

# Alfred State

## SUNY College of Technology



Hit the ground *running* " . . .

*Alfred State*

# ***Is Social Media A Moving Target?***

**Steven Reynolds, MBA**

**Associate Professor**

**State University of New York, Alfred**

# *Is Social Media a Moving Target?*

Marketing

Promotion

Public Relations

Sales Promotion

Advertising

Personal Selling

Social Media

## *Is Social Media a Moving Target?*

The key word in promotion today is:

Engagement!!!

## *Is Social Media a Moving Target?*

Social Media allows people to share information, which can again be shared by the receiver.

A Marketer's Dream!!!

# *Is Social Media a Moving Target?*

## Social Media Strategy

Relationship development

Finding new customers

Market research

Introducing new products

Selling

Recruiting

# *Is Social Media a Moving Target?*

Permission-based marketing

80/20 Rule

80% of posts should be  
informative or entertaining.

# ***Is Social Media a Moving Target?***

## **Social Media Policies and Procedures**

Choose voices of the company wisely.

Young employees have SM “knowledge”

24/7/365



## ***Is Social Media a Moving Target?***

Guiding principles for employees:

Listen before you talk

Think before you speak

Say who you are

Respond to ideas not people

Know your facts

Stay on record

# *Is Social Media a Moving Target?*

## Social Media Promotion

Social media is an excellent, cost effective way of promoting your business.

Networking is critical!!!

## *Is Social Media a Moving Target?*

Building a large network is not easy.

Must have a strategy for posting.

Give value... 80/20 rule!

Sharing is key.

Creativity is essential!

# *Is Social Media a Moving Target?*

Know your social networks

*Spectators just watch*

*Joiners engage in low barrier formats*

*Creators post photos and videos*

Drive traffic to SM via traditional media

# *Is Social Media a Moving Target?*

## **Social Media and Public Relations**

Public Relations – building good relations with the company's various publics.

Social media has caused dramatic changes in PR.

## ***Is Social Media a Moving Target?***

Public relations disciplines:

Gain publicity for a brand

Respond to a crisis

Communicate financial results

Internal communications

Influence government policy

## *Is Social Media a Moving Target?*

Monitor social media conversations.

The Golden 24 Hours → The Golden Hour

Pull Strategy

# ***Is Social Media a Moving Target?***

## **Customer Relationship Management**

### **Goals for Social CRM:**

Improve customer support

Streamline customer research

Innovative e-commerce programs



## ***Is Social Media a Moving Target?***

Give your customers what they  
value and more!

Think like a customer.

Build brand loyalty.

## *Is Social Media a Moving Target?*

Over 50% of posts to companies  
are being ignored!

Responding to all posts can create a  
competitive advantage!

# *Is Social Media a Moving Target?*

## Creating Online Social Brands

A brand is the promise a company makes  
to consumers.

Use social media to communicate your  
brand strategy... your promise.

## *Is Social Media a Moving Target?*

Locate your target audience

Create an online home

Social media profile matches brand image

Key words and phrases

Daily plan

Creativity!!!

## ***Is Social Media a Moving Target?***

Give more than you receive.

Build your authority.

Develop an emotional connection!

Prepare for criticism.

Create an online community.

# *Is Social Media a Moving Target?*

## Social Media and Viral Marketing

Outstanding content!!!

Excellent social media skills.

## *Is Social Media a Moving Target?*

Build a story with “Wings to Fly”!

Emotionally charged!

Hunger to be cool, popular,  
loved, rich, etc.

Encourage viewers to give you information.

# *Is Social Media a Moving Target?*

## Social Media Analytics, Metrics and Measurements

Return On Investment

Investment – time, manpower, technology

Financial gain – revenue, sales



# *Is Social Media a Moving Target?*

## Choosing Social Media Platforms

[http://en.wikipedia.org/wiki/List\\_of\\_social\\_networking\\_websites](http://en.wikipedia.org/wiki/List_of_social_networking_websites)

# *Is Social Media a Moving Target?*

## Writing for Social Media

Don't post too often

or

Not often enough.

## *Is Social Media a Moving Target?*

Every post must have value and stimulate your followers to take an action.

80/20 Rule

# *Is Social Media a Moving Target?*

Keywords

Killer headline

Great opening

## *Is Social Media a Moving Target?*

Power of emotion

Easily skimmed

Eliminate fluff

Conversational tone

Eliminate mistakes!!!

# *Is Social Media a Moving Target?*

## Social Media Ethics

Ethics – The moral principles and values that govern the behavior of people with regard to right and wrong.

# *Is Social Media a Moving Target?*

## Social Media Risks

Reputation Risks

Legal Risks

Security Risks

# *Is Social Media a Moving Target?*

## Conclusion

Yes, social media is evolutionary.

Yes, networks and technology will change.

But the principles discussed here will  
endure into the future of social media!!!



# Alfred State

SUNY College of Technology



Hit the ground *running* " . . .

*Alfred State*