

Social Media That Puts You In The Community - Virtually

The Series: The *OPEN MINDS* Executive Blueprint for Crisis Management –
Building Organizational Sustainability & Success In A Disrupted Market



Wednesday, August 12, 2020

Presented by Paul M. Duck, Senior Associate, *OPEN MINDS*

Executive Seminar Agenda

Agenda Item

- A. **Going Virtual:** Understanding why a successful crisis management strategy begins with 'going virtual'
- B. **Designing Your Online SOCIAL Blueprint:** Developing a social media strategy based on best practices to meet your goals
- C. **Deep Dives** Into The Top Social Media Platforms That Will Drive Traffic and Engagement
- D. **But Its Not All Roses:** Reputation Management and Social Media Pitfalls and Traps to Avoid for your Brand
- E. **Q & A / Discussion**



PAUL M. DUCK
Senior Associate
OPEN MINDS



A. Going Virtual: Understanding Why A Successful Crisis Management Strategy Begins With ‘Going Virtual’

We Are Not Alone: The Internet & Social Media Are Massive

- The internet has 3.9 billion users
- In the US, 293M Adults use the Internet (only 10% of adults do not)
- 43% of US Adults use the Internet multiple times per day
- 41% of Internet traffic in the US is MOBILE
- By 2023, projected that 85% of US Adults will access the Internet via their phones
- 79% of US population has a social media profile
- Facebook Messenger and Whatsapp handle 60 billion messages a day
- There are 259M digital buyers in the US, and that is projected to grow to 307M by 2023.
- 69% of US Adults use Facebook and 73% use YouTube



Health Care Has Joined The Revolution

60% of social media users are likely to trust social media posts and activity by clinical professionals and provider organizations over any other group.

60 percent of people are interested in virtual doctor visits.

In 2018, US healthcare providers spent \$2.84 billion on digital ads. This is a 13% increase in spend from 2017.

The average cost for a healthcare lead is \$286. With digital ad spend on the rise, healthcare marketers are paying more for each lead.

Health Care Digital Marketing Trends 2020

Video

- Having video on a landing page can increase conversions by as much as 80%. Live social media videos are also growing, with 50% of marketers planning to leverage them in the upcoming year.

Big Data

- Mountains of patient data are now available to be anonymized and analyzed in order to identify trends and patterns that healthcare providers and marketers can capitalize on.

Patient Experience

- The Centers for Medicare & Medicaid Services funding for hospitals is evaluated on scores from Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) surveys.

Health Care Digital Marketing Trends 2020

E-Health Tools for Patients

- More providers are recognizing that patients want tools like online scheduling and bill pay, e-visits and the ability to renew prescriptions, or chat live with an administrator about questions.

Growth of Telemedicine

- Convenience remains king and healthcare providers are increasingly recognizing that telehealth will help them deliver their care faster.

Native Advertising

- Native ads are predicted to make up 74% of total U.S. display ad revenue by 2021. Native advertising allows providers to deliver informative content that finds consumers where they are.

Health Care Digital Marketing Trends 2020

Content Marketing

- It's important to know exactly what your consumers are looking for online: The more information you can provide in a format that's search-friendly, the more consumers you'll connect with.

Millennials

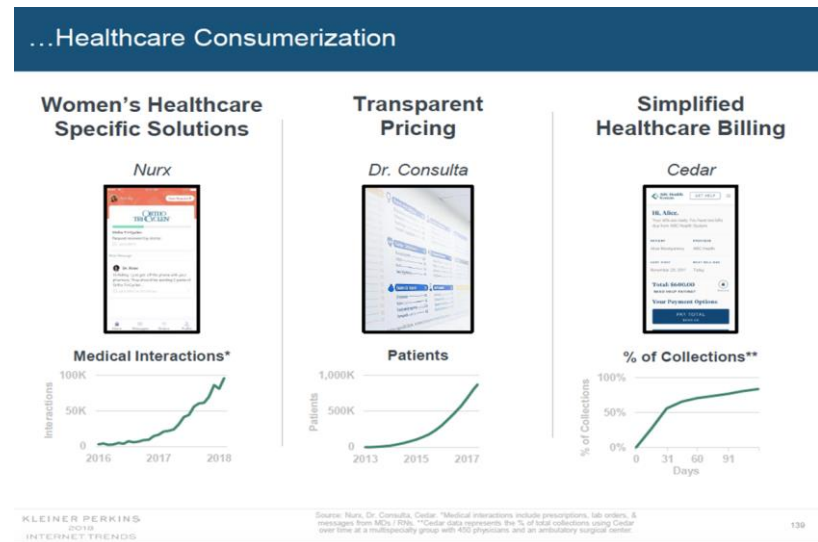
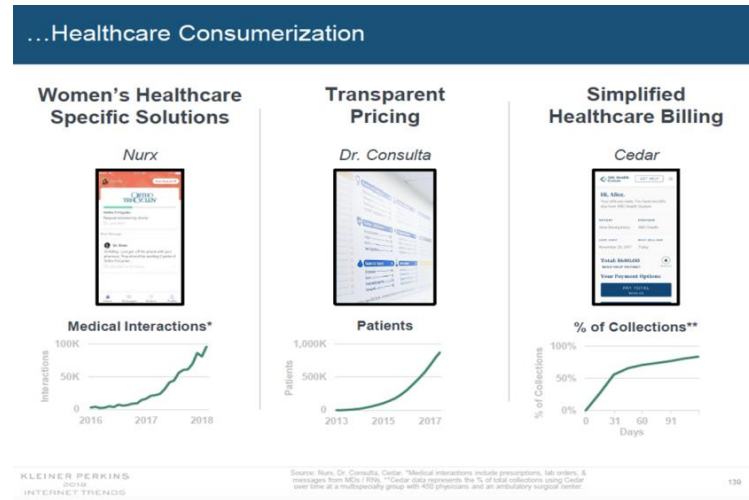
- This segment has different values and shops for and consumes healthcare differently than their predecessors, so marketers will need to focus more on holistic health and on providing the in-depth health information on the web.

Social Media Optimization and Marketing

- Health care providers are increasingly turning to social media channels to engage with current customers, and more importantly, to find new customers, in the ever-increasing competitive markets that make up today's health care environment

So What Is Fueling This Revolution In Health Care?

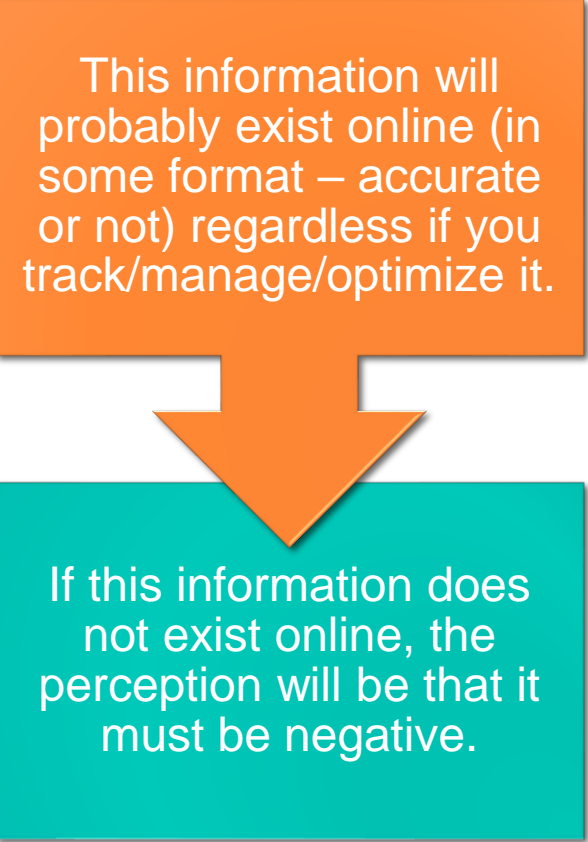
- Health Care Reform & Health Care Policy Changes
- Demographics: Each year, more digitally native humans are making healthcare decisions
- Consumers have a more complex role in the health care system (and more choices)
- More transparency in fees and performance measures
- Technology Advancements & Outside Industry Influence
- Technology advancements have made it easier and quicker to access information via the internet than non-web sources
- 90% of Americans have internet access
- Non-health care industries have conditioned consumers to expect increased choice via online vehicles



So Why Should YOU Join The Online Revolution? Because It's Now EXPECTED

5 Things People Expect from a Business Online

1. That you have a presence.
2. That you are showcasing your organization's capabilities.
3. That you participate in the conversations of the industry.
4. That you are a thought leader.
5. That people leave reviews for the organization and YOU.



This information will probably exist online (in some format – accurate or not) regardless if you track/manage/optimize it.

If this information does not exist online, the perception will be that it must be negative.

Understanding Why 'Going Virtual' Is The Critical First Step To Any Successful Crisis Management Strategy

- For most organizations, the same core objectives are driving their current or planned crisis management strategy:
 - Sustain revenue from current sources
 - Generate revenue from new sources
- Prior to the COVID-19 market disruption, in a competitive health and human service market focused on value, the 'virtual tipping point' was approaching – as the normalization of 'informed customers' and virtual treatment continued to accelerate
- As this normalization continued, the 'virtual' element – both in terms of marketing and service delivery – became more and more critical for organizations looking for competitive advantage and successful long-term growth strategies success
- Environmental changes related to stay-at-home orders, social distancing, and related COVID-19 safety precautions, have accelerated this process past the 'virtual tipping point' into an a 'new normal' environment where the virtual element is mandatory

Prior To The COVID-19 Market Disruption...

The 'Virtual Revolution' Arrives & Customer Behavior Shifts

Where is the “Zero Moment Of Truth” happening? Ask yourself these questions...

- Do you research a product or service **online** after you become interested in it?
- Do you ever compare prices, features, and key differences of similar products **online** before making a final purchasing decision?
- Have you ever chosen a restaurant (dine in/take out/delivery) based on positive comments you read **online** or on apps like **Yelp and Door Dash**?
- Have you ever removed a business or product from your consideration after seeing negative reviews on **Facebook, Angie’s List, or Amazon**?
- Would you ever try or consider a specific business or product just because a friend highly recommended it on **social media**?

Since The COVID-19 Market Disruption... The 'Virtual Era' Is Here To Stay

13,304 views | Mar 25, 2020, 03:49pm EDT

COVID-19 Pushes Up Internet Use 70% And Streaming More Than 12%, First Figures Reveal



Mark Beech Contributor
Hollywood & Entertainment

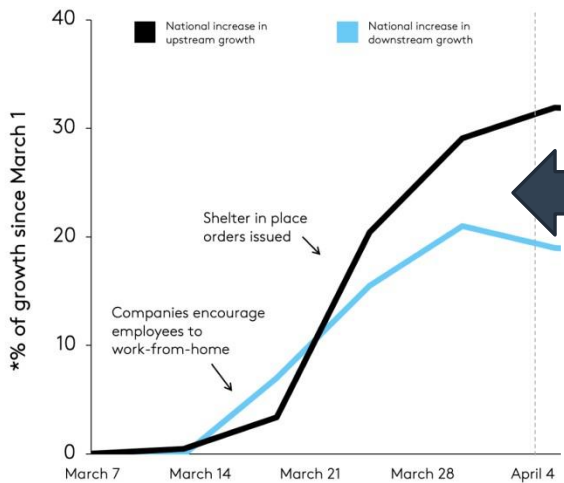
NCTA

Downstream Growth (% of usage)

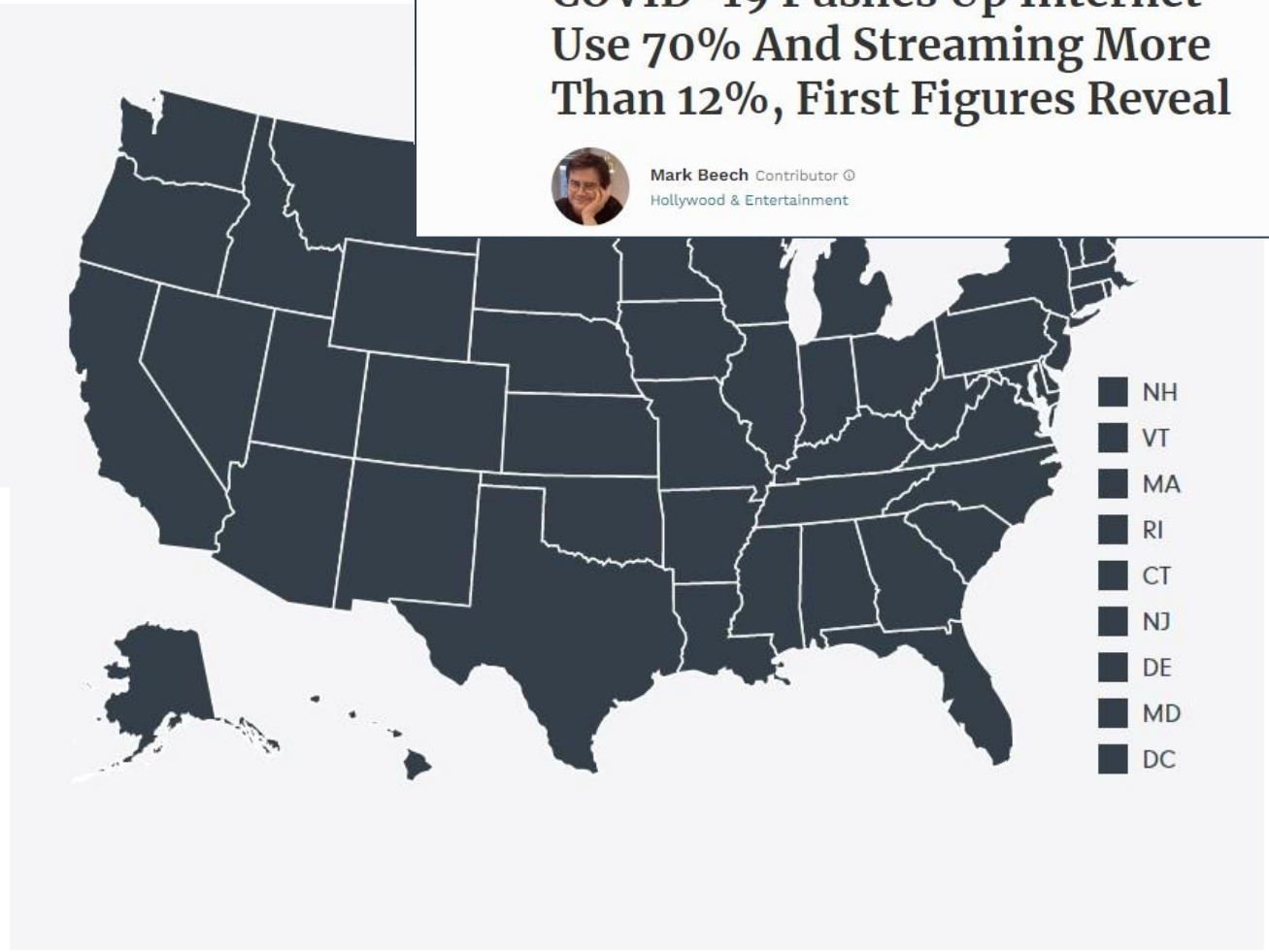
20.0 % OVERALL SINCE 3/1
0.7 % WEEKLY 4/4 - 4/11

Upstream Growth (% of usage)

34.0 % OVERALL SINCE 3/1
0.7 % WEEKLY 4/4 - 4/11



COMCAST
(34%)



The Virtual Era & Health Care: The Importance Of Your 'Virtual Brand' & Online Presence

84% of Americans
researched health care providers and
treatment options online last year.

Long Live The Internet!



Internet?



think with Google™

(SOURCE: Think With Google Study)

The Virtual Era & Health Care: The Importance Of Your 'Virtual Brand' & Online Presence

44% of this group admitted to making health care-related purchasing decisions primarily based on what they read and watched online.

Internet Is All We
Need!



think with **Google**

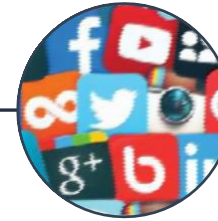
(SOURCE: Think With Google Study)

The Virtual Era & Health Care: The Importance Of Your 'Virtual Brand' & Online Presence

90% of this group identified at least one of these online channels as their preferred source of finding online health care information.



**Health Care
Provider
Websites**



Social Media



**Rating & Review
Websites**



**Google &
Google Places**

think with **Google**

(SOURCE: Think With Google Study)

The Virtual Era & Health Care: The Importance Of Your 'Virtual Brand' & Online Presence

What Your Audiences Now Expect To Learn About You Online

1. How do your costs compare to competitors?
2. How does your quality of care stack up?
3. What do your patients and patient caregivers say about you?
4. What is your facility's reputation for being safe?
5. What is the performance of your clinical staff?

This information will probably exist online (in some format – accurate or not) regardless if you track/manage/optimize it.



If this information does not exist online, the perception will be that it must be negative.



B. Designing Your Online SOCIAL Blueprint: Developing a social media strategy based on best practices to meet your goals

Focus Your Social Media Efforts

- Start With The Channels Most Important To Your Target Audiences
- Graduate To #TheBigFour... When You're Ready
 - LinkedIn, Facebook, Twitter, Instagram, and More
- Curate Each Channel's Messaging To It's Identified Priority Audience
- Ensure Your Critical Information Is 'Just A Click Away'
 - If social media is the first impression a person has of your organization – or if it is the primary vehicle used by a stakeholder group – you want to make sure the critical information they may need to make a decision is no more than a click away.
- Don't Be Promotional (Follow The 80/20 Rule)
 - People hate commercials. If the majority of your posts are self-promotional, you are the equivalent of a social media commercial.
 - A best practice rule to follow: Never allow more than 20% of your posts to be straight promotional. If at least 80% of your posts are informational and of interest to your audience, all of your content will get more eyeballs.



Top Social Media Apps Worldwide for January 2020 by Downloads



Overall Downloads

- TikTok
- Facebook
- Instagram
- Likee
- Snapchat
- Helo
- Twitter
- Kuaishou
- Pinterest
- VMate

App Store Downloads

- TikTok
- Instagram
- Facebook
- Kuaishou
- Snapchat
- Twitter
- Wesee
- Pinterest
- Vigo Video
- WeChat

Google Play Downloads

- TikTok
- Facebook
- Instagram
- Likee
- Snapchat
- Helo
- VMate
- Twitter
- Pinterest
- Kuaishou

Note: Does not include downloads from third-party Android stores in China or other regions.

Social Media Best Practices

1. **Learn everything you can about your audience**
2. **Choose which networks to use (and which to ignore)**
3. **Have a plan, Set goals, Conduct audits/watch the metrics**
4. **Keep an eye on the competition**
5. **Monitor conversations that are relevant to your industry**
6. **Establish your social media voice and tone**
7. **Follow the social media ‘Rule of Thirds’**
 - $\frac{1}{3}$ **share posts to promote your business**, convert readers, and generate profits
 - $\frac{1}{3}$ **share posts of ideas from influencers** in your industry (or like-minded businesses)
 - $\frac{1}{3}$ **share posts of personal stories** to build your brand
8. **Respond to all comments and @mentions—promptly**
9. **Don’t repost the same message across networks**
10. **Use data to determine when and how often to post**
11. **A/B test your messaging**
12. **Measure results and adjust your strategy as needed**

Social Media Engagement and Brand Awareness

- **Have a Consistent Presence**
- **Pick the Right Times (multiple per day, but don't over do it)**
- **Use Hashtags (#) and Mentions (@)**
- **Utilize @Influencers**
- **Retweet People's Posts**
- **Thank People for Re-Tweets and Respond to Comments**
- **Use Twitter's Search Engine to Find Consumers**
- **Vary Your Posts and Use Images in Every Post**

Social Media Engagement and Brand Awareness

- **Post and Share Content Worth Engaging With and Relevant to Your Audience**
- **Encourage Readers to Comment, Like, and Share**
- **Start a Facebook or LinkedIn Group**
- **Run Contests and Giveaways**
- **Ask a Question or Post a Poll**
- **Optimize Your Headlines for Engagement**
- **Use Two Attention Grabbing Words at the Beginning of a Post**
- **Use Emojis**
- **Weekly Twitter Chats**



C. Deep Dives Into The Top Social Media Platforms: Driving Traffic and Engagement

Twitter

talkspace ✓
19K Tweets

BIPOC
MENTAL HEALTH MONTH

talkspace

talkspace ✓
@talkspace

Confidential, affordable online therapy w/ professional, licensed therapists, wherever & whenever you need it. @talkspace_cs for Customer Support #TherapyForAll

📍 New York 🌐 talkspace.com 📅 Joined April 2012

5,781 Following 31.3K Followers

Not followed by anyone you're following

Tweets Tweets & replies Media Likes

Search Twitter

"Hurt is hurt, and every time we honor our own struggle and the struggles of others by responding with EMPATHY the healing that results affects us all."
-Suzel Green

THINGS TO LET GO OF

EVERYONE'S EXPERIENCE IS VALID.

Notes to put your mirror

you are beautiful
you are strong
you are more than enough
be patient with yourself

You might like

- Am Clinical Lab Assn** ✓
@ACLALabs
Promoted
- Mindfulness Training**
@TrainingMindful
- Audrey**
@AngelHealingArt

OPEN MINDS
6,663 Tweets

OPEN MINDS
@openmindscircle Follows you

The premier source of market intelligence and management information for the behavioral health and human service industry.

📍 Gettysburg, PA 🌐 openminds.com 📅 Joined March 2012

3,159 Following 3,020 Followers

Followed by HealthCare Perspective, PsychU, and 2 others you follow

Tweets Tweets & replies Media Likes

Search Twitter

FDA Approves First Gam-Based Prescription Drug Therapeutic For Children With ADHD

Capital BlueCross Offers Advance Payments To Pennsylvania Network Provider Organizations With COVID-19-Related Revenue Drop Of 40% Or More

Medicare Will Require Hospitals To Adopt The Hybrid Hospital-Wide 30-Day Readmission Measure By 2023

OPEN MINDS
In Your Web Site Designed To Give Reviews?

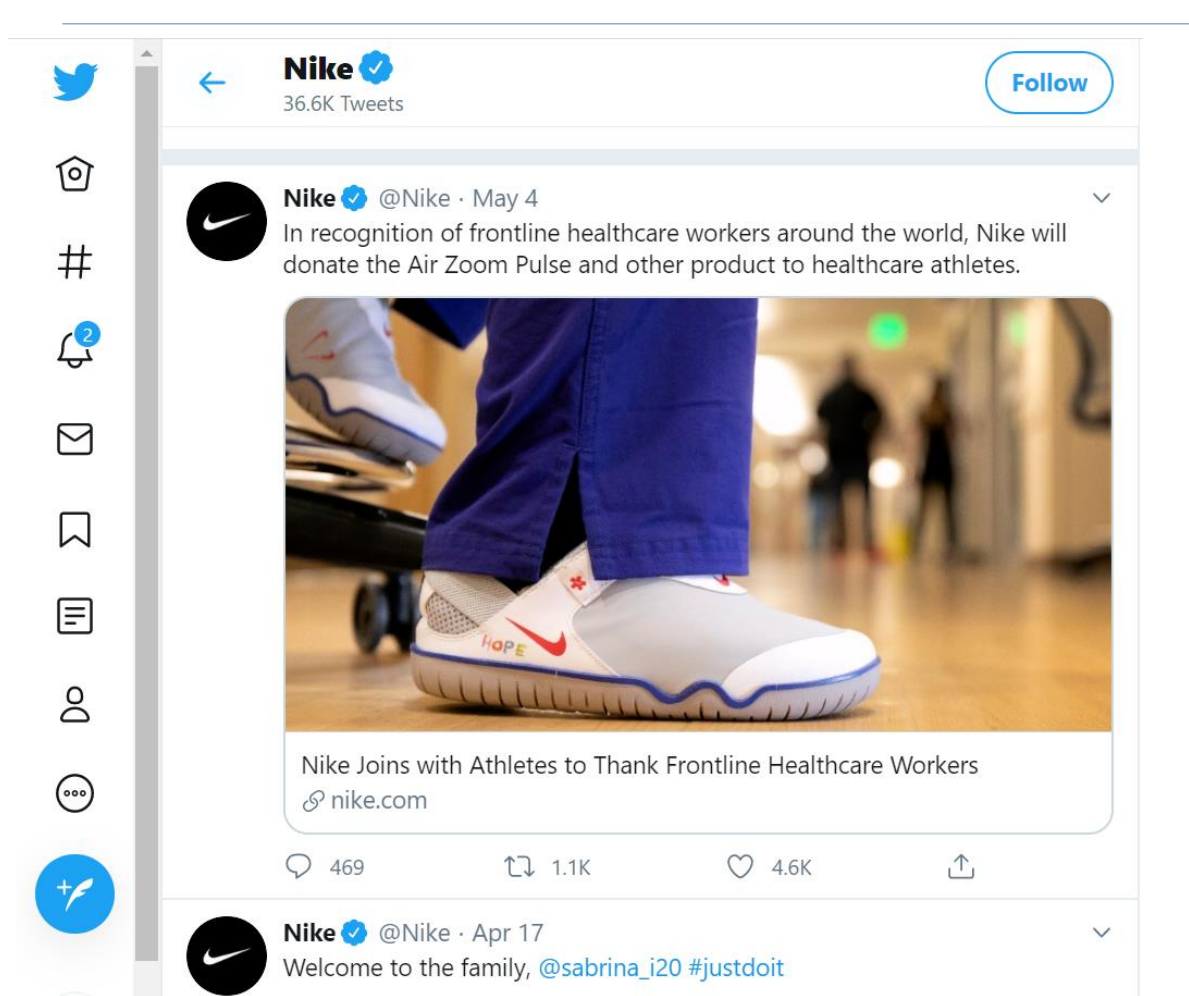
Anti-Vaccination Facebook Communities Have An Edge In Reaching Individuals Undecided On Vaccination Safety

Rate Of COVID-19 Cases & Deaths In State Prisons Over Three Times Higher Than General Population

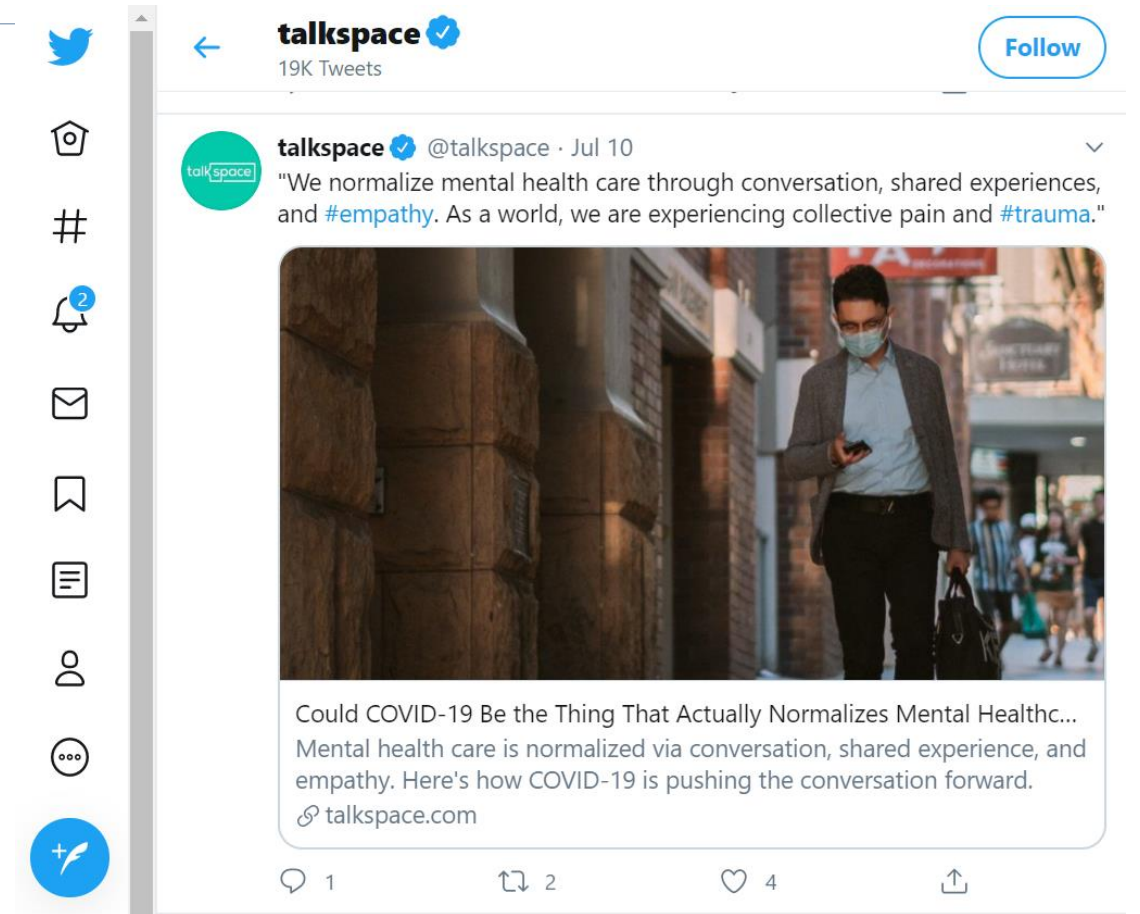
You might like

- Am Clinical Lab Assn** ✓
@ACLALabs
Promoted
- NAMI Louisville**
@NAMILouisville
- Sarah C. Threnhauser**
@sthrenha

Twitter



This screenshot shows the Twitter profile of Nike. The profile header includes the Nike logo, the name "Nike" with a verified badge, and "36.6K Tweets". A "Follow" button is visible in the top right. The main content area displays two tweets. The top tweet, dated May 4, features a photograph of a person's feet wearing white Nike sneakers with blue accents and the word "HoPE" on the side. The text of the tweet reads: "In recognition of frontline healthcare workers around the world, Nike will donate the Air Zoom Pulse and other product to healthcare athletes." Below the image is a link to "nike.com". The tweet has 469 replies, 1.1K retweets, and 4.6K likes. The bottom tweet, dated April 17, says: "Welcome to the family, @sabrina_j20 #justdoit".



This screenshot shows a tweet from the account "talkspace". The profile header includes the talkspace logo, the name "talkspace" with a verified badge, and "19K Tweets". A "Follow" button is in the top right. The tweet, dated July 10, contains the text: "We normalize mental health care through conversation, shared experiences, and #empathy. As a world, we are experiencing collective pain and #trauma." Below the text is a photograph of a man wearing a face mask and a grey jacket, walking on a city street and looking at his phone. Below the image is the text: "Could COVID-19 Be the Thing That Actually Normalizes Mental Healthc... Mental health care is normalized via conversation, shared experience, and empathy. Here's how COVID-19 is pushing the conversation forward." followed by a link to "talkspace.com". The tweet has 1 reply, 2 retweets, and 4 likes.

Twitter



Purple @Purple · Jun 17

💜 GIVEAWAY 💜 We're looking to make someone's life a little comfier. We're giving away a Purple Pillow to one lucky winner! Just follow us and RT to enter. [#Giveaway](#)



267 1.7K 1K



Jeep @Jeep · May 23

From sea to shining sea.

: Anna W.



10 219 1.5K

LinkedIn

LinkedIn navigation bar: Home, My Network, Jobs, Messaging, Notifications, Me, Work, Learning.

Advertisement: Get free installation. - Order online. 100 Mbps Internet for \$69.99/mo. for 24 mos. w/ 3 yr. agrmt. Ad ...

OPEN MINDS

OPEN MINDS Circle
Management Consulting · Gettysburg, PA · 4,684 followers

Improving complex health care systems through information, education, and strategic guidance

Tim & 34 other connections work here
See all 142 employees on LinkedIn →

Visit website ↗

- Home
- About
- Jobs
- People
- Insights PREMIUM
- Ads

About
OPEN MINDS is the premier market research and management consultation firm specializing in the sectors of the health and human service field that serve consumers with chronic conditions and complex support needs. This incl... see more

See all

People highlights

- 9 employees work in Washington DC-Baltimore Area
Nicole, Stephanie, Wyatt, Rob & 5 others
- 37 Connections
Monica, Meena, Nicole, Stephanie & 33 others

Similar pages

- Open Minds Non-profit Organization Management
1 connection

Verizon
1,118,756 followers
3d · 🌐

+ Follow ...

As part of our #MyWhy series, celebrating Verizon's 20th anniversary, we're highlighting [Caroline Ancheta](#), Senior Manager of the Consumer Sales and Service Center in Hampton, VA. Hear about what motivates her and why she lov...see more

My Why: Caroline Ancheta
youtube.com

61 · 3 Comments

Like Comment Share Send

LinkedIn



Roku Inc.
78,075 followers
Promoted

We put together this one-page guide on why identity resolution is more important than ever to marketers. Download your copy below.

Roku

Take an *identity-first* approach to TV advertising

DOWNLOAD THE E-GUIDE

OneView™

Download the eGuide Now

info.advertising.roku.com

Download



Arianna Huffington • Following
Founder and CEO at Thrive Global
5h •

#FortuneHealth
#mentalhealth #wellbeing #selfcare



Self-care has been a buzzword that's being used so much. It doesn't simply mean getting a manicure or getting our hair done or watching a series that we love. Deep self-care means we put away the constant calibrating of our external selves. We are always adapting to different roles in our lives it's time to take the masks off and unveil to ourselves. In a moment of crisis we can choose to be in 'fear mode,' or 'resistant mode,' or a 'creative mode' that is more self-accepting.

Sophie Grégoire Trudeau,
Gender Equality and Mental Health Advocate




FORMHEALTH

588 • 23 Comments

Like Comment Share Send

LinkedIn

Be part of it online. - The new normal involves being online. Join in with GoDaddy. Ad ...






User Group

Marketeto User Group - NoVA, DC, MD

Listed group

Start a conversation in this group



All Recommended



James T Fletcher DipCAM (DigitalM), MCSA · 2nd
Marketo Certified Solutions Architect | Marketing Automation Consultant | CMO
1w

3 Reasons you're [#LeadNurturing](#) isn't driving [#qualifiedleads](#) and how to fix it QUICK!



371 members



Invite connections



See all


About this group

If you're a current or prospective Marketo user in the Washington DC area, we encourage you to join our group! We use this as a forum to share best practices and discuss issues. We'll also keep you apprised about upcoming face-to-face meetings for ...

See all

Group admins

-  **Jackie Funk** · 2nd **Owner**
Regional Vice President at Cere
BTS
-  **Robin Izsak-Tseng**
· 2nd **Manager**
Senior Director of Growth
Marketing at BetterCloud
-  **Helen Abramova**
· 2nd **Manager**
MarTech Lead | Marketo 3x
Champion




#onlineadvertising
397,660 followers
Following

Start a post




Sort by: Top



Devika Brij · 2nd
I help organizations advance the careers of their employees of color and increa...
1w · 🌐

Recruiters and leaders in my network, please see the post below. As someone who worked closely with [Jamie](#) for several years during our time at [LinkedIn](#), I could not endorse her enough. Her combination of attention to detail while manag ...see more




Jamie Galindo · 3rd+
Customer Success and Programmatic Advertising Professional
1w · 🌐

Hi Friends, Colleagues, and Network,

I'm posting today to share the hard news that I was affected by a sign ...see more

11 · 2 Comments

Like Comment Share Send



Xerox
828,019 followers
Promoted



Big facts: According to Xerox's global survey of 600 IT leaders, 40% of respondents said increased budgets will go toward a hybrid of in-office and remote t ...see more

LinkedIn News

- Disney World slowly reopens**
22h ago · 5,885 readers
- Here's who's hiring right now**
5h ago · 24,517 readers
- 'Van life' booms after lockdowns**
6h ago · 27,949 readers
- DavidsTea to shut shops, exit US**
5h ago · 27,835 readers
- Job losses continue at slower pace**
6h ago · 10,928 readers

Special Report: The Road Ahead →

Ready for your next opportunity?



Rob, Everlaw is hiring!

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Like Message Search ...

About See All

- The day's top weather stories and expert insights from the most trusted source in weather.
- 8,780,263 people like this including 13 of your friends
- 8,597,274 people follow this
- <http://www.weather.com/>

Create Post

Photo/Video Check in Tag Friends

PINNED POST

The Weather Channel ✓
April 14 · 🌐

This hurricane season poses a brand new threat even Jim Cantore has never faced.

 **Ainslie Rose** is interested in this online event.
July 9 at 7:23 PM · 🌐

A CONVERSATION WITH ANTHONY FAUCI
JULY 14 • 4:00 - 5:00 P.M. EDT



JOIN THE LIVE CONVERSATION: | [@GUGLOBALHEALTH](#) [@GUPOLITICS](#)
[@ONEILLINSTITUTE](#) [#FAUCIATGU](#)

TUE, JUL 14 AT 4 PM

A Conversation With Dr. Anthony Fauci Interested


Ainslie and Andie are interested

 Lauren Ridgway, Sarah-Ann Rufe McCallum and 1 other


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 Write a comment...    

Facebook

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Ready to get outside and grill? Get your first grill tank exchange for \$10 with code GRILLING10.



TRY.PROPANETAXI.COM
\$10 First Tank Exchange
Propane tank home delivery

Get Offer

👍 4 1 Share

👍 Like 💬 Comment ➦ Share

 **CDC** ✓
2 hrs · 🌐

Public Health Professionals: Need COVID-19 resources for sharing? Check out CDC's One-Stop Shop for COVID-19 Resources that range from youth sports to travel. Find the tools you need to communicate with your audience here: <https://bit.ly/3ejMFwA>



CORONAVIRUS DISEASE 2019
(COVID-19)

👍 🥰 ❤️ 161 8 Comments 40 Shares

👍 Like 💬 Comment ➦ Share

Facebook



Behavioral Health Services of Virginia

@behavioralhealth · Mental Health Service

Book Now

Home Services Reviews Photos More ▾

Like Message Search ...

About

See All



Behavioral Health Services of Virginia's Intensive In-Home Services program focuses



Create Post



Photo/Video



Check in



Tag Friends

PINNED POST



Behavioral Health Services of Virginia

June 30 at 4:35 PM · 🌐

Are you unhappy with your child's behavior at home and in the community? Contact us today at (804)977-1365 for more information



Central PA Behavioral Health Practitioners

Private group · 506 members

Join Group



About This Group

Central PA Behavioral Health Practitioners is a group designed to facilitate collaboration among behavioral health providers in the Central PA r... See More

Private

Only members can see who's in the group and what they post

Visible

Anyone can find this group.

General Group

History

Group created on April 3, 2020 See More

Instagram

8:13

Instagram

molekuleair Sponsored



This technology not only removes larger particles

Learn More

779,110 views

molekuleair ✓ Destroys airborne allergens, mold, bacteria, viruses, and gaseous chemicals. ✓ Proven by... more

Home Search Add Post Like Profile

8:14

Instagram

anguilla_tourism Anguilla



560 likes

anguilla_tourism Alright. It's finally sinking in. But give us a break, #1 Island in the Caribbean four years straight... more

View all 22 comments


Add a comment...

1 day ago

8:15

Instagram

missioncooling Sponsored



Learn More

566 likes

missioncooling Buy 3, get one free. Over 12 ways to wear - from a face cover to neck gaiter to a headband.

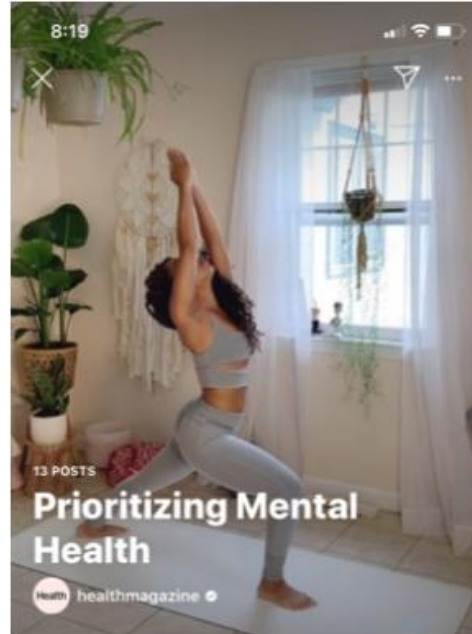
View all 49 comments

Instagram



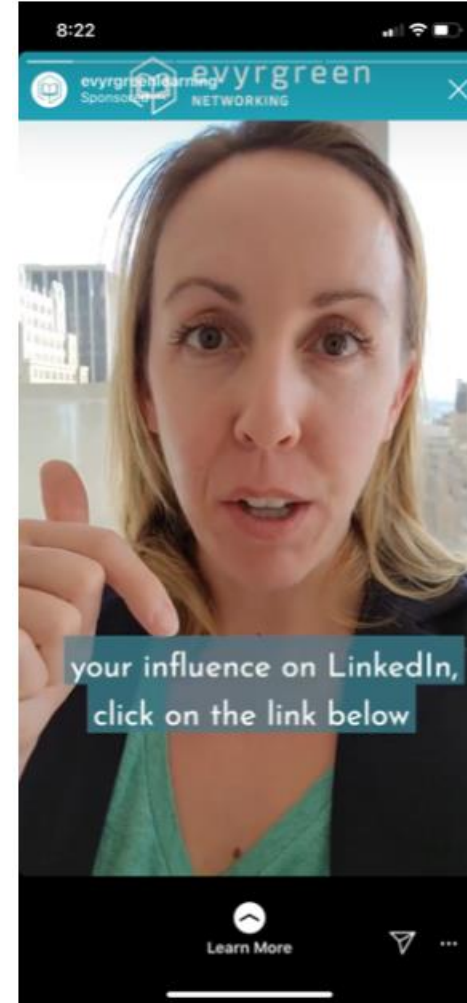
The world is scary right now, and some days it's hard to focus on anything but anxiety. It's more important than ever to care for your mental health. These are easy steps you can take to make yourself feel a little bit better.

NO. 1
Easy ways to be mindful in quarantine

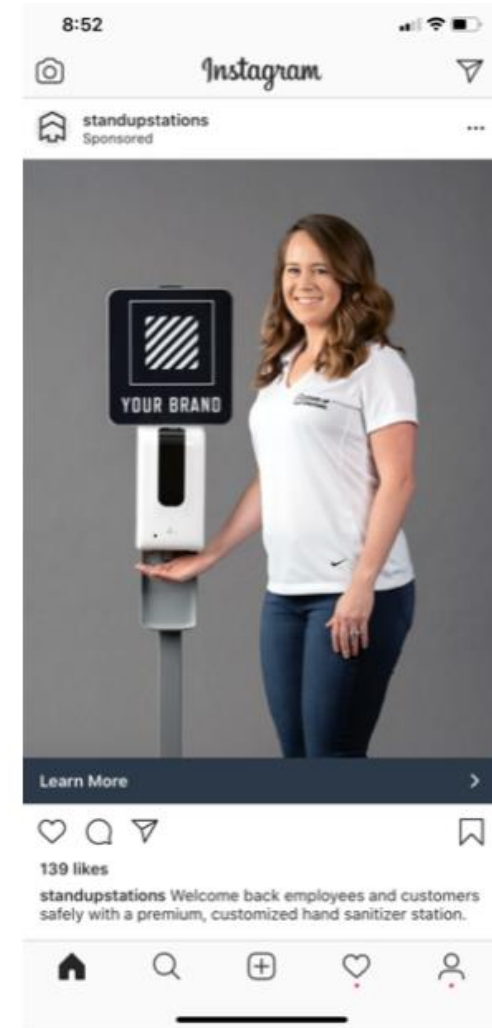


Here are some helpful tips and tricks to prioritize mental health during the pandemic.

NO. 1
Manage your anxiety with these tips



Instagram



Others to Watch



Paid Social/Sponsored Posts

Marketers are spending more on social media advertising; with social media ad spend [amounting to more than \\$89 billion](#) in 2019.

According to projections, this ad spend will see an annual growth rate of 8.7% and likely reach \$102 billion by 2020.

Mobile users contribute to a majority of social advertising revenue. In fact, [94% of the Facebook advertising revenue](#) for Q3 of 2019 came from mobile.



CAMPAIGN MANAGER



Business

FACEBOOK for Business

Paid Social/Sponsored Posts: User Targeting

Geotargeting: This is targeting by country, region, city, metro area, postal or zip code.

Demographics: Some social networks allow for basic demographic targeting such as gender and age group, others allow to zone in on users according to education level, relationship status, income and ethnic affinity.

Language: You can reach users who speak a specific language. Advertisers can also combine language with geotargeting to reach users speaking a specific language in a certain country.

Interests: Reach audiences based on the topics they are interested in. Some social media platforms offer hundreds of interests to choose from, so pick carefully.

Keywords: For networks like Twitter, keyword targeting means reaching users that tweet specific keywords, while platforms like Pinterest target according to the words people use in searches.

Devices, operating systems and network operators: Reach consumers using specific mobile phones, tablets or laptops. You can also target adverts based on whether consumers use iOS, Android or others

Your customer data: Social platforms like Twitter and Facebook allow advertisers to upload lists containing user data. Import lists from your CRM system or email database to reach specific people.

Paid Social/Sponsored Posts

CREATIVES > TARGETING > BID & BUDGET > REVIEW & COMPLETE

Next

Find your audience

Demographics

Target users by gender, age, device, platform, and location.

Select gender

Any gender Male Female

Select age ranges

Select ages... ▾

Locations, devices, and platforms

Target users by country, state, region, metro area, postal code, platform, or device.

All Search

Location ?

United States X

Audience features

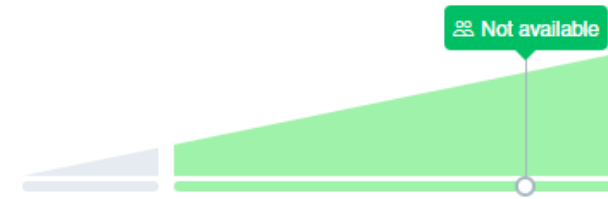
Target users by interests, keywords, similar to followers of @usernames, and more. ?

All Search

[Import multiple criteria](#)

No audience targeting selected

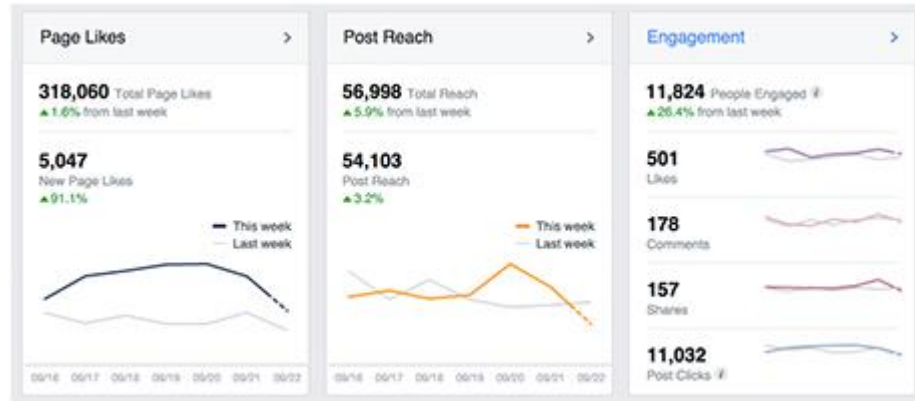
Audience summary



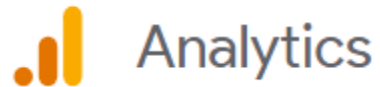
Defining your own audience is optional. In many cases, providing fewer targeting parameters may improve your results. Either way, Twitter will continually optimize your campaign for high performance in the marketplace.

[Return to original campaign form](#)

Tracking and Reporting



Your Tweets earned **28.8K impressions** over this **28 day period**



The Social Relationship

The social web connects people where they share, critique and interact with content and each other. Social analytics provides you with the tools to measure the impact of social. You can identify high value networks and content, track on-site and off-site user interaction with your content, and tie it all back to your bottom line revenue through goals and conversions.

Here's how we see this story:

Sources & Pages: Identify networks & communities where people engage with your content.

Conversions: Measure the value of social by tracking your goals, conversions and ecommerce transactions.

Social Plugins: Measure your on-site user engagement.

Social Users Flow: Compare traffic volumes and user traffic patterns through your site.

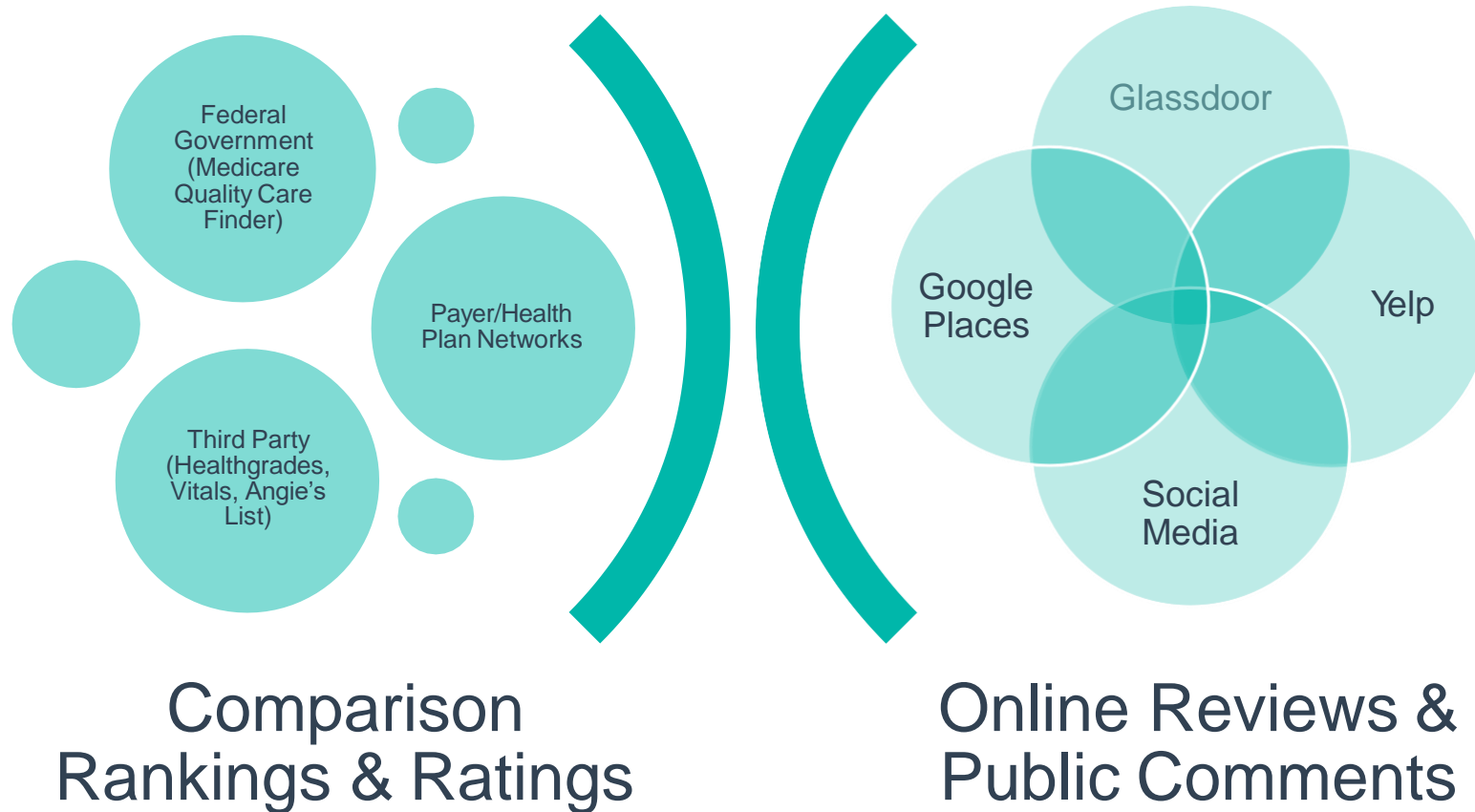




D. But Its Not All Roses: Reputation Management and Social Media Pitfalls and Traps to Avoid for your Brand

Manage Your Online Reputation

Step 1 – Identify & Participate In Outside Channels (Ratings/Rankings/Reviews)





BEST FAMILY DOCTORS / G.P.S IN LOS ANGELES, CA

Family Doctors / G.P.s ▼ Los Angeles, California, United States ↕ Near Me

All ♂ Male ♀ Female All ✓ Verified Doctors Only All 👤 Accepting New Patients

The Best Family Doctors / G.P.s in Los Angeles, CA

What is a Family Doctor / G.P.?



Dr. Christine L. Effmoff

Family Doctor / G.P.

★★★★★ 13 reviews

Dr. Christine L. Effmoff's Latest Rating

Dr. Effmoff is the best! She truly takes an opportunity to hear her out patients. She generally answers messages speedily as well!



Dr. Mehrangiz Cadry

Family Doctor / G.P.

★★★★★ 4 reviews

Dr. Mehrangiz Cadry's Latest Rating

Excellent doctor. The clinic could use work, but as a physician she is amazing



Dr. Paul S. Osborne

Family Doctor / G.P.

★★★★★ 4 reviews



Dr. Ramtin T. Massoudi

Family Doctor / G.P.

★★★★★ 6 reviews

Dr. Ramtin T. Massoudi's Latest Rating

Doctor and staff are very were knowledgeable about my vein problem.



Dr. Sharon S. McGarrity

Family Doctor / G.P.

★★★★☆ 9 reviews

Dr. Sharon S. McGarrity's Latest Rating

The best doctor I've ever been too. Cares a great deal about her patients.



Dr. Allan Abbott

Family Doctor / G.P.

★★★★★ 4 reviews

Dr. Allan Abbott's Latest Rating

Manage Your Online Reputation

Step 2. Develop A Reputation Management Strategy That's 'Doable'

1. Manually and continuously monitor the websites that are most utilized by your target audience – these are key to your success
 - Ignoring negative comments, reviews and ratings only strengthens the affect they have on your online brand
2. Set up “Google Alerts” for key terms, names, and services so you are notified when they are being mentioned on less important channels

Focus your resources and budget on managing your reputation in the channels most important to your target audience!



Manage Your Online Reputation

Step 2. Develop A Reputation Management Strategy That's 'Doable'

3. Respond quickly when your reputation is being damaged
 - The web is real-time. The majority of provider organizations are not
 - Implement a 'doable' process to answer negative comments/reviews quickly and efficiently
 - Find internal shortcuts for validating answers more quickly – like a response chart
 - A response chart that outlines what to do and/or say in 90% of situations can significantly improve response time while limiting risk
 - Respond appropriately and refute false claims – but don't make the situation worse by engaging in back-and-forth battles
4. Be proactive about improving your performance on these key channels. Take identified steps to improve ratings, spark positive conversations about your organization, and build brand loyalty



Avoid These
Common
Mistakes &
Lapses In
Judgement

Avoiding Potential Brand Risks of Social Media

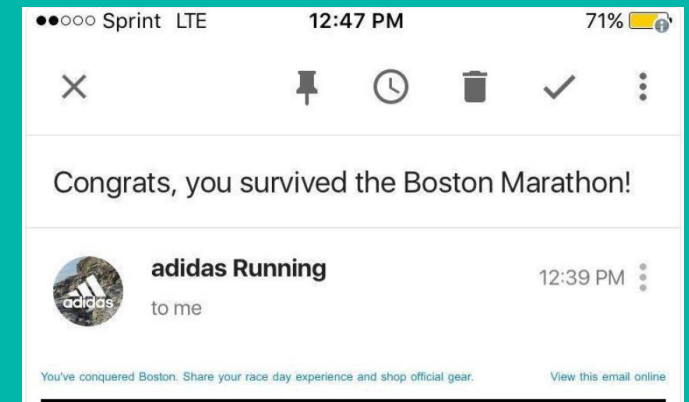
- 1) Avoid offensive language and controversial issues: Trolls are everywhere waiting to pounce
- 2) Don't pay for followers: Short term gain, long term pain
- 3) Don't be tone deaf: Understand the context of your posts
- 4) Do pay attention to where your ads show in context of social platform policies
- 4) Do Understand and know your target audience
- 5) Do Track and Report on data daily
- 6) Don't post it unless you mean it, and want everyone to know it

IAC PR exec fired over offensive AIDS tweet

BANKING

JPMorgan Cancels Twitter Q&A After an Epic #Fail

The nation's largest bank calls off an online discussion with senior executive after a barrage of hostile questions and jokes



Current, Upcoming & Future Trends

- Mis-Information, Fake News, and Platform Policy
 - What is truth?
 - Dumb pipe vs. fact checks (and issues of liability; FCC Section 230)
- Data Security and Privacy
 - Your Info is Everywhere: Be Smart
 - Protect with password (STRONG) and data ownership tools
 - Consider this: Are we being manipulated? “If the product is free, you are the product”
- Live Video Streaming
 - Netflix, Facebook, YouTube, Twitch, Disney, oh my!
- Platform Consolidation and Expansion or Regulation and Contraction?
 - Watch anti-trust moves and regulations on Google and Facebook
 - What will Amazon’s next big acquisition be and where will it take us?

Questions From Our Circle Members

1. What can I do if my organization has a very limited online marketing budget—or is hesitant to spend regular marketing dollars on social media?
2. Who in my organization should be in charge of online reputation management?
3. How many staff would I need to run a social media campaign?



Discussion

RESOURCES

- *Private LinkedIn Discussion Group:*
 - <https://www.linkedin.com/groups/12422327/>
- *Toll-Free Phone for Technical Assistance*
 - 833-888-0219
 - *Pro-bono, one-hour consultations available for Coalition and ASAP members*

Turning Market Intelligence Into Business Advantage

OPEN MINDS market intelligence and technical assistance helps over 550,000+ industry executives tackle business challenges, improve decision-making, and maximize organizational performance every day.

