




EFFECTIVE USE OF SOCIAL MEDIA





SARA JOHNSTON, MA, PARTNER
AUGUST 10, 2011

DESAUTEL HEGE COMMUNICATIONS

- Est. 1996
- Integrated public relations and marketing firm
- Voted best PR firm in the NW (Spokane Coeur d'Alene Living magazine, 2010)
- Clients across the Northwest and beyond
- Team of 15 public relations and marketing professionals
- Helping clients meet goals with strategic communication
 - Healthcare
 - Energy
 - Education
 - Tribal
 - Manufacturing


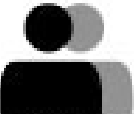



 + :D + :O + lol = YouTube

 -  +  =  Blogger

 ÷ 140 CARACTERES +  ego = twitter

 +  + share = flickr

flickr +  voyeurism +  amigos +  "amigos" +

 +

| |
|-------|
| a) c) |
| b) d) |

 + FAIL = facebook.

Pointless Games Pointless Quizzes

OVERVIEW

- <http://www.youtube.com/watch?v=r7Oh9TlpzhY&feature=related>

OVERVIEW

- Social Media Stats
- The Value of Social Media
- Facebook vs. Twitter
 - Why Facebook?
 - Why Twitter?
 - Strategic Communications
 - Listening & Engaging
 - Tracking
- Case Studies
 - Maple Leaf Foods
 - Cargill turkey recall
 - Taco Bell
 - DOH West Nile Virus
 - Sterling Savings



Top 2 Social Networking Sites

Reference: Discovery News



Facebook

- 700 million users



Twitter

- 140 million users

700 Million
total users

88% of people are aware of facebook

41% login everyday

30% login via mobile device

40% follow a brand

51% of brand followers will purchase that specific brand

12% update their status everyday

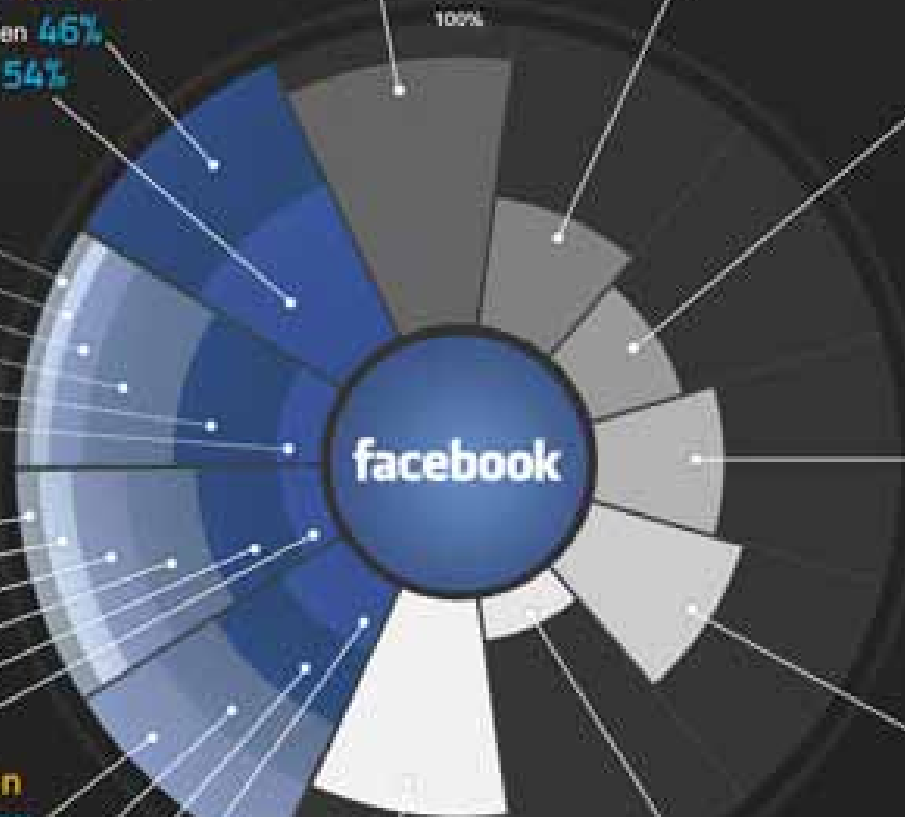
70% are located outside the U.S

Gender
Men **46%**
Women **54%**

Income
150k or more **4%**
100k - 150k **7%**
76k - 100k **12%**
51k - 75k **30%**
26k - 50k **34%**
0 - 25k **13%**

Age
55+ **7%**
45 to 54 **12%**
35 to 44 **18%**
26 to 34 **23%**
18 to 25 **29%**
13 to 17 **11%**

Education
Other **29%**
College Grad **22%**
In College **28%**
High School **21%**



137 Million
total users

87% of people are aware of Twitter

27% login everyday

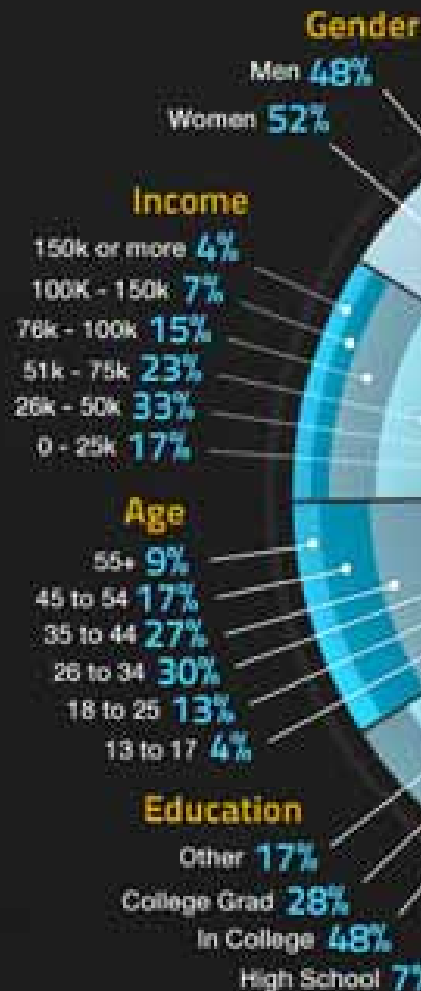
37% login via mobile device

25% follow a brand

67% of brand followers will purchase that specific brand

52% update their status everyday

60% are located outside the U.S



In a 2010 study on the benefits of social media marketing, 85% of respondents said social media marketing helped to generate exposure.

56% of respondents said social media marketing increased the number of new business partners.

48% of respondents said social media marketing reduced their overall marketing expenses.

48% of respondents said social media marketing helped sell products, services, and close sales.

52% of respondents said social media marketing generated qualified leads.

54% of respondents said the social media marketing increased the position in search engine rankings.

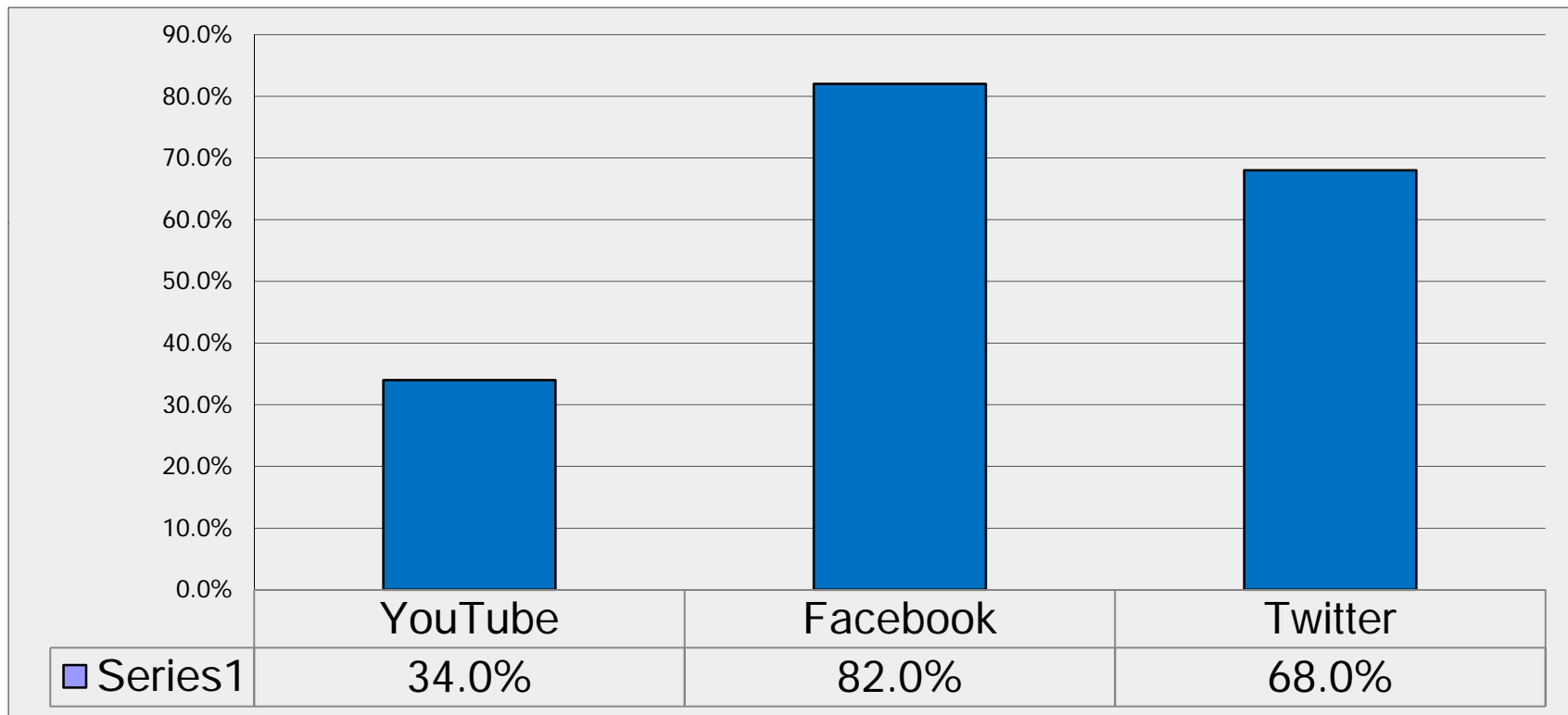
63% of respondents said the social media marketing increased traffic to their website and subscribers list.

43% of marketers are using social media for 1 to 5 hours per week.



SOCIAL MEDIA USE

Washington State public health officials surveyed in April 2011.



VALUE OF SOCIAL MEDIA

- Engage and Respond
 - Authentic engagement with audiences
- Crisis communications
- Communications and public relations campaigns capitalize on social media tools to increase your ROI
 - Value of Likes and Impressions – wide variance



VALUE OF SOCIAL MEDIA

- Not just consumers are using social media
 - FDA uses social media to reach consumers
 - Pharmaceutical firms pay particularly close attention to social media to track existing drugs and get feedback for new ones
 - FTC regulation of advertising indicates the way in which FTC will regulate
 - PhRMA says that FDA needs to allow medical product companies to utilize new and social media more often and more effectively
 - Patient advocacy groups are changing the playing field using social media



STRATEGIC COMMUNICATIONS

Factors for Success:

- Goals for page (will be different for Facebook, Twitter, YouTube, etc.) and overall social media goal
- What does success look like?
- Page administrator, monitoring
- Page voice: spoken from your organization's values and vision



LISTENING AND ENGAGING

Factors for Success:

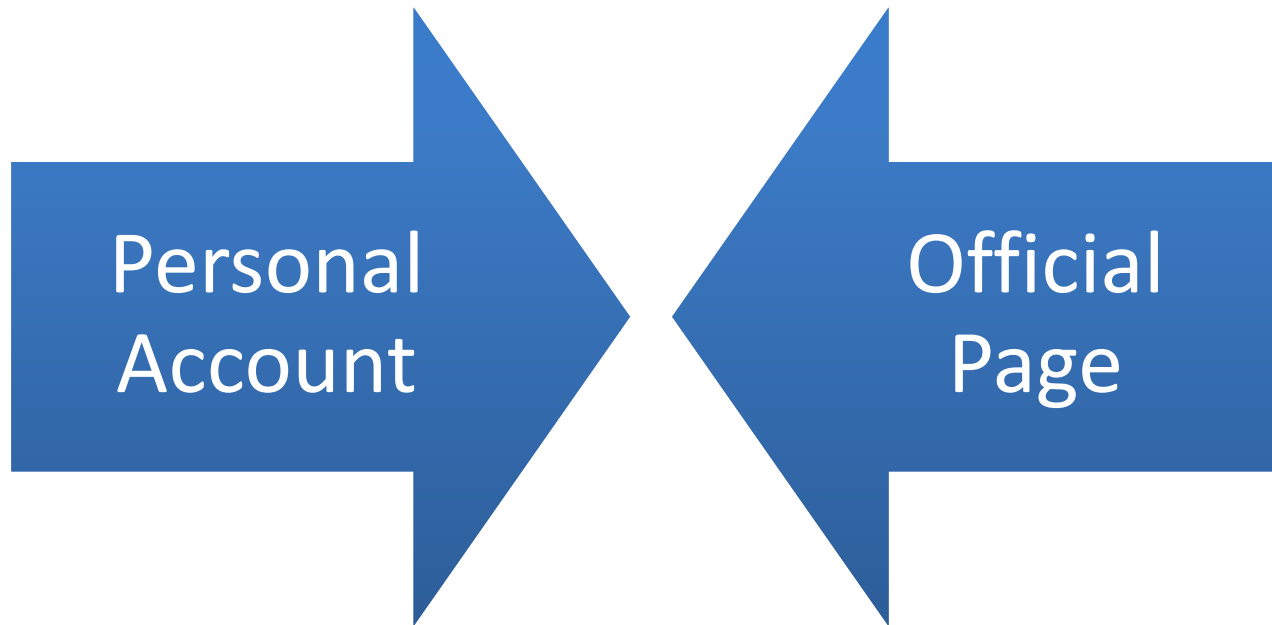
- Two-way conversation
- Authentic responses
 - Align with your brand
 - Timely
- Forms of Engagement
 - Comments, questions notes/blogs, status updates, tweets
 - Photos, videos
 - Events
 - Favorites/ following





Want more of your audience to “like” you?

FACEBOOK ACCOUNTS



- Use for individual
- Friends, not “Likes”
- No page insights
- Ads cannot be linked to page for “Likes”

- Use for organization/
campaign
- “Likes”, not Friends
- Page insights
- Ads can be linked to page for
“Likes”



TRACKING

Factors for Success:

- Metrics: Active users (daily/monthly), comments/posts,
- Facebook
 - Insights
 - Quality of user comments and posts
- Twitter
 - 3rd Party tools—Tweetstats, Twittercounter
- Adjust the conversation with your audience based on results
- Track competitors' social media for trends and success



Insights > Spokane Society of Young Professionals (SSYP) > Page Overview + Create an Ad

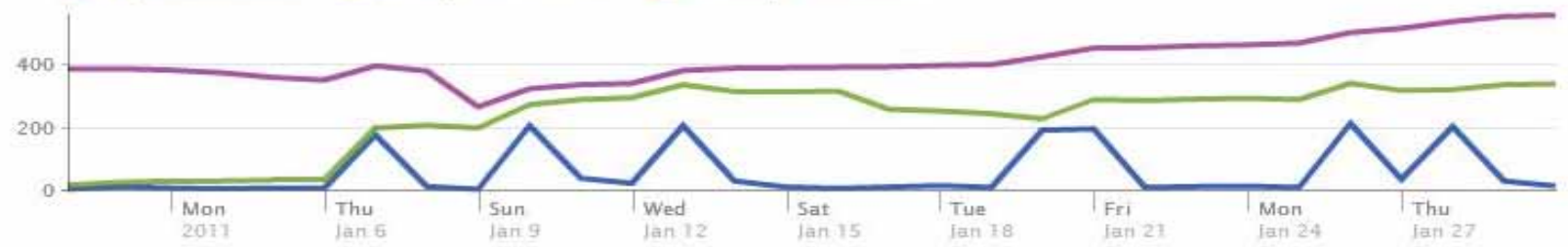
Week Month 01/01/2011 - 01/30/2011 Export

Users See Details

New Likes? 36 ↑71% Lifetime Likes? 846 Monthly Active Users? 557 ↑42%

Active Users?

☑ Daily Active Users ☑ Weekly Active Users ☑ Monthly Active Users



Interactions See Details

Post Views? 9,755 ↑222% Post Feedback? 11 ↑267%

Page Content Feedback?

☑ Daily Likes ☑ Daily Comments





Enter Below

Wall

Info

\$25,000 Top Dog Contest

Featured Videos

Maple Leaf Foods

Food/Beverages



Wall

Maple Leaf Foods · Top Posts

Share: Post Photo Video

Write something...



Candice Brown

Our family likes our dogs with bacon and cheese and and doritos all inside the bun you may say yuck now but don't knock it till you try it !!! Oh yes the cheese has to be melted cheese mmmm.

about an hour ago · Like · Comment

2 people like this.

Write a comment...



Erika Kethler

I like my Top Dog with ketchup! That is all... I love the taste of a good hot dog!

7 minutes ago · Like · Comment



Linda Ashton

I like my Top Dog with a slice of cheese, relish, and ketchup - yum yum!!

38 minutes ago · Like · Comment



Donna Jean

I love mine with bacon cheese olives,,, and a fried egg,,,nothing taste better,,,love it

51 minutes ago · Like · Comment



Related News: [Health Care](#) · [Asia](#) · [Canada](#) · [U.S.](#) · [Commodities](#) · [Retail](#)

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Cargill Turkey Linked to Salmonella Sparks Second-Biggest U.S. Meat Recall

By Alan Bjerga - Aug 4, 2011 12:17 PM PT

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[Tweet](#) 40
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[More ▾](#)
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Cargill Inc. is pulling back almost 36 million pounds (16,300 metric tons) of ground turkey -- one of the biggest recalls in U.S. history -- after a [salmonella](#) outbreak linked to one death and more than 70 illnesses in 26 states.

The Cargill Meat Solutions unit halted ground-turkey output at the Springdale, Arkansas, plant that may have produced tainted meat from Feb. 20 to Aug. 2, Wayzata, Minnesota-based Cargill said yesterday in a statement. The recall was prompted by an internal investigation and information from the government and the U.S. Centers for Disease Control and Prevention.

The recall, following a disease outbreak that began in March, was the result of a "painstaking" investigation, Dr. David Goldman, with the U.S. Department of Agriculture's Food Service and Inspection Service, told reporters today in a conference call. The CDC's Dr. Chris Braden said the outbreak was "slowly building in the beginning."



Cargill Inc. initiated the second-biggest meat recall in U.S. history, pulling almost 36 million pounds (16,300 metric tons) of ground turkey after a

twitter

UnderstandGov UnderstandG Govt
 Friday food news: CA raw food co-op raided via federal order, **Cargill** asked (not told) to recall contaminated **turkey**: <http://bit.ly/p2EGNb>
 51 minutes ago

AWAApproved AnimalWelfareApprv'd
Cargill's Turkey is Just the Tip of the Iceberg: How many more lives must be lost or irreversibly damaged before... <http://bit.ly/r11MOV>
 1 hour ago

ClayLeroy_SG #Ganglife Clay
 RT @OPIZ973: RT @50cent: A stay away from **turkey** burgers. **Cargill** meats re called 36 million lbs of ground **turkey** ... <http://tmi.me/e2igE>
 1 hour ago

chef_arik Arik Markus
Cargill turkey recall: Enough meat wasted to feed world's 6 most populous cities/USDA knew & did nada. motherjones.com/tom-philpott/2... via @motherjones
 1 hour ago

thelunchtray Bettina Elias Siegel
 For concerned Houston ISD parents, no **Cargill** products purchased w/in the last year and has no **Cargill turkey** in the district at this time.
 2 hours ago

democracynow Democracy Now!
Cargill #Turkey #Recall Heightens Fears Budgets Cuts Will Weaken #FDA Oversight, Threaten Public Health. <http://owl.li/5W8iC> @foodandwater
 7 hours ago

Taco Bell ▶ News - Lawsuit Dropped!

Like

Fast Food Restaurant · Irvine, California



99¢ BURRITO SUPREME®



July 17-Aug 6

At participating locations. Price excludes tax. Limit two per person per visit. Limited Time Only. Excludes chicken and steak.

OFFICIAL TACO BELL PAGE

- Wall
- Info
- Friend Activity
- Sweeps - Samsung Galaxy
- Thanks!
- Music - Feed The Beat
- Entertainment - SDIF
- Photos
- News - Lawsuit Dropped!**

GET THE FACTS
CHECK IT OUT ▶

BEEF LAWSUIT DROPPED

April 19, 2011



**Would it
kill you to
say you're
sorry?**

PRESS RELEASES

View all official statements regarding the lawsuit and press releases from Taco Bell.

BEEF LAWSUIT DROPPED ▶

SETTING THE RECORD STRAIGHT ▶





TACO BELL

@TacoBell

Official Taco Bell Twitter Page - Think Outside The Bun

<http://www.TacoBell.com>

+ Follow

Text follow TacoBell to 40404 in the United States

Tweets

Favorites

Following

Followers

Lists



TacoBell TACO BELL

RT @_ChristianH_: Well it's #TacoBellThursday so why don't we all go to @TacoBell and have a party!!! #TacoLove

1 hour ago



TacoBell TACO BELL

Text the code on your LARGE @TacoBell cup for a chance to WIN #SamsungGalaxy 7" Tab every hour! bit.ly/SamPepText @pepsi

2 hours ago



TacoBell TACO BELL

RT @MA77BR4DY: That's right folks, today is #TacoBellThursday

4 hours ago



TacoBell TACO BELL

#TacoLove RT @KadyRoxz: Forget roses & mixtapes, I need a boyfriend who's willing to bring me @TacoBell at 2 in the morning. #TrueLove

14 hours ago

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Don't miss any updates from TACO BELL. Sign up today and follow your interests!

Sign up »

Curious how TACO BELL uses Twitter?

Discover who @TacoBell follows



About @TacoBell

4,985

Tweets

69,947

Following

134,001

Followers

1,775

Listed



Washington State Department of Health

Government Organization · Edit Info



Wall

Share: Status Photo Link Video Question

Write something...

Wall

Hidden Posts

- Info
- Photos
- Twitter
- YouTube
- Edit

About Edit

For more information, visit us at www.doh.wa.gov Comments are welcome but...

More

433 people like this

Likes



Recreational

Washington State Department of Health



CDC: Frogs tied to salmonella being sold again
www.tri-cityherald.com

A California company has resumed selling a kind of pet frog that caused salmonella illnesses in more than 240 people, most of them children.

569 Impressions · 0% Feedback

19 hours ago · Like · Comment · Share

Washington State Department of Health



Immunizations for children should be part of your summer plans
www.doh.wa.gov

Get a head start on a healthy school year by making sure summer plans include getting your kids fully immunized.

540 Impressions · 0.56% Feedback

21 hours ago · Like · Comment · Share

2 people like this.





WA_DeptofHealth



Nuclear events in Japan keep changing, but there's still no health threat expected in Washington.
<http://bit.ly/exsjiQ>

about 5 hours ago via bitly



Survey: WA youth are making healthier choices by avoiding alcohol, but cigarette smoking rates continue to stall.
<http://1.usa.gov/h4Tlxi>

about 6 hours ago via bitly



New survey results tell what WA students have been up to when it comes to alcohol/drug use, sexual activity, and more:
<http://bit.ly/igkwpZ>

3:18 PM Mar 16th via bitly



[@Furrystoat](#) [@kcnews](#) There's no change in our assessment of risk here based on new events in Japan. Thank you.
<http://www.doh.wa.gov/>

12:47 PM Mar 15th via web in reply to Furrystoat



[@ArkhamObserver](#) We don't post monitoring data online at this time; we may start. Keep checking the DOH web for new information.

Name WA Dept. of Health
Location Olympia, WA, USA
Web <http://www.doh.wa...>
Bio Washington State Department of Health: Always working for a safer and healthier Washington.

59 following 1,486 followers 149 listed

Tweets 571

Favorites

Following



View all...

RSS feed of WA_DeptofHealth's tweets



Notifications

Sterling Savings Bank Mama Duck



MEMBER FDIC EQUAL HOUSING LENDER

sterlingsavingsbank.com

Subscribe via SMS

I hatched my ducklings at Sterling last year, and I'm back to do it again. While I'm sitting on my nest, Sterling is raising money for Turnbull National Wildlife Refuge. Go to a Spokane-area Sterling branch to learn about Bucks for Ducks.

Information

About:

I hatched my ducklings at Sterling last year, and I'm back to do it again. While I'm sitting on my nest, Sterling is raising money for Turnbull National Wildlife Refuge. Go to a Spokane-area Sterling branch to learn about Bucks for Ducks.

7 Friends Like This

6 of 7 Friends

See All



Casey Fielder



Kristen Paul



Sarah Schwering

Wall Info Photos Discussions

Share: Post Photo Link Video

Write something...

Filters



Stephanie Hansen I miss my duck...

November 9, 2010 at 12:40pm · Like · Comment



Soufiane Laarej Did you see the flash news about work-at-home-mom ? She makes \$89/hour working part time. Monthly 8795 \$ income from home... I just signed up and already earned 72 \$ this hour. It is really amazing... If you are looking for a work-at-home job, i suggest you to take a look at this press now... iegcd

Today's Earnings:
\$510.24

News Daily 7 - Work at home mom makes \$8,795/month working part-time from home

www.site7newsgo.com

Kelly Richards never thought that she would, until curiosity got the best of her and she filled out a simple online form. Before she knew it, she discovered her secret to beating the recession, and being able to provide for her family while at home with her three children.

September 20, 2010 at 3:04pm · Like · Comment · Share



Crystal Tobeck my baby duckies are starting to hatch

July 13, 2010 at 12:12pm · Like · Comment



Jada Lester woo hooo grab ur cam & catch them babies :-)

July 13, 2010 at 12:19pm · Like · Flag



Kristine Belgarde Hi my Sterling's! Man I miss you guys. Crystal what are you doing??

July 13, 2010 at 2:51pm · Like · Flag

Write a comment...



Sterling Savings Bank Mama Duck After all of the money that all of my fans collected last year that went to Turnbull Wildlife Refuge, I decided to go out there this year. Thanks for all of the great wishes!

Josh



THANK YOU

Sara Johnston

Partner

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<http://twitter.com/DesautelHege>

