

Social Media Seminar

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Agenda

- **Social Media Overview**
- **Social Media Monitoring vs Listening**
- **Facebook**
- **Twitter**

Social Media Overview

- **Why? What's the point of Social Media?**
 - Word of Mouth
 - Impact
- **Engagement**
 - Tagging
 - Interacting
 - Social listening/monitoring

Tagging

- **Tags allow social media users to engage an individual, business or any entity with a social profile when they mention them in a post or comment. In Facebook and Instagram, tagging notifies the recipient and hyperlinks to the tagged profile.**

Social Monitoring

- **Social monitoring is reactive. The customer makes the first move and reaches out to the brand on social media. In reaction, the care representative swoops in to solve an issue or answer a question. It's a crucial social strategy to have. But those customer interactions shouldn't stop there.**

Social Listening

- **Social listening is proactive. Social listening allows brands to take those short-term interactions and build them to collect insights for a long-term strategy.**
- **Through social listening, you can also unearth trends among your industry, competitors, and consumer experiences. You can then make necessary changes to stay ahead of the curve and keep your audience engaged.**

Facebook

- **Speaking with one voice**
- **Consistency**
 - Messaging
 - Image
- **Connecting with each other**
- **Chapter and Department Admin Group**

Twitter

- **Why Twitter?**

Twitter's strength is real-time. No other social platform comes close on this front.

- **Hashtagging**

A hashtag is made by prefacing words or phrases with the symbol # (aka the pound sign). Hashtags do not contain any spaces. They are used as labels on social media platforms to group similar content together, which makes it much easier to find information on these platforms with a theme or specific content.

Questions

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