



PR News' Writing Boot Camp

# COMMUNICATING BRAND VALUES & VOICE ON SOCIAL MEDIA

Presented by:

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# Extending Brand Messaging

## Go Beyond Your Twitter Handle

Join Existing  
Conversations

- Identify relevant hashtags
- Make meaningful contributions

Create New  
Conversations

- What does your audience talk about?
- How do they talk about it?
- Create a relevant conversation

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**PRo Tip: Make Your  
Hashtag Visible**

Consumers won't engage with you if they don't know how – help them visualize your hashtag, to drive engagement

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# Targeting Demographics

Learn How Your Target Communicates

## One Size Does Not Fit All

### Integrated Approach

Identify the platforms that your audience uses and integrate them in your strategy.

### Talk the Talk

Study how your consumers communicate to create an authentic brand voice.

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**PRo Tip: Understand the Voice**  
Make sure you communicate in a credible voice by researching, reading and listening to how your target audience communicates



**Bun B** @BunBTrillOG · 27 Sep 2013

Heard some Cold MCs w/ @CoorsLight this summer & now you can too: Get the #SFTC2013 Mixtape w/ me & @DJDRAMA FREE!  
SearchForTheColdest.com

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# Leveraging Influencers

## Tap Into Other Relevant Consumer Networks

Influencers can shape public opinion on social media, and a retweet or repost from them could be the key to take your social media content to the next level.

Proactively identify online influencers relevant to your brand or campaign.

Engage influencers who organically align with your brand personality and objective.

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♥ 59 likes

● [thechefjasonellis](#) "The Chef" talking this morning about my CoorsLight HBCU Classic Tailgate Tour #FreezetheKeys being safe and of course food and Hell's Kitchen

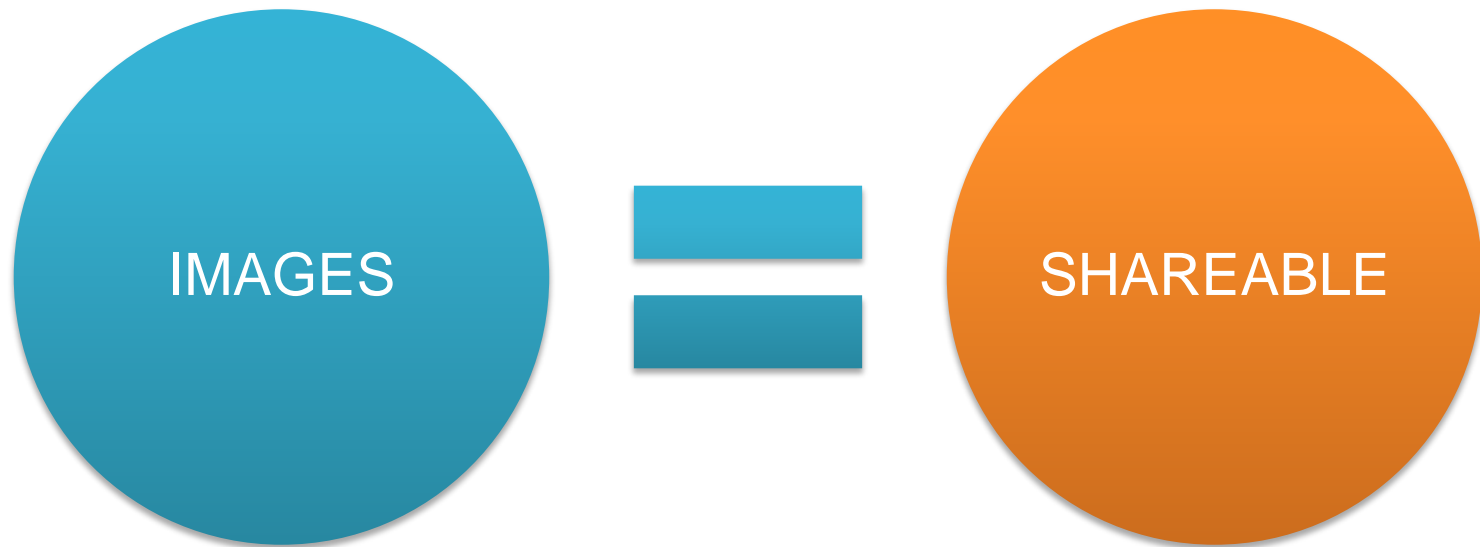
## PRo Tip: Think Beyond Celebrities

If your reach is regional, consider aligning with cost-efficient influencers such as local DJ's, relevant personalities, local bloggers, etc.

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# Visuals, Visuals, Visuals

A Picture is Worth a Thousand Words



## Post Short Videos

Consumers engage with videos – make them short and impactful

Think mobile when you think video – looping videos or 15-30 second videos

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## Honda Battle of the Bands

Posted by Instagram 191 · October 27

The announcement you've all been waiting for is almost here! Tomorrow we will reveal the OFFICIAL list of the FINAL 8 BANDS that will march on to the Honda Battle of the Bands Invitational Showcase in Atlanta. We want to thank all of the participating HBCUs and the fans who voted. We wish you all the best of luck! Tune in tomorrow morning to see if YOUR band will advance to The Honda.

### Who are the Final 8?

Be the first to know. Check back Tuesday morning!



10,532 people reached

Boost Post

Like · Comment · Share

32 Shares

## PRo Tip: Be Mobile Friendly

71% of people use mobile devices to access social media\*, so create images with dimensions that easily fit on Instagram

*\*According to Adobe 2013 Mobile Consumer Survey*

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# Key Takeaways

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## Go Beyond Your Twitter Handle

Find and engage in conversations your audience is partaking in

## Emulate How Your Target Communicates

People like genuine engagement, so use the correct language

## Tap Into other People's Followers

Identify influencers and have them serve as brand ambassadors

## A Picture is Worth a Thousand Words

Great content can only be taken to the next level with great images





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