



New Media & Social Networking

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Four Main Keys to Social Networking

- Figure out what you want to say - *Message*
- Determine who cares about that information – *Target Market*
- Decide on your goal – *More site traffic, more hotel visitors,...*
- Given the goal, publish the info quickly, cleanly and virally in a way aimed at the target audience.

Social Media Marketing is Time Intensive

- The more time you put in, carrying out the steps properly, the better the response.
- The more contacts you make, the better the response.
- The more unique, authoritative, and interesting your posts and interactions, the better the response.
- Reciprocate. Plan to make friends and help those friends disseminate their information.

How to Publish Your Info: Set up the *Social Media Trifecta*



- blogging
- bookmarking/networking
- twittering



Connect All The Parts

- Blog displays link to Twitter account
- Blog displays link to Facebook account
- Blog displays Share This button to share with Delicious
- Twitter posts link to blog posts
- Facebook displays Blog headlines with links
- Facebook displays link to Twitter account
- Web site and all press releases include links to Blog, Twitter and Facebook accounts

Specifics: The Blog

- Start with a blog – WordPress, Blogger. 
- Set the blog to provide a business RSS feed.
- Set the blog to ping major blog directories with each post.
- Add subscription button to make it easy to subscribe to the blog  and share with friends 
- Set up a posting schedule and stick to it to build your presence online over time.
- Post quality information about the events, news, special offers.
- Add posts with traditional and non-traditional story angles.

More Specifics: The Blog

- **Vanity Bait:** Include vanity bait in the business feed posts, talking about celebs & people you know, talking about employee product recommendations. Vanity bait gives other people vanity reasons to link to the site.
- **Linkbait:** Include fascinating content as linkbait. Linkbait gives other sites topical or news reasons to link to the site.
- **News Bait:** Offer surprising info, special offers.
- **Mashup:** Set your web site and Facebook to display your latest blog headlines on your web site.
- **Share:** Offer mashups to other sites.
- **Repeat:** Repeatedly offer great info, news and offers.

Specifics: The Social Networking Sites

- Promote the specialized blog content via your sites on FaceBook, MySpace, YouTube, Flickr.
- Request input through comments, polls.
- Link out to non-competitive and complementary resources.



Specifics: The Bookmarking



- Bookmarking sites offer an easy way to share your bookmarks with other people.
- By bookmarking important blog posts with several bookmarking sites, you will be introducing other bookmarking site members to your blog posts.
- Bookmark specific blog entries using the most appropriate social bookmarking sites, being sure to match the demographic of your audience.
- Choose several from: Digg, del.icio.us, de.lirio.us, Reddit, Furl, ClipMarks, StumbleUpon, Ma.gnolia, Mixx, Fark, Propeller, BlueDot, Wists.

Specifics: Twittering



- Twitter is a quick message system. Each post is limited to 140 characters.
- Search in Twitter to find people interested in your topic, then sign up to follow them. Start discussions. Over time, they will start to follow you.
- Use Twitter daily to become established as a friendly trend setter, discussing topics on the blog and networking with people interested in your topic.
- The more followers you have, the more your information gets disseminated.
- Twitter posts must display your character. They cannot be only about business.

More Specifics: Twittering

- Twitterers consider Twitter to be a great way to keep up with news – Indian prof in US gathered Mumbai terrorist attack news through Twitter much earlier than it appeared on CNN
- Twitterers know they can get important news on topics of interest faster than Google can index web pages and list those pages
- Twitter has been shown to be an effective marketing tool as long as marketers build relationships and converse with others

And More Specifics: Twittering

- Major influencers are on Twitter and can have a great word of mouth effect.
- Twitter drives visitor traffic.
- Twitter humanizes marketing efforts.
- Twitter allows relevant on-topic public discourse, plus private messages.
- Add  to your blog and web site.
- Use Tweetie or Twhirl to Tweet with an iPhone.





How to Build a Large Following on Twitter

- Search for and follow interesting people.
- Reward each new follower with a link to important info.
- Read the tweets of followers and respond.
- Visit their web sites, comment on their blogs.
- Tweet several times per day.
- Include a quotation or two each day. People re-tweet quotations.
- Re-tweet good posts you read to build relationships.
- Answer any direct messages.
- Keep the percentage of self-serving messages lower than the percentage of simple interactive messages.

How to Get Re-tweeted

- Tweet on interesting topics
- Ask people to re-tweet (Please retweet)
- Link to great blog posts
- Tweet about a great list
- Tweet about a freebie
- Tweet about breaking news
- Tweet about Twitter
- Tweet about how to do something
- Add “Recommend this page in a tweet” link to a page

Who Uses Twitter?

Just a few of the large companies using Twitter:

- Jet Blue
- Blackberry
- Comcast
- Barack Obama
- Network Solutions
- Whole Foods
- HP
- Southwest

Specifics: The Widgets

- Widgets are free things you can give away online.
- They can be software programs that do something cool (dancing personalized elves), programs that perform a helpful service, an early movie trailer, specialized calculator, etc. iTaxMama on iPhone
- Determine whether a widget would appeal to your target audience. If so, decide what kind of widget.
- Develop the widget, keeping your brand in the forefront and including a link to your site.
- Distribute the widget online by getting out the word.

ROI

for Social Networking Campaigns

- Measuring the return from the investment in social media is difficult today, but improving.
- We CAN measure increase in visitors to a site, number of widget downloads, number of sales compared to previous, ...
- Often we can see the number of widgets in daily use.
- Some specific campaigns do lend themselves to good ROI measurement: HP 31 Days of the Dragon.



So How Do We Start Effective Social Networking?

Prepare

First 2 Steps to Take Before Starting Social Networking Campaign

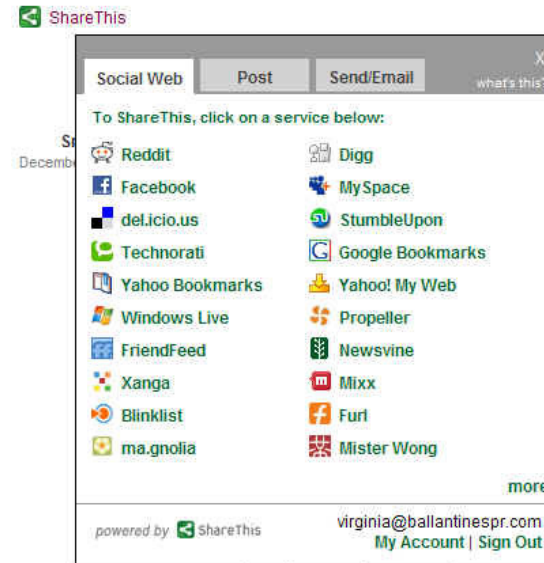
1. Start your blog and start posting in the blog
2. Join a few bookmarking sites and participate
 - StumbleUpon
 - delicious
 - Digg
 - de.lirio.us
 - Reddit

Second 2 Steps to Take Before Starting Social Networking Campaign

3. Join one or more social networking sites.
 - Join Facebook and start conversing with contacts.
4. Join Twitter and start following people interested in your topic, responding to their posts, gathering your own followers.

Simple Example: To Spread the Word About a Special Event

1. Post the full information about the event in your blog.
2. Use ShareThis button to start your own bookmarking of the post and to add the post to social networking sites.



Simple Example: Continue Spreading the Word

3. Search for local event sites such as ExperienceLA, City Search, Eventful.
4. Post the announcement in each event site.
5. Post to iReport if it's possible CNN might be interested.
6. Be sure to include a link to the blog post for the event. That link provides another incoming link to your blog, and we all want to increase the number of incoming links to our web sites.

Simple Example: Twitter About the Event

7. Your Twitter followers know you and are interested in your topic.
8. Your followers will mention your twitter to others.
9. Play nice and reciprocate. You're making friends.

Results for Event SMM

After carrying out all the outlined steps:

- You will see an increase in links and traffic to your blog, the amount of increase depending on the number of friends and followers.
- As you gather more contacts and become known for who you are and the type of info you post, results will increase.
- The longer you play the game, the better your results.
- You want your message to go viral so that other people will do your marketing for you.



Presentation Available for Download

Go to

<http://www.ballantinespr.com/NMGC>

- Download this PowerPoint as a PDF
- Download Introduction to Twitter

THANK YOU!

NMTD Facebook

The screenshot shows a Facebook news feed interface. At the top is a dark blue navigation bar with the Facebook logo and links for Home, Profile, Friends, and Inbox. On the right side of this bar are links for New Mexico Tourism, Settings, and Logout, along with a search box. On the left side, there is a vertical menu with options: News Feed (selected), Santa Fe, NM, Public Profiles, Status Updates, Photos, and Links. Below the menu are 'More' and 'Create' buttons. The main content area features a 'What's on your mind?' text box with a 'Share' button. Below this are three posts: 1) A post by Wendy Forbes with a profile picture of a woman and a blue text box containing her message: 'Wendy Forbes is sitting through way too many welcome statements and wishes we could get to the meat. Where's the beef?!' with a timestamp of '47 seconds ago' and 'Comment · Like' options. 2) A post by Swaia Santa Fe with a profile picture of a person and a blue text box containing the text: 'Swaia Santa Fe Visit www.swaia.org/blog for info on our 2009 SWAIA Artist Fellowship Winners!' followed by a sub-section titled 'SWAIA Blog' with a source link and a paragraph of text. 3) A sponsored post for 'Red Dead Redemption' with a profile picture of a person and a blue text box containing the text: 'Red Dead Redemption Joshua Alls is a fan.' followed by a video player showing a scene from the game and a caption: 'Coming soon from soon from Rockstar Games. 'ar Games. V the debut trailer rbut trailer n'. The right sidebar contains three sections: 'Requests' with '5 new updates', 'Suggestions' with a suggestion for 'Sombbrero Man' and an 'Add as Friend' button, and 'Sponsored' with the 'Red Dead Redemption' post.

NMTD Twitter


The screenshot shows the Twitter homepage with a yellow promotional banner for NMTourism. The banner includes the text "Hey there! NMTourism is using Twitter." and "Join today!" with a sub-link "Already using Twitter from your phone? Click here." Below the banner is the NMTourism profile, which includes a profile picture of the New Mexico Department of Tourism, the name "NMTourism", and a tweet about the Governor's Conference on Tourism. The tweet text is "waking up in Farmington this morning for the Governor's Conference on Tourism: www.tanm.org" and "Jen Hoffman just gave a great speech on Ecotourism in NM: http://bit.ly/gaz0O". The right sidebar shows the profile statistics: 101 following, 342 followers, 6 updates, and a list of accounts being followed.

twitter Login Join Twitter!

Hey there! NMTourism is using Twitter.

Join today!

Already using Twitter from your phone? [Click here.](#)


 **NMTourism**

waking up in Farmington this morning for the Governor's Conference on Tourism: www.tanm.org
about 1 hour ago from web

Jen Hoffman just gave a great speech on Ecotourism in NM: <http://bit.ly/gaz0O>
about 22 hours ago from web

The Weather Channel's live in Taos today: <http://bit.ly/dAyZG>
9:08 PM May 5th from web

Horse Trained In N.M. Wins Kentucky Derby
<http://www.koat.com/news/19...>
5:23 PM May 5th from web

Name New Mexico Tourism
101 following 342 followers
Updates 6
Favorites
Following

View All...
RSS feed of NMTourism's updates

NMTD Wikipedia



WIKIPEDIA
The Free Encyclopedia

NMTD YouTube





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