

BRANDING YOUR COMPANY THROUGH SOCIAL MEDIA



Hosted by Jenna Communications

PROGRAM 1

- What is social media?
- How can social media be beneficial to your business?
- How to create a: Facebook, Twitter, LinkedIn, YouTube account
- Facebook fan pages
- What kind of posts should be placed on your fan page
- How social media and radio can work together
- Email marketing
- How to link all of your social media sites together



HI! FROM US AT JENNA COMMUNICATIONS



GET TO KNOW KURT LAUFER



- Director of Digital Marketing for CBS Television and Radio
- Oversees digital sales initiatives and social media strategies for Philadelphia Market
- Prior to working for CBS, Kurt was an entrepreneur for 8 years in digital world, creating 3 unique online brands
- Greatest success is MissSocialNetwork.com, which continues to receive nearly 250,000 unique visitors per month
- Understands the power social media plays in driving a loyal fan base that will ultimately drive traffic and increase revenue



WHAT DOES 'SOCIAL MEDIA' ENTAIL?



- It is the fastest growing communications tool
- According to the Pew Foundation, 65% of all U.S. adults use social media and 13 hours of video are uploaded to YouTube every minute
- The most popular social media sites are YouTube, Facebook, Twitter and LinkedIn
- Social media allows you to deliver an unfiltered message to your target audience
- You can get a broader reach by participating in social media
- Social media stimulates relationships
- Social media is democratic
- Be transparent with who you are and who your organization is

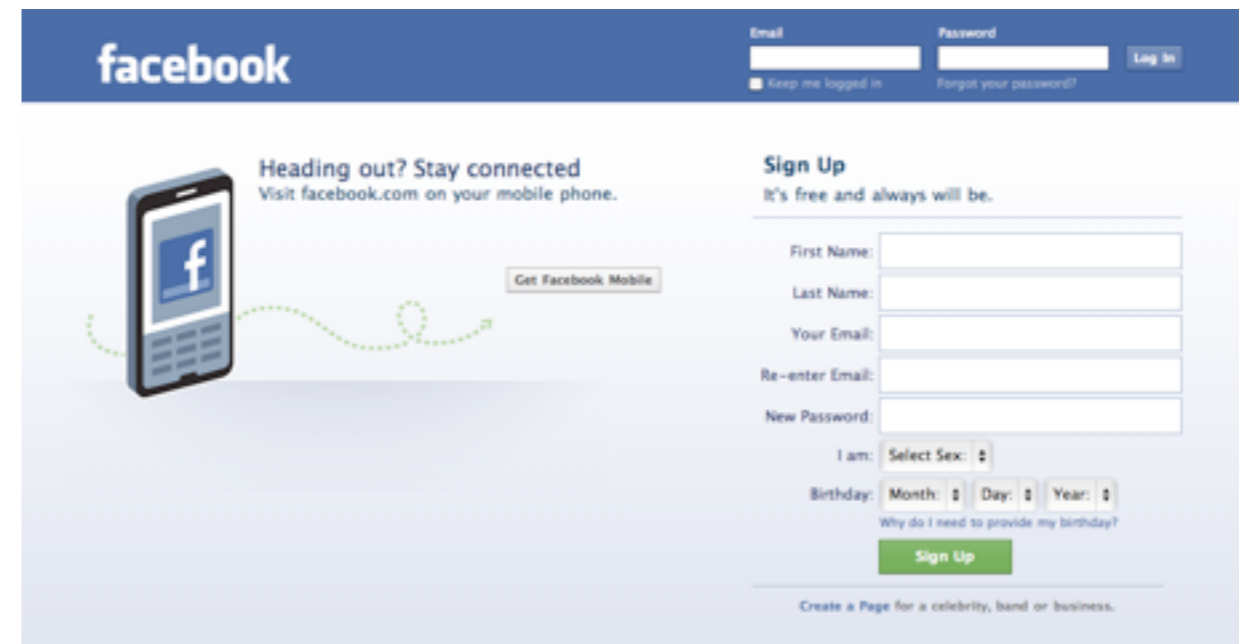


HOW CAN SOCIAL MEDIA HELP BRAND YOUR BUSINESS?

- Keeps you updated in a technology-driven world
- Fast, efficient, easy-to-use
- Everyone is using it
- Building client list
- Alternative to emails or phone calls
- Create a large following and keep each person updated
- Effective way to post events, photos, videos and statuses
- NETWORKING!



HOW TO CREATE A FACEBOOK



- A social networking site that gives people the power to share and make the world more open and connected
- Keep up with friends, upload an unlimited number of photos, share links and videos, and learn more about people you meet



CREATING A: TWITTER LINKEDIN YOUTUBE ACCOUNT



Twitter

- Online social networking and microblogging service that enables its users to send and read text-based posts of up to 140 characters, informally known as “tweets”

LinkedIn

- Operates the world`s largest professional network on the internet
- Reconnect with colleagues and classmates, power your career, and get advice from industry experts

YouTube

- Video sharing website



WHY YOU SHOULD CREATE A FACEBOOK FAN PAGE

- Give your brand a personality, on more than just the website
- Quick, real-time posts that will be shown on newsfeeds
- Consumers can message you, or write on your wall
- Multiple users can administer the fan page
- Post photos, events, or interesting statuses that will interest followers
- Contests, campaigns, special events
- Very personal and easy to manage
- Can create a large following of brand loyal consumers



FACEBOOK: WHAT TO POST

- Be yourself, be honest
- Again- be transparent with who you are and who your organization is
- If you use it for business- post your clients, your news clippings, post company updates
- Job openings

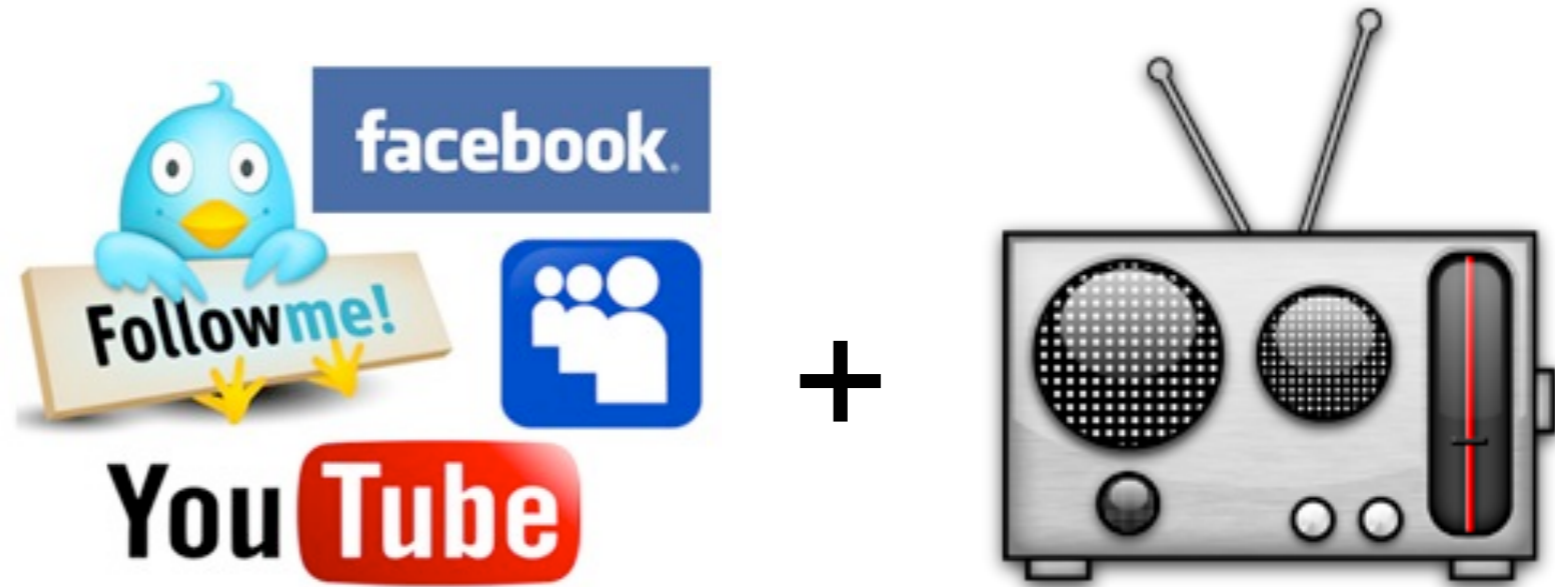


FACEBOOK: WHAT NOT TO POST

- Your risky behavior
- Inappropriate photographs
- Profile listed in public searches
- Pertinent trial information
- See Huffington Post`s full article: http://www.huffingtonpost.com/2010/11/01/what-not-to-post-on-facebook_n_764338.html#s157112&title=Your_Birth_Date



WHY CHOOSE RADIO



- Urgency and agility
- Can `stick and move` quickly
- Provides listener base with what they want, which is up-to-the-minute information and content



HOW SOCIAL MEDIA AND RADIO CAN WORK TOGETHER

- Social media czar
- Building hubs around people in our organization
- Finding a super user to manage oversee
- What specific roles our super user will be responsible for monetizing asset
- How Facebook can be used as outposts
- What kind of content we are looking to promote through social media



EMAIL MARKETING



Use an email marketing system to:

- Promote your upcoming events
- Promote new clients or partners
- Show sponsorships or work with charitable events



BEST TIPS FOR EMAIL MARKETING

Try sending your emails:

- at 1 or 2 A.M.
- on Saturdays or Sundays
- with pictures and videos
- with specific facts and numbers
- with a title no longer than a Twitter update



GOOD EMAIL MARKETING SITES

- www.newslettermarketing.com.au
- www.constantcontact.com
- www.mailchimp.com
- www.totalsend.com



HOW TO LINK YOUR SOCIAL MEDIA SITES TOGETHER



<http://communicatevalue.com/social-media/leverage-time-linking-social-media-sites/>



QUESTIONS?

You can also contact Jennifer Sherlock at
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www.jennacommunications.com



NEXT CLASS:

Next Thursday, December 8 @ 6:30-8:30 P.M.
32nd floor of Two Liberty Place

See you there!



THANK YOU, SEE YOU NEXT WEEK!



WORKS CITED

- www.facebook.com
- www.twitter.com
- www.linkedin.com
- www.youtube.com
- www.wikipedia.com

