SOCIAL MEDIA

AND HOW TO PROMOTE THE THAT'S NOT COOL CAMPAIGN

" The world is in the middle of an ongoing conversation. A marketer's challenge and job is to enter that conversation. And when you do join in, you had better be prepared to add value. If your attitude is, 'We're going to pound away with this many GRPs talking about our new product,' all you're doing is interrupting the conversation. People don't like that. "

- John D. Hayes, CMO, American Express, 2006

INTRODUCTION

Using social media to extend your brand can be an awesome strategy, but it is critical to make sure you have a full understanding of what you're doing before you actually do it. Most social media blunders that we see today could have been easily avoided had the marketer understood the full scope of what they were dealing with.

Each section below highlights advice and explanations about some of the major social media sites you are working with. It is my hope that this compilation of articles, blog posts, and social media tips will help you propel your organization to the next level through a responsible and focused use of social media.

MYSPACE

Before you leap in to MySpace as a marketer, you'd best understand it. Because if you don't, the MySpace community can turn on you the moment you make your first misstep. Just like bloggers can. (Note: many MySpace users are bloggers too. MySpace supports blogging within its platform.) The cardinal rule in MySpace is the same one as in the blogosphere: Keep it real.

Still, despite the hazards, MySpace offers a lot promise as a venue for marketers to promote themselves. MySpace allows you to interject yourself into existing networks of trust-based relationships and to bond with your visitors in ways not possible elsewhere on the Web. And you can interact with huge numbers of adults, not just teenagers. Surprisingly, more than half of MySpace visitors are age 35 or older, and more than two-thirds are age 25 or older, according to comScore Media Metrix (2007 study).

- It's easy to get overwhelmed with the sheer numbers on MySpace—and important to try to focus on marketing to the "right" group for your product or service — otherwise you'll be spending a LOT of time on people who will never be interested in you.

- But, on the other hand, when starting off, you need to get Friends. It's kind of a bragging right on MySpace. If you have too few friends, it'll be tough to get the good ones—the ones who will become loyal supporters. So, before you go after those, get a few hundred friends of any kind—bands are the easiest. They'll give you a respectable number on your Friends list, and will leave comments on your page—giving a little realism boost to your profile—making the addition of friends of the "good" type that much easier.

- Have patience. Without a huge brand presence, don't expect to see results immediately. The only investment is your time. As long as you regularly give people something interesting—blogs, music, and other tidbits that aren't necessarily related to your business—then you'll develop enough trust for them to be interested in what you DO sell.

- Keep it personal—talk with the people as if you'd email a new friend. Say "Hi," get to know them, and they'll want to get to know you. If you try to sell, sell, sell, you'll have a hard time earning respect on MySpace.

- If there's anything a seasoned MySpace user hates, it is a slow page. The MySpace site has loads of slow loaders. You may get friends with a lot of stuff on your page, but they won't actually spend the time to interact with you.

- Use the bulletin feature to send messages to your friends <u>every once in awhile</u> (too many bulletins equals spam in the eyes of your audience, and they'll leave you in a heart beat). Post bulletins that contain information relevant to your friends' interests.

- With each bulletin you create, make sure to also post it on your MySpace blog. A profile that features an assortment of blogs is a surefire way to show your audience that your profile is worth visiting many times over.

- Post at least one video on your profile that is entertainingly relevant to your product, and change the video as frequently as you'd like. When you change your video, make sure to notify your friends via a bulletin.

- Respond to the messages that your friends send you and approve friend requests as quickly as possible – don't leave them hanging without a

reply. As a rule of thumb, it's best to never deny friend requests unless you have a good reason to believe they'll post material that is damaging to your brand.

FACEBOOK

Facebook offers a much different experience for consumers and marketers than it did just a year ago. Previously, Facebook Pages were more static, where marketers could build them and easily leave them alone until it was time to change the look for a new season or campaign. Today, Facebook Pages are designed around active conversations that marketers can have with consumers. This change in format should lead to a change in mindset and strategy for marketers who may have built their pages some time ago. It also provides a reason for marketers who haven't built a presence on Facebook yet to take another look at the social network.

There are many ways marketers can increase engagement and visibility for their Pages:

1. **Send updates to fans.** Page creators can blast messages to all fans. A notification appears on fans' home screens when there are Page updates. These updates should be used sparingly so that fans read them rather than ignore them or potentially even un-fan the Page.

2. **Update the Page status.** These updates appear in fans' News Feeds and can include more day-to-day updates, such as notifications of new content on the marketer's site.

3. **Create polls.** These can appear in a separate tab on the Page or within a box on the landing page, and when fans participate, it will appear in their feeds so their friends can see it.

4. **Post events.** Whether it's a product launch, a TV show premiere or some other time-sensitive promotion, creating an event can also trigger updates that fans can share with their friends.

5. **Develop interactive applications.** Create applications on a Page that trigger actions which appear in fans' feeds. For instance, a Page might offer a virtual gifting application that makes it easy to share branded content with friends. This is usually a large undertaking and is not necessarily mandatory for a brand's presence on Facebook. Don't make an application unless it is something people will actually enjoy.

6. **Encourage fan participation.** When fans share content such as photos or videos on a Page, those updates appear in fans' feeds. Fans may also write on Page walls, comment and "Like" posts, which keeps fans engaged, although it won't be visible in friends' News Feeds.

7. **Advertise the Page.** Facebook offers various ways to advertise Pages, whether on Facebook's homepage or through self-service ads that run on the rest of the site. These ads can be highly targeted to very specific demographics, giving you a lot of bang for your buck.

8. **Convert visitors to fans.** When visitors become fans, their friends are exposed to that action - this alone can be a key tool in expanding your network.

Checklist

o Find out how many people on Facebook currently list your brand or association on their personal profiles – this will help you size up your immediate potential for fans.
o Within your organization, develop an editorial calendar that shows how often the Page will be updated so it stays fresh for fans.
o Mix it up using various ways to drive engagement for fans new and old.
o Measure continued Page interactions with Facebook Insights, available to the owners of any Page.

TWITTER

Twitter allows users to post brief, public updates (called "tweets") and respond to others, creating conversations that anyone can read. Twitter users can submit and read updates from the Web, mobile devices, desktop applications and other channels. It's possible to create private accounts, but those are in the minority; most people who use it want to share with anyone – the more followers the merrier!

Some of the benefits of using Twitter:

• Engage in real-time conversations with key influencers and amplify the enthusiasm of brand evangelists
• Gain immediate feedback; use Twitter as a real-time focus group
• Establish the brand as an industry resource for bloggers and the media
• Create a human presence and voice for the brand
• Proactively respond to consumer questions and problems

Even without participating or "tweeting," most marketers can benefit from monitoring Twitter to gauge what people are saying about them, their competitors and their industry.

Tools for Twitter Management

Twitter allows others to build on its platform, driving increased functionality and continued innovation by others. Here's a guide to several of the most useful tools:

Monitoring
- Twitter Search: Marketers should spend at least as much time here as with Twitter itself; search.twitter.com offers more advanced features than what's built into Twitter.com
- Twitturly and Tweetmeme: View the most popular links bubbling up in tweets
  Twist and Twitscoop: Chart Twitter buzz

Tweeting
- TweetLater and HootSuite: Schedule Tweets to appear at a pre-set time or set up an auto tweet for your blog's RSS feed
- TweetDeck: The most popular desktop software to submit posts, monitor responses and categorize friends
- Bit.ly and Cli.gs: Shorten URLs and track them
- Twitpic and Picktor: Share photos on Twitter Topify: Learn more about the people following you and send direct messages via email
- MrTweet: Discover new people to follow

Checklist

- o **Be authentic**: Write with a human voice
- o **Listen**: Pay attention to what people are saying
- o **Converse**: Talk to others even when they're not specifically talking to you
- o **Be responsive**: Monitor Twitter at least daily, it can be even more powerful when monitoring it more frequently
- o **Quality over quantity**: It matters far more to post something meaningful or interesting than constantly posting; similarly, attracting the right followers is more important than racking up a body count
- o **Avoid link spam**: While some links back to your digital properties are fne, they shouldn't be in every tweet
- o **Stick around**: With relationships and conversations so central to Twitter, it's best to use Twitter as part of an ongoing program rather than a one-off campaign
- o **Proceed with CAUTION:** Anything you post on Twitter is permanent. Though you can delete a tweet from your profile, it will always be indexed by Twitter Search and other Twitter tools. Just keep in mind that once you tweet it, you can never completely remove it.

How to Write an Award-Winning Tweet

Twitter is less about your individual tweets than it is about a string of short messages you weave together to inform and entertain your followers. However, if

the tweets you send are weak then they won't amount to much. Here are a few tips to making tweets that'll pack a punch.

1. **Never answer the question Twitter asks you**: "What are you doing?" Unless you're doing something really interesting (e.g. "Stopping a bank robbery" or "About to accept my Oscar"), you probably shouldn't tell Twitter what you're really doing (e.g. "About to eat my tuna salad sandwich"). Rather, tweet what you think your followers will find interesting.

2. **Write your own headlines when you tweet links**. When you're linking to articles or blog posts, you should only use the headline of the item you're linking to if it's really good. Tell your followers why you find what you're linking to interesting, or pull out the best quote from the item.

3. **Be re-tweetable**. The most powerful aspect of Twitter is its echo effect: If you write something good, all your followers can re-tweet (or RT for short) what you've said to their own followers. To increase the chances of a re-tweet, keep what you write witty and short. Remember, if your post is exactly 140 characters, it won't ft into a re-tweet without editing. Also, no need to say "please RT" any more than you'd ask friends to quote you to others.

4. **Rewrite**. Strunk and White's rule "Good writing is rewriting" applies to Twitter, perhaps even more than other media due to the need for brevity. Before you hit send, try to make your tweet shorter, clearer and wittier.

5. **Have fun**. Don't treat your tweets like one-line press releases. Let your sense of humor show in your tweets and embrace the playful nature of the medium.

FLICKR

Marketing on Flickr

1. **Go Pro** - Getting a Flickr "Pro" account is like the green fees in golf. Of course, you can upload up to 200 images for free and have an account without paying, but you don't get the "pro" icon next to your name and your account doesn't have the same authority for members of the community. If you are going to use Flickr to do any marketing, put up the 25 bucks and get yourself a pro account.

2. **Create Collection homepages** - Flickr photos are arranged into sets and collections. Sets are like photo galleries or albums, and collections group

various photo albums together. As you organize your photos, think about how to make each set about a certain them, and then group them together into collections. Once you have a collection homepage, this can be the public URL that you send people to.

3. **Think thumbnails** - Sets, collections and individual images are represented by thumbnails. These are the visual elements that need to engage someone before they are inspired to click and delve further into your account. When you take and crop your photos, paying attention to how the thumbnails look matters. More importantly, whenever you create a new set the thumbnail is set by the first image. Make sure you change it to the one that offers the most compelling reason to click and see the rest of the set.

4. **Tag properly** - Tagging sometimes seems like the online equivalent of going to the dentist, you know you should do it but always manage to put it off in place of doing something else first. On Flickr, tags are a big reason that people can find images and tagging yours properly is a necessary step. Use the right descriptive keywords, but also check and see what people are already searching for and see if any of those tags may apply to your images. Aside from direct links, many of your image views on Flickr will likely come from people searching for these tags.

5. **Share real time** - One of the most powerful benefits of Flickr is that when you are at an event or something current that people are likely to care about in a particular timeframe, speed of getting photos online matters. If you have a blog or Posterous account, make sure you configure it to work with Flickr. The closer to your event you can get your photos up, the more likely it is that people will use them to refer to, share with others and drive traffic to.

6. **Join and contribute to groups** - No matter what you are taking pictures of, chances are there is a Flickr group with others who are already sharing photos of it. People who are active in Flickr groups tend to also be some of Flickr's most active (and often influential) members. As a result, joining groups not only lets you be part of a greater community and conversation on a certain theme, it can often give you a direct connection to Flickr users who really matter. Remember, what you post into a group must be relevant and on topic or else you risk alienating yourself and your brand.

7. **Actively promote and approve reuse** - Lots of services, bloggers and media are now using Flickr images to power their own stories and media. Once you start getting your imagery noticed, you will likely start to receive invitations from individual bloggers and services like NowPublic asking for

permission to reuse your photos. This means your photos are gaining traction. Try to approve the requests quickly and encourage more people to use your images ... and credit you properly for them, of course.

8. **Enable stats** - Flickr has a great new tool which allows you to get deeper metrics on your photos. They have smartly realized, however, that not everyone cares about using something like this. So instead of giving it to all their users, they have a step where you need to ask for it to be turned on in your account, and 24 hours later you will start to get metrics on overall views, engagement and referrals. The last point is particularly useful, as now you can see who else is driving people to your photo collections.

9. **Keep going** - If you start to use Flickr for marketing, your challenge will be the same ... to avoid having one big spike and then no more activity.

YOUTUBE

YouTube Insight, an analytics dashboard set up by YouTube to view detailed statistics about the videos that are uploaded, has emerged as the so-called "killer app" for video producers and content owners. It's so valuable that even if content owners prefer to host videos elsewhere, the intelligence alone from attracting YouTube views can make the site an important cornerstone of a marketing plan. And it's one more reason that publishers upload 20 hours of content to YouTube every single minute – or 28,800 hours of video every day.

We won't go into detail about YouTube in this document, as it serves as a hub for what you're doing and you already have a great channel set up there.

IF DISASTER STRIKES...

Does this mean control of the brand is lost forever? While some control has been ceded to consumers, that doesn't mean you should throw up your hands and hope for the best. In fact, active management of communities and your brand's presence in social spaces is prudent to prevent disaster before it strikes and to mitigate the effects if one should hit. Here are some tips on what to do if disaster strikes:

Listen: Active listening will help identify issues early on, but sizing up the audience and each commenter's sphere of influence is even more important to qualify the potential ramifications and either amplify or quash discussions from there.

Address: When an issue arises, it often takes some time to figure out the best communications plan - and you can add to that the time required to secure buy-in from all necessary parties. The bigger the organization, the more complicated the communications plan. Lack of responsiveness only makes a brand seem more out of touch. But even if you don't have an answer, address consumers to let them know you're on it, and tell them when you'll get back to them next. Converse with them in their environment. If your audience is crying bloody murder on YouTube, then make a video to respond and post it there, plus seed it across other user-generated sites. If they're lambasting you on Twitter, then address them on Twitter.

Speak the Language: When addressing your audience in a user-controlled environment, speak the language of your audience while retaining the voice of your brand.

When one person has a good experience with a brand, the viral effect can be amazing. At the same time, a shared bad experience can damage a brand's hard earned equity. Putting the right process in place before a problem occurs can mitigate damage and even promote increased advocacy when you show consumers you are ready, willing and prepared to handle any situation. Take advantage of these issues as an opportunity to shine, and you just might find your brand in a better position than it was in before the problem even came up!

PROMOTING THATSNOTCOOL

Below are a few tips to help maintain a sense of order and consistency on the various social networking sites in which ThatsNotCool functions:

- **Use the TNC logo.** The red version of the TNC logo has been used on each of TNC's social media profiles. It is recommended to continue using this logo in the future wherever TNC has an online presence.

- **Consider using the TNC icon.** If the site in which you are working only uses square icons to represent a profile, consider using the square TNC icon that I've created. This is currently in use on Twitter and Posterous.

- **Use the TNC background when possible.** If the site you are on allows you to edit your profile substantially, consider adding the TNC background from the website to your profile. You can see this in action on MySpace and Twitter, as well as within the "Resources" tab on Facebook.

- **Stick to the TNC color palette.** Try to adhere to the colors used on thatsnotcool.com when you are making design decisions. Below are the hex codes for some of these colors (for use in web design). Please note

that these colors will vary somewhat and are just examples based on what we've set up on MySpace:

- #FFFFFF – white
- #0099CC – blue
- #FF0000 – red
- #009B3B – green
- #F6921E – orange/yellow
- #000000 – black

- **Use consistent fonts.** For most of the That's Not Cool profiles, I used Helvetica for body copy and RNS Baruta Black (official campaign font) for headers and major titles. (Note for advanced CSS users: since not all computers support CSS-embedded fonts on websites, I selected Arial Rounded MT Bold, Arial Black, and Tahoma as the substitute fonts.)

- **Use language from thatsnotcool.com when possible.** If you're just trying to give an overview or brief description of the organization, it is best to borrow some language from the main website. This helps avoid confusion and ensures that you're sticking with some tried-and-true copy.

- **Don't change the fundamental design or layout.** Unless it is absolutely critical, it is best not to make changes to a profile's basic design or layout. Part of your success in the realm of social media will hinge on users gaining a sense of familiarity with your online presence. Making frequent changes that readjust things like navigation will be frustrating for your audience.

- **Change content frequently.** On the other hand, keep updating your content <u>as frequently as possible</u>. While it is good to maintain the design you have now, you still want to have fresh content each time a user visits your page. Because of the interconnectivity of all of your pages, all it takes is a small change to affect content everywhere. (For example, one post on Posterous will hit everywhere but YouTube. One Tweet on Twitter will also hit Wordpress and Facebook.)

- **Stay on top of site updates.** If a site is making changes to its functionality, make sure you know about them and determine what it means for your account on that site. For example, Posterous is planning on opening up their interface in the future to allow users to customize their own pages. It will be important to take advantage of this new feature as soon as you have the chance. One way to stay on top of these things is to read the blogs for each site (most social networking sites have a company blog).

- **Check each social media site regularly.** Even though you have the advantage of using the Posterous "Post to Anywhere" function, it is still important to log in to each site occasionally to check up on things. Don't let important warning messages or friend requests go unnoticed.

- **Be strategic when choosing a custom URL.** Unfortunately, it has been difficult to get a consistent URL on each site in which TNC operates. For example, youtube.com/thatsnotcool, myspace.com/thats_not_cool_campaign, and twitter.com/TNCtweets. Try to keep these similar when possible. (And don't forget that you can choose a custom Facebook URL when you get 1,000 page fans!)

INFORMATION FLOW

Here is a quick summary of how information flows through the TNC social media profiles:

Posting to Posterous pushes information to:
- Facebook
- Wordpress
- MySpace (via RSS)
- Flickr (if the post contains photos)
    a. Flickr photos also appear in widgets on Wordpress, Facebook, and MySpace
- Twitter
    a. Twitter also appears in the Wordpress sidebar

Posting to Twitter pushes information to:
- Facebook (but ONLY if #fb is added to the Tweet)
- Wordpress sidebar widget

Posting to Flickr (which you don't really need to do) pushes photos to widgets on:
- Wordpress
- Facebook
- MySpace
- *Note that publishing directly to Flickr does not add photos to the content of Wordpress blog posts or Facebook updates; you must go through Posterous to do this. Publishing directly to Flickr only updates Flickr widgets.

Posting to Wordpress pushes information to:
- Nowhere. Anything published directly to Wordpress will only appear on Wordpress and the Wordpress RSS feed.

Posting to MySpace pushes information to:

- Nowhere. Anything published directly to MySpace will remain on MySpace.
- *Note that in order to post videos or updates on MySpace, you must do this manually (i.e. uploading new videos or posting bulletins).

Posting to Facebook pushes information to:

- Nowhere. Anything published directly to Facebook will remain on Facebook.

Posting to YouTube pushes information to:

- ThatsNotCool.com
- To promote YouTube videos elsewhere, you can post links on Posterous, Facebook, or Twitter.

How to Update Content

To post a message that updates everything:

- Send the content of the post to Posterous.
- Send out a MySpace bulletin with the same content. Consider adding the content as a post to your MySpace blog.
- This should cover all of your social networking sites. If your message includes photos, they will also be included.

RECOMMENDED READING

The content of this document is a compilation of articles and posts from the following places:

360i's "Social Marketing Playbook"
Reports from the Interactive Advertising Bureau (IAB)
SmallBusinessBranding.com
MarketingProfs.com
Rohit Bhargava's "Influential Marketing Blog" (Bhargava is Senior VP, Strategy & Marketing, Ogilvy 360 Digital)

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