

# Session #11 rocks, despite what Johna Burke says

- 47% of Millennials text while they are eating
- A Boy Toy would definitely make a Happy Meal
- Proving social ROI is as much about **saving** the company/client money as it is about **making** money
- Cigarette recycling and other real-life “how to” content is relevant to consumers but also repurpose-able by media outlets if you’re smart about it

- I'm clearly too old to understand Reddit



# Emily's Key Takeaways!

- Every PR pro today needs to know how to shoot and edit video, edit sound clips & take photos
- We all have a fantasy of escaping into the woods without Twitter, Facebook, Pinterest, Tumblr, Instagram
- Not every woman loves Pinterest, but those who do are likely to wear Victoria's Secret and follow food porn

# Tips and Ideas I am taking back to TerraCycle

1. In 2012, for the first time millennials social media usage actually dropped!?! So where are they spending their time? Marketers must find out! - Maggie from PepperComm
2. Show the C-Suite the value of social directly and unfiltered, versus overwhelming amounts of data. Show the tweets/posts that are vital to reply to or interactive with online. - Molly from Mickey D's
3. 23 'touches' needed to get your message across to millennials, versus CW of 6-8 touches. - Johna from BurrellesLuce.
4. Photos of real people/customers wildly outperformed photos of celebs on social engagement. - Iris from AEO
5. Don't be a 9-5 Mon - Fri brand on Social. Community manager should be 24/7. But how to do that effectively with small team/budget. Brooke from ACM
6. Engage employees from myriad functions to blog and produce content. – Kevin from Gen Mills
7. Follow Pinterest for business blog, use image templates and infographic to boost engagement! – Amanda from Shape

# The #TrueSecret to #Social #Success???

#Models



#Bacon



#Puppies



= 's #Winning!