so I'm hoping that everybody could see my screen and could hear the webinar. Kevin I'm going to change the presentation to you can someone do me the favor of just typing in the chat window that they can hear the webinar. I just want to make sure that we are live super thank you guys all right. Kevin let me just do a quick intro and we will have this webinar take off with you. so good afternoon everyone and welcome to this navika webinar getting the most out of social with our presenter Kevin Reagan Reichman. This webinar will highlight how to monitor conversations, build relationships and develop a content strategy and a social.
conversation analysis to find out who's
talking about you we expect this webinar
to last one hour with room for questions
and answers at the end if there are a
lot of questions and if attendees don't
mind we may stay on just a little bit
longer please know that once the webinar
begins and not able to acknowledge
receipt of questions but know that cabin
will answer your questions at the end if
you have questions please type it in the
chat window in the lower right corner of
your screen at the end of the
presentation I will ask the questions on
your behalf also know that this webinar
is being recorded and we will make it
available for your convenience and
playback later so right now I'd like to
introduce Kevin Reagan Reichman as the
director of social engagement for spong
Kevin leads the agency's team of social
experts and oversees all social
offerings from content creation to
community management to analytics he
works with clients to develop social
strategies that balance paid earned and
owned media
kevin provides senior counsel on digital
and social media initiatives for many
brands including genuine thermos brand
GNC and sherwin williams he balances
content creation and channel management
with analytics to develop plans that
deliver measurable results and key
learnings he led spawn in its
proprietary social analytics offering

social tracker kevin began his career as an editor with Gannett at the Des Moines Register and was one of the company's first social media editors prior to joining Carmichael Lynch spawn he was a digital and social media strategist with children's hospitals and clinics of Minnesota a non-profit system of health care centers Kevin thank you for being our presenter today I now turn it over to you great Thank You Maggie for that kind introduction and the kind word I just want to make sure can you see that the presentation now before I go too far into it sound like 19 Randy yes I can see it great so yeah thank you so
much for everyone for attending the
webinar and Maggie for inviting me it's
been fun working on this with you and I
hope that I can answer some questions
and have a good good discussion with
everyone through the chat at the end of
this what I'll do is just give a little
bit of information about why near my
attack to that an overview of a bubble
talk about so as making mention on with
on spa the public relations agency we
are sister agencies of carmical inch
which is an advertising agency based out
of Minneapolis in New York and I am at
the Minneapolis office where I hope it
doesn't snow for a couple more weeks
here I feel like summer is over and that
winter will be here any minute Kevin
Kevin can I interrupt you for one second

one person has said that they cannot see

the presentation on this and the sound

isn't very clear so can anybody else let

me know are they hearing can you can you

answer that again for me are you hearing

Calvin ok and seeing the presentation

we hear and see fine okay okay okay okay

so go ahead Kevin it's hard to hear you

Kevin I don't know if that is a is this

any better can the folks who had a

difficult time hearing him respond I can

talk closer to the phone hearing clearly

okay so yes I think closer to the phone

is better thank you sorry oh no problem

I'll just let me know if people if that

comes up again I can troubleshoot on my
As long as a PR agency we represent a number of clients, some of the ones that Maggie mentioned in Bath and Body Works and genuine thermos Grand supervalu grocery stores lazyboy furniture and some others and really what we do for them is across the board on the social front a lot of times or a lot of level talk about today is really more rooted in that research and insights and analytics part of our offering so we also do 24-7 community management really a lot of the discussion today de will be will be on how can you use social data and social analytics to inform inform your plans and to reach out to keep stakeholders
whether those are retailers or members

of the media so just kind of a framework

for the discussion today a lot of times

people say War Z working order and go

under paid media and with social it's

really all those things especially with

some of the changes to Facebook in the

last year it embracing its role as an

advertising platform social media used

to be looked at something that you could

do for free or cheap and for her go to

her for dad that is that mindset is

going away as the major players are all

charging for access to the communities

that you have built up on those channels

and just another another thing that will

use here as a framework for these

discussions as always this spectrum of
social planning where you can have everything from a holistic integrated marketing plan that involves social engagement listening to consumers and engaging with them all the way down to what you see on the left which unfortunately is where a lot of a lot of the people who are in charge of social programs within their organizations might not get really any time to devote to it and it becomes more of an issue outpatient you tweet that hey we gotta we put a press release out there can you tweet it or hey we heard that someone socked robs us on Twitter can you tweet that we really try to move away from that mindset where social it isn't after
time and think of everything from the consumers or the key stakeholders point of view where there's just so much noise in the world and so much going on on social that you can never assume that anything that you put out there is actually reaching them and all the ways that you y tu so we've set up the social cycle where we think of what can we do to drive awareness about the organization or the product all the way through to acquiring those consumers or keep stakeholders in something like liking you on facebook or follow me on Twitter or send up for an email acquisition lists and then where the real value of social starts to
come out of is what can you do once
you've acquired those people build up
build up the fan base or built at the
community to turn them into advocates
for you and your programs and ultimately
drive action of some sort a lot of our
clients it's about driving sales but
that can also be about making them
making them enroll in a program or and
telling others about work that your
organization is doing so what we'll talk
about today is how brands use social and
then how you can use social and you're
in your day to day life whether you are
the person within your organization who
is that has primary responsibility for
social programs or if you're just trying
to learn more about having you be active
in that space to understand how can

apply to your work social conversation

analysis but who's talking about your

your agency or brands or other other

ways to measure brand health and look at

conversation drivers and then also how

can you develop a content strategy

strategy and response protocol once you

understand the channels understand how

to get to all that social conversation

analysis what should you actually do to

make some marketing or communications

decisions based off of that information

um so when you and I spoke about this

week we talked about really setting

setting it setting this up at the

beginning in terms of how how do you
Brands are headed organization use social and this is specific to to the work that we do here at the agency booked for the five-year to you your groups as well um so a ways that brands you social wise become white stuff around for nearly a decade now is really you can use social to build relationships and Trust with your with your consumers or other key stakeholders you can use it to engage with other brands or other other agencies so if there's another organization and ended separate statements that's pushing a public health message or something that that you the euro line with as well it's a way for you to reach out and build
conversations with them ultimately is

the way that steer conversation too so

if you know that there is misinformation

or misunderstanding about a about a

public issue or about your own agency

out there how can you start to

participate in those conversations and

steer people back toward the correct

message you hear the key messaging

obviously it's a way to drive customer

service and overall holistic marketing

and some of what we'll talk about today

is what you see on the right where it's

a way for you to understand what

consumers are saying about you or other

brands or topics that you're interested

in and a way for you to research

competitors or like-minded organizations
to understand more about what are they doing in this base what are they getting out of social and the key thing with those two things on the right is that can lessen all be behind the behind the scenes research that you're doing regardless of whether your agency is active on social so there is a lot but you can get out of the social data even if you are year olds my goal isn't to create a facebook page or to have the on the agency tweet or to create a blogger things like that you can still mix this into your overall market research and sometimes for a much lower or no cost compared to what some of that research could cost with other tools so really
the problem with social if you are the
person in your organization or one of
the people who is charged with figuring
out why social is worthwhile and what
you should do with it the problem is
that it's a constantly changing
landscape and there's we always joke
about shiny shiny new object syndrome
where people can can start to follow
trends off a cliff if they get really
excited about hey there's this new
channel we think that we should we
should go on it you follow that for a
few weeks and then let the end of the
year you look back and realize what we
launched on a different channel but we
didn't actually do any of the things
that we've set out to do at the
beginning of the year so a lot of what
we'll talk about today is how do
you get cut through all of that noise
all that conversation all the channels
that are popping up every day and really
find something worthwhile for you to do
within your organization so a lot of
where I recommend starting in terms of
what you can do to cut see that noise is
to monitor conversations figure out what
people are saying about you and the
topics the topics that you care about so
that could be your own organization or
state policies or laws or what what
lawmakers are talking about in your
state or region that can be brand that
there is a brand that is trying to come
into your state or a retailer that's trying to come into your state and you want to get a sense of what would that impact these four other states that they recently came into or what are you consumers or politicians or the media think about those things and it can be a way to research incidents or issues as well so there's a public health issue that you that you anticipating on in the in the later half the year you can go back over the last year's and try to understand what did that drive a lot of conversation or concern in other states or even within our own state so similar to so that the you vs social slide the trick is that there is a lot of
tools at your disposal you likely hear
from vendors who will explain explain
what Eric's will can do work that all
these other tools can't do but the
problem is always that you have to have
the budget for it some of these tools
can cost in the hundreds of thousands of
dollars or even on even if they're in
the tens of thousands of dollars it can
be confusing to try to figure out but is
it even worth the investment of
resources including both time and money
so what we'll talk about today is
instead a couple free solutions that you
could use right out of the gate and then
I'll follow this up with how we do use
some of those paid tools but that won't
be so much about why you should use that

a little bit more of a so when you're

thinking about make investing these

resources here are some recommendations

on what you should make sure you can get

out of that tool to make sure it was

worth the time and money that you put

into it so an easy one to start with on

google alerts so being a PR agency

obviously we're always interested in

what people are saying about us and we

use a variety of

of paid tools to track all this but it

never hurts to have build a little

Google going for you as well just to

make sure that that you're catching

everything at the moment it happens so

if you're not familiar with Google or
that you can set a search up or anything
exactly the way that you would just when
you're using Google in general which is
to say that if there are a certain
number of parameters that you need sit
around search enter such as do they need
to say this exact Fraser today can they
not say this type of phrase you can set
all that up in this example I just done
something generic with Absolut Vodka
just because they were they were in the
news well they're always in the news but
here in the news last week for a new
bottle design that they're working on
but you can see the options here you can
set this up so every single every single
day or as as the new content happens at
Google straits that you can get an alert immediately or get more of a digest if you like you can set up the sources that you want to pull from so if you are confident that you're tracking all the news about this topic but you want to make sure that that you're scraping blogs as well something that maybe your other services didn't catch you could you can set that up and then you can specify region as well so if you if you are looking for conversation just happening in a certain part of the country are certain state you could do that so you're setting up is quite easy and then it will give you a preview of everything that you that you're going to
pull in so as i mentioned i used as
0:14:30.209,0:14:34.110 blues bad pitches because i knew that
0:14:31.440,0:14:35.579 the andy warhol bottle was getting a lot
0:14:34.110,0:14:38.430 of conversation i just wanted to see
0:14:35.579,0:14:40.380 what that what that alert might look
0:14:38.430,0:14:42.180 like but the nice thing with these is if
0:14:40.380,0:14:43.920 you if you set these up with multiple
0:14:42.180,0:14:45.839 members of your team you can just always
0:14:43.920,0:14:48.240 guarantee that if something does hit
0:14:45.839,0:14:50.100 whether it's news or social gear that's
0:14:48.240,0:14:52.410 an easy and free way for you to for you
0:14:50.100,0:14:55.860 to track it and the the options are
0:14:52.410,0:14:58.829 limitless it's as much there's as much
0:14:55.860,0:15:01.560 customization as setting up a basic
0:14:58.829,0:15:03.360 Google search so a lot of times what
0:15:01.560,0:15:05.190 we'll do is set something up that's very
0:15:03.360,0:15:06.810 broad and then and then start to refine
0:15:05.190,0:15:08.940 it over the next two days or months
months depending on and how many results
results were getting back and if they're all helpful so that a way to look at everything happen across the web
auto time will also focus on house when we have me provide schools for clients
to scrape Twitter as well and the reason that we're focused on on Twitter here is because of the the sheer volume of conversation that happens on Twitter
versus other social channels so for example if if there was somebody talking about your agency on on facebook it's more natural there for people to be posting that type of content only to their friends and family even if they do have it set to public there to post to
the entire world and is something that you could search is it's a little bit more it's unnatural for the agency itself to jump into those conversations whereas Twitter for the most part everyone you the people who are at about twitter share every time they've ever had to the public so it just it creates some gb or database for you to search search through so there's a lot of tools out there that will allow you to do things like automates twitter alerts or to order automate numbers or sentiment tracking through through twitter search that you set up but knowing that we wanted to focus on some free tools today instead what i did was just looking what
you can do just by going to search
twitter com so the nice thing here is you can get instant access to millions of tweets that are out there in the world and really refine it as much as as you see fit so you see all the search options here similar to Google you can look on exact phrase or you can exclude terms if you're looking for an example I have on the right there we're looking for the exact phrase alcohol abuse but if I wanted to exclude terms from that as well I could or if you've seen a public service announcement or another type of campaign going out into the world that's using this specific hashtag and you're just curious about the kind of traction that hashtag is getting if
medialis or if politicians are sharing
that hashtag or just to consumers in
general you could search for for that in
the people section you can actually just
look for on certain people if you for
instance that there is a politician or a
member of the media that you were trying
to reach out to you and you want to get
a better sense of things that they've
promoted on to
share it on Twitter or maybe even argued
about on twitter you can set the search
up so you're just seeing everything
coming in from them and then filter that
down to buy certain brand names or
certain topics that they might be
talking about the handiest thing I think
perhaps or your organization's is that you can also set this up to be geo based as well so the example that I have here is looking for people using the phrase alcohol abuse but they have to live where they have to be tweeting from Iowa so that's something candy that you could do too if you're trying to research a certain issue you could use this tool just to say this many people have tweeted about this topic in in my state and the last in the last few months oftentimes will do things like that just to get a sense of but is there actually a public conversation happened about this about this issue already and is there an opportunity for us to to steer
it order or to bring key message union
0:18:24.740,0:18:28.310
to the mix or is it something we're
0:18:26.360,0:18:30.320
really we need to be focused on driving
0:18:28.310,0:18:32.360
awareness in general because nobody who
0:18:30.320,0:18:34.220
lives in a seder in this region is even
0:18:32.360,0:18:37.220
talking about that topic for that brand
0:18:34.220,0:18:39.290
or that organization so the key there is
0:18:37.220,0:18:40.730
getting people to actually start the
0:18:39.290,0:18:43.910
conversation rather than steering the
0:18:40.730,0:18:46.490
conversation so that's all focused on
0:18:43.910,0:18:47.750
you don't even have to be active on
0:18:46.490,0:18:49.850
Twitter but if you're just trying to get
0:18:47.750,0:18:52.780
a sense of our people actually using
0:18:49.850,0:18:55.430
this tool to talk about these topics and
0:18:52.780,0:18:57.950
free and easy ways for you to for you to
0:18:55.430,0:19:00.230
set up all those searches the nice thing
0:18:57.950,0:19:02.330
with these 22 is that as you can see in
0:19:00.230,0:19:03.890
that top right corner you can save all
of these searches so if this is something that you want to make sure your scheme is monitoring every single day or every hour every week whatever these might be you can just save them save as many searches as you like and just keep coming back to them to check in on those results as they happen or if you're using a while do is just keep one web browser open that has several social channels going and just keep different tabs open with some of these searches so I can get a notification immediately if something does roll through that if that we need to react to so it'll just tell you in the header of the tab that there's new activity there so that's all
based on on how you can search twitter
but oftentimes what
people will say when they're trying to
understand why twitter is even worth
about worthwhile tool is that scanning
it can quickly become a nightmare so
it's you if you have tried to delve into
Twitter you've probably had this kind of
headache where you sign up for an
account you follow a couple people but
your home feed is constantly just a mess
of information that doesn't really make
sense and that's because Twitter doesn't
curate content in any way like Facebook
does where Facebook is hoping to keep
you on facebook for as long as I
possibly can so what they will do is use
this algorithm to determine are there
0:20:13.860,0:20:17.549
are there people that you just became
0:20:16.260,0:20:19.410
friends with our brand that you recently
0:20:17.549,0:20:21.360
engaged with and what we always do to
0:20:19.410,0:20:22.950
give you fresh content that is going to
0:20:21.360,0:20:24.480
make you engage with those posts so that
0:20:22.950,0:20:26.970
you never close the app or you never
0:20:24.480,0:20:28.410
leave the website whereas Twitter they
0:20:26.970,0:20:29.760
just kind of let you go on your own and
0:20:28.410,0:20:31.650
it's everything that's ever happened
0:20:29.760,0:20:32.940
from the people you follow in no
0:20:31.650,0:20:34.860
particular with no particular
0:20:32.940,0:20:39.299
organization to it other than reverse
0:20:34.860,0:20:41.820
chronological the nice thing about about
0:20:39.299,0:20:43.559
that is that with a lot of the changes
0:20:41.820,0:20:45.660
Facebook has made since I do own that
0:20:43.559,0:20:48.090
that private algorithm that they've
0:20:45.660,0:20:49.890
created is that that's why base would
have now been able to charge brands for access to any of the consumers that if they've built a community around because they have complete control over what that newsfeed looks like to each user whereas with Twitter it's kind of a free-for-all there isn't that same barrier to getting content out so there is a million tweets fine by you can't possibly keep track of them all so recommendations here on if you are just trying to monitor Twitter for you either for your agency or just your personal youth is that there are lists that you can create that will give you a personalized speed based on the
members that you put into it so... some examples on the right our list that... I've created where I wanted to keep track of certain clients maybe if we... were if we were traveling together you know big initiative was coming up and I... wanted to just always have their their tweets handy I created a list just with them or with the Carmichael Lynch list... you can see on some co-workers enema... keeping tabs on or if there's Minnesota media outlets that I'm trying to keep... track of I created a list so that whenever... I go into that list I only see tweets... coming from those people cool and just like the searches that we talked about I...
can just keep those going all the time

0:22:01.590,0:22:07.169
and always stay on top of did my did my

0:22:04.950,0:22:08.940
co-workers or did my clients a tweet in

0:22:07.169,0:22:11.100
the last hour and understand more about

0:22:08.940,0:22:13.590
how they're using Twitter the nice thing

0:22:11.100,0:22:16.230
with with those you can see the locks

0:22:13.590,0:22:18.090
next to them those are all private list

so I don't necessarily want those people

0:22:18.090,0:22:21.299
to know that I said that I'm keeping

0:22:19.169,0:22:22.769
tabs on them or I don't want that to be

a list that anyone can search for

0:22:22.769,0:22:27.510
subscribe to I just want that to be my

0:22:24.539,0:22:29.309
own my own personal way to use Twitter

0:22:27.510,0:22:32.610
rather than at home feed because it's so

0:22:29.309,0:22:35.549
it's become so complicated so I'd

0:22:32.610,0:22:37.049
recommend if there are there are key

0:22:35.549,0:22:38.429
stakeholders or partners that you're

0:22:37.049,0:22:41.220
trying to reach out to whether they are
members of the media or retailers or suppliers other agencies or organizations just anyone that you that you want to keep tabs on more closely than trying to go to all their Twitter pages which try to sift through your own news feed you can create these lists you can keep them private if you like or make them public if it if it is a way for you to have a bit of thought leadership and bezel is the organization that is compiling a list of let's say experts from across the country on a certain topic then you can make it public and others can subscribe to it another list that I recommend making to is those who have engaged with your
agency so if you know that there's a
consumer or reporter who has expressed
interest in covering a private offense
or covering a story or retailer who's
who engaged with the agency before you
can create a list just as those people
just to stay on top of what they're
doing and know when it's good to
jump in and talk to them so an example
of a type of list that we use here or
private list that will create here are
members of the media who have either
covered one of our clients before or
covered at competing brand or just
covered a topic in general adding them
to list and making sure that you can
strike up a conversation when
appropriate so the example I've got here

is a local Fox 9 reporter who I knew was looking for stories that you can cover on the all-star game because they were at target field for days on end during all-star week doing hours of live coverage and they were looking for different sources that they could bring on for live interviews so we reached out to her knowing that she was already raising her hand saying hey helped me out I'm looking for experts Viking that I can talk to or the next few days and actually lined up three different segments with her where we got people on air to talk to her and that was all that how the the ultimate ultimate goal with forming those
relationships with people on twitter is that it actually leads to something worthwhile for the business too and the best way to do that is just to make sure you're keeping tabs on these people and then interacting with them frequently about relevant topics to that so rather than on tweeting every reporter that I could think of trying to get them to cover a certain topic it's more that do your homework see if they're a lifestyle require Porter hard news reporter on what what kind of stuff they bring about before what they're interested in and when is it appropriate for me to jump in at the as the agency or even as a representative of the agency and strike
up a conversation with them so that all
comes down to a basic rule with Twitter
and other social channels to is really
despite everything I just said we're
we're obviously being very planful and
calculated and in tracking all these
communications everything that you do
publicly of course you want to come off
like a human or not an organization so
follow people that share relevant
information you could do those searches
that we talked about earlier even if
you're not looking for harp stats or or
specific tweets you can so follow all
those people who have expressed interest
in a certain brand or in a certain
health issue or educational issue and
follow them just as a slight way to
start that relationship with them
through social by saying that hey we're
here we're like minded we share this
type of information as well and we're
interested in what you have to say and
then as you're falling then you can add
those lists keep track of who they are
and really some danger signs to look out
for there are if you are going to be
active on Twitter to make sure that
you're you're not just sharing to eat
sporadically and you're not you're not
only sharing information about yourself
you want to make sure to actually reply
in favorite and retweet people when what
I've
ralph reed as well um so once you've
done all that once your scene is a regular contributor in the space that's when people will start to rely on you more the resource that they can turn to so follow those ideal media targets or retailers or suppliers and strike up conversations with them keep conversations going so that ultimately if your goal is for example to get an interview opportunity that's when you can start to arrange some of those details offline and get that given an interview set up and get your spokes people connected with with them so in the first time of all that we've been talking a lot about social conversation analysis and how can you track what
people are staying out in the world and how can you use twitter to start to engage with some of those people I also wanted to touch on a school they're free tool that you can use the track channel growth as well so if you are tasked with starting these social channels for your agency and you need to get a sense of how quickly have you been able to grow the channel or how your competitors been doing you can use this tool monitor wildfire ascom so wild hire is a is a google company and they offer a lot of paid tools that can get again and it the tens or hundreds of thousands of dollars but this is a free tool that they that they've offered you don't have to pay
anything to get to it you can jump in

0:27:39.270,0:27:43.560
and save your searches here as well so

0:27:41.730,0:27:46.080
just an example that they've set up is

0:27:43.560,0:27:48.210
let's say that you are brand manager for

0:27:46.080,0:27:50.250
domino's and you need to prove that that

0:27:48.210,0:27:51.660
you're doing a good job actually in this

0:27:50.250,0:27:53.640
example why don't we go with pizza hut

0:27:51.660,0:27:56.160
because they're the ones winning if you

0:27:53.640,0:27:58.200
if you just need to track how quickly

0:27:56.160,0:28:00.150
have has your channels been growing

0:27:58.200,0:28:02.940
against other channels you can use this

0:28:00.150,0:28:05.610
tool to get a sense of all that for

0:28:02.940,0:28:07.290
facebook twitter and google+ and a lot

0:28:05.610,0:28:08.880
of times what we'll do here is if there

0:28:07.290,0:28:11.550
is a brand that has a sudden spike in

0:28:08.880,0:28:13.440
growth that's where we can start to to

0:28:11.550,0:28:14.910
track that back to some kind of state

0:28:13.440,0:28:16.710
activity or some kind of bigger
conversation that they're going on and then do some research on their channels to understand what exactly were they doing to to be able to drive that kind of sudden growth um so you can plug in all this you know that you want to you want to track here I will say if you're the first never to search for for the channel it will start start tracking the data starting that day so you'll just get a single dot for the day that you search for it but then for forever after that if you come back a year later you and plug in the year agencies Facebook page again you'll be able to see day-by-day growth whether you're gaining or losing
followers and compare that to any other organizations that you're curious about.

so if there's another control state that has a huge Facebook presence or a quickly growing Facebook presence for example you could even use them as a benchmark plug them into this tool and that plug in all your channels to and just kind of get a sense of how quickly are they grown and what kind of activity are they doing to give that growth versus what we're doing um so then so that's an overview of some of those free tools that you can use my also wanted to touch on the tool that we use here at the agency again not as a as an explanation to say that hey you should
use this tool but more of a what what
kind of work that we do behind the
scenes to make sure that if we were
going to make this investment in a paid
tool to track social conversations what
did we need out of it at the end so what
we've done here is created an analyst
offering called social tracker where we
actually take everything from
advertising and public relations arms
and digital arms of the agencies and
feed them into on these live interactive
dashboards for clients so really what it
boils down to though is if you if you're
making the investment to track all this
stuff what do you really want at the end
of the day because there's so much data
healthier that you can pull and so much

47
money that you can spend tracking all this but if at the end of the day you really need to know three things or key message pull through on a certain number of topics that's where I recommend starting at the end figuring out what is most important for your key stakeholders at the at the end of the year or to prove out your marketing and communications plans or whatever the plan is for your department and where you want to go from there so the example that that will use for thermos in this case is really olive oil down to as we needed to create an efficient way to track conversation for them over the last two years so we worked with them to
develop exactly what are the key terms
and phrases that we want to that we want
to
and then what is that how does that data
have to be output in a way that handy
not only to the the marketing team and
the VP of Marketing but the whole
executive suite as well so we'll create
these dashboards for them that really
just break it down in terms of so over
that time period how many people were
actually talking about this topic so in
this case we're looking at thermos what
was that a conversation sentiment like
so did we have an overwhelming number of
negative mentions because there is a
customer service glitch for example or
was there a program that we executed

0:31:16.550,0:31:20.690
that actually drove a lot of positive

0:31:18.710,0:31:22.490
conversation forces neutral so we'll

0:31:20.690,0:31:24.500
just keep those numbers the top of mind

0:31:22.490,0:31:27.620
at all times and then a gender breakdown

0:31:24.500,0:31:29.690
has also be contract it were if we're

0:31:27.620,0:31:31.910
creating a program to go after a certain

0:31:29.690,0:31:34.400
type of consumer audience is it actually

0:31:31.910,0:31:36.980
reflected in the the conversation that

0:31:34.400,0:31:38.059
we got out of people at the end of that

0:31:36.980,0:31:40.400
program as well that they actually

0:31:38.059,0:31:42.350
resonate with the right crowd and in

0:31:40.400,0:31:45.050
that instance we can go into more detail

0:31:42.350,0:31:46.460
than just gender to on but another thing

0:31:45.050,0:31:47.929
that you'll hear about when you're

0:31:46.460,0:31:50.780
looking at these tools is that they can

0:31:47.929,0:31:53.030
track sentiment or passion and though

0:31:50.780,0:31:54.440
those can get a lot more trickiest horse
than just tracking whether somebody tweeted about a certain topic or not because you've got to have the automated systems in place for the tools to understand if somebody said as x words about this brand is that a good thing or a bad thing or if somebody said to somebody is upset because they ran out of the certain products is that a good thing or a bad thing we would argue it's a good thing is there is there mad that they ran a beef jerky and a lot of attachments to it a lot more beef jerky so you've got to make sure that the school is capable of handling all those things but again focusing on what's your ultimate output for all that a tool
that we will use called the brand passion index so what we're looking at here for a number of bourbon and whiskey brands in particular was this is some research we did after a campaign launched earlier in the year is look at not just how many people are talking about each brand so as you can see here Johnny Walker and purple has the most on the most mentions just if you're counting every single mention on all social and digital channels but we wanted to understand our people happy about what they're seeing teen to so on that sentiment range on you can see we've plotted things in terms of at the bottom it's a dislike on
the topics of the like so all these
grants are fortunate in that overall
most of the conversation happening about
that is actually the positive range but
then we had one more layer onto that to
passion intensity and that's where we're
looking at what types of words or people
actually using to talk about that
product or that or that campaign or that
brand so as you move from the left to
the right on that fail you're actually
looking at on the left it would be a lot
of words that are very vanilla and
neutral and not very excited at all so
that's where you're getting a lot of
just traditional news coverage or for
earnings updates and on the right is
where you're getting really energetic
passionate language from people and that's where things like a blogger outreach program or a Twitter program can start to move your your passion for the brand or the organization more that traditional traditional news coverage might work so just one of the tool that will use with all that data knowing that the numbers by themselves sometimes can be gibberish but if we can take all that data and apply it in terms of what's actually helpful for for the key decision-makers at the as they're doing their planning to understand what all that social conversation actually left to and then we'll plot other things for people as well in turn instead of just
doing things like Facebook likes and Twitter followers will pull focus on what was the ultimate goal of being on facebook in the first place it was to get people to talk about that grant or talk about your organization so if you are everyone Facebook this is data that you can pull out of Facebook Insights so the key message here really is don't worry so much about how much how large your audience is because facebook is requiring that you paid to reach almost all of them now so even if one brand if a brand is a million annoying likes but is no longer funding their their posts they're organic reach is getting just as well as as a small business with
only five thousand bikes for example so

instead what we look at is out of the

content that we put out there but they

actually drive people to engage with the

post today did they like it is it

comment on it did they share that they

click through to the website so i urge

you if you're jacking up type of

information to really focus more on what

what did people do with the

we put out that we invested resources

and putting out to the world rather than

how many people did we get to like the

page because that's becoming a more

important measure on a similar note to

with Twitter rather than just looking at

how many followers you have look at what

kind of conversation did you actually
drive so did you get a lot of people to
use your hashtag or to talk about your
agency or a public health message that
you were trying to get out into the
world and if there was a sudden spike in
conversation what did you do that day
that you can that you can use to inform
other content plans that you've got
going to and another way that we look at
all that too is if we if we got 50
people to tweet about our campaign or
our products in general or your
organization in general where there's
some people who really stood out because
they have they have the most reach and
this is where a lot of times if you are
doing media are reaching and those
outlets are tweeting about you too this

is a recent start to see some of the

benefit of that so in the thermos

e.g. we've got hundreds of thousands

people who have tweeted using the word

dermis but we'll focus instead on are

there people like seriously with 250,000

followers that we can start to that we

can focus on more and start to build a

rapport was down knowing that there's no

way in the world that we could talk to

everybody in the world that has some

interest in what the brand might have to

say and then we'll look to as where did

all those conversations happen um so the

reason again that I focused on Twitter

earlier here is as you can see in this
search we're getting 20,000 plus tweets

on versus a couple thousand or even a
couple hundred messages coming in from
from other social channels or other
social sources and again a lot of that
is just because the needs the nature of
how Twitter works versus how
Facebook works where you're keeping that
stuff more private and Twitter's just so
much easier for people to share their
their quick pass or opinions on versus
writing a long-form blog post or
creating a public Facebook message and
then finally what we'll do too is again
apologize relative examples but if you
were searching for a key initiative that
you were behind or a PSA or a retailer
another type of brand
Yassa boil it down to so when these people do talk about this issue what are some of the others think topics that come to mind as well and start to build build your communications plan based off of of that to knowing that they're they're likely to talk about these three other topics to or they're likely to engage with these three other brands as well as long as you're trying to get their getting their focus on the key messages that you are putting out there as well so that all brings us to the last section which is so what do you say if you are if you if you've gotten bored shut up and he lifts that up and you're tracking everything in the world but if
people are saying about a certain topic

or if you're tracking all the

information coming in on your on your

social channels what can you what what

should you actually do that changes your

outgoing content as well so overall our

recommendation here is there's always

balance your key messages with what

start conversation so you're familiar

you've got your key messages down and

sometimes the key to the pitfall with

social is that it's so easy only to talk

about those key messages over and over

and over again on to the point

where if somebody does find you on

twitter or facebook they they get the

sense that you're really only there to


talk about yourself in order to have a

0:38:31.839,0:38:36.249
cornerstone you're not replying people

0:38:33.640,0:38:37.809
who ask you questions so what what a

0:38:36.249,0:38:39.309
boil down to figure out what are those

0:38:37.809,0:38:40.869
conversation starters where it makes

0:38:39.309,0:38:42.789
sense for the brand to have an opinion

0:38:40.869,0:38:44.589
or to have a point of view or even just

0:38:42.789,0:38:46.599
other people prevent them to engage with

0:38:44.589,0:38:48.219
and how can you start to tip the scale

0:38:46.599,0:38:50.949
so that it does feel more like you're a

0:38:48.219,0:38:52.420
human rather than an organization where

0:38:50.949,0:38:53.739
you're you're active in that space

0:38:52.420,0:38:57.160
because there's things that you want to

0:38:53.739,0:39:00.130
say to so one of the ways that will

0:38:57.160,0:39:01.869
visualize that is is do a deep dive and

0:39:00.130,0:39:04.029
figuring out what stories you have to

0:39:01.869,0:39:05.769
tell so think about your your

0:39:04.029,0:39:08.109
organization and be on your own
Department what are things that are important for you to be talking to the world about and often times that you start with the the basics of things like the benefits of urban at your organization and products that you have to sell or or product baskets and things like that but II able to start to peel it back and understand that the consumer to the consumer award whatever stakeholder you're trying to talk to you that all sounds like the same thing over and over and over again it sounds market sales pitch than a conversation so what are some interesting angles that you can take on all those all those messages and then
figure out how often should you be talking about all these things so health and hydration in this example is a key message that we use during the summer months but in the winter isn't featured as often versus something like kids and family or being a green company where those are smuggled in more often throughout so obviously it's very basic visual here is the ultimate outfit of all this but the the goal there being having those open conversations with all the departments at your organization to understand what are the stories at the end of the year when we look back on everything that we pushed out into the world what stories do you want to make
sure or what angels do want to make sure
we're represented so it doesn't fall on
the hands of the one person who had to
post all that stuff or the one
department that had a vested interest in
in those social channels um so that's
all your outgoing content but I know a
lot of questions a lot of pain will
often come up with what do you do if you
are active on social and you're getting
you're getting incoming questions or in
some in some cases complaints or very
negative negative posts or even
harassment so what we'll do there to
make sure that ultimately our goal here
is just to create an efficient an
efficient system for every all the cute
stakeholders on on the social channels
but also making sure that everything is safeguarded too so that you've got all the right decision makers involved as well including legal if they need to be.

so what we'll do is create a document where we categorize incoming messages so we'll think of every possible type of comment as summer question that somebody could have and that ranges from just as the basics of hey I need to get a hold of some light your organization how do I do that or or I was at one of your program last year and i'm hoping to get in touch with her gifts and materials out of that so very innocent light-hearted easy question to answer all the way down to ones that could
cause legal concern or where there's a personal harassment or other questions and that starts to come up what we'll do from there categories all of them and fear who should be alerted so if arm if i'm the the person in charge i'm the person in charge social of the organization there's these a thing that I can always answer on my own without getting anyone else involved because they're very so they're they're easy things to handle there's no questions asked about about where I might find the answers all the way down to if this type of situation comes up we need to involve legal and different in the heads of different departments to make sure that we're all agreed before
we take any kind of public action and
then here i have how to handle as you
move the conversation offline do you do
you try to call the person is it okay to
answer publicly but there's only certain
things that bigger able to address
publicly things like that so Maggie
actually sent me this fun example from
from her page from from organizations
page as an example of somebody who
comments often or Maggie brats every
time that you have it yeah well in art
so these are just examples that as
rebuilding that response protocol we
would spell it out to and terms of so on
the left you've got you've got a
customer service question from somebody
where they live in another country they
live in Australia and our Australia brand managers aren't able to jump on facebook and answer this type of question publicly so we just do the conversation offline it's completely fine to do that you don't have to feel like you have to answer every single thing that's ever come into social in a public forum because in this case there's just more details that we need to get from her over email or a phone call then we when we don't want to have that public back and forth or have her for public for her contact information listed out there publicly so it's completely okay to drive the conversation to another channel or
0:43:24.990,0:43:29.400 offline entirely and then in the in the
0:43:27.360,0:43:31.770 case of Debbie on the right it's also
0:43:29.400,0:43:34.700 completely safe to not engage with every
0:43:31.770,0:43:36.720 comment i know that that is the the
0:43:34.700,0:43:38.370 knee-jerk reaction it's a good reaction
0:43:36.720,0:43:40.440 to have that if somebody is engaging
0:43:38.370,0:43:42.420 with you you should always have some
0:43:40.440,0:43:45.870 sort of response ready to go but in this
0:43:42.420,0:43:49.290 example i joked about the Debbie of
0:43:45.870,0:43:50.370 someone who comments often and it kind
0:43:49.290,0:43:52.770 of has the same point of view regardless
0:43:50.370,0:43:54.950 of the content that Maggie's putting out
0:43:52.770,0:43:56.810 into the world and she has had
0:43:54.950,0:43:58.790 previous conversations with there were
0:43:56.810,0:44:00.320 where you've tried to course-correct or
0:43:58.790,0:44:03.109 give her the right information and it
0:44:00.320,0:44:04.730 just hasn't gone anywhere Debbie's goal
0:44:03.109,0:44:07.790
here is just to share this point of view

more than to talk with Maggie about about the actual topic at hand and it's okay at this stage to not not engage with her every single time that she posts and taking that to an even more extreme not and Debbie will do this but if there was another another user who is using using profanity or attacking others on the page or things like that if you're talking about your your grants Facebook page it's also completely okay to have the sets of batteries for how you're going to operate that to that page that community and the people start to violate those rules it's okay to take that take that type of content down and in those
cases I'd recommend making sure does go tuning streams so the person is actually saying things that are inappropriate using profanity saying something offensive attacking somebody else if it's just not part of the constructive conversation completely okay to either let them know the reason that you're taking those comments down or just take them down if they are on the other hand just sharing negative negative points of view on your organization let's say that you did have negative media coverage you don't you don't
want to get people the impression that
you're censoring them if they don't
agree with you but just make it very
clear that if they're acting
inappropriately that that publix
community is for and in that kind of
conversation won't feed won't be kept so
that's a lot of me talking um where that
takes us to the to the end of the formal
presentation and wanted to make sure
that we had time to to answer any
questions that might have come up
either from the presentation or if
they're just other things that you were
hoping to get out at this time that we
could discuss as well okay Kevin I do
have a few questions from folks that
were posted it looks like they mostly
relate to when you were talking about Twitter and so your first question is how do you keep the private message private on Twitter um direct message I think when you were talking about um live yeah your list oh yeah so when you when you create when you create those lists there's just one of the options when you're you can add people to the list and then one of the immediate options will get is whether you want to make it public and i believe by default they're all private anyway but there are many options that gave you so should be easy to spot whether you want to make that public or not so when you're filling out the
information there is like a little check box or something that might already have a radio button that says private or if it's not you have to click private something like that yeah yeah exactly okay okay and then the other question relating to twitter is can you create a list on twitter where you would search for just media stations instead of the newscasters themselves um yeah yeah you certainly took the you on if you just if you just do a search or even go to the news stations websites can grab their main Twitter handles on you if you're on let's just go that route so let's say there's media TV station that you want to add to a list you speak fine there's
Witter handle whether it's do searching Twitter or off of the station's website once you're actually on on their handles page where you can follow them you think there's a little drop down next to it where you can also add them to a list and then you could you could go that route so you have the lists are completely up to you what what you want in there I do know a problem I've had when trying to do that not specific to the list but just how reporters are using Twitter in general is sometimes if you just search for the name of the station I can be hard to find the actual station because then often the reporters have way more conference in the
station's so that can be a little bit of

a trick that you can make the list

whatever you want it to be okay um so a
couple of other questions when you were
talking about
go google alerts and tracking the online
conversations you have mentioned
something about setting it up with
multiple members of your team so you're
saying that either add several people's
e-mail addresses so that you all get the
e-mail coming in or maybe set up if you have an
IT department that can set up a general
e-mail address where it goes to you know
it's one email address but it goes to
five people or something like that yeah
yeah so the by default you can only send
it to one address so we've done what you just said with the da TT solution where there is a group address that it gets bounced to so that I've run on the team gets those alerts and that something you can depending on what email system you're using to a lot of times with all due were an Outlook and if I'm getting those alerts a lot of them i just have set to auto forward that certain people on the team too so the moment i get them they get one too even if we don't have a team email address set up already okay yeah maybe the way it's also you'd have to handle either with IT or do the email service that you're using okay so just a reminder for folks if you've got
questions please type it in in the chat
window if you have anything that you
would like Kevin to clarify we've got a
few more minutes left so when you were
using the reporter on you know the fox
reporter and and you said that you
connected with her i assume that that
you were following her name and messages
were coming into you and you were seeing
that she had this request for foreign
news for she had a news question and
then you just kind of got it in your
inbox and and went to and responded to
her with that I don't know if you're
following what I'm asking yeah so in
that case we had set up a couple
Twitter was for during all-star game
here in Minneapolis we wanted to see
anyone who was talking about just
the all-star game in general just to see
what conversations are happening there
but then also members of the media for
talking about the all-star game just
knowing that we had we had a campaign
going at the same time where we did have
a lot of people a lot of experts or
spokespeople available for interview so
we just used that list and then she
started talking about the coverage that
she was doing for the all-star game and
then we just jumped in there to figure
out a little bit more about what she was
doing an entire that we had that we had
people that she could interview oh okay
all right and and i will say in that
case it um it was all backed up to with

with more traditional outreach and

pitching to because i wouldn't say

that's all that we weren't only relying

on that but that was just an easy way

for us to say hey do we know that

there's going to be thousands of tweets

about the all-star game already let's

see if these key targets that we hope to

have conversations with because we had

national media flying in for it too if

they are actively looking for sources

let's make sure we don't miss those and

we jump in and respond on in the moment

and some of those even came in late at

night too so we had people who were

running back to the office late that
night just because of the nature of the
all-star game to lead members of the
media into the office and set up some of
those interviews too so okay super and
another question I have is when you were
talking about the serious eats and I
guess it was your thermos brand you were
saying that you kind of how did you
could you describe how you leveraged
serious eats with thermos like did you
purposefully search them out and know
what they were looking for and connect
thermos to them or how did that come
about yeah so in that example that was
that was one were kind of the reverse of
what we were talking about they were
that was to our media relations team
getting in touch with editors at serious eats to secure coverage about one of our campaigns but then making sure after the fact that we were tracking what serious eats was saying about the actual coverage of course but then on an ongoing basis if they're saying things about coffee or other opportunities for us to strike up a conversation about thermos we'll jump in and talk to them knowing that they've already established that that relationship with us do that or immediate coverage that we did just an example of if there is if there is a media outlet or a retailer or supplier who has Authority is familiars organization you could add them to a
list to make sure that if they they
might not always think to come directly
to you that these questions but if there
is something that you can help them out
with having that list ready to go is an
easy way one you know that they're
already looking for the types of the
content that you can offer and two
they've already developed a relationship
with you or someone else on the team or
with the agency in general in the past
okay all right okay let's see what we
got here oh yes I did email the
presentation to some folks but it
bounced for some agencies I guess
because the size was too large so those
who did not get it I will need to figure
out a way to get you the presentation
maybe I could zip the file or maybe if I
could put it in an ab khud the dropbox
account and you guys can download it
from there so yes I will definitely get
you the presentation for today so you
have it as well the majority of you i
assume received it if you did not get it
please let me know I know Montana and I
think Montgomery County were the two
agencies that did not get the
presentation but if there are others
please let me know so Kevin you're
you're where you talked you have i'm
 going to call it word clouds because
that was what i know it as so how did
you how did you use the word clouds in
your strategy so

that's an example where we will we'll

look at a conversation either over last

month over the last year or whatever the

time frame might be and and get a sense

of what were what are people already

talking about with the brand and what

key messages are do we need to drive in

the next quarter or the next year so

thermos for example owns they a lot of

conversation about their coffee products

but they also have a lot of water

bottles out there so when we first did

this exercise coffee was coughing cocky

related terms were the biggest

conversation drivers out there and our

charge from the client was to drive more

conversation around the Fontaine herbage
are that you saw up there but then also
their water bottles too so that so
that's just an example where we'll use
it to look for opportunities to grow
awareness around something or to tap
into if there's already a lot of people
excited about one type of product or one
type of initiative that you're doing
what can you do to blow that up even
more annoying that there is already
organic conversation happen about it
okay great and for the last few minutes
that we have remaining I just want to
spend a few more minutes on you know
when to engage and when not to engage
because I think it's pretty critical you
know for some of our agencies of course
people are you talking about you know

passion some folks are quite passionate about an agency in being involved in you

know liquor in any way shape or form a government agency being involved with liquor in any way shape or form so one of the things that you know we have is we've got a pretty much guidelines that are posted on our social media channels that sort of say you know we have the right to take down content that is offensive curse words and and and things of that nature I'm not being as eloquent as it's worded on the platform itself but you recommend doing something like that and it's it's as you were saying it's okay if somebody is pretty vicious
but they're not cursing or anything like

that is it okay to leave the

comment up and just choose not to

respond or is it you know is it okay to

just take it down yeah I so if you are

in those community guidelines that you

set up I say if they if they're even if

they were just on the edge of violating

those what they haven't then then

they're playing by the rules it's okay

we've got even if the content of the

post is it's frustrating if they didn't

actually violate any rules it's you have

to leave it up or I'll second it defeats

the purpose of having those having the

the guidelines up in the first place but

that doesn't mean that that you have to

respond every single time so if you have
an example like like the the person that we use tremere page where you have had those conversations in the past was just it's kind of a dead end and she's not necessarily asking questions every time she's just sharing your opinion then then it's okay for you not to jump in every single time or at all um so really it's all just about if there's what kind of conversation do you want to have and is there a clear next step or a clear build on the conversation by you jumping in or are you replying just because it's your page and you felt like you had to say something even if the conversation looking going anywhere okay okay so one final plug for any questions
last minute questions folks may have all 
right well Kevin I want to thank you 
very much for your time and for sharing 
your valuable knowledge with us this 
afternoon and I want to thank each and 
every one of you for joining navcon this 
webinar if anyone has questions that we 
did not address or if you think of 
something afterwards feel free to email 
we would like your feedback about the 
session and will soon be sending you a 
quick survey to complete also if anyone 
has suggestions for future navika 
webinars it is our goal to give you the 
education and the tools that you need to 
perform your functions effectively so 
thank you all again I wishing everyone a
great day and good bye