Social Media Marketing

Melissa Chang, APR (@Melissa808)
Russ Sumida (@ParkRat)

presented by

AdStreamz Inc.

Our Background

Melissa Chang, APR (@melissa808)

- 25+ yrs Marketing/PR Experience (7+ yrs self-employed)
- 15+ yrs Online Community Participant
- 7+ years as a Social Media Professional
- 19K+ Followers/135,000+ Updates on Twitter
- 13K+ Followers/11,300+ Posts on Instagram

Russ Sumida (@parkrat)

- 25 Yrs IT/Bus. Dev. Experience (9+ yrs self-employed)
- 25+ years Online Community Participant
- 7+ years as a Social Media Professional
- 11.5K+ Followers/95,000+ Updates on Twitter
- 6K+ Followers/6,000+ Posts on Instagram

Agenda/Objectives

1. Social Media Overview
2. Tips and Hints
3. Strategies for growing and strengthening your community
4. Tools and best practices
5. Questions

I don’t need social media marketing

1. I have been around for hundreds of years and everyone knows me
2. I have an unlimited advertising budget
3. My customers only use the Yellow Pages
4. I know exactly what I am going to promote now and in the future
5. My ideas always work from the start

Introduction to Social Media

Twitter	I'm eating a donut
Facebook	I like donuts
Foursquare	Here is where I eat donuts
Instagram	Look at my donut!
Youtube	Watch me eat my donut
LinkedIn	My skills include eating donuts
Pinterest	My collection of donut recipes
Google+	I'm just putting this donut here for better SEO
Snapchat	Here's my donut … and now it's gone.
Periscope	Watch me eat my donut, live!...and now it's gone.

Personal vs Business

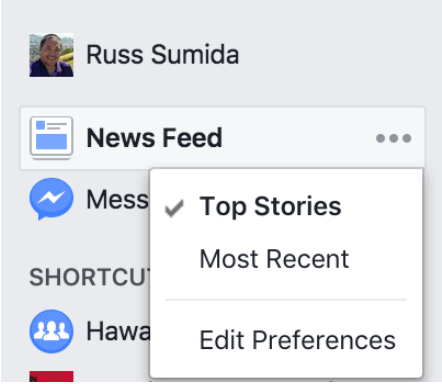
Private (locked) vs. Public
Company vs. Personal needs
Company policies (depending on size)
Not “one size fits all”

Websites and Blogs

1. Search Engine Users
2. Your online "Home"
3. Control Your Destiny
    a. Self-hosted website
    b. Wordpress.com Hosted blog
4. Measurement (Web Analytics)
5. Social Media Widgets

Facebook

Facebook Challenges/Benefits



1. Top Stories vs. Most Recent
2. Constantly changing functionality
3. Pay to play
4. Large user base and wide range of demographics (1.71 BILLION monthly active users/1.57 BILLION active mobile users in June*)
5. Ease of sharing (Like and Share buttons are viewed on an average of 10 million websites*)
6. “Big Brother” like statistics

*Source: Zephoria.com - July 2016

Optimize Facebook posts

1. ALWAYS have an image (or a video)
2. Have a short, thoughtful caption
3. Tag others when possible
4. Like & engage with other page's posts and responses
5. Post at least once a day but don't overshare
6. Scheduled Posts
7. 360 degree "virtual reality"

Engage your audience

Dania N. Katz
July 5 near Waiehu, HI ·

What is it? How do you eat it?

Like · Comment · Share

Catherine Toth Fox, Daryl Fujiwara, Denise Tanaka and 21 others like this.

View 8 more comments

Robin Foundher I bet it's great fried
July 5 at 9:52pm · Like

Keith Mallini John cox!!!! It's been a long time!
July 5 at 10:06pm · Like · 2

Judi Jaye Riley Those are my brain cells. I wouldn't eat them unless you're ready with a paint and an easel.
July 5 at 10:28pm · Like · 1

Gemsley Balagso Zuiki- good for vegan sashimi, croutons.
July 6 at 12:15am · Like · 4

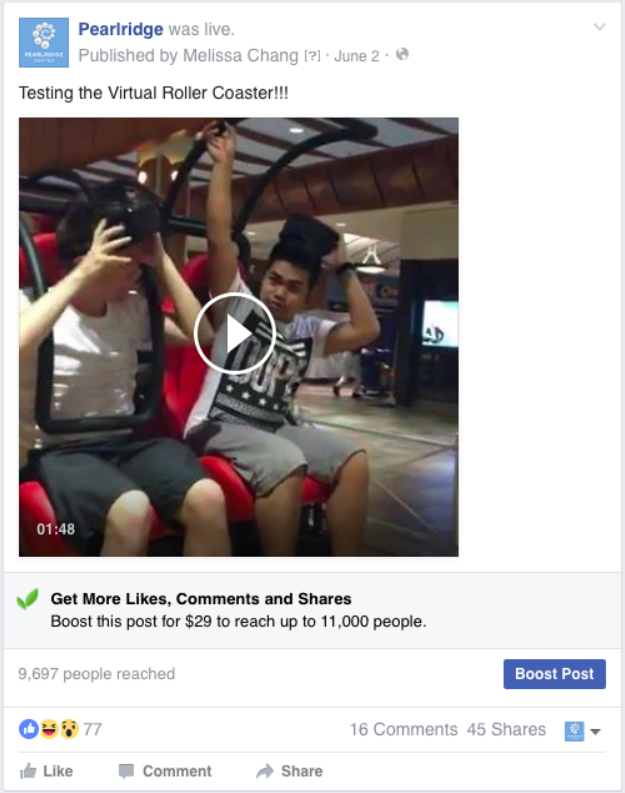
Dania N. Katz Thanks! Gemsley you are correct. And John this Tahitian taro stem Zuiki can be eaten raw with no side effects.
July 6 at 6:17am · Like · 7

Michelle Chiemi Johnson I have this growing at my coffee land house. Its been there for decades! Love it!
July 6 at 12:42pm · Like

Write a comment...

Share and tag

Facebook live: Do or don't?

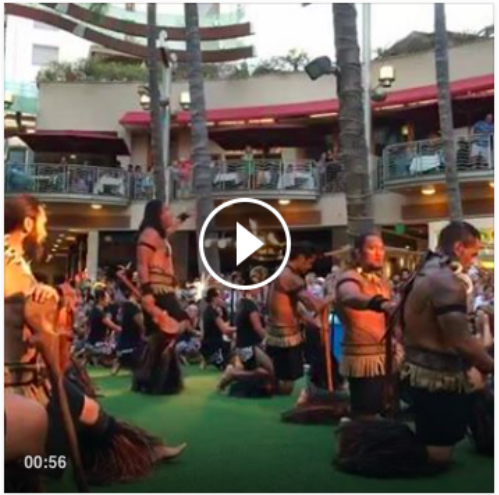


view

Facebook live: Do or don't?

Waikiki Beach Walk was live.
Published by Russ Sumida [?] · July 12 at 7:11pm ·

A very special group of entertainers tonight!



Get More Likes, Comments and Shares
Boost this post for $20 to reach up to 6,000 people.

41,728 people reached — Boost Post

566 — 27 Comments 126 Shares

Wow — Comment — Share

41,728 People Reached

12,115 Video Views

1,229 Reactions, Comments & Shares

856 Like	**450** On Post	**406** On Shares
188 Love	**106** On Post	**82** On Shares
5 Haha	**2** On Post	**3** On Shares
10 Wow	**8** On Post	**2** On Shares
49 Comments	**29** On Post	**20** On Shares
127 Shares	**126** On Post	**1** On Shares

3,727 Post Clicks

821 Clicks to Play	**0** Link Clicks	**2,906** Other Clicks

NEGATIVE FEEDBACK

2 Hide Post	**2** Hide All Posts
0 Report as Spam	**0** Unlike Page

view

Twitter

“Written Radio”

Twitter Challenges/Benefits

1. Timeline not chronological in “native” app
2. Fast paced/breaking news
3. User base (313 million active users*)
4. VERY simple to share

*SOURCE: ExpandedRamblings.com

Optimize Twitter posts

1. Timing is key
    a. 6 to 7 a.m.
    b. 11 to 1 p.m.
    c. 3 to 5 p.m.
    d. 7 to 9 p.m.
2. Use @ to respond to people or tag them
    a. Tag influencers if applicable
3. Use hashtags
4. Photos or video if possible
5. Post at least once a day (more is fine)

Engage

Tweets | **Tweets & replies** | Photos & videos

Melissa Chang @Melissa808 · Oct 23
Wonder if this #TaylorSwift shake is in America? @marcorbito do you know? #Singapore #AlohaSingapore #SG50

1 1

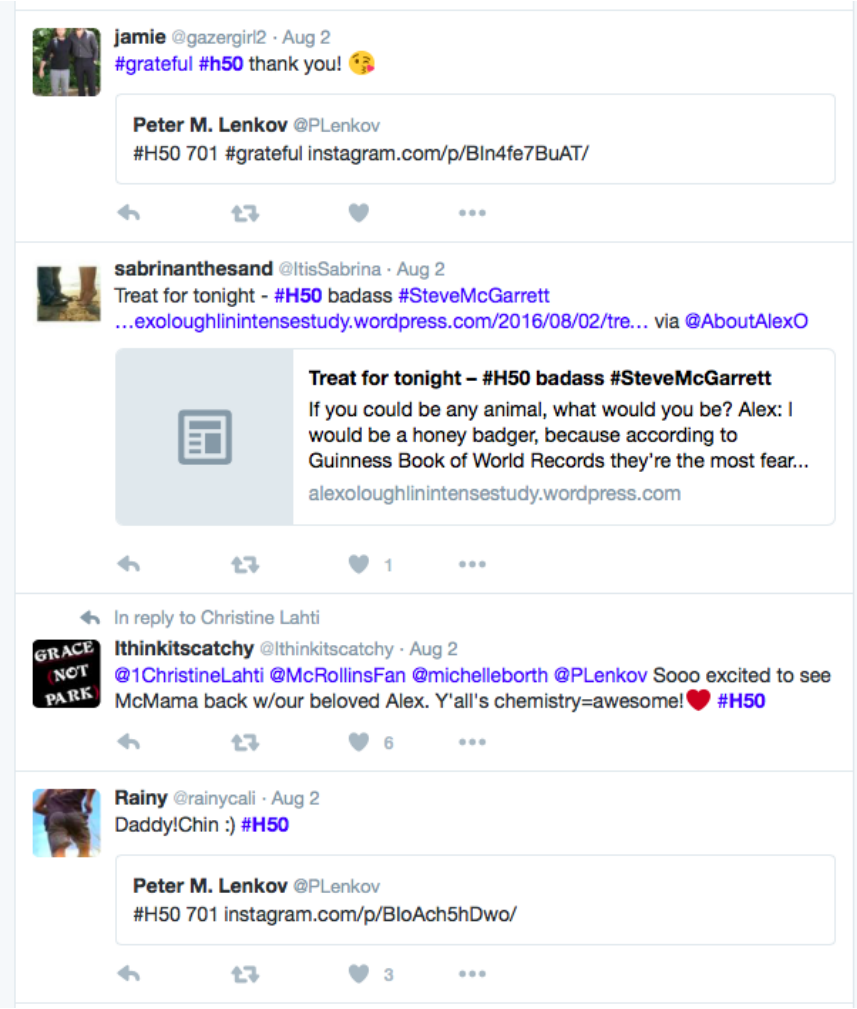
Lance Agena @lance_agena · Oct 23
@Melissa808 @marcorbito That looks official. /sarcasm

Melissa Chang @Melissa808 · Oct 25
@lance_agena @marcorbito it is official! You saw it on the interwebs so it's true. 😁

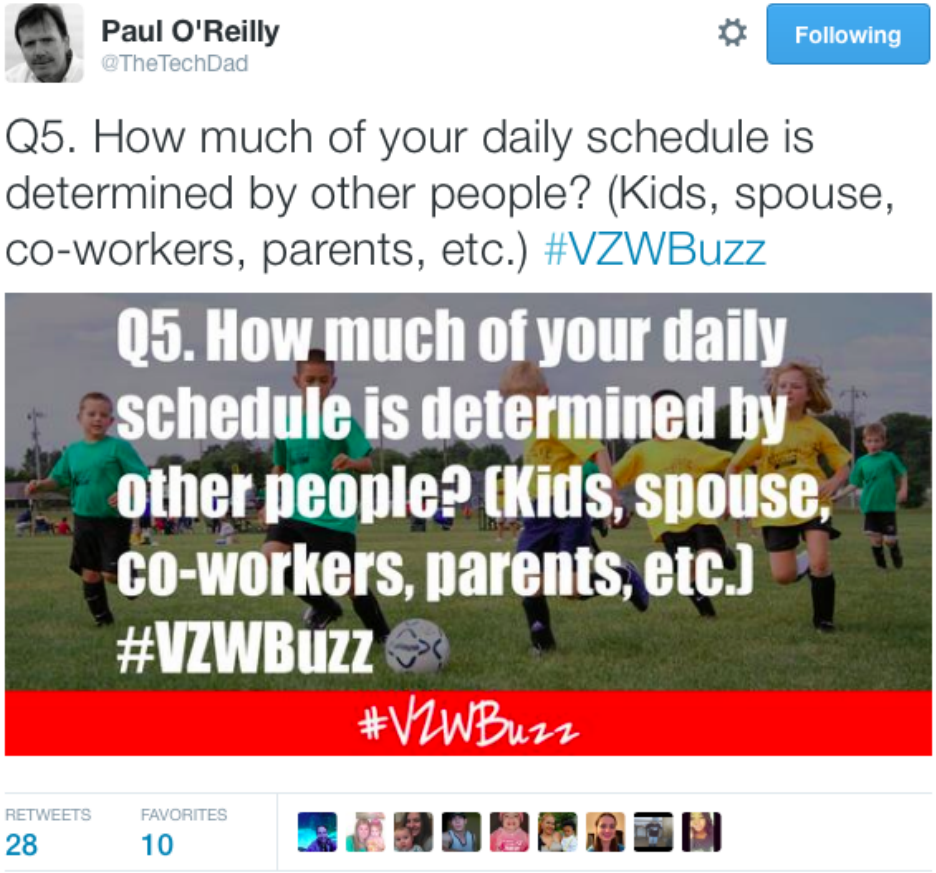
1

MarcOrbito @marcorbito · Oct 25
@Melissa808 @lance_agena haha. It is legit. It just doesn't look official because I hear all the graphic designers in Asia are 12yos. lol

Informal Twitter Chat



Formal Twitter Chat



Instagram

Instagram Challenges/Benefits

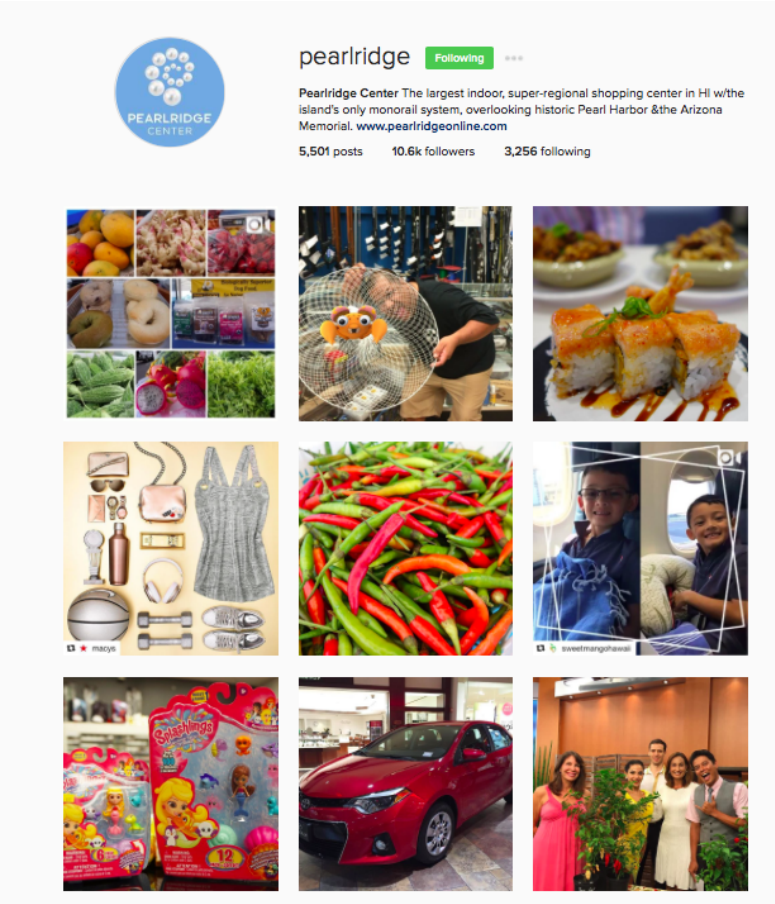
1. Timeline not chronological
2. Not simple to share
3. Pay to play?
4. Large user base (500 million MONTHLY active users/300 million DAILY active users*)
5. Business account provides statistics

*Source: ExpandedRamblings.com - June 2016

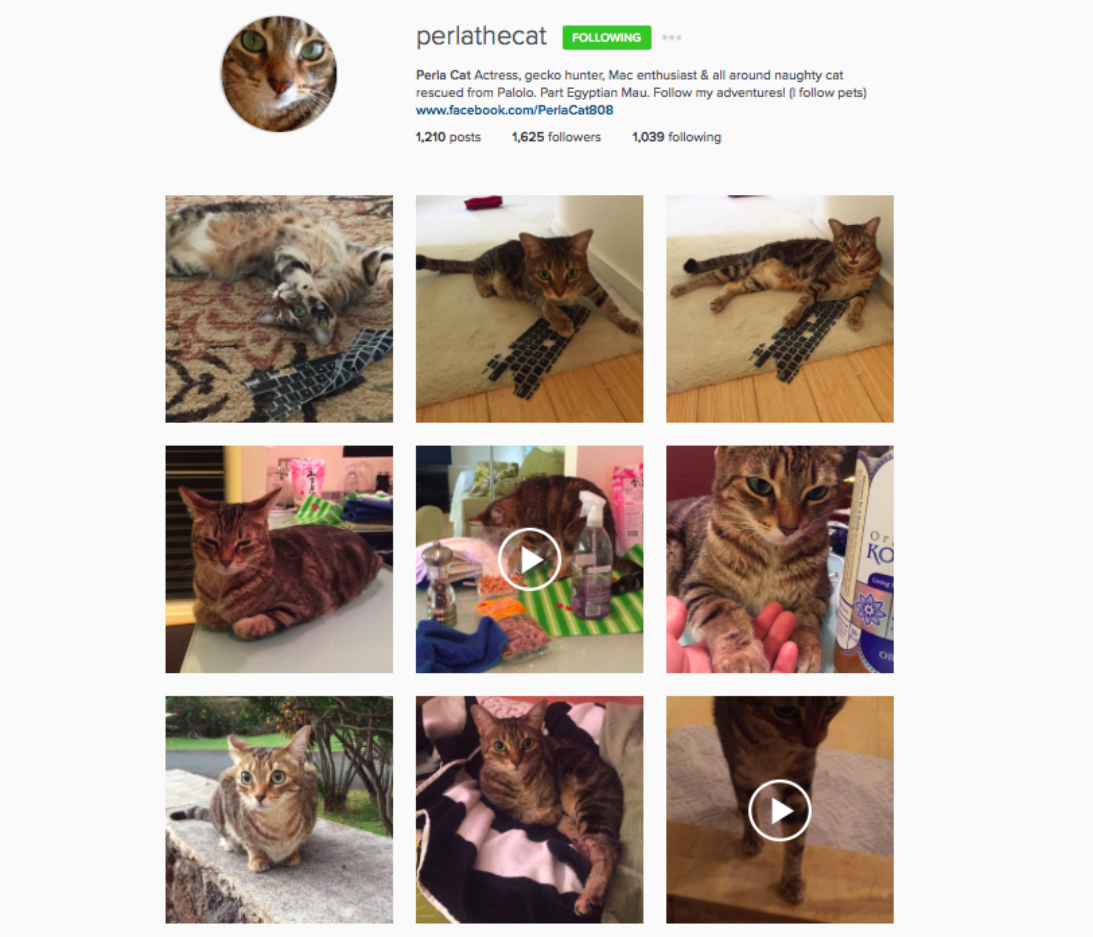
Optimize Instagram posts

1. Requires an image (or a video)
2. Use short, thoughtful captions
3. Hashtag, #hashtag, #hashtag
4. TAG others when applicable
5. Like & engage on other people’s posts
6. Post at least once a day and don’t overshare

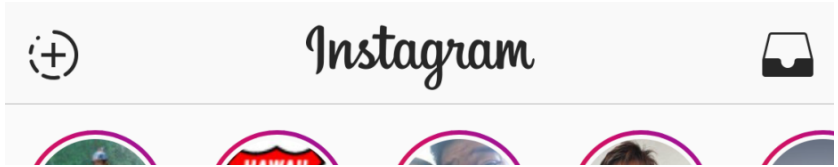
Optimize Instagram posts

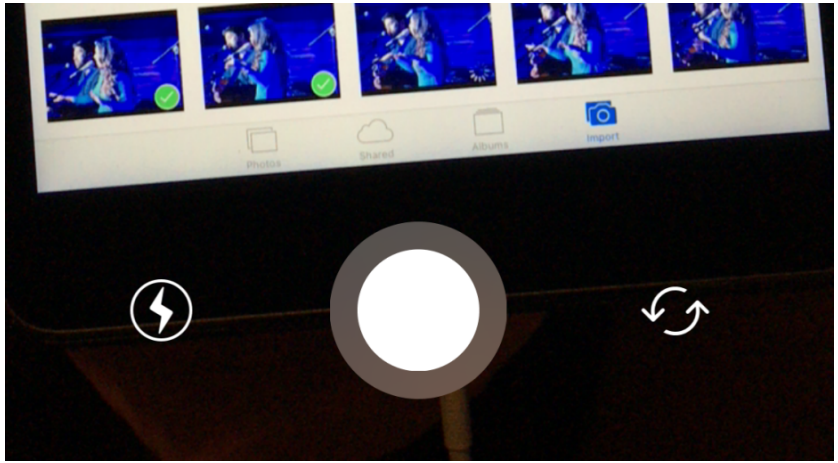


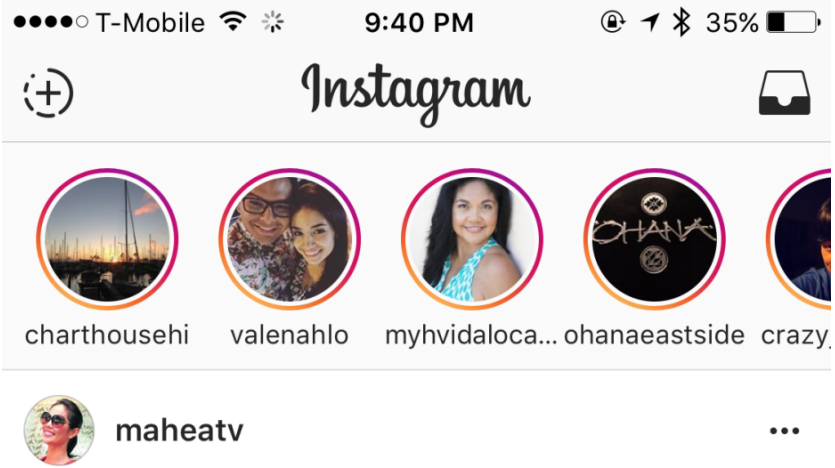
Hashtag, hashtag, #hashtag



Instagram Stories







Yelp

Yelp reviews

Melissa Chang Shares How to Manage Negative Online Reviews | Hawaii Business Magazine

HB

DATA TOPICS EVENTS SPECIAL SECTIONS ARCHIVE SUBSCRIBE

ASK THE EXPERT: MANAGING NEGATIVE ONLINE REVIEWS

"My store got blasted on Yelp. What do I do now?"

You and your staff can deliver great service and products, all with a smile, yet still get a bad review online. You can't control what people say about you, but you can control how you react. Here are some ways to respond:

Claim your business

First, if you haven't already, claim your business on these review platforms so you can gain administration privileges and properly respond to any review – good or bad.

Assess the review

Is it factual? Step back and look at the situation objectively (I know it's hard when it's your own business). If the review is based on an incident that neither you nor your staff can remember, determine if the review is fake. If you already have a strong online community, your existing customer and fan base may know if the review is fake and, in some cases, can come to your defense.

If you think the review is fake, report it to the review site. On Yelp, there is a flag button at the end of each review so you can, well, flag the item for review. This will trigger a drop-down menu from which you can add details.

Respond immediately

Don't let the bad feelings fester. Just like ripping off a bandage, face the music and address the reviewer head on. The longer you take to respond, the more people will read it and assume it's true. But be polite in your initial response.

Take it offline

As quickly as possible, try to take the conversation offline. Give the reviewer your email or phone number (if possible) so you can hash it out in private, not in public. Also, person-to-person contact typically results in a better understanding and resolution of the situation.

Be authentic

Don't fake it. If the reviewer sees you are genuine and sincerely want to correct the situation, that will go farther than a rigid, corporate-template response. Stay positive and take the high road, don't argue – especially online.

Build your fan base

Thank people who post positive reviews. That encourages others to do likewise and helps build the community that will help counter the negative reviews you do get.

Subscribe to our eNewsletter Share

Drones Unleashed

Hawaii Business Taking the Lead

Hawaii: Who We Are

GET MORE WITH HMSA

More access to doctors

More focus on well-being

More resources and support

GIVE YOUR EMPLOYEES MORE

CLICK TO LEARN ABOUT OUR COMPETITIVE RATES

hmsa

ON NEWSSTANDS NOW

HawaiiBusiness

Tips and Hints

First Things First

1. Protect your brand! Register on ALL services (Twitter, Instagram, Facebook)
2. Complete your bios
   a. Profile Photo (logo)
   b. Location
   c. Website
   d. Short description (Coming soon! Find us on abc at xyz)
3. Start to actively use one service to test the water (Instagram)

Our Social Media Philosophy

1. Be positive
2. Think in terms of abundance, not competition
3. Engage and be social online AND offline
4. Be yourself

Social Media Tips

1. Keep account active; Sharing is caring; Give before you receive
2. ENGAGE your friends, fans and followers!
    a. Use it to promote events, news on or related to your organization, registration, etc.
    b. Expand topics outside of just your organization
    c. Follow people. You are not Starbucks.
    d. Make your profile public.
3. Stay positive, take the high road.
4. Use #Hashtags to link to specific topics and to track trending topics
5. Visuals ROCK!

What makes a good post?

- Be a SOURCE of information.
- Share experiences. Celebrate those around you.
- Quotes are fine—but only if it is paired with an image that tells a story or shows personality.
- Posting a quote and/or selfies all day lacks creativity. It’s nice to see a picture of you every now and then, but it shouldn’t really be used as your private photo album.
- Before you hit “post” on your social channels, ask yourself this: Is this post inspiring, is it informative, is it fun and conversational?

Finding your voice

Finding your voice

Chart House Waikiki
Published by Melissa Chang [?]
Page Liked · April 8 ·

Just caught Guy smiling...his parents said we should frame it!! Lol

Tag Photo | Add Location | Edit

Like | Comment | Share

72 Chronological

Eddie Bance Great guy.
Unlike · Reply · Message · 1 · April 8 at 7:58pm

Ray Pendleton Not a common occurrence!
Unlike · Reply · Message · 2 · April 8 at 8:03pm

John R Turner For you Brenda Edmondson and Cookie LaMadrid
Unlike · Reply · Message · 1 · April 9 at 2:11am

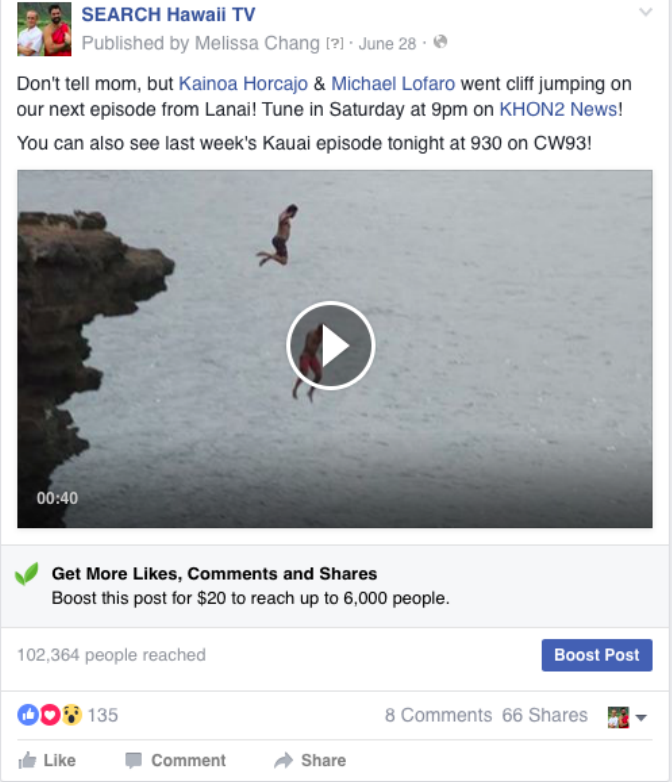
Brenda Edmondson Thanks! We have such fond memories of the Chart House!
Unlike · Reply · Message · 1 · April 9 at 3:17am

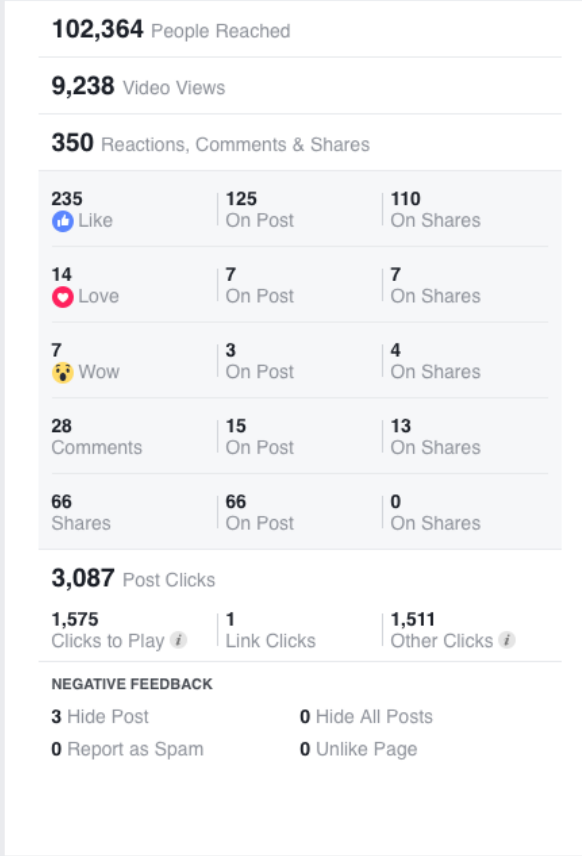
Rudy Jr Salcedo Guys Tys
Unlike · Reply · Message · 2 · April 9 at 6:16am

Cookie LaMadrid Guy smiling?
Unlike · Reply · Message · 1 · April 9 at 8:00am

Write a comment...

Finding your voice

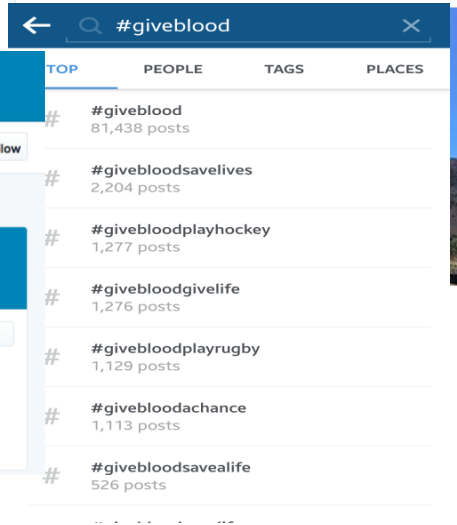


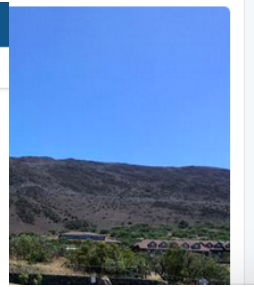


view

Building Your Community

1. Search for accounts with similar missions and/or location
2. Search hashtags and/or keywords related to your mission
3. Follow back those who follow you (real accounts)
4. Start engaging with others (similar missions or interests, Twitter chats)

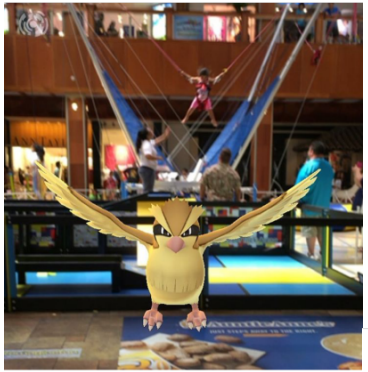




Pokemon Go!

Pokemon Go

pearlridge
Pearlridge Center Uptown



98 likes

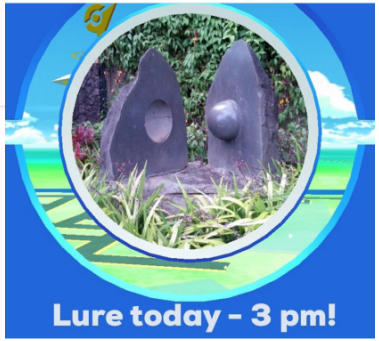
pearlridge So many critters! We're dropping a #PokemonGo lure here at 5 pm today!

rebeccaminkoff
Rebecca Minkoff

3,365 likes

rebeccaminkoff Rattata on the scene! We're dropping lures all day near our Soho store bc you #gottacatchemall. Score 15% off your purchase today at #RMNYC when you post pics of Pokémon you find in store w/#RMcatchemall and tag @rebeccaminkoff. #pokemongo

wfmhawaii



174 likes

wfmhawaii We are obsessed with #PokemonGo - are you? We are dropping a lure at #wfmkailua at 3pm today and giving out free treats to players who meet us at the stop. While they last - see you then! #gottacatchemall #pokestop

pearlridge
Hanapa'a

331 likes

pearlridge Good thing the guys at @hanapaafishingco have the right tools for catching

ht_pearlridge

62 likes

ht_pearlridge "He came in on a pooookeeeeebaalll!!!" All Pokemon merch is 25% off after showing us your #Pokemongo Pokedex! @pearlridge #pokemon #pokedex #pokeball

Gurus, Experts, Consultants, Influencers! Oh My!

1. Review THEIR social media assets
    a. Size doesn’t always matter
    b. Check their content mix

1. Ask for client references and the associated social media assets
    a. Size can be deceiving
    b. Viral vs. Paid

Engaging Social Media Influencers

1. Traditional vs New Media
    a. Reputation/Credibility
    b. Reach
2. Sponsorships (Paid, Product, etc.)
3. Blog Posts/Social Media Promotion
4. Tweetups/”V.I.P.” Events

Management and Measurement Tools

Social Media Management Tools

1. Hootsuite (www.hootsuite.com)
2. Buffer.com - timed tweets
3. FriendOrFollow.com - Followers/Followings
4. ManageFlitter.com - Followers/Followings
5. Justunfollow.com - Followers/Followings

Social Media Measurement Tools

1. Hootsuite (www.hootsuite.com)
2. TweetReach.com - See how well your tweet/event is doing
3. Trendsmap.com - See how well your event is doing
4. Sproutsocial.com

QUESTIONS?

Mahalo!

More questions? Contact us at:

Melissa Chang
Melissa@adstreamz.com
@Melissa808

Russ Sumida
Russ@adstreamz.com
@Parkrat