

GO TEXAN SOCIAL MEDIA WORKSHOP

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GO TEXAN.®

YOUR SPEAKERS



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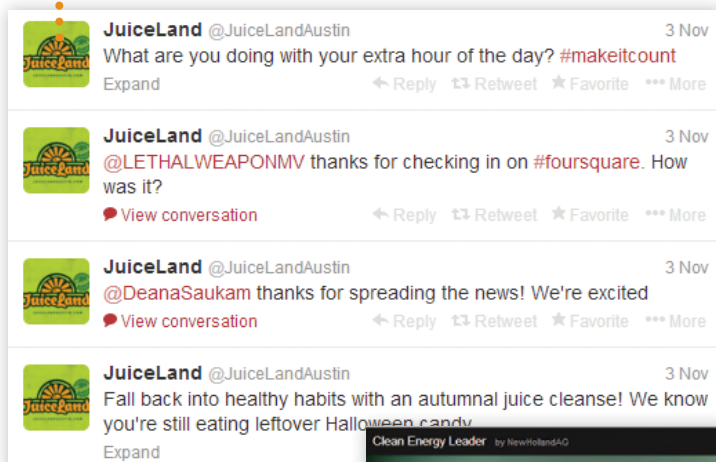
fieldassignment.com
reputationmanagement.com
charlestonorwig.com

Q & A

Juiceland Twitter

WHAT DO THEY DO WELL?

HOW CAN THEY IMPROVE?



New Holland YouTube

IS YOUTUBE RIGHT FOR YOUR BUSINESS?

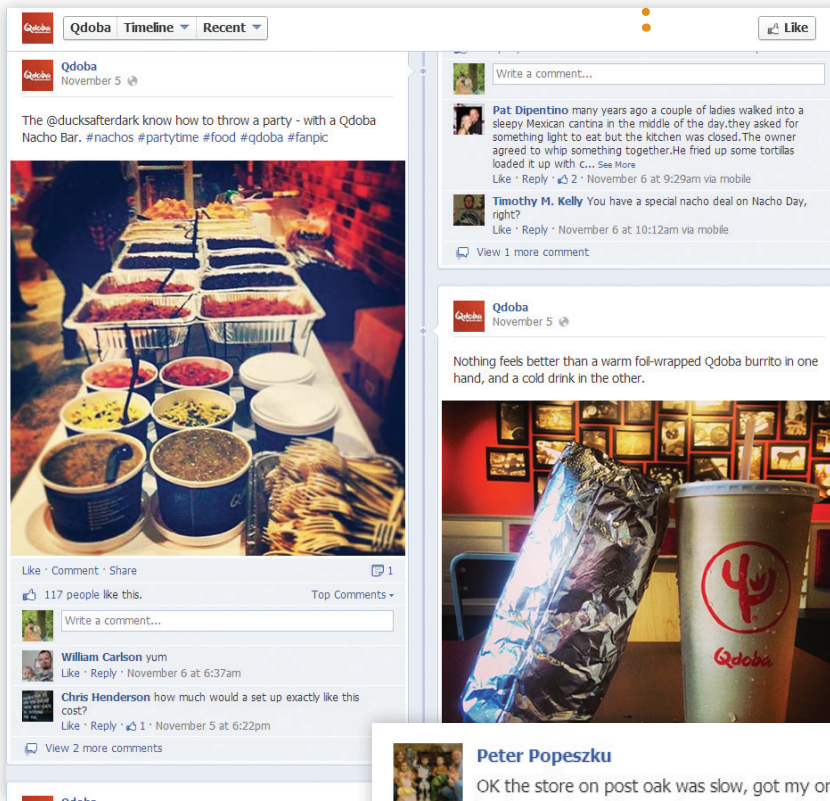


Qdoba

WHO ARE THEY TARGETING
IN THESE POSTS?

WHAT MAKES THESE POSTS EFFECTIVE?

WHAT COULD THEY IMPROVE?



Potbelly Unsatisfied Customer Response

WHAT DID THEY DO WELL IN THIS SITUATION?

Perfect Pin



WHAT MAKES THIS THE "PERFECT PIN"?



PLANNING

WHAT WOULD YOU LIKE TO ACHIEVE?

TOOLS

		
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TACTICS

1	1	1
2	2	2
3	3	3
4	4	4
5	5	5

SOCIAL MEDIA USES CHART

Facebook	Twitter	YouTube	Instagram	Blog	LinkedIn	Pinterest	Google+	Flickr	Yelp	Foursquare	Etsy	AngiesList
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Best for this Goal

Web Traffic	✓	✓		✓	✓	✓	✓	✓				
Reviews	✓						✓		✓			✓
Foot Traffic	✓	✓							✓	✓		
Direct Sales						✓					✓	
Informative	✓		✓		✓				✓			
Brand Experience	✓	✓	✓	✓	✓		✓	✓	✓	✓		
Photo Sharing	✓			✓				✓				

Best for this Content

Text	✓	✓			✓					✓	✓	✓	✓
Photo	✓			✓			✓		✓			✓	
Video			✓										
Connections						✓		✓					
Customer Service	✓	✓							✓	✓			✓
Loyalty	✓	✓	✓	✓	✓		✓			✓			

30 DAY SOCIAL MEDIA CHALLENGE

1

Post a status update on your page



5

TIP

Establish your business keywords



6

Create a post with a link

7

Create and send a tweet



8

Create a board expressing your business' interest



12

Reply to a tweet



13

Follow another business' board



14

Connect with 10 colleagues



15

TIP

Set up a Google Alert for your business name

19

Join an industry group



20

TIP

Research how to effectively use hashtags

21

Explore your page insights



22

Shorten a link using bit.ly



26

Change your background



27

Create a board others can pin to



28

Create a company page



29

TIP

Reference social media platforms in off-line materials

<p>2</p> <p>Retweet a post</p> 	<p>3</p> <p>Repin a pin</p> 	<p>4</p> <p>Establish a personal profile</p> 	<div> <p>GO</p> <p>SOCIAL MEDIA</p> <p>Enjoyed today?</p> </div> <div> <p>GO</p> <p>STRATEGY</p> <p>Want a little more?</p> </div> <div> <p>GO</p> <p>ONLINE</p> <p>Search for GO TEXAN Social Media Chat on Facebook or visit on.fb.me/1byFwkC</p>  <p>GO TEXAN.®</p> <p>For further information, contact us at GOTEXAN@ TexasAgriculture.gov or (877) 99-GOTEX</p> </div>
<p>9</p> <p>Add a previous position to your profile</p> 	<p>10</p> <p>Follow an industry leader</p> 	<p>11</p> <p>Reply to comments to engage fans</p> 	
<p>16</p> <p>Like an industry-leading page</p> 	<p>17</p> <p>Send a direct message</p> 	<p>18</p> <p>Create an original pin</p> 	
<p>23</p> <p>Finish your business profile</p> 	<p>24</p> <p>Post a news article that relates to your business</p> 	<p>25</p> <p>TIP</p> <p>Look into a social media management tool (example: HootSuite)</p>	
<p>30</p> <p>Join another social media platform (Foursquare, Google+, Instagram, etc.)</p>			

..... Weekly SOCIAL MEDIA ROUTINE

BLOG POST

Write ____ new blog posts this week
TARGET KEYWORDS:

1. _____
2. _____
3. _____

    Share the link on your social media platforms



Find and "like" a new page



Update your page status daily, at least 2 - 3 days should include a picture

Reply to comments and answer questions left on the page daily



Send at least 2 tweets daily

Content ideas: business-related, promotional, informational, circulate blog post, fun & interesting

Re-tweet 2 tweets per day

Reply to all mentions

Follow 5 new people a week



Update your company status once



Connect with **3** new people or companies



If applicable, ask for one recommendation



Add 3 original pins



Re-pin at least 3 pins



Follow 1 inspirational board related to your business



Manage boards and create new boards if necessary