

the

Challenges and Rewards of Social Media

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What's this all about?

Agenda:

What is Social Media?

Why is Social Media so important?

WIIFY

Who are the Main Cast of Characters?

Things to Remember

Right Now!

How we doin'?

What Exactly is Social Media



Definition

Social Media | Definition of Social Media by Merriam-Webster

<https://www.merriam-webster.com/dictionary/social%20media> ▼

Definition of social media. : forms of electronic communication (as websites for **social** networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos)

You visited this page on 1/20/17.

What is social media? - Definition from WhatIs.com

[whatis.techtarget.com](https://www.techtarget.com/whatis/definition/social-media) › Topics › Consumer Tech › Internet acronyms and lingo ▼

Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration. Websites and applications dedicated to forums, microblogging, **social** networking, **social** bookmarking, **social** curation, and wikis are ...

Social media - Wikipedia

https://en.wikipedia.org/wiki/Social_media ▼

Jump to **Definition and classification** - **Social media** are computer-mediated technologies that allow the creating and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. ... **Social media** are interactive Web 2.0 Internet-based applications.

Social Media is

A form of electronic communications,
that's dedicated to community based input,
and allows for the creation and sharing of information.







1.3 Billion
People on Facebook

7.4 Billion

People on Earth





3.4 Billion

People have access to the internet

“These tools don't get socially interesting until they get technologically boring.”

Clay Shirky

Adjunct Professor

New York University's, Interactive Telecommunications Program

Why is Social Media so Important?

Because of moments like this





3 Characteristics were needed to Make the Virality Happen

Tastemakers needed to **elevate** it

Creative Participants needed to **curate** it

Unexpected-ness of it **endeared** it

These are not characteristics of the tools of the old media

*“We are living in
the largest increase
in expressive capabilities
in human history!”*

Clay Shirky


Adjunct Professor

New York University's, Interactive Telecommunications Program

There have been
4-Periods in the Last 500 Years That Qualify as Revolutionary

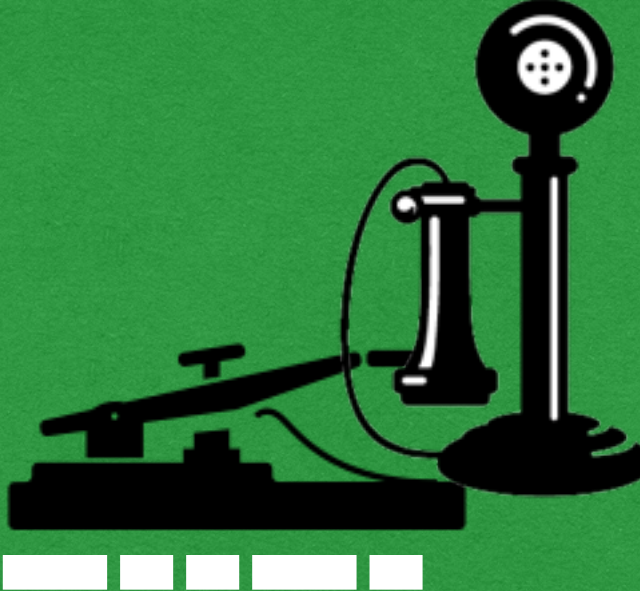
500
Years ago

AaBbCc



Printing

200
Years ago



2-Way Communication

100
Years ago



Recorded Media

75
Years ago



Electromagnetic Spectrum

20
Years ago



Internet

The internet is the first medium in history that has **native support for groups and conversation at the same time.**



Internet

“The Former Audience”

Dan Gilmore

Author

Or, think of them like the passengers of a ship who get a boat of their own.

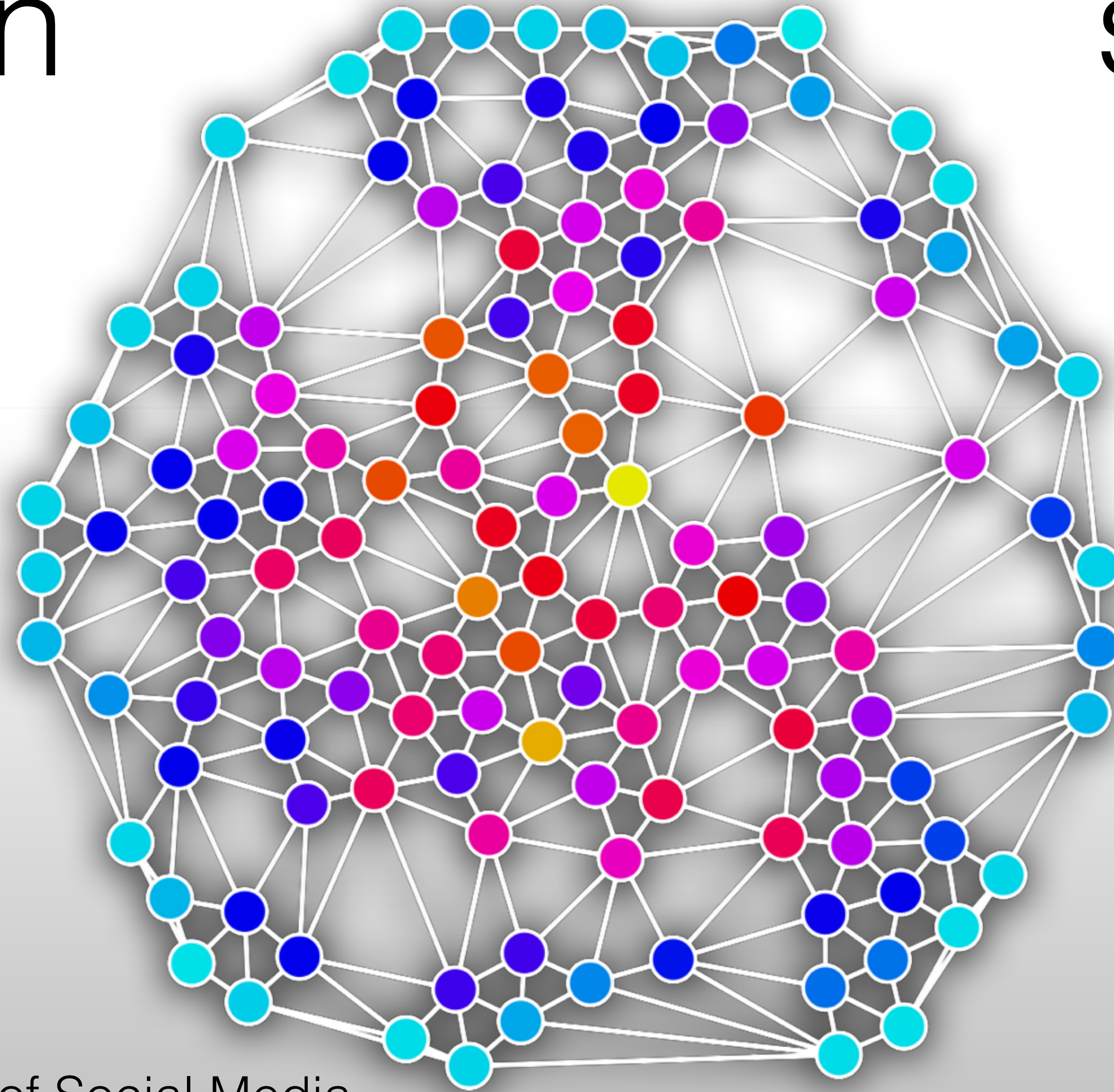


Participants have become the producers

6 degrees of separation

...is actually...

3 degrees of separation





So, What' In It For You?

150

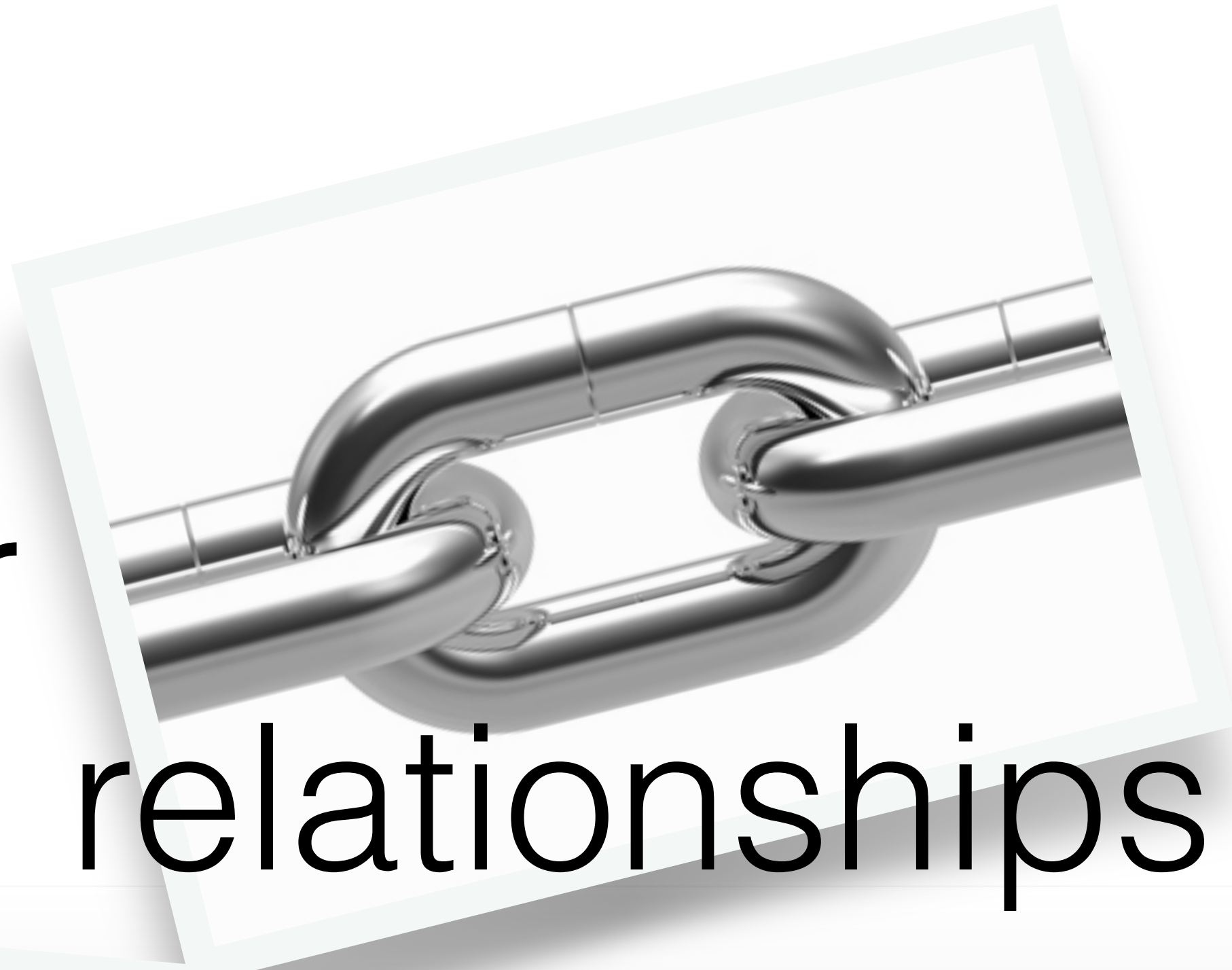
Dunbar's Number

Facebook = 355 & LinkedIn = 500

How can this be?



Strong ties
work better
in personal relationships



Weak ties
work better
in business relationships



Social Media Fails

Getting too excited over #hashtags

Failing to understand how a platform works

Failing to vet your social media team

Not paying attention

Social Media Fails



So what do we know? Let's recap...

1. Based on a search we know social media is a digital group sharing technology.



2. We know there's a lot of folks on a lot of different platforms not just the main ones.



3. We know it can have a long reach when given the right set of circumstances.



4. We know that social media is a game changing shift in media advertising.



5. We know that it can be personal and business oriented at the same time.



The main cast of characters



93% of Fortune 500 companies use it

Business focused

Your company culture is showcased here

Use it for hiring



78% of fortune 500 companies use it

A great way to announce your activities

Where, what, why, and remember the Bitly link



74% of fortune 500 companies use it

Keep it simple

Stick to your content

Try promoting posts and ads



Of the Fortune 500, 64% use Youtube, 33% use Instagram, and 23% use Pinterest

These sites are ideal for your property portfolios and multi-media pieces

More searches are done in Youtube and Pinterest than in any other Social sites

Pictures, Audio, Video files are huge unwieldily and hard to consistently disseminate... let these sites do that for you.



The single most important tool in your social presence is blogging!

Wordpress.org, Drupal, Joomla,,,

Free vs. Paid +’s & -’s

Schedule and consistency

Tied in to your other social properties



Here's a few things to remember

What can you Expect?

Build Credibility



Be seen as a leader



Find partnerships/connections



Be seen as providing value



By having an opinion, but first:

Ask questions



Define your audience & develop a focus



Join groups



Find your voice



You broadcast your opinion, but first:

Keep putting it out there



Be helpful



Be enthusiastic



Win Friends and Influence People



So again let's recap...

1. LinkedIn = Culture, Facebook = Activity. The others are there to lend a hand.



2. Blogs are the center piece of your social media efforts and act as a rallying point.



3. Be seen as a leader that is providing value and information to your audiences.



4. Define your audience, focus on their needs, and speak with a comfortable voice.



5. You have to put content out on your site and on your social media properties and then update it.



What can I do now?

- Surface your blog in your sites URL structure
 - Ad RSS feeds to your news and PR pages
 - Add a BLOG to your site
 - Add Social Media “Share” buttons to your sites content
- Consistently be seen sharing your events, content, & news
 - Encourage reviews, both good and bad
 - Create or use infographics
 - Write content for other sites
 - Trade links with other sites you like

- **Surface your blog**
 - **Add a BLOG**
- **Add Social Media “Share” buttons**
 - **Be seen sharing**
 - **Encourage reviews**

Social Media ROI



Step 1: Choose a goal

Step 2: track your goal

Step 3: assign a monetary value

Step 4: determine total cost of effort

Step 5: analyze the results make changes and redeploy

Don't Forget the Analytics



Bitly links

LinkedIn

Site analytics

Google Analytics & Hoot Suite

Thank You

Any questions?

And let's take a look at some of your sites and see how we're doing...

How are we doing?

All Aboard America!



<http://www.allboardamerica.com/blog/>

Ambassatours



<https://www.ambassatours.com/in-the-news>

Arrow Stage Lines



<http://www.arrowstagelines.com/about-charter-bus-arrow-stage-lines/news-blog/>

Cline Tours



<http://www.clinetours.com/news-2/>

DATTCO



<https://www.dattco.com/about/resource-list/blog-archive/>

Elite Coach



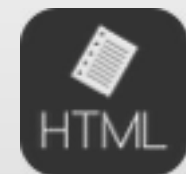
<http://www.elitecoach.com/about/blog/>

Karst



<http://karststage.com/blog/news/>

Pacific Coachways



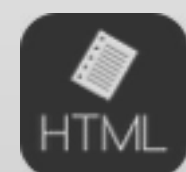
<http://www.pacificcoachways.com/blog/>

Pacific Western



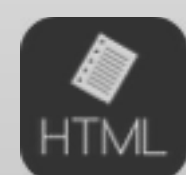
<http://www.pacificwesterntoronto.com/index.php/blog/>

Royal Coach



<http://www.royal-coach.com/blog/>

Starr



<https://www.starrtours.com/blog/>

Key:



URL Construction



Blog On-site



Sharing Buttons