0:00:00.000,0:00:06.750
start the broadcast right now so thank

0:00:03.090,0:00:11.030
you all who have tuned in for the

0:00:06.750,0:00:15.420
Twitter webinar presented by NAB CA and

0:00:11.030,0:00:18.779
Iowa and Virginia the ABCs of Iowa and

0:00:15.420,0:00:22.820
Iowa and Virginia we have with us

0:00:18.779,0:00:25.410
speaking today Tanya do sold of iowa

0:00:22.820,0:00:27.810
tanya is the communications director for

0:00:25.410,0:00:31.410
the iowa alcohol beverages the vision

0:00:27.810,0:00:33.120
she works with the local and state media

0:00:31.410,0:00:35.790
to relay information regarding

0:00:33.120,0:00:38.520
operations to the public she also writes

0:00:35.790,0:00:41.239
and designs content for the divisions

0:00:38.520,0:00:44.370
publications websites and social media

0:00:41.239,0:00:46.710
tanya leads the divisions communications

0:00:44.370,0:00:49.559
team which includes internal and

0:00:46.710,0:00:52.440
external communications education and

0:00:49.559,0:00:55.289
outreach and product product management

0:00:52.440,0:01:00.239
excuse me she has been with the division
since 2007 we also have with us Maureen
Haney she is public relations
specialists for the Virginia Department
of alcohol beverage control she
currently manages the agency's Twitter
account and is part of a public affairs
team that handles internal and external
communication media relations public
outreach website content social media
graphic design and everything in between
Maureen has been with the Virginia ABC
since November 2011 and prior to which
she held a similar position for seven
years with the state of New Mexico
office of state engineering and so
before we begin the broadcast I just
want to cover some housekeeping tips our
presentation today will last for about an hour it is being recorded and we will be able to make it available for playback through gotomeeting each presenter has about 20 minutes and we will have about 20 minutes for Q&A at the end all callers have been muted and if you have any questions I invite you to look at the lower right hand or the right hand corner of the screen to type in your questions and we are collecting the questions and at the end of the presentation I will come back on the call and ask the questions that you guys have submitted to our presenters who will answer them so without further ado again thank you all for listening in
and participating I give the baton so to speak to Tanya we have a wide variety of audiences today from people who have never used Twitter to some long-term users so those of you who are very familiar with Twitter hang in there we're going to start with a very basic overview first but that will be brief we'll follow that with the Iowa experience and the Virginia experience and wrap up with what's next in the Twitter universe so what is Twitter twitter is a micro blogging social network it's most frequently used for people to make personal updates work updates share links to news stories general life observations retweeting or
sharing other other's messages you can
also send direct or private messages
share photos videos or check in or share
your location the white wheat the number
one reason that Iowa's abd decided to
customers and citizens are already out
there on Twitter so it really takes no
special effort on their part to interact
with us it's also very quick affordable
or cheap way to interact with and
respond to our customers and citizens
and their it's constant contact their
twitter is latest statistics is there's
up to a million new users worldwide
every day most active users of Twitter
are checking their accounts multiple
times every day so it's really constant
interaction how do you get started the
first thing you need to do is create
handle or a username I would really
recommend using your agency's name or a
shortened version of your agency's name
will use Iowa avd something easy to find
remember and recognize for your
customers and your users want to be able
to them to be able to find you easily
the next thing that you're going to want
to do is to create and upload an avatar
the Avatar is basically the little
symbol or picture that will show up next
to your your name as you tweet on other
pages and on your own specific show that
that users on Twitter that use pictures
or have an avatar have about 10 times
more followers than those who do not

next make sure you write your short bio

users with files have about eight times more followers than users without

following other users is the next step after you get that bio and picture and

your username uploaded you already have a lot of existing contacts that you can use to find people to follow who then hopefully in return will follow you back

use those existing contacts like napkin

other control state agencies other agencies in your own state other government agencies look and see who they're following and follow those same people also there's something super

users most communities have on people
who have tens of thousands of followers
you can find those in your community
follow them if you can get them to
follow you back and retweet some of your
messages that just exponentially
increases your reach right away I'm
after that you want to continue to grow
your network the best way to do that in
my opinion is to drive traffic to
Twitter from other sources and again you
have already have a lot of resources to
do that make sure you're putting links
to your Twitter account on your website
on your email distribution list print
publications really everything you
should have your links to facebook and
twitter it's not just the logos
more the actual URL we in Iowa actually
have links to all our social media on

the back side of everyone's business card so every time we pass that out

we're letting people know that we are we are out there on social media the next

thing that I think is really important
to start and this is one of those lessons learned that hopefully you guys can learn the easy way create lists and

basically all that is doing is categorizing everyone that you follow

and marine we'll get into this a little bit more later but there's on the screen

you can see the list of who you're following and right there on Twitter you can add or remove them from lips it'll pop up the list you have created and you
can create more you can see there those
are what we have an aisle with education
prevention social media related
companies individuals press government
licensees and industries let's allow for
a lot better time management and ease of
retweeting we try to balance our tweets
so if i'm looking for something
prevention related to send out i can
just go to that list quickly and see
what's fresh and new that i can be
sending out as well what makes an
effective tweet the first thing i think
is important is know your audience and
your audience is not necessarily the
same for every tweet you send out we
send things pacific to industry to
prevention to government and as we write

0:08:07.310,0:08:12.380
them thinking about who your audiences

0:08:09.140,0:08:14.660
is important also be a conduit and what

0:08:12.380,0:08:17.540
i mean by that is is making you a

0:08:14.660,0:08:21.290
one-stop shop or a resource for your

0:08:17.540,0:08:23.180
followers retweeting from established

0:08:21.290,0:08:25.520
credible resources like news

0:08:23.180,0:08:27.470
organizations can help that then they're

0:08:25.520,0:08:29.180
not jumping all over twitter trying to

0:08:27.470,0:08:30.800
find information they know they can come

0:08:29.180,0:08:33.410
to you if it's alcohol-related and in

0:08:30.800,0:08:38.120
their state or nationwide they can find

0:08:33.410,0:08:40.310
that information right away I also think

0:08:38.120,0:08:43.900
it's important to clearly identify your

0:08:40.310,0:08:48.050
tweets by using a headline essentially

0:08:43.900,0:08:49.520
you're already very short on Twitter but

0:08:48.050,0:08:51.030
people are blasted every day with

0:08:49.520,0:08:54.360
literally tens of thousand
of tweets a quick statistic it took over three years for the first billion tweets to be sent out and now there's about a billion tweets every week people are blasted with a lot of things so the quick short headline at the beginning can tell them what's it about and if that's something they're interested in also using hashtags and that's the little pound sign or the number tag with keywords people use those to watch trends and if you incorporate those in your tweets you're going to have more reach people not may not necessarily be following you can find you be a subject make sure you're only using that ones that are relevant to the tweet you're
sending out have the next thing for
effective tweeting is shortening your
link links take up valuable character
space you only get 140 characters many
Twitter apps have this built-in so to
automatically shorten those but there's
also a lot of free websites out there
that it just takes a quick copy and
paste there used to be kind of a idea
that these shortened links may not be
safe that's less prevalent now
especially if you've established
yourself as a reputable to your
followers how they'll trust those links
and as I tend you get 140 characters for
a tweet but I recommend only using 120
and the reason why is that allows for
easy retweeting of your messages by
others especially on mobile devices they
click one button it says we retweet
think it'll add your handle there and
the RT which means retweet and it will
still keep them under 140 characters
without them having to to shuffle around
and figure out how to edit that take
bits of space um I'm going to turn it
over to marine right now for some more
of the simple starter tips from Virginia
so now that tanya has gone over the
basics I'd like to give you a little
information on how Virginia ABC has
found the best ways to manage this
monster we call Twitter and we manage
our account by using a social media
dashboard monitoring streams and lists
analytic and avoiding getting sand is it

is also very

important part of that so what is a

social media dashboard my my mouse is not there it is okay so especial media

dashboard allows you to use multiple social networks on one screen so you can actually link facebook twitter all of that it's AIT's time and it also helps you organize especially with Twitter and it allows you to monitor multiple topics at one time which is very handy especially when you're dealing with that balance between the prevention and the retail side of things like we do and so I here at Virginia ABC we use HootSuite as our social media dashboard and there
are various different ones you can use

this is the one that we can see the best for us so this is a screenshot of what HootSuite looks like in this particular shot you'll see all these different columns here and in this screen you can see the home feed which is a running list of all the things that are tweeted by all the people that we follow and this moves very quickly it's constantly updating you'll see direct mentions which shows any tweets that specifically mention the at Virginia ABC handle you'll see direct messages which are private messages that followers might send us you can also see the sent tweets here which are any tweets that we sent
or any retweet that we have done and if

0:12:42.450,0:12:47.580
I could continue to scroll to the right

0:12:44.480,0:12:51.140
you would see that I also have more

0:12:47.580,0:12:55.440
columns that we use to monitor keywords

0:12:51.140,0:12:57.300
so for example we follow anyone that

0:12:55.440,0:13:00.120
uses the term yay tap because that is

0:12:57.300,0:13:05.130
one of our youth programs anytime they

0:13:00.120,0:13:08.460
say Virginia ABC or ABC stores or VA ABC

0:13:05.130,0:13:10.170
those are all keywords that we have that

0:13:08.460,0:13:12.210
allow us to monitor people who are

0:13:10.170,0:13:14.520
talking about us even when they're not

0:13:12.210,0:13:18.540
using our official handle in their

0:13:14.520,0:13:21.780
tweets and then across the top here

0:13:18.540,0:13:26.310
this is where we have tabs that allow us

0:13:21.780,0:13:29.310
to categorize our list and the listserv

0:13:26.310,0:13:32.040
what Connie was showing you earlier and

0:13:29.310,0:13:34.430
the categories that I've chosen that are

0:13:32.040,0:13:37.610
helpful for me for example I have
industry which is where I follow with

people like our licensees wineries

breweries that kind of thing then I have

an education tab where I follow mad

drive smart any kind of prevention or

education entities the media tab which

is self-explanatory organizations and we

follow colleges and universities and

other state agencies and then you'll see

here to that you know this is where our

Facebook comes into play if you wanted

to use that as well so let's try and get

to the cream so whoops okay so here just

so I showed where the column on the side

pops out just you could kind of see what

was here the streams is the screen that

we're on right now and then you can use
this to check your analytics and then

this button this little head right here

is what will take you to your contacts

so when you want to send a tweet from

hootsuite first of all as tanya was

mentioning you it's going to get a short

year links so you can cut and paste a

link into this area right here hit

shrink HootSuite will shrink it for you

and then you can type your tweet and it

will it will go out with a little link

right here in the event that you wanted

to this area right here is where you put

in that you want to send it from your

twitter account you could also click

your facebook account and send it all to

one all at once if you wanted to do that

15
and then those lists that we are referring to you in order to make new list you click here which says add stream and once you do that you get this screen and you'll see some ability that we have here law enforcement media wine and social and you just create a new list and then the list will be in your contacts when you click on that and I'll show you how you would you add that to the list in a minute this is also where you would develop your streams with keywords and you can also search from from this window right here well on the next screen this is what you see when you go into the contacts and you'll see my lists right here so let's say I wanted
you know don't text and drive to be

under my prevention and control list all

I would have to do is just drag that

into there drop it in and then every
time don't text and drive tweet

something then it will show up in mind

my prevention and control list and it
makes it easier to categorize and
monitor all of those things so then that
begs the question why do we feel the

need to monitor all these different
entities well there are lots of reasons
obviously but for us I should say the
most important three reasons our

customer service education and

enforcement customer service you know

we've had instances where you know one
of our licensees or our establishments

I've had a complaint and rather than
coming to us with it they just sort of
tweet about it and we can catch it and
then we can maybe tell the people that
might be able to make things better and
and they could give those people a call
i mean it's it's just sort of an
immediate customer service need that's
being met in it and if we weren't
monitoring that we might not even know
that our customers are unhappy with us
and then of course the education
component goes without saying we monitor
what other people are tweeting about we
learn about what's going on industry
those in the retail and prevention side
and we also you know emphasize our

education components and our events and

things like that and then for

enforcement I actually have an example

this is um this is one of my favorites

that i thought i would share with you on

how monitoring twitter can be useful on

the

enforcement side so here's some start

here's Ali an ally has decided to tweet

with pride about sending her dad to the

ABC store to stock up for the semester

so you'll see this tweet right here

sending my dad on ABC store run stock up

on a few bottles to start the year off

right hashtag love him so this piqued my

interest just a little bit so I decided

to dive a little deeper into Ali's
profile and I noticed her pictures or images down here and she was kind enough to post a photo on Twitter of her children's license which had her date of birth telling me she was only 19 and her full name and address and big red highlight is said under 21 and so August 2014 so Ali was very accommodating I didn't even have to do the math and some other details I learned was that she was a sophomore at Longwood University for sorority when she was going to be arriving back on campus and of course my main concern was that Ali's dad was buying a bunch of alcohol for underage sorority girls so long story short I called our agent who deals with that
University and he was very excited to meet Ali on her first day back through college and she also assisted us by posting a photo of all of the bottles of alcohol that her father had purchased for her so the apple doesn't fall far from the tree in fact it's no wonder that Ali doesn't have her information sets aside of it because cedar does her father so here's a picture of her dad he's probably on the way to the ABC store as we speak so that's just a quick example of how you have used Twitter to sort of help are our enforcement and underage drinking so the next thing is analytics so whose suite is a good place to go for analytics depending on what
you're interested in we use the basic
HootSuite but you can also pay to get
upgraded and get more detailed
information but you you know as it stands with the basic one you're able to see how many people click our link number of followers number of mentions and our reach all things that can be useful in determining how you're getting your message out there and safe tweeting the basically just don't click on anything that you think is out of the ordinary is it looks strange it probably is and I have an example here either two people that we follow and that follow us to send us direct messages and their accounts have been hacked and this is just an example of a weird thing hey
this user is making of dreadful things
about you and then they encourage you to
click that link best ideas not to if it
looks like i said if it looks a little
shady and assess and if you click on
something and it prompts you to enter
any information about your account like
your email or password don't do it
because they're fishing to try and hack
your account and do this to other people
and we did learn the hard way on that
one so there i'm going to turn back over
to Tonya for some Iowa experience thanks
Laureen I would have been on Twitter
since early 2009 and our methods and our
opinion on how we want to use that
have grown over the years so right now
our biggest use for twitter is promote positive messages that we have and also to respond to negative its negativity or misconceptions that people are posting out there about our agents they are the state primarily though we do use it to post news links and updates to both industry and prevention education related messages we also constantly are having conversations with licensees they know they can message us we're on there all the time and we'll get back to them really really quickly a lot of conversations with licensees we also use it to promote joint messages what I mean by that is other control states or nav or other state agencies in Iowa like
Iowa Department of Public Health get 
0:22:17.950,0:22:21.880 
their message out there and in hopes 
0:22:19.570,0:22:24.490 
that they'll return the favor we also 
try to promote right messages that we 
0:22:24.490,0:22:31.120 
have with local and national prevention 
0:22:26.530,0:22:32.890 
group and we cover tobacco too we also 
0:22:31.120,0:22:35.460 
use Twitter to drive traffic to our 
0:22:32.890,0:22:37.900 
website we have a lot of different what 
0:22:35.460,0:22:40.690 
resources on our website and we will 
0:22:37.900,0:22:44.760 
tweet directly to those resources such 
0:22:40.690,0:22:48.150 
as our server online e-learning course 
0:22:44.760,0:22:50.470 
safety messages press releases 
0:22:48.150,0:22:52.840 
educational materials like printable 
0:22:50.470,0:22:55.510 
posters or tips and talking points to 
0:22:52.840,0:22:58.600 
talk to your kids about alcohol now the 
0:22:55.510,0:23:00.700 
cost of duis and we strategically kind 
0:22:58.600,0:23:02.530 
of time those spread those out people 
0:23:00.700,0:23:04.420 
know those resources are available on
our website we get a lot of hits through
that we also use it to drive traffic
back and forth between Twitter and Facebook trying to catch people on both
of those social media outlets we also use it before during and after events
this summer we partnered with the local zoo for an event that they have a zoo
brew essentially every Wednesday night
in the summer they shut down the zoo to children and open it up to 21 and older
have beer and wine samples and live music and you know want around the zoo
and see the animals we partnered with them to have a designated driver booth
so every Wednesday before we go we send out tweets saying and we're will be a
zoo zoo brew tonight come and visit the
designated driver table register to win
a prize we tweeted pictures while we
were at zoo brew of our administrator at
manning the booth and things like that
and then afterwards thanks for coming
out and hanging out with us we've done
the same thing when we participated in a
veterans parade and we also have an
event coming up here in November that
will start tweeting about before as we
firm up on speakers and agenda you know
join us here's how to register how will
tweet during the event of speakers are
presenting and I know navika does the
same thing and then afterwards as well
marine talked a little bit about oopsie

31
and then is the same tool that we use in Iowa I have gone through a couple of different ones tweetdeck and a few others and HootSuite really seems to have the whole package for us managing those lists and tracking analytics all kind of in one stop the great thing about them I think one of the best things about who's we does it allows you to schedule your tweets so in the morning you can easily and quickly set up your pretty much your entire days worth of social media can also schedule out days weeks months in advance so when alcohol was April awareness month I'm sorry April was alcohol Awareness Month we went out and scheduled the tweets for the entire month so we made sure
somebody called in sick or anything like that we were still getting those message about it's just great time saver also your hottest times during the day for Twitter are nine to eleven in the morning and one two three in the afternoon so scheduling your tweets on those high traffic times without having to remember to go back to it is very helpful you can also schedule tweets for weekends and evenings without your staff having to work after hours or pay attention to that those will catch audiences that are completely different than who you're seeing on Twitter during the weekday scheduling also allows for an easy balance as I schedule those
tweets you can go out and say oh you

know we're seem a little heavy on

industry related things right now we

need to go find some prevention stuff

and intermix that with it too to make

sure we're balancing the types of

messages were sending out on a given day

week or month and you want to talk a

little bit about Twitter etiquette

twitter is a two-way conversation and I

i think it's it's a really bad idea to

ignore people that are talking to your

about you I equate it to the customer

calls into your office and has a

complaint or a comment you don't just

hang up on them you make a response in

some way shape or form and they think

0:26:37.060,0:26:40.960
that's important

and once that conversation is started go ahead and try to keep it going it's also very important to be honest and transparent social media is the first place agencies will get called out for putting too much spin on something we're not being completely honest if it's something you feel like you need to then a lot it's maybe not the best message to be putting out there on social media you will get called out very quickly I think it's important to say thank you and I don't usually mean that literally saying thank you on Twitter a lot of times is through retweeting others messages replying commenting things like that to show that I am aware that you're sending
out your retweeting my messages and I appreciate it i'm going to do the same for you again on the ignoring things we try not to ignore delete or attempt to bury negativity most of the time these are opportunities to respond publicly to the negative poster and they're not the only ones that will see it they say something nasty or untrue and you respond politely and correct it not only will they see it but a lot of other people will see it too so if somebody was thinking that they hadn't posted it but now they have the right answer as well there are instances where things are clearly inflammatory and unsolvable and sometimes it's best to leave those
alone shield the final thing for 
etiquette for us is to be human and
right casually I think social media is a
lot more like a phone conversation with
a friend than writing a press release be
human not just marketing as active
listening and aging and responding the
customers I'm gonna send it back over to
marine again and she's going to cover a
few more specifics on how Virginia's
using Twitter to so we pretty much
shared the same philosophy as Iowa and
and echo what Tonya just said a little
bit more about our philosophy you know
when she says you know be human I kind
of I used the word hip but the
hip the social find balance is very
important especially for us being you
0:28:57.650,0:29:03.080
know part retail and then parts
0:28:59.920,0:29:04.970
education and Prevention sort of you
0:29:03.080,0:29:07.640
know getting a nice balance of messages
0:29:04.970,0:29:10.730
on their learns to pick your battles
0:29:07.640,0:29:12.980
sometimes you just you just can't win an
0:29:10.730,0:29:15.590
argument with some of these people and
0:29:12.980,0:29:18.490
then kind of avoid having an opinion you
0:29:15.590,0:29:22.670
have to remember that you know you are
0:29:18.490,0:29:26.600
the agency people see the logo out there
0:29:22.670,0:29:29.750
they don't see the human behind it so an
0:29:26.600,0:29:31.280
example of being hip and when I use the
0:29:29.750,0:29:34.400
word hip I mean as hip as you can be
0:29:31.280,0:29:36.430
eating with the government agency so you
0:29:34.400,0:29:39.770
know just feel have a little fun with it
0:29:36.430,0:29:42.230
this tweet just showing this as an
0:29:39.770,0:29:45.320
example because if actually got this
0:29:42.230,0:29:46.970
link got clicked on potentially more
than a lot of other links that we had and retweeted quite a bit and if you can't read it even chickens can suffer when you don't drink responsibly I mean I think just the use of chickens and drinking responsibly in the same tweet people's interests so it encouraged them to click on it and then being social like tanya was saying twitter is a two-way communication tool it's not just a place for us to post stuff and leave it alone the way to be social is linking engaging and sharing and she also said Twitter its Twitter courtesy to give others recognition by using their handles and then you hope for the same in return so this example just kind of
shows where we tweeted about an employee that was going to appear on a local TV network and we use the station's handles and we tweeted back to our or more than 2,000 followers and then in return they retweeted and in the click of a button we hit another 10,000 followers because they had a very wide reach so and I like this particular one can say their answer was sort of cute and personable that you know come on they said to you so I liked that example and then what she was saying about you know people can just be inflammatory and you do have to learn to pick your battles this is an example of um we had stopped a club from having a performer
because he was related with gangs and

this person was not particularly happy

about it and so they you know in the

matter of I don't know a few minutes

they spent about seven nasty tweets and

we decided not to poke the bear on this

one so to speak and just let them vents

and move on and sure enough it was over

shortly and I don't think anybody really

remembers it and we haven't heard from

this person again so we just chose not

to respond to this one and then decide

lessons learned for us as I'm sure it is

with a lot of you the twitter has been

on the job training and we've learned a

few lessons along the way in this

example we ABT tweeted a link to an

article about a pending case involving a
man who allegedly performed a strip to
you the case was ongoing and the tweet
generated some interest probably because
the word striptease was in it but
whatever the reason the man was on who
was on trial didn't appreciate of
posting it because it was an article
that had maybe a little bit of a slant
to it and he hadn't even the case i've
been fully adjudicated yet so we
realized that he had a very valid point
and ABC kind of came up with some rules
after that not to tweet any coverage of
a case that has not been fully
adjudicated yet and we try and link
directly to a press release that we've
issued rather than linking people to
coverage in the event that it would be
planted or have an opinion of any of any
sort and of course we do retweet
articles all the time but we make sure
that we cite the source and we are very
picky about you know the ones that we
put up there we don't we avoid opening
that can of worms so on that note i will
give it that to tanya to finish up so if
you've decided to make the leap and get
your agency on twitter how's next i
I think once you get signed up the
ongoing like I said we've
on for four years or so you got to
continue to grow your network social
media is not going away continue to grow
and increase your reach do that by again

0:32:42.350,0:32:47.060
0:32:44.810,0:32:49.070
0:32:47.060,0:32:50.810
0:32:49.070,0:32:53.120
0:32:50.810,0:32:55.370
0:32:53.120,0:32:57.380
0:32:55.370,0:33:01.910
0:32:57.380,0:33:08.870
0:33:01.910,0:33:11.000
0:33:08.870,0:33:14.180
0:33:11.000,0:33:16.850
0:33:14.180,0:33:18.559
0:33:16.850,0:33:22.519
0:33:18.559,0:33:24.769
0:33:22.519,0:33:28.730
0:33:24.769,0:33:31.999
0:33:28.730,0:33:34.249
0:33:31.999,0:33:37.340
driving traffic from other sources I

give people motivation to stay people

want to know or see what's in it for

them to follow you and also personalize

it hit all your audiences make sure

you're trying to balance between

industry prevention local information

you know the general public at varying

times of the day increase your

conversations by replying to others that

will get you more followers as well and

not everything must be relevant to your

mission and that will help expand your

audience we started out very strict and

dry and they're trying to change that

now humor is the number one thing that

will make something go viral online so

like Marines example of the chickens
story of using things like that is going
to vastly increase your reach now you may get a little bit of backlash on old
government employees spending time to
tell us about a guy who got drunk and accidentally killed there's chickens but it's worth it to be out there and growing that network all the time the other next thing I think that as big as social media policies are becoming very common Iowa has a statewide social media policy and a DVD we're working on an agency specific policy pretty much the only reason we don't have one at this point in time is there's only two of us that have access to it at all and we've been doing it for quite a while but it
is in the process policies can cover
both professional and personal use
there's a little conference controversy
or the personal use of things but it's
important also to cover what it when it
is and is not appropriate to speak on
behalf of the organization and be clear
on that definition sometimes the
employees is not intent intending to be
speaking for the company on their own
but it can
be perceived that way and also clearly
define in a social media policy the
information that employees may never
share on social networks which would be
confidential information I know some
agencies specifically say never to use
employee names things like that be
specific on who can create or have
access to those official accounts that
can even include how oft and passwords
are changed and the use of agency
computers for social networking defining
how the agency will or will not interact
with other users is a good thing to
include on social media policies and
posting a notice of how when and why
User Content would be deleted from
agency pages can save you headaches
sometimes down the road and the
final thing on social media policy is
kind of define your content what is and
is an appropriate should post and by
that I mean sometimes there's a fine
line and I all we don't post products
specials or drink recipes but we're also
not in the retail business like a lot of
you guys are so it where it may be
appropriate for Pennsylvania do that and
less so maybe for us so defining those
things in your social media policies can
make it easier and run smoother from the
very beginning on the Twitterverse on
the right-hand side of your screen you
can see kind of a galaxy and every
single one of those little circles are
an app or a service that is related to
Twitter it can be very overwhelming
there are services for mobile twitter
dashboards marketing analytics crm event
management advertising marketing the
list goes on and on and on we really
only use about three of those we use

Twitter specifically how we use a dashboard HootSuite like we've talked

about and then Twitter for mobile don't

let that overwhelm you don't need to

know every single one of those or be

using any of them do what works for you

don't don't get overwhelmed by

everything that's out there and the last

thing on what's next is targeted

accounts so we have had our Iowa a media

account for a number of years

we are considering now having an

equally different account that is

specific to education and Prevention

like Maureen said sometimes we have

state agencies who have both the sale
either wholesale and or retail plus an education prevention component um can get some backlash depending on what we're putting out there from one side or the other we're considering it we have not jumped in to do that but it's possibility for the future okay so to wrap up for best practices set up your profile and include your picture by a location your website your branding the more of that you do the more followers you'll end up with more authentic accounts respond retweets and start conversations balance information with fun curate your tweets with headlines and hashtags and don't forget you can't floor until you leave the nest go ahead and make that list or make that jump and
get out there so thank you so much for participating in today's webinar marine and I hope that you feel a little more confident about tweeting and know that you have both of us as a resource to get you started there's our total heat Twitter handles and then our emails feel free to call us or email us message us on twitter if you want any advice or need any help as you get moving on maybe going to take back over right now and i think we'll be covering any questions that people have submitted through the webinar chat portal yes thank you very much tonya questions that i have here like how do you prioritize what social media platform is is best to
be on i mean you talked about so many of them that are out there you know

Facebook Twitter I mean there's also YouTube although I know we're specific to to Twitter today but how do you prioritize which is the best one to be um this is Tanya I can kind of cover that when we decided to go ahead and get on social media in 2009 please book in Twitter we're definitely the top ones out there and I think that's still true today I know several agencies have had great success on YouTube and I think that's a good one too but primarily and you'll just linked in their Pinterest there's a million of them I think the best place to start is facebook and or
Twitter in my opinion marine I agree I
0:40:36.320,0:40:41.060
mean we also have a youtube account we
0:40:38.750,0:40:45.920
use that primarily though when we have
0:40:41.060,0:40:48.140
videos we link from our Facebook to the
0:40:45.920,0:40:50.990
youtube account or from twitter to
0:40:48.140,0:40:53.240
youtube for we have PSAs or anything of
0:40:50.990,0:40:55.250
that nature but i but i agree that
0:40:53.240,0:40:57.200
twitter and facebook or where it's at at
0:40:55.250,0:41:03.550
least for the next five minutes anyway
0:40:57.200,0:41:07.540
so all right okay i just want to remind
0:41:03.550,0:41:12.830
listeners that there is a questions
0:41:07.540,0:41:15.619
section on the right side and you can
0:41:12.830,0:41:21.430
type in your questions and hit submit
0:41:15.619,0:41:27.400
and we will get the the questions and
0:41:21.430,0:41:27.400
we'll ask and answer them for you
0:41:27.520,0:41:37.790
another question with regard to to
0:41:34.430,0:41:40.670
twitter and being out there you are you
0:41:37.790,0:41:46.550
identified as yourself or are you
identified as the agency this is Maureen

um you are you are the agency and you're putting on the face of the agency now

you may have seen like on my HootSuite you saw my name all over it but that doesn't go out at all they just see the ABC logo when when we tweet I would also same specific to the agency you don't know if it's me or Arron or sending the things out there and where you can see that it's just backend stuff I do have personal accountable Twitter and Facebook and yes they are private so you kind of separate the you have separate the two although did they change it where you could use the same email
address or you have to have you have one
that comes to work and then your
separate one is the one that goes
personally to your home email right but
yeah you have as a an individual you can
have a business page or a government
page that you basically are the
administrator of but they you switch
back and forth and HootSuite allows you
to have multiple streams goings you
could in theory have your personal
Facebook the work Facebook multiple
Twitter accounts and everything that
would just make me caution you to be
really careful about which one you're
sending things out from hmm ok all right
so the the other question is the social
media policy that you made reference to
do you have that available at all could
you make it available or yeah the state
of Iowa is policy is actually in place
and I can send that to Maggie who can
distribute it out to the committee's to
like I said that Iowa abd specific one
is still in progress but I'd be willing
to if you want to message me or email
you send you in draft form as well ok
all right and likewise with the with
Virginia we are policy is done our
agency one but it's based on the state
one with very little variances but we
would be happy to send that around if
that would be useful ok I'll um I'll
e-mail you both and ask for them and
we'll send it out to the attendees
participating today ok just again to remind everyone if you have any questions there is that question bar on the right you just click on it and type in your question and hit the send and we'll i'll ask it on your behalf okay any more questions from anyone tanya marine any other parting comments or thoughts to share with folks who came in today and like we said we're both more than happy to be a resource if you've got questions as you before you start or as you get started feel free to email us or message us the best we can do is share our experiences and hopefully you can learn from some of the lessons we had to learn the hard way you
have like life here and please follow us on Twitter absolutely alright well thank you guys very much appreciate your time
tanya and maureen and thank you all for tuning in and listening as i said we recorded this webinar and we will have it available for playback at your convenience i believe it's a feature i'm going to be able to take advantage of with the goto webinar and if there are no other questions i again thank you all very much and you have a wonderful afternoon thank you bye