



SOCIAL MEDIA TOOLS & TECHNIQUES

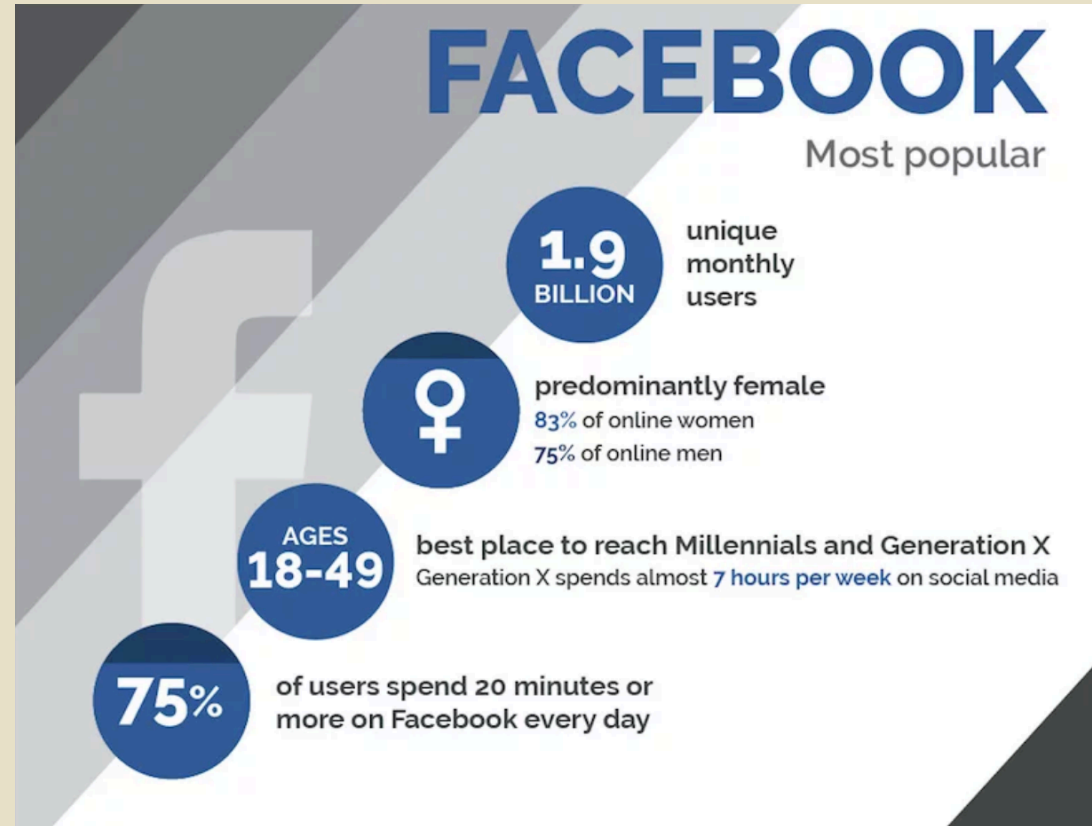
Alex McDermid, MPR



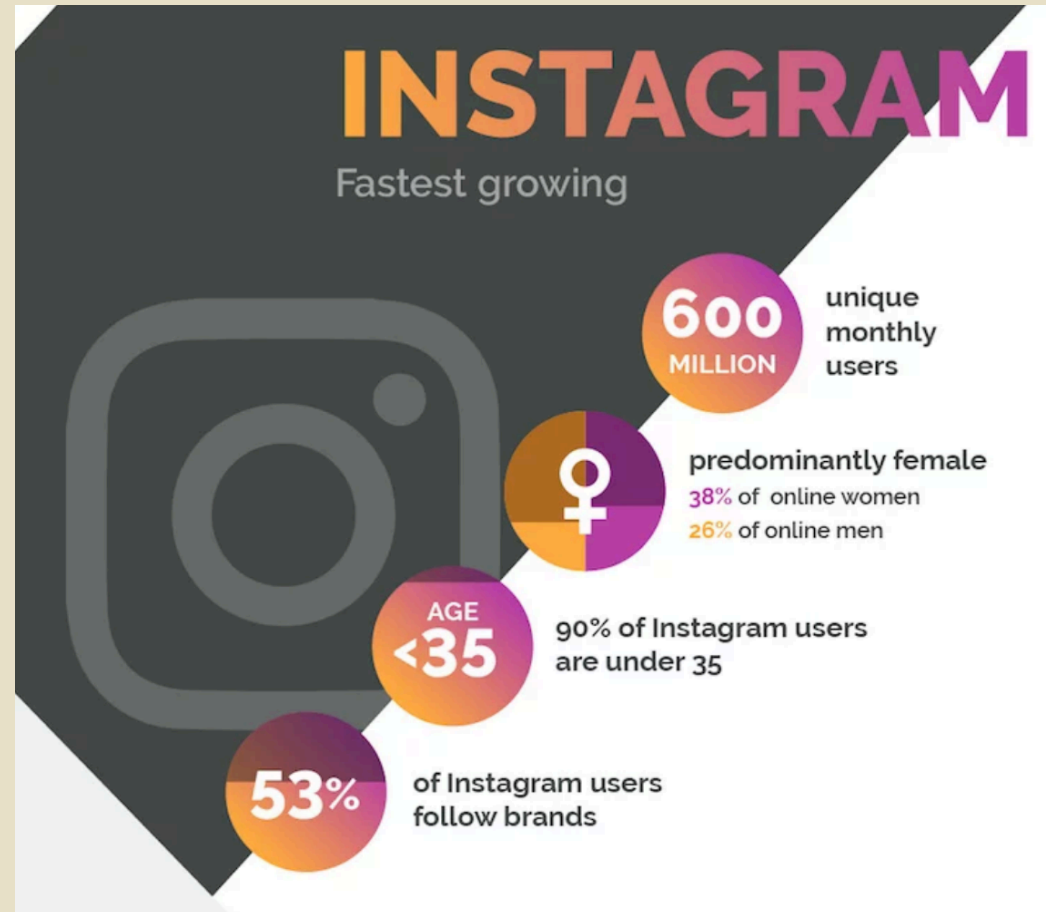
Agenda

- Social Media Breakdown
- Content Creation
 - Newsroom
 - Videos
 - Two-way Communication
 - Hiding Comments
- Advertisements
 - Facebook and Instagram
 - Twitter
 - Analytics
- Programs to Look Into
- Questions

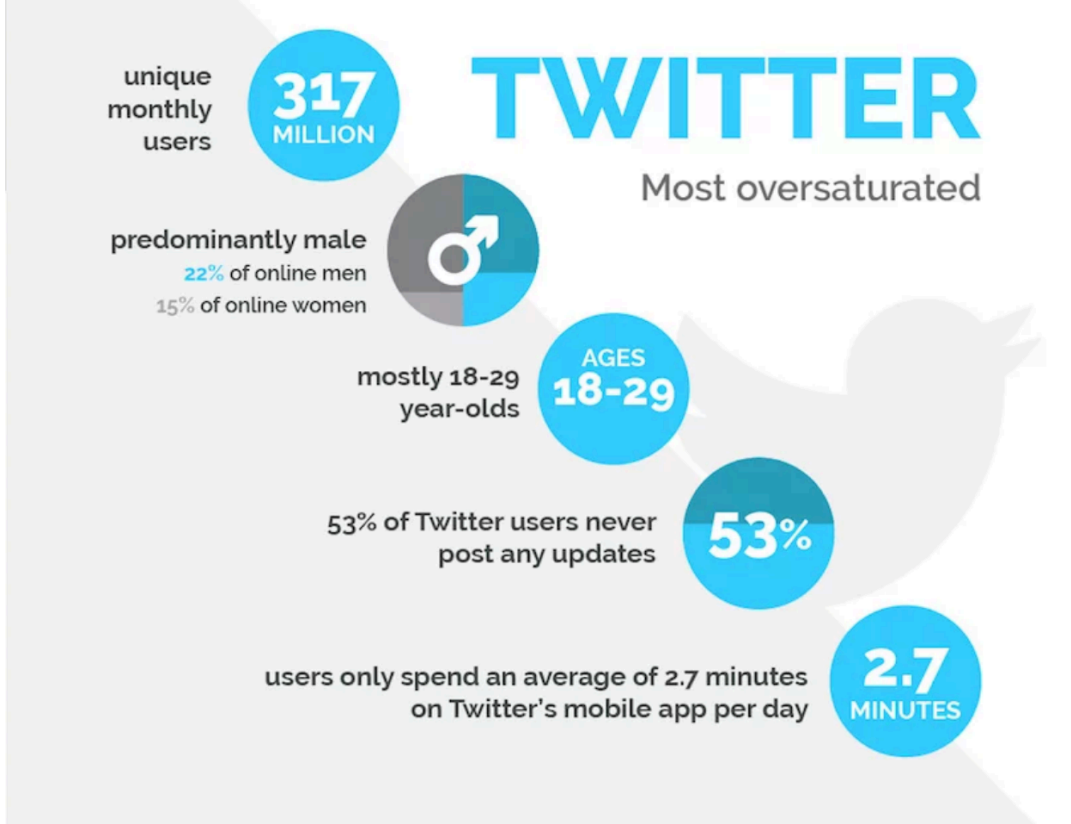
Social Media Breakdown



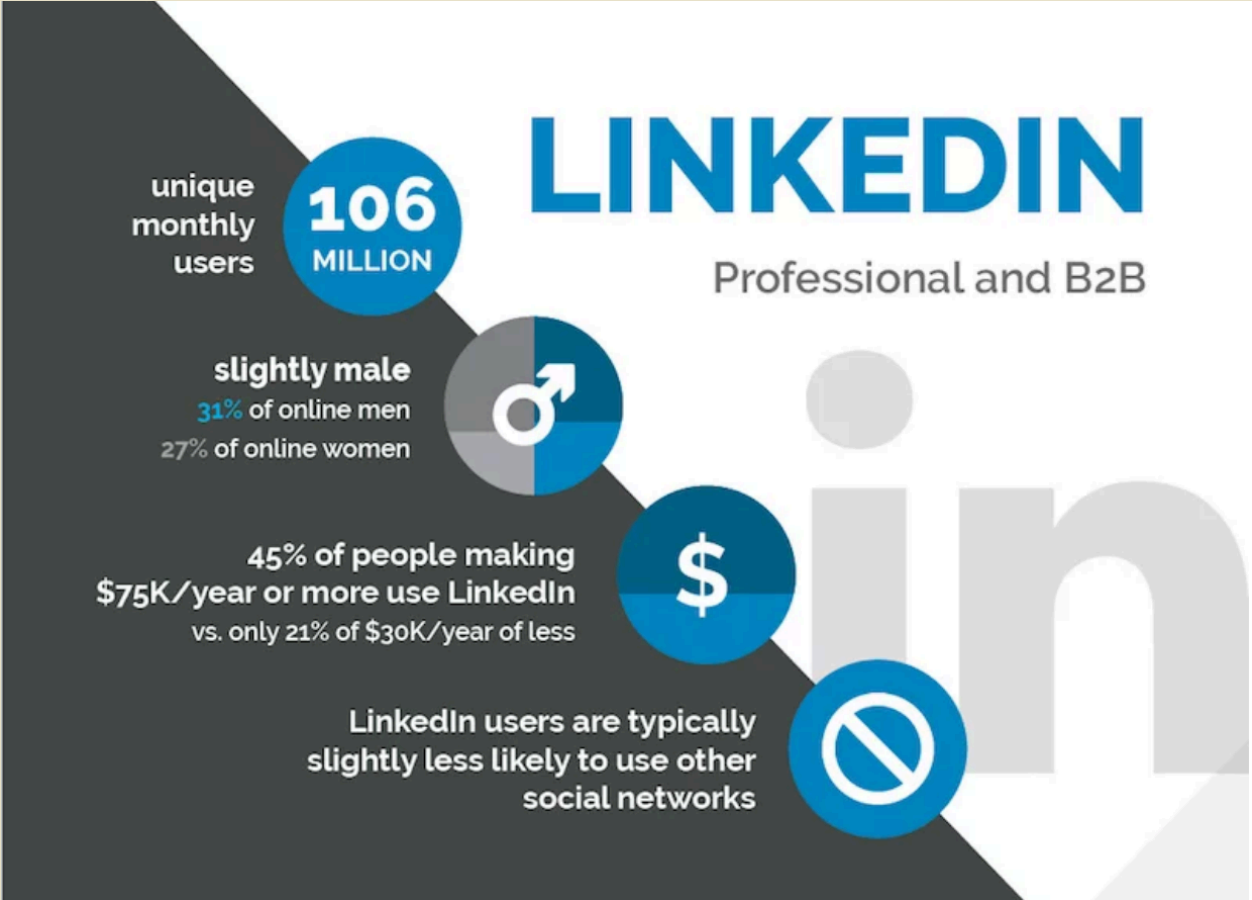
Social Media Breakdown



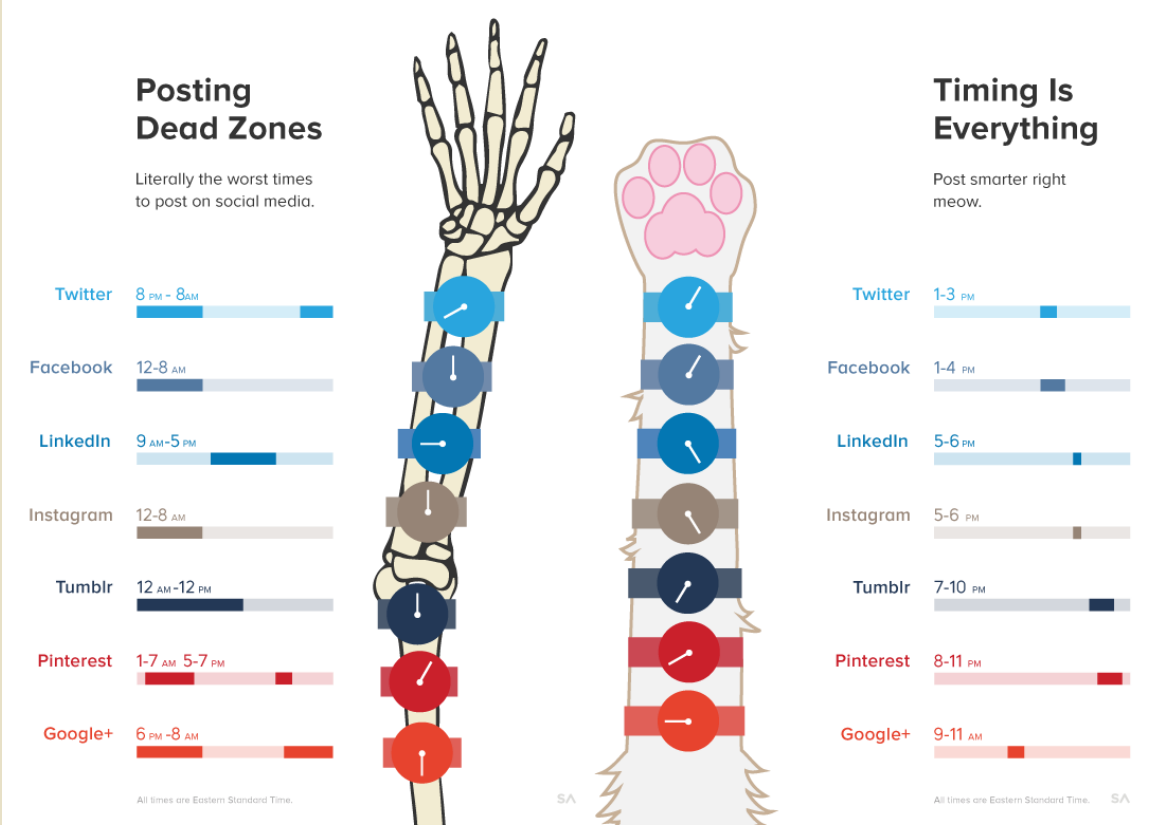
Social Media Breakdown



Social Media Breakdown



Social Media Breakdown





CONTENT

Club Runner Newsroom

Brand Development

Marketing

Communications

Analysis and Information

PR Coverage

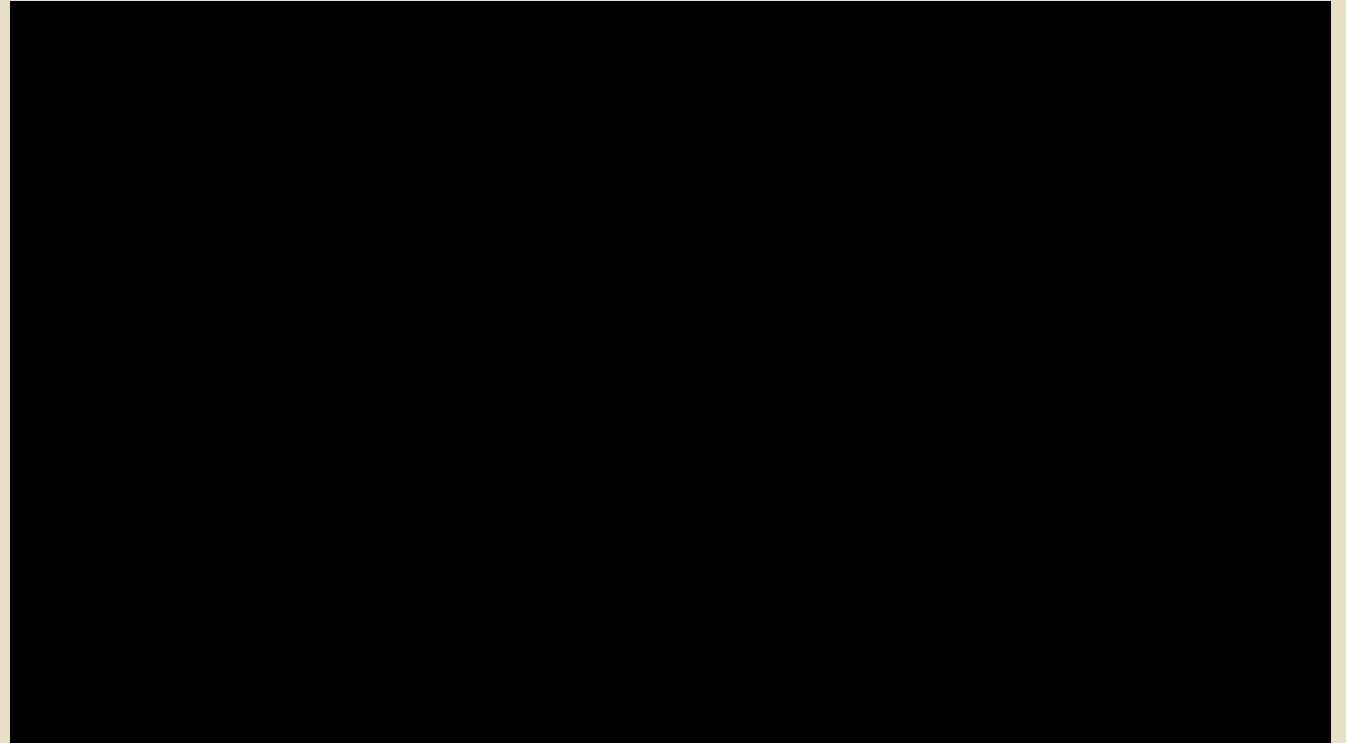
Owning Your Story

Engagement

The screenshot displays the 'Coca-Cola Journey' Press Center. At the top, there is a navigation bar with 'Coca-Cola Journey™' and tabs for 'STORIES', 'OPINIONS', 'BRANDS', 'VIDEOS', and 'BLOGS'. Below this, a breadcrumb trail reads 'HOME PAGE > PRESS CENTER'. The main heading is 'Press Center', followed by a sub-navigation menu with 'OVERVIEW' (highlighted in red), 'PRESS RELEASES', 'COMPANY STATEMENTS', 'COMPANY ARTICLES', 'A/V LIBRARY', and 'IMAGE LIBRARY'. The central feature is a large banner for 'Coca-Cola Unbottled' with the text 'We've Moved Our Blog' and 'The Next Page for Unbottled'. To the right, a 'PRESS BY TOPICS' section includes a search box for 'Top News' and a 'GO' button, followed by three news items: 'Board of Directors Election' (Feb 22, 2013), 'Board Members to Retire' (Feb 21, 2013), and 'Annual Dividend Increased by 10 Percent' (Feb 21, 2013). Below the banner, there is a 'LATEST STORIES' section with a 'SUBSCRIBE TO RSS' link and a 'SUBSCRIBE' button. Four story cards are shown: 'Ingrid Saunders Jones to Retire' (Feb 18, 2013), 'UBS Global Consumer Confer...' (Feb 14, 2013), 'Full-Year and 4th Quarter 201...' (Feb 12, 2013), and 'Diet Coke: Sparkling Together...' (Feb 6, 2013). The Diet Coke card features a circular logo with the text 'SPARKLING TOGETHER FOR 30 YEARS' and 'Diet Coke'.

Videos

- Live videos
- Video Blogs
- Public Service Announcements (PSA)
- Content Creation



Two-way Communication

“Hi. My name is Alicia and I will be selling apple pies from 2pm-6pm for only \$5. If you would like one, please call me at 999-999-9999.”

People on social media:

1. Ohemmgeeee I want one how much are they?!
2. Hi, I would like a pie. What kind are you selling?
3. I just sent you a message. Could you please send me the info on how to get a pie?
4. Yassss! I love pies! How can I order one?
5. Hello. I've sent several emails and no one will email me back. I really want a pie.
6. What's the latest I can get a pie? I need to know the cutoff time.

Hiding Comments





ADVERTISEMENTS

Facebook Advertising

www.facebook.com

The screenshot displays the Facebook Ads Manager interface. At the top, there is a navigation bar with the Facebook logo, 'Ads Manager', a search bar, and user information for 'McDermid'. Below this, a dropdown menu shows 'McDermid AI (14400732)'. A notification banner states: 'We are removing some metrics that are redundant or out of date starting in July of 2018. Learn more.' The main interface includes a search bar, filters, and a date range selector set to 'Jan 1, 2018 - Feb 9, 2018'. The 'Campaigns' tab is active, showing a table of campaign performance data. The table has columns for Campaign Name, Delivery, Results, Reach, Impressions, Cost per Result, Amount Spent, Ends, Frequency, and Unique Link Clicks. Two campaigns are listed: 'Poutine Pints and Plaid 2018' and 'Event: Poutine, Pints and Plaid'. A summary row shows 'Results from 2 campaigns' with a total reach of 7,554 people and 28,413 total impressions.

<input type="checkbox"/>	Campaign Name	Delivery	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Frequenc	Unique Link Clicks
<input type="checkbox"/>	<input type="checkbox"/> Poutine Pints and Plaid 2018	Inactive	87 Link Clicks	4,930	13,170	\$0.59 Per Link Click	\$51.45	Feb 1, 2018	2.67	76
<input type="checkbox"/>	<input type="checkbox"/> Event: Poutine, Pints and Plaid	Inactive	81 Event Respon...	4,622	15,243	\$0.88 Per Event Respon...	\$71.21	Feb 1, 2018	3.30	103
▶ Results from 2 campaigns ⓘ			—	7,554 People	28,413 Total	—	\$122.66 Total Spent		3.76 Per Person	172 Total

Twitter Advertising


www.twitter.com

OBJECTIVE > DETAILS


Welcome to Twitter Ads

Twitter Ads objective based campaigns are designed to help you achieve results that drive action and add value to your business. Create campaigns tailored for a variety of business goals, from driving website traffic to increasing brand awareness. [Learn more](#)


Select the objective for your campaign




App installs
You want people to download your app.




Followers
You want to build an engaged audience to amplify your message, on and off Twitter.




Tweet engagements
You want to maximize engagement of your Tweets and get more people talking about your business.




Promoted video views
You want more people to see your GIFs, Vines, or videos.



Website clicks or conversions
You want people to visit and take an action on your website (e.g. download a paper or make a purchase).



App re-engagements
You want your existing users to open and use your app.



Awareness
You want as many people as possible to see your Tweet.

Analytics

- Facebook analytics www.facebook.com
- Twitter analytics www.twitter.com
- Website analytics <https://analytics.google.com/analytics/web/?authuser=3#/embed/report-home/a89899645w133370859p137397978>



Programs to look into

- Hootsuite
 - <https://hootsuite.com/>
- If This Than That
 - <https://ifttt.com/>
- Google AdWords
 - <https://adwords.google.com>
- Public Image Incentive Program (PIIP)
 - <https://goo.gl/forms/biR1sAYirVvVsqCF3>





QUESTIONS?

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