

# Why Should I Be on Social Media?

*for DMOs*



Lake Placid, NY – March 3, 2016

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# Hello.

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Kelly Frady



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*This is the world of social media today...*

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# Hashtag Overloads



ydesta

3 months ago

#lights #shoes #black #white #floor #christmas #what  
#brown #shoelace #me #mine #stuff #room #sneakers  
#oxfords #decor #decoration #what #why cantstop  
#wontstop

♥ fahdbinjarah, sydneymineer, twnty1 and 26 others like this.



ydesta

#hashtag #mystuff #three #you #me #everyone  
#thewholeworld #lookatmystuff #betterthanyourstuff  
#wow #sowow #doge #things #pretty #xmaslights  
#lightbulbs #thomasedison #science #woodfloors  
#awesome #trees #leaves #grass #leavesofgrass  
#waltwhitman #walterwhite #breakingbad #sogood  
#missthatshow #tv #television #stars #universe  
#whoa #deep



Leave a comment...



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**NO.**



Cat Memes

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*But there's a silver lining...*

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# beauty is:

up to you

Share what beauty means to you.

Today  
*Beauty's*

2014  
*Selfie*

2013  
*Real Beauty  
Sketches*

2012  
*Camera's*

10 years ago, Dove® set out to widen the definition of beauty. Watch how the moms and daughters in *Selfie* have joined the conversation.

## Selfies for Good



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# Hashtags with Purpose



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**WANT**



Cat Memes





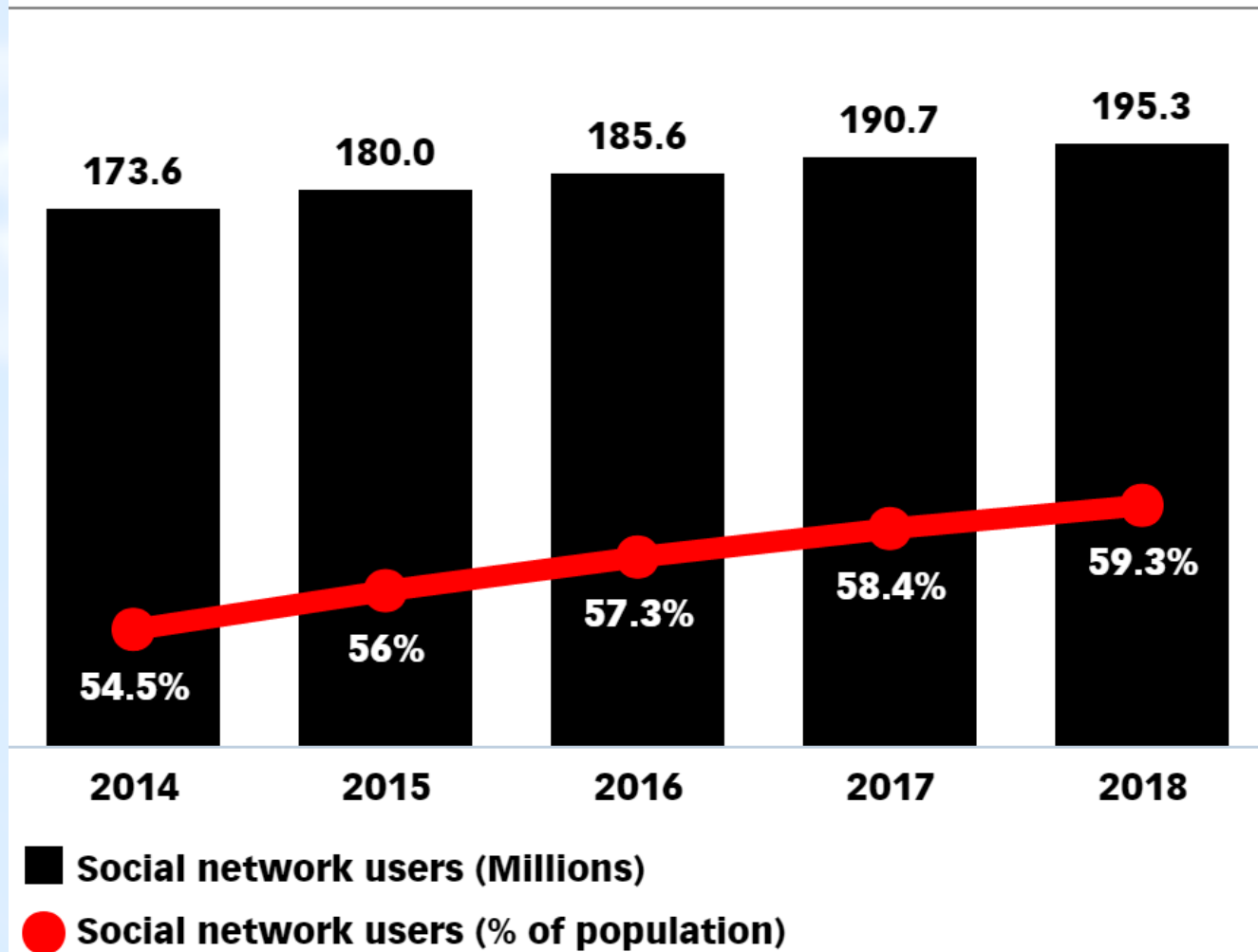
social media

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# Social Network Users

United States, 2014-2018



Source: eMarketer, 2015

[www.eMarketer.com](http://www.eMarketer.com)

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# The State of Social

43% of the world's population uses the internet, and 65.5% of internet users are active on social media

Facebook is still the largest social network with just over 1 billion members worldwide

52% of users maintain an active presence on more than one social platform

Women dominate on Facebook, Pinterest, and Instagram

Visual, mobile-first platforms continue to grow (Instagram is up significantly from two years ago)

**So, what does all of that  
mean for me?**



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# A few things...

Mobile is more important than ever before.

Having a social presence + strategy matters.

Online reviews are critical to your reputation + business. Managing them is a must.

As your audience changes, you need to change with it.

The Silent Traveler is out there – are you listening to them?

# Platform Overviews



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The  
Basics

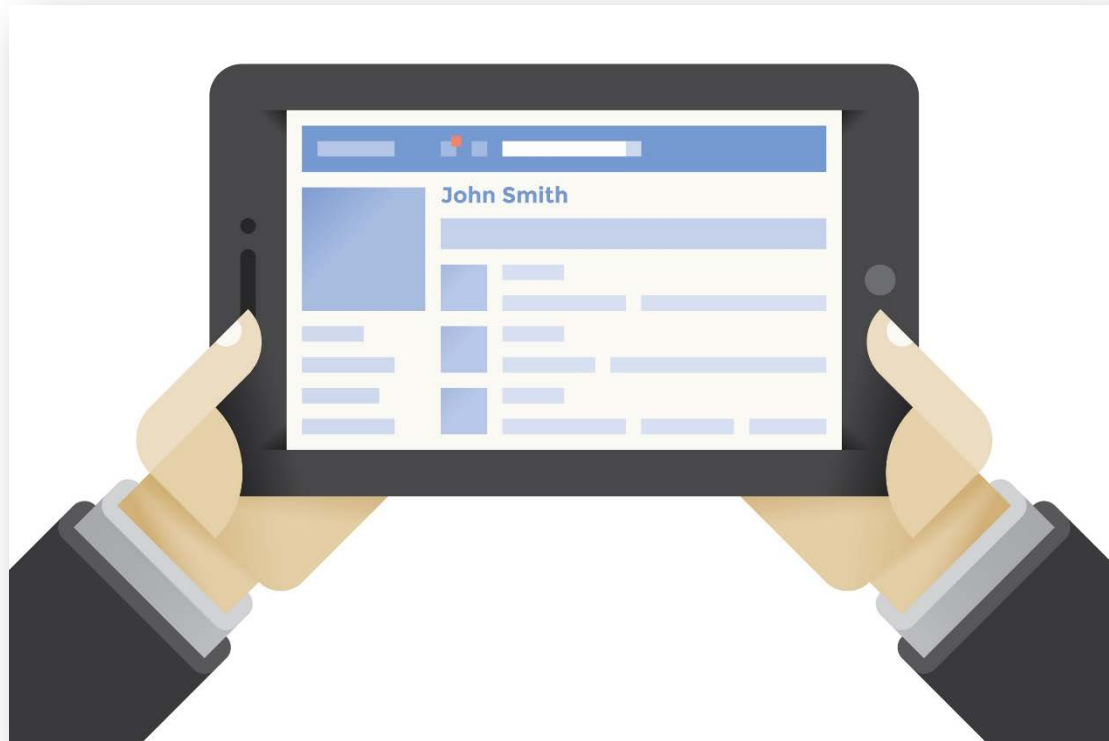
Best  
Practices

Real-  
World  
Example

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# The Basics



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Advertising Agency

Contact Us

Timeline About Photos Reviews More Message

- 100% response rate, 56-mins response time  
Respond faster to turn on the badge
- 704 likes +2 this week
- 93 were here 0 this week
- View Pages Feed  
See posts from other Pages
- Invite friends to like this Page

Status Photo / Video Offer, Event +  
Write something...

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Published by Stanzi McGlynn (?) · February 26 at 11:54am ·

Looking forward to this year's Albany Ad Club ADDY Awards Show 2016!  
This year's awesome theme: Caddyshack.

We've got 11 nominated entries, sooo we've got that going for us. Which is nice...

Promote

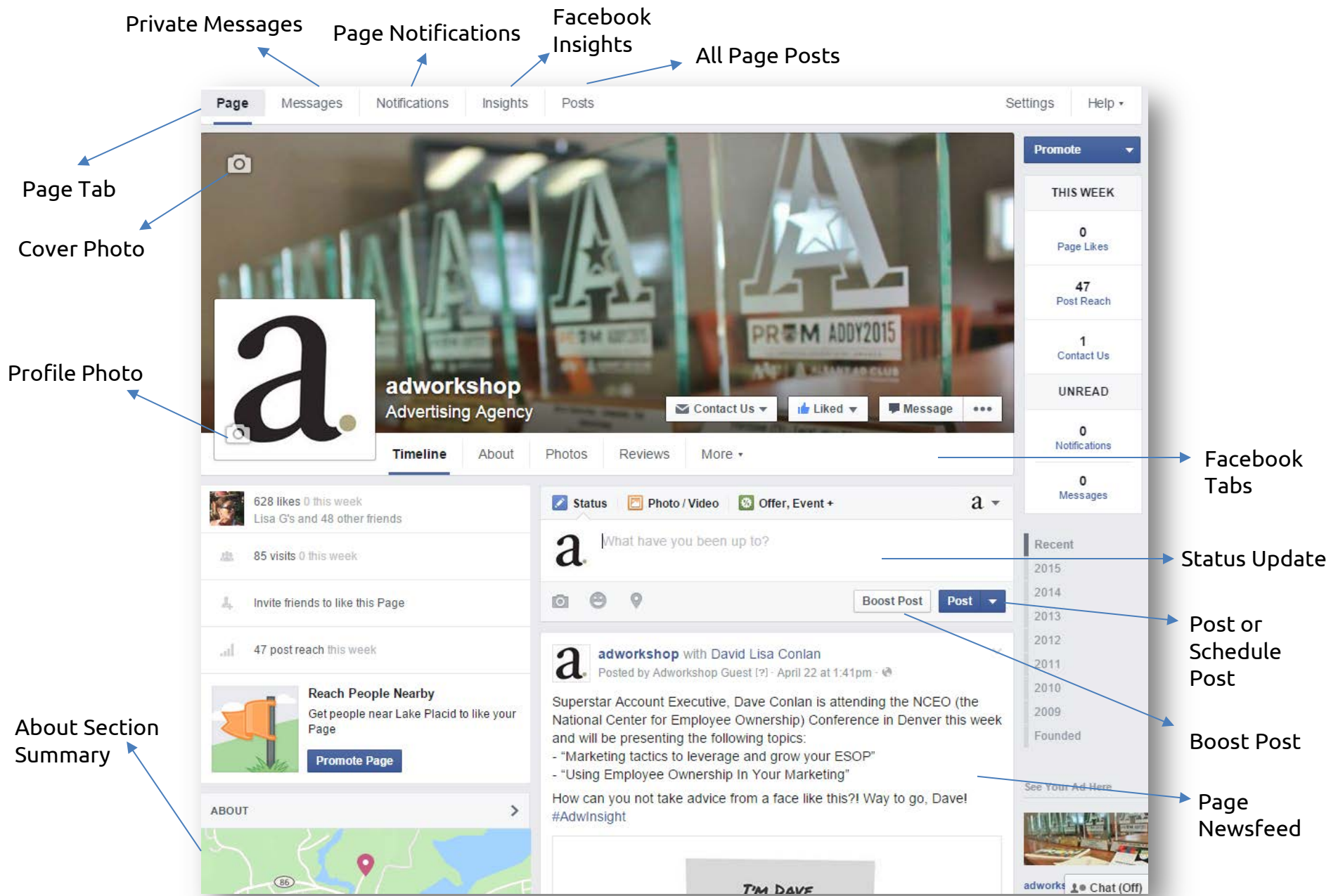
**THIS WEEK**

- 2 Page Likes
- 596 Post Reach
- 0 Contact Us
- 1 Website Click
- 2 of 2 Response Rate
- 56 minutes Response Time

Recent

- 2015
- 2014

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is nice...

16

ADDY SHAG

2016 AMERICAN ADVERTISING AWARDS

STOP THINKING, LET THINGS HAPPEN, AND BE THE ADDY

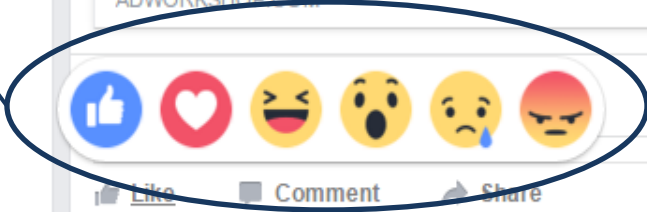
DOWNLOAD THE FINALISTS LIST  
JOIN US ON MARCH 11

Adworkshop is a Finalist for 11 ADDY Awards from Albany Ad Club | Adworkshop

The Albany Ad Club released its list of finalists for its annual ADDY Awards for excellence in advertising creativity, and Adworkshop is a contender for 11 out of...

ADWORKSHOP.COM

**NEW in February, 2016**

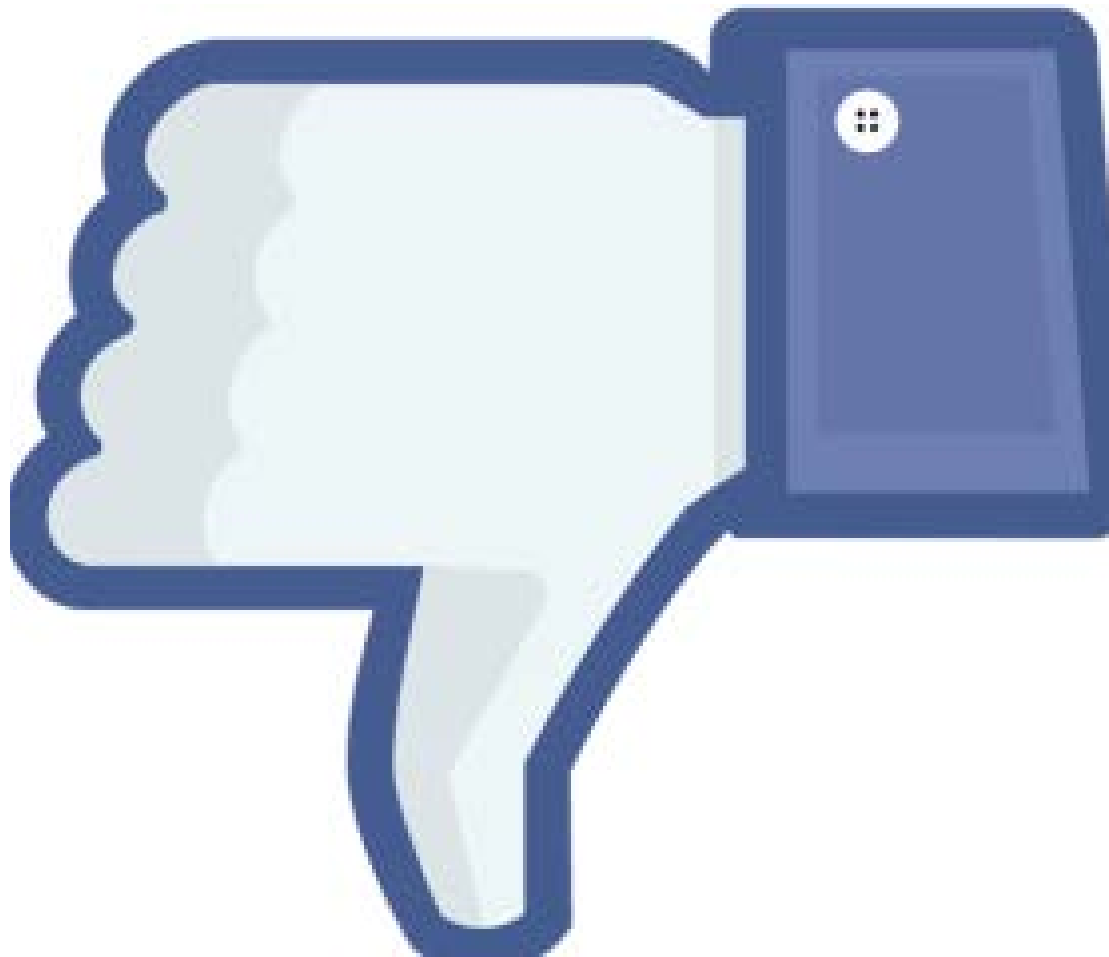


Like Comment Share

Boost Post

👍❤️😂 Kathy Ford, Hannah Littlefield and 6 others

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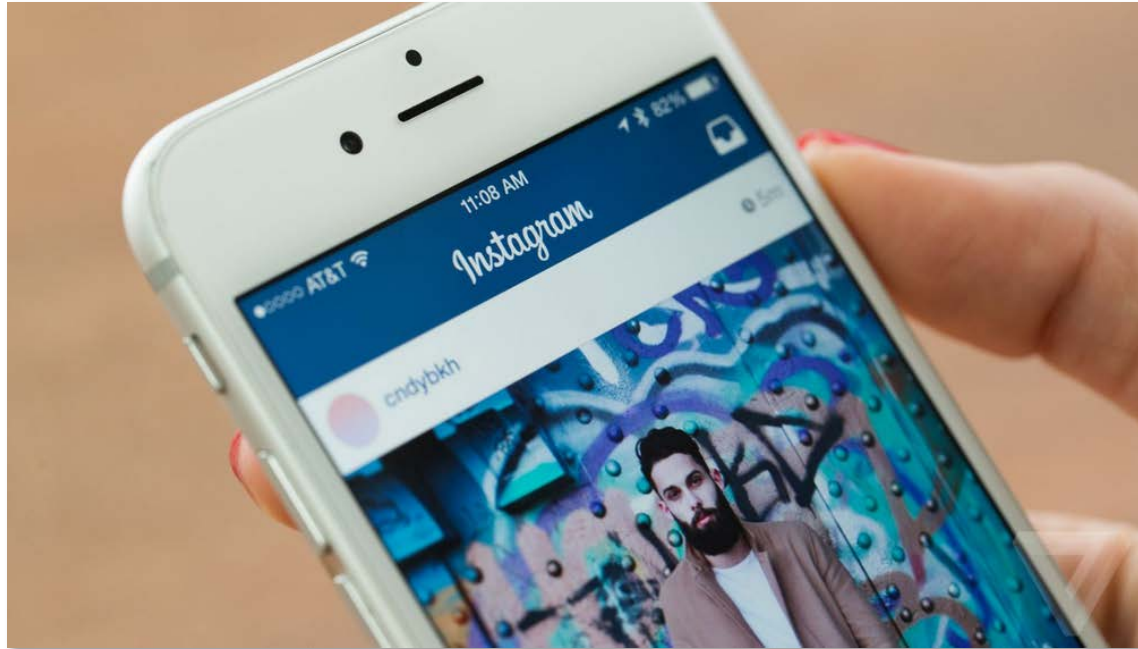
The  
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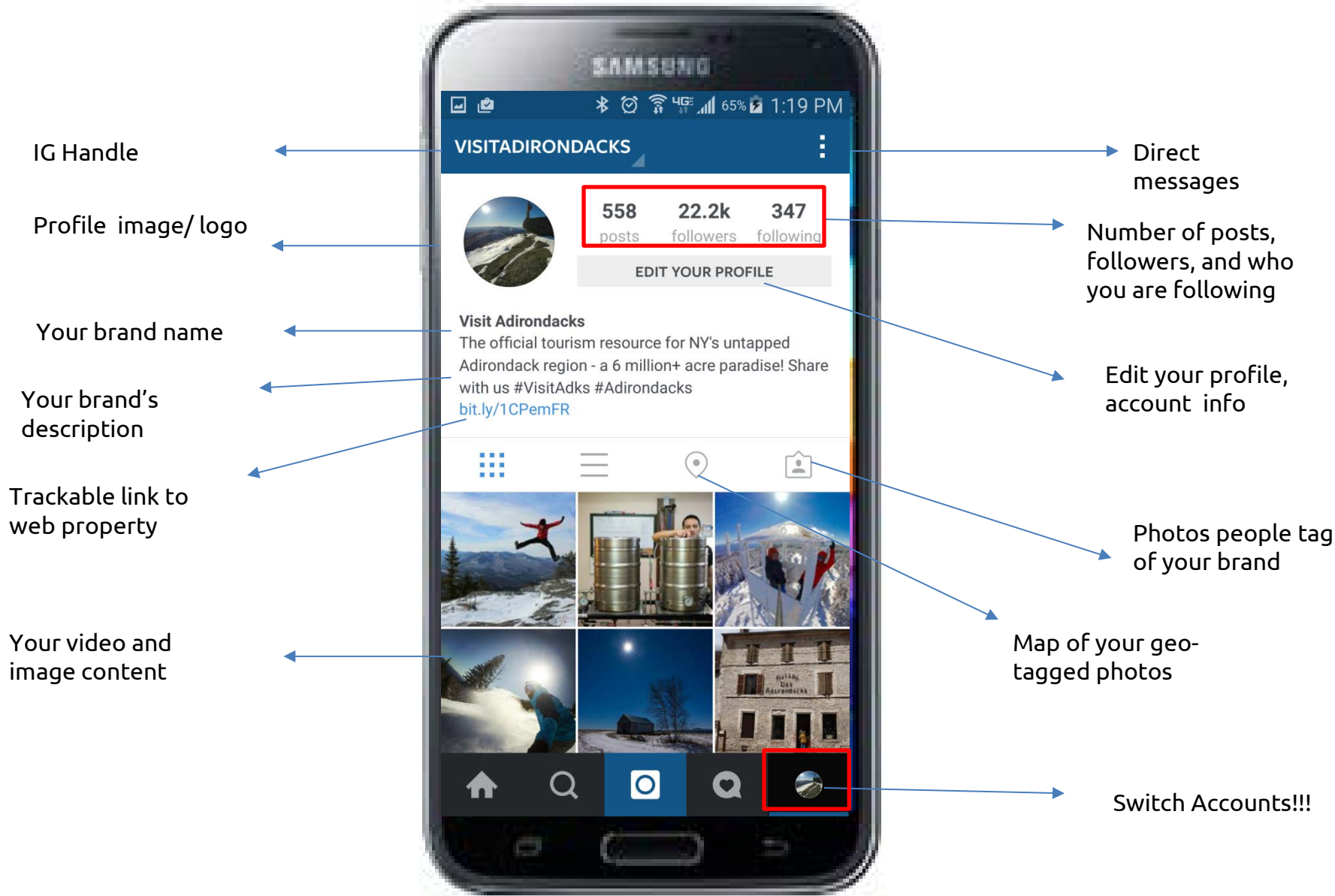
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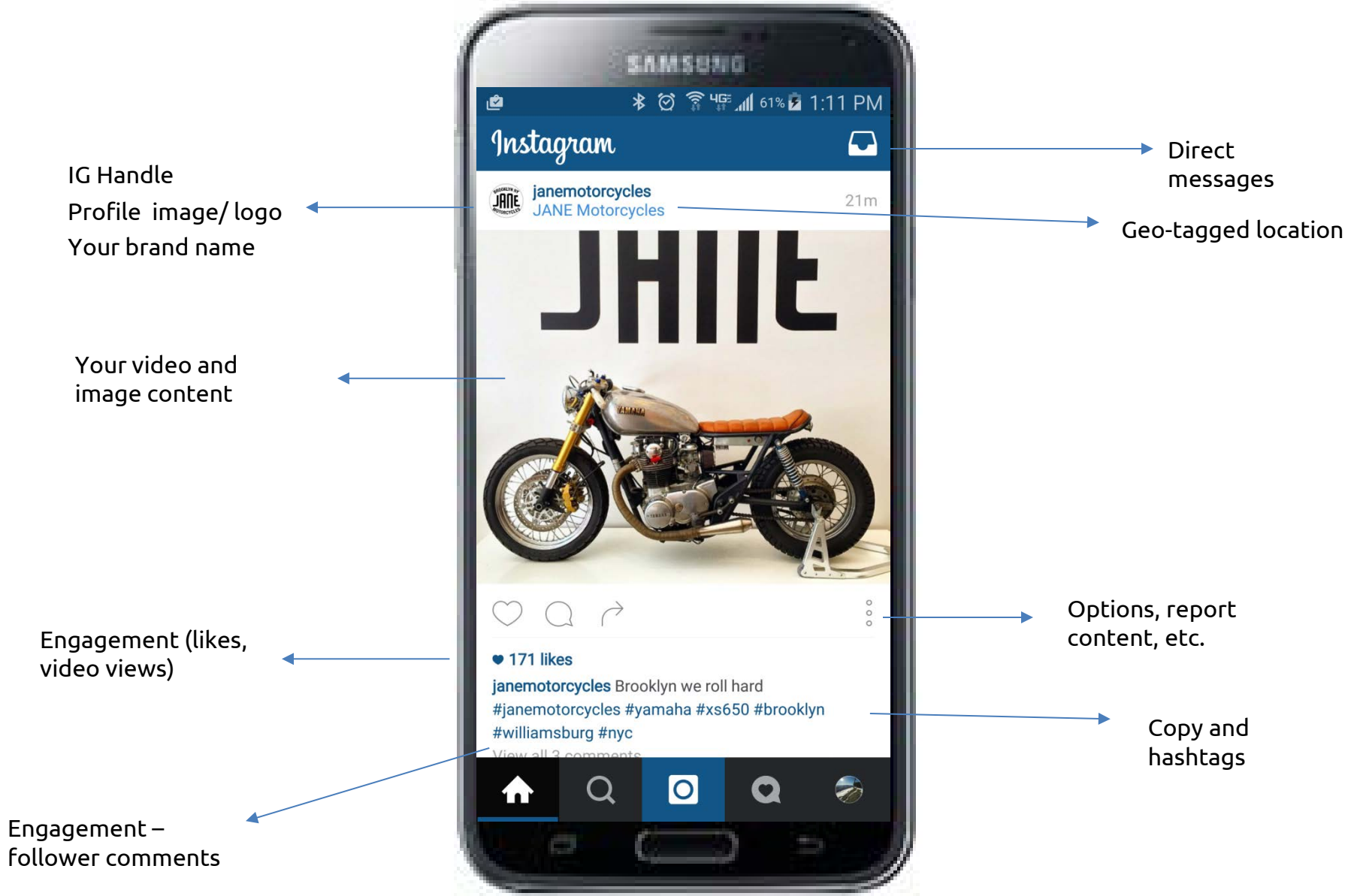
# The Basics



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huckberry

FOLLOWING



Gear for today. Inspiration for tomorrow. Tag photos #huckberry  
[bit.ly/Tuft\\_and\\_Needle\\_Mattresses](https://bit.ly/Tuft_and_Needle_Mattresses)

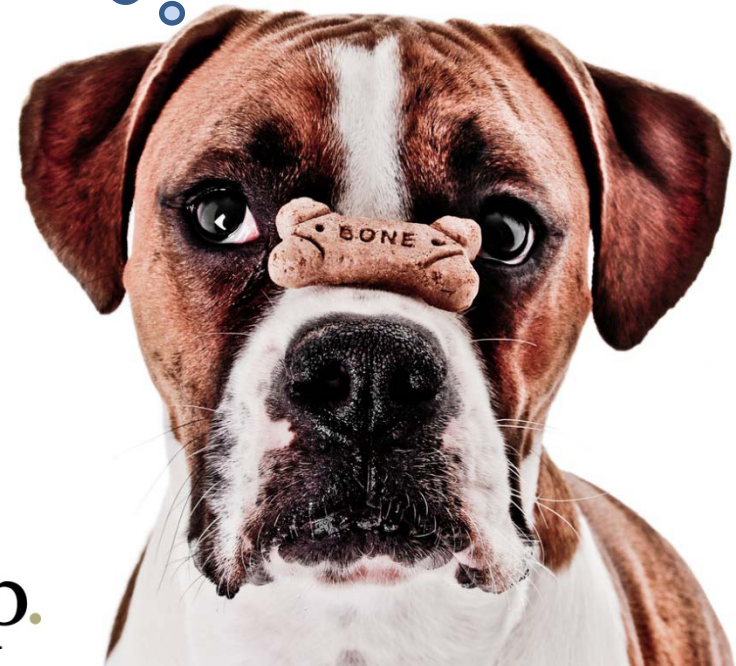
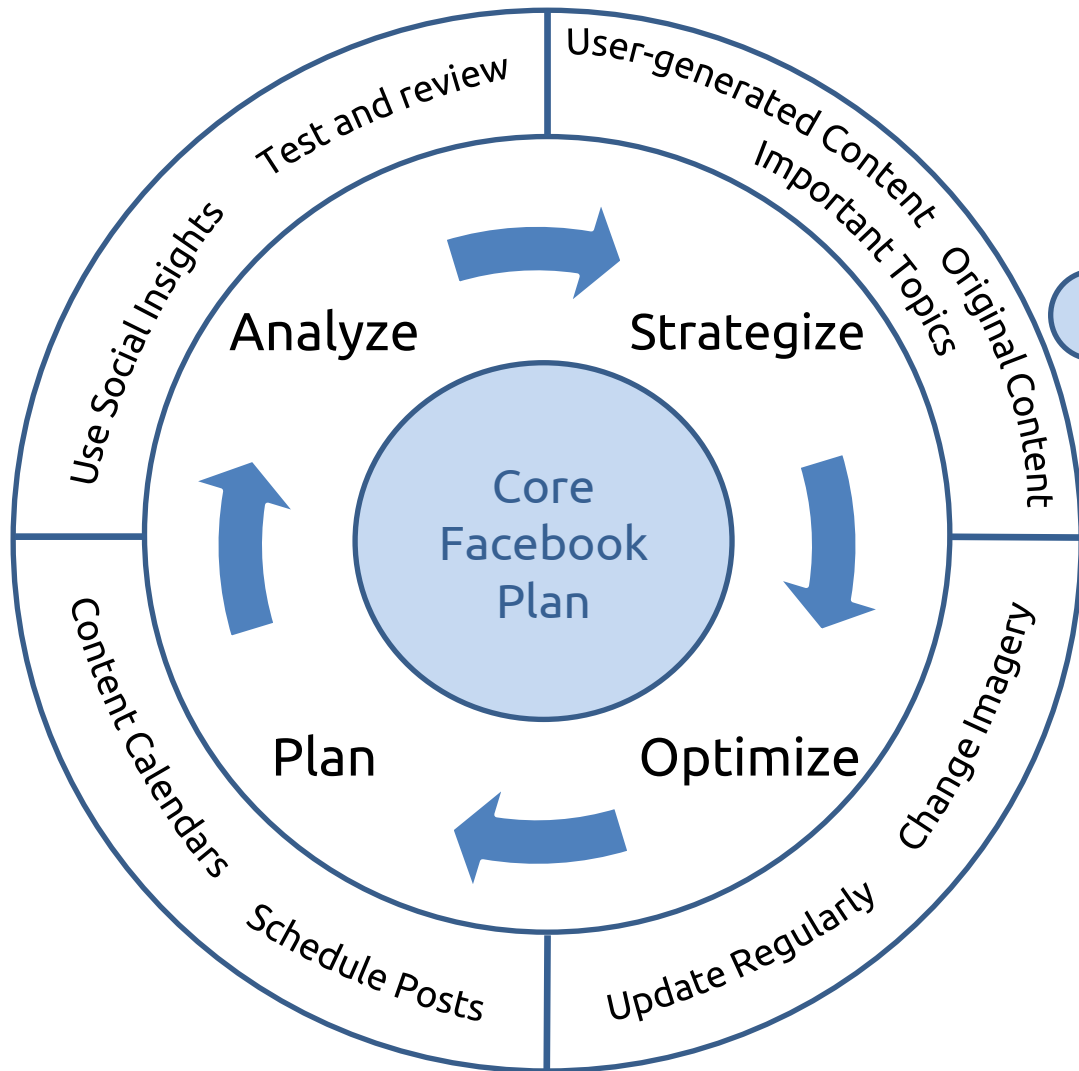
1,620 posts

161k followers

484 following



# Best Practices



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*Most importantly...*



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# Feel like this yet?



*Stay with us.*

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How do you stand out from the crowd?



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*Here's how you get there.*

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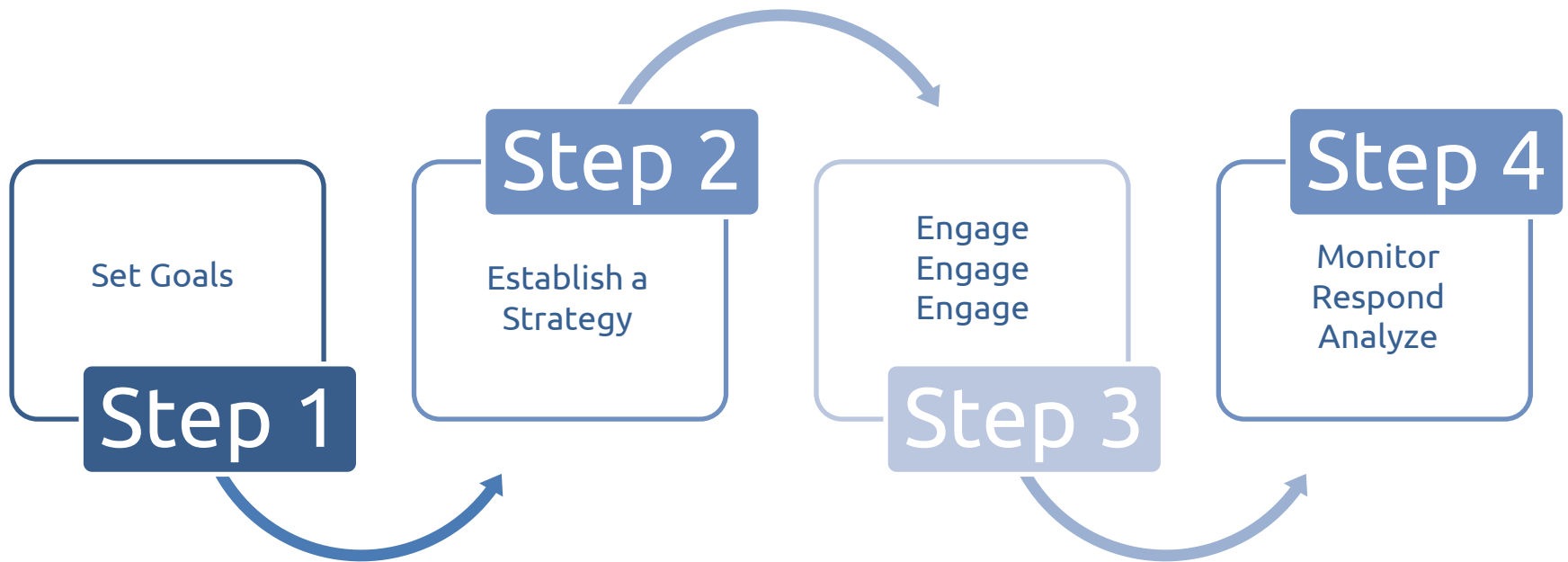
# Evaluate

- ✓ Establish business social channels
- ✓ Speak as your business persona
- ✓ 80/20: Don't make it a constant sell

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Differentiate

# Building a Social Strategy





**Who** are we trying to reach?

**Why** do they decide to support us?

**What** do we need in order to make this happen more often



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# Don'ts

- ✓ Don't Try To Be On Every Social Channel
- ✓ STOP YELLING! (and other annoying habits)
- ✓ #Don't#Abuse#Hashtags

- ✓ Right Content to the Right Network
- ✓ Data, ROI, and Paid Reach
- ✓ Have Fun

# Social Media Tips & Tools



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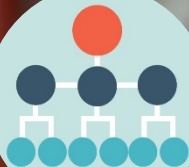
**Monitoring.** Stay on top of your social interactions.



**Organization.** Plan ahead and stay on track.



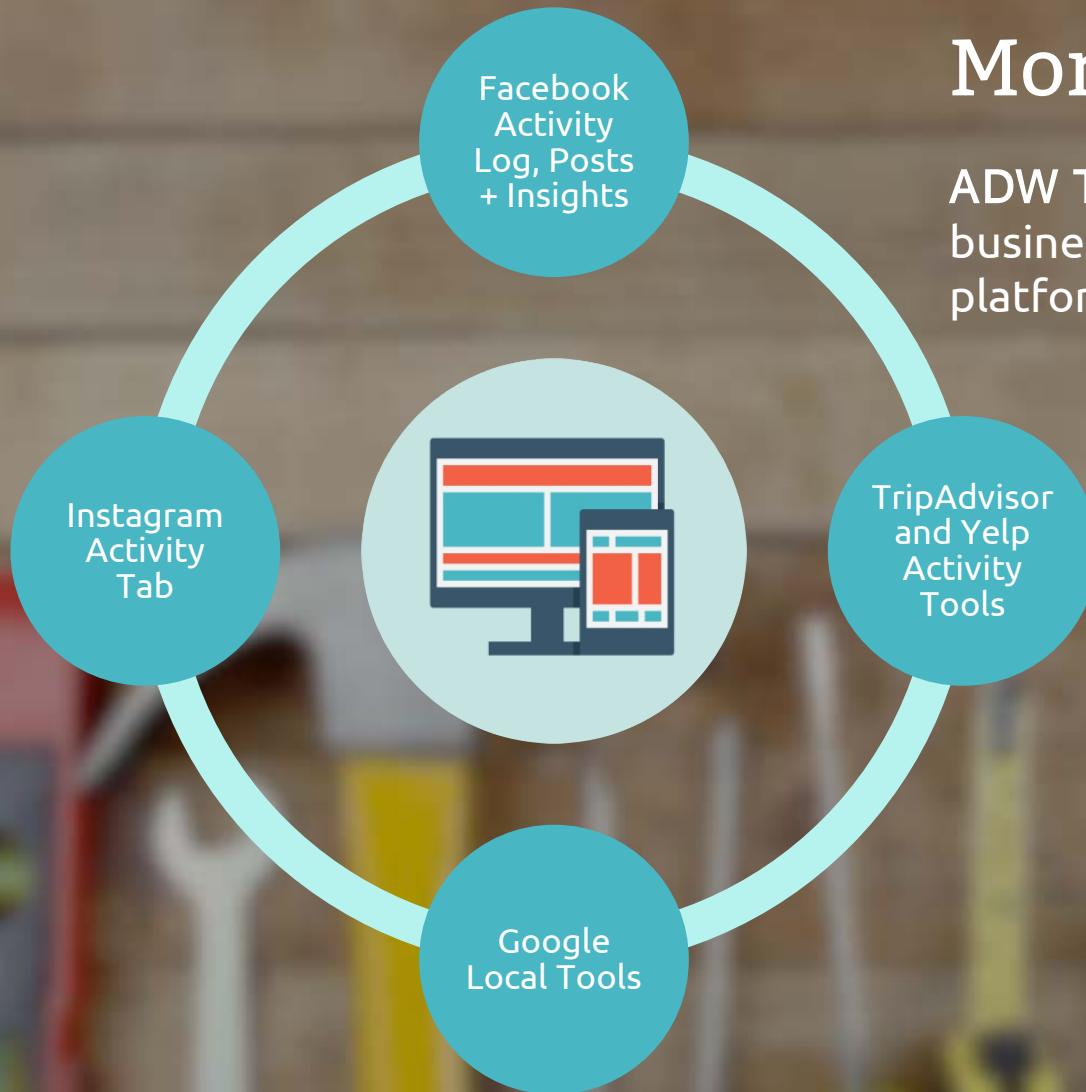
**Visual Content.** Engage your audience with imagery.



**Attribution.** Prove that social media is worth it.

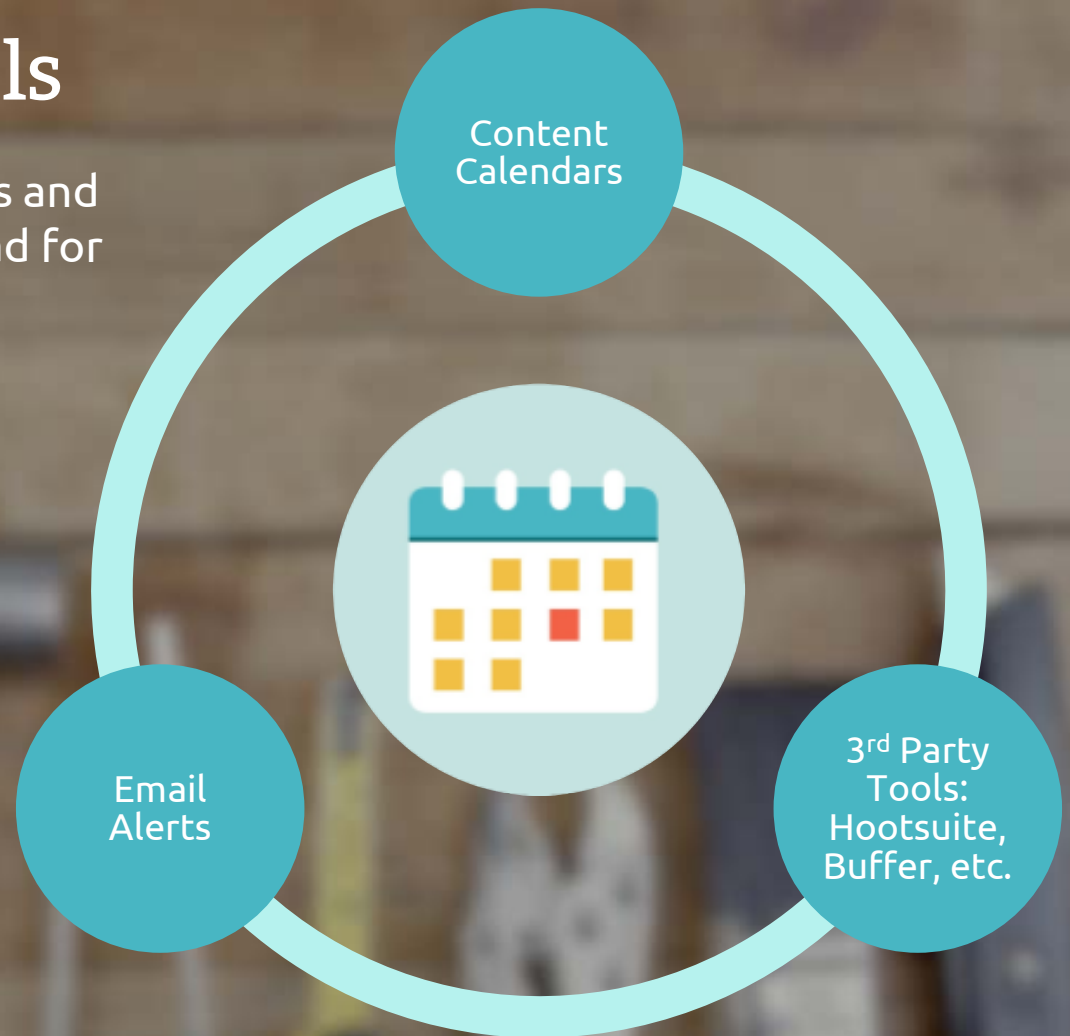
# Monitoring Tools

ADW Tip: For small and medium-sized businesses, monitor within each platform you plan to manage.

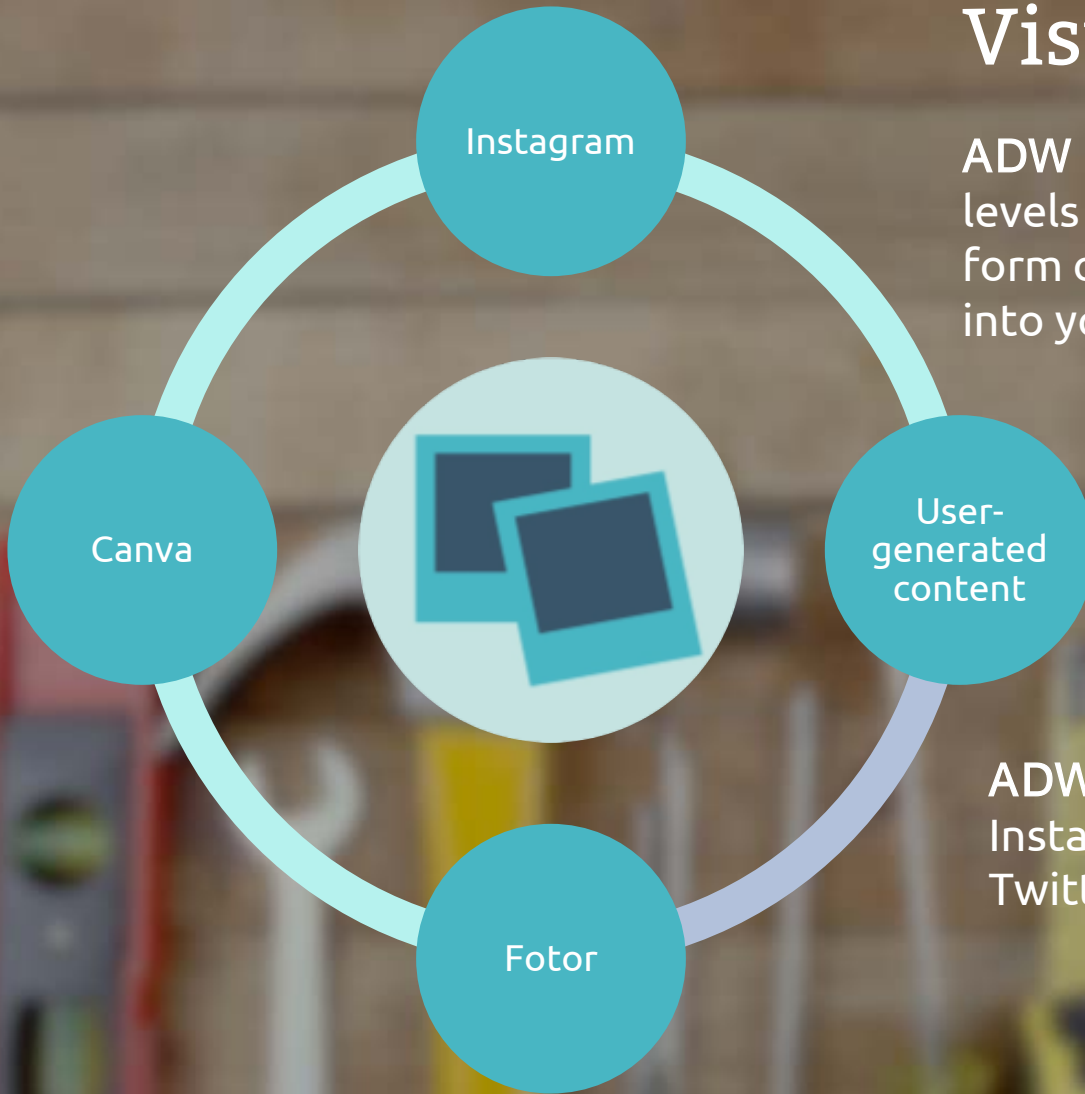


# Organization Tools

ADW Tip: Use content calendars and scheduling features to plan ahead for your social media efforts.



# Visual Content Tools



ADW Tip # 1: Photos receive higher levels of engagement than any other form of content. Try to incorporate them into your posts and profiles often.

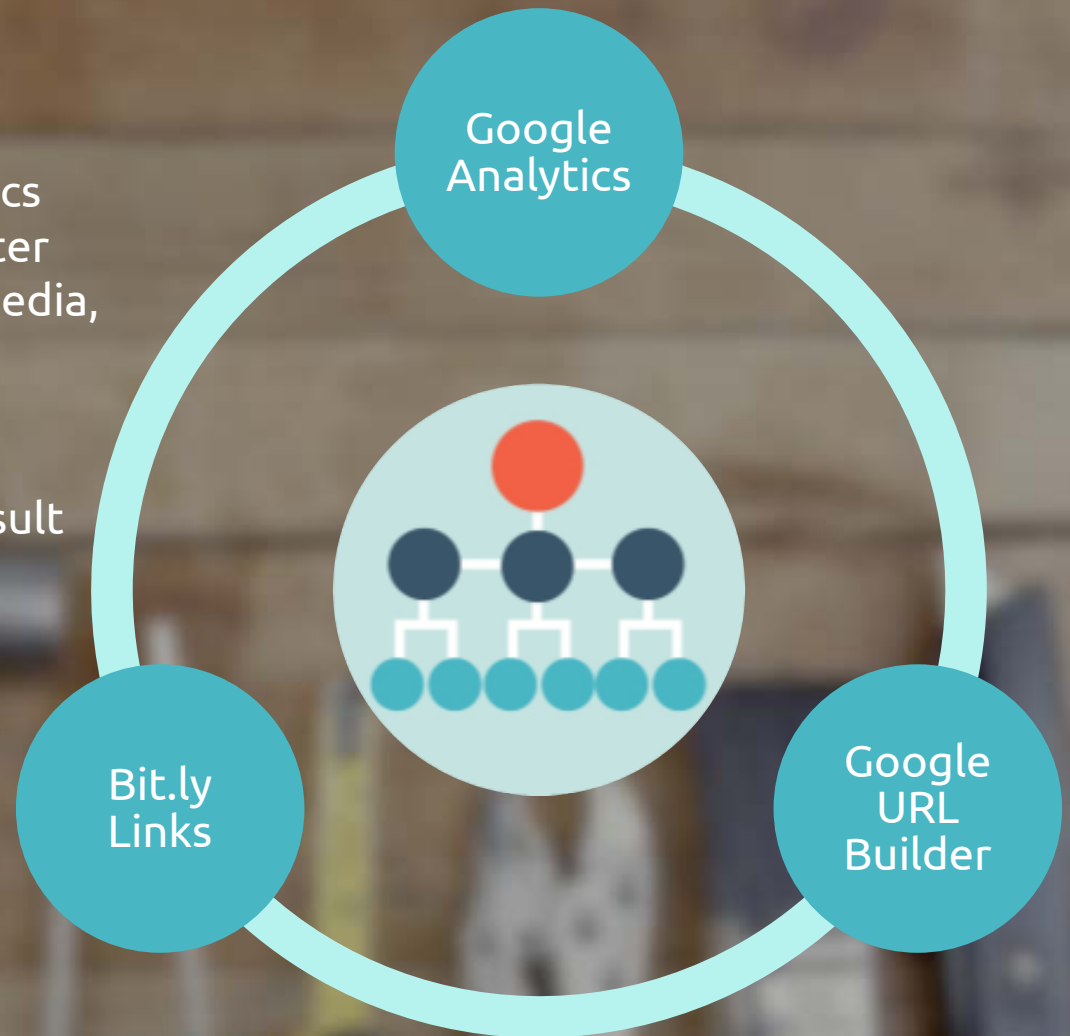
ADW Tip # 2: Save time while posting on Instagram – share it to Facebook and Twitter, too!



# Attribution Tools

ADW Tip: Set up Google Analytics for your website to not only better understand the value of social media, but where your customers are coming from.

Track your website visits that result from social media interaction by adding tracking codes to your posts and paid ads.



Social media isn't a trend anymore. It's a critical part of your business.

Travelers are more mobile-friendly than ever before. Are you?

Visual content can drive big engagement.

Online reviews are the new word of mouth. Tap into the conversation.

Social media can be manageable. Create a strategy + execute.

# Key Takeaways

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# Thank you!



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