Understanding the Role of Social Media in Business

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Agenda

• Overview of Social Media in Business
  – Resource
  – Issues
  – Impact
  – Importance

• Activities

• Questions
History

• Emerged in the mid-2000s
• Adopted by business as a trend in late 2000s
• Essential part of outreach strategies today

• Has revolutionized communication as we know it – especially when combined with mobile devices
A Business Resource

• Relationship Marketing
  – Built on trust

• A business is only as strong as its customer base
  – Excellent product
  – Excellent service
  – Strong vision and strategic plan
Social Media

• Ties us to the brands we love/hate
  – Demographics MATTER
  – Consumers have POWER
  – What you say and where you post it can influence other buyers
Lost River Pizza

2440 Nashville Rd
Ste 106
Bowling Green, KY 42104
Get Directions
(270) 748-0255
lostriverpizza.com

23 reviews

$ – $2

Pizza

Write a Review

B H.
Bowling Green, KY
0 friends
1 review

10/7/2014

When this place opened they had so-so pizza and great hot wings. I've been there a couple of times this year, and the wings are dry and like beef jerky. The beer selection is awesome but very expensive. You can go a couple of doors down and get an even better selection at cheaper prices. The place is way too small for live music, but the last couple of times I've been there they have had live music. And it was horrible. And turned up to 11. The inside is really nice, lots of TVs, but the food is just bad.

Was this review ...?

BeerMe S.
Marietta, GA
0 friends
22 reviews

7/21/2014

If you can't find a beer you like here you should stop drinking beer. PLUS the pizza was great. The staff was very attentive and we never had to wait for a refill. Order the fried pickles. The greek pizza was good but you should hold the chicken.

Was this review ...?

Craig J.
Bowling Green, KY
0 friends
9 reviews

7/26/2014

Perhaps I spoke to quickly... had a pan big grizzly tonight. Amazing!! Got children three large pizzas from pizza hut. The medium big grizzly out weighed all the pizza hut pizzas. And tasted amazing. Fresh ingredients. Wow cant wait to go again now. Hopefully all the kinks have been worked out.

Was this review ...?
Who uses social media?

<table>
<thead>
<tr>
<th>Platform</th>
<th>Use %</th>
<th>Appeal to:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use Facebook</td>
<td>71%</td>
<td>18-29-year-olds (84%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Women (76%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Blacks (76%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>HHI &lt; $50,000 (76%)</td>
</tr>
<tr>
<td>Use LinkedIn</td>
<td>22%</td>
<td>30-49-year-olds (27%)</td>
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<tr>
<td></td>
<td></td>
<td>Men (24%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>College+ education (38%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>HHI &gt; $75,000 (38%)</td>
</tr>
<tr>
<td>Use Pinterest</td>
<td>21%</td>
<td>18-29-year-olds (27%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Women (33%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>College+ education (25%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>HHI &gt; $75,000 (27%)</td>
</tr>
<tr>
<td>Use Twitter</td>
<td>18%</td>
<td>18-29-year-olds (31%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>No significant differences by gender, income, education</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Blacks (29%)</td>
</tr>
<tr>
<td>Use Instagram</td>
<td>17%</td>
<td>18-29-year-olds (37%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Women (20%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Blacks (34%) and Hispanics (23%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Urban (22%) residents</td>
</tr>
</tbody>
</table>

Source: Pew Research Center’s Internet & American Life Project

MC | MARKETINGCHARTS.COM
Demographics Matter!

• 16-19 highest use across most platforms

• 20-24 and 25-54 close behind

• 55+ consistently fastest growing
Youth = Consumer Power

Millennials...

- iGeneration – 18-29; customized content on the go
- Concerned with privacy
- Must have a vested interest to engage with brands
Business Use of Social Media

• Invites a dialogue
• Customer Service
• New Product Releases
• Exclusive Opportunities

• ALL to connect brands with YOU
Poll Results

- How many times per day do you use social media?
- Which social media do you use the most?
- How do you use it?
- Do you write product reviews?
- Do you READ product reviews?
How social media has changed the landscape:

• Real time engagement
• Customer involvement
• Increased competition
• Crowdsourcing
• Personal communication
• Status updates/photos/video/news
• Share / Like
• Real-time updates
• Low-commitment
• Wide demographic range
• +News/-Gossip
• Hashtags/Lists
• Retweet / Favorite
• Photo sharing / comments
• Hashtags to curate content
• Video sharing
• MOBILE
• Brands use for promotions
• 95% of 18-29 year olds online have watched/downloaded a video
• 54% post and share videos of events they have attended
• 50% have watched educational videos

Source: Pew Research Center's *Internet & American Life Project*; July 2013
Brand Awareness
Activity

Search for a brand
1. What social media do they use?
2. How do they use it?
   1. Photos / Videos
   2. Events
   3. Conversation
   4. Customer Service
   5. Contests
3. What do you think their goal is?
   1. Who is their audience?
   2. What are they selling?
4. What would you do differently?
Customer Service

Cори Мари | @coriemartin | Apr 12
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> Дорогой @kmart, ваш новый рекламный кампания невероятный! #shipmypants

Corie Martin @coriemartin | Apr 13
---
> Спасибо! @kmart, спасибо!

Кармарт @kmart | Apr 13
---
> Спасибо за все!

Кори Мари | @coriemartin | Mar 6
---
> Я думаю, мои друзья @americanair будут смеяться над мной, если я позвоню, чтобы убедиться, что полет сегодня был раньше? #snowpocalypse

American Airlines @AmericanAir | Mar 6
---
> Не беспокойтесь, Кори! Мы поможем вам в любом случае.

Кори Мари | @coriemartin | Nov 20 2012
---
> @bestbuy открылась 30 минут назад и я стоял в очереди в течение 15 минут. #happyholidays

Кори Мари | @coriemartin | Nov 20 2012
---
> Благодарю вас за терпение в процессе. #BestBuy

Кори Мари | @coriemartin | Nov 20 2012
---
> Благодарю Блейк, BestBuy! Ваш персонал был очень дружелюбным. Как профессионал в социальных сетях я должен отметить, что вы ответили! У вас великолепный праздник!
What is a Hashtag?

• A hashtag (#), is a label applied to a word or series of words that are used to aggregate Web content by topic enabling Web users to search by #.

• #wku18, #wku, #fail, #nomnom, #etc

• “@” vs. “#”
Twitter as a “Listening Tool”

Listening Tools:
- HootSuite
- TweetDeck
- Sprout Social

Conversations:
- Twitter Chats
- Lists
Stephanie Schwartz
Well there is some maintenance that definitely needs to be done on the temporary gravel lot by Northeast/Southwest. I know it is "temporary", but it seems to be turning into a parking lot that will be longer than temporary and should have been made with concrete. The potholes are getting worse everyday. Whether you turn left or right into the gravel lot, it's impossible to avoid them and some are really big. It's hard to see them at night time and when the ground is covered in water or snow. I have a really small car and it's only a matter of time, driving slowly even, before one of those potholes tears up the wheel axels on my car and causes 100 or more dollars in damage. Not only might it lead to vehicle damage, but what if students are walking through it at night or when the ground is covered and step into one and twist their ankle or worse? Doesn't anyone else see the lot as an issue? I'll probably either park in Minton or the parking structure, leaves me no choice.
Like · Comment · Share · 15 hours ago

Sylena Stanton · You couldn't have said it better! It's nearly impossible to avoid them when looking for a spot in that lot. I've turned to the parking structure myself!
15 hours ago · Like

Cole Sack · Jesus relax
15 hours ago · Like

Corie Martin · Thanks for this Stephanie, I'll be sure the right folks see this.
30 minutes ago · Like

Corie Martin · Just heard back from Facilities – they are on it. I wouldn't be surprised if you see improvements very, very soon. Update on that lot – it won't remain a lot for long, it will be fenced soon and construction will begin on a new home for the WKU Honors College and International Services.
4 minutes ago · Like

Corie Martin · Another update! Facilities is on the way to the lot right now to make repairs. Thanks again Stephanie Schwartz for letting us know.
a few seconds ago · Like

Write a comment...
A Strong Social Media Presence...

- Offers customer service
- Twitter chats
- Asks for feedback
- Shares
- Listens
- Takes Action
- Always has a GOAL
Issues In Social Media

- Privacy
- Honesty
- Damage Control
- Social as be-all-end-all
Meaningful relationships

- Listen
- Respond
- Take Action

A good relationship isn't about giving 50/50. It's about giving 100/100.

notsalmon.com
To be successful in any business

• Understand
  – Your product or service
  – Your vision
  – Your strategic plan
  – Your customer
    • Who are they?
    • What are their habits?
    • What do they want?
Building a social outreach plan

- Define audience, message, timeline
- Create relevant content
- Cross-market
- GOAL
- Measure
- Rinse, Repeat
The Mix

- An updated website
- A mobile-friendly website (responsive)
- An email communications platform
- Social media
- Humans to maintain them
- Hard data
What can measurement tell us?

- Customer engagement
- Hot topics / FAQ
- Geo/Demographic data
- Frequency of use
- Hard data
What do you need to know?

• How to protect yourselves (and each other)
• How to professionally present yourselves
• What/how to share
• **SOCIAL IS FOREVER!**
• How to leverage social media for networking purposes
• How to protect your privacy
• Employers are watching. Because they CAN.