



DEFINED CONVERSIONS AND GOALS (WHAT HAPPENED)

1. Site Visits

The visits are presently about _____ a month, our goal is to increase visitation by 100% to about _____

January 2010	February 2010	March 2010
_____ Visits, an increase of 27%	_____ Visits, a decrease of 4%	_____ Visits, an increase of 12%

2. Visits to _____ (Specific Page)

3. Visits to _____ (Specific Page2)

4. Phone Call Leads

5. Enewsletter Signups

6. Email Leads

March

WHAT OCCURRED

- Visit Details
- Last Moth's idea worked – or not

WHAT WE LEARNED

- People love the new ____ page
- Visits to the Contact Form remained fairly steady from January to March 2010.

WHAT WE SHOULD DO NOW

- Start another contest
- Increase visibility of subpages to engines by _____
- Put a link to the contact page on all _____ pages.
- Determine ways to call out _____ page and the contact form a bit better.

Office: (207) 684-4000
Mobile: (207) 491-3781

Ross@TheInternetEducator.com

What is Social Networking?

Social Networking is a common concept in the real world. It is the idea of grouping individuals by categories of similar interests, where they can engage in conversation and share ideas. But within the past decade, it has taken the world by storm as it has become a significant means of communication on the internet. Every day, people on online social networks are re-connecting with former classmates, instantly sharing vacation photos, maintaining contacts with pals from college and publishing their plans for the day for close friends or (if they choose), the rest of the social online world to see. Social Networking is a highly effective tool for staying socially informed and is quickly becoming a primary source of communication for people all over the world.

Social Networking for Business

A proven success in keeping people in touch with friends and world news, Social Networking is now being used as a tool for helping businesses establish, develop and differentiate their brands. Companies are able to touch base with customers, recognize them and answer their questions, concerns and requests. Additionally, businesses can use social networking to define their unique personalities and individual values and communicate them however they choose, to their target audiences. Many businesses, big and small have had great success with Social Networking, but it's not as simple as 1-2-3. Though there is no specific set of directions for businesses to follow, it must be approached in a proper manner. Social Networking can hurt a business if it is not done properly.

Social Goals (AKA what we should be striving for on social networks...)

1. Use social networking to effectively communicate the brand to “the world”, aka _____, customers, friends, acquaintances, industry, etc.
2. Connect with "customers" on a personal, friendly level
3. Increase organizational involvement on social networks overtime to further expand online presence
4. Maintain brand consistency and frequent participation within networks
5. Establish _____ as an expert in the field
6. Establish/maintain brand awareness via "World of Mouth" advertising
7. Stay up-to-date on what's happening within our industry (news, competition, etc.)
8. Show our willingness to go above and beyond to exceed expectations
9. Engage in conversation with others, pose questions, and seek answers
10. Ultimately, utilize social networks as a tool to increase traffic to the website

Current Networks

LinkedIn
MySpace
Facebook
Twitter

Procedures

List of "how to" and frequency on current networks

Participation

Participation is crucial to having success with social networking. It is impossible to make progress by observation alone. Comment on what others are doing, on what you are doing, and do so in a non-promotional way. Become part of the online community and remember above all else that you are human and it's okay to show it! There really are no set “rules” to social media, but let it be known that it calls for individuality, good judgment and common sense. You should always ask yourself 3 questions before final submissions online:

1. Does this reflect our organization in a positive, intelligent and personable manner? If not, rethink it.
2. Does it sound as though I am trying to force products or sales upon people? If so, start again.
3. Does this have relevance to the organization and/or the interests of the target that is listening? If not, go back to the beginning.

Keep this in mind when you are using social networks.

Also consider the following:

Time. Social networking requires time. And if time isn't made to stay active on and maintain networks, they are useless. Our online presence is important. Networks should be updated _____, at the very least _____. If you can make the time to update them a few times a day, even better, but be sure to let sufficient time (2-3 hours) pass in between status updates. @replies on twitter or comments on other people's pages don't count, feel free to interact with others as often as preferred.

Content Creation. With an organization account, it is much more effective to distribute participation amongst a group / make an individual responsible . Responsibility is assigned to _____.

Content Categories. The following categories are meant to provide guidance on what you can put on the social networks. Keep in mind, they should remain flexible to allow for larger industry and community events.

It is important to keep always be focused on this question:

What does everyone care about?

Customers-

-What we have to offer

-The personality behind our brand

-The quality of customer service

Industry-

-Who knows what they're doing?

“Social Policy Template”

- Who is up-to-date on the latest news?
- Who the leaders are, where success lies
- Friends-
- How business is going
- What you’re doing during your day
- What’s new!

Here is a general idea of what kinds of things we could be posting on our social networks:

- Pose a question. How is everybody doing this afternoon?
- Answer questions. Twitter is especially ideal for problem resolution. While phone conversations can help solve problems, nobody likes to wait. Twitter is an instant platform that can help answer questions fast. If it’s a small issue, a single tweet may be all it takes to fix it. For a more complex problem, the brand can engage in a more complex conversation with the customer. This is a huge time and money saver.
- Provide news. Find an article at an industry news page and post it. Be sure to credit your source. This will help with establishing a reputation for knowledge and expertise within our industry. If you see an article someone posted on twitter, you can repost or “retweet” it. Just copy and paste, but write “RT @username” (whoever the article came from) to the beginning of your post. This basically says, here is a great article I found, but I heard about it from so-and-so.
- Show that you’re human. Say something irrelevant to _____. It’s ok, as long as it isn’t every time. Once and a while it’s refreshing for people to see something that is not strictly business talk. It can make people smile, laugh, or learn and also make us seem like less of a robot or imaginary being, and more like a regular person just like everybody else, even though we are speaking from a business name.
- Post an update about our website. Highlight a certain section of our site to capture people’s attention.

Posting Dos and Don’ts

1. Do be clear and when expressing personal thoughts, indicate that you are speaking for yourself and not on behalf of the company.
2. Don’t forget that our online presence reflects the company and that you are responsible for your actions, including any images, comments or statements that you post. Be selective and practice your good judgment.
3. Do make sure your posts are compliant with the company’s confidentiality and disclosure of classified information policies on any social networking sites or blogs.
4. Do respect the company, other employees, customers and competitors.
5. Don’t try to sell or force products upon people.
6. Do respond quickly to messages or comments to aid in building an online presence. This is a great way to exceed expectations.
7. Don’t ever take stabs at other companies or people and stay positive at all times.
8. Do take time to recognize others and their success and participate, participate, participate.
9. Don’t forget that customers are the reason we are on these networks and be sensitive to them, first and foremost!



Measuring Effectiveness

- Track incoming traffic from links and follow website traffic trends closely
- Number of people in social media groups, fan pages, etc
- Conversation tracking tools like Twitter Search
- Interaction (are customers engaged in your activities?)
- _____
- _____
- _____