0:00:00.020,0:00:06.529
so I I'm hoping that everybody could

0:00:07.160,0:00:19.890
could see my screen and could hear the

0:00:13.530,0:00:26.340
webinar Kevin I'm going to change the

0:00:19.890,0:00:30.300
presentation to you can can someone do

0:00:26.340,0:00:33.390
me the favor of just typing in in the

0:00:30.300,0:00:39.510
chat window that they can hear the

0:00:33.390,0:00:43.500
webinar I just want to make sure that we

0:00:39.510,0:00:47.480
are live super thank you guys all right

0:00:43.500,0:00:51.180
Kevin let me just do a quick intro and

0:00:47.480,0:00:52.829
we will we'll have this webinar take off

0:00:51.180,0:00:55.289
with you so good afternoon everyone and

0:00:52.829,0:00:56.910
welcome to this navika webinar getting

0:00:55.289,0:00:59.910
the most out of social with our

0:00:56.910,0:01:01.949
presenter Kevin Reagan Reichman this

0:00:59.910,0:01:04.290
webinar will highlight how to monitor

0:01:01.949,0:01:07.680
conversations build relationships

0:01:04.290,0:01:10.890
develop a content strategy and a social

0:01:07.680,0:01:14.100

conversation analysis to find out who's

0:01:10.890,0:01:16.680
talking about you we expect this webinar

0:01:14.100,0:01:18.720
to last one hour with room for questions

0:01:16.680,0:01:20.610
and answers at the end if there are a

0:01:18.720,0:01:22.530
lot of questions and if attendees don't

0:01:20.610,0:01:25.110
mind we may stay on just a little bit

0:01:22.530,0:01:26.369
longer please know that once the webinar

0:01:25.110,0:01:28.770
begins and not able to acknowledge

0:01:26.369,0:01:30.600
receipt of questions but know that cabin

0:01:28.770,0:01:32.939
will answer your questions at the end if

0:01:30.600,0:01:35.040
you have questions please type it in the

0:01:32.939,0:01:36.900
chat window in the lower right corner of

0:01:35.040,0:01:38.820
your screen at the end of the

0:01:36.900,0:01:41.640
presentation I will ask the questions on

0:01:38.820,0:01:44.189
your behalf also know that this webinar

0:01:41.640,0:01:46.500
is being recorded and we will make it

0:01:44.189,0:01:50.070
available for your convenience and

0:01:46.500,0:01:53.310
playback later so right now I'd like to

0:01:50.070,0:01:55.909
introduce Kevin Reagan Reichman as the

0:01:53.310,0:01:59.310
director of social engagement for spong

0:01:55.909,0:02:01.710
Kevin leads the agency's team of social

0:01:59.310,0:02:04.110
experts and oversees all social

0:02:01.710,0:02:06.750
offerings from content creation to

0:02:04.110,0:02:08.940
community management to analytics he

0:02:06.750,0:02:12.360
works with clients to develop social

0:02:08.940,0:02:14.160
strategies that balance paid earned and

0:02:12.360,0:02:16.920
owned media

0:02:14.160,0:02:19.230
kevin provides senior counsel on digital

0:02:16.920,0:02:22.460
and social media initiatives for many

0:02:19.230,0:02:26.340
brands including genuine thermos brand

0:02:22.460,0:02:28.530
GNC and sherwin williams he balances

0:02:26.340,0:02:31.290
content creation and channel management

0:02:28.530,0:02:33.870
with analytics to develop plans that

0:02:31.290,0:02:36.450
deliver measurable results and key

0:02:33.870,0:02:39.240
learnings he led spawn in its

0:02:36.450,0:02:42.690
proprietary social analytics offering

0:02:39.240,0:02:44.730
social tracker kevin began his career as

0:02:42.690,0:02:46.920
an editor with Gannett at the Des Moines

0:02:44.730,0:02:49.500
Register and was one of the company's

0:02:46.920,0:02:52.920
first social media editors prior to

0:02:49.500,0:02:55.350
joining Carmichael Lynch spawn he was a

0:02:52.920,0:02:57.420
digital and social media strategist with

0:02:55.350,0:03:00.540
children's hospitals and clinics of

0:02:57.420,0:03:03.000
Minnesota a non-profit system of health

0:03:00.540,0:03:04.860
care centers Kevin thank you for being

0:03:03.000,0:03:07.740
our presenter today I now turn it over

0:03:04.860,0:03:10.890
to you great Thank You Maggie for that

0:03:07.740,0:03:12.870
kind introduction and the kind word I

0:03:10.890,0:03:15.240
just want to make sure can can you see

0:03:12.870,0:03:17.940
that the presentation now before I go

0:03:15.240,0:03:21.030
too far into it sound like 19 Randy yes

0:03:17.940,0:03:22.770
I can see it great so yeah thank you so

0:03:21.030,0:03:24.750

much for everyone for attending the

0:03:22.770,0:03:26.160
webinar and Maggie for inviting me it's

0:03:24.750,0:03:28.800
been fun working on this with you and I

0:03:26.160,0:03:31.500
hope that I can answer some questions

0:03:28.800,0:03:32.850
and have a good good discussion with

0:03:31.500,0:03:35.310
everyone through the chat at the end of

0:03:32.850,0:03:37.500
this what I'll do is just give a little

0:03:35.310,0:03:40.020
bit of information about why near my

0:03:37.500,0:03:42.000
attack to that an overview of a bubble

0:03:40.020,0:03:44.820
talk about so as making mention on with

0:03:42.000,0:03:46.590
on spa the public relations agency we

0:03:44.820,0:03:48.840
are sister agencies of carmical inch

0:03:46.590,0:03:50.850
which is an advertising agency based out

0:03:48.840,0:03:53.760
of Minneapolis in New York and I am at

0:03:50.850,0:03:55.590
the Minneapolis office where I hope it

0:03:53.760,0:03:57.690
doesn't snow for a couple more weeks

0:03:55.590,0:03:59.489
here I feel like summer is over and that

0:03:57.690,0:04:01.620
winter will be here any minute Kevin

0:03:59.489,0:04:03.750
Kevin can I interrupt you for one second

0:04:01.620,0:04:06.030
one person has said that they cannot see

0:04:03.750,0:04:10.410
the presentation on this and the sound

0:04:06.030,0:04:12.540
isn't very clear so can anybody else let

0:04:10.410,0:04:13.920
me know are they hearing can you can you

0:04:12.540,0:04:17.930
answer that again for me are you hearing

0:04:13.920,0:04:17.930
Calvin ok and seeing the presentation

0:04:22.510,0:04:32.860
we hear and see fine okay okay so okay

0:04:27.550,0:04:37.930
so go ahead Kevin it's hard to hear you

0:04:32.860,0:04:41.830
Kevin I don't know if that is a is this

0:04:37.930,0:04:47.380
any better can the folks who had a

0:04:41.830,0:04:50.890
difficult time hearing him respond I can

0:04:47.380,0:04:53.350
talk closer to the phone hearing clearly

0:04:50.890,0:04:55.840
okay so yes I think closer to the phone

0:04:53.350,0:04:57.820
is better thank you sorry oh no problem

0:04:55.840,0:04:59.950
I'll just let me know if people if that

0:04:57.820,0:05:03.400
comes up again I can troubleshoot on my

0:04:59.950,0:05:04.780
side so long as a PR agency we represent

0:05:03.400,0:05:06.940
a number of clients some of the ones

0:05:04.780,0:05:08.740
that Maggie mentioned in Bath and Body

0:05:06.940,0:05:10.450
Works and genuine thermos Grand

0:05:08.740,0:05:12.790
supervalu grocery stores lazyboy

0:05:10.450,0:05:14.560
furniture and some others and really

0:05:12.790,0:05:17.200
what we do for them is across the board

0:05:14.560,0:05:18.700
on the social front a lot of times or a

0:05:17.200,0:05:20.080
lot of level talk about today is really

0:05:18.700,0:05:21.940
more rooted in that research and

0:05:20.080,0:05:24.280
insights and analytics part of our

0:05:21.940,0:05:26.650
offering so we also do 24-7 community

0:05:24.280,0:05:28.630
management really a lot of the

0:05:26.650,0:05:30.820
discussion today de will be will be on

0:05:28.630,0:05:33.640
how can you use social data and social

0:05:30.820,0:05:35.380
analytics to inform inform your plans

0:05:33.640,0:05:37.780
and to reach out to keep stakeholders

0:05:35.380,0:05:40.720

whether those are retailers or members

0:05:37.780,0:05:42.850
of the media so just kind of a framework

0:05:40.720,0:05:44.560
for the discussion today a lot of times

0:05:42.850,0:05:46.480
people say War Z working order and go

0:05:44.560,0:05:48.430
under paid media and with social it's

0:05:46.480,0:05:50.620
really all those things especially with

0:05:48.430,0:05:53.230
some of the changes to Facebook in the

0:05:50.620,0:05:55.540
last year it embracing its role as an

0:05:53.230,0:05:56.860
advertising platform social media used

0:05:55.540,0:06:00.460
to be looked at something that you could

0:05:56.860,0:06:02.980
do for free or cheap and for her go to

0:06:00.460,0:06:05.190
her for dad that is that mindset is

0:06:02.980,0:06:08.020
going away as the major players are all

0:06:05.190,0:06:09.930
charging for access to the communities

0:06:08.020,0:06:12.760
that you have built up on those channels

0:06:09.930,0:06:14.050
and just another another thing that will

0:06:12.760,0:06:16.270
use here as a framework for these

0:06:14.050,0:06:17.560
discussions as always this spectrum of

0:06:16.270,0:06:19.690
social planning where you can have

0:06:17.560,0:06:21.520
everything from a holistic integrated

0:06:19.690,0:06:23.110
marketing plan that involves social

0:06:21.520,0:06:24.940
engagement listening to consumers and

0:06:23.110,0:06:26.200
engaging with them all the way down to

0:06:24.940,0:06:29.800
what you see on the left which

0:06:26.200,0:06:31.390
unfortunately is where a lot of a lot of

0:06:29.800,0:06:32.830
the people who are in charge of social

0:06:31.390,0:06:35.240
programs within their organizations

0:06:32.830,0:06:37.039
might not get really any time to devote

0:06:35.240,0:06:38.930
to it and it becomes more of an issue

0:06:37.039,0:06:40.669
outpatient you tweet that hey we gotta

0:06:38.930,0:06:41.990
we put a press release out there can you

0:06:40.669,0:06:43.729
tweet it or hey we heard that someone

0:06:41.990,0:06:45.169
socked robs us on Twitter can you tweet

0:06:43.729,0:06:47.509
that we really try to move away from

0:06:45.169,0:06:49.789
that mindset where social it isn't after

0:06:47.509,0:06:52.130
time and think of everything from the

0:06:49.789,0:06:54.080
consumers or the key stakeholders point

0:06:52.130,0:06:55.729
of view where there's just so much noise

0:06:54.080,0:06:57.949
in the world and so much going on on

0:06:55.729,0:06:59.300
social that you can never assume that

0:06:57.949,0:07:01.490
anything that you put out there is

0:06:59.300,0:07:03.860
actually is actually reaching them and

0:07:01.490,0:07:05.630
all the ways that you y tu so we've set

0:07:03.860,0:07:07.160
up the social cycle where we think of

0:07:05.630,0:07:09.349
what can we do to drive awareness about

0:07:07.160,0:07:11.569
the organization or the product all the

0:07:09.349,0:07:13.610
way through to acquiring those consumers

0:07:11.569,0:07:15.470
or keep stakeholders in something like

0:07:13.610,0:07:16.669
liking you on facebook or follow me on

0:07:15.470,0:07:19.280
Twitter or send up for an email

0:07:16.669,0:07:21.110
acquisition lists and then where the

0:07:19.280,0:07:22.490
where the real value of social starts to

0:07:21.110,0:07:23.990

come out of is what can you do once

0:07:22.490,0:07:25.520
you've acquired those people build up

0:07:23.990,0:07:27.470
build up the fan base or built at the

0:07:25.520,0:07:29.330
community to turn them into advocates

0:07:27.470,0:07:32.000
for you and your programs and ultimately

0:07:29.330,0:07:34.280
drive action of some sort a lot of our

0:07:32.000,0:07:36.409
clients it's about driving sales but

0:07:34.280,0:07:38.840
that can also be about making them

0:07:36.409,0:07:40.669
making them enroll in a program or and

0:07:38.840,0:07:44.240
telling others about work that your

0:07:40.669,0:07:47.180
organization is doing so what we'll talk

0:07:44.240,0:07:49.070
about today is how brands use social and

0:07:47.180,0:07:50.630
then how you can use social and you're

0:07:49.070,0:07:52.580
in your day to day life whether you are

0:07:50.630,0:07:55.400
the person within your organization who

0:07:52.580,0:07:57.440
is that has primary responsibility for

0:07:55.400,0:07:59.389
social programs or if you're just trying

0:07:57.440,0:08:00.860
to learn more about having you be active

0:07:59.389,0:08:03.380
in that space to understand how can

0:08:00.860,0:08:04.940
apply to your work social conversation

0:08:03.380,0:08:07.550
analysis but who's talking about your

0:08:04.940,0:08:09.740
your agency or brands or other other

0:08:07.550,0:08:12.319
ways to measure brand health and look at

0:08:09.740,0:08:13.490
conversation drivers and then also how

0:08:12.319,0:08:16.250
can you develop a content strategy

0:08:13.490,0:08:17.960
strategy and response protocol once you

0:08:16.250,0:08:20.210
understand the channels understand how

0:08:17.960,0:08:22.430
to get to all that social conversation

0:08:20.210,0:08:24.319
analysis what should you actually do to

0:08:22.430,0:08:25.940
make some marketing or communications

0:08:24.319,0:08:30.259
decisions based off of that information

0:08:25.940,0:08:32.180
um so when you and I spoke about this

0:08:30.259,0:08:34.399
week we talked about really setting

0:08:32.180,0:08:36.169
setting it setting this up at the

0:08:34.399,0:08:37.940
beginning in terms of how how do you

0:08:36.169,0:08:40.520
brands are headed organization use

0:08:37.940,0:08:41.810
social and this is specific to to the

0:08:40.520,0:08:43.250
work that we do here at the agency

0:08:41.810,0:08:45.740
booked for the five-year to you

0:08:43.250,0:08:48.290
your groups as well um so a ways that

0:08:45.740,0:08:50.300
brands you social wise become white

0:08:48.290,0:08:51.950
stuff around for nearly a decade now is

0:08:50.300,0:08:53.900
really you can use social to build

0:08:51.950,0:08:55.180
relationships and Trust with your with

0:08:53.900,0:08:57.320
your consumers or other key stakeholders

0:08:55.180,0:08:59.720
you can use it to engage with other

0:08:57.320,0:09:01.850
brands or other other agencies so if

0:08:59.720,0:09:04.030
there's another organization and ended

0:09:01.850,0:09:06.230
separate statements that's pushing a

0:09:04.030,0:09:08.810
public health message or something that

0:09:06.230,0:09:10.160
that you the euro line with as well it's

0:09:08.810,0:09:12.080
a way for you to reach out and build

0:09:10.160,0:09:13.850

conversations with them ultimately is

0:09:12.080,0:09:15.470
the way that steer conversation too so

0:09:13.850,0:09:17.720
if you know that there is misinformation

0:09:15.470,0:09:19.880
or misunderstanding about a about a

0:09:17.720,0:09:22.090
public issue or about your own agency

0:09:19.880,0:09:24.020
out there how can you start to

0:09:22.090,0:09:26.570
participate in those conversations and

0:09:24.020,0:09:28.270
steer people back toward the correct

0:09:26.570,0:09:30.950
message you hear the key messaging

0:09:28.270,0:09:32.990
obviously it's a way to drive customer

0:09:30.950,0:09:35.180
service and overall holistic marketing

0:09:32.990,0:09:36.470
and some of what we'll talk about today

0:09:35.180,0:09:37.760
is what you see on the right where it's

0:09:36.470,0:09:39.740
a way for you to understand what

0:09:37.760,0:09:41.630
consumers are saying about you or other

0:09:39.740,0:09:43.600
brands or topics that you're interested

0:09:41.630,0:09:46.460
in and a way for you to research

0:09:43.600,0:09:48.200
competitors or like-minded organizations

0:09:46.460,0:09:49.490
to understand more about what are they

0:09:48.200,0:09:51.350
doing in this base what are they getting

0:09:49.490,0:09:53.300
out of social and the key thing with

0:09:51.350,0:09:55.760
those two things on the right is that

0:09:53.300,0:09:56.870
can lessen all be behind the behind the

0:09:55.760,0:09:58.820
scenes research that you're doing

0:09:56.870,0:10:00.920
regardless of whether your agency is

0:09:58.820,0:10:03.140
active on social so there is a lot but

0:10:00.920,0:10:05.570
you can get out of the social data even

0:10:03.140,0:10:08.000
if you are year olds my goal isn't to

0:10:05.570,0:10:10.550
create a facebook page or to have the on

0:10:08.000,0:10:12.020
the agency tweet or to create a blogger

0:10:10.550,0:10:14.240
things like that you can still mix this

0:10:12.020,0:10:16.190
into your overall market research and

0:10:14.240,0:10:18.020
sometimes for a much lower or no cost

0:10:16.190,0:10:21.170
compared to what some of that research

0:10:18.020,0:10:22.580
could cost with other tools so really

0:10:21.170,0:10:24.170
the problem with social if you are the

0:10:22.580,0:10:26.360
person in your organization or one of

0:10:24.170,0:10:28.910
the people who is charged with figuring

0:10:26.360,0:10:30.589
out why social is worthwhile and what

0:10:28.910,0:10:31.870
you should do with it the problem is

0:10:30.589,0:10:35.089
that it's a constantly changing

0:10:31.870,0:10:37.100
landscape and there's we always joke

0:10:35.089,0:10:39.410
about shiny shiny new object syndrome

0:10:37.100,0:10:40.970
where people can can start to follow

0:10:39.410,0:10:42.830
trends off a cliff if they get really

0:10:40.970,0:10:44.240
excited about hey there's this new

0:10:42.830,0:10:46.040
channel we think that we should we

0:10:44.240,0:10:47.839
should go on it you follow that for a

0:10:46.040,0:10:49.220
few weeks and then let the end of the

0:10:47.839,0:10:51.050
year you look back and realize what we

0:10:49.220,0:10:52.040
launched on a different channel but we

0:10:51.050,0:10:53.360
didn't actually do any of the things

0:10:52.040,0:10:55.670

that we've set out to do at the

0:10:53.360,0:10:57.020
beginning of the year so a lot of what

0:10:55.670,0:10:58.810
we'll we'll talk about today is how do

0:10:57.020,0:11:01.280
you get cut through all of that noise

0:10:58.810,0:11:03.050
all that conversation all the channels

0:11:01.280,0:11:04.750
that are popping up every day and really

0:11:03.050,0:11:08.750
find something worthwhile for you to do

0:11:04.750,0:11:11.030
within your organization so a lot of

0:11:08.750,0:11:12.589
where I recommend starting in terms of

0:11:11.030,0:11:14.990
what you can do to cut see that noise is

0:11:12.589,0:11:16.490
to monitor conversations figure out what

0:11:14.990,0:11:18.740
people are saying about you and the

0:11:16.490,0:11:21.230
topics the topics that you care about so

0:11:18.740,0:11:24.020
that could be your own organization or

0:11:21.230,0:11:25.490
state policies or laws or what what

0:11:24.020,0:11:27.650
lawmakers are talking about in your

0:11:25.490,0:11:30.500
state or region that can be brand that

0:11:27.650,0:11:32.390
there is a brand that is trying to come

0:11:30.500,0:11:33.500
into your state or a retailer that's

0:11:32.390,0:11:35.120
trying to come into your state and you

0:11:33.500,0:11:36.950
want to get a sense of what would that

0:11:35.120,0:11:39.200
impact these four other states that they

0:11:36.950,0:11:40.850
recently came into or what are you

0:11:39.200,0:11:42.890
consumers or politicians or the media

0:11:40.850,0:11:45.200
think about those things and it can be a

0:11:42.890,0:11:47.180
way to research incidents or issues as

0:11:45.200,0:11:50.990
well so there's a public health issue

0:11:47.180,0:11:53.209
that you that you anticipating on in the

0:11:50.990,0:11:54.950
in the later half the year you can go

0:11:53.209,0:11:56.720
back over the last year's and try to

0:11:54.950,0:11:59.060
understand what did that drive a lot of

0:11:56.720,0:12:02.660
conversation or concern in other states

0:11:59.060,0:12:06.890
or even within our own state so similar

0:12:02.660,0:12:08.660
to so that the you vs social slide the

0:12:06.890,0:12:10.820
the trick is that there is a lot of

0:12:08.660,0:12:14.030
tools at your disposal you likely hear

0:12:10.820,0:12:15.680
from vendors who will explain explain

0:12:14.030,0:12:17.180
what Eric's will can do work that all

0:12:15.680,0:12:18.320
these other tools can't do but the

0:12:17.180,0:12:19.670
problem is always that you have to have

0:12:18.320,0:12:21.440
the budget for it some of these tools

0:12:19.670,0:12:23.720
can cost in the hundreds of thousands of

0:12:21.440,0:12:25.459
dollars or even on even if they're in

0:12:23.720,0:12:27.589
the tens of thousands of dollars it can

0:12:25.459,0:12:28.910
be confusing to try to figure out but is

0:12:27.589,0:12:31.880
it even worth the investment of

0:12:28.910,0:12:33.680
resources including both time and money

0:12:31.880,0:12:36.230
so what we'll talk about today is

0:12:33.680,0:12:38.120
instead a couple free solutions that you

0:12:36.230,0:12:40.280
could use right out of the gate and then

0:12:38.120,0:12:42.620
I'll follow this up with how we do use

0:12:40.280,0:12:43.970
some of those paid tools but that won't

0:12:42.620,0:12:45.530

be so much about why you should use that

0:12:43.970,0:12:47.510
a little bit more of a so when you're

0:12:45.530,0:12:49.430
thinking about make investing these

0:12:47.510,0:12:51.380
resources here are some recommendations

0:12:49.430,0:12:52.700
on what you should make sure you can get

0:12:51.380,0:12:54.770
out of that tool to make sure it was

0:12:52.700,0:12:58.010
worth the time and money that you put

0:12:54.770,0:13:00.740
into it so an easy one to start with on

0:12:58.010,0:13:02.570
google alerts so being a PR agency

0:13:00.740,0:13:04.610
obviously we're always interested in

0:13:02.570,0:13:06.480
what people are saying about us and we

0:13:04.610,0:13:08.430
use a variety of

0:13:06.480,0:13:10.230
of paid tools to track all this but it

0:13:08.430,0:13:12.329
never hurts to have build a little

0:13:10.230,0:13:13.740
Google going for you as well just to

0:13:12.329,0:13:15.570
make sure that that you're catching

0:13:13.740,0:13:17.100
everything at the moment it happens so

0:13:15.570,0:13:19.199
if you're not familiar with Google or

0:13:17.100,0:13:22.199
that you can set a search up or anything

0:13:19.199,0:13:24.089
exactly the way that you would just when

0:13:22.199,0:13:26.399
you're using Google in general which is

0:13:24.089,0:13:28.860
to say that if there are a certain

0:13:26.399,0:13:31.589
number of parameters that you need sit

0:13:28.860,0:13:33.750
around search enter such as do they need

0:13:31.589,0:13:35.880
to say this exact Fraser today can they

0:13:33.750,0:13:37.889
not say this type of phrase you can set

0:13:35.880,0:13:39.720
all that up in this example I just done

0:13:37.889,0:13:41.220
something generic with Absolut Vodka

0:13:39.720,0:13:43.139
just because they were they were in the

0:13:41.220,0:13:44.910
news well they're always in the news but

0:13:43.139,0:13:46.350
here in the news last week for a new

0:13:44.910,0:13:48.570
bottle design that they're working on

0:13:46.350,0:13:51.000
but you can see the options here you can

0:13:48.570,0:13:54.120
set this up so every single every single

0:13:51.000,0:13:55.740
day or as as the new content happens at

0:13:54.120,0:13:57.750
Google straits that you can get an alert

0:13:55.740,0:13:59.610
immediately or get more of a digest if

0:13:57.750,0:14:01.350
you like you can set up the sources that

0:13:59.610,0:14:03.630
you want to pull from so if you are

0:14:01.350,0:14:05.490
confident that you're tracking all the

0:14:03.630,0:14:07.110
news about this topic but you want to

0:14:05.490,0:14:09.420
make sure that that you're scraping

0:14:07.110,0:14:10.920
blogs as well something that maybe your

0:14:09.420,0:14:12.839
other services didn't catch you could

0:14:10.920,0:14:16.649
you can set that up and then you can

0:14:12.839,0:14:18.449
specify region as well so if you if you

0:14:16.649,0:14:20.250
are looking for conversation just

0:14:18.449,0:14:21.600
happening in a certain part of the

0:14:20.250,0:14:25.139
country are certain state you could do

0:14:21.600,0:14:26.430
that so you're setting up is quite easy

0:14:25.139,0:14:27.690
and then it will give you a preview of

0:14:26.430,0:14:30.209
everything that you that you're going to

0:14:27.690,0:14:31.440

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

0:15:06.810,0:15:10.410
months depending on and how many results

0:15:08.940,0:15:13.680
results were getting back and if they're

0:15:10.410,0:15:15.800
all helpful so that a way to look at

0:15:13.680,0:15:19.010
everything happen across the web

0:15:15.800,0:15:21.260
auto time will also focus on house when

0:15:19.010,0:15:24.140
we have me provide schools for clients

0:15:21.260,0:15:26.330
to scrape Twitter as well and the reason

0:15:24.140,0:15:28.640
that we're focused on on Twitter here is

0:15:26.330,0:15:30.230
because of the the sheer volume of

0:15:28.640,0:15:33.110
conversation that happens on Twitter

0:15:30.230,0:15:35.600
versus other social channels so for

0:15:33.110,0:15:39.410
example if if there was somebody talking

0:15:35.600,0:15:41.120
about your agency on on facebook it's

0:15:39.410,0:15:43.279
more natural there for people to be

0:15:41.120,0:15:45.740
posting that type of content only to

0:15:43.279,0:15:47.779
their friends and family even if they do

0:15:45.740,0:15:49.279
have it set to public there to post to

0:15:47.779,0:15:51.920
the entire world and is something that

0:15:49.279,0:15:54.050
you could search is it's a little bit

0:15:51.920,0:15:55.880
more it's unnatural for the agency

0:15:54.050,0:15:57.950
itself to jump into those conversations

0:15:55.880,0:16:00.140
whereas Twitter for the most part

0:15:57.950,0:16:02.329
everyone you the people who are at about

0:16:00.140,0:16:05.600
twitter share every time they've ever

0:16:02.329,0:16:07.250
had to the public so it just it creates

0:16:05.600,0:16:10.430
some gb or database for you to search

0:16:07.250,0:16:11.839
search through so there's a lot of tools

0:16:10.430,0:16:13.519
out there that will allow you to do

0:16:11.839,0:16:17.300
things like automates twitter alerts or

0:16:13.519,0:16:19.850
to order automate numbers or sentiment

0:16:17.300,0:16:21.950
tracking through through twitter search

0:16:19.850,0:16:23.570
that you set up but knowing that we

0:16:21.950,0:16:26.029
wanted to focus on some free tools today

0:16:23.570,0:16:27.560
instead what i did was just looking what

0:16:26.029,0:16:31.010

you can do just by going to search

0:16:27.560,0:16:32.930
twitter com so the nice thing here is

0:16:31.010,0:16:34.070
you can get instant access to millions

0:16:32.930,0:16:37.000
of tweets that are out there in the

0:16:34.070,0:16:41.329
world and really refine it as much as as

0:16:37.000,0:16:43.910
as you see fit so you see all the search

0:16:41.329,0:16:45.680
options here similar to Google you can

0:16:43.910,0:16:48.589
look on exact phrase or you can exclude

0:16:45.680,0:16:49.850
terms if you're looking for an example I

0:16:48.589,0:16:51.950
have on the right there we're looking

0:16:49.850,0:16:54.350
for the exact phrase alcohol abuse but

0:16:51.950,0:16:56.570
if I wanted to exclude terms from that

0:16:54.350,0:16:58.190
as well I could or if you've seen a

0:16:56.570,0:16:59.930
public service announcement or another

0:16:58.190,0:17:01.730
type of campaign going out into the

0:16:59.930,0:17:03.709
world that's using this specific hashtag

0:17:01.730,0:17:06.069
and you're just curious about the kind

0:17:03.709,0:17:09.350
of traction that hashtag is getting if

0:17:06.069,0:17:10.850
medialis or if politicians are sharing

0:17:09.350,0:17:13.669
that hashtag or just to consumers in

0:17:10.850,0:17:15.530
general you could search for for that in

0:17:13.669,0:17:18.860
the people section you can actually just

0:17:15.530,0:17:22.970
look for on certain people if you for

0:17:18.860,0:17:24.439
instance that there is a politician or a

0:17:22.970,0:17:26.120
member of the media that you were trying

0:17:24.439,0:17:27.589
to reach out to you and you want to get

0:17:26.120,0:17:28.520
a better sense of things that they've

0:17:27.589,0:17:30.770
promoted on to

0:17:28.520,0:17:32.990
share it on Twitter or maybe even argued

0:17:30.770,0:17:34.160
about on twitter you can set the search

0:17:32.990,0:17:36.260
up so you're just seeing everything

0:17:34.160,0:17:38.480
coming in from them and then filter that

0:17:36.260,0:17:39.770
down to buy certain brand names or

0:17:38.480,0:17:42.410
certain topics that they might be

0:17:39.770,0:17:44.210
talking about the handiest thing I think

0:17:42.410,0:17:47.210
perhaps or your organization's is that

0:17:44.210,0:17:50.060
you can also set this up to be geo based

0:17:47.210,0:17:52.790
as well so the example that I have here

0:17:50.060,0:17:54.890
is looking for people using the phrase

0:17:52.790,0:17:56.840
alcohol abuse but they have to live

0:17:54.890,0:17:59.270
where they have to be tweeting from Iowa

0:17:56.840,0:18:01.060
so that's something candy that you could

0:17:59.270,0:18:03.890
do too if you're trying to research a

0:18:01.060,0:18:05.660
certain issue you could use this tool

0:18:03.890,0:18:07.970
just to say this many people have

0:18:05.660,0:18:10.750
tweeted about this topic in in my state

0:18:07.970,0:18:12.770
and the last in the last few months

0:18:10.750,0:18:15.290
oftentimes will do things like that just

0:18:12.770,0:18:17.570
to get a sense of but is there actually

0:18:15.290,0:18:20.120
a public conversation happened about

0:18:17.570,0:18:23.000
this about this issue already and is

0:18:20.120,0:18:24.740
there an opportunity for us to to steer

0:18:23.000,0:18:26.360

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

0:19:02.330,0:19:04.820
of these searches so if this is

0:19:03.890,0:19:06.680
something that you want to make sure

0:19:04.820,0:19:08.810
your scheme is monitoring every single

0:19:06.680,0:19:10.910
day or every hour every week whatever

0:19:08.810,0:19:12.890
these might be you can just save them

0:19:10.910,0:19:14.570
save as many searches as you like and

0:19:12.890,0:19:16.670
just keep coming back to them to check

0:19:14.570,0:19:19.310
in on those results as they happen or if

0:19:16.670,0:19:22.520
you're using a while do is just keep one

0:19:19.310,0:19:23.930
web browser open that has several social

0:19:22.520,0:19:26.390
channels going and just keep different

0:19:23.930,0:19:28.190
tabs open with some of these searches so

0:19:26.390,0:19:29.660
I can get a notification immediately if

0:19:28.190,0:19:31.700
something does roll through that if that

0:19:29.660,0:19:33.200
we need to react to so it'll just tell

0:19:31.700,0:19:36.230
you in the header of the tab that

0:19:33.200,0:19:38.540
there's new activity there so that's all

0:19:36.230,0:19:40.110
based on on how you can search twitter

0:19:38.540,0:19:41.190
but oftentimes what

0:19:40.110,0:19:42.720
people will say when they're trying to

0:19:41.190,0:19:45.120
understand why twitter is even worth

0:19:42.720,0:19:46.860
about worthwhile tool is that scanning

0:19:45.120,0:19:49.500
it can quickly become a nightmare so

0:19:46.860,0:19:52.559
it's you if you have tried to delve into

0:19:49.500,0:19:53.880
Twitter you've probably had this kind of

0:19:52.559,0:19:55.380
headache where you sign up for an

0:19:53.880,0:19:57.270
account you follow a couple people but

0:19:55.380,0:20:00.660
your home feed is constantly just a mess

0:19:57.270,0:20:02.850
of information that doesn't really make

0:20:00.660,0:20:05.490
sense and that's because Twitter doesn't

0:20:02.850,0:20:07.679
curate content in any way like Facebook

0:20:05.490,0:20:09.030
does where Facebook is hoping to keep

0:20:07.679,0:20:12.210
you on facebook for as long as I

0:20:09.030,0:20:13.860
possibly can so what they will do is use

0:20:12.210,0:20:16.260

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

0:20:48.090,0:20:51.900
have now able to charge brands for

0:20:49.890,0:20:54.090
access to any of the consumers that if

0:20:51.900,0:20:55.770
they've built a community around because

0:20:54.090,0:20:58.230
they have complete control over what

0:20:55.770,0:21:00.840
that newsfeed looks like to to each user

0:20:58.230,0:21:02.669
whereas with Twitter census is kind of a

0:21:00.840,0:21:05.220
free-for-all there isn't there isn't

0:21:02.669,0:21:06.990
that same barrier to getting content out

0:21:05.220,0:21:08.850
there to people but the barrier instead

0:21:06.990,0:21:10.230
is that there's a million tweets fine by

0:21:08.850,0:21:12.870
you can't possibly keep track of them

0:21:10.230,0:21:14.940
all so recommendations here on if you

0:21:12.870,0:21:17.040
are are just trying to monitor Twitter

0:21:14.940,0:21:18.840
for you either for your agency or just

0:21:17.040,0:21:21.900
your personal youth is that there are

0:21:18.840,0:21:24.270
lists that you can create that will give

0:21:21.900,0:21:26.970
you a personalized speed based on the

0:21:24.270,0:21:28.860
members that you that you put into it so

0:21:26.970,0:21:31.200
some examples on the right our list that

0:21:28.860,0:21:33.360
I've created where I wanted to keep

0:21:31.200,0:21:35.130
track of certain clients maybe if we

0:21:33.360,0:21:36.690
were if we were traveling together you

0:21:35.130,0:21:39.090
know big initiative was coming up and I

0:21:36.690,0:21:42.030
wanted to just always have their their

0:21:39.090,0:21:44.070
tweets handy I created a list just with

0:21:42.030,0:21:46.830
them or with the Carmichael Lynch list

0:21:44.070,0:21:49.320
you can see on some co-workers enema

0:21:46.830,0:21:50.700
keeping tabs on or if there's Minnesota

0:21:49.320,0:21:52.950
media outlets that I'm trying to keep

0:21:50.700,0:21:53.700
track of I created a list so that

0:21:52.950,0:21:56.159
whenever

0:21:53.700,0:21:57.899
I go into that list I only see tweets

0:21:56.159,0:21:59.820
coming from those people cool and just

0:21:57.899,0:22:01.590
like the searches that we talked about I

0:21:59.820,0:22:04.950

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

0:22:16.230,0:22:19.169
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

0:22:21.299,0:22:24.539
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

0:22:38.429,0:22:43.019
members of the media or retailers or

0:22:41.220,0:22:45.330
suppliers other agencies or

0:22:43.019,0:22:47.580
organizations just anyone that you that

0:22:45.330,0:22:50.370
you want to keep tabs on more closely

0:22:47.580,0:22:51.870
than trying to go to all their Twitter

0:22:50.370,0:22:53.940
pages which try to sift through your own

0:22:51.870,0:22:55.559
news feed you can create these lists you

0:22:53.940,0:22:57.929
can keep them private if you like or

0:22:55.559,0:22:59.370
make them public if it if it is a way

0:22:57.929,0:23:01.230
for you to have a bit of thought

0:22:59.370,0:23:04.350
leadership and bezel is the organization

0:23:01.230,0:23:05.820
that is compiling a list of let's say

0:23:04.350,0:23:07.440
experts from across the country on a

0:23:05.820,0:23:09.230
certain topic then you can make it

0:23:07.440,0:23:12.000
public and others can subscribe to it

0:23:09.230,0:23:13.649
another list that I recommend making to

0:23:12.000,0:23:16.230
is those who have engaged with your

36

0:23:13.649,0:23:18.570
agency so if you know that there's a

0:23:16.230,0:23:21.630
consumer or reporter who has expressed

0:23:18.570,0:23:24.389
interest in covering a private offense

0:23:21.630,0:23:28.620
or covering a story or retailer who's

0:23:24.389,0:23:30.750
who engaged with the agency before you

0:23:28.620,0:23:32.580
can create a list just as those people

0:23:30.750,0:23:34.470
just to stay on top of of what they're

0:23:32.580,0:23:37.889
doing and know when when it's good to

0:23:34.470,0:23:40.649
jump in and talk to them so an example

0:23:37.889,0:23:42.500
of a type of list that we use here or

0:23:40.649,0:23:45.809
private list that will create here are

0:23:42.500,0:23:48.120
members of the media who have either

0:23:45.809,0:23:50.039
covered one of our clients before or

0:23:48.120,0:23:52.559
covered at competing brand or just

0:23:50.039,0:23:54.269
covered a topic in general adding them

0:23:52.559,0:23:55.500
to list and making sure that you can

0:23:54.269,0:23:57.960
strike up a conversation when

0:23:55.500,0:24:01.080

appropriate so the example I've got here

0:23:57.960,0:24:02.940
is a local Fox 9 reporter who I knew was

0:24:01.080,0:24:04.920
looking for stories that you can cover

0:24:02.940,0:24:07.230
on the all-star game because they were

0:24:04.920,0:24:09.810
are at target field for days on end

0:24:07.230,0:24:11.250
during all-star week doing hours of live

0:24:09.810,0:24:12.420
coverage and they were looking for

0:24:11.250,0:24:14.580
different sources that they could bring

0:24:12.420,0:24:16.560
on for live interviews so we reached out

0:24:14.580,0:24:18.000
to her knowing that she was already

0:24:16.560,0:24:20.550
raising her hand saying hey helped me

0:24:18.000,0:24:22.110
out I'm looking for experts Viking that

0:24:20.550,0:24:23.430
I can talk to or the next few days and

0:24:22.110,0:24:25.560
actually lined up three different

0:24:23.430,0:24:28.470
segments segments with her where we got

0:24:25.560,0:24:30.800
people on air to talk to her and that

0:24:28.470,0:24:32.730
was all that how the the ultimate

0:24:30.800,0:24:34.230
ultimate goal with forming those

0:24:32.730,0:24:35.850
relationships with people on twitter is

0:24:34.230,0:24:38.100
that it actually leads to something

0:24:35.850,0:24:39.660
worthwhile for the business too and the

0:24:38.100,0:24:41.250
best way to do that is just to make sure

0:24:39.660,0:24:43.260
you're keeping tabs on these people and

0:24:41.250,0:24:45.570
then interacting with them frequently

0:24:43.260,0:24:48.480
about relevant topics to that so rather

0:24:45.570,0:24:49.680
than on tweeting every reporter that I

0:24:48.480,0:24:51.930
could think of trying to get them to

0:24:49.680,0:24:54.300
cover a certain topic it's more that do

0:24:51.930,0:24:56.820
your homework see if they're a lifestyle

0:24:54.300,0:24:58.620
require Porter hard news reporter on

0:24:56.820,0:25:00.120
what what kind of stuff they bring about

0:24:58.620,0:25:02.340
before what they're interested in and

0:25:00.120,0:25:04.500
when is it appropriate for me to jump in

0:25:02.340,0:25:07.050
at the as the agency or even as a

0:25:04.500,0:25:10.680
representative of the agency and strike

0:25:07.050,0:25:12.840
up a conversation with them so that all

0:25:10.680,0:25:15.050
comes down to a basic rule with Twitter

0:25:12.840,0:25:17.340
and other social channels to is really

0:25:15.050,0:25:19.200
despite everything I just said we're

0:25:17.340,0:25:21.390
we're obviously being very planful and

0:25:19.200,0:25:23.100
calculated and in tracking all these

0:25:21.390,0:25:24.660
conversations everything that you do

0:25:23.100,0:25:28.080
publicly of course you want to come off

0:25:24.660,0:25:29.520
like a human or not an organization so

0:25:28.080,0:25:31.320
follow people that share relevant

0:25:29.520,0:25:33.510
information you could do those searches

0:25:31.320,0:25:36.420
that we talked about earlier even if

0:25:33.510,0:25:38.640
you're not looking for harp stats or or

0:25:36.420,0:25:40.290
specific tweets you can so follow all

0:25:38.640,0:25:42.180
those people who have expressed interest

0:25:40.290,0:25:45.240
in a certain brand or in a certain

0:25:42.180,0:25:46.670
health issue or educational issue and

0:25:45.240,0:25:49.110

follow them just as a slight way to

0:25:46.670,0:25:51.210
start that relationship with them

0:25:49.110,0:25:52.680
through social by saying that hey we're

0:25:51.210,0:25:54.930
here we're like minded we share this

0:25:52.680,0:25:56.840
type of information as well and we're

0:25:54.930,0:25:58.890
interested in what you have to say and

0:25:56.840,0:26:01.370
then as you're falling then you can add

0:25:58.890,0:26:04.080
those lists keep track of who they are

0:26:01.370,0:26:06.630
and really some danger signs to look out

0:26:04.080,0:26:07.770
for there are if you are going to be

0:26:06.630,0:26:09.360
active on Twitter to make sure that

0:26:07.770,0:26:11.570
you're you're not just sharing to eat

0:26:09.360,0:26:13.920
sporadically and you're not you're not

0:26:11.570,0:26:15.630
only sharing information about yourself

0:26:13.920,0:26:17.640
you want to make sure to actually reply

0:26:15.630,0:26:17.820
in favorite and retweet people when what

0:26:17.640,0:26:23.070
I've

0:26:17.820,0:26:24.270
ralph reed as well um so once you've

0:26:23.070,0:26:25.920
done all that once your scene is a

0:26:24.270,0:26:27.390
regular contributor in the space that's

0:26:25.920,0:26:30.030
when people will start to rely on you

0:26:27.390,0:26:33.030
more the resource that they can turn to

0:26:30.030,0:26:34.800
so follow those ideal media targets or

0:26:33.030,0:26:36.780
retailers or suppliers and strike up

0:26:34.800,0:26:38.520
conversations with them keep

0:26:36.780,0:26:40.950
conversations going so that ultimately

0:26:38.520,0:26:42.660
if your goal is for example to get an

0:26:40.950,0:26:44.130
interview opportunity that's when you

0:26:42.660,0:26:46.560
can start to arrange some of those

0:26:44.130,0:26:48.690
details offline and get that given an

0:26:46.560,0:26:55.260
interview set up and get your spokes

0:26:48.690,0:26:56.220
people connected with with them so in

0:26:55.260,0:26:57.990
the first time of all that we've been

0:26:56.220,0:26:59.340
talking a lot about social conversation

0:26:57.990,0:27:00.510
analysis and how can you track what

0:26:59.340,0:27:03.060
people are staying out in the world and

0:27:00.510,0:27:04.740
how can you use twitter to start to

0:27:03.060,0:27:07.170
engage with some of those people I also

0:27:04.740,0:27:09.060
wanted to touch on a school they're free

0:27:07.170,0:27:12.320
tool that you can use the track channel

0:27:09.060,0:27:14.490
growth as well so if you are tasked with

0:27:12.320,0:27:16.680
starting these social channels for your

0:27:14.490,0:27:18.510
agency and you need to get a sense of

0:27:16.680,0:27:20.550
how quickly have you been able to grow

0:27:18.510,0:27:22.680
the channel or how your competitors been

0:27:20.550,0:27:27.240
doing you can use this tool monitor

0:27:22.680,0:27:29.100
wildfire ascom so wild hire is a is a

0:27:27.240,0:27:31.170
google company and they offer a lot of

0:27:29.100,0:27:32.970
paid tools that can get again and it the

0:27:31.170,0:27:35.430
tens or hundreds of thousands of dollars

0:27:32.970,0:27:36.780
but this is a free tool that they that

0:27:35.430,0:27:39.270
they've offered you don't have to pay

0:27:36.780,0:27:41.730

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

0:28:14.910,0:28:18.450
conversation that they s going on and

0:28:16.710,0:28:20.490
then do some research on their channels

0:28:18.450,0:28:22.830
to understand what exactly were they

0:28:20.490,0:28:25.560
doing to to be able to drive that kind

0:28:22.830,0:28:27.090
of sudden growth um so you can plug in

0:28:25.560,0:28:29.190
all this you know that you want to you

0:28:27.090,0:28:29.660
want to track here I will say if you're

0:28:29.190,0:28:31.910
the first

0:28:29.660,0:28:34.310
never to search for for the channel it

0:28:31.910,0:28:35.960
will start start tracking the data

0:28:34.310,0:28:37.310
starting that day so you'll just get a

0:28:35.960,0:28:40.520
single dot for the day that you search

0:28:37.310,0:28:42.950
for it but then for forever after that

0:28:40.520,0:28:45.590
if you come back a year later you and

0:28:42.950,0:28:47.420
plug in the year agencies Facebook page

0:28:45.590,0:28:49.640
again you'll be able to see day-by-day

0:28:47.420,0:28:53.000
growth whether you're gaining or losing

0:28:49.640,0:28:54.410
followers and compare that to any other

0:28:53.000,0:28:56.330
organizations that you're curious about

0:28:54.410,0:28:58.120
so if there's another control state that

0:28:56.330,0:29:00.230
has a huge Facebook presence or a

0:28:58.120,0:29:01.490
quickly growing Facebook presence for

0:29:00.230,0:29:03.530
example you could even use them as a

0:29:01.490,0:29:05.480
benchmark plug them into this tool and

0:29:03.530,0:29:07.160
that plug in all your channels to and

0:29:05.480,0:29:09.260
just kind of get a sense of how quickly

0:29:07.160,0:29:10.370
are they grown and what kind of activity

0:29:09.260,0:29:17.900
are they doing to give that growth

0:29:10.370,0:29:19.700
versus what we're doing um so then so

0:29:17.900,0:29:21.320
that's an overview of some of those free

0:29:19.700,0:29:23.540
tools that you can use my also wanted to

0:29:21.320,0:29:25.760
touch on the tool that we use here at

0:29:23.540,0:29:27.290
the agency again not as a as an

0:29:25.760,0:29:29.360
explanation to say that hey you should

0:29:27.290,0:29:30.560

use this tool but more of a what what

0:29:29.360,0:29:31.970
kind of work that we do behind the

0:29:30.560,0:29:33.830
scenes to make sure that if we were

0:29:31.970,0:29:35.930
going to make this investment in a paid

0:29:33.830,0:29:38.210
tool to track social conversations what

0:29:35.930,0:29:40.430
did we need out of it at the end so what

0:29:38.210,0:29:42.110
we've done here is created an analyst

0:29:40.430,0:29:43.580
offering called social tracker where we

0:29:42.110,0:29:45.650
actually take everything from

0:29:43.580,0:29:47.990
advertising and public relations arms

0:29:45.650,0:29:50.240
and digital arms of the agencies and

0:29:47.990,0:29:52.970
feed them into on these live interactive

0:29:50.240,0:29:55.220
dashboards for clients so really what it

0:29:52.970,0:29:56.870
boils down to though is if you if you're

0:29:55.220,0:29:58.460
making the investment to track all this

0:29:56.870,0:30:00.260
stuff what do you really want at the end

0:29:58.460,0:30:02.420
of the day because there's so much data

0:30:00.260,0:30:03.980
healthier that you can pull and so much

0:30:02.420,0:30:05.660
money that you can spend tracking all

0:30:03.980,0:30:08.450
this but if at the end of the day you

0:30:05.660,0:30:10.310
you really need to know three things or

0:30:08.450,0:30:12.080
key message pull through on a certain

0:30:10.310,0:30:14.510
number of topics that's where I

0:30:12.080,0:30:17.000
recommend starting at the end figuring

0:30:14.510,0:30:19.640
out what what is most important for your

0:30:17.000,0:30:21.290
key stakeholders at the at the end of

0:30:19.640,0:30:23.510
the year or to prove out your marketing

0:30:21.290,0:30:25.520
and communications plans or whatever the

0:30:23.510,0:30:27.380
plan is for your department and where

0:30:25.520,0:30:30.170
you want to go from there so the example

0:30:27.380,0:30:32.240
that that will use for thermos in this

0:30:30.170,0:30:33.740
case is really olive oil down to as we

0:30:32.240,0:30:35.900
needed to create an efficient way to

0:30:33.740,0:30:38.840
track conversation for them over the

0:30:35.900,0:30:40.520
last two years so we worked with them to

0:30:38.840,0:30:43.040
develop exactly what are the key terms

0:30:40.520,0:30:43.370
and phrases that we want to that we want

0:30:43.040,0:30:45.500
to

0:30:43.370,0:30:48.050
and then what is that how does that data

0:30:45.500,0:30:50.390
have to be output in a way that handy

0:30:48.050,0:30:52.040
not only to the the marketing team and

0:30:50.390,0:30:54.500
the VP of Marketing but the whole

0:30:52.040,0:30:56.059
executive suite as well so we'll create

0:30:54.500,0:30:57.920
these dashboards for them that really

0:30:56.059,0:30:59.809
just break it down in terms of so over

0:30:57.920,0:31:02.240
that time period how many people were

0:30:59.809,0:31:04.160
actually talking about this topic so in

0:31:02.240,0:31:05.900
this case we're looking at thermos what

0:31:04.160,0:31:09.140
was that a conversation sentiment like

0:31:05.900,0:31:10.790
so did we have an overwhelming number of

0:31:09.140,0:31:14.180
negative mentions because there is a

0:31:10.790,0:31:16.550
customer service glitch for example or

0:31:14.180,0:31:18.710

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 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

0:31:53.030,0:31:56.000
than just tracking whether somebody

0:31:54.440,0:31:58.250
tweeted about a certain topic or not

0:31:56.000,0:32:00.140
because you've got to have the automated

0:31:58.250,0:32:03.980
systems in place for for the tools to

0:32:00.140,0:32:07.010
understand if somebody said as x words

0:32:03.980,0:32:08.690
about this brand is that a good thing or

0:32:07.010,0:32:10.490
a bad thing or if somebody said to

0:32:08.690,0:32:12.110
somebody is upset because they ran out

0:32:10.490,0:32:13.400
of the certain products is that a good

0:32:12.110,0:32:14.870
thing or a bad thing we would argue it's

0:32:13.400,0:32:16.340
a good thing is there is there mad that

0:32:14.870,0:32:17.950
they ran a beef jerky and a lot of

0:32:16.340,0:32:19.820
attachments to it a lot more beef jerky

0:32:17.950,0:32:21.320
so you've got to make sure that the

0:32:19.820,0:32:23.900
school is capable of handling all those

0:32:21.320,0:32:26.450
things but again focusing on what what's

0:32:23.900,0:32:27.980
your ultimate output for all that a tool

0:32:26.450,0:32:30.020
that we will use called the brand

0:32:27.980,0:32:32.630
passion index so what we're looking at

0:32:30.020,0:32:35.809
here for a number of bourbon and whiskey

0:32:32.630,0:32:37.460
brands in particular was this is some

0:32:35.809,0:32:39.740
research we did after after a campaign

0:32:37.460,0:32:41.210
launched earlier in the year is look at

0:32:39.740,0:32:42.800
not just how many people are talking

0:32:41.210,0:32:44.630
about each brand so as you can see here

0:32:42.800,0:32:46.970
Johnny Walker and purple has the most on

0:32:44.630,0:32:48.530
the most mentions just if you're

0:32:46.970,0:32:50.510
counting every single mention on all

0:32:48.530,0:32:52.010
social and digital channels but we

0:32:50.510,0:32:54.290
wanted to understand our people happy

0:32:52.010,0:32:56.070
about what they're seeing teen to so on

0:32:54.290,0:32:57.930
that sentiment range on

0:32:56.070,0:33:00.840
you can see we've plotted things in

0:32:57.930,0:33:02.940
terms of at the bottom it's a dislike on

0:33:00.840,0:33:05.130

the topics of the like so all these

0:33:02.940,0:33:06.930
grants are fortunate in that overall

0:33:05.130,0:33:08.970
most of the conversation happening about

0:33:06.930,0:33:10.560
that is actually the positive range but

0:33:08.970,0:33:12.630
then we had one more layer onto that to

0:33:10.560,0:33:14.760
passion intensity and that's where we're

0:33:12.630,0:33:16.620
looking at what types of words or people

0:33:14.760,0:33:18.900
actually using to talk about that

0:33:16.620,0:33:21.390
product or that or that campaign or that

0:33:18.900,0:33:23.010
brand so as you move from the left to

0:33:21.390,0:33:25.740
the right on that fail you're actually

0:33:23.010,0:33:27.480
looking at on the left it would be a lot

0:33:25.740,0:33:29.400
of words that are very vanilla and

0:33:27.480,0:33:30.990
neutral and not very excited at all so

0:33:29.400,0:33:32.940
that's where you're getting a lot of

0:33:30.990,0:33:34.740
just traditional news coverage or for

0:33:32.940,0:33:36.180
earnings updates and on the right is

0:33:34.740,0:33:37.890
where you're getting really energetic

0:33:36.180,0:33:39.450
passionate language from people and

0:33:37.890,0:33:41.820
that's where things like a blogger

0:33:39.450,0:33:43.890
outreach program or a Twitter program

0:33:41.820,0:33:45.840
can start to move your your passion for

0:33:43.890,0:33:48.030
the brand or the organization more that

0:33:45.840,0:33:50.130
traditional traditional news coverage

0:33:48.030,0:33:52.410
might work so just one of the tool that

0:33:50.130,0:33:54.180
will use with all that data knowing that

0:33:52.410,0:33:56.370
the numbers by themselves sometimes can

0:33:54.180,0:33:58.230
be gibberish but if we can take all that

0:33:56.370,0:34:00.570
data and apply it in terms of what's

0:33:58.230,0:34:02.430
actually helpful for for the key

0:34:00.570,0:34:04.290
decision-makers at the as they're doing

0:34:02.430,0:34:06.390
their planning to understand what all

0:34:04.290,0:34:09.660
that social conversation actually left

0:34:06.390,0:34:12.240
to and then we'll plot other things for

0:34:09.660,0:34:13.800
people as well in turn instead of just

0:34:12.240,0:34:15.840
doing things like Facebook likes and

0:34:13.800,0:34:17.640
Twitter followers will pull focus on

0:34:15.840,0:34:18.990
what was the ultimate goal of being on

0:34:17.640,0:34:20.700
facebook in the first place it was to

0:34:18.990,0:34:23.070
get people to talk about that grant or

0:34:20.700,0:34:24.780
talk about your organization so if you

0:34:23.070,0:34:27.450
are everyone Facebook this is data that

0:34:24.780,0:34:29.970
you can pull out of Facebook Insights so

0:34:27.450,0:34:31.950
the key message here really is don't

0:34:29.970,0:34:34.200
worry so much about how much how large

0:34:31.950,0:34:36.390
your audience is because facebook is

0:34:34.200,0:34:39.150
requiring that you paid to reach almost

0:34:36.390,0:34:41.700
all of them now so even if one brand if

0:34:39.150,0:34:44.460
a brand is a million annoying likes but

0:34:41.700,0:34:46.980
is no longer funding their their posts

0:34:44.460,0:34:49.890
they they're organic reach is getting

0:34:46.980,0:34:52.770
just as well as as a small business with

0:34:49.890,0:34:54.450

only five thousand bikes for example so

0:34:52.770,0:34:55.680
instead what we look at is out of the

0:34:54.450,0:34:57.420
content that we put out there but they

0:34:55.680,0:34:59.340
actually drive people to engage with the

0:34:57.420,0:35:00.660
post today did they like it is it

0:34:59.340,0:35:02.460
comment on it did they share that they

0:35:00.660,0:35:03.780
click through to the website so i urge

0:35:02.460,0:35:05.520
you if you're jacking up type of

0:35:03.780,0:35:08.090
information to really focus more on what

0:35:05.520,0:35:10.100
what did people do with the

0:35:08.090,0:35:11.750
we put out that we invested resources

0:35:10.100,0:35:13.460
and putting out to the world rather than

0:35:11.750,0:35:15.020
how many people did we get to like the

0:35:13.460,0:35:17.930
page because that's becoming a more

0:35:15.020,0:35:19.700
important measure on a similar note to

0:35:17.930,0:35:21.710
with Twitter rather than just looking at

0:35:19.700,0:35:22.940
how many followers you have look at what

0:35:21.710,0:35:25.460
kind of conversation did you actually

0:35:22.940,0:35:26.900
drive so did you get a lot of people to

0:35:25.460,0:35:31.760
use your hashtag or to talk about your

0:35:26.900,0:35:32.780
agency or a public health message that

0:35:31.760,0:35:34.880
you were trying to get out into the

0:35:32.780,0:35:36.500
world and if there was a sudden spike in

0:35:34.880,0:35:38.780
conversation what did you do that day

0:35:36.500,0:35:40.340
that you can that you can use to inform

0:35:38.780,0:35:42.590
other content plans that you've got

0:35:40.340,0:35:45.200
going to and another way that we look at

0:35:42.590,0:35:47.180
all that too is if we if we got 50

0:35:45.200,0:35:49.010
people to tweet about our campaign or

0:35:47.180,0:35:50.630
our products in general or your

0:35:49.010,0:35:51.860
organization in general where there's

0:35:50.630,0:35:54.380
some people who really stood out because

0:35:51.860,0:35:57.410
they have they have the most reach and

0:35:54.380,0:35:59.150
this is where a lot of times if you are

0:35:57.410,0:36:01.130
doing media are reaching and those

0:35:59.150,0:36:02.750
outlets are tweeting about you too this

0:36:01.130,0:36:04.760
is a recent start to see some of the

0:36:02.750,0:36:07.370
benefit of that so in the thermos

0:36:04.760,0:36:09.710
example we've got hundreds of thousands

0:36:07.370,0:36:11.810
people who have tweeted using the word

0:36:09.710,0:36:15.710
dermis but we'll focus instead on are

0:36:11.810,0:36:17.510
there people like seriously with 250,000

0:36:15.710,0:36:19.190
followers that we can start to that we

0:36:17.510,0:36:21.260
can focus on more and start to build a

0:36:19.190,0:36:23.030
rapport was down knowing that there's no

0:36:21.260,0:36:25.010
way in the world that we could talk to

0:36:23.030,0:36:26.750
everybody in the world that has some

0:36:25.010,0:36:29.600
interest in what the brand might have to

0:36:26.750,0:36:32.480
say and then we'll look to as where did

0:36:29.600,0:36:34.190
all those conversations happen um so the

0:36:32.480,0:36:37.070
reason again that I focused on Twitter

0:36:34.190,0:36:40.010
earlier here is as you can see in this

0:36:37.070,0:36:43.220

search we're getting 20,000 plus tweets

0:36:40.010,0:36:45.440
on versus a couple thousand or even a

0:36:43.220,0:36:47.120
couple hundred messages coming in from

0:36:45.440,0:36:49.250
from other social channels or other

0:36:47.120,0:36:50.780
social sources and again a lot of that

0:36:49.250,0:36:53.060
is just because the needs the nature of

0:36:50.780,0:36:54.800
how how Twitter works versus how

0:36:53.060,0:36:57.440
Facebook works where you're keeping that

0:36:54.800,0:36:58.940
stuff more private and Twitter's just so

0:36:57.440,0:37:01.070
much easier for people to share their

0:36:58.940,0:37:03.200
their quick pass or opinions on versus

0:37:01.070,0:37:07.240
writing a long-form blog post or

0:37:03.200,0:37:10.490
creating a public facebook message and

0:37:07.240,0:37:12.470
then finally what we'll do too is again

0:37:10.490,0:37:15.770
apologize relative examples but if you

0:37:12.470,0:37:17.990
were searching for a key initiative that

0:37:15.770,0:37:19.569
you were behind or a PSA or a retailer

0:37:17.990,0:37:21.309
another type of brand

0:37:19.569,0:37:23.559
Yassa boil it down to so when these

0:37:21.309,0:37:24.969
people do talk about this issue what are

0:37:23.559,0:37:26.920
some of the others think topics that

0:37:24.969,0:37:29.920
come to mind as well and start to build

0:37:26.920,0:37:32.170
build your communications plan based off

0:37:29.920,0:37:34.420
of of that to knowing that they're

0:37:32.170,0:37:36.069
they're likely to talk about these three

0:37:34.420,0:37:38.079
other topics to or they're likely to

0:37:36.069,0:37:39.400
engage with these three other brands as

0:37:38.079,0:37:41.709
well as long as you're trying to get

0:37:39.400,0:37:43.420
their getting their focus on the key

0:37:41.709,0:37:46.869
messages that you are putting out there

0:37:43.420,0:37:48.609
as well so that all brings us to the

0:37:46.869,0:37:51.400
last section which is so what do you say

0:37:48.609,0:37:52.869
if you are if you if you've gotten bored

0:37:51.400,0:37:54.489
shut up and he lifts that up and you're

0:37:52.869,0:37:55.539
tracking everything in the world but if

0:37:54.489,0:37:57.459
people are saying about a certain topic

0:37:55.539,0:37:59.559
or if you're tracking all the

0:37:57.459,0:38:02.380
information coming in on your on your

0:37:59.559,0:38:04.359
social channels what can you what what

0:38:02.380,0:38:08.259
should you actually do that changes your

0:38:04.359,0:38:09.999
outgoing content as well so overall our

0:38:08.259,0:38:11.469
recommendation here is there's always

0:38:09.999,0:38:13.420
balance your key messages with what

0:38:11.469,0:38:15.670
start conversation so you're familiar

0:38:13.420,0:38:17.140
you've got your key messages down and

0:38:15.670,0:38:20.049
sometimes the key to the pitfall with

0:38:17.140,0:38:22.150
social is that it's so easy only to talk

0:38:20.049,0:38:24.369
about those key messages over and over

0:38:22.150,0:38:25.660
and over and over again on to the point

0:38:24.369,0:38:27.640
where if somebody does find you on

0:38:25.660,0:38:29.680
twitter or facebook they they get the

0:38:27.640,0:38:31.839
sense that you're really only there to

0:38:29.680,0:38:33.640

talk about yourself in other to have a

0:38:31.839,0:38:36.249
conversation 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

0:39:05.769,0:39:10.839
Department what are things that that are

0:39:08.109,0:39:14.349
important for you to be talking to the

0:39:10.839,0:39:18.339
world about and often times that you you

0:39:14.349,0:39:20.650
start with the the basics of things like

0:39:18.339,0:39:21.880
the the benefits of urban at your

0:39:20.650,0:39:24.670
organization and products that you have

0:39:21.880,0:39:26.499
to sell or or product baskets and things

0:39:24.670,0:39:28.569
like that but II able to start to peel

0:39:26.499,0:39:29.840
it back and understand that the consumer

0:39:28.569,0:39:31.580
to the consumer award

0:39:29.840,0:39:32.930
whatever stakeholder you're trying to

0:39:31.580,0:39:34.310
talk to you that all sounds like the

0:39:32.930,0:39:36.340
same thing over and over and over again

0:39:34.310,0:39:38.380
it sounds market sales pitch than a

0:39:36.340,0:39:40.820
conversation so what are some

0:39:38.380,0:39:43.010
interesting angles that you can take on

0:39:40.820,0:39:44.480
all those all those messages and then

0:39:43.010,0:39:47.090
figure out how often should you be

0:39:44.480,0:39:50.030
talking about all these things so health

0:39:47.090,0:39:51.560
and hydration in this example is a key

0:39:50.030,0:39:53.660
message that we use during the summer

0:39:51.560,0:39:55.610
months but in the winter isn't featured

0:39:53.660,0:39:57.500
as often versus something like kids and

0:39:55.610,0:39:58.730
family or being a green company where

0:39:57.500,0:40:01.070
those are smuggled in more often

0:39:58.730,0:40:03.050
throughout so obviously it's very basic

0:40:01.070,0:40:04.700
visual here is the ultimate outfit of

0:40:03.050,0:40:06.620
all this but the the goal there being

0:40:04.700,0:40:08.120
having those open conversations with all

0:40:06.620,0:40:10.370
the departments at your organization to

0:40:08.120,0:40:11.600
understand what are the stories at the

0:40:10.370,0:40:12.980
end of the year when we look back on

0:40:11.600,0:40:15.200
everything that we pushed out into the

0:40:12.980,0:40:16.610
world what stories do you want to make

0:40:15.200,0:40:18.650

sure or what angels do want to make sure

0:40:16.610,0:40:20.570
we're represented so it doesn't fall on

0:40:18.650,0:40:21.830
the hands of the one person who had to

0:40:20.570,0:40:24.110
post all that stuff or the one

0:40:21.830,0:40:28.610
department that had a vested interest in

0:40:24.110,0:40:30.470
in those social channels um so that's

0:40:28.610,0:40:32.180
all your outgoing content but I know a

0:40:30.470,0:40:34.820
lot of questions a lot of pain will

0:40:32.180,0:40:36.500
often come up with what do you do if you

0:40:34.820,0:40:39.590
are active on social and you're getting

0:40:36.500,0:40:41.750
you're getting incoming questions or in

0:40:39.590,0:40:43.940
some in some cases complaints or very

0:40:41.750,0:40:46.520
negative negative posts or even

0:40:43.940,0:40:48.830
harassment so what we'll do there to

0:40:46.520,0:40:50.600
make sure that ultimately our goal here

0:40:48.830,0:40:52.580
is just to create an efficient an

0:40:50.600,0:40:54.740
efficient system for every all the cute

0:40:52.580,0:40:57.080
stakeholders on on the social channels

0:40:54.740,0:40:59.510
but also making sure that everything is

0:40:57.080,0:41:01.130
safeguarded too so that you've got all

0:40:59.510,0:41:03.230
the right decision makers involved as

0:41:01.130,0:41:05.060
well including legal if they need to be

0:41:03.230,0:41:07.640
so what we'll do is create a document

0:41:05.060,0:41:09.800
where we categorize incoming messages so

0:41:07.640,0:41:11.570
we'll think of every possible type of

0:41:09.800,0:41:14.120
comment as summer question that somebody

0:41:11.570,0:41:17.180
could have and that ranges from just as

0:41:14.120,0:41:18.530
the basics of hey I need to get a hold

0:41:17.180,0:41:21.350
of some light your organization how do I

0:41:18.530,0:41:23.750
do that or or I was at one of your

0:41:21.350,0:41:25.670
program last year and i'm hoping to get

0:41:23.750,0:41:27.530
in touch with her gifts and materials

0:41:25.670,0:41:28.940
out of that so very innocent

0:41:27.530,0:41:30.830
light-hearted easy question to answer

0:41:28.940,0:41:33.230
all the way down to ones that could

0:41:30.830,0:41:34.940
cause legal concern or where there's a

0:41:33.230,0:41:37.610
personal harassment or other questions

0:41:34.940,0:41:38.990
and that starts to come up what we'll do

0:41:37.610,0:41:41.180
from there categories all of them and

0:41:38.990,0:41:42.870
fear who should be alerted so if arm if

0:41:41.180,0:41:44.760
i'm the the person in charge

0:41:42.870,0:41:47.280
social of the organization there's these

0:41:44.760,0:41:48.630
a thing that I can always answer on my

0:41:47.280,0:41:50.700
own without getting anyone else involved

0:41:48.630,0:41:52.350
because they're very so they're they're

0:41:50.700,0:41:53.940
easy things to handle there's no

0:41:52.350,0:41:55.770
questions asked about about where I

0:41:53.940,0:41:58.890
might find the answers all the way down

0:41:55.770,0:42:01.470
to if this type of situation comes up we

0:41:58.890,0:42:03.570
need to involve legal and different in

0:42:01.470,0:42:05.460
the heads of different departments to

0:42:03.570,0:42:07.650
make sure that we're all agreed before

0:42:05.460,0:42:09.750

we we take any kind of public action and

0:42:07.650,0:42:12.630
then here i have how to handle as you

0:42:09.750,0:42:14.340
move the conversation offline do you do

0:42:12.630,0:42:16.140
you try to call the person is it okay to

0:42:14.340,0:42:17.550
answer publicly but there's only certain

0:42:16.140,0:42:21.390
things that bigger able to address

0:42:17.550,0:42:23.960
publicly things like that so Maggie

0:42:21.390,0:42:28.590
actually sent me this fun example from

0:42:23.960,0:42:31.230
from her page from from organizations

0:42:28.590,0:42:34.980
page as an example of somebody who

0:42:31.230,0:42:40.110
comments often or Maggie brats every

0:42:34.980,0:42:42.210
time that you have it yeah well in art

0:42:40.110,0:42:43.650
so these are just examples that as

0:42:42.210,0:42:46.020
rebuilding that response protocol we

0:42:43.650,0:42:47.280
would spell it out to and terms of so on

0:42:46.020,0:42:49.440
the left you've got you've got a

0:42:47.280,0:42:52.830
customer service question from somebody

0:42:49.440,0:42:54.840
where they live in another country they

68

0:42:52.830,0:42:58.020
live in Australia and our Australia

0:42:54.840,0:42:59.100
brand managers aren't able to to jump on

0:42:58.020,0:43:00.930
facebook and answer this type of

0:42:59.100,0:43:02.640
question publicly so we just do the

0:43:00.930,0:43:04.380
conversation offline it's completely

0:43:02.640,0:43:05.460
completely fine to do that you don't

0:43:04.380,0:43:07.020
have to feel like you have to answer

0:43:05.460,0:43:10.080
every single thing that's ever come into

0:43:07.020,0:43:11.580
social in a public forum because in this

0:43:10.080,0:43:14.100
case there's just more details that we

0:43:11.580,0:43:16.290
need to get from her over email or a

0:43:14.100,0:43:17.640
phone call then we when we don't want to

0:43:16.290,0:43:19.920
have that public back and forth or have

0:43:17.640,0:43:21.840
her for public for her contact

0:43:19.920,0:43:23.520
information listed out there publicly so

0:43:21.840,0:43:24.990
it's completely okay to drive the

0:43:23.520,0:43:27.360
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 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

0:44:04.730,0:44:10.250
more than to talk with talk with Maggie

0:44:07.790,0:44:12.349
about about the actual topic at hand and

0:44:10.250,0:44:13.700
it's okay at this stage to not not

0:44:12.349,0:44:16.730
engage with her every single time that

0:44:13.700,0:44:18.260
she posts and taking that to an even

0:44:16.730,0:44:20.240
more extreme not and Debbie will do this

0:44:18.260,0:44:23.780
but if there was another another user

0:44:20.240,0:44:26.000
who is using using profanity or

0:44:23.780,0:44:27.500
attacking others on the page or things

0:44:26.000,0:44:29.570
like that if you're talking about your

0:44:27.500,0:44:32.240
your grants Facebook page it's also

0:44:29.570,0:44:33.349
completely okay to have the sets of

0:44:32.240,0:44:36.290
batteries for how you're going to

0:44:33.349,0:44:38.060
operate that to that page that community

0:44:36.290,0:44:40.550
and the people start to violate those

0:44:38.060,0:44:43.490
rules it's okay to take that take that

0:44:40.550,0:44:45.640
that type of content down and in those

0:44:43.490,0:44:47.900
cases I'd recommend making sure does go

0:44:45.640,0:44:50.480
tuning streams so the person is actually

0:44:47.900,0:44:53.089
saying things that are inappropriate

0:44:50.480,0:44:55.010
using profanity saying something

0:44:53.089,0:44:56.780
offensive attacking somebody else if

0:44:55.010,0:44:59.540
it's just not part of the constructive

0:44:56.780,0:45:01.490
conversation completely okay to either

0:44:59.540,0:45:03.500
let them know the reason that you're

0:45:01.490,0:45:06.290
taking those comments down or just take

0:45:03.500,0:45:09.020
them down if they are on the other hand

0:45:06.290,0:45:11.599
just sharing negative negative points of

0:45:09.020,0:45:14.240
view on your organization let's say that

0:45:11.599,0:45:17.569
you you did have negative media coverage

0:45:14.240,0:45:19.010
or or there's just a sensitive issue and

0:45:17.569,0:45:20.869
they completely disagree with where your

0:45:19.010,0:45:23.329
agency's hands those types of comments

0:45:20.869,0:45:24.530
are completely fine you don't you don't

0:45:23.329,0:45:25.790
want to get people the impression that

0:45:24.530,0:45:27.470
you're censoring them if they don't

0:45:25.790,0:45:29.500
agree with you but just make it very

0:45:27.470,0:45:31.910
clear that if they they're acting

0:45:29.500,0:45:34.099
inappropriately that that publix

0:45:31.910,0:45:38.960
community is for and in that kind of

0:45:34.099,0:45:41.690
conversation won't feed won't be kept so

0:45:38.960,0:45:45.079
that's a lot of me talking um where that

0:45:41.690,0:45:46.579
takes us to the to the end of the formal

0:45:45.079,0:45:48.680
presentation and wanted to make sure

0:45:46.579,0:45:50.390
that we had time to to answer any

0:45:48.680,0:45:51.829
questions that might might have come up

0:45:50.390,0:45:52.940
either from the presentation or if

0:45:51.829,0:45:54.859
they're just other things that you were

0:45:52.940,0:45:59.210
hoping to get out at this time that we

0:45:54.859,0:46:02.300
could discuss as well okay Kevin I do

0:45:59.210,0:46:05.119
have a few questions from folks that

0:46:02.300,0:46:07.069

were posted it looks like they mostly

0:46:05.119,0:46:08.750
relate to when you were talking about

0:46:07.069,0:46:12.890
Twitter and

0:46:08.750,0:46:17.030
so your first question is how do you

0:46:12.890,0:46:23.600
keep the private message private on

0:46:17.030,0:46:27.230
Twitter um direct message I think when

0:46:23.600,0:46:31.490
you were talking about um live yeah your

0:46:27.230,0:46:33.710
list oh yeah so when you when you create

0:46:31.490,0:46:36.590
when you create those lists there's just

0:46:33.710,0:46:38.000
one of the options when you're you can

0:46:36.590,0:46:39.410
add people to the list and then one of

0:46:38.000,0:46:41.120
the immediate options will get is

0:46:39.410,0:46:43.010
whether you want to make it public and i

0:46:41.120,0:46:45.650
believe by default they're all private

0:46:43.010,0:46:47.530
anyway but there are many options that

0:46:45.650,0:46:49.790
gave you so should be easy to spot

0:46:47.530,0:46:51.830
whether you want to make that public or

0:46:49.790,0:46:54.350
not so when you're filling out the

0:46:51.830,0:46:57.170
information there is like a little check

0:46:54.350,0:46:59.870
box or something that might already have

0:46:57.170,0:47:01.580
a radio button that says private or if

0:46:59.870,0:47:03.740
it's not you have to click private

0:47:01.580,0:47:07.400
something like that yeah yeah exactly

0:47:03.740,0:47:10.430
okay okay and then the other question

0:47:07.400,0:47:13.400
relating to twitter is can you create a

0:47:10.430,0:47:17.360
list on twitter where you would search

0:47:13.400,0:47:21.800
for just media stations instead of the

0:47:17.360,0:47:24.380
newscasters themselves um yeah yeah you

0:47:21.800,0:47:26.600
certainly took the you on if you just if

0:47:24.380,0:47:28.040
you just do a search or even go to the

0:47:26.600,0:47:31.180
news stations websites can grab their

0:47:28.040,0:47:33.320
main Twitter handles on you if you're on

0:47:31.180,0:47:35.360
let's just go that route so let's say

0:47:33.320,0:47:37.430
there's media TV station that you want

0:47:35.360,0:47:38.990
to add to a list you speak fine there's

0:47:37.430,0:47:42.050
Witter handle whether it's do searching

0:47:38.990,0:47:45.560
Twitter or off of the station's website

0:47:42.050,0:47:48.770
once you're actually on on their handles

0:47:45.560,0:47:50.060
page where you can follow them you think

0:47:48.770,0:47:51.380
there's a little drop down next to it

0:47:50.060,0:47:52.970
where you can also add them to a list

0:47:51.380,0:47:53.990
and then you could you could go that

0:47:52.970,0:47:55.760
route so you have the lists are

0:47:53.990,0:47:57.710
completely up to you what what you want

0:47:55.760,0:47:59.690
in there I do know a problem I've had

0:47:57.710,0:48:01.610
when trying to do that not specific to

0:47:59.690,0:48:03.320
the list but just how reporters are

0:48:01.610,0:48:04.340
using Twitter in general is sometimes if

0:48:03.320,0:48:06.500
you just search for the name of the

0:48:04.340,0:48:08.540
station I can be hard to find the actual

0:48:06.500,0:48:10.160
station because then often the reporters

0:48:08.540,0:48:11.990
have way more conference in the

0:48:10.160,0:48:13.400

station's so that can be a little bit of

0:48:11.990,0:48:18.800
a trick that you can make the list

0:48:13.400,0:48:21.110
whatever you want it to be okay um so a

0:48:18.800,0:48:22.750
couple of other questions when you were

0:48:21.110,0:48:25.700
talking about

0:48:22.750,0:48:27.350
google alerts and tracking the online

0:48:25.700,0:48:29.840
conversations you have mentioned

0:48:27.350,0:48:31.970
something about setting it up with

0:48:29.840,0:48:36.440
multiple members of your team so you're

0:48:31.970,0:48:39.050
saying that either add several people's

0:48:36.440,0:48:43.370
email addresses so that you all get the

0:48:39.050,0:48:45.920
same Google email with the the news

0:48:43.370,0:48:47.870
coming in or maybe set up if you have an

0:48:45.920,0:48:50.570
IT department that can set up a general

0:48:47.870,0:48:52.160
email address where it goes to you know

0:48:50.570,0:48:54.860
it's one email address but it goes to

0:48:52.160,0:48:57.920
five people or something like that yeah

0:48:54.860,0:49:00.170
yeah so the by default you can only send

0:48:57.920,0:49:02.030
it to one address so we've done what you

0:49:00.170,0:49:04.190
just said with the da TT solution where

0:49:02.030,0:49:05.840
there is a group address that it gets

0:49:04.190,0:49:09.260
bounced to so that I've run on the team

0:49:05.840,0:49:10.790
gets those alerts and that something you

0:49:09.260,0:49:12.680
can depending on what email system

0:49:10.790,0:49:14.090
you're using to a lot of times with all

0:49:12.680,0:49:15.680
due were an Outlook and if I'm getting

0:49:14.090,0:49:17.150
those alerts a lot of them i just have

0:49:15.680,0:49:19.430
set to auto forward that certain people

0:49:17.150,0:49:21.440
on the team too so the moment i get them

0:49:19.430,0:49:25.370
they get one too even if we don't have a

0:49:21.440,0:49:27.050
team email address set up already okay

0:49:25.370,0:49:29.330
yeah maybe the way it's also you'd have

0:49:27.050,0:49:33.500
to handle either with IT or do the email

0:49:29.330,0:49:35.150
service that you're using okay so just a

0:49:33.500,0:49:37.790
reminder for folks if you've got

0:49:35.150,0:49:40.850
questions please type it in in the chat

0:49:37.790,0:49:44.840
window if you have anything that you

0:49:40.850,0:49:49.790
would like Kevin to clarify we've got a

0:49:44.840,0:49:53.480
few more minutes left so when you were

0:49:49.790,0:49:56.450
using the reporter on you know the fox

0:49:53.480,0:50:00.170
reporter and and you said that you

0:49:56.450,0:50:03.440
connected with her i assume that that

0:50:00.170,0:50:08.060
you were following her name and messages

0:50:03.440,0:50:14.510
were coming into you and you were seeing

0:50:08.060,0:50:16.940
that she had this request for foreign

0:50:14.510,0:50:18.380
news for she had a news question and

0:50:16.940,0:50:21.230
then you just kind of got it in your

0:50:18.380,0:50:22.670
inbox and and went to and responded to

0:50:21.230,0:50:25.190
her with that I don't know if you're

0:50:22.670,0:50:28.490
following what I'm asking yeah so in

0:50:25.190,0:50:30.890
that case we had set up a couple

0:50:28.490,0:50:32.900
Twitter was for during all-star game

0:50:30.890,0:50:35.000

here in Minneapolis we wanted to see

0:50:32.900,0:50:38.240
anyone who who was talking about just

0:50:35.000,0:50:39.590
the all-star game in general just to see

0:50:38.240,0:50:41.150
what conversations are happening there

0:50:39.590,0:50:42.770
but then also members of the media for

0:50:41.150,0:50:44.930
talking about the all-star game just

0:50:42.770,0:50:46.250
knowing that we had we had a campaign

0:50:44.930,0:50:49.220
going at the same time where we did have

0:50:46.250,0:50:51.590
a lot of people a lot of experts or

0:50:49.220,0:50:53.390
spokespeople available for interview so

0:50:51.590,0:50:56.270
we just used that list and then she

0:50:53.390,0:50:58.100
started talking about the coverage that

0:50:56.270,0:51:00.320
she was doing for the all-star game and

0:50:58.100,0:51:01.550
then we just jumped in there to figure

0:51:00.320,0:51:04.340
out a little bit more about what she was

0:51:01.550,0:51:07.210
doing an entire that we had that we had

0:51:04.340,0:51:12.650
people that she could interview oh okay

0:51:07.210,0:51:15.200
all right and and i will say in that

80

0:51:12.650,0:51:17.780
case it um it was all backed up to with

0:51:15.200,0:51:19.040
with more traditional outreach and

0:51:17.780,0:51:21.470
pitching to because i wouldn't say

0:51:19.040,0:51:23.240
that's all that we weren't only relying

0:51:21.470,0:51:25.369
on that but that was just an easy way

0:51:23.240,0:51:26.810
for us to say hey do we know that

0:51:25.369,0:51:28.280
there's going to be thousands of tweets

0:51:26.810,0:51:31.820
about the all-star game already let's

0:51:28.280,0:51:34.220
see if these key targets that we hope to

0:51:31.820,0:51:36.290
have conversations with because we had

0:51:34.220,0:51:38.630
national media flying in for it too if

0:51:36.290,0:51:40.100
they are actively looking for sources

0:51:38.630,0:51:42.800
let's make sure we don't miss those and

0:51:40.100,0:51:45.710
we jump in and respond on in the moment

0:51:42.800,0:51:47.390
and some of those even came in late at

0:51:45.710,0:51:49.369
night too so we had people who were

0:51:47.390,0:51:50.690
running back to the office late that

0:51:49.369,0:51:53.090
night just because of the nature of the

0:51:50.690,0:51:54.830
all-star game to lead members of the

0:51:53.090,0:52:02.470
media into the office and set up some of

0:51:54.830,0:52:05.359
those interviews too so okay super and

0:52:02.470,0:52:08.270
another question I have is when you were

0:52:05.359,0:52:11.090
talking about the serious eats and I

0:52:08.270,0:52:13.400
guess it was your thermos brand you were

0:52:11.090,0:52:15.050
saying that youyou kind of how did you

0:52:13.400,0:52:18.140
could you describe how you leveraged

0:52:15.050,0:52:22.369
serious eats with thermos like did you

0:52:18.140,0:52:23.960
purposefully search them out and know

0:52:22.369,0:52:26.270
what they were looking for and connect

0:52:23.960,0:52:29.030
thermos to them or how did that come

0:52:26.270,0:52:30.890
about yeah so in that example that was

0:52:29.030,0:52:32.119
that was one were kind of the reverse of

0:52:30.890,0:52:34.190
what we were talking about they were

0:52:32.119,0:52:35.930
that was to our media relations team

0:52:34.190,0:52:39.320

getting in touch with editors at serious

0:52:35.930,0:52:40.339
eats to secure coverage about one of our

0:52:39.320,0:52:42.109
campaigns

0:52:40.339,0:52:45.109
but then making sure after the fact that

0:52:42.109,0:52:46.609
we were tracking what serious eats was

0:52:45.109,0:52:48.710
saying about the actual coverage of

0:52:46.609,0:52:51.829
course but then on an ongoing basis if

0:52:48.710,0:52:53.779
they're saying things about coffee or

0:52:51.829,0:52:55.700
other opportunities for us to strike up

0:52:53.779,0:52:57.559
a conversation about thermos we'll jump

0:52:55.700,0:52:59.059
in and talk to them knowing that they've

0:52:57.559,0:53:01.849
already established that that

0:52:59.059,0:53:03.799
relationship with us do that or

0:53:01.849,0:53:06.380
immediate coverage that we did so just

0:53:03.799,0:53:09.799
an example of if there is if there is a

0:53:06.380,0:53:12.529
a media outlet or a retailer or supplier

0:53:09.799,0:53:14.390
who has Authority is familiars

0:53:12.529,0:53:16.400
organization you could add them to a

0:53:14.390,0:53:18.650
list to make sure that if they they

0:53:16.400,0:53:20.180
might not always think to come directly

0:53:18.650,0:53:21.440
to you that these questions but if there

0:53:20.180,0:53:25.099
is something that you can help them out

0:53:21.440,0:53:26.450
with having that list ready to go is an

0:53:25.099,0:53:27.859
easy way one you know that they're

0:53:26.450,0:53:29.539
already looking for the types of the

0:53:27.859,0:53:30.890
content that you can offer and two

0:53:29.539,0:53:33.019
they've already developed a relationship

0:53:30.890,0:53:35.710
with you or someone else on the team or

0:53:33.019,0:53:40.880
with the agency in general in the past

0:53:35.710,0:53:44.660
okay all right okay let's see what we

0:53:40.880,0:53:47.719
got here oh yes I did email the

0:53:44.660,0:53:51.410
presentation to some folks but it

0:53:47.719,0:53:53.599
bounced for some agencies I guess

0:53:51.410,0:53:56.150
because the size was too large so those

0:53:53.599,0:54:00.190
who did not get it I will need to figure

0:53:56.150,0:54:03.229
out a way to get you the presentation

0:54:00.190,0:54:07.160
maybe I could zip the file or maybe if I

0:54:03.229,0:54:08.930
could put it in an ab khud the dropbox

0:54:07.160,0:54:11.180
account and you guys can download it

0:54:08.930,0:54:15.499
from there so yes I will definitely get

0:54:11.180,0:54:17.569
you the presentation for today so you

0:54:15.499,0:54:21.069
have it as well the majority of you i

0:54:17.569,0:54:24.799
assume received it if you did not get it

0:54:21.069,0:54:27.039
please let me know I know Montana and I

0:54:24.799,0:54:31.059
think Montgomery County were the two

0:54:27.039,0:54:33.309
agencies that did not get the

0:54:31.059,0:54:40.359
presentation but if there are others

0:54:33.309,0:54:43.400
please let me know so Kevin you're

0:54:40.359,0:54:44.690
you're where you talked you have i'm

0:54:43.400,0:54:48.380
going to call it word clouds because

0:54:44.690,0:54:50.329
that was what i know it as so how did

0:54:48.380,0:54:53.319
you how did you use the word clouds in

0:54:50.329,0:54:56.289

your strategy so

0:54:53.319,0:54:58.989
that's an example where we will we'll

0:54:56.289,0:55:00.519
look at a conversation either over last

0:54:58.989,0:55:03.579
month over the last year or whatever the

0:55:00.519,0:55:04.959
time frame might be and and get a sense

0:55:03.579,0:55:06.430
of what were what are people already

0:55:04.959,0:55:08.589
talking about with the brand and what

0:55:06.430,0:55:11.079
key messages are do we need to drive in

0:55:08.589,0:55:14.319
the next quarter or the next year so

0:55:11.079,0:55:16.029
thermos for example owns they a lot of

0:55:14.319,0:55:17.410
conversation about their coffee products

0:55:16.029,0:55:20.199
but they also have a lot of water

0:55:17.410,0:55:23.289
bottles out there so when we first did

0:55:20.199,0:55:24.519
this exercise coffee was coughing cocky

0:55:23.289,0:55:27.029
related terms were the biggest

0:55:24.519,0:55:29.619
conversation drivers out there and our

0:55:27.029,0:55:32.410
charge from the client was to drive more

0:55:29.619,0:55:34.029
conversation around the Fontaine herbage

0:55:32.410,0:55:36.519
are that you saw up there but then also

0:55:34.029,0:55:38.109
their water bottles too so that so

0:55:36.519,0:55:40.390
that's just an example where we'll use

0:55:38.109,0:55:42.430
it to look for opportunities to grow

0:55:40.390,0:55:44.499
awareness around something or to tap

0:55:42.430,0:55:46.269
into if there's already a lot of people

0:55:44.499,0:55:47.769
excited about one type of product or one

0:55:46.269,0:55:49.660
type of initiative that you're doing

0:55:47.769,0:55:51.249
what can you do to blow that up even

0:55:49.660,0:55:53.999
more annoying that there is already

0:55:51.249,0:55:58.599
organic conversation happen about it

0:55:53.999,0:56:00.699
okay great and for the last few minutes

0:55:58.599,0:56:04.449
that we have remaining I just want to

0:56:00.699,0:56:06.329
spend a few more minutes on you know

0:56:04.449,0:56:09.910
when to engage and when not to engage

0:56:06.329,0:56:13.299
because I think it's pretty critical you

0:56:09.910,0:56:15.789
know for some of our agencies of course

0:56:13.299,0:56:18.599
folks are you talking about you know

0:56:15.789,0:56:24.579
passion some folks are quite passionate

0:56:18.599,0:56:26.890
about an agency in being involved in you

0:56:24.579,0:56:28.690
know liquor in any way shape or form a

0:56:26.890,0:56:30.579
government agency being involved with

0:56:28.690,0:56:33.249
liquor in any way shape or form so one

0:56:30.579,0:56:35.709
of the things that you know we have is

0:56:33.249,0:56:38.769
we've got a pretty much guidelines that

0:56:35.709,0:56:42.279
are posted on our social media channels

0:56:38.769,0:56:46.719
that sort of say you know we have the

0:56:42.279,0:56:52.089
right to take down content that is

0:56:46.719,0:56:53.739
offensive curse words and and and things

0:56:52.089,0:56:55.869
of that nature I'm not being as eloquent

0:56:53.739,0:56:58.059
as it's worded on the platform itself

0:56:55.869,0:56:59.709
but you recommend doing something like

0:56:58.059,0:57:02.279
that and it's it's as you were saying

0:56:59.709,0:57:05.019
it's okay if somebody is pretty vicious

0:57:02.279,0:57:07.180

but they're not cursing or anything like

0:57:05.019,0:57:09.099
that is it okay to leave the

0:57:07.180,0:57:14.050
comment up and just choose not to

0:57:09.099,0:57:18.160
respond or is it you know is it okay to

0:57:14.050,0:57:20.170
just take it down yeah I so if you are

0:57:18.160,0:57:22.420
in those community guidelines that you

0:57:20.170,0:57:24.069
set up I say if they if they're even if

0:57:22.420,0:57:25.569
they were just on the edge of violating

0:57:24.069,0:57:26.890
those what they haven't then then

0:57:25.569,0:57:29.680
they're playing by the rules it's okay

0:57:26.890,0:57:32.530
we've got even if the content of the

0:57:29.680,0:57:34.869
post is it's frustrating if they didn't

0:57:32.530,0:57:36.430
actually violate any rules it's you have

0:57:34.869,0:57:38.530
to leave it up or I'll second it defeats

0:57:36.430,0:57:41.020
the purpose of having those having the

0:57:38.530,0:57:42.520
the guidelines up in the first place but

0:57:41.020,0:57:44.260
that doesn't mean that that you have to

0:57:42.520,0:57:46.900
respond every single time so if you have

0:57:44.260,0:57:48.910
an example like like the the person that

0:57:46.900,0:57:50.589
we use tremere page where you have had

0:57:48.910,0:57:52.390
those conversations in the past was just

0:57:50.589,0:57:55.089
it's kind of a dead end and she's not

0:57:52.390,0:57:57.369
necessarily asking questions every time

0:57:55.089,0:58:00.160
she's just sharing your opinion then

0:57:57.369,0:58:04.900
then it's okay for for you not to jump

0:58:00.160,0:58:06.160
in every single time or or at all um so

0:58:04.900,0:58:07.630
really it's all just about if there's

0:58:06.160,0:58:11.140
what kind of conversation do you want to

0:58:07.630,0:58:13.119
have and is there a clear next step or a

0:58:11.140,0:58:15.010
clear build on the conversation by you

0:58:13.119,0:58:16.270
jumping in or are you replying just

0:58:15.010,0:58:18.430
because it's your page and you felt like

0:58:16.270,0:58:20.920
you had to say something even if the

0:58:18.430,0:58:24.609
conversation looking going anywhere okay

0:58:20.920,0:58:31.990
okay so one final plug for any questions

0:58:24.609,0:58:35.170
last minute questions folks may have all

0:58:31.990,0:58:37.059
right well Kevin I want to thank you

0:58:35.170,0:58:38.859
very much for your time and for sharing

0:58:37.059,0:58:40.569
your valuable knowledge with us this

0:58:38.859,0:58:43.869
afternoon and I want to thank each and

0:58:40.569,0:58:46.780
every one of you for joining navcon this

0:58:43.869,0:58:48.460
webinar if anyone has questions that we

0:58:46.780,0:58:51.460
did not address or if you think of

0:58:48.460,0:58:54.099
something afterwards feel free to email

0:58:51.460,0:58:55.869
me we would like your feedback about the

0:58:54.099,0:58:59.680
session and will soon be sending you a

0:58:55.869,0:59:02.530
quick survey to complete also if anyone

0:58:59.680,0:59:04.720
has suggestions for future navika

0:59:02.530,0:59:06.700
webinars it is our goal to give you the

0:59:04.720,0:59:09.099
education and the tools that you need to

0:59:06.700,0:59:11.230
perform your functions effectively so

0:59:09.099,0:59:14.730
thank you all again I wishing everyone a

0:59:11.230,0:59:14.730

great day and good bye