

SOCIAL MEDIA TRAINING GUIDE

Case Study: Tranquila™ Relaxation Beverage

This guide will help you create a client's social media campaign from "scratch." Social media campaigns engage a community around a brand and communicate and raise awareness of that brand for targeted demographics. Social media is also used to enhance SEO and gateways to the primary company website and showcase articles about the product/company.

A client's social media is primarily executed via the following four platforms: Facebook, Twitter, Blogger, and YouTube.

FACEBOOK

Clients will most often have a "fan page" on Facebook to reach out to a target audience. Fan pages can be created through your Facebook log in (and you can then give "admin" privileges to others).

*****How to create a Facebook fan page for a client:***

1. Fan pages are created through "Ads & Pages," which is accessible by clicking on the green "F" icon on the bottom toolbar of your Facebook page. "Ads & Pages" can also be accessed via this link: <http://www.facebook.com/home.php#/business/dashboard/?ref=sb>
2. Click on "Pages" and then click on "Create Page"
3. You will specify the sort of fan page you are creating from the list of choices. For Tranquila, you would select "Brand, Product, or Organization."
4. Enter the name of the product and click "continue".
5. At this point, you will be creating a fan page that is very similar to an individual's Facebook profile page. You can enter information about the company including the company mission and descriptions of the product as well as upload photos and videos and create events. Like any Facebook page, you can administer status updates.
6. To add administrators to the page, you will click on "edit page" (which is located under where the default picture is). On the right hand side of the page (about halfway down) it says "Admins" and you can click on "Add" to add administrators with whom you are friends.
7. When you have created the page in its entirety, go to "Edit Page" and click "Publish" so that the page becomes public to all of Facebook. Before this is done, the page is visible only to the admins.

Administering a Fan Page

Once you have created the fan page, it is important to add relevant content to the page so that Facebook users are drawn to the page and current fans remain engaged. This includes:

1. Status updates that include:
 - a. links to relevant articles (related to the product or company's mission, product or industry)
 - b. links to articles featuring the product
2. Photos:
 - a. of the product
 - b. photos of people engaging with the product
 - c. any scanned image of an article featuring the product
3. Videos:
 - a. the product being featured on TV
 - b. activities related to the product that fans would appreciate (can be amusing)
4. Events: any events that the company holds related to the event can be created from this page.

Creating "Community Chameleons" that will interact with the fan page:

"Community Chameleons" are Facebook profiles that are created and administered to interact with the fan page.

Creating the "Community Chameleons:"

1. To create "Community Chameleons" you would create Facebook profiles that you would then administer to interact with the fan page (for example- write on the wall, comment on photos, start a discussion).

Using the "Community Chameleons" to a client's advantage:

1. "Community Chameleons" can post links to the client's website or related articles on their own profiles as well.
2. These "Community Chameleons" can join Facebook groups and become fans of pages that are relevant to the client's demographic and engage with those groups/pages to then create buzz about the client.

How to "build" (increase the number of fans) of a fan page:

1. Fans of a product will “become a fan” of the product on fan page, which essentially allows them to “join” the fan page.
2. The fan page can also be featured on the company’s website by:
 - a. Click on “edit page” from the product’s fan page
 - b. Scroll down and look on the right hand side of the page to where it says “Promotion” and click on “Add Fan Box to your site.”
 - c. Click on “Other” to copy and paste the HTML in the box into a website. This can also be done on Blogger to advertise the Facebook page (more on Blogger later).
3. “Chameleon” profiles can mention/link to/recommend a brand in discussions threads held in relevant groups. The “Chameleon” profiles can also “friend” people who are active in these groups and discussions.
4. The fan page can be “suggested to friends”. On the fan page, scroll down to below where the photo albums would be on the left side of the page and click on “Suggest to Friends.” This is how you can invite friends to become fans of the page and start a viral trend of becoming a fan of the page.
5. The fan page can be linked to on Twitter and Blogger.
6. Contests (for example, give aways) through Twitter and Facebook to hit a certain number of followers.

How to increase friends and fans on Facebook:

1. Like Twitter, Facebook has many groups composed of relevant fan bases. With a fan page, you should suggest to these users to become fans of the page.
2. Send users a message after they’ve become a fan of your page. Build a relationship with each fan and they’ll become a fan and a customer forever. Once you build a connection there’s a good chance the user will tell their friends.
3. Use your Twitter following to your advantage (which can grow more organically than a Facebook fan page often can) and message your followers as they “follow” you so that they can become a fan on Facebook.
4. Both new and existing Facebook users can be suggested to friends. Click on “Suggest friends for NAME” which is found on the left hand side of the person’s Facebook page under where their photo albums would be.

How does a Facebook fan page pertain to Tranquila™?

Tranquila’s™ fan page can include:

1. Status updates:

- a. Links to the press release as well as sections of Tranquila's™ website: (for example: "Interested in hearing more about Tranquila's™ no-melatonin formula? Visit our FAQ: (link to website FAQ here).
- b. Links to articles featuring Tranquila™ or the category of "relaxation" beverages
- c. Links to articles about relaxation, meditation, yoga, wellness
- d. Content of status updates including information and statistics about holistic health, mindful thinking, relaxation, stress relief, workplace anxiety
- e. Content can ask questions, for example, "Even though National Relaxation Day was recently celebrated, how will you take much-needed chill outs throughout the year?" (the "Chameleon" profiles (described below) can respond, and their responses will more often than not prompt other responses!)

2. Photos: photos of the product, also perhaps Google images of "frazzled people" "stressed out people" as representations of people who need Tranquila (You could create a photo album along the lines of "don't let this happen to you"/have these people EVER experienced "stress-less days?")

3. Videos:

- a. TV featuring Tranquila
- b. Related videos about relaxation, stress relief, job stresses

USING COMMUNITY CHAMELEONS: "Community Chameleons" could be created and join groups about stress relief, become a fan of pages about yoga, meditation, stress, workplace stress, and join groups related to topics pertaining to stress relief, the workplace, long hours, health, and wellness.

STATUS UPDATES: Through status updates, Tranquila can link to existing Facebook groups related to stressed out people (For example: Wow, from the comments in this group (link) these people could use Tranquila!)

INCREASING FRIENDS/FANS: Suggest that Facebook users who are fans of yoga, meditation, motherhood, etc. become a fan of Tranquila. Use the Chameleon profiles to interact with these people.

TWITTER

Twitter accounts allow for the use of micro-blogging to foster a community around a brand. By posting interesting and relevant tweets and asking the community questions to promote discussion around related topics, followers engage with a brand.

How to create a Twitter account for a client

1. Go to www.twitter.com and click on “Sign Up Now”
2. Enter the information needed: Full Name (company/product name), Username, Password, and an email address to which updates will be sent. Click continue, and you have created the page!
3. From the main page, click on “Settings” in the upper right hand corner.
4. Under Settings → Account: you can enter a URL, location, and a 160 character bio. Save!
5. Under Settings → Picture: you can upload a photo of the client’s product/logo. Make sure to save!
6. Under Settings → Design: you can adjust the background of the client’s twitter page by uploading images particular to that client. Save!

How to tweet (and also see Cindy’s “How to Twitter”

1. The main page of the Twitter account you have created includes a box in which you can type 140 character updates. Tweets are 140 characters or fewer, and never more!
2. If you include a link in your tweet, the link is part of (and not in addition to) the 140 character limit.
3. SHORTEN LINKS! Links can get long. Use URL shorteners like bit.ly (<http://bit.ly>) to shorten links that you will include with tweets.
4. On Twitter, you have “followers” and you “follow” people. You do not need to necessarily follow all of the people who follow you.
5. The tweets of people you follow will appear in real-time (reverse chronological order) on your home page. When you refresh your home page, the tweets on the top of your page will refresh to be the most recent ones.
6. You can re-post relevant tweets from people you follow by “retweeting” them. This is done by **RT @USERNAME** tweet here. This is how people forward Twitter posts they see from someone on Twitter to their own followers.

7. To communicate with one “tweep” (twitter speak for person) individually, you would type in “@USERNAME your message.” This tweet will appear in their @reply column, which is found on the Twitter home page on the left hand side by clicking on @USERNAME.
8. Twitter includes topical chats/conversations that are denoted by the # symbol (called a “hashtag” in Twitterland). If you are posting a link to a press release, you could end the tweet with #news, or any combination of # + client, # + relevant topic. You can include as many # in a tweet as you would like.

What to tweet

1. Tweets can include information similar or even identical to fan page status updates:
 - a. Links to client media placements (this can be done through your own research or by retweeting (RT) someone)
 - b. Links to relevant industry articles (also can be done through your own research or a RT)
 - c. Links to news that would interest the fan base (your own research or RT)
 - d. Statistics of interest (your own research or RT)
 - e. @replies to people in the fan base to encourage interactions with followers
 - f. Links to press releases, blogs (more to come on blogging), and the Facebook fan page
 - g. Tweets can be about contests, giveaways, or any product information
 - h. Tweets can ask questions of the community of followers

How to “build” a following on Twitter:

Tweets are no good if no one can read them! Clients’ twitter accounts will need to be built by following tweeps that are members of relevant fan bases.

To do this, you will have to “follow” relevant tweeps:

1. Search twitter for a community by clicking “Find People” in the upper right hand corner. Enter your search terms, for example “moms,” “mom,” “health,” “stress,” “freelancers.”
2. You will be given a list of twitter accounts that include your keyword in their username or description. The tweeps are listed by number of followers in descending order.
3. You can follow these tweeps by clicking the “Follow” button next to their description.
4. Repeat these steps for a variety of search terms so that the client is following myriad relevant audiences.
5. In turn, as you build the client’s twitter, many of these tweeps will follow you because they become interested in your tweets.

How to increase followers on Twitter through community groups:

1. You can find followers who are related to your business and special interests through Twellow.com, TweetFind.com, wefollow.com and search.twitter.com.
2. Search twitter itself via the search bar for relevant chats and groups through #keyword.

How does Twitter pertain to Tranquila™?

1. Tweets can be composed of links to articles and information about being overworked, stress, anxiety relief, community support, and health.
2. Tweets can RT relevant information posted by members of the Tranquila™ community.
3. Tweets can also push PR content about Tranquila to the followers and notify followers of new content on the website, and other relevant content that the community is interested in talking about.
4. You will want to include hashtags to relevant audiences. This includes the stressed workforce as well as stay-at-home moms. You can hashtag #moms, #freelancers, #unemployed, #jobsearch, #work, #anxiety, #stress, #health, #wellness, #stressedout, etc., to reach these communities.
5. You will want to build Tranquila's community around these hashtags as well. You will search under "Find People" for people in this community. As you find relevant tweeps this way, peruse their list of followers for even more relevant tweeps to him they are connected.
6. Gaining followers through Twitter communities is possible through sites like wefollow.com (described above). On wefollow.com you would want to search for moms (340,982 tweeps are tagged on this website with the keyword "moms" and I would imagine many of them blog as well). You could also search for the tag "Freelancer," "unemployed," or any other job related tag to gain followers in these communities. You can also hashtag these communities: #moms, #freelancers, #unemployed, and any others.

SAMPLE TWEETS FOR TRANQUILA™:

As the cost of #beer increases (tiny url link to 8/27 WSJ article), it's time to #drink something a little more affordable: #Tranquila *(Tweet explanation: Hashtags are used with common search words as well as the brand name so that this tweet appears in conversations containing these words).*

Yikes. Ever seen such #stressed out people? (link to amusing YouTube videos of incredibly stressed out people.) #stressrelief *(Tweet explanation: Hashtags used with keywords to reach communities that discuss stress and stress relief).*

How did you all celebrate #national #relaxation #day? *(Tweet explanation: This tweet engages Tranquila's followers by posing a question to the community, and also poses the question to particular communities found under certain keywords).*

#Sleepy daytimes no more – there’s no #melatonin in #Tranquila’s daytime formula! #health #wellness #relaxation #moms *(Tweet explanation: This tweet communicates Tranquila’s unique composition in the industry of relaxation beverages in that its daytime formula does not contain melatonin. By using hashtags, this tweet is communicated to health, wellness, and stress relief oriented communities as well as stay-at-home moms, a key audience for Tranquila)*

BLOGGER

Blogger is a free blogging service of Google found at www.blogger.com. Blogging is a great way to establish clients as experts and communicate cohesive messages among blogs, tweets, and fan page status updates. Clients are established as experts through blog posts that discuss trends, news, and overall themes in particular topics and industries.

How to create a blog:

1. Go to www.blogger.com and click on “Create a Blog”
2. You must have a Google e-mail address to create a blog. If you don’t or the client doesn’t, create a generic Google e-mail address.
3. Enter a password, Blog display name (example:Tranquila), and continue.
4. Edit blog settings: You will be able to edit the SETTINGS of the blog by clicking on settings and then inputting information about the company/product in the “Description” box.
5. Edit design: Click on LAYOUT to view and edit via the tabs “Page Elements,” “Font and Color,” “Edit HTML,” and “Pick New Template.”

To post a blog:

1. Sign in to Blogger using your email address and password. You will be brought to the main page known as the Dashboard.
2. Click on “NEW POST.”
3. Enter the title and type in the post. Spell check!
4. To add a photo to the blog post, click on the small icon under the title bar that looks like a mountain with a blue sky background. You can upload a saved image.
5. To add a video to the blog post, click on the small icon under the title bar that looks like a film reel. You can upload a saved video.

6. Click Publish Post.
7. View your post!

To generate blog ideas:

1. Search other blogs for relevant topics to see what sort of blogging has occurred on the subject.
Search engines to use:
 - a. Google: <http://blogsearch.google.com/>
 - b. Technorati (blog search engine) www.technorati.com
 - c. Google News (to see how the topic is being covered): <http://news.google.com/>
2. As you find blogs that have included postings on relevant topics, use the blogs themselves as research tools. Find other blog topics by researching:
 - a. what other blogs a particular blog links to
 - b. if bloggers have a twitter account (and even more importantly, how many followers they have).
3. Then, using concise and engaging language, write a blog! Blogs should be no more than a page long, and preferably limited to a few paragraphs.

(Information on “How to Blog” is available in the file server under HOW TO BLOG saved in SOCIAL MEDIA.)

How does blogging pertain to Tranquila™?

Blogs are a great way to expand on Tranquila’s FAQ and establish Tranquila’s founders as *the experts* in the relaxation beverage industry.

Possible blog postings:

1. Expound on recent survey results from the American Psychological Association related to stress
2. How Americans use a minute percentage of their vacation time (and thus must be even more stressed)
3. Job stresses and perhaps the stress related to changing careers
4. Relaxation and sleep related issues
5. You could create a Survey Monkey questionnaire related to stress and students, or stress and the potentially unemployed, and then write a blog post about the results.

YOUTUBE

Through the use of YouTube and other video sharing sites, we engage and create a community around a brand.

*****How to create a YouTube account:***

1. Go to http://www.youtube.com/create_account
2. Select a username and password.
3. Then sign in.
4. To upload a video: Click "Upload Video" in the right hand corner and follow the instructions.

*****How does YouTube pertain to Tranquila™?***

YouTube can act as a host to content that can be discussed and posted in other social media spaces: on blogs, Twitter, and Facebook. You can also search for content on YouTube that connects to Tranquila's fan base.

MISCELLANEOUS

Helpful Social Media Tools for Client Campaigns

1. Ping.fm (<http://ping.fm>)

****Ping.fm is a service that allows a user to update many social media at once. By signing up for Ping.fm, you can administer updates to a client's Facebook page, Twitter, and Blogger simultaneously:**

1. Sign up at Ping.fm and then add a client's Twitter, Facebook, and Blogger by creating an account
2. From the main page called the Dashboard, click on "Add Networks." Add relevant networks: Facebook, Twitter, and Blogger. This is done by entering in your log in information for these networks (it is safe to do this on this site).
3. When you want to administer a post to all social media at the same time, sign in to Ping.fm and type your message into the posting box. It will be administered everywhere you designated!