

# PULP FACEBO

*A Thom Lytle Presentation*

## HOW TO MAKE YOUR BRAND POP ON FACEBOOK

AND OTHER 'POP' THEMES

@ThomLytle

Director, Social Business & Community Engagement  
EMC Corporation

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# TIP #1

## THE MAGIC BRIEFCASE



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#PRNews  
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# A BRIEF CASE STUDY



Not just an excuse to  
make the best pun ever.

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# THE CHALLENGE

Generate significant buzz and drive registrations to an approaching product launch without saying much of anything at all.

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-14 DAYS



“THE FASTEST TEAM IN TECH, LOTUS F1 TEAM AND EMC. ALL WILL BE REVEALED ON SEPT 4TH.  
JOIN IN WITH #SPEED2LEAD.”

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-10 DAYS



“EMC PULLED INTO THE LOTUS F1 TEAM'S PITSTOP FOR AN EXCLUSIVE RE-DESIGN. HERE'S ANOTHER GLIMPSE, WANT TO SEE MORE?”

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# -7 DAYS



“THE FINISH LINE IS IN SIGHT! ADD THE SEPT 4TH SPEED TO LEAD EVENT TO YOUR CALENDAR.  
SOON, ALL WILL BE REVEALED.”

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-2 DAYS



“HERE IT IS, YOUR LAST LOOK AT OUR NEW ANNOUNCEMENT BEFORE THE BIG DAY ON  
SEPT 4. WILL YOU BE WATCHING?”

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# LAUNCH



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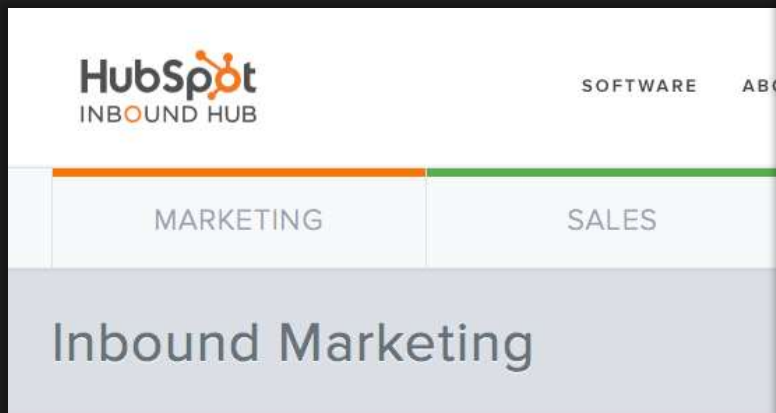
# SPEED TO LEAD

“THE DAY HAS COME. JOIN THE GLOBAL BROADCAST OF OUR VNX ANNOUNCEMENT AND  
GET THE #SPEED2LEAD.”

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#PulpFacebook

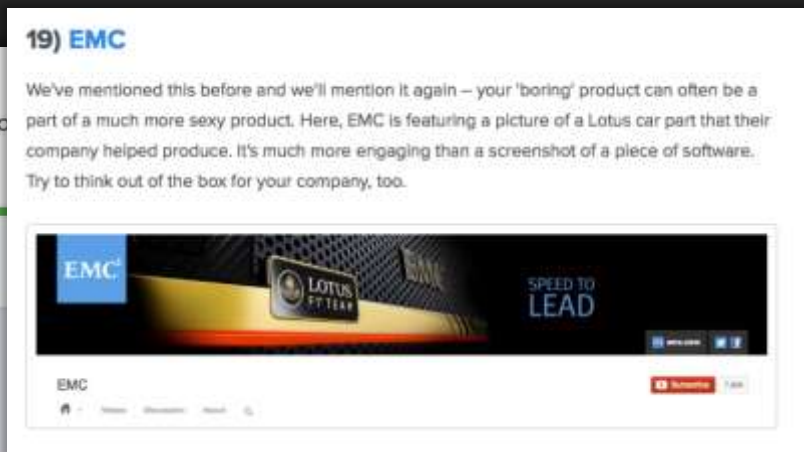
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# BITTER SWEET




## 25 'Boring' Companies With Brilliant Social Media Cover Photos

by [Ginny Soskey](#)



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#PRNews  
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- 
1. IT'S OK TO TEASE
  2. USE THE CURIOSITY GAP
  3. MAKE INTERNAL FRIENDS
  4. DON'T BE BORING!

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TIP #2

BE COOL

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facebook

Email or Phone Password Log In

REDEFINE  
POSSIBLE

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EMC Corporation  
Corporate Office

Timeline About Photos Likes **Heritage Trust**



**HERITAGE  
TRUST PROJECT**

THE EMC<sup>2</sup> HERITAGE TRUST PROJECT RECOGNIZES AND SUPPORTS THE DIGITIZATION OF THE WORLD'S INFORMATION HERITAGE IN LOCAL COMMUNITIES.

Each year we provide grants of up to \$15,000 for heritage digitization! We're awarding grants to those practicing and inspiring stewardship in their communities! [See a sample of winners.](#) Click [here](#) to view the 2014 winners!

[SEE THE 2014 WINNERS](#)

WE USE OUR CORPORATE FACEBOOK PAGE TO SERVE AS THE MAIN DESTINATION AND ENGINE FOR HERITAGE TRUST... A PRETTY COOL PROGRAM

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# 2014 HERITAGE TRUST PROJECT WINNERS

The EMC® Heritage Trust Project recognizes and supports local organizations worldwide that advocate the digitalization, preservation and improved access of significant cultural resources.

Photographs. Ancient writings. Letters. Film. Music. Visual art. These are all part of the world's information heritage. Through the EMC® Heritage Trust Project, together we can ensure that future generations will continue to be entertained and educated by the world's historic artifacts.



**DIGITIZING THE CHRISTMAS LECTURES**



**THE NIKKEI NATIONAL MUSEUM'S INTERNMENT PROJECT**



**CHOOSE YOUR FAVORITE**

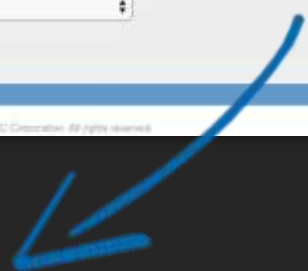
Thanks for your participation. To cast your vote, simply enter your email address and select a finalist from the dropdown menu. Remember, you can only vote once!

Email address

Project name

**CAST YOUR VOTE**

Official Rules, Eligible | Official Rules, Sponsor | © 2014 EMC Corporation. All rights reserved.



WINNERS ARE SELECTED USING  
AUDIENCE VOTES



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June 9

EMC at SAP SAPHIRE NOW (31 photos)



Like · Comment · Share

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August 25

VMworld 2014! (69 photos)

VMworld 2014: San Francisco, CA  
<http://emc.im/VL8yNa>



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May 5

EMC World 2014! (143 photos)


We are back in Las Vegas for #EMCWorld 2014! <http://www.emcworld.com/index.htm>



Like · Comment · Share



23 Shares

- 
1. (RE)CONSIDER APPS
  2. KNOW WHAT'S COOL
  3. DO WHAT .COM CAN'T
  4. BEFRIEND LAWYERS

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# TIP #3

**A ROYALE WITH CHEESE**

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- 
1. TAILOR TO AUDIENCES
  2. ORGANIC GEOTARGETING
  3. ALTERNATE TIMING
  4. ATTACH TO STORIES
  5. GLOBAL PAGES

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# TIP #4

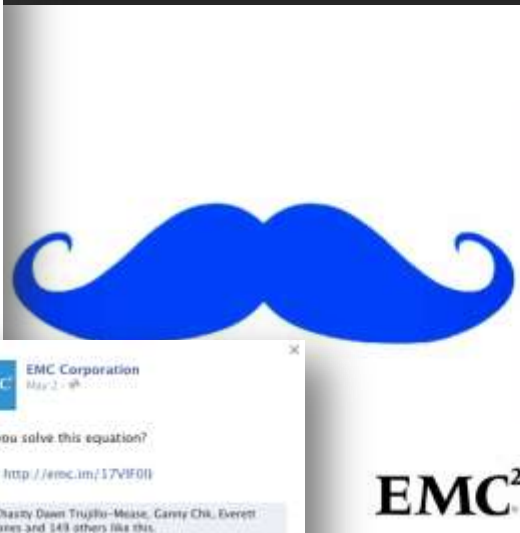
PEOPLE  
'LIKE'  
HUMOR



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"I love EMC engineers and hug them every day"  
 –Joe Tucci



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THIS IS MY DELICATE TRANSITION  
FROM PULP FICTION TO THE BOSTON  
CELTICS

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# TIP #5



KNOW ITS ROLE

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TO HELP THE ANALOGY

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# A CHAMPIONSHIP TEAM

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NOT A CHAMPIONSHIP TEAM

AND NOT VERY GOOD LOOKING EITHER

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EVERY SOCIAL CHANNEL MUST FILL A  
SPECIFIC AUDIENCE NEED To  
SUCCEED



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DON'T JUST  
GIVE IT ALL  
AWAY

PEOPLE  
WANT TO  
LAUGH

FACEBOOK  
IS NOT YOUR  
.COM

# TAKE THESE AWAY

RECOGNIZE  
GLOBAL  
PREFERENCES

BE NICE TO:

- YOUR AUDIENCE
- LAWYERS
- DESIGNERS

KNOW WHY YOU  
USE FACEBOOK



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