

How To Really Use Facebook for Your PR Efforts



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#digitalpr




SOLOMONMcCOWN&

**IF I POST IT ON
FACEBOOK MY
FANS WILL SEE IT,
RIGHT?**


THE NEWS FEED



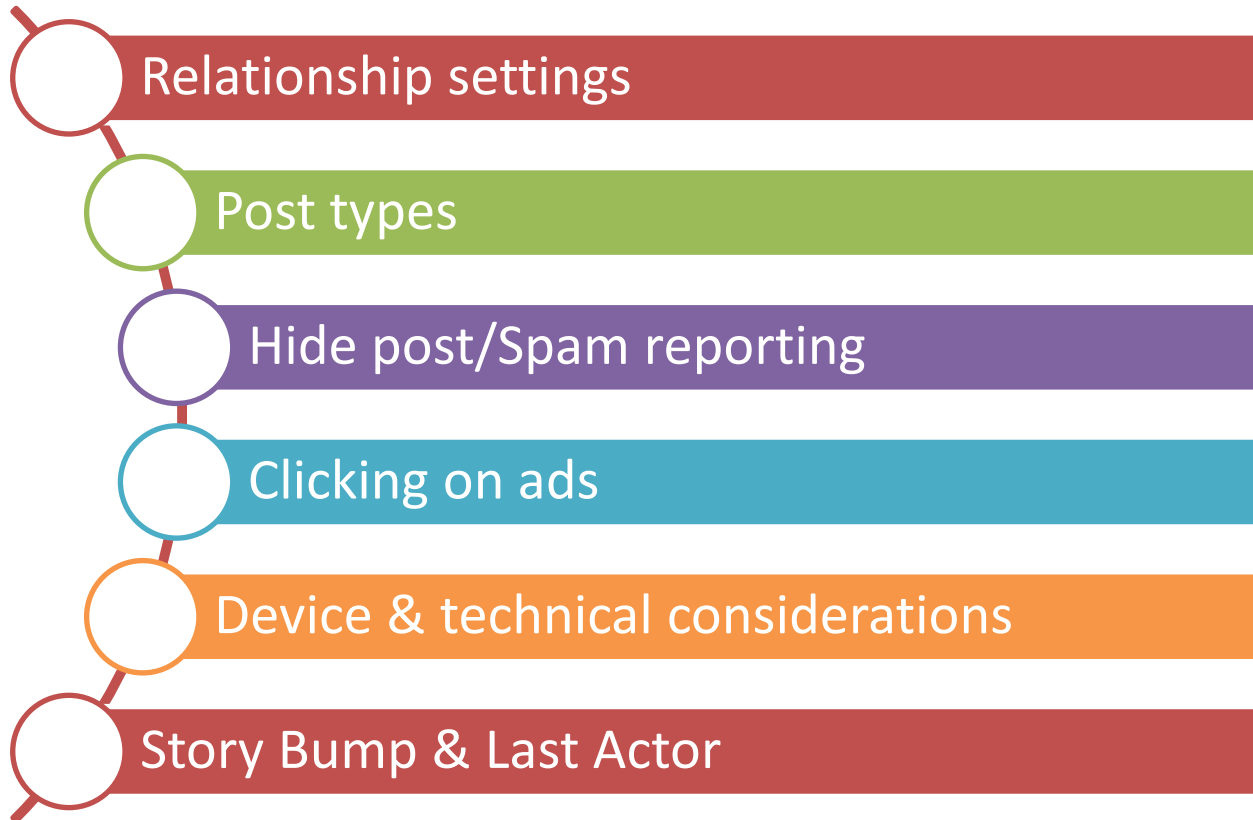
EDGERANK IS DEAD


$$\Sigma = U_e \times W_e \times D_e$$

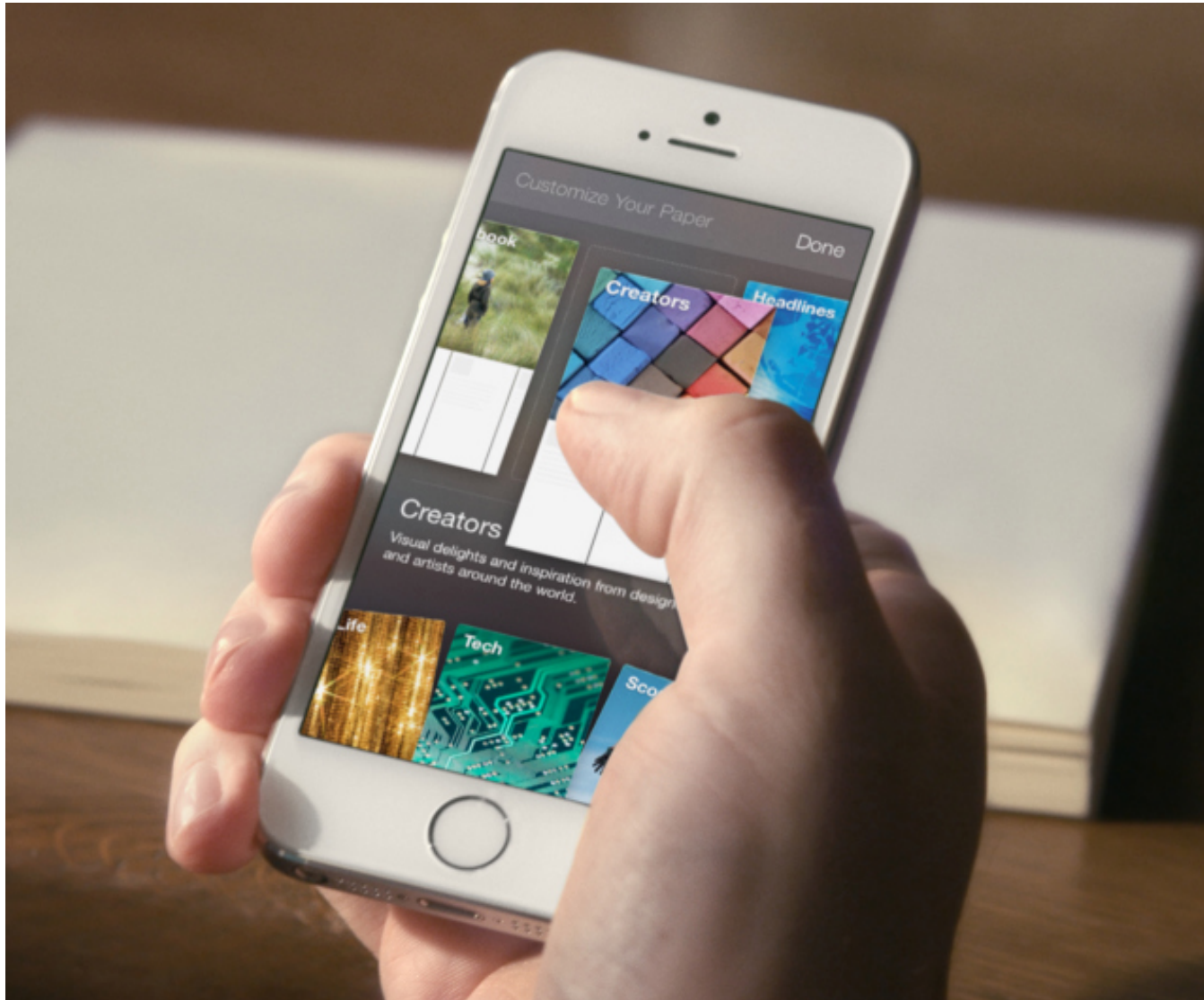
RANK = AFFINITY X WEIGHT X DECAY



ALGORITHM FACTORS



FACEBOOK PAPER



**SO HOW DO I
MAKE SURE
FACEBOOK
SHOWS MY
CONTENT?**

HAVE A STRATEGY



KNOW YOUR AUDIENCE

When Your Fans Are Online

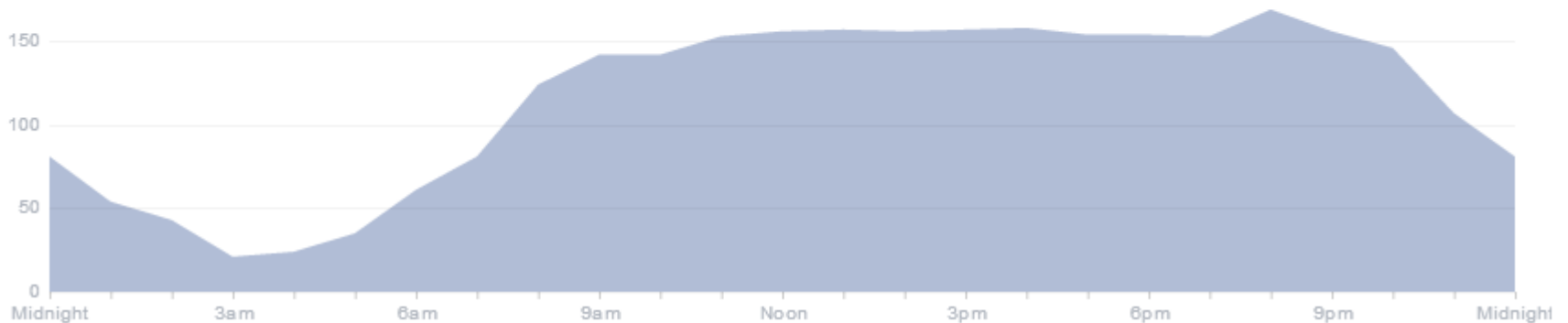
Post Types

Data shown for a recent 1-week period. Times of day are shown in your computer's local timezone.

DAYS



TIMES



ANALYZE POST TYPES



Solomon McCown & Company
September 12

Thanks PR News for nominating Solomon McCown & Company as a finalist for Small Firm of the Year!

We look forward to attending The Platinum PR Awards on October 15th in #NYC. See all of the finalists here: <http://bit.ly/18PV7fp>



09/12/2013
11:00 am



Thanks PR News for nominating Solomon McCown & Company as a finalist for Small Firm of the Year!



579

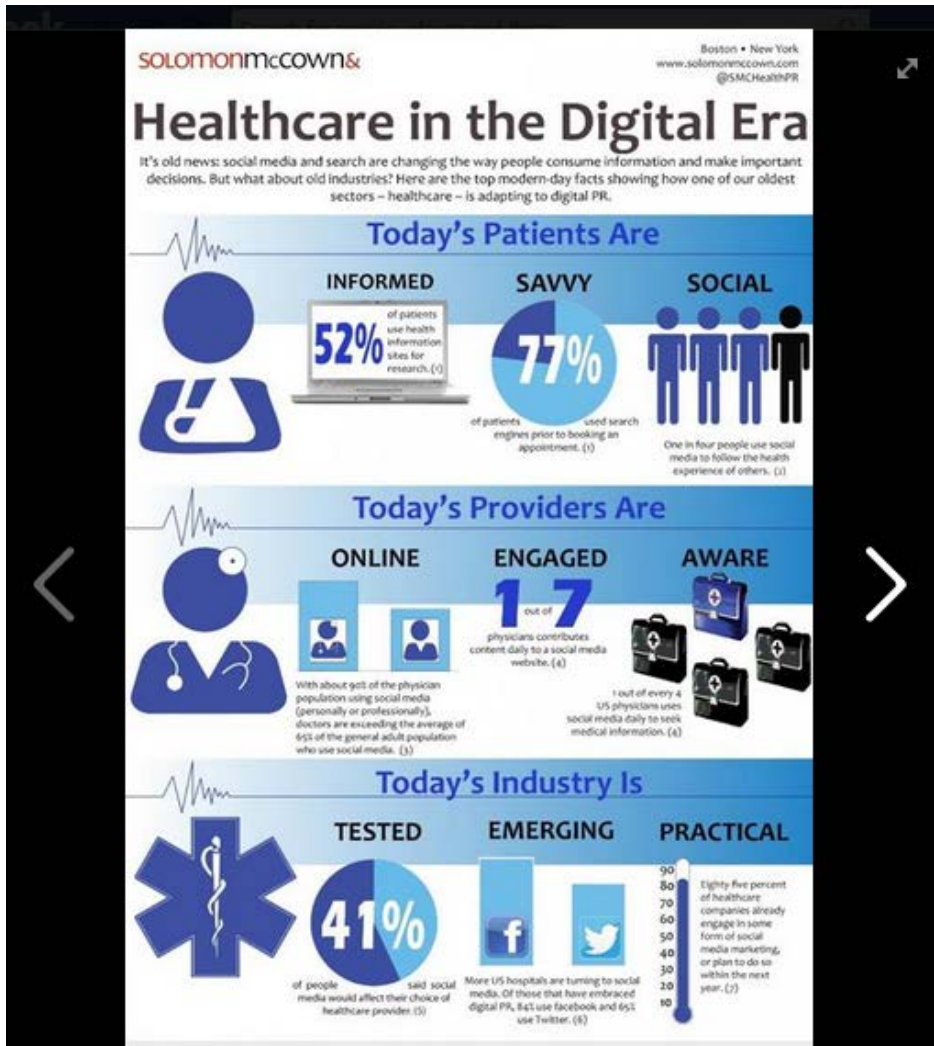
156
43



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CREATE GREAT CONTENT



sm & Solomon McCown & Company
September 4, 2013

Check out Solomon McCown's latest #infographic which examines information-gathering and decision-making in the modern #healthcare industry through a communication lens. What trends are you seeing in the sector?

For more information, please visit our blog:
<http://bit.ly/17NRfPM>

Tag Photo Add Location Edit

Unlike · Comment · Share · Edit

Like Solomon McCown & Company, Ashley McCown, Jennifer Scully McAlpine, Melia Swift and 7 others like this.

2 shares

Amy Derjue Fabulous!
September 4, 2013 at 10:47am · Like

Write a comment...

HAVE FUN!!!



**WHAT IF MY
ENGAGEMENT IS
STILL LOW?**

TRY FACEBOOK ADS

Advertise on Facebook

[Help: Choosing an Objective](#)

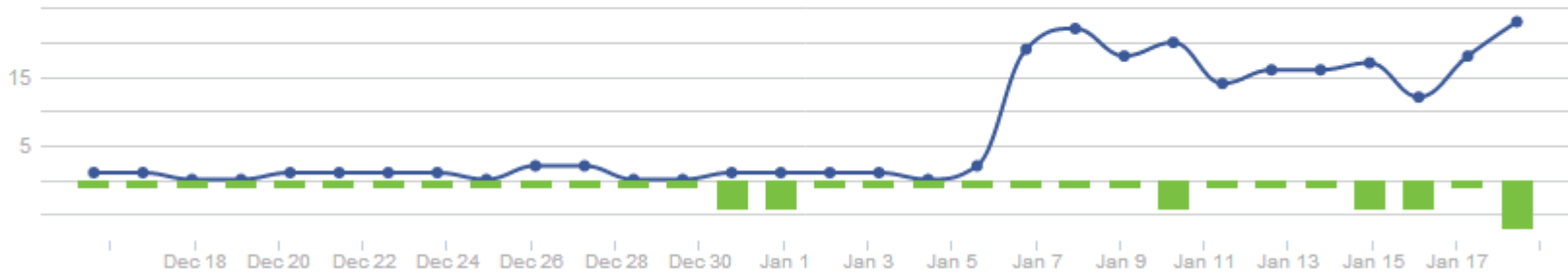
What kind of results do you want for your ads?

The screenshot shows the Facebook Ads Manager interface. On the left, a sidebar lists various advertising objectives: Page Post Engagement (selected), Page Likes, Clicks to Website, Website Conversions, App Installs, App Engagement, Event Responses, and Offer Claims. The main area displays the 'Page Post Engagement' objective, which is described as 'Boost your Page post.' Below this, there is a dropdown menu showing 'Solomon McCown & Company' with a close button. Another dropdown menu shows 'What Nonprofits Can Learn From ...' with a plus sign. There is an unchecked checkbox for 'Keep my ad up-to-date by automatically promoting my most recent post'. At the bottom of the main area is a blue 'Continue' button.

CASE STUDY: PAGE LIKE AD

sm & Solomon McCown & Company
503 Total Likes and 117 people talking about this

New Fans 210 'Unliked' Your Page 6



Solomon McCown & Company
Public Relations - Digital & Social - Crisis



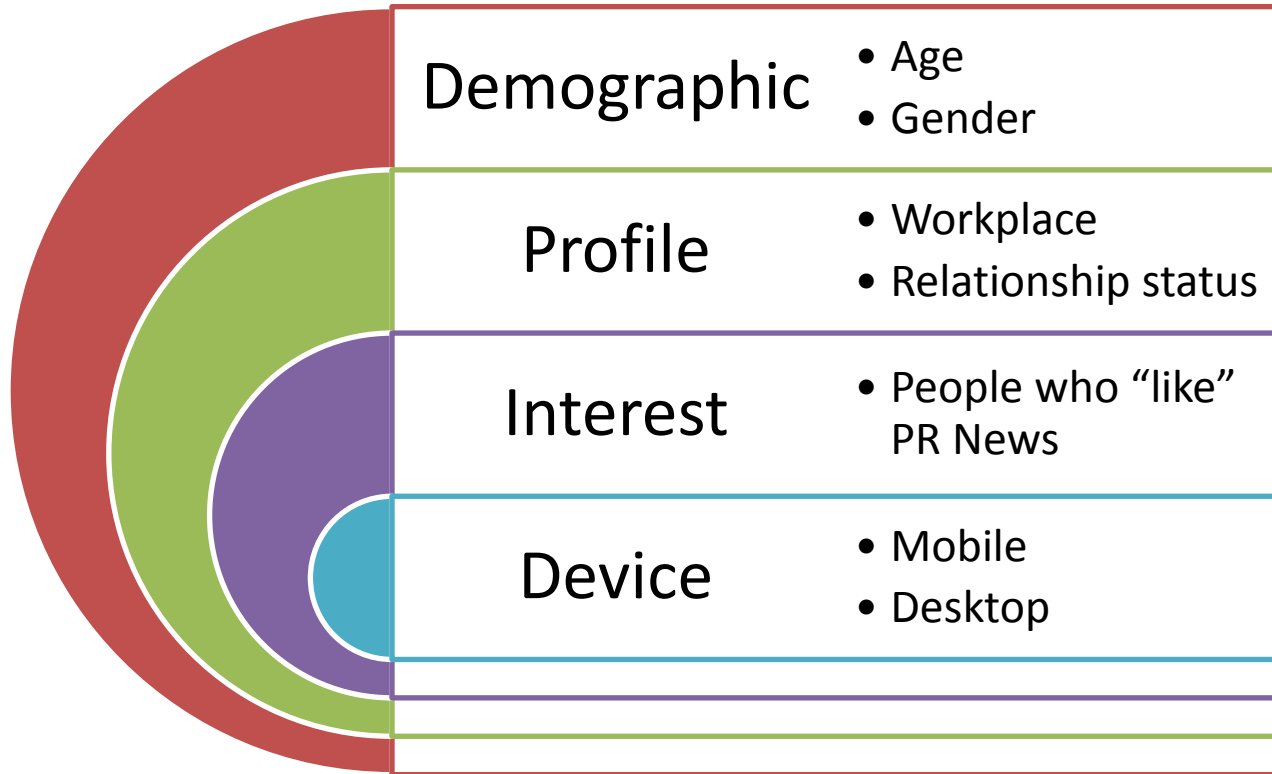
Solomon McCown & Company
Public Relations
505 likes

✓ Liked

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@Michelle_Mastro
#digitalpr

TARGETING ON FACEBOOK



HOW DO I HANDLE A PR CRISIS ON FACEBOOK?

REPUTATION MONITORING TOOLS



TYPES OF CRISES



Data breaches



Tragedy



Natural Disasters



Workplace Violence



Bad Behavior



Financial Wrongdoings

WHEN RESPONDING TO A CRISIS

Try this.....



DD Dunkin' Donuts
Yesterday near Boston, MA

We are proud to announce a \$100,000 donation to The One Fund Boston, a central fund recently announced by Massachusetts Governor Deval Patrick and Boston Mayor Thomas Menino to support families of those impacted by Monday's tragic events at the Boston Marathon. Boston-area franchisees have been and will continue to support emergency workers in the community, including sending trucks to serve coffee and hot chocolate.

As a company with proud Boston roots, our hearts are with those who were affected by the tragic events at the Boston Marathon.

Like · Comment · Share 1,671

23,758 people like this.

 **Donna Marie Farkas** PROUD OF DUNKIN DONUTS !! I knew I loved Dunkin Donuts for more than just the donuts and coffee.
Like · Reply · 193 · Yesterday at 10:03am

Not that.....



 **epicurios** 32m
In honor of Boston and New England, may we suggest: whole-grain cranberry scones! epi.us/14sahKi

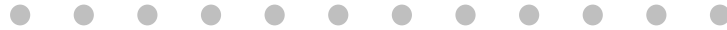
 **epicurios** 1h
Boston, our hearts are with you. Here's a bowl of breakfast energy we could all use to start today: epi.us/LJGHa8

PREPARING YOURSELF

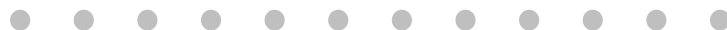
- **Monitor** across channels
- **Establish** Facebook presence & build online relationships before disaster
- Identify & **train people** behind social media channels in case of a crisis
- Define online crisis **communication hub & pre-approved messages**
- Implement a quick-moving **approval process** for content



KEY TAKEAWAYS



- The News Feed Algorithm is Facebook's (computerized) editorial department.
- Take advantage of Facebook's free tools to better understand your audience and develop a strategy.
- Facebook Ads are your new best friend.
- Reputation monitoring and social listening require dedicated resources.
- Don't panic. Any crisis can be anticipated and planned for.



THANK YOU



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