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# SOCIAL MEDIA COMMUNICATION

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## SOCIAL MEDIA CONCEPTS

- Branding
- Engagement
- Social Listening
- Cost of Ignoring (COI)
- Integrated Marketing Communication
- Strategic Planning

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## SOCIAL MEDIA IMPACT

- Consumers spend 15+ hours per week researching on their phones.
- It takes 6-8 touches to generate a viable sale.
- Serious aspect of an organization's marketing plan

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**BRANDING**

- Closely related to a company's purpose or "reason for being"
- Part of overall marketing plan/goals
- Social media creates real-time opportunities for an organization to connect with the public and establish or reinforce relationships

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**BRANDING**

- How is your brand distinct from all the others?
- Analyze "competitor's" social media
  - Platforms being used
  - Posts/Content

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**ENGAGEMENT**

- Retweets, mentions, clicks, shares, likes, comments, hashtag
- May drive customer loyalty and help manage any negative sentiment being expressed by consumers
- Helps build credibility that may be important later
- Encourage participants to write Facebook reviews

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**SOCIAL LISTENING**

- Process of monitoring digital conversations to understand what customers are saying about a brand
- Leverage to discover business opportunities or create social media content

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**COST OF IGNORING (COI)**

- Measurement of “social shyness”
- Need to respond to customers and followers via social media
- Important strategy for customer service, reputation management, crowdsourcing, collaboration, and recruitment

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**INTEGRATED MARKETING COMMUNICATION**

- Coordination of public relations, advertising, and marketing
- Allows you to remain relevant, engaged, and authentic
- Content just for the sake of content is pointless
- Outstanding content cuts through the noise

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**OUTSTANDING CONTENT**

- Native to the platform
- Does not interrupt social media flow
- Rarely makes demands
- Leverages pop culture
- Contains bits of information, humor, commentary, or inspiration
- Consistent and self-aware

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**OUTSTANDING CONTENT**

- “On topic” info
- Original, curated, or repurposed
- Curated/user-generated content
  - Customers join in to tell your story
  - Brings a fun tone
- Create a balance of what you share

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**POST FREQUENCY**

- Expectations of core group of followers (customers & potential customers)
- Rule of Thumb:
  - Facebook: 3-10 posts per week
  - Twitter: 5 Tweets per day
  - Instagram: daily posts

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**STRATEGIC PLANNING**

- Define objective/goals
- Define audience
- Content strategy
- Platforms
- Staff/Training
- Monitoring/Moderating

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tergardener/](https://www.facebook.com/purduemas<br/>tergardener/)

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