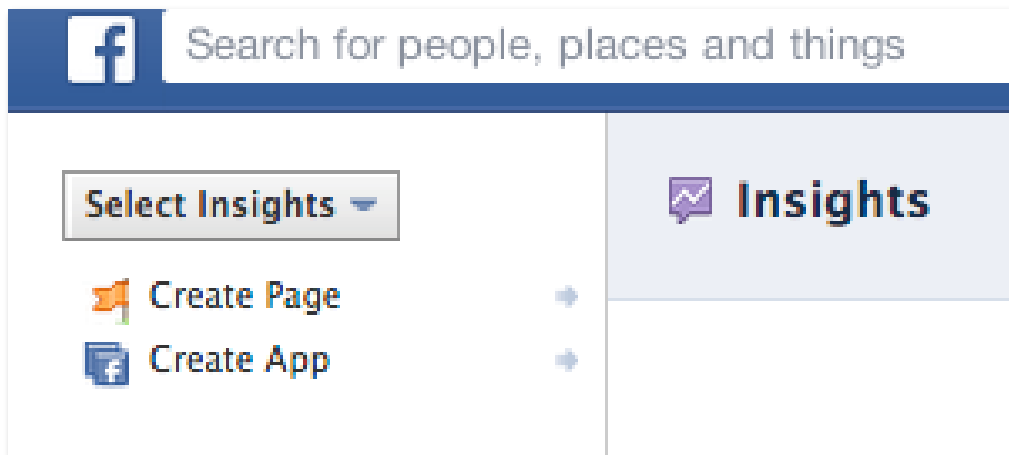
- **More Options**
filter the feed in 7 different ways
- **Regular**
equivalent to the old feed with top stories
- **All Friends**
ALL friend activity in chronological order
- **Following**
Updates people you follow
- **Photos**
A feed of only photo updates
- **Groups**
A feed for updates from all your groups
- **Games**
A feed for all those Farmville updates
- **Music**
A feed of all the music being shared
- **Most Recent**
The old stand-by



Facebook Insights



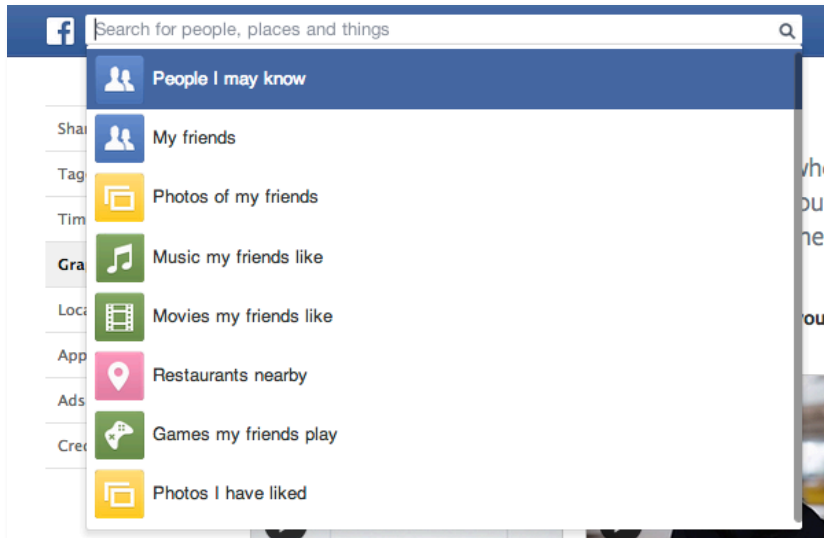
- Insights provide **measurements** on your Facebook Page performance
- Facebook Insights metrics:
 - **User Insights** – Total page likes, total fan count, daily active users, new likes/unlikes, like source, demographics, page views, unique page views, tab views, external referrers, media consumption
 - **Interaction Insights** – Daily post feedback (likes, comments, per post impressions), daily page activity (mentions, discussions, reviews, wall posts, videos)



Graph Search



- Graph Search is a search engine designed to give users **natural language queries** rather than a list of links. It includes data derived from all of Facebook's 1 billion+ users
- Graph Search incorporates elements of **Bing external search** in its results
- Graph Search is still only available to limited Facebook users, but Facebook plans to roll it out fully and include a **mobile version**



EdgeRank checker




- EdgeRank is the algorithm Facebook uses to determine what articles should be **displayed in a user's News Feed**
- EdgeRank filters and displays only a subset of the stories generated by your friends. Each Edge is scored by:
 - **Affinity** – the relationship between a user and a page to determine the quality and frequency of interactions between the two sources
 - **Weight** – Certain posts carry more “weight” that will help you rank higher in newsfeeds. Photos and videos are highest, then links, then plain text updates
 - **Relevance (recency)** – The older the post, the lower the rank the post will have



Facebook page apps



- Apps can improve the functionality of your page. Adding apps can help fans easily navigate your page **via tabs displayed directly on your page**
- Example apps you can add include: **tabs for photos, events, sign-up forms, RSS feeds, blogs, videos, polls, contests**
- Page managers can develop **personalized apps** or work with one of Facebook's Preferred Marketing Developers to create unique apps



Extended Info
19,996 likes · 27 talking about this

App Page
An application for fan Pages that complements the Info tab. With Extended Info, your tab can include any field you want, such as Company History, Founder Bios, and Hours, and you can add media such as images, videos,

About - Suggest an Edit



Poll
352,122 likes · 1,094 talking about this

App Page
The most widely used and comprehensive poll application on Facebook. Ideal for brands who are eager to engage with their fans.

About

Photos

Instagram video



- Shoot and share **15-second videos** within Instagram on your Facebook page
- Places Instagram in direct competition with **Twitter's Vine**
- Creates a new opportunity for brands to **create and share engaging multimedia content**
- Covered in **Tim Baker's storytelling session**



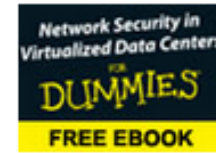
Instagram



Facebook ads

- Paid messages that can include social context about friends. People who like your page spend **2X more** as your customers than people who aren't connected to you on Facebook
- Facebook allows you to advertise as ads or **"sponsored stories."** Very soon Facebook will also allow advertising on their Graph Search feature
- **Get More Page Likes:** Reach people who aren't connected to your Page yet
- **Promote Page Posts:** Promote a specific post; giving you increased reach in the news feed
- **Advanced Options:** You can toggle your bidding options between CPM and CPC

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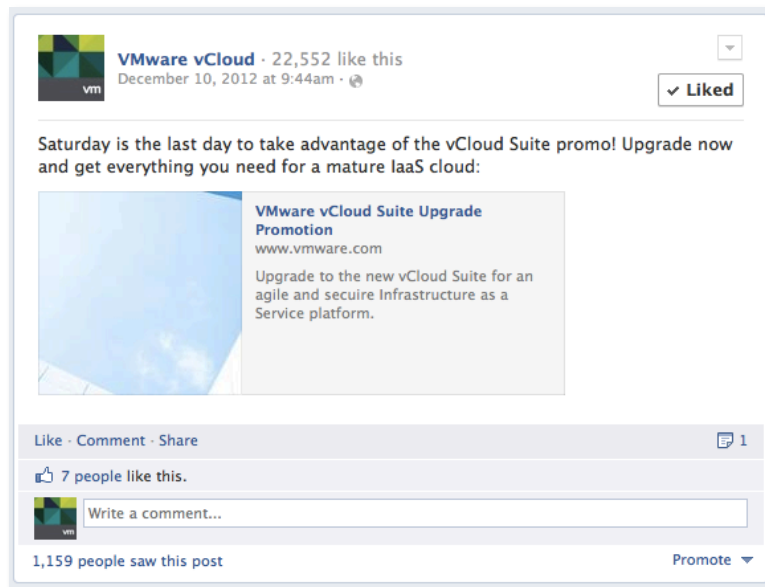
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Facebook ads - VMware

- VMware has used Facebook “Promoted Posts” to promote the vCloud Suite Promo and achieved **118% more ‘Likes’** and reached **500% more people** than non-promoted posts
- Facebook ads are now consistently in the **top 3 highest performing** for referring leads for VMware enterprise products



VMware vCloud · 22,552 like this
December 10, 2012 at 9:44am · 🌐

✓ Liked

Saturday is the last day to take advantage of the vCloud Suite promo! Upgrade now and get everything you need for a mature IaaS cloud:

VMware vCloud Suite Upgrade Promotion
www.vmware.com

Upgrade to the new vCloud Suite for an agile and secure Infrastructure as a Service platform.

Like · Comment · Share

7 people like this.

Write a comment...

1,159 people saw this post

Promote ▾



VMware vCloud shared a link.
Friday 🌐

Upgrade vSphere Enterprise Plus to VMware vCloud Suite Standard for free! Hurry though – offer expires March 15.

VMware vCloud Suite Upgrade Promotion
www.vmware.com

Upgrade to the new vCloud Suite for an agile and secure Infrastructure as a Service platform.

Like · Comment · Share

835 people like this.

Write a comment...

7,024 people saw this post

Promoted for \$100.00 ▾

..... Drive Engagements

Secrets for deepening
audience engagement
on Facebook

Engagement checklist



- **Objective** – what is it? Information, entertainment, activation – what do you want your content to do?
- **Tone of voice** – which is best for your audience/demographic?
- **Type of content** – photos, videos, what best tells the story?
- **Optimization** – How and when audiences share content – short messages, CTA, visual, timing
- **Ads/Sponsored Stories** – helps drive new audiences to your Facebook page



What increases engagement?



- Wall posts with **photos** get a **39% higher** interaction rate
- Posts with **emoticons** get **52% higher** interaction rates
- Posts with **80 characters or less** receive **23% higher** interaction rates than longer posts
- Posts that specifically **ask for shares** receive **7X more** shares
- Posts that contain **questions** generate a **92% higher comment rate**
- Posts that generate a “**Caption this....**” strategy generate a **5.5X higher comment rate**



Source: Buddy Media Facebook Analysis April/May 2012

How to increase “likes”



- **Contests** – like your page, become a fan, win a prize. Use third party apps like Wishpond
- **Like-Gated Coupons** – require an action to make them redeemable
- **Like-Gated eBooks** – helpful content that is free. House the download on a tab on your page
- **Facebook ads** – “Like” us to _____
- Add a like button or box to your **blog, website**
- Exclusive **Like-Gated Videos** – Instagram videos





VMware

How does VMware
use Facebook?

Overview



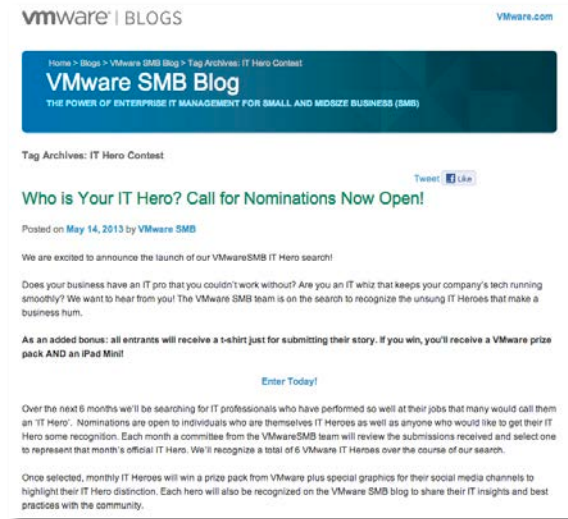
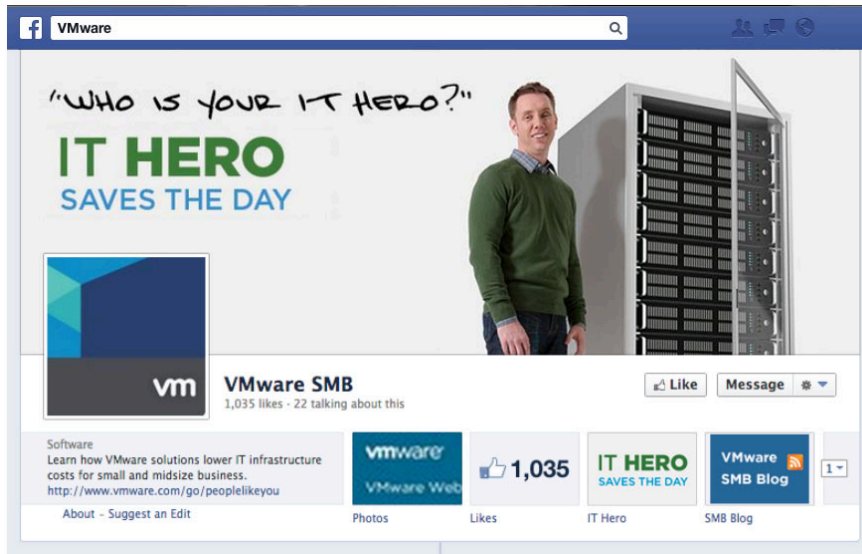
- Strategy for Facebook: **supporting PR, marketing, and customer support**
- **Core content:**
 - Timeline events
 - Wall posts (daily)
 - Facebook applications and tabs to boost engagement
 - VMwareTV integration
 - Recruitment, contest, and C-Level messaging all addressed
- **115,000+ fan base** for B2B

The screenshot displays the VMware Facebook page. At the top is the profile header with the VMware logo and name, 115,392 likes, and 2,717 talking about this. Below the header are navigation tabs: About, Fix a Problem, Photos, VMware TV, Work for Us, and CXO Corner. Two posts are visible:

- Post 1:** VMware IT Management, May 29, 2012. Title: "[Contest] vCenter Ops Tell Us Your Story. Prize is a ticket & opportunity to speak at VMworld 2012". URL: <http://ow.ly/bdFyj>. Description: "VMware vCenter Operations - Tell Your Story and Enter a Chance to Win! ow.ly We are seeking the most compelling story on how you used vCenter Operations Manager to".
- Post 2:** VMware shared a link, July 13. Title: "New VIDEO from the Technical Comms team. This one's on Deploying the vSphere Replication Appliance in the vSphere Web Client". URL: <http://bit.ly/15rrc2g>. Description: "Senior Staff Engineer Peter Shepherd explains how to deploy the vSphere Replication appliance using the OVF".



- Contest to reach target audience of **IT Admins**
- Application developed to tie to **lead gen campaigns** (form entry)
- Global users and prospects submitted their **“IT Hero Story”** to win a prize pack
- Engaged target audience and **highlighted key global customers** through Facebook





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VMware vCloud ✓
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VMware vCloud delivers a single way to run, manage, and secure your applications where you want them, when you want them.
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6,239 TWEETS 1,558 FOLLOWING 35,303 FOLLOWERS

Follow

"The days of investing heavily all of our capital into building hardware and infrastructure are past now."
[@CRiverLabs](#) [ow.ly/aMc1y](#) 1,039 clicks
8 May 2012, 10:30 AM Pacific time
Promoted

Test Drive a Public Cloud
Find a vCloud Service Provider & test drive a public cloud today.
From: VMware

Go To URL: <http://vcloud.vmware.com/vcloud-ecosystem?src=vcl>

Test Drive a Public Cloud
Choose a vCloud Service Provider to match your public cloud needs.
From: VMware

Go To URL: <http://vcloud.vmware.com/vcloud-ecosystem?src=vcl>

Test Drive a Public Cloud
Apply for a public cloud evaluation from vCloud Service Providers.

VMware shared a link.
June 10

Check out CloudCred user Greg Stuart's blog, vDestination: vDestination features product reviews, tech news, tips for Cloud certification and vExpert videos. Use vDestination as a resource to learn more about all things Cloud-related. Think you have Cloud knowledge to share? Create a blog and tell us about it: cloudcredadmin@vmware.com

vDestination: you're virtually there
vdestination.com

Like · Comment · Share 3

VMware vCloud

Goal was to create buzz around their enterprise product launch starting with VMworld.

Dedicated social media community management for blogs, Twitter, Facebook and LinkedIn, including social media advertising.

LEWIS Pulse grew VMware's vCloud social media mentions from **500 to 8,000 per month**

Twitter, LinkedIn and Facebook are now the **top 3 online lead generators** for enterprise sales

Currently **25% of all leads each quarter** are now driven by social media



Thank you!





Appendix



Newsfeed redesign - details



- Additionally, by using the **'see all' feature** you will also be able to tailor your news feed by your **location**, or only people you **follow at work**, or only people you **went to college with**. Most reports are showing about 15-20 different options to view your news feed
- **Mobile first:** This is the first update from Facebook that has a distinct mobile lead. They have tailored the new design to work best with mobile viewing. On mobile it will look like a black bar that you have to pull from the side to display your apps and chat options. On the web it will be a permanent black bar down the left hand side that displays your apps and friends.
- **Group Sharing:** In an effort to combat the rising issue of news feeds being swamped with the same story shared by multiple friends, in the redesign shares will get grouped together. The users who have shared will have their profile pic display on the left hand side of the post. If large numbers of users are sharing, then the most recent users will appear.
- **Bigger is Better:** Photos and news stories will begin appearing larger. Thumbnails will be bigger and photos will be roughly the same size as if you clicked to expand them. This will add more richness to the user experience
- There are three main things to take away from this update. The first is that **Facebook is making an effort to not get left behind in the mobile race**. Second is that the new news feed **encourages longer visits which in turn will help bolster the likelihood of paid ad display**. Finally, company pages and posts should **strive to include photos**. This is the one feature most reporters are talking about. The photos are larger now and capture more attention. Work them into your post updates!

Facebook Insights - details



- Insights provide **measurements** on your Facebook Page performance
 - Find demographic data about your audience and discover how people are finding and responding to posts
- Facebook Insights metrics:
 - **User Insights** – Total page likes, total fan count, daily active users, new likes/unlikes, like source, demographics, page views, unique page views, tab views, external referrers, media consumption
 - **Interaction Insights** – Daily post feedback (likes, comments, per post impressions), daily page activity (mentions, discussions, reviews, wall posts, videos)

Insights allows Page managers to track monthly **fan size growth** and average number of likes / comments to compare and contrast the most successful months

The Insights dashboard separates Page analytics into four easy-to-navigate tabs including **overview, page, posts and people**

Posts Overview on the Insights dashboard reveals stats for all posts, shows when fans are online and highlights the **best types of posts shared** on the Page wall

Calculate attrition rate by using the formula “**daily unlikes / daily fan count**” and correlate rate to posts being shared on the Page to understand why fans are leaving

Graph Search - details



- Graph Search is a semantic search engine designed to give users **natural language queries** rather than a list of links. Graph Search includes big data derived from all of Facebook's 1 billion+ users
- Graph Search incorporates elements of **Bing external search** in its results
- Graph Search is still only available to limited Facebook users, but Facebook plans to roll it out fully and include a **mobile version**
- The feature searches based on content of the user, their friend's profiles, places, check-ins, what they like, their interests and is **shaped by user privacy settings**
- Facebook is offering **sponsored pages** in search results as part of their advertising offering
- Concerns about user privacy have been raised with some embarrassing examples showing up in Graph Search results

EdgeRank checker – details



- EdgeRank is the algorithm Facebook uses to determine what articles should be **displayed in a user's News Feed**
- EdgeRank filters and displays only a subset of the stories generated by your friends. Each Edge is scored by:
 - **Affinity** – Measures the relationship between a user and a Page to determine the quality and frequency of interactions between the two sources. Your newsfeeds will prioritize and display posts of those you have a stronger affinity towards
 - **Weight** – Certain posts carry more “weight” that will help you rank higher in newsfeeds. Photos and videos are highest, then links, then plain text updates. New features Facebook rolls out usually have stronger weight when posted. Use new features often to reach fans more frequently on newsfeeds
 - **Time-Decay** – The older the post, the lower the rank the post will have. Facebook prioritizes recent posts to display on newsfeeds over older posts

Implications

96% of fans do not go back to a brand's Facebook Page after “liking”. Brands need to engage with users by appearing more frequently on their newsfeeds

27% of all time spent on Facebook is spent looking at newsfeeds

Improve EdgeRank by being aware of how Edge is scored and keep content fresh, succinct and visual

Facebook Ad Cost Breakdown



While there is no minimum spend, we would suggest investing at least \$500 a month to start

Self Service Facebook Ads:

- Set up daily budget to spend. CPC model to acquire more for fans/likes and grow the base
- Customizable and targets users who have preferences that would match with Imperva (based on their job type, organization they work for, interest, etc.)
- No set amount required, but we would suggest budgeting at least \$500 per month to generate more likes/fans

Promoted Posts:

- Basic promoted posts cost \$10 per post. For a larger reach, promoted posts can cost anywhere from \$75-200 per post
- Great way to get more eyes on key content
- Does not necessarily drive more likes/fans (like the self service ads above), but guarantees more eyeballs to the content by expanding the reach. Budget can be smaller here as you can run these ad-hoc