


Let's Be Social!

The Importance of Social Media

Presented by: Michele Wisnesck, Director of Interactive Marketing,
Laurel Highlands Visitors Bureau

 Follow me: @michele_LHVB



Quick Facts:

- Social Media is the number one activity on the web.
- 72% of all internet users are now active on social media
- The 45-54 year age bracket is the fastest growing demographic on Facebook.
- 47% of Americans say Facebook is their #1 influencer of purchases.
- The fastest growing demographic on Twitter is the 55-64 year age bracket.

Why Be Social?

- Search Engines are now using Social Signals to generate search results.
- Brand Visibility – Build Brand Reputation
- Communicate directly with your audience
- Receive feedback from your customers
- Deliver stronger customer service
- Promote your business
- Drive traffic to your website!

Most popular social networks are:

- Facebook
- Twitter
- Pinterest
- Instagram
- YouTube
- LinkedIn

Follow the Laurel Highlands!

<u>URL</u>	<u>Username</u>
facebook.com/laurelhighlandsPA	Laurel Highlands Visitors Bureau
twitter.com/laurelhighlands	@laurelhighlands
youtube.com/PAlaurelhighlands	Laurel Highlands Visitors Bureau
pinterest.com/laurelhighlands	Laurel Highlands
instagram.com/laurelhighlands_pa	@laurelhighlands_pa

Facebook

Useful applications & tips:

- Photos & Videos
- Links
- Events / Milestones
- Special Offers
- Hashtags
- Scheduled Posts / Targeted Posts
- Evaluate Facebook Insights
- Connect with other organizations by “Liking” their page
- Promoted posts, promoted accounts, and other advertising is available
- Download the “Pages” app for your smartphone or tablet
- Make your updates relatable *and* informational
- Embed Facebook Photo Albums on your website

The key is to interact with your fans!

Twitter

Twitter is a social messaging network that allows you to communicate through the exchange of quick, frequent messages in real-time.

Twitter Lingo:

- Twitter Handle (username): @laurelhighlands
- Tweet: The message you send to your Twitter followers
 - 140 characters or less
- Mentions(@laurelhighlands): Message or reply directed to someone you follow
- RT @laurelhighlands: someone has “retweeted” or directly repeated a tweet
- Hashtags: (#SummerFun or #laurelhighlands) allow you to “tag” your tweet so people can search that topic.

Twitter Tips:

- Create “widgets” to embed tweets on your website.
- Save searches of hashtags, terms, or phrases relevant to you.
- Advertising is available on Twitter with promoted tweets and promoted accounts.

Connect your social media accounts!

- Hootsuite
- TweetDeck

Pinterest

Pinterest is a virtual pinboard that lets you organize and share photos you find on the web.

<http://business.pinterest.com/>

The “Pin It” button can be found under the “plus (+)” sign.

Foursquare

Foursquare is a Smartphone application that allows users to “check in” to different locations. Set up your business’s account here: <https://foursquare.com/business/merchants>

Instagram

Highlight your business or event through pictures and videos! Use hashtags to connect to others, tag people or locations, and easily share posts to Facebook, Twitter, and more! Visit <http://business.instagram.com/blog/> for helpful tips and updates.

Google+

Google+ connects you with your customers by making your Google experience more social. Create a page for your business as your brand’s “home” on Google. This allows you to get recommended across Google via a “+1” endorsement. Learn how to start an account, build your following, and stay connected here: <http://www.google.com/+business/>

LinkedIn

Create a LinkedIn Company Page to raise brand awareness, promote career opportunities, and educate potential customers on your products and services. Learn more here: <http://business.linkedin.com/marketing-solutions/company-pages.html>

Spread the Word!

Include Social Media icons and hyperlinks on everything to build your audience!

- Your website
- Your email signature
- Your advertisements, brochures, etc.
- Within your business
- Your email marketing campaigns (e-newsletters)
- Your partner listing on laurelhighlands.org

Want to review what we covered today with great visuals, tips, and more fun facts?

Find a helpful Social Media Marketing 101 guide on our website: www.laurelhighlands.org/socialmediaworkshop