

North

MANAGING YOUR BRAND ON THE SOCIAL WEB



A DIGITAL STRATEGY DISCUSSION

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But first, what is the Social Web?

Well, it's not just about these guys..

The image shows the Facebook logo, which consists of the word "facebook" in a white, lowercase, sans-serif font centered on a solid blue rectangular background.

facebook

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We are participants in the Social Web when we do any of the following:

Open a web browser Enter Facebook Post to LinkedIn
Send email Send an IM Use Skype
Share a web link Post to Twitter Leave a comment

In short, we are sharing and communicating. Which is a pretty natural thing to do when you think about it.

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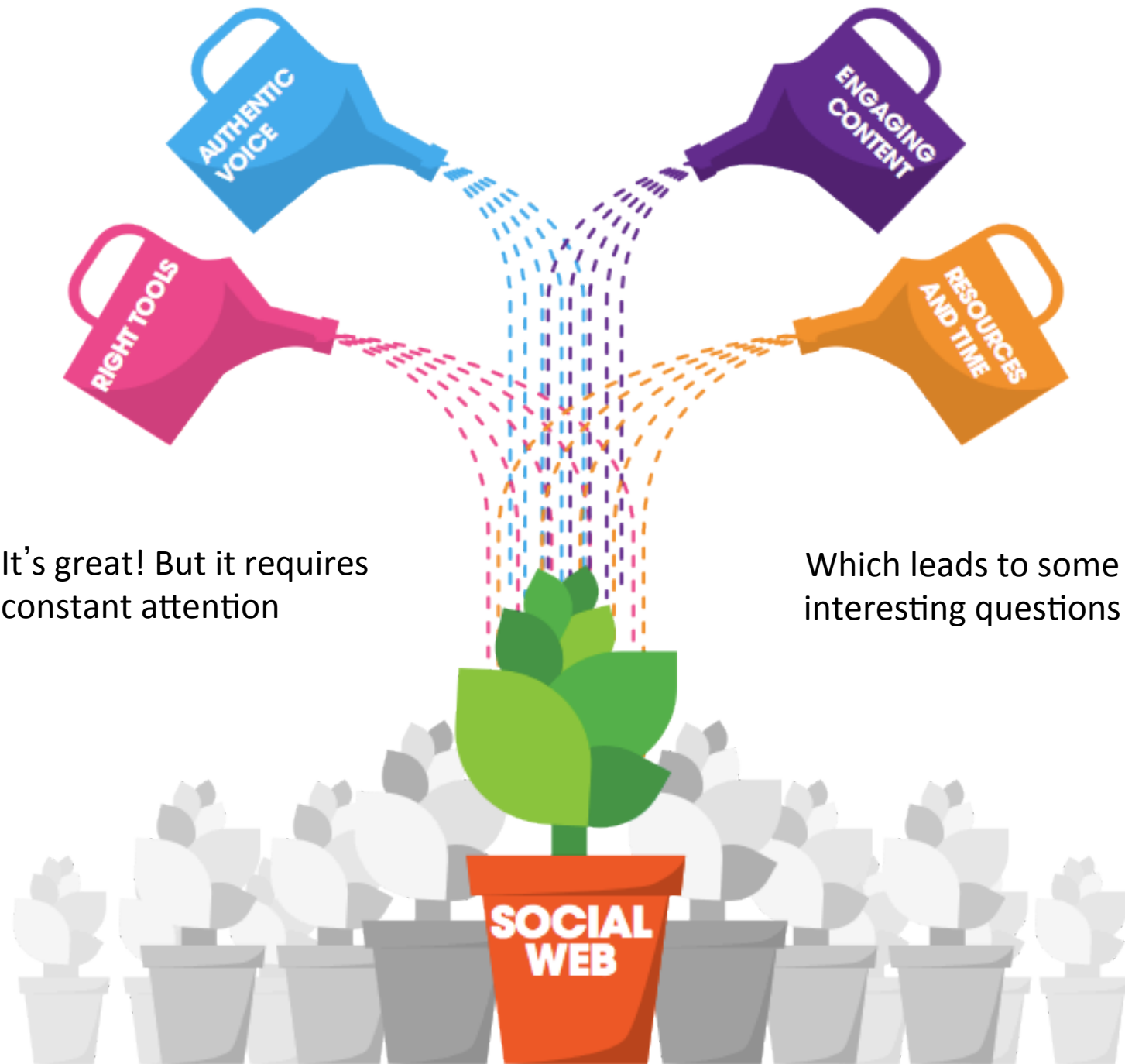
The open Social Web:
Amorphous, ever-changing



The old traditional media:
One-way, fixed, controlled



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It's great! But it requires constant attention

Which leads to some interesting questions

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Do I/we need to have a social web presence?

Who owns the message?

What kind of content should I/we be sharing?

How do I track who's talking about me or the company?

Do I/we need to have a social web presence?

Not necessarily.

The decision to open any social web account such as Facebook or Twitter, should be taken seriously. It requires that at all levels of the company from the top down, there are answers to and agreement upon, two questions:

Why?

And if so

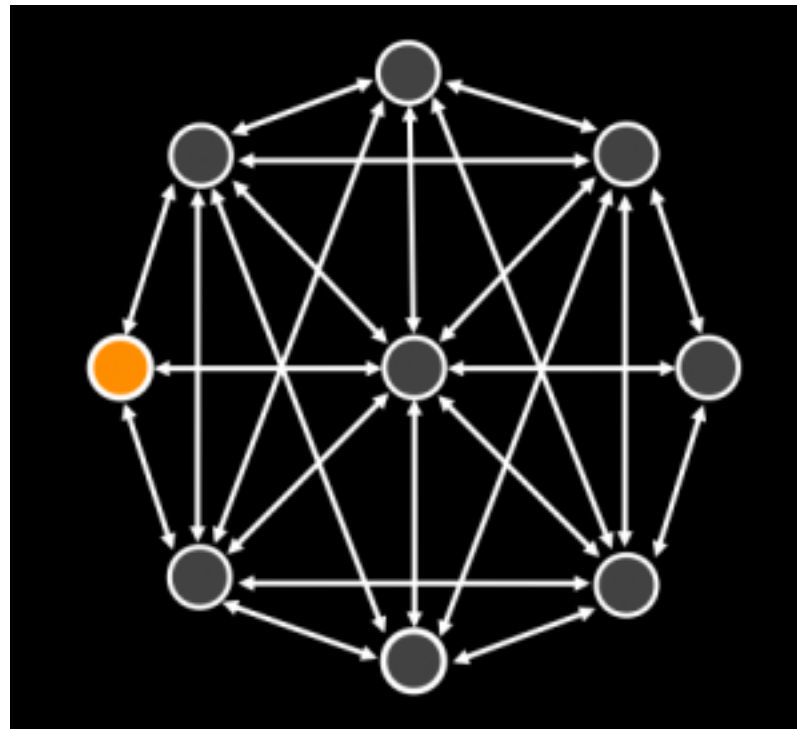
What is our strategy?

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Who owns the message?

If you don't own the message online, the message owns you

Because this is your message online



1.9 billion Internet users globally

What kind of content should I/we be sharing?

Shared content or information of any kind simply has to align with the company's overall digital strategy

The content needs to be interesting and compelling

If you are responding to comments left on your Facebook page or in Twitter, they need to be timely

Never post personal or frivolous content

Never get into a heated discussion online on behalf of the company

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For the record, your brand message is...

??..

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If you decide to engage in social media...

..then you must understand that you have to be on message
ALL OF THE TIME!

If this is asking too much of you, it's absolutely ok to close
your Facebook and Twitter accounts right now..

A Few Social Web Myths:

Facebook is a community

Twitter is a social network

We automatically want to join a brand community online

Brand communities can be built online

The Old Spice campaign was huge because it was the best digital campaign ever

All companies and brands need a social media presence

Companies and brands should “act like people” online

So What Does Work on the Social Web?

Have a strategic plan

The lack of online strategy is the biggest source of failure for companies

Have a tactical plan

Tactics are not strategy

Having a dedicated social web manager

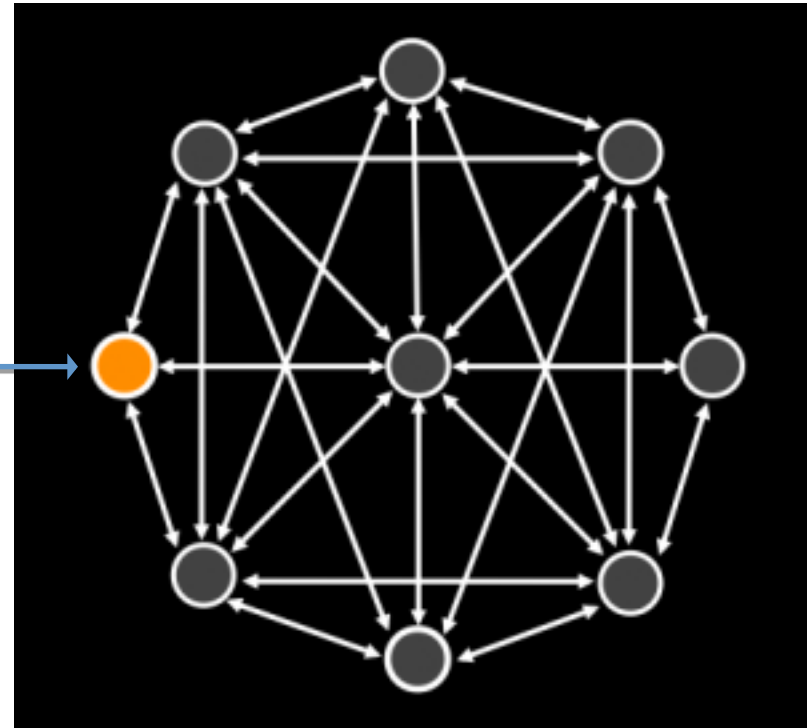
If you create a social media program this person manages it

Only post compelling content

If you have nothing interesting to say it's ok not to post it

How your content spreads on the web

Your Company
message



1.9 billion Internet users globally

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Rich Content Social Network



twitter



Share / Like us
Experience us

Follow us
News

Content
Syndication



Google™



Brand channel

m.yourco.com

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So how do we track who's talking about the brand?

Who can possibly manage all this activity?

Well, YOU, or your social media manager

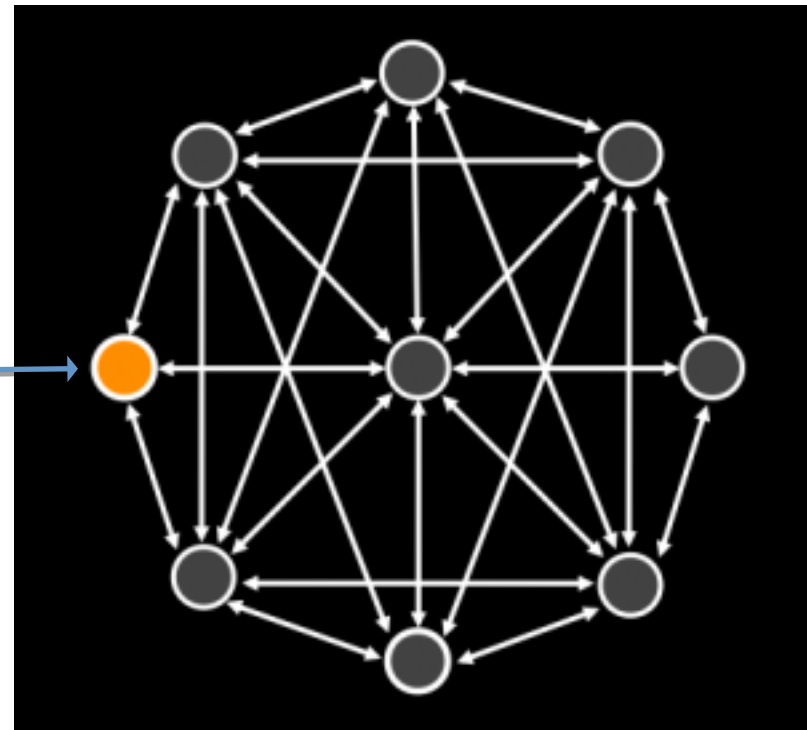
And it really is a full time job

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But, what does a social media manager do?

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Well, He or She Monitors This



1.9+ billion Internet users globally 2010

But, what does a social media manager really do?

- **Monitor brand activity especially in Social Media**
- Respond quickly and calmly to any negative messages or posts. Reply in a timely manner to any praise or positive comments in Social Media
- **Boost online viewership**
- Post interesting news and updates about your company.
- Share relevant and compelling news and stories.
- **Use digital channels to drive awareness** of your company's brand beyond all current, dedicated brand followers and use these channel to create awareness and engagement as the company expands nationally.

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Thank You!