



- Vice President, Affect
 - Public Relations and Social Media Firm
 - Serving B2B Technology, Healthcare and Professional Services Clients
- Head of Affect's Social Media Practice
- Social Programs Have Received Accolades from PRSA, the Sabre Awards and BtoB Magazine



We've Heard This
Story Before...

YOU'RE A SOCIAL
MEDIA SPECIALIST?
WOW, I'M A SOCIAL
MEDIA SPECIALIST TOO!



The Goal? #Greatness

- Set Goals That Matter
- Build a Foundation for Success
- Use Technical Trip Wires
- Be Strategic About Content
- Use Metrics to Plan Your Next Move
- Learn From the Power Players

Set Goals That Matter

The 5Ws of Twitter

- Who do I want to engage?
- What action will they take?
- When is my audience most likely to hear me?
- Where is my audience most active?
- Why will my content drive conversation?
- How will I measure success?

Your Goals for Twitter Should Be Based on Tangible Business Objectives.

Build a Foundation for Success

Core Foundation Materials

- Social Media Usage Policy
- Workflow Plan
- Messaging Document
- Response Map
- Editorial Calendar
- Internal Launch Plan
- Measurement Dashboard

Editorial Calendar

- Clearly Define Your Audience
- Map Your Content
 - Company/Product News
 - Major Events
 - Seasons
 - Holidays
 - Themes
 - Buying Cycles
 - Reports
 - Elections
 - Etc.



Workflow Plan

- Translate business practices for online world
 - Sign-off prior to launch
 - No surprises!
- *Sales *Customer Service
*Media inquiries *Other



	Meetings & Events Customer Service: General	Meetings & Events Customer Service: Live/Real-Time	Meetings & Events Sales Leads	Meetings & Events Public Relations	Other
example:	Customer complaints Customer feedback & suggestions Customer thanks	Urgent customer complaints On-site customer feedback & suggestions Customer thanks	Pricing questions Venue questions Catering questions	Media inquiry	Any non-meetings & events inquiry (Business travelers, leisure travelers, non-meeting and events PR)
	Acknowledge customer publicly.	Acknowledge customer publicly, within 1 hour of their post.	Acknowledge customer publicly, and provide as much information as possible.	Acknowledge the opportunity publicly.	Acknowledge the opportunity publicly.
	If positive, notify the Omni Marketing contact.	If positive, notify the Omni Marketing and local hotel contact.			
	If a question or complaint, address the user publicly and ask customer to send contact information privately via direct message or email.	If a question or complaint, address the user publicly and ask customer to send contact information privately via direct message or email.	If the user is a potential sales lead ask them to send contact information privately (via direct message or email).	Ask the user to send their contact information and details on the opportunity.	Introduce the user to the proper Omni social media channel (i.e. @omnihotels on Twitter).
	Let the user know that someone from the Omni team will be reaching out.	Let the user know that someone from the Omni team will be reaching out quickly.	Let the user know that someone from the Omni sales team will be reaching out.		
	Upon receipt, email customer contact information to Kristy Trick from Omni.	Upon receipt, email customer contact information to Kristy Trick from Omni.	Upon receipt, email customer contact information to Kristy Trick from Omni.	Send background information on the inquiry to the Omni Public Relations contact.	Notify the Omni Social Media contact about the opportunity.
	Send the information to Omni's Guest Relations and Customer Service contact.	Send the information to Omni's Guest Relations and Customer Service contact.	Send contact information of lead to the proper Omni Global Sales contact.		
	Notify Affect Strategies once issue has been resolved.	Notify Affect Strategies once issue has been resolved.	Notify Affect Strategies once the customer has been contacted and whether the contact turned into a lead.		

Affect:
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Omni Marketing Contact:
Contact: Kristy, Marketing Manager
Phone: xxx.xxx.xxxx
Email: kxx@omnihotels.com

Response Map

- Plan for the anticipated
- Great for highly legal questions/ environments
- Speeds up response time (+ frees up time to focus on engagement)
- Leave room to adapt to exact moment

“If you or someone you know needs help battling addiction, please contact our 24-hour hotline.”

The screenshot shows the Caron Pennsylvania website homepage. At the top, there is a navigation bar with the Caron logo and several call-to-action buttons: "GET HELP NOW!", "Admissions Inquiry Form", "Call 800-854-6023", and "Chat Live Online". Below the navigation bar, there are tabs for "CONCERNED ABOUT A LOVED ONE?", "CONCERNED ABOUT YOURSELF?", and "CARON TREATMENT SERVICES". The main content area features a header stating "Caron is a non-profit, leading provider of drug and alcohol addiction treatment." Below this, there are several sections: "Does your loved one need help?", "Do you need help?", "In their own words..." with a testimonial and video, "Tour Caron", "Events", "Donate to Caron", "News & Events", "This Location", "Treatment Facilities", "Regional Offices", and "Additional Programs".

Technical Tripwires

- Sit together with the IT/creative services team as early as possible
- KPIs will define technical recommendations
- Separate must-haves from nice-to-haves
- Don't launch without the proper technical foundation

Social Media ->
Landing Page ->
Salesforce.com =

Proof of social media's lead gen capabilities

The image shows a screenshot of a Regus website landing page for a sweepstakes. At the top, there is a navigation bar with the Regus logo and social media icons for LinkedIn, Facebook, and Twitter. Below the navigation bar, the main heading reads "WIN AN OFFICE SWEEPSTAKES" in large, bold, red and black letters. To the right of the heading, there is a "CONNECT WITH REGUS" button and social media icons. Below the heading, there is a "WIN AN OFFICE FROM REGUS**" section with a brief description of the prize: "One Year of Manhattan Office Space". To the right of this section is a "Sweepstakes Entry Form" with fields for Name, Title, Company, Address 1, Address 2, City, State, Zip, Email, Phone, and Cell. Below the form is a "SUBMIT" button. To the right of the form, there is a "How did you hear about the Sweepstakes?" dropdown menu. On the far right, there is a sidebar with a "NEED AN OFFICE RIGHT NOW?" section and a "18 NYC LOCATIONS" section. The sidebar also includes a "SMALL OFFICE?" section with a photo of a man in a white shirt and tie, and a "CLICK TO LEARN MORE" button.

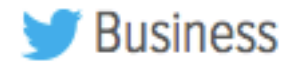
'LPC' Content

“Do not address your readers as though they were gathered in a stadium. When people read your copy they are alone. Pretend you are writing to each of them a letter on behalf of your client.”
- *David Ogilvy, Ogilvy & Mather*

“Content marketing is a commitment, not a campaign.”
- *Jon Buscato, Jontus Media*

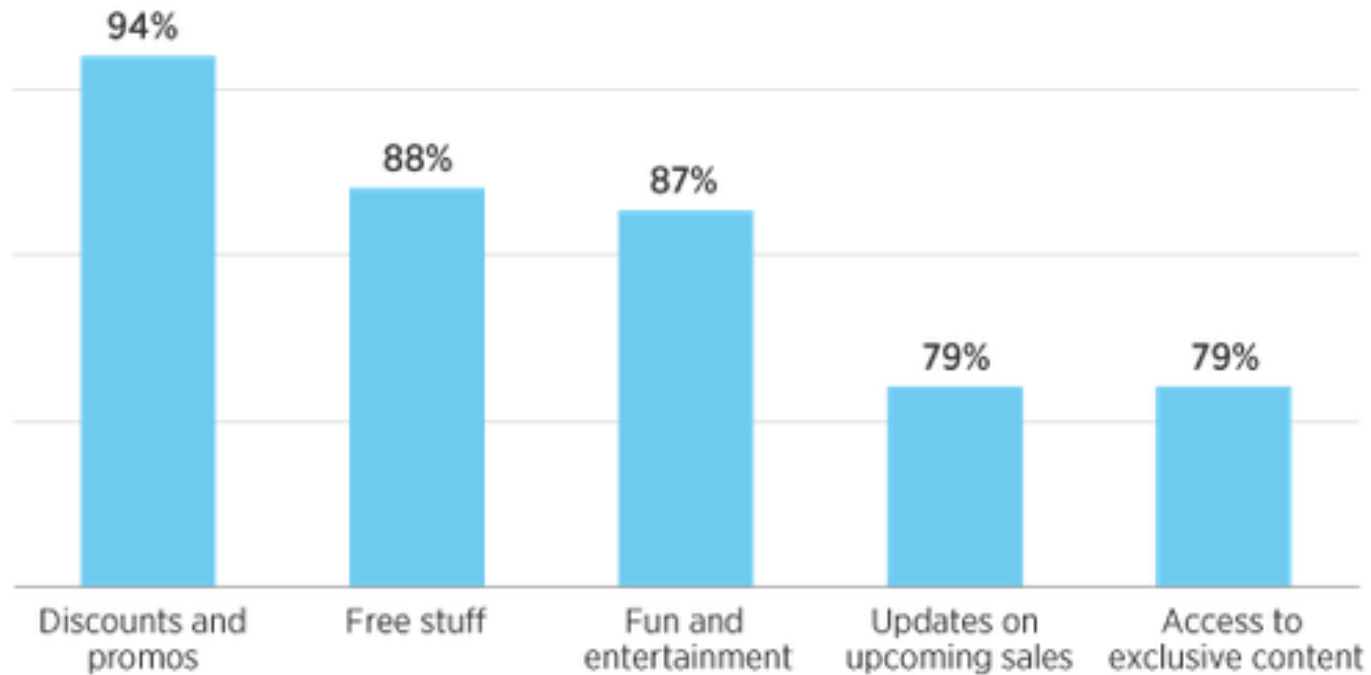
“Make the prospect a more informed buyer with content.”
- *Robert Simon, Four Seasons Hotel*

Audience Expectations



They want to hear from businesses.

According to a study by Compete, Twitter users follow six or more brands. These are the top reasons people give for following brands on Twitter:



Your Content Mix Should Include

1. Created content (blog, press release, infographic)
2. Curated content (retweets, third-party articles)
3. Multimedia (video, photo, interactive content)
4. Engagement (replies, answers, acknowledgement)
5. Discussion starters
6. Product Promotion

Insider Tips for #Greatness

1. <100 characters gets a 17% higher response rate
2. Show vs. tell = more RTs
3. Post 3-5x a day to start, then adjust
4. Jump on trending topics, use hashtags wisely
5. Use events to engage your audience

Measure Against Goals



Quantitative

- # of posts
- # of followers
- # of engagements
- # of clicks to posted content
- # of leads generated

Qualitative

- Key Influencer Engagement
- Notable Conversations
- Share of Voice
- Reputation/Sentiment
- Content Relevancy
- Follower Relevancy

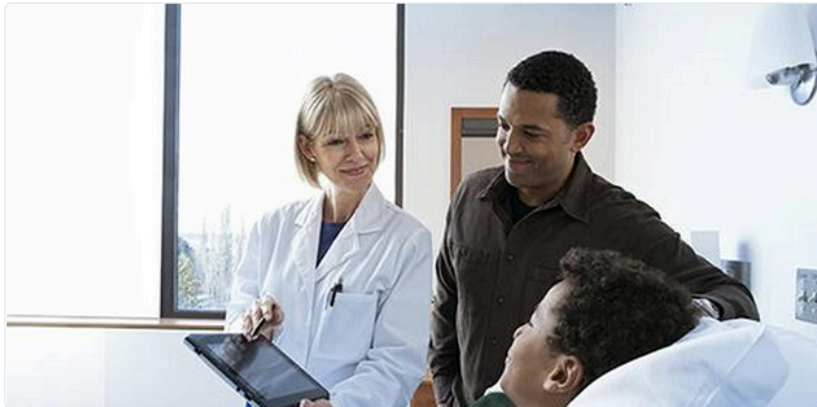
Use Your Twitter Metrics to...

- Understand what content works
- Strategically build your audience
- Adjust your marketing/communications strategy
- Inform your public relations efforts

When Things Go Well...

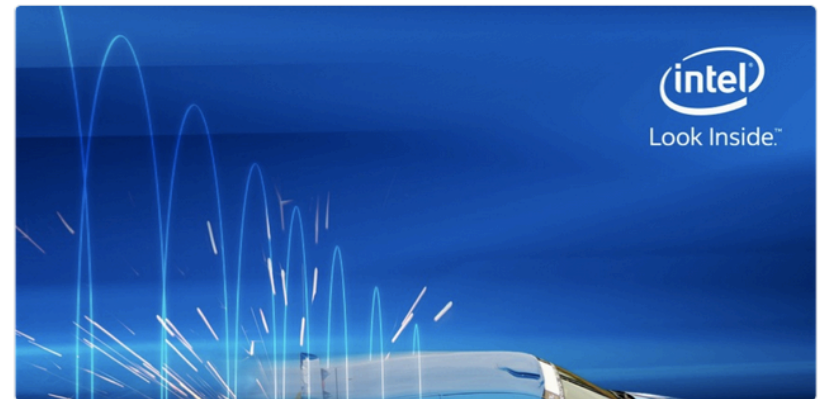


Intel @intel · May 21
Can tablets help cut cost, improve quality and make healthcare more personalized?
intel.ly/1qVAY58



← ↻ 213 ★ 337 ... [View more photos and videos](#)

Intel @intel · May 22
If horsepower increased at the same rate as processing power, cars would travel at Mach 11! #DidYouKnow



← ↻ 171 ★ 129 ... [View more photos and videos](#)

Intel @intel · May 23
Futurists @johnsonwhitney @frankrose @futuristpaul forecast the world of tomorrow - Find out what they see here: intel.ly/1mbsyBx

← ↻ 20 ★ 21 ... [View summary](#)

When Things Go Well...



Con Edison @ConEdison · May 22

The POG Forum is about to start! We'll be live tweeting using #CultureTrack & #ConEdGiving. Join the convo! pic.twitter.com/DEurRA4VAo



Robert Acton @RobertActon · Mar 19

ConEd hosting a @taprootfound event on HR #probono for 18 nonprofits w/ 20 of our biz volunteers. #conedgiving ow.ly/i/4Xamh



BalletNext @BalletNext · May 22

@LaPlacaCohen says "It's a good time to be a cultural organization" we agree! #CultureTrack #ConEdGiving

When Things Go Wrong...



 **McDonald's** @McDonalds · 18 Jan 2012
Meet some of the hard-working people dedicated to providing McDs with quality food every day #McDStories mcd.to/zEckNn
Collapse Reply Retweet Favorite More

RETWEETS	FAVORITES
29	7

9:30 PM - 18 Jan 2012 · Details

 **CATE STORM** @Cate_Storm · 18 Jan 2012
#McDStories I just read that McDonalds chicken nuggets have a foaming agent in them, similar to products used for building materials
Collapse Reply Retweet Favorite More

RETWEETS
19

9:19 PM - 18 Jan 2012 · Details

When Things Go Wrong...



Gap @Gap

19 Oct

All Impacted by [#sandy](#), stay safe. We will be doing a lot of [Gap.com](#) shopping today. [4sq.com/QPVDT9](#)

Expand



Urban Outfitters @PresChoice

29 Oct

This storm blows (but free shipping doesn't)! Today only... [bit.ly/S8fADV](#) [#frankenstorm](#) [#ALLSOGGY](#).

Expand



Kenneth Cole @KennetchCole

29 Aug

Millions are in uproar in [#Cairo](#). Rumor is they heard our new spring collection is now available online at [http://bit.ly/KCairo](#) -KC

Expand

Are You 'LPC' on Twitter?

How to Make Your Brand Live, Public and Conversational

PR News Social Media Summit

June 3, 2014

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