BIRMINGHAM
BLOOMFIELD CHAMBER

SOCIAL MEDIA TRAINING

MARX LAYNE

MARKETING, PUBLIC RELATIONS & DIGITAL MEDIA

AGENDA

- Introductions
- *Media Relations*
- *Social Media*
  - *Why Social Media Matters*
  - Current Use
  - Content Creation
  - Manage Dialogue
  - Tools
- Conclusion
- Q&A

INTRODUCTIONS

LANA
MINI

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MARKETING, PUBLIC RELATIONS & DIGITAL MEDIA

JOSH
JACKMAN

DIGITAL MEDIA CLIENTS

CANTORO

PENTASTAR

FLATROCK

CONCERT OF COLORS

ART & APPLES

ST. MARY'S FESTIVAL

GHD

BAYVIEW YACHT CLUB

MICHIGAN RESTAURANT & LODGING ASSOC.

MCKEEN & ASSOCIATES

CENTRAL CITY INTEGRATED HEALTH

FORCE DETROIT

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PLATFORMS

FACEBOOK

INSTAGRAM

TWITTER

LINKEDIN

PINTEREST

REDDIT

SNAPCHAT

YOUTUBE

TIKTOK

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MEDIA RELATIONS

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THE MEDIA & YOU

- Goals
- Media relations tools
- What's your story?
- Identify target media
- Crisis communications
- Interviewing advice
- Your turn

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WHY MEDIA COVERAGE MATTERS

- It's free
- Credibility
- Connecting through traditional and social media
- Worth 3-5 times more than an ad

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GOALS

- Recognition
- Positive exposure for your organization
- Growing influencer credibility
- Community connection and impact

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JOURNALISM 101

- Who, what, when, where and why are the building blocks of any story
- Another "W" – the "**Wow**" – is what makes it newsworthy and compelling. To make news, craft messages starting with the "Wow"

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DELIVERING MESSAGES

- Clear and understandable
- Devoid of industry or organization jargon
- Well-articulated thoughts in your own style of communication/language
- Repeated
- Supported by:
  - Data
  - Anecdotes and examples
  - Third-party endorsements
  - Analogies

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PRACTICE!

- Read out loud each of your key messages and talking points.
- Re-work any that are not easily understood or easily spoken.
- Remember, even a newspaper story starts a s a verbal exchange.

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WHAT'S YOUR STORY?

- Is your story newsworthy?
- Target the right reporter or editor
- Timing is everything. Don't pitch the reporter during coverage of a big story or late in the afternoon
- Effective communications – calling or sending email?

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IDENTIFY KEY MEDIA

- Newspapers, TV, Radio
- Bloggers, Podcasters
- List top reporters who cover your community
- Community newspapers, radio & cable shows

GET THE MEDIA INTERESTED

- What is your objective?
- Prepare key messages or talking points
- Be unique
- Share an example of the story's impact
- Center on community benefits

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WHAT IS SOCIAL MEDIA?

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"Man is by nature a social animal"

ARISTOTLE

me·di·a[1]

/ˈmēdēə/

See definitions in:

All | Journalism | Biology | Art | Computing | Occult

noun

1. the main means of mass communication (broadcasting, publishing, and the internet) regarded collectively.
   "their demands were publicized by the media"
2. plural form of medium.

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Connective Tissue

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WHY DOES SOCIAL MEDIA MATTER?

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"Our connections affect every aspect of our daily lives . . . exerting both subtle and dramatic influence over our choices, actions, thoughts, feelings, even our desires."

CHRISTAKIS & FOWLER

"I get by with a little help from my friends."
JOHN LENNON & PAUL MCCARTNEY

WHY?

- Educate current customers
- Engage with current customers
- Attract potential customers
- Attract potential business
- News reporting
- Promotion

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HARNESSING SOCIAL MEDIA EFFECTIVELY

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Ocoee Founders' Day Festival
Like This Page · November 1 ·

Set-up day here at Bill Breeze Park! Who's excited?! 🎧

147 21 Comments 13 Shares

Like Comment Share

Most Relevant

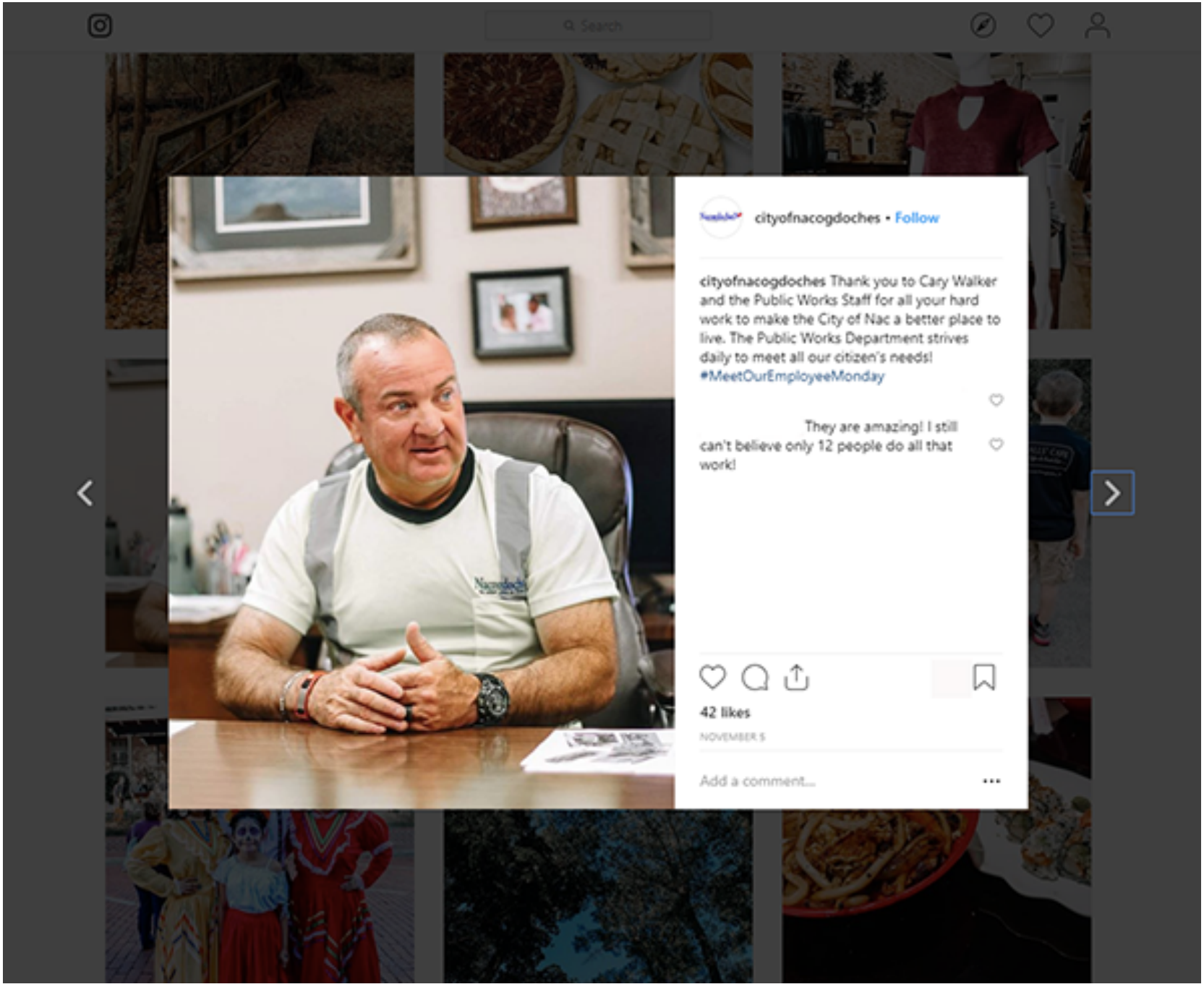
cityofpapillion • Follow
Papillion, Nebraska

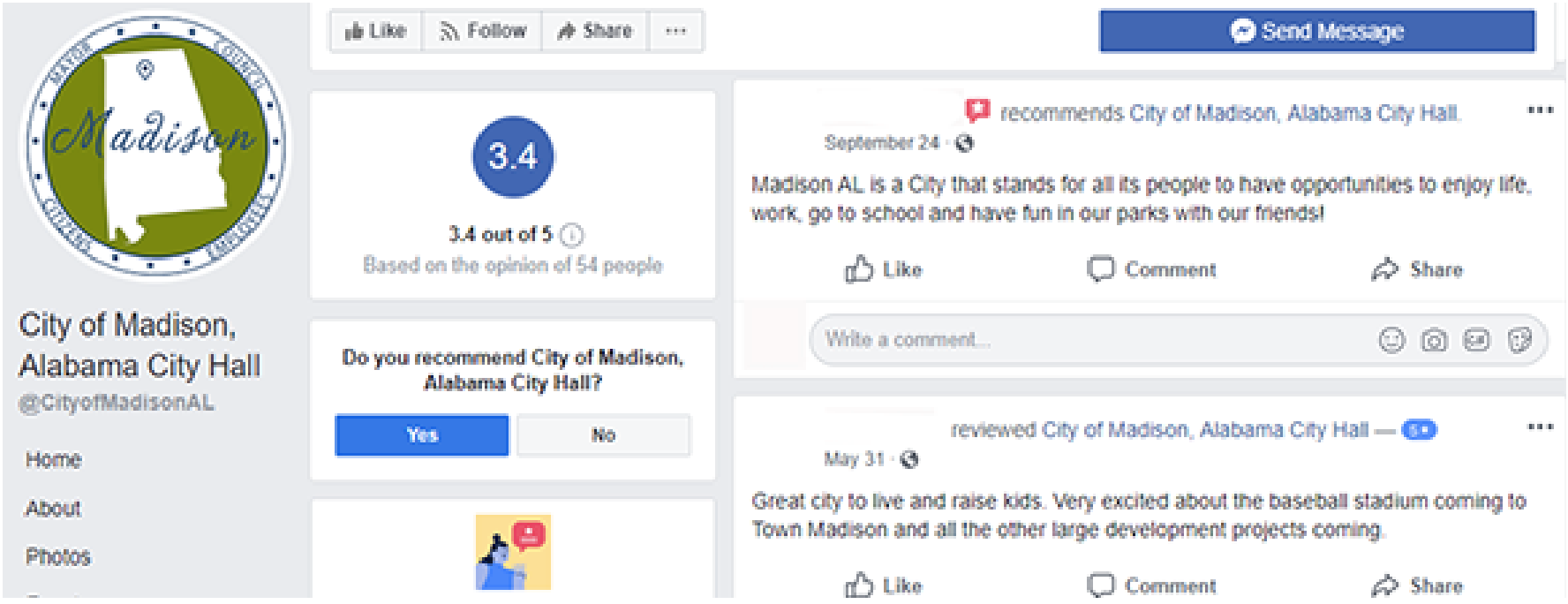
cityofpapillion Take a tour of the new Papillion Landing Field House! Now accepting drop-ins weekdays 8am-5pm. $5 per person. Also hosting FREE walking time weekdays 9am-2pm (FYI, closed Thursday and Friday for Thanksgiving.) #PapillionLanding #Papillion #Nebraska #explorepapillion #gosarpy #communitycenter #fieldhouse

15 likes

NOVEMBER 21

Add a comment...


Search
cityofnacogdoches • Follow
cityofnacogdoches Thank you to Cary Walker and the Public Works Staff for all your hard work to make the City of Nac a better place to live. The Public Works Department strives daily to meet all our citizen's needs! #MeetOurEmployeeMonday
They are amazing! I still can't believe only 12 people do all that work!
42 likes
NOVEMBER 5
Add a comment...



cityofkalispell • Follow

cityofkalispell The City is seeking a Municipal Court Clerk. Information available at www.kalispell.com, under the Employment tab. #Employmentopportunity #courtclerk #jobsearch

City of Jacksboro
3 hrs ·

ATTENTION!

18

8 Comments 73 Shares

HARNESSING SOCIAL MEDIA POORLY

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Detroit Fire Incidents Page
11 hrs

Crews take a moment to get a selfie on New Years!

290 32 Comments 85 Shares

Like Comment Share

Most Relevant

; Happy New Year's DFD, you guys are the best there is 😍
Like · Reply · 11h · Edited

2 Replies

: Awesome happy new years men !!!!!
Like · Reply · 11h

Happy New Years brothers!
Like · Reply · 9h

Happy New Year DFD
Like · Reply · 11h

Top Fan

Write a comment...

US Dept of Education
@usedgov

Follow

Education must not simply teach work - it must teach life. – W.E.B. DeBois

3:45 PM - Feb 12, 2017

THE CONTEXT MATTERS

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FACEBOOK

- Social networking platform where users post comments, share photographs and post links to news or other interesting content on the web, chat live, and watch video
- Of everyone on the internet, 83% of women and 75% of men use Facebook (Over **2.936 billion** active monthly users)
- 80% of U.S. adults use Facebook every day

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THE BASICS

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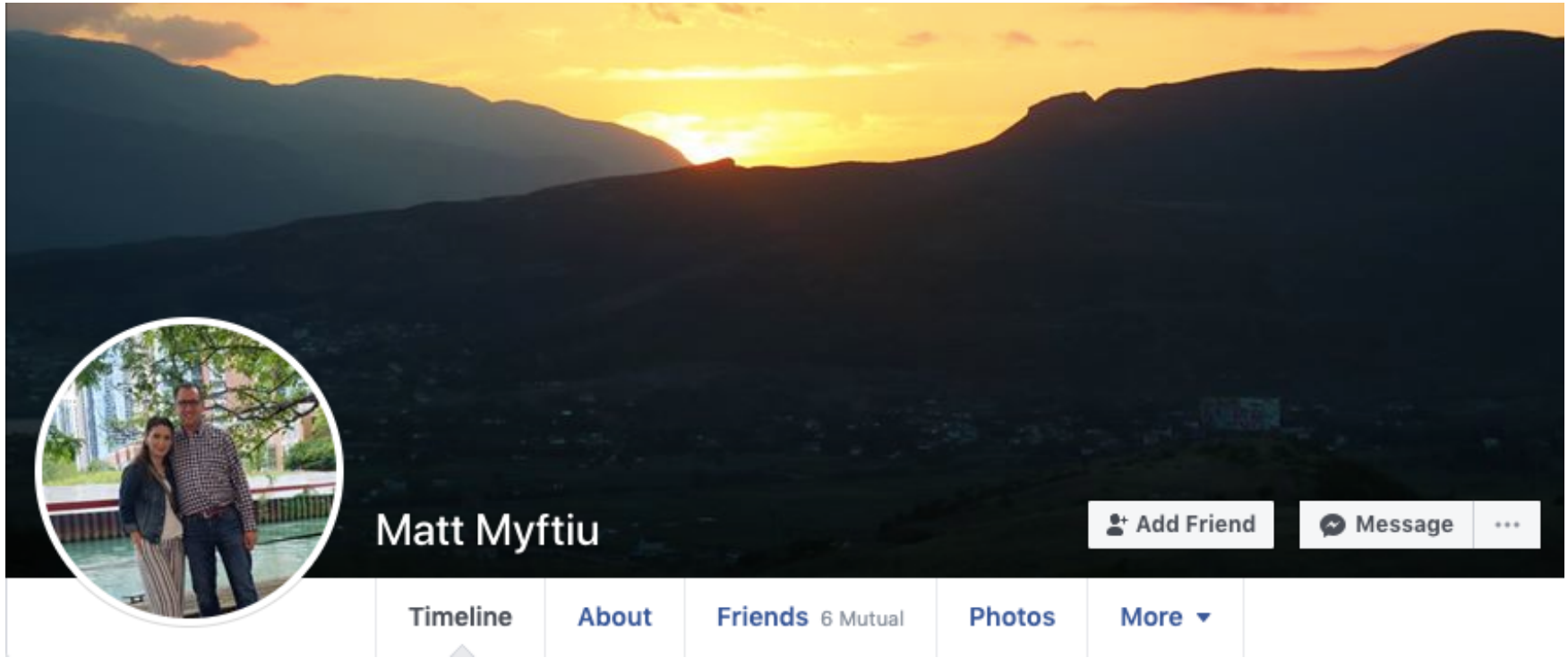
USERS


Matt Myftiu
Add Friend
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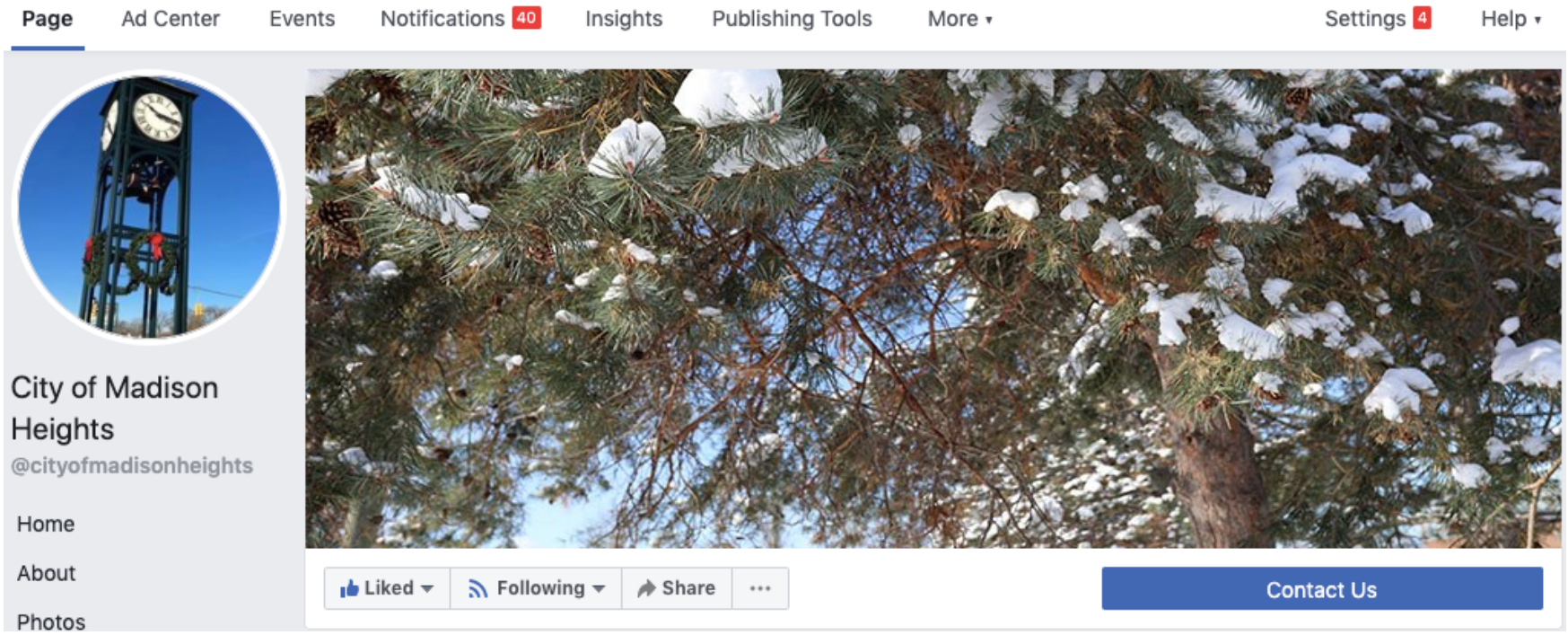
Timeline
About
Friends 6 Mutual
Photos
More

PAGES


Page
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Events
Notifications 40
Insights
Publishing Tools
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Settings 4
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Share
Contact Us

GROUPS

Friends of Madison Heights, Michigan
Public group
About
Discussion
Members
Events
Videos
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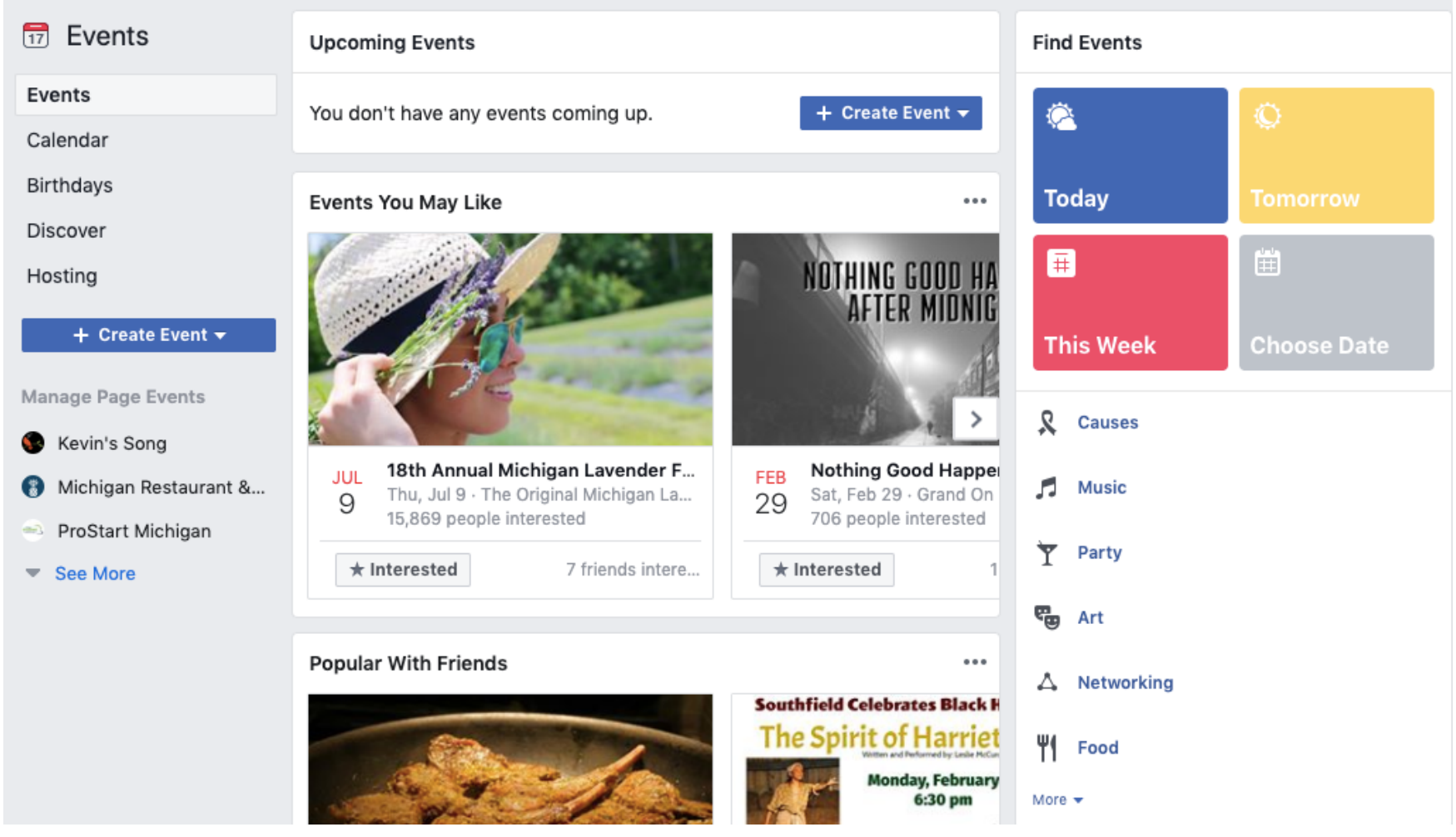
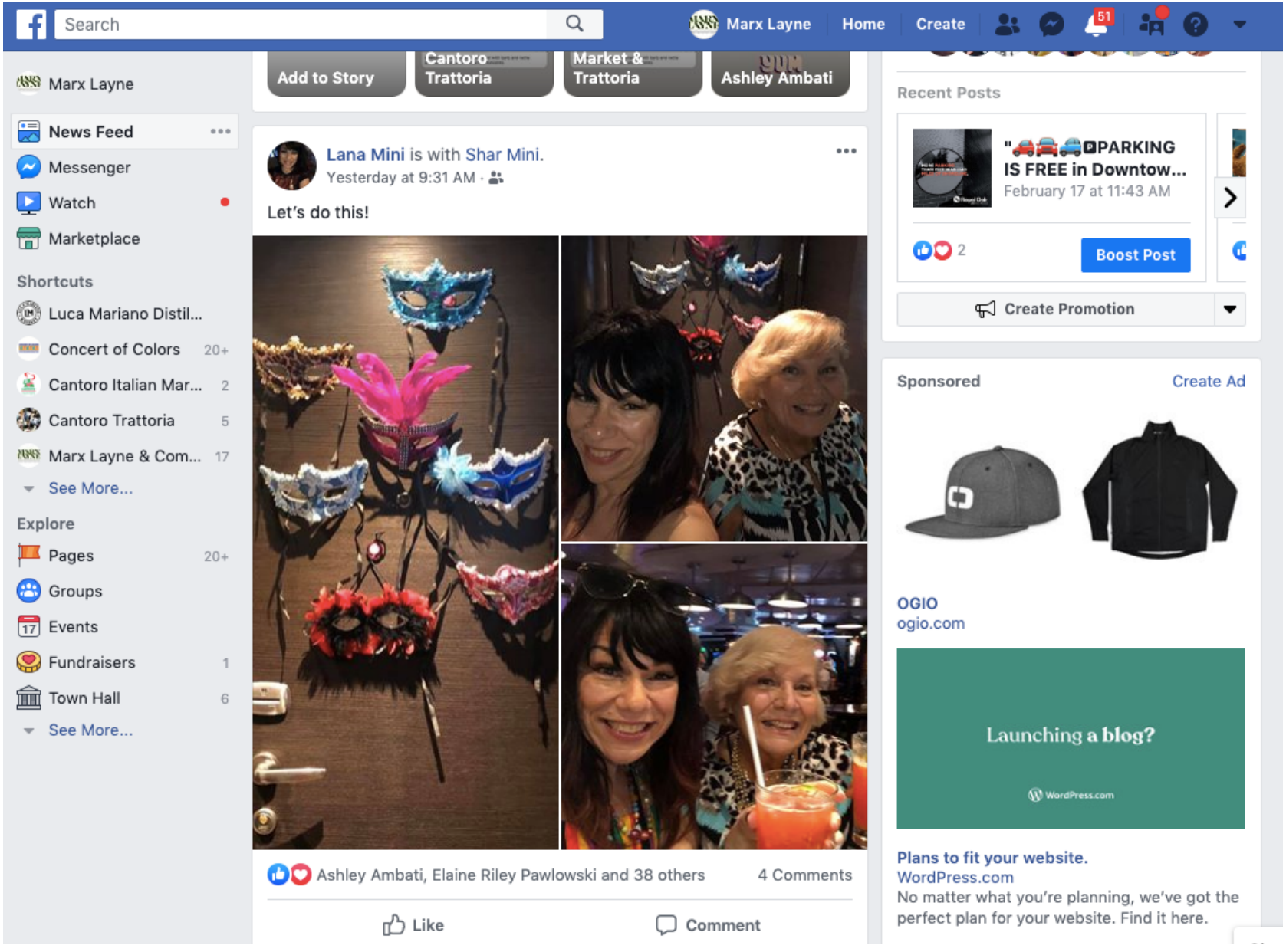
Files
Recommendations
Watch Party
city of
MADISON HEIGHTS
RRB 092813
+ Join Group
··· More
Join this group to post and comment.

EVENTS


Events
Events
Calendar
Birthdays
Discover
Hosting
+ Create Event
Manage Page Events
Kevin's Song
Michigan Restaurant &...
ProStart Michigan
See More
Upcoming Events
You don't have any events coming up.
+ Create Event
Events You May Like
JUL
9
18th Annual Michigan Lavender F...
Thu, Jul 9 · The Original Michigan La...
15,869 people interested
★ Interested
7 friends intere...
FEB
29
Nothing Good Happe
Sat, Feb 29 · Grand On
706 people interested
★ Interested
Popular With Friends
Southfield Celebrates Black H
The Spirit of Harriet
Monday, February
6:30 pm
Find Events
Today
Tomorrow
This Week
Choose Date
Causes
Music
Party
Art
Networking
Food
More

NEWS FEED

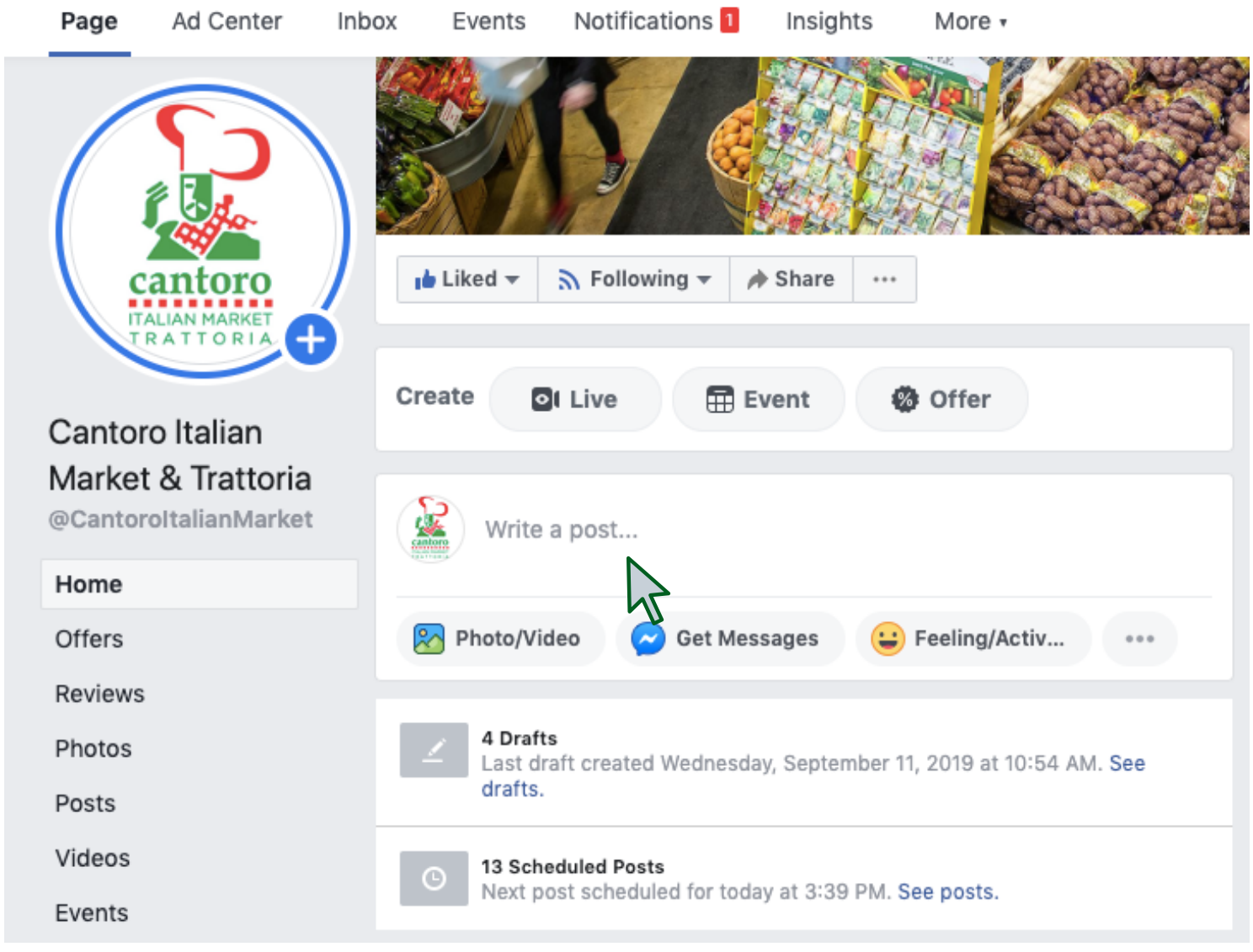

Search
Marx Layne
Home
Create
51
Marx Layne
News Feed
Messenger
Watch
Marketplace
Shortcuts
Luca Mariano Distil...
Concert of Colors 20+
Cantoro Italian Mar... 2
Cantoro Trattoria 5
Marx Layne & Com... 17
See More...
Explore
Pages 20+
Groups
Events
Fundraisers 1
Town Hall 6
See More...
Add to Story
Cantoro Trattoria
Market & Trattoria
Ashley Ambati
Lana Mini is with Shar Mini.
Yesterday at 9:31 AM
Let's do this!
Ashley Ambati, Elaine Riley Pawlowski and 38 others
4 Comments
Like
Comment
Recent Posts
"PARKING IS FREE in Downtow...
February 17 at 11:43 AM
2
Boost Post
Create Promotion
Sponsored
Create Ad
OGIO
ogio.com
Launching a blog?
WordPress.com
Plans to fit your website.
WordPress.com
No matter what you're planning, we've got the perfect plan for your website. Find it here.

NEWS FEED

Al Johnson
17 hrs ·

Introducing Al 4 !

POSTS


Page
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ITALIAN MARKET
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@CantoroItalianMarket
Write a post...
Home
Offers
Reviews
Photos
Posts
Videos
Events
Photo/Video
Get Messages
Feeling/Activ...
4 Drafts
Last draft created Wednesday, September 11, 2019 at 10:54 AM. See drafts.
13 Scheduled Posts
Next post scheduled for today at 3:39 PM. See posts.

ENGAGEMENT

171
58 Comments 1 Share
Like
Comment
Share
View previous comments
14 of 56
Sheree Calhoun Congratulations!!
Like · Reply · 7h
Mandi Buckland Congratulations!
Like · Reply · 6h
Connie Smith So precious!!
Like · Reply · 6h
Angela Johnson Congratulations
Like · Reply · 5h
Neil Moss Congratulations grandpa
Like · Reply · 5h
Adrienne Lenhoff Congratulations!!!
Like · Reply · 5h
Susan Wilcox Olson Amazing! Congrats to you and Denise!!!!
Like · Reply · 5h
Diane Byrd-Johnson Congratulations
Like · Reply · 5h

CURRENT USE

HOW DO YOU CURRENTLY USE SOCIAL MEDIA?

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CONTENT CREATION

- Must be thoughtful and strategic with every post
- Keep target audience top of mind
- Each post should have a goal

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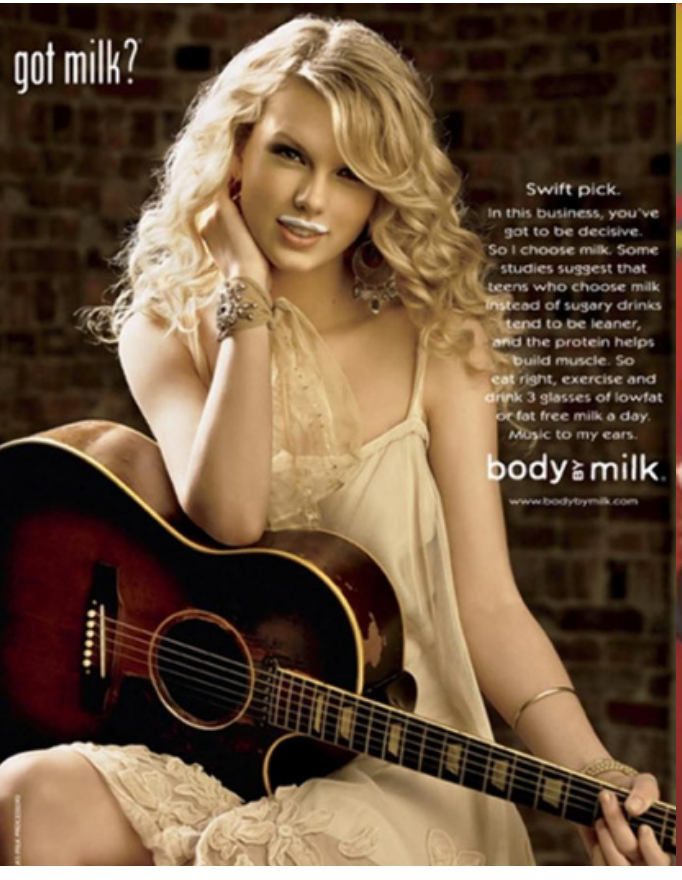
SOCIAL MEDIA CONTENT FRANCHISES

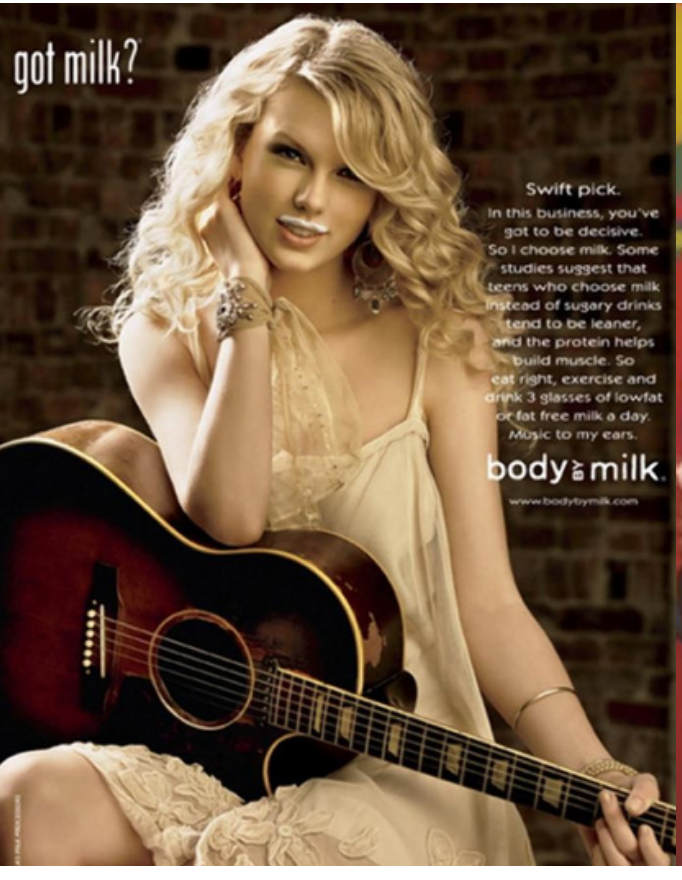
1. Scalable
2. Repeatable
3. Share-worthy



Scalable = cost efficient

&

Repeatable = resource efficient



PC vs. Mac

SHARE-WORTHY

1. Provides Practical Value
2. Evokes Emotion
3. Tells a Story
4. Increases Social Currency

1. **Scalable (cost efficient)**
2. **Repeatable (resource efficient)**
3. **Share-worthy**
    - **Provides Practical Value**
    - **Evokes Emotion**
    - **Tells a Story**
    - **Increases Social Currency**

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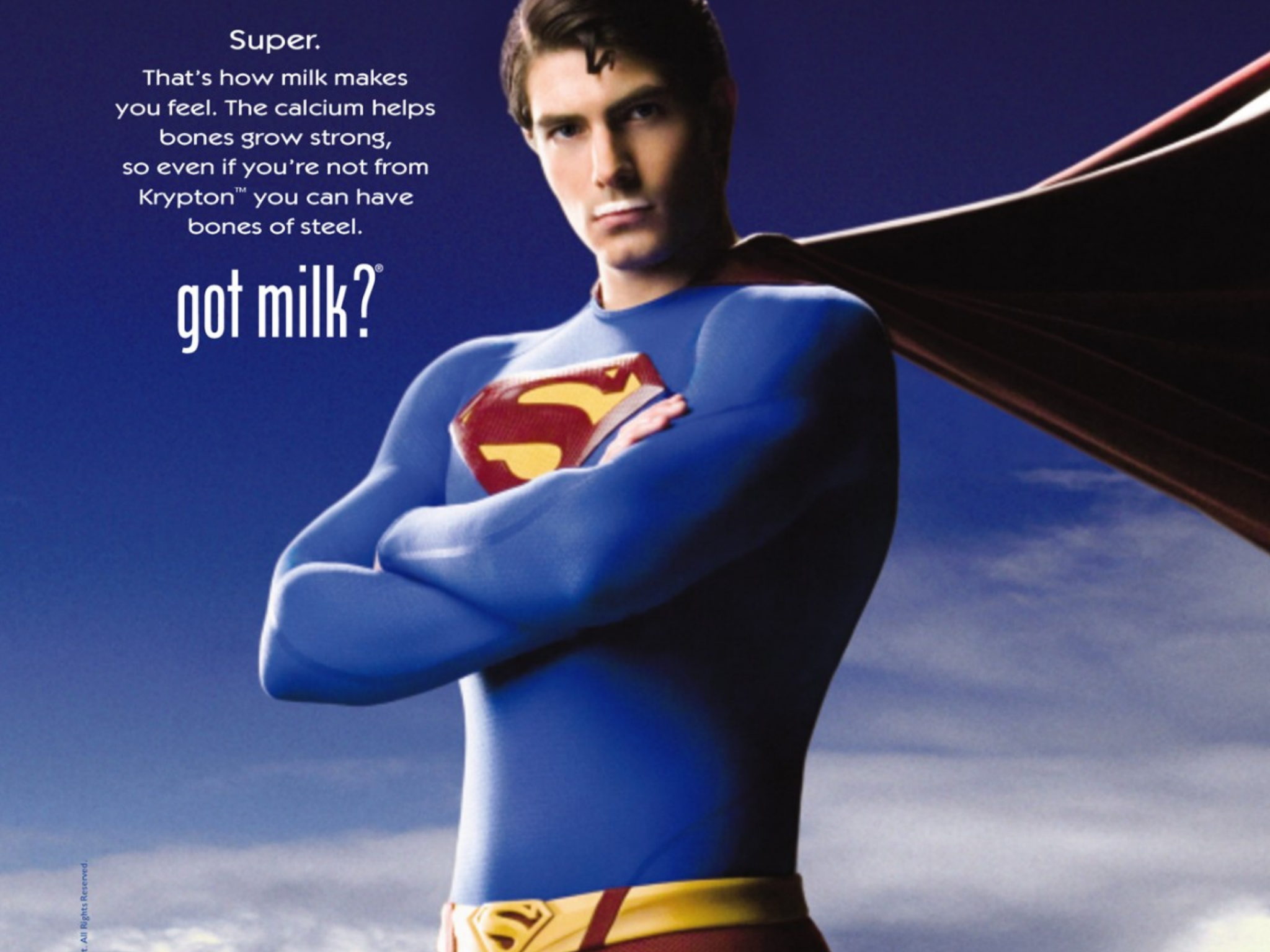
Super.
That's how milk makes you feel. The calcium helps bones grow strong, so even if you're not from Krypton™ you can have bones of steel.
got milk?®

YOUR TURN

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YOUR TURN

1. **Scalable (cost efficient)**
2. **Repeatable (resource efficient)**
3. **Share-worthy**
    - **Provides Practical Value**
    - **Evokes Emotion**
    - **Tells a Story**
    - **Increases Social Currency**

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SHARE

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MANAGE DIALOGUE

- Respond to reviews and recommendations
- Engage in dialogue with followers in comments section
- Respond to messages online promptly, answering questions and informing management of customer feedback through social
- Active social listening & monitoring daily

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DIALOGUE ACTIVITY

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MANAGING DIALOGUE

- React to the comment (like, love, haha, wow, sad, angry)
- Respond publicly (in comments)
- Respond with a private message
- Hide the comment
- Delete the comment
- Report the comment
- Block the user

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TOOLS

- Invite
- Call-to-Action Button
- Assign Roles
- Scheduling
- Insights
- Automated Response

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INVITE

- To invite friends to like your Page:
  - Go to your Page and click *Community* in the left column
  - In the right column, click *Invite your friends*
  - Enter a friend's name in the search box and then click *Invite* next to their name
  - You can see invitations to like a Page by going to your Invites tab
- To invite people who react to your Page's posts:
  - Go to one of your Page's posts
  - Click the *reactions* section of your Page's post
  - Next to a person's name, click *Invite* to invite the person to like your Page

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CALL-TO-ACTION

- Call-to-action buttons help your customers contact you through Messenger or email or by phone or website
- To add a call-to-action button to your Page:
  - Click + *Add a Button* below your Page's cover photo
  - Select a button from the dropdown menu and follow the on-screen instructions
  - Click *Finish*
  - Once the button has been created, you can test your button:
    - Hover over your button
    - Select Test Button

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ASSIGN ROLES

	Admin	Editor	Moderator	Advertiser	Analyst	Jobs Manager
Manage Page roles and settings	✔					
Edit the Page and add apps	✔	✔				
Create and delete posts as the Page	✔	✔				
Send messages as the Page	✔	✔	✔			
Respond to and delete comments and posts to the Page	✔	✔	✔			
Remove and ban people from the Page	✔	✔	✔			
Create ads, promotions or boosted posts	✔	✔	✔	✔		✔
View insights	✔	✔	✔	✔	✔	✔
View Page Quality tab	✔	✔	✔	✔	✔	✔
See who published as the Page	✔	✔	✔	✔	✔	✔

ASSIGN ROLES

- Give Someone a Role:
  - Click Settings at the top of your Page
  - Click Page Roles in the left column
  - Type a name or email in the box and select the person from the list that appears
  - Click Editor to select a role from the dropdown menu
  - Click Add and enter your password to confirm
  - Keep in mind that if you're not friends with the person you're adding, they'll have to accept your invite before they can start helping you manage your Page

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ASSIGN ROLES

- Remove Someone Who Has a Role:
  - Click Settings at the top of your Page
  - Click Page Roles in the left column
  - Click Edit next to the person you want to remove, and then click Remove
  - Click Confirm.
  - You may need to enter your password
  - You can always remove yourself from a Page, but if you're the Page's only admin, you'll need to add another admin first

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ASSIGN ROLES

- Change Someone's Role:
  - Click Settings at the top of your Page
  - Click Page Roles in the left column
  - Click Edit next to the name of the person whose role you want to change and then select a new role from the dropdown menu
  - Click Save.
  - You may need to enter your password to confirm
  - Note: If you're a new admin, keep in mind that you may need to wait 7 days before you can remove or demote another admin

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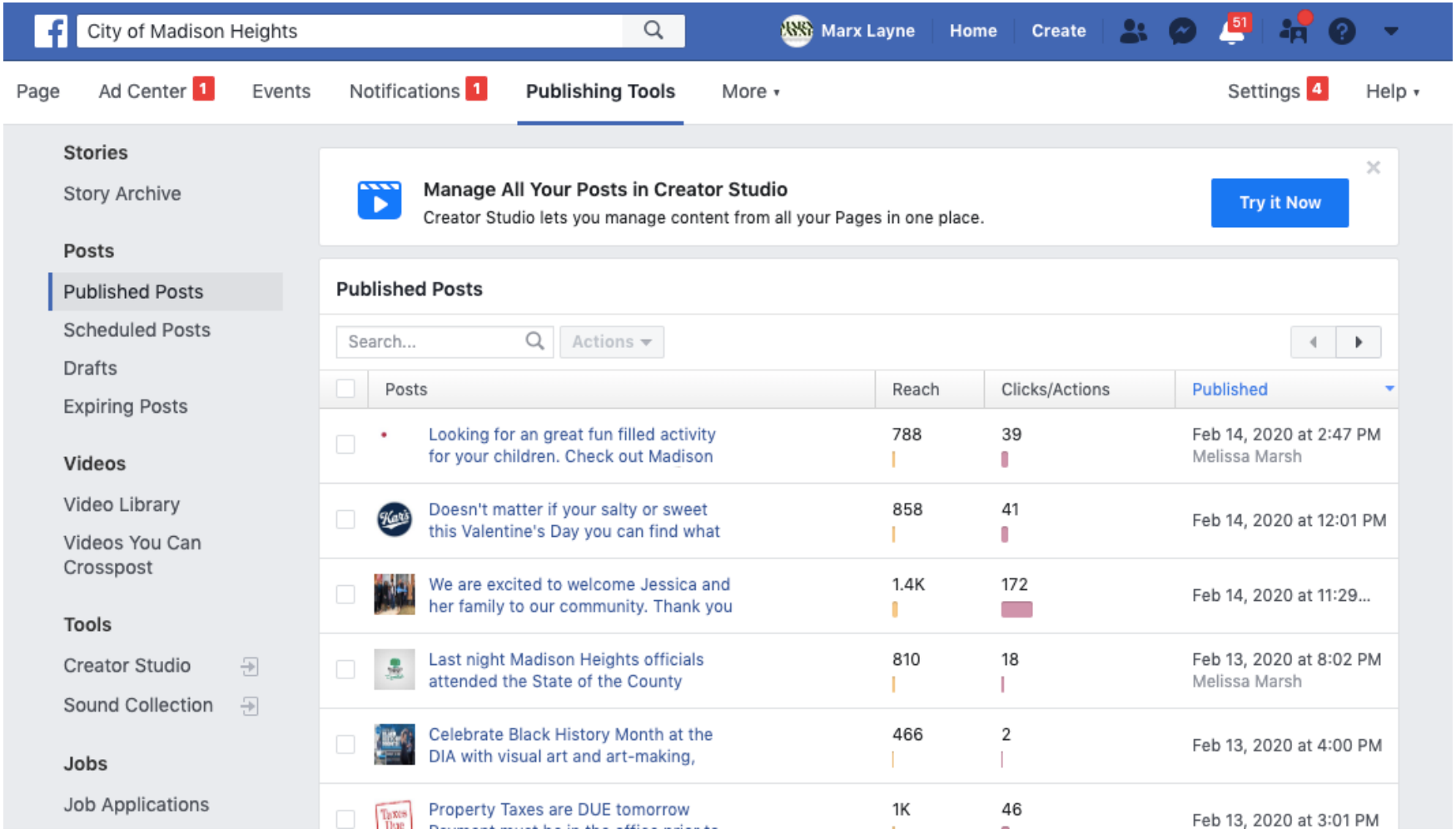
SCHEDULING



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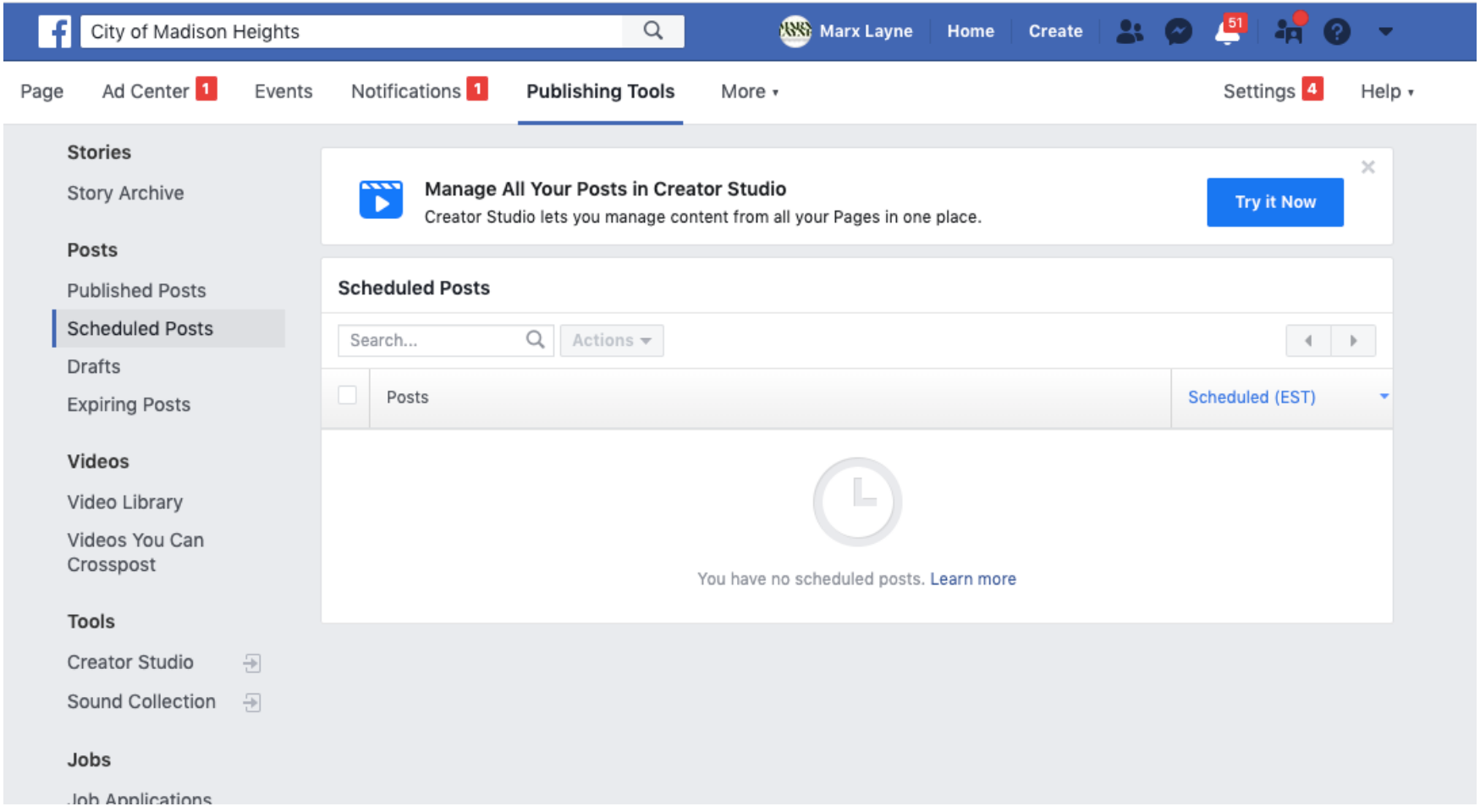
SCHEDULING



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INSIGHTS

- *Insights* provide info about your Page's performance (i.e. audience demographics)
- You can use *Insights* to:
  - Understand how people engage with your Page
  - View metrics about your Page's performance
  - Learn which posts have the most engagement
  - See when your audience is on Facebook

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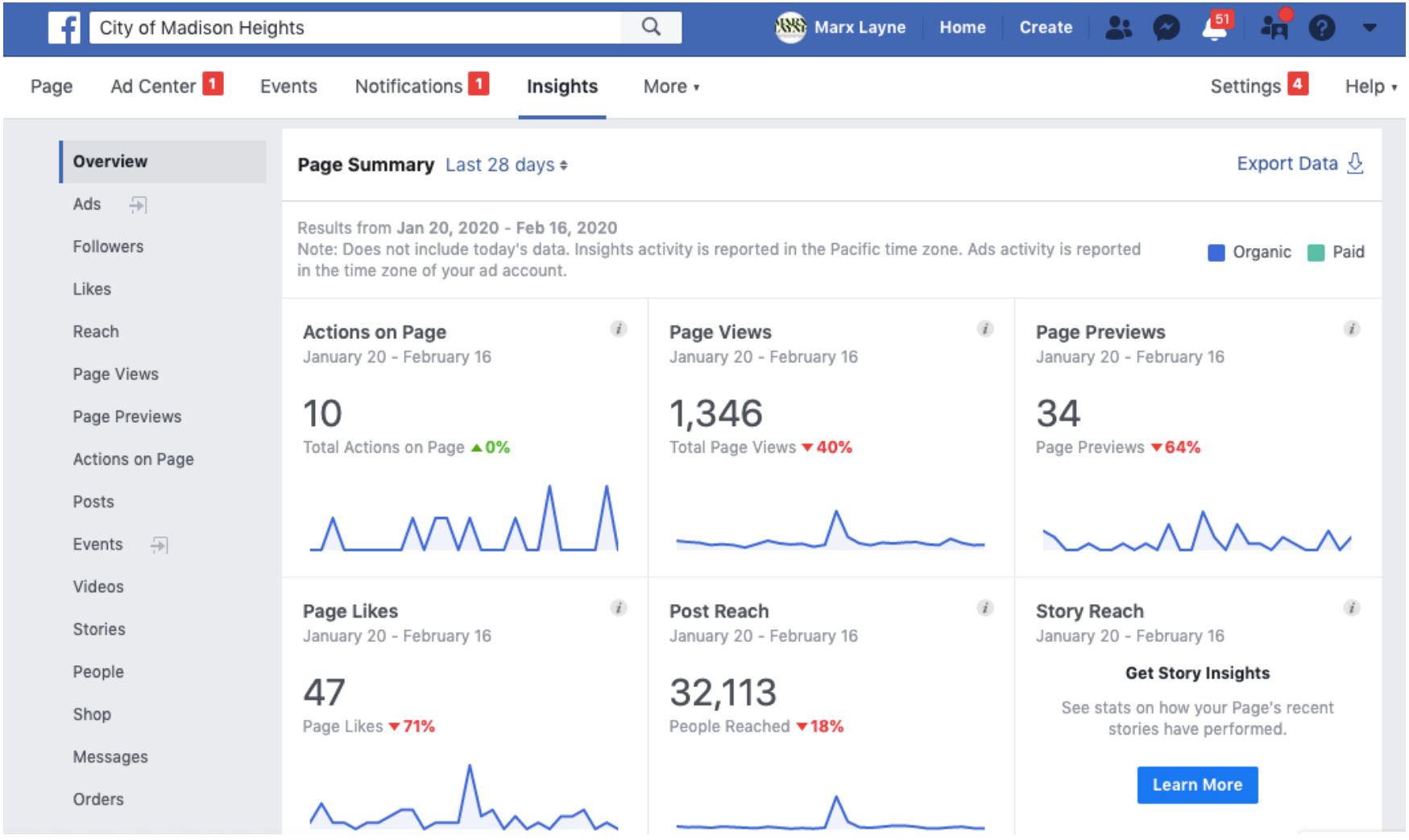
INSIGHTS



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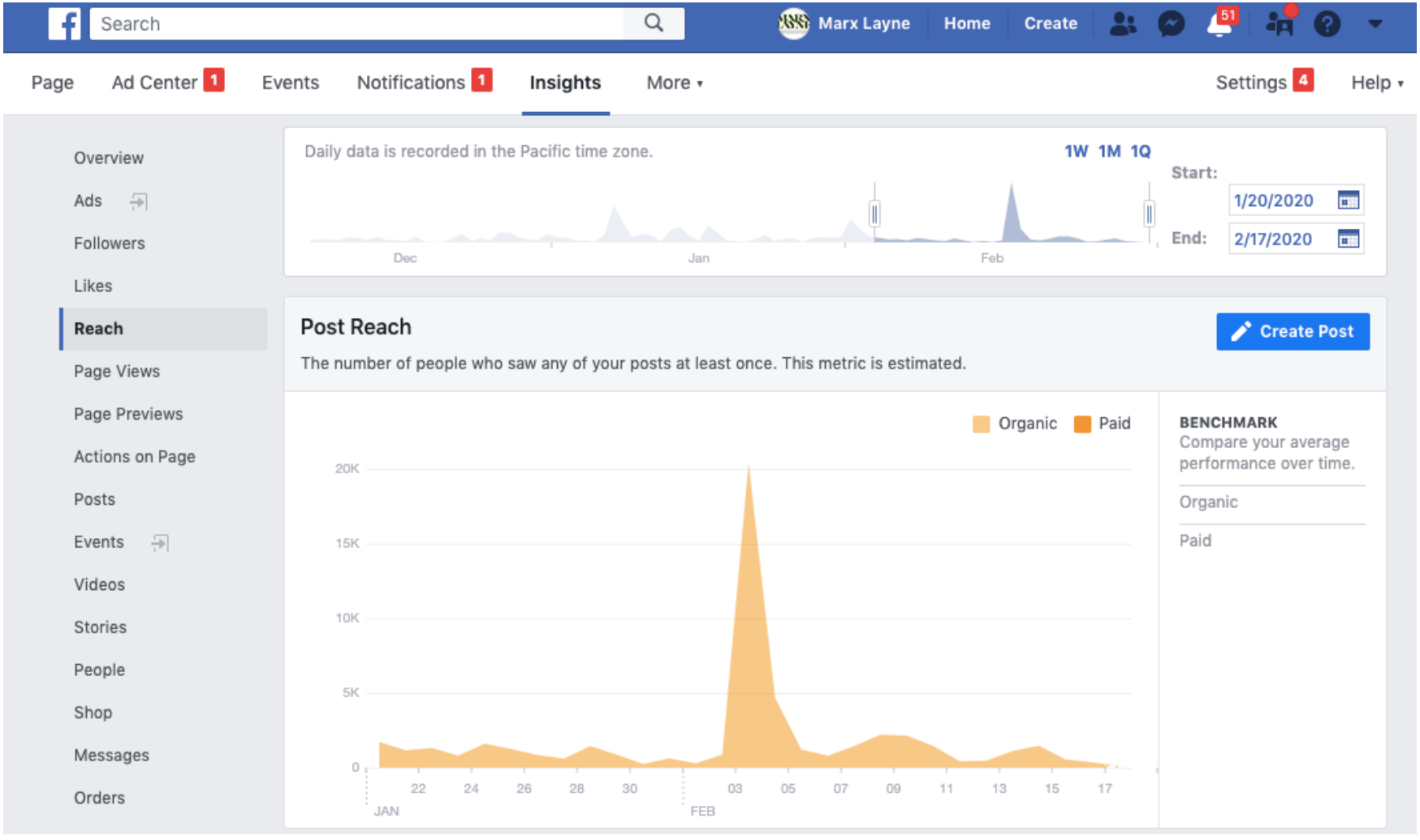
INSIGHTS



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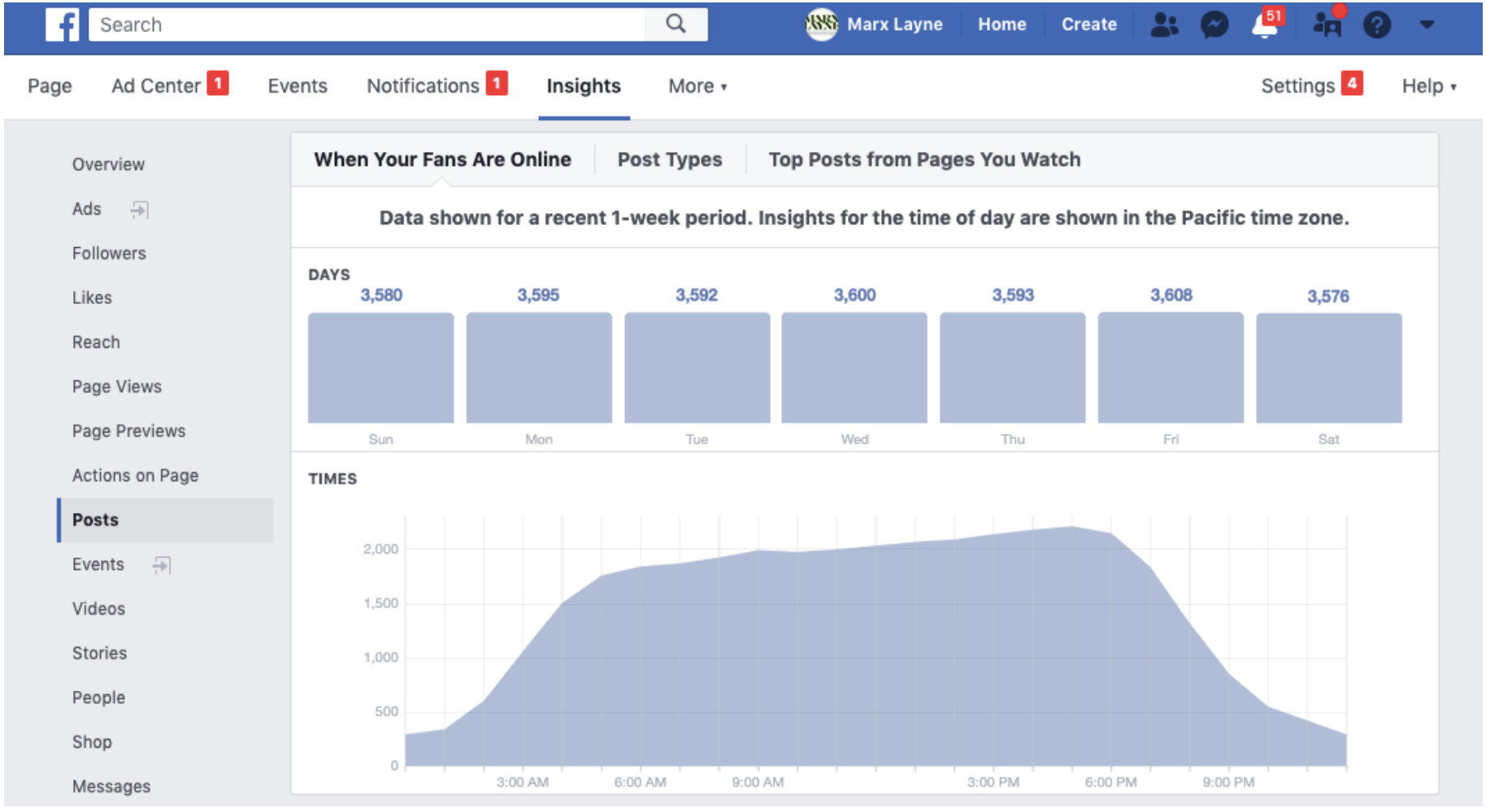
INSIGHTS



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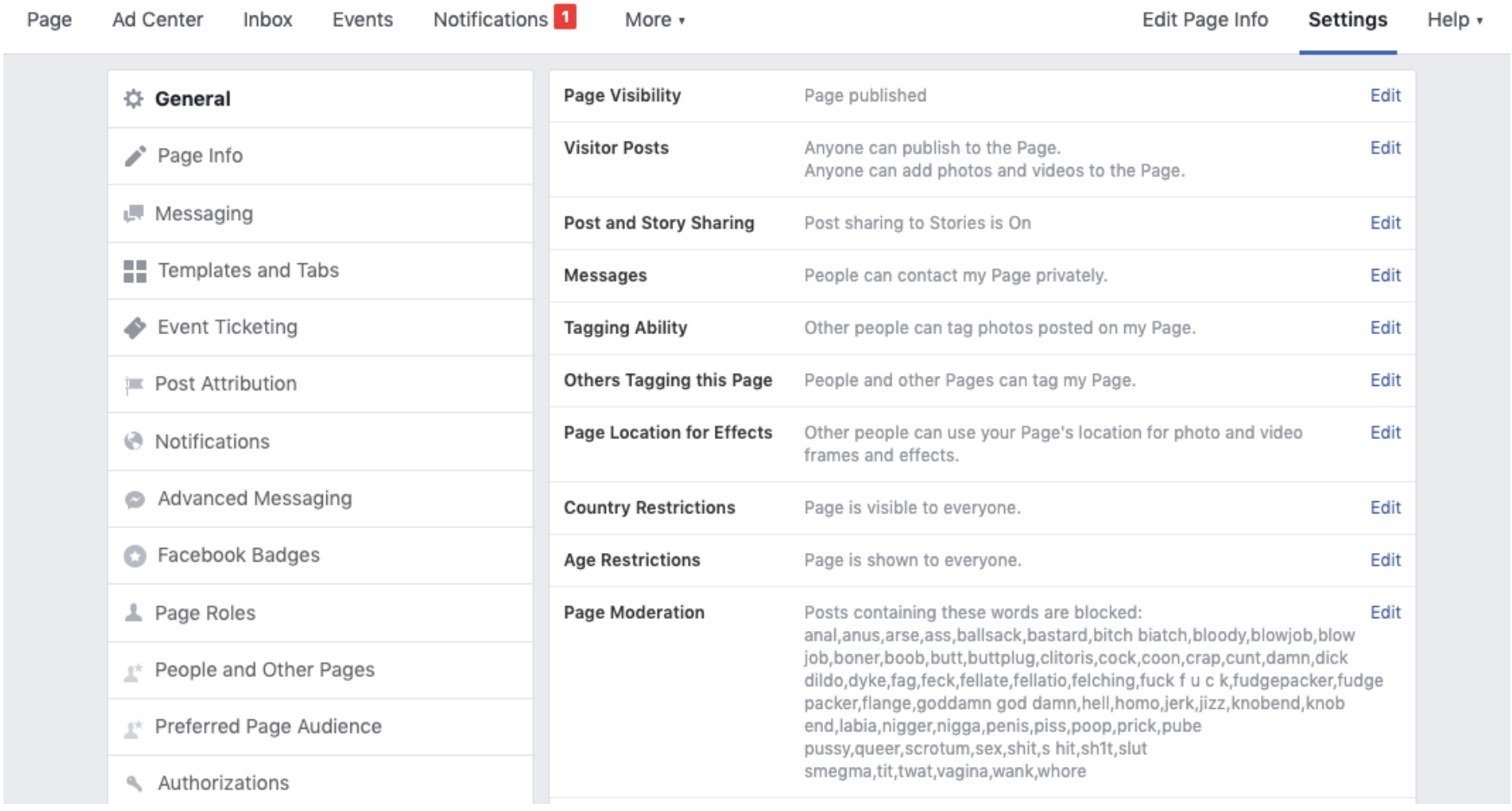
"Most people use research as a drunkard uses a lamppost, for support rather than for illumination."

DAVID OGILVY

AUTOMATED RESPONSE



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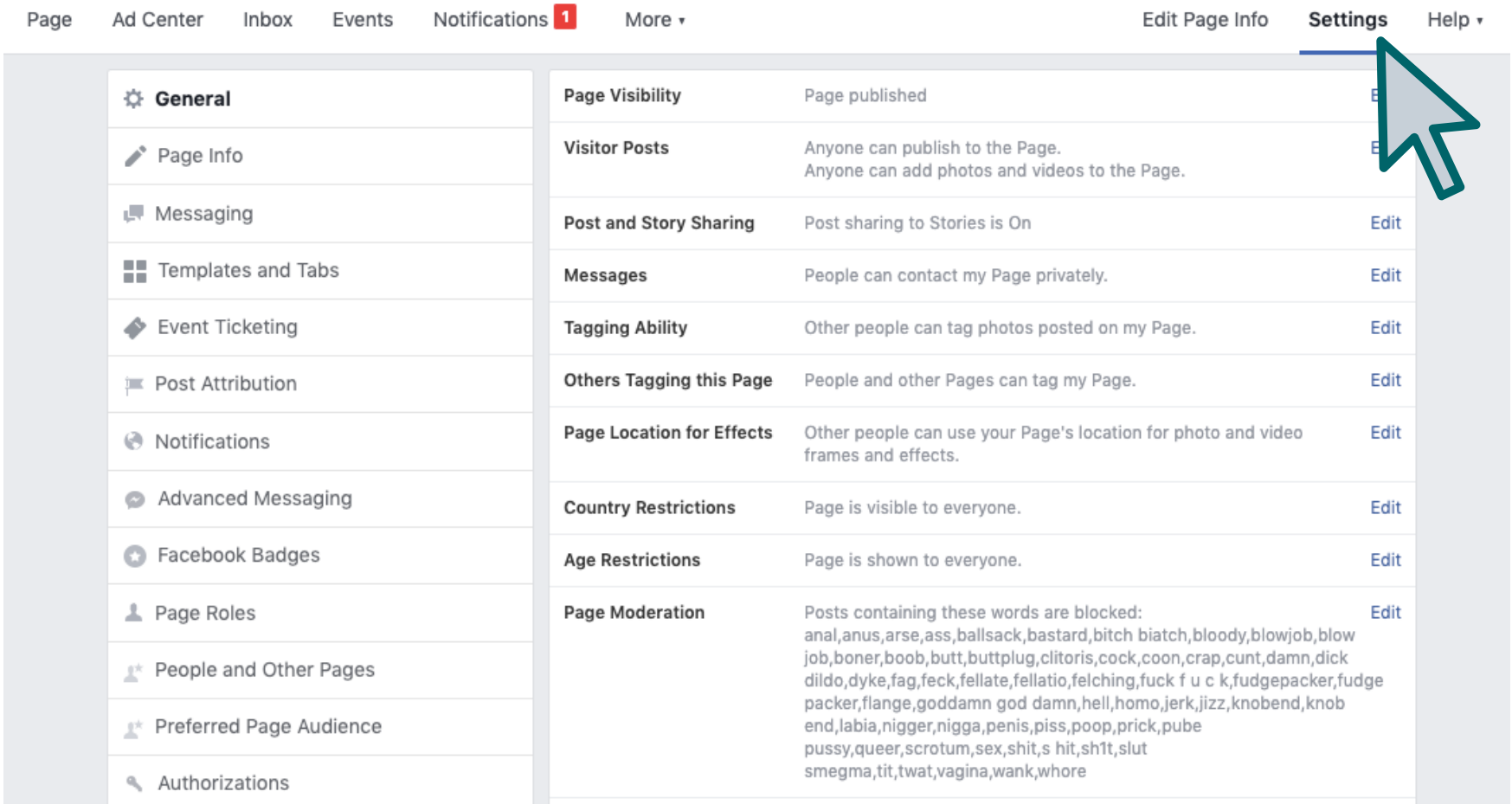
AUTOMATED RESPONSE



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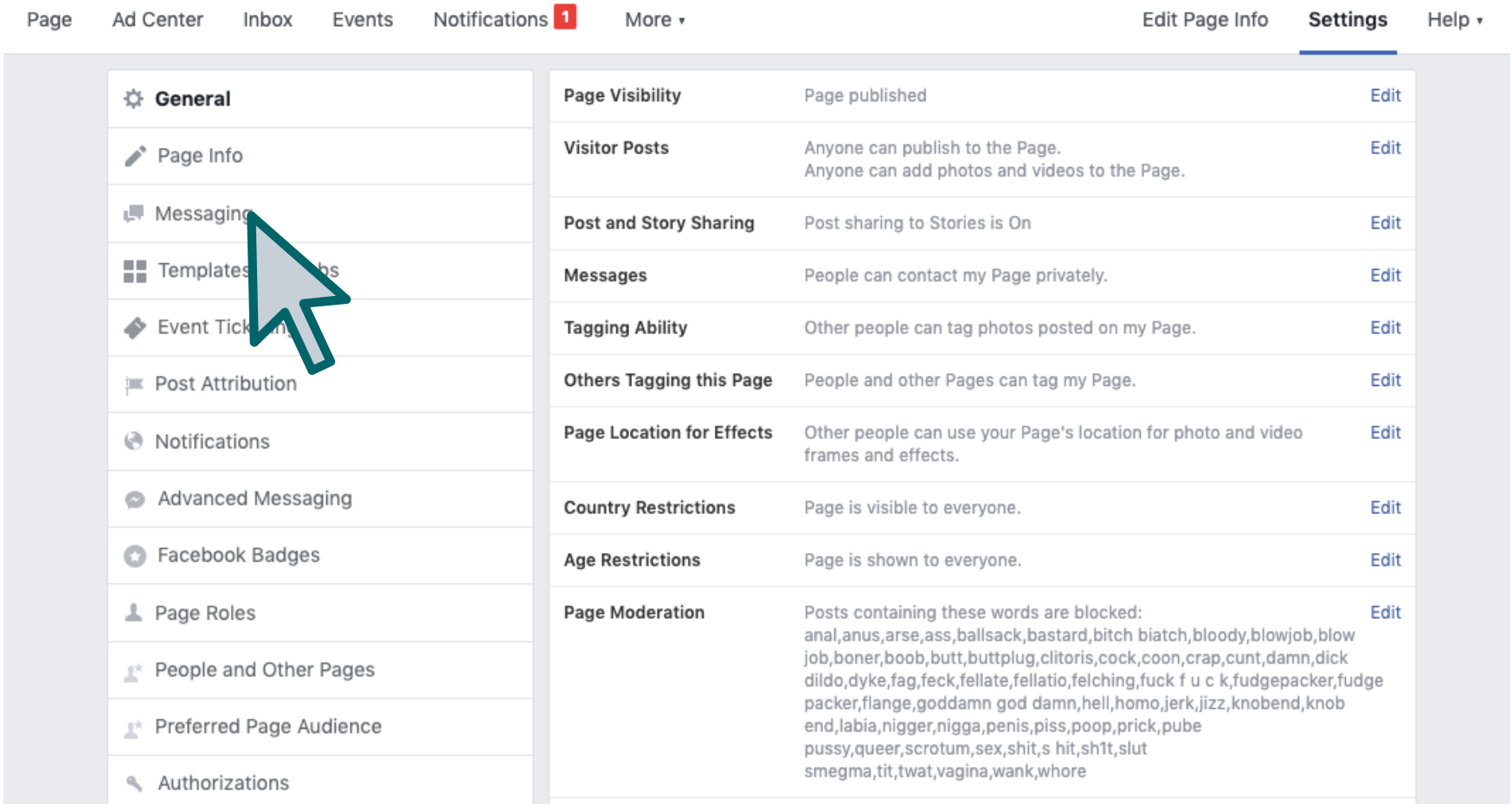

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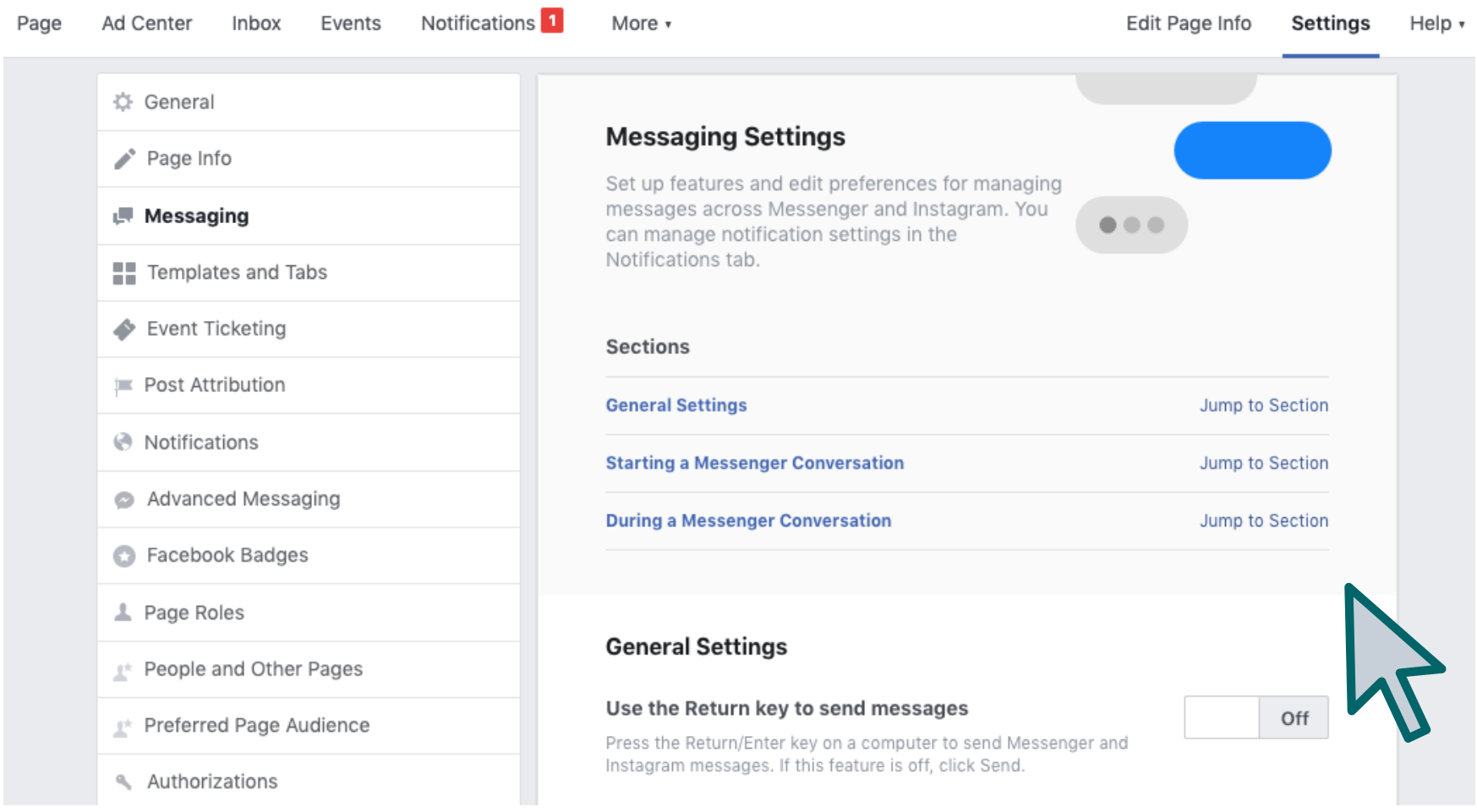

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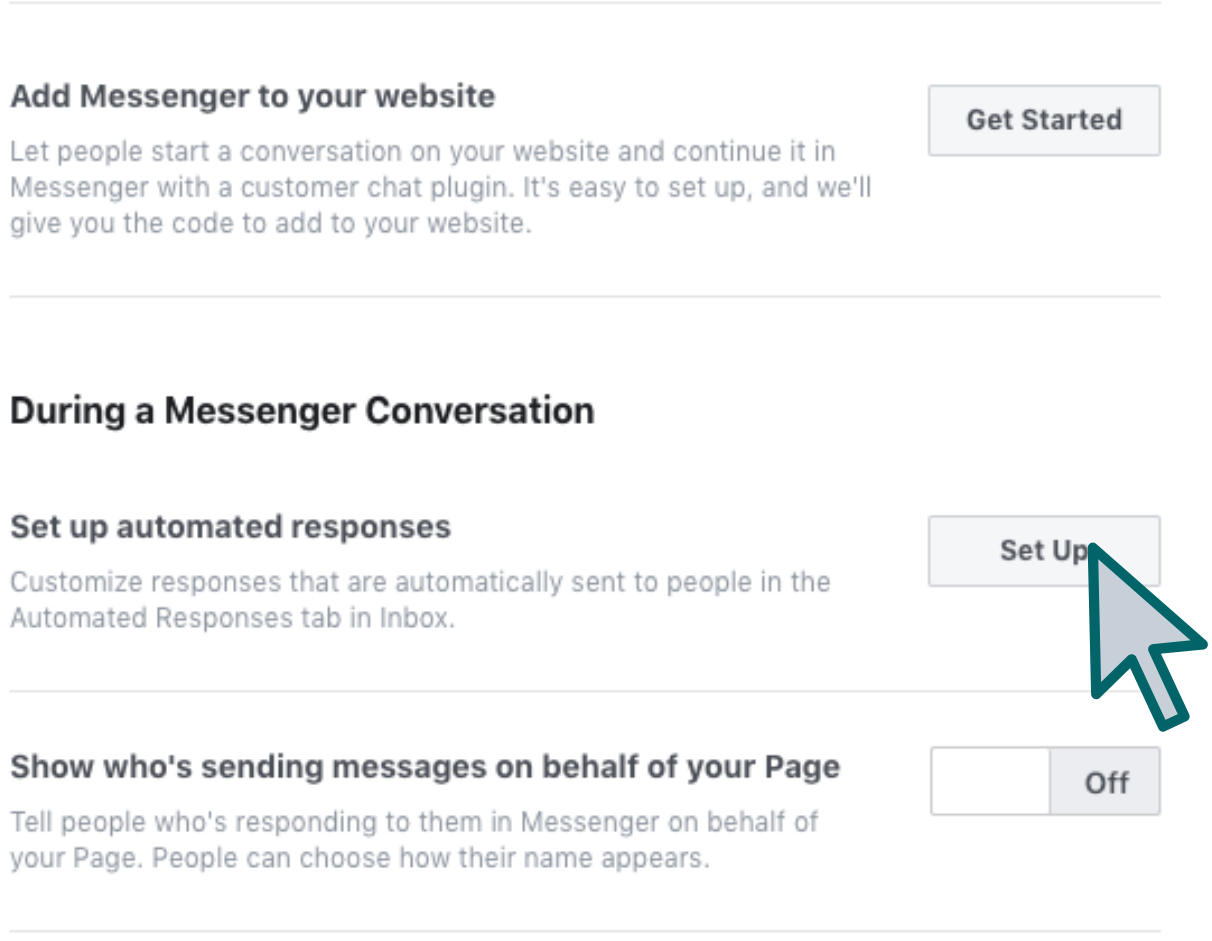

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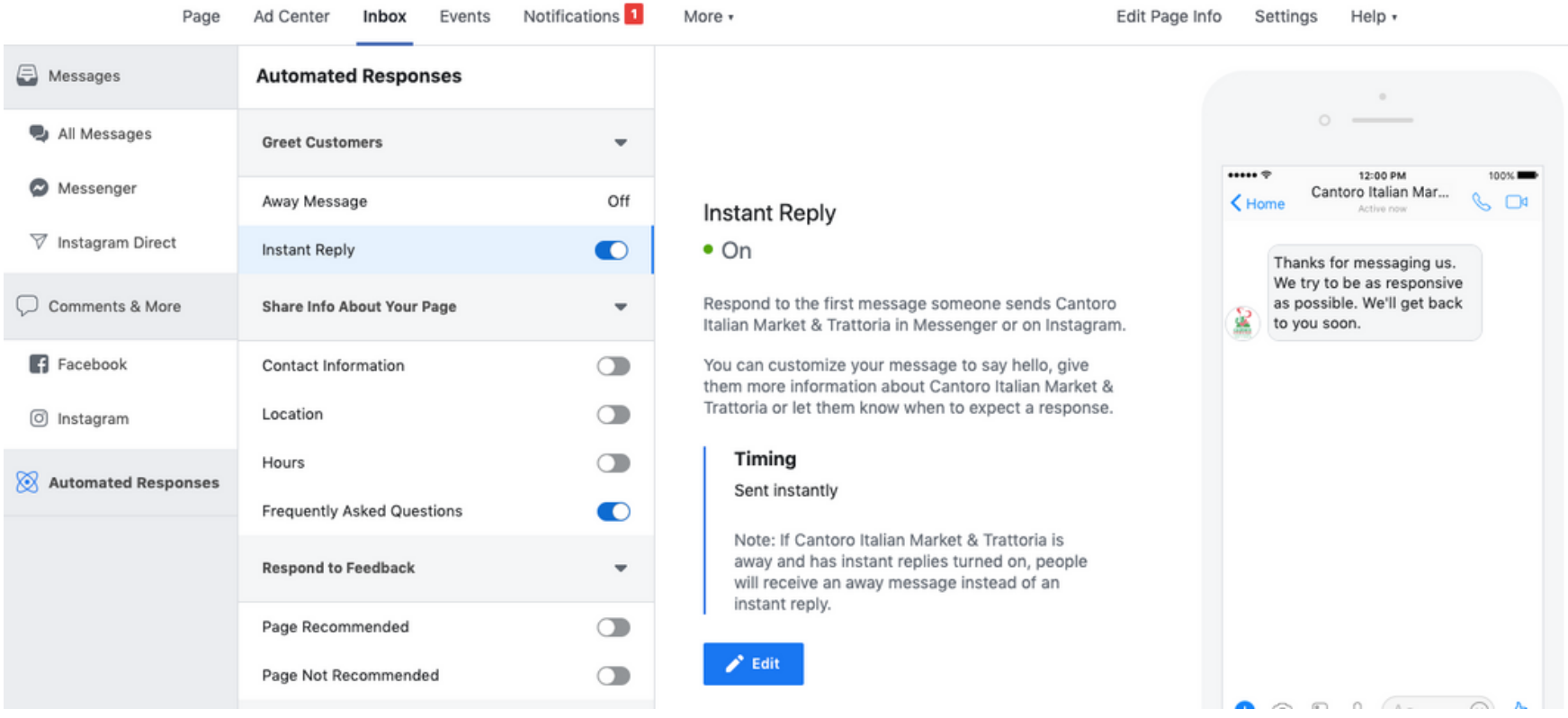
AUTOMATED RESPONSE



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CRISIS ACTIVITY

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REFLECTION

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CONCLUSION

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QUESTIONS?

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SOCIAL MEDIA TRAINING

THE Birmingham Bloomfield CHAMBER

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MARKETING, PUBLIC RELATIONS & DIGITAL MEDIA