Thank you for joining:

*The Impact of Social Media on Public Relations and Your Bottom Line*

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The Impact of Social Media on Public Relations and Your Bottom Line

Presented by: Tracy Williams, ESIA BA '83
January 31, 2013
12 pm – 1pm ET
The Impact of Social Media on Public Relations and Your Bottom Line

Olmstead Williams Communications, OWC
January 31, 2013
Companies are all clambering to figure out how to incorporate social media into their business plan.

Who should be managing it? Marketing or PR? Interns or full-time employees?

How do you explain its relevance to bottom-line executives?
Social Media: Clearing the Confusion

- Social media has changed public relations for the better and offers a deeper connection to customers and prospects.

- Developing connections can seem like your comments and accounts are buried in silence and isolation.

- Stop being pessimistic. *Seize the opportunity.*
Social Media: Why Should You Care?

- Companies *need* to interact with their clients. Your clients are on social media.

- Americans spend 121 billion minutes per month on social networks — up from 88 billion a year ago.

- There were 1.43 billion social media users in 2012 — a 19.2% increase over 2011 — and most of them use products and services your company produces.
SOCIAL MEDIA: WHY SHOULD YOU CARE?

- 73% of men and 63% of women don’t go an hour without checking their phones. Your clients are out there, waiting for you.

- “Free” marketing for your client’s accomplishments and yours.

- Develop your brand.

- Opportunity for current or potential clients to see you as human, as real.
SOCIAL MEDIA: WHY SHOULD YOU CARE?

- Credibility — share articles from *The Economist, New York Times, Wired* — provide useful information to followers and illustrates your company is literate and on-the-cutting edge of your industry.

- Learn about your clients and prospective clients.

- Be a part of the conversation and have the tools needed to handle issues and crises as they develop.
SOCIAL MEDIA IS A DINNER PARTY

- The best dinner party guests are those who ask complicated questions and start a diverse discussion.
- Yes, of course you want to say something insightful, but listening and learning from other guests is as important.
- See yourself as a guest in someone’s home and try to be as polite and interested in others as possible.
Content PR is an extension of content marketing — the creation and sharing of content in order to attract, acquire and engage clearly defined current and potential consumers.
The gatekeepers of information used to be reporters, but now because of social media, any company can have influence through their own content.

Content PR stops short of a direct sales pitch or call to action, yet positively influences a customer in some way.

Content can be presented in a variety of ways, including text, video, audio and photos.
TRADITIONAL PR vs. CONTENT PR

PR

Look at us, we’re great
Always pushing/pitching
Text only

VS.

Content PR

We’re here to help, not take
Focus on engagement
Video, photos, audio, text
Most people don’t like online advertising because it can be intrusive and distract them from their intended purpose.

Content PR provides an online alternative to extend your message.

People have come to expect content PR — videos, photos and blogs from the brands they trust. *Give people what they want.*
Content PR Tactics

- Expert video on YouTube that educates and doesn’t preach.
- Infographic on an industry trend, not just a how-to about your product or services.
- Press release that leverages the news cycle.
- Blog posts — address client or prospect need.
LEVERAGING EXISTING MEDIA COVERAGE

1. Blog
2. LinkedIn Account
3. Twitter
4. Facebook
5. Specialized Network

Today’s smart phones make social media easy — “currently an average of 82 minutes a day, more than twice the amount of time spent two years ago.”

~ Inc. magazine, December/January 2013
FIVE BASIC SOCIAL MEDIA RULES

1. **Take your time and develop your story:** Don’t rush into social media with expectations of garnering gigantic followings over night — maybe not ever. Pace yourself.

2. **Learn to deal with silence and rejection:** It takes time. No response just means you have to try harder and create better content.
3. **Best conversations start with questions:** You want to notice trends that people are talking about and pose an open-ended question to invoke discussion.

   Limit judgment over their answers — support and continue the conversation.

4. **Quality matters:** The best posts and tweets are well written.
5. **Be real. Be human. Avoid robots:**
No one wants to follow or be tracked by robots.

Make yourself real by developing a narrative. Show images of your office. Let your personality shine.

Look at your world and let people into it.

*The only trustworthy robots.*
True community referral network.

The most formal social media platform. If Facebook is wearing flip-flops, then LinkedIn wears ties and pencil skirts.

LinkedIn is the new Rolodex.

Great tool for due diligence.

“Groups” effectively generate discussions and foster networking with prospects and referral sources.
# LinkedIn: What To Include (And What Not To)

**WHAT TO INCLUDE**

- Company Web site and Twitter
- Specialties
- Honors and Awards
- RSS feed display
- Slideshow
- Contact Settings

**WHAT TO LEAVE OUT**

- Advertising
- Non-work related information

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**RRS feeds prompt update notifications to your network, keeping you and your firm top-of-mind**
WHY YOU SHOULD TWEET

- Protect and build your brand.
- Interact with your clients.
- Practice Makes Perfect — like all great writing, you need to work on your craft and imitate other great writers.
- Build your Twitter infrastructure and network now, because you will need it later, during crises.
- Be a part of the conversation and trends.
WHY YOU SHOULD TWEET

- Receive the most up-to-date content from strong sources — be on the cutting edge.
- You don’t need to take out expensive adds if you develop a strong social presence.
- Finally, it’s enjoyable. Most people spend their working day in their office. You have an opportunity to learn about and from people from all across the world. Embrace it!
• **Kogi Korean BBQ** (Los Angeles) — Owner Mark Manguera tweets the truck’s locations and times. *Customers grown to 800 per stop with 100K followers.* @KogiBBQ

• **Soulplantation** (San Diego) — Twitter feed is used to play trivia and other games. The first respondent gets coupons and free meals. *5-10% increase in foot traffic to the restaurant.* @Soulplantation
Zappos — Tony Hsieh one of the most active CEOs on Twitter and 1/3rd of his employees are, too. One-on-one interaction with clients is encouraged. 75 percent repeat customers. @Zappos
FACEBOOK: DO’S AND DON’TS

You're doing it wrong.
Don’t SPAM your Facebook friends. Anything sales related belongs solely on your wall, not your buddy’s page despite their tempting network of 5,000 friends. In fact, don’t spam anyone. Keep conversations and interactions organic and real. No robots!

Don’t be tempted to hard sell — talk issues and provide thought leadership.
Facebook: Do’s and Don’ts

- **Do** keep it positive. Remember it’s all about facilitating conversations. So if one user isn’t being respectful during a conversation, then nicely remind them this is a friendly conversation.

- **Don’t** bash your competition. Say something nice, or don’t say anything.

- **Do** make it easy to find you on Facebook. Include links on your websites, email signature and other profiles online. Make sure your profile is public.
You can’t stop people from reviewing your site, so you should become part of the conversation.

- Claim your listings or create them.
- Correct listing inaccuracies.
- Monitor reviews of your company.
- Engage by responding to reviews.
SOCIAL MEDIA: RESPONSIBLE ACTION

- Share freely but remember you’re a part of a larger conversation. It’s not all about you. Don’t forget the social in “social media” — interact.

- If you have great content, then share away. If there is a trend happening, be right on top of it.

- Be persistent and consistent — a network should grow organically.
Social media takes great writers and tips for tweets, posts and headlines.

Simply knowing how to use social media does not make anyone an expert.

Approach it as a new medium — own rules and idiosyncrasies.

Investigate tools, many of them free.

Don’t be afraid to seek professional help.
SOCIAL MEDIA: TOP TOOLS

- **Buffer**: using and scheduling usage of multiple accounts — Facebook, Twitter, LinkedIn. Track analytics. *Free for 3 accounts.*

- **TweetAdder**: Automate adding new followers, thanking new followers and tweeting from sites using RSS feeds. But be careful. *No one likes a robot.* *Minimal one-time fee.*

- **Meltwater Buzz**: Comprehensive suite of services for all social media. Most expensive. *Subscription, usually managed through PR firm.*
SHOWING RELEVANCE TO MANAGEMENT

- CEOs and executives are notorious for distrust social media — 16% of CEOs use social media and only 7.6% use Facebook.

- Richard Branson, CEO who embraces social media: “We no longer need to limit ourselves to placing ads with established media companies — we can just tell them directly. ... Through customers’ comments, we started learning about issues with our products and services more quickly.”
SHOWING RELEVANCE TO MANAGEMENT

“We’ve been using social media channels to spread the message that we are just as interested in making a difference as making a profit. ... Like everything, if you’re having fun rather than just doing a job, you’re more likely to find success.” ~ Richard Branson
If companies recognize golf as a form of business strategy and a use of valuable resources, then why not social media?

Number of followers is a misleading barometer. Evaluate how many are *real* people.

Engagement is the key — likes, retweets, favorites and conversations.

Statistics matter. Use Google analytics to monitor for your blog and Buffer for your Facebook, Twitter and LinkedIn.
6 Reasons Why PR Should Manage Social Media

1. We are experienced storytellers.
2. We are expert communicators.
3. We always aim to be relevant.
4. We are experienced in relationship building.
5. We know crisis communications.
6. We have always sought feedback.
AND FINALLY ... PUT IN THE WORK

• 3-5 hours a day.
• Researching, drafting content and blog posts — not just sharing and creating updates.
• Excellent writer with a strong interest in being social online.
• If you’re not seeing results, then take a look at who is in charge of your campaign.
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