

SESSION: Social Media Tips & Tricks

LEADER: Ricardo Guerrero, Founder, www.stwittergy.com [Prior to Stwittergy, Ricardo worked at Dell for 10 years and built their successful Twitter strategy. In addition to currently running Stwittergy, Ricardo is in the process of starting a Social Media Strategy and Implementation Services.]

NOTETAKER: Nathaniel Robinson, VP Business Development, www.thinkspeed.com

Survey:

Social media usage personally versus professionally

- Almost everyone is using social media personally...
- ...however only ~33% are working at companies that are utilizing these tools.

Q&A:

How do you rise above the noise?

- Ricardo
 - Analogy he likes to use is “how would you market yourself at a cocktail party?” Also, being a “card ninja” doesn’t work very well. Better to listen to what folks are talking about and, if relevant, insert yourself into that conversation. Determine who potential customers are and follow-up. However, he is never pitching them – try to get the potential customer to ask you the questions you want them to ask. Also follow potential customers on social media, and answer their questions if the opportunity arises.
- Participants
 - Build relationships in social media the same way you would offline. Similar to offline relationships, if you notice something your customer is interested pass it along. Online presents even more opportunities to know your customer since you’ll often be able to read and learn more about that individual online.
 - For larger companies like Dell, they’ll have a team of folks tracking postings about their companies online and follow-up with a social media user if anything is actionable.
 - Targeting relevant hash tags on Twitter can also be very effective

How to transform social contacts into action?

- Ricardo
 - Figure out who the influencers are, and build relationships with them. Invite them to do product demos, or participate in other ways. For example, Stephanie@Dell has over 1.6MM users, but that account actively engages only 3K individuals.

Q&A (continued):

How does a company manage the transition of their “voice” behind social media accounts?

- Ricardo
 - When you create customer-facing social media account in the name of individuals, don’t actually attach the name to a real person. When someone on your social media team leaves you retain that account and attach someone else to it.
- Participants
 - Must be careful when you have multiple voices “speaking” through one account. Postings can often come across as insincere or more of a press release than real engagement with your followers.

How to grow Twitter followers for your business?

- Ricardo
 - It ultimately still comes down to “what do you offer?”

Not Covered:

Questions asked by participants that session leader did not have time to answer:

- How do you link social media to SEO and other marketing techniques?
- How can you take back old social media messages?
- Is social media an appropriate channel for call to action?
- How do you have customers in different countries collaborate on problems via social media?
- Job search & networking via social media
- Metrics, tools, services to show social media value to clients
- Suggestions on how to manage differences b/w various social media accounts with different target target audiences?
- What do folks know about Diaspora or alternative platforms?