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

0:00:55.289,0:01:02.219
since 2007 we also have with us Maureen

0:01:00.239,0:01:03.629
Haney she is public relations

0:01:02.219,0:01:06.270
specialists for the Virginia Department

0:01:03.629,0:01:08.340
of alcohol beverage control she

0:01:06.270,0:01:10.380
currently manages the agency's Twitter

0:01:08.340,0:01:12.890
account and is part of a public affairs

0:01:10.380,0:01:15.900
team that handles internal and external

0:01:12.890,0:01:18.810
communication media relations public

0:01:15.900,0:01:22.189
outreach website content social media

0:01:18.810,0:01:24.570
graphic design and everything in between

0:01:22.189,0:01:27.540
Maureen has been with the Virginia ABC

0:01:24.570,0:01:29.820
since November 2011 and prior to which

0:01:27.540,0:01:31.369
she held a similar position for seven

0:01:29.820,0:01:34.799
years with the state of New Mexico

0:01:31.369,0:01:37.680
office of state engineering and so

0:01:34.799,0:01:41.759
before we begin the broadcast I just

0:01:37.680,0:01:43.680
want to cover some housekeeping tips our

0:01:41.759,0:01:47.340
presentation today will last for about

0:01:43.680,0:01:48.899
an hour it is being recorded and we will

0:01:47.340,0:01:53.520
be able to make it available for

0:01:48.899,0:01:57.060
playback through gotomeeting each

0:01:53.520,0:01:59.729
presenter has about 20 minutes and we

0:01:57.060,0:02:03.509
will have about 20 minutes for Q&A at

0:01:59.729,0:02:05.759
the end all callers have been muted and

0:02:03.509,0:02:08.039
if you have any questions I invite you

0:02:05.759,0:02:10.509
to look at the lower right hand or the

0:02:08.039,0:02:13.450
right hand corner of the screen

0:02:10.509,0:02:15.220
to type in your questions and we are

0:02:13.450,0:02:17.439
collecting the questions and at the end

0:02:15.220,0:02:21.010
of the presentation I will come back on

0:02:17.439,0:02:22.900
the call and ask the questions that you

0:02:21.010,0:02:25.689
guys have submitted to our presenters

0:02:22.900,0:02:28.720
who will answer them so without further

0:02:25.689,0:02:33.280
ado again thank you all for listening in

0:02:28.720,0:02:41.950
and participating I give the baton so to

0:02:33.280,0:02:44.590
speak to Tanya Tanya we have a wide

0:02:41.950,0:02:47.290
variety of audiences today from people

0:02:44.590,0:02:49.959
who have never used Twitter to some

0:02:47.290,0:02:51.760
long-term users so those of you who are

0:02:49.959,0:02:53.319
very familiar with Twitter hang in there

0:02:51.760,0:02:57.480
we're going to start with a very basic

0:02:53.319,0:02:59.560
overview first but that will be brief

0:02:57.480,0:03:01.750
we'll follow that with the Iowa

0:02:59.560,0:03:03.760
experience and the Virginia experience

0:03:01.750,0:03:07.930
and wrap up with what's next in the

0:03:03.760,0:03:10.750
Twitter universe so what is twitter

0:03:07.930,0:03:13.989
twitter is a micro blogging social

0:03:10.750,0:03:16.959
network it's most frequently used for

0:03:13.989,0:03:20.019
people to make personal updates work

0:03:16.959,0:03:23.889
updates share links to news stories

0:03:20.019,0:03:27.129
general life observations retweeting or

0:03:23.889,0:03:29.260

sharing other other's messages you can

0:03:27.129,0:03:32.169
also send direct or private messages

0:03:29.260,0:03:38.169
share photos videos or check in or share

0:03:32.169,0:03:41.470
your location the white wheat the number

0:03:38.169,0:03:44.650
one reason that Iowa's abd decided to

0:03:41.470,0:03:46.750
get on Twitter with customer service our

0:03:44.650,0:03:49.419
customers and citizens are already out

0:03:46.750,0:03:52.120
there on Twitter so it really takes no

0:03:49.419,0:03:55.659
special effort on their part to interact

0:03:52.120,0:03:57.730
with us it's also very quick affordable

0:03:55.659,0:04:00.060
or cheap way to interact with and

0:03:57.730,0:04:03.099
respond to our customers and citizens

0:04:00.060,0:04:06.639
and their it's constant contact their

0:04:03.099,0:04:08.530
twitter is latest statistics is there's

0:04:06.639,0:04:12.190
up to a million new users worldwide

0:04:08.530,0:04:14.019
every day most active users of Twitter

0:04:12.190,0:04:16.060
are checking their accounts multiple

0:04:14.019,0:04:22.479
times every day so it's really constant

0:04:16.060,0:04:24.200
interaction how do you get started the

0:04:22.479,0:04:26.840
first thing you need to do is create

0:04:24.200,0:04:29.030
handle or a username I would really

0:04:26.840,0:04:31.220
recommend using your agency's name or a

0:04:29.030,0:04:34.690
shortened version of your agency's name

0:04:31.220,0:04:38.000
will use Iowa avd something easy to find

0:04:34.690,0:04:40.640
remember and recognize for your

0:04:38.000,0:04:43.660
customers and your users want to be able

0:04:40.640,0:04:46.040
to them to be able to find you easily

0:04:43.660,0:04:48.970
the next thing that you're going to want

0:04:46.040,0:04:52.010
to do is to create and upload an avatar

0:04:48.970,0:04:54.440
the Avatar is basically the little

0:04:52.010,0:04:59.120
symbol or picture that will show up next

0:04:54.440,0:05:06.590
to your your name as you tweet on other

0:04:59.120,0:05:09.260
pages and on your own specific show that

0:05:06.590,0:05:11.420
that users on Twitter that use pictures

0:05:09.260,0:05:14.710
or have an avatar have about 10 times

0:05:11.420,0:05:17.480
more followers than those who do not

0:05:14.710,0:05:19.640
next make sure you write your short bio

0:05:17.480,0:05:23.680
users with files have about eight times

0:05:19.640,0:05:23.680
more followers than users without

0:05:24.490,0:05:28.520
following other users is the next step

0:05:26.810,0:05:31.670
after you get that bio and picture and

0:05:28.520,0:05:34.070
your username uploaded you already have

0:05:31.670,0:05:36.380
a lot of existing contacts that you can

0:05:34.070,0:05:38.380
use to find people to follow who then

0:05:36.380,0:05:41.540
hopefully in return will follow you back

0:05:38.380,0:05:44.690
use those existing contacts like napkin

0:05:41.540,0:05:46.610
other control state agencies other

0:05:44.690,0:05:48.380
agencies in your own state other

0:05:46.610,0:05:50.210
government agencies look and see who

0:05:48.380,0:05:53.780
they're following and follow those same

0:05:50.210,0:05:56.570
people also there's something super

0:05:53.780,0:05:58.340
users most communities have on people

0:05:56.570,0:06:00.230

who have tens of thousands of followers

0:05:58.340,0:06:02.030
you can find those in your community

0:06:00.230,0:06:05.180
follow them if you can get them to

0:06:02.030,0:06:06.830
follow you back and retweet some of your

0:06:05.180,0:06:10.190
messages that just exponentially

0:06:06.830,0:06:12.080
increases your reach right away I'm

0:06:10.190,0:06:14.660
after that you want to continue to grow

0:06:12.080,0:06:17.120
your network the best way to do that in

0:06:14.660,0:06:19.370
my opinion is to drive traffic to

0:06:17.120,0:06:22.070
Twitter from other sources and again you

0:06:19.370,0:06:24.200
have already have a lot of resources to

0:06:22.070,0:06:26.030
do that make sure you're putting links

0:06:24.200,0:06:29.030
to your Twitter account on your website

0:06:26.030,0:06:31.780
on your email distribution list print

0:06:29.030,0:06:35.120
publications really everything you

0:06:31.780,0:06:37.760
should have your links to facebook and

0:06:35.120,0:06:41.030
twitter it's not just the logos

0:06:37.760,0:06:42.650
more the actual URL we in Iowa actually

0:06:41.030,0:06:44.360
have links to all our social media on

0:06:42.650,0:06:46.430
the back side of everyone's business

0:06:44.360,0:06:48.710
card so every time we pass that out

0:06:46.430,0:06:54.200
we're letting people know that we are we

0:06:48.710,0:06:55.700
are out there on social media the next

0:06:54.200,0:06:57.350
thing that I think is really important

0:06:55.700,0:07:00.500
to start and this is one of those

0:06:57.350,0:07:03.610
lessons learned that hopefully you guys

0:07:00.500,0:07:05.690
can learn the easy way create lists and

0:07:03.610,0:07:08.240
basically all that is doing is

0:07:05.690,0:07:09.800
categorizing everyone that you follow

0:07:08.240,0:07:13.010
and marine we'll get into this a little

0:07:09.800,0:07:14.540
bit more later but there's on the screen

0:07:13.010,0:07:16.010
you can see the list of who you're

0:07:14.540,0:07:17.720
following and right there on Twitter you

0:07:16.010,0:07:20.510
can add or remove them from lips it'll

0:07:17.720,0:07:22.100
pop up the list you have created and you

0:07:20.510,0:07:24.080
can create more you can see there those

0:07:22.100,0:07:26.560
are what we have an aisle with education

0:07:24.080,0:07:29.300
prevention social media related

0:07:26.560,0:07:32.810
companies individuals press government

0:07:29.300,0:07:34.880
licensees and industries let's allow for

0:07:32.810,0:07:37.520
a lot better time management and ease of

0:07:34.880,0:07:38.570
retweeting we try to balance our tweets

0:07:37.520,0:07:41.210
so if i'm looking for something

0:07:38.570,0:07:42.980
prevention related to send out i can

0:07:41.210,0:07:44.870
just go to that list quickly and see

0:07:42.980,0:07:50.120
what what's fresh and new that i can be

0:07:44.870,0:07:53.420
sending out as well what makes an

0:07:50.120,0:07:55.970
effective tweet the first thing i think

0:07:53.420,0:07:58.310
is important is know your audience and

0:07:55.970,0:08:01.670
your audience is not necessarily the

0:07:58.310,0:08:04.250
same for every tweet you send out we

0:08:01.670,0:08:07.310
send things pacific to industry to

0:08:04.250,0:08:09.140

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

0:08:51.030,0:08:56.340
of tweets a quick statistic it took over

0:08:54.360,0:08:58.470
three years for the first billion tweets

0:08:56.340,0:09:01.230
to be sent out and now there's about a

0:08:58.470,0:09:03.180
billion tweets every week people are

0:09:01.230,0:09:05.490
blasted with a lot of things so the

0:09:03.180,0:09:07.950
quick short headline at the beginning

0:09:05.490,0:09:10.040
can tell them what's it about and if

0:09:07.950,0:09:12.480
that's something they're interested in

0:09:10.040,0:09:14.370
also using hashtags and that's the

0:09:12.480,0:09:17.670
little pound sign or the number tag with

0:09:14.370,0:09:21.510
keywords people use those to watch

0:09:17.670,0:09:22.680
trends and if you incorporate those in

0:09:21.510,0:09:25.200
your tweets you're going to have more

0:09:22.680,0:09:27.680
reach people not may not necessarily be

0:09:25.200,0:09:30.360
following you can find you be a subject

0:09:27.680,0:09:32.160
make sure you're only using that ones

0:09:30.360,0:09:34.950
that are relevant to the tweet you're

0:09:32.160,0:09:36.420
sending out have the next thing for

0:09:34.950,0:09:39.330
effective tweeting is shortening your

0:09:36.420,0:09:42.930
link links take up valuable character

0:09:39.330,0:09:45.240
space you only get 140 characters many

0:09:42.930,0:09:47.010
Twitter apps have this built-in so to

0:09:45.240,0:09:48.540
automatically shorten those but there's

0:09:47.010,0:09:50.160
also a lot of free websites out there

0:09:48.540,0:09:53.670
that it just takes a quick copy and

0:09:50.160,0:09:55.710
paste there used to be kind of a idea

0:09:53.670,0:09:58.370
that these shortened links may not be

0:09:55.710,0:09:59.730
safe that's less prevalent now

0:09:58.370,0:10:01.920
especially if you've established

0:09:59.730,0:10:04.080
yourself as a reputable to your

0:10:01.920,0:10:07.740
followers how they'll trust those links

0:10:04.080,0:10:10.770
and as I tend you get 140 characters for

0:10:07.740,0:10:12.780
a tweet but I recommend only using 120

0:10:10.770,0:10:15.030
and the reason why is that allows for

0:10:12.780,0:10:17.760

easy retweeting of your messages by

0:10:15.030,0:10:19.860
others especially on mobile devices they

0:10:17.760,0:10:23.160
click one button it says we retweet

0:10:19.860,0:10:25.380
think it'll add your handle there and

0:10:23.160,0:10:27.450
the RT which means retweet and it will

0:10:25.380,0:10:29.730
still keep them under 140 characters

0:10:27.450,0:10:31.470
without them having to to shuffle around

0:10:29.730,0:10:34.920
and figure out how to edit that take

0:10:31.470,0:10:36.810
bits of space um I'm going to turn it

0:10:34.920,0:10:40.970
over to marine right now for some more

0:10:36.810,0:10:43.380
of the simple starter tips from Virginia

0:10:40.970,0:10:45.150
so now that tanya has gone over the

0:10:43.380,0:10:48.360
basics I'd like to give you a little

0:10:45.150,0:10:50.280
information on how Virginia ABC has

0:10:48.360,0:10:53.580
found the best ways to manage this

0:10:50.280,0:10:56.610
monster we call Twitter and we manage

0:10:53.580,0:11:00.380
our account by using a social media

0:10:56.610,0:11:03.930
dashboard monitoring streams and lists

0:11:00.380,0:11:05.070
analytic and avoiding getting sand is it

0:11:03.930,0:11:09.960
is also very

0:11:05.070,0:11:15.570
important part of that so what is a

0:11:09.960,0:11:18.930
social media dashboard my my mouse is

0:11:15.570,0:11:21.540
not there it is okay so especial media

0:11:18.930,0:11:24.420
dashboard allows you to use multiple

0:11:21.540,0:11:26.970
social networks on one screen so you can

0:11:24.420,0:11:30.450
actually link facebook twitter all of

0:11:26.970,0:11:32.850
that it's AIT's time and it also helps

0:11:30.450,0:11:36.060
you organize especially with Twitter and

0:11:32.850,0:11:38.520
it allows you to monitor multiple topics

0:11:36.060,0:11:40.620
at one time which is very handy

0:11:38.520,0:11:43.110
especially when you're dealing with that

0:11:40.620,0:11:47.190
balance between the prevention and the

0:11:43.110,0:11:52.470
retail side of things like we do and so

0:11:47.190,0:11:56.460
I here at Virginia ABC we use HootSuite

0:11:52.470,0:11:57.780
as our social media dashboard and there

0:11:56.460,0:12:00.870
are various different ones you can use

0:11:57.780,0:12:03.180
this is the one that we can see the best

0:12:00.870,0:12:05.100
for us so this is a screenshot of what

0:12:03.180,0:12:08.070
HootSuite looks like in this particular

0:12:05.100,0:12:11.430
shot you'll see all these different

0:12:08.070,0:12:13.800
columns here and in this screen you can

0:12:11.430,0:12:15.480
see the home feed which is a running

0:12:13.800,0:12:18.300
list of all the things that are tweeted

0:12:15.480,0:12:20.310
by all the people that we follow and

0:12:18.300,0:12:22.920
this moves very quickly it's constantly

0:12:20.310,0:12:25.620
updating you'll see direct mentions

0:12:22.920,0:12:28.580
which shows any tweets that specifically

0:12:25.620,0:12:31.620
mention the at Virginia ABC handle

0:12:28.580,0:12:33.450
you'll see direct messages which are

0:12:31.620,0:12:36.690
private messages that followers might

0:12:33.450,0:12:39.270
send us you can also see the sent tweets

0:12:36.690,0:12:42.450
here which are any tweets that we sent

0:12:39.270,0:12:44.480

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

0:13:34.430,0:13:41.070
industry which is where I follow with

0:13:37.610,0:13:43.980
people like our licensees wineries

0:13:41.070,0:13:46.620
breweries that kind of thing then I have

0:13:43.980,0:13:49.080
an education tab where I follow mad

0:13:46.620,0:13:54.930
drive smart any kind of prevention or

0:13:49.080,0:13:58.050
education entities the media tab which

0:13:54.930,0:14:00.510
is self-explanatory organizations and we

0:13:58.050,0:14:03.570
follow colleges and universities and

0:14:00.510,0:14:05.280
other state agencies and then you'll see

0:14:03.570,0:14:07.140
here to that you know this is where our

0:14:05.280,0:14:12.360
Facebook comes into play if you wanted

0:14:07.140,0:14:18.240
to use that as well so let's try and get

0:14:12.360,0:14:20.940
to the cream so whoops okay so here just

0:14:18.240,0:14:22.830
so I showed where the column on the side

0:14:20.940,0:14:25.500
pops out just you could kind of see what

0:14:22.830,0:14:28.020
was here the streams is the screen that

0:14:25.500,0:14:30.000
we're on right now and then you can use

0:14:28.020,0:14:32.700
this to check your analytics and then

0:14:30.000,0:14:35.690
this button this little head right here

0:14:32.700,0:14:38.640
is what will take you to your contacts

0:14:35.690,0:14:41.520
so when you want to send a tweet from

0:14:38.640,0:14:43.710
hootsuite first of all as tanya was

0:14:41.520,0:14:46.800
mentioning you it's going to get a short

0:14:43.710,0:14:49.950
year links so you can cut and paste a

0:14:46.800,0:14:52.830
link into this area right here hit

0:14:49.950,0:14:55.860
shrink HootSuite will shrink it for you

0:14:52.830,0:14:57.990
and then you can type your tweet and it

0:14:55.860,0:15:00.840
will it will go out with a little link

0:14:57.990,0:15:03.540
right here in the event that you wanted

0:15:00.840,0:15:04.650
to this area right here is where you put

0:15:03.540,0:15:06.060
in that you want to send it from your

0:15:04.650,0:15:07.650
twitter account you could also click

0:15:06.060,0:15:11.660
your facebook account and send it all to

0:15:07.650,0:15:11.660
one all at once if you wanted to do that

0:15:12.680,0:15:19.500

and then those lists that that we are

0:15:16.890,0:15:22.410
referring to you in order to make new

0:15:19.500,0:15:24.900
list you click here which says add

0:15:22.410,0:15:28.080
stream and once you do that you get this

0:15:24.900,0:15:31.140
screen and you'll see some ability that

0:15:28.080,0:15:31.960
we have here law enforcement media wine

0:15:31.140,0:15:34.450
and social

0:15:31.960,0:15:37.660
and you just create a new list and then

0:15:34.450,0:15:39.820
the list will be in your contacts when

0:15:37.660,0:15:41.740
you click on that and i'll show you how

0:15:39.820,0:15:43.360
you would you add that to the list in a

0:15:41.740,0:15:46.810
minute this is also where you would

0:15:43.360,0:15:48.820
develop your streams with keywords and

0:15:46.810,0:15:53.290
you can also search from from this

0:15:48.820,0:15:56.230
window right here well on the next

0:15:53.290,0:15:58.840
screen this is what you see when you go

0:15:56.230,0:16:02.110
into the contacts and you'll see my

0:15:58.840,0:16:05.290
lists right here so let's say I wanted

0:16:02.110,0:16:08.230
you know don't text and drive to be

0:16:05.290,0:16:09.460
under my prevention and control list all

0:16:08.230,0:16:12.700
I would have to do is just drag that

0:16:09.460,0:16:16.090
into there drop it in and then every

0:16:12.700,0:16:18.280
time don't text and drive tweet

0:16:16.090,0:16:20.650
something then it will show up in mind

0:16:18.280,0:16:22.690
my prevention and control list and it

0:16:20.650,0:16:26.410
makes it easier to categorize and

0:16:22.690,0:16:28.030
monitor all of those things so then that

0:16:26.410,0:16:29.440
begs the question why do we feel the

0:16:28.030,0:16:31.930
need to monitor all these different

0:16:29.440,0:16:34.510
entities well there are lots of reasons

0:16:31.930,0:16:36.550
obviously but for us I should say the

0:16:34.510,0:16:38.770
most important three reasons our

0:16:36.550,0:16:42.130
customer service education and

0:16:38.770,0:16:45.490
enforcement customer service you know

0:16:42.130,0:16:50.680
we've had instances where you know one

0:16:45.490,0:16:53.290
of our licensees or our establishments

0:16:50.680,0:16:54.820
I've had a complaint and rather than

0:16:53.290,0:16:58.270
coming to us with it they just sort of

0:16:54.820,0:17:00.340
tweet about it and we can catch it and

0:16:58.270,0:17:02.110
then we can maybe tell the people that

0:17:00.340,0:17:04.420
might be able to make things better and

0:17:02.110,0:17:06.310
and they could give those people a call

0:17:04.420,0:17:09.010
i mean it's it's just sort of an

0:17:06.310,0:17:10.750
immediate customer service need that's

0:17:09.010,0:17:12.700
being met in it and if we weren't

0:17:10.750,0:17:15.190
monitoring that we might not even know

0:17:12.700,0:17:17.740
that our customers are unhappy with us

0:17:15.190,0:17:19.959
and then of course the education

0:17:17.740,0:17:21.880
component goes without saying we monitor

0:17:19.959,0:17:23.680
what other people are tweeting about we

0:17:21.880,0:17:26.110
learn about what's going on industry

0:17:23.680,0:17:29.710
those in the retail and prevention side

0:17:26.110,0:17:32.560

and we also you know emphasize our

0:17:29.710,0:17:35.080
education components and our events and

0:17:32.560,0:17:37.270
things like that and then for

0:17:35.080,0:17:39.790
enforcement I actually have an example

0:17:37.270,0:17:42.670
this is um this is one of my favorites

0:17:39.790,0:17:45.490
that i thought i would share with you on

0:17:42.670,0:17:45.700
how monitoring twitter can be useful on

0:17:45.490,0:17:50.169
the

0:17:45.700,0:17:53.440
enforcement side so here's some start

0:17:50.169,0:17:55.419
here's Ali an ally has decided to tweet

0:17:53.440,0:17:57.690
with pride about sending her dad to the

0:17:55.419,0:17:59.880
ABC store to stock up for the semester

0:17:57.690,0:18:03.429
so you'll see this tweet right here

0:17:59.880,0:18:05.230
sending my dad on ABC store run stock up

0:18:03.429,0:18:09.190
on a few bottles to start the year off

0:18:05.230,0:18:11.559
right hashtag love him so this piqued my

0:18:09.190,0:18:13.600
interest just a little bit so I decided

0:18:11.559,0:18:16.360
to dive a little deeper into Ali's

0:18:13.600,0:18:19.590
profile and I noticed her pictures or

0:18:16.360,0:18:22.870
images down here and she was kind enough

0:18:19.590,0:18:24.909
to post a photo on Twitter of her

0:18:22.870,0:18:27.850
children's license which had her date of

0:18:24.909,0:18:30.840
birth telling me she was only 19 and her

0:18:27.850,0:18:34.000
full name and address and big red

0:18:30.840,0:18:37.419
highlight is said under 21 and so August

0:18:34.000,0:18:40.120
2014 so Ali was very accommodating I

0:18:37.419,0:18:41.799
didn't even have to do the math and some

0:18:40.120,0:18:44.200
other details I learned was that she was

0:18:41.799,0:18:46.299
a sophomore at Longwood University for

0:18:44.200,0:18:48.940
sorority when she was going to be

0:18:46.299,0:18:50.769
arriving back on campus and of course my

0:18:48.940,0:18:53.260
main concern was that Ali's dad was

0:18:50.769,0:18:56.529
buying a bunch of alcohol for underage

0:18:53.260,0:18:57.940
sorority girls so long story short I

0:18:56.529,0:19:00.669
called our agent who deals with that

0:18:57.940,0:19:04.120
University and he was very excited to

0:19:00.669,0:19:08.590
meet Ali on her first day back through

0:19:04.120,0:19:11.320
college and she also assisted us by

0:19:08.590,0:19:12.730
posting a photo of all of the bottles of

0:19:11.320,0:19:15.909
alcohol that her father had purchased

0:19:12.730,0:19:18.820
for her so the apple doesn't fall far

0:19:15.909,0:19:20.440
from the tree in fact it's no wonder

0:19:18.820,0:19:22.480
that Ali doesn't have her information

0:19:20.440,0:19:25.570
sets aside of it because cedar does her

0:19:22.480,0:19:27.220
father so here's a picture of her dad

0:19:25.570,0:19:30.510
he's probably on the way to the ABC

0:19:27.220,0:19:34.090
store as we speak so that's just a quick

0:19:30.510,0:19:36.570
example of how you have used Twitter to

0:19:34.090,0:19:40.929
sort of help are our enforcement and

0:19:36.570,0:19:43.809
underage drinking so the next thing is

0:19:40.929,0:19:45.669
analytics so whose suite is a good place

0:19:43.809,0:19:47.889
to go for analytics depending on what

0:19:45.669,0:19:51.029

you're interested in we use the basic

0:19:47.889,0:19:53.080
HootSuite but you can also pay to get

0:19:51.029,0:19:56.049
upgraded and get more detailed

0:19:53.080,0:19:58.299
information but you you know as it

0:19:56.049,0:19:59.680
stands with the basic one you're able to

0:19:58.299,0:20:02.620
see how many people click

0:19:59.680,0:20:05.350
our link number of followers number of

0:20:02.620,0:20:07.750
mentions and our reach all things that

0:20:05.350,0:20:11.860
can be useful in determining how you're

0:20:07.750,0:20:15.310
getting your message out there and safe

0:20:11.860,0:20:17.080
tweeting the basically just don't click

0:20:15.310,0:20:20.890
on anything that you think is out of the

0:20:17.080,0:20:26.640
ordinary is it looks strange it probably

0:20:20.890,0:20:29.500
is and I have an example here either two

0:20:26.640,0:20:31.960
people that we follow and that follow us

0:20:29.500,0:20:34.660
to send us direct messages and their

0:20:31.960,0:20:37.180
accounts have been hacked and this is

0:20:34.660,0:20:38.830
just an example of a weird thing hey

0:20:37.180,0:20:40.450
this user is making of dreadful things

0:20:38.830,0:20:43.870
about you and then they encourage you to

0:20:40.450,0:20:45.670
click that link best ideas not to if it

0:20:43.870,0:20:48.160
looks like i said if it looks a little

0:20:45.670,0:20:50.020
shady and assess and if you click on

0:20:48.160,0:20:52.810
something and it prompts you to enter

0:20:50.020,0:20:55.270
any information about your account like

0:20:52.810,0:20:57.550
your email or password don't do it

0:20:55.270,0:20:59.440
because they're fishing to try and hack

0:20:57.550,0:21:02.710
your account and do this to other people

0:20:59.440,0:21:05.710
and we did learn the hard way on that

0:21:02.710,0:21:10.690
one so there i'm going to turn back over

0:21:05.710,0:21:14.650
to Tonya for some Iowa experience thanks

0:21:10.690,0:21:20.020
Laureen I would have been on Twitter

0:21:14.650,0:21:23.080
since early 2009 and our methods and our

0:21:20.020,0:21:26.200
our opinion on how we want to use that

0:21:23.080,0:21:29.320
have grown over the years so right now

0:21:26.200,0:21:32.890
our biggest use for twitter is promote

0:21:29.320,0:21:35.680
positive messages that we have and also

0:21:32.890,0:21:38.080
to respond to negative its negativity or

0:21:35.680,0:21:40.210
misconceptions that people are posting

0:21:38.080,0:21:44.100
out there about our agents they are the

0:21:40.210,0:21:48.490
state primarily though we do use it to

0:21:44.100,0:21:50.200
post news links and updates to both

0:21:48.490,0:21:54.190
industry and prevention education

0:21:50.200,0:21:56.800
related messages we also constantly are

0:21:54.190,0:21:59.140
having conversations with licensees they

0:21:56.800,0:22:01.390
know they can message us we're on there

0:21:59.140,0:22:04.150
all the time and we'll get back to them

0:22:01.390,0:22:07.150
really really quickly a lot of

0:22:04.150,0:22:10.030
conversations with licensees we also use

0:22:07.150,0:22:12.850
it to promote joint messages what I mean

0:22:10.030,0:22:15.190
by that is other control states or nav

0:22:12.850,0:22:17.950
or other state agencies in Iowa like

0:22:15.190,0:22:19.570

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

0:22:21.880,0:22:26.530
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

0:23:02.530,0:23:07.060
our website we get a lot of hits through

0:23:04.420,0:23:08.590
that we also use it to drive traffic

0:23:07.060,0:23:10.870
back and forth between Twitter and

0:23:08.590,0:23:14.590
Facebook trying to catch people on both

0:23:10.870,0:23:17.560
of those social media outlets we also

0:23:14.590,0:23:20.380
use it before during and after events

0:23:17.560,0:23:23.620
this summer we partnered with the local

0:23:20.380,0:23:25.570
zoo for an event that they have a zoo

0:23:23.620,0:23:27.970
brew essentially every Wednesday night

0:23:25.570,0:23:30.340
in the summer they shut down the zoo to

0:23:27.970,0:23:32.980
children and open it up to 21 and older

0:23:30.340,0:23:34.690
have beer and wine samples and live

0:23:32.980,0:23:37.060
music and you know want around the zoo

0:23:34.690,0:23:40.320
and see the animals we partnered with

0:23:37.060,0:23:43.540
them to have a designated driver booth

0:23:40.320,0:23:45.280
so every Wednesday before we go we send

0:23:43.540,0:23:47.590
out tweets saying and we're will be a

0:23:45.280,0:23:49.480
zoo zoo brew tonight come and visit the

0:23:47.590,0:23:52.450
designated driver table register to win

0:23:49.480,0:23:54.730
a prize we tweeted pictures while we

0:23:52.450,0:23:57.400
were at zoo brew of our administrator at

0:23:54.730,0:23:59.170
manning the booth and things like that

0:23:57.400,0:24:01.660
and then afterwards thanks for coming

0:23:59.170,0:24:03.460
out and hanging out with us we've done

0:24:01.660,0:24:05.590
the same thing when we participated in a

0:24:03.460,0:24:07.660
veterans parade and we also have an

0:24:05.590,0:24:11.800
event coming up here in November that

0:24:07.660,0:24:15.190
will start tweeting about before as we

0:24:11.800,0:24:17.620
firm up on speakers and agenda you know

0:24:15.190,0:24:19.660
join us here's how to register how will

0:24:17.620,0:24:21.370
tweet during the event of speakers are

0:24:19.660,0:24:25.270
presenting and I know navika does the

0:24:21.370,0:24:27.670
same thing and then afterwards as well

0:24:25.270,0:24:29.500
marine talked a little bit about oopsie

0:24:27.670,0:24:31.660

and then is the same tool that we use in

0:24:29.500,0:24:33.610
Iowa I have gone through a couple of

0:24:31.660,0:24:36.190
different ones tweetdeck and a few

0:24:33.610,0:24:39.130
others and HootSuite really seems to

0:24:36.190,0:24:41.050
have the whole package for us managing

0:24:39.130,0:24:43.630
those lists and tracking analytics all

0:24:41.050,0:24:46.720
kind of in one stop the great thing

0:24:43.630,0:24:49.270
about them I think one of the best

0:24:46.720,0:24:52.090
things about who's we does it allows you

0:24:49.270,0:24:54.130
to schedule your tweets so in the

0:24:52.090,0:24:55.960
morning you can easily and quickly set

0:24:54.130,0:25:01.150
up your pretty much your entire days

0:24:55.960,0:25:04.720
worth of social media can also schedule

0:25:01.150,0:25:07.480
out days weeks months in advance so when

0:25:04.720,0:25:09.480
alcohol was April awareness month I'm

0:25:07.480,0:25:12.010
sorry April was alcohol Awareness Month

0:25:09.480,0:25:13.510
we went out and scheduled the tweets for

0:25:12.010,0:25:15.550
the entire month so we made sure

32

0:25:13.510,0:25:17.020
somebody called in sick or anything like

0:25:15.550,0:25:20.770
that we were still getting those message

0:25:17.020,0:25:22.780
about it's just great time saver also

0:25:20.770,0:25:24.130
your hottest times during the day for

0:25:22.780,0:25:25.570
Twitter are nine to eleven in the

0:25:24.130,0:25:28.780
morning and one two three in the

0:25:25.570,0:25:30.640
afternoon so scheduling your tweets on

0:25:28.780,0:25:32.440
those high traffic times without having

0:25:30.640,0:25:36.100
to remember to go back to it is very

0:25:32.440,0:25:38.140
helpful you can also schedule tweets for

0:25:36.100,0:25:40.360
weekends and evenings without your staff

0:25:38.140,0:25:41.950
having to work after hours or pay

0:25:40.360,0:25:44.410
attention to that those will catch

0:25:41.950,0:25:45.970
audiences that are completely different

0:25:44.410,0:25:49.960
than who you're seeing on Twitter during

0:25:45.970,0:25:51.970
the weekday scheduling also allows for

0:25:49.960,0:25:53.590
an easy balance as I schedule those

0:25:51.970,0:25:54.910
tweets you can go out and say oh you

0:25:53.590,0:25:56.830
know we're seem a little heavy on

0:25:54.910,0:25:58.900
industry related things right now we

0:25:56.830,0:26:01.630
need to go find some prevention stuff

0:25:58.900,0:26:03.970
and intermix that with it too to make

0:26:01.630,0:26:05.830
sure we're balancing the types of

0:26:03.970,0:26:09.460
messages were sending out on a given day

0:26:05.830,0:26:13.980
week or month and you want to talk a

0:26:09.460,0:26:13.980
little bit about Twitter etiquette

0:26:16.440,0:26:23.140
twitter is a two-way conversation and I

0:26:20.230,0:26:25.180
i think it's it's a really bad idea to

0:26:23.140,0:26:28.810
ignore people that are talking to your

0:26:25.180,0:26:31.420
about you I equate it to the customer

0:26:28.810,0:26:33.160
calls into your office and has a

0:26:31.420,0:26:35.440
complaint or a comment you don't just

0:26:33.160,0:26:37.060
hang up on them you make a response in

0:26:35.440,0:26:38.140
some way shape or form and they think

0:26:37.060,0:26:40.960

that's important

0:26:38.140,0:26:44.050
and once that conversation is started go

0:26:40.960,0:26:45.880
ahead and try to keep it going it's also

0:26:44.050,0:26:48.010
very important to be honest and

0:26:45.880,0:26:50.170
transparent social media is the first

0:26:48.010,0:26:52.780
place agencies will get called out for

0:26:50.170,0:26:54.550
putting too much spin on something we're

0:26:52.780,0:26:56.650
not being completely honest if it's

0:26:54.550,0:27:00.190
something you feel like you need to then

0:26:56.650,0:27:01.810
a lot it's maybe not the best message to

0:27:00.190,0:27:05.140
be putting out there on social media you

0:27:01.810,0:27:06.910
will get called out very quickly I think

0:27:05.140,0:27:10.390
it's important to say thank you and I

0:27:06.910,0:27:12.580
don't usually mean that literally saying

0:27:10.390,0:27:14.500
thank you on Twitter a lot of times is

0:27:12.580,0:27:18.010
through retweeting others messages

0:27:14.500,0:27:20.410
replying commenting things like that to

0:27:18.010,0:27:22.090
show that I am aware that you're sending

0:27:20.410,0:27:23.560
out your retweeting my messages and I

0:27:22.090,0:27:29.170
appreciate it i'm going to do the same

0:27:23.560,0:27:31.330
for you again on the ignoring things we

0:27:29.170,0:27:34.300
try not to ignore delete or attempt to

0:27:31.330,0:27:37.060
bury negativity most of the time these

0:27:34.300,0:27:39.490
are opportunities to respond publicly to

0:27:37.060,0:27:41.320
the negative poster and they're not the

0:27:39.490,0:27:43.510
only ones that will see it they say

0:27:41.320,0:27:46.630
something nasty or untrue and you

0:27:43.510,0:27:48.640
respond politely and correct it not only

0:27:46.630,0:27:50.320
will they see it but a lot of other

0:27:48.640,0:27:52.240
people will see it too so if somebody

0:27:50.320,0:27:54.430
was thinking that they hadn't posted it

0:27:52.240,0:27:57.460
but now they have the right answer as

0:27:54.430,0:28:00.580
well there are instances where things

0:27:57.460,0:28:03.490
are clearly inflammatory and unsolvable

0:28:00.580,0:28:06.310
and sometimes it's best to leave those

0:28:03.490,0:28:08.500
alone shield the final thing for

0:28:06.310,0:28:11.380
etiquette for us is to be human and

0:28:08.500,0:28:13.180
right casually I think social media is a

0:28:11.380,0:28:16.150
lot more like a phone conversation with

0:28:13.180,0:28:19.120
a friend than writing a press release be

0:28:16.150,0:28:21.100
human not just marketing as active

0:28:19.120,0:28:23.770
listening and aging and responding the

0:28:21.100,0:28:25.450
customers I'm gonna send it back over to

0:28:23.770,0:28:27.760
marine again and she's going to cover a

0:28:25.450,0:28:35.080
few more specifics on how Virginia's

0:28:27.760,0:28:37.510
using Twitter to so we pretty much

0:28:35.080,0:28:40.570
shared the same philosophy as Iowa and

0:28:37.510,0:28:42.820
and echo what Tonya just said a little

0:28:40.570,0:28:46.990
bit more about our philosophy you know

0:28:42.820,0:28:51.380
when she says you know be human I kind

0:28:46.990,0:28:55.070
of I used the word hip but the

0:28:51.380,0:28:57.650
hip the social find balance is very

0:28:55.070,0:28:59.920

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

0:29:45.320,0:29:50.810
than a lot of other links that we had

0:29:46.970,0:29:52.610
and retweeted quite a bit and if you

0:29:50.810,0:29:54.350
can't read it even chickens can suffer

0:29:52.610,0:29:56.570
when you don't drink responsibly I mean

0:29:54.350,0:29:58.250
I think just the use of chickens and

0:29:56.570,0:30:01.580
drinking responsibly in the same tweet

0:29:58.250,0:30:05.630
people's interests so it encouraged them

0:30:01.580,0:30:07.640
to click on it and then being social

0:30:05.630,0:30:10.490
like tanya was saying twitter is a

0:30:07.640,0:30:12.590
two-way communication tool it's not just

0:30:10.490,0:30:15.710
a place for us to post stuff and leave

0:30:12.590,0:30:19.520
it alone the way to be social is linking

0:30:15.710,0:30:21.350
engaging and sharing and she also said

0:30:19.520,0:30:23.210
Twitter its Twitter courtesy to give

0:30:21.350,0:30:25.580
others recognition by using their

0:30:23.210,0:30:28.460
handles and then you hope for the same

0:30:25.580,0:30:31.760
in return so this example just kind of

0:30:28.460,0:30:33.800
shows where we tweeted about an employee

0:30:31.760,0:30:36.170
that was going to appear on a local TV

0:30:33.800,0:30:39.440
network and we use the station's handles

0:30:36.170,0:30:42.050
and we tweeted back to our or more than

0:30:39.440,0:30:44.150
2,000 followers and then in return they

0:30:42.050,0:30:47.330
retweeted and in the click of a button

0:30:44.150,0:30:51.710
we hit another 10,000 followers because

0:30:47.330,0:30:53.630
they had a very wide reach so and I like

0:30:51.710,0:30:55.400
this particular one can say their answer

0:30:53.630,0:30:59.600
was sort of cute and personable that you

0:30:55.400,0:31:01.910
know come on they said to you so I liked

0:30:59.600,0:31:03.740
that example and then what she was

0:31:01.910,0:31:04.760
saying about you know people can just be

0:31:03.740,0:31:06.590
inflammatory

0:31:04.760,0:31:12.310
and you do have to learn to pick your

0:31:06.590,0:31:15.500
battles this is an example of um we had

0:31:12.310,0:31:17.270
stopped a club from having a performer

0:31:15.500,0:31:19.820

because he was related with gangs and

0:31:17.270,0:31:22.730
this person was not particularly happy

0:31:19.820,0:31:24.140
about it and so they you know in the

0:31:22.730,0:31:26.480
matter of I don't know a few minutes

0:31:24.140,0:31:28.880
they spent about seven nasty tweets and

0:31:26.480,0:31:30.560
we decided not to poke the bear on this

0:31:28.880,0:31:33.170
one so to speak and just let them vents

0:31:30.560,0:31:35.810
and move on and sure enough it was over

0:31:33.170,0:31:38.060
shortly and I don't think anybody really

0:31:35.810,0:31:41.240
remembers it and we haven't heard from

0:31:38.060,0:31:45.350
this person again so we just chose not

0:31:41.240,0:31:48.500
to respond to this one and then decide

0:31:45.350,0:31:50.030
lessons learned for us as I'm sure it is

0:31:48.500,0:31:52.820
with a lot of you the twitter has been

0:31:50.030,0:31:54.950
on the job training and we've learned a

0:31:52.820,0:31:58.070
few lessons along the way in this

0:31:54.950,0:32:00.230
example we ABT tweeted a link to an

0:31:58.070,0:32:02.150
article about a pending case involving a

0:32:00.230,0:32:04.580
man who allegedly performed a strip to

0:32:02.150,0:32:06.740
you the case was ongoing and the tweet

0:32:04.580,0:32:08.750
garnered some interest probably because

0:32:06.740,0:32:11.060
the word striptease was in it but

0:32:08.750,0:32:12.800
whatever the reason the man was on who

0:32:11.060,0:32:15.640
was on trial didn't appreciate of

0:32:12.800,0:32:18.980
posting it because it was an article

0:32:15.640,0:32:21.350
that had maybe a little bit of a slant

0:32:18.980,0:32:23.600
to it and he hadn't even the case i've

0:32:21.350,0:32:25.400
been fully adjudicated yet so we

0:32:23.600,0:32:28.910
realized that he had a very valid point

0:32:25.400,0:32:32.000
and ABC kind of came up with some rules

0:32:28.910,0:32:33.860
after that not to tweet any coverage of

0:32:32.000,0:32:36.740
a case that has not been fully

0:32:33.860,0:32:39.110
adjudicated yet and we try and link

0:32:36.740,0:32:42.350
directly to a press release that we've

0:32:39.110,0:32:44.810
issued rather than linking people to

0:32:42.350,0:32:47.060
coverage in the event that it would be

0:32:44.810,0:32:49.070
planted or have an opinion of any of any

0:32:47.060,0:32:50.810
sort and of course we do retweet

0:32:49.070,0:32:53.120
articles all the time but we make sure

0:32:50.810,0:32:55.370
that we cite the source and we are very

0:32:53.120,0:32:57.380
picky about you know the ones that we

0:32:55.370,0:33:01.910
put up there we don't we avoid opening

0:32:57.380,0:33:08.870
that can of worms so on that note i will

0:33:01.910,0:33:11.000
give it that to tanya to finish up so if

0:33:08.870,0:33:14.180
you've decided to make the leap and get

0:33:11.000,0:33:16.850
your agency on twitter how what's next i

0:33:14.180,0:33:18.559
I think once you get signed up the

0:33:16.850,0:33:22.519
ongoing like I said we've

0:33:18.559,0:33:24.769
on for four years or so you got to

0:33:22.519,0:33:28.730
continue to grow your network social

0:33:24.769,0:33:31.999
media is not going away continue to grow

0:33:28.730,0:33:34.249
and increase your reach do that by again

0:33:31.999,0:33:37.340

driving traffic from other sources I

0:33:34.249,0:33:39.590
give people motivation to stay people

0:33:37.340,0:33:43.009
want to know or see what's in it for

0:33:39.590,0:33:45.019
them to follow you and also personalize

0:33:43.009,0:33:46.370
it hit all your audiences make sure

0:33:45.019,0:33:50.230
you're trying to balance between

0:33:46.370,0:33:53.149
industry prevention local information

0:33:50.230,0:33:55.519
you know the general public at varying

0:33:53.149,0:33:58.279
times of the day increase your

0:33:55.519,0:34:01.070
conversations by replying to others that

0:33:58.279,0:34:02.899
will get you more followers as well and

0:34:01.070,0:34:05.179
not everything must be relevant to your

0:34:02.899,0:34:08.089
mission and that will help expand your

0:34:05.179,0:34:10.369
audience we started out very strict and

0:34:08.089,0:34:14.510
dry and they're trying to change that

0:34:10.369,0:34:16.909
now humor is the number one thing that

0:34:14.510,0:34:19.669
will make something go viral online so

0:34:16.909,0:34:24.710
like Marines example of the chickens

0:34:19.669,0:34:27.290
story of using things like that is going

0:34:24.710,0:34:29.599
to vastly increase your reach now you

0:34:27.290,0:34:32.089
may get a little bit of backlash on old

0:34:29.599,0:34:34.790
government employees spending time to

0:34:32.089,0:34:38.389
tell us about a guy who got drunk and

0:34:34.790,0:34:39.829
accidentally killed there's chickens but

0:34:38.389,0:34:43.069
it's worth it to be out there and

0:34:39.829,0:34:45.169
growing that network all the time the

0:34:43.069,0:34:47.210
other next thing I think that as big as

0:34:45.169,0:34:50.540
social media policies are becoming very

0:34:47.210,0:34:52.700
common Iowa has a statewide social media

0:34:50.540,0:34:55.369
policy and a DVD we're working on an

0:34:52.700,0:34:56.839
agency specific policy pretty much the

0:34:55.369,0:34:58.339
only reason we don't have one at this

0:34:56.839,0:35:00.920
point in time is there's only two of us

0:34:58.339,0:35:03.200
that have access to it at all and we've

0:35:00.920,0:35:06.380
been doing it for quite a while but it

0:35:03.200,0:35:08.780
is in the process policies can cover

0:35:06.380,0:35:11.540
both professional and personal use

0:35:08.780,0:35:15.020
there's a little conference controversy

0:35:11.540,0:35:18.349
or the personal use of things but it's

0:35:15.020,0:35:20.599
important also to cover what it when it

0:35:18.349,0:35:23.060
is and is not appropriate to speak on

0:35:20.599,0:35:25.220
behalf of the organization and be clear

0:35:23.060,0:35:29.210
on that definition sometimes the

0:35:25.220,0:35:31.339
employees is not intent intending to be

0:35:29.210,0:35:32.120
speaking for the company on their own

0:35:31.339,0:35:35.840
but it can

0:35:32.120,0:35:38.000
be perceived that way and also clearly

0:35:35.840,0:35:39.530
define in a social media policy the

0:35:38.000,0:35:42.080
information that employees may never

0:35:39.530,0:35:44.390
share on social networks which would be

0:35:42.080,0:35:46.220
confidential information I know some

0:35:44.390,0:35:50.390
agencies specifically say never to use

0:35:46.220,0:35:52.310

employee names things like that be

0:35:50.390,0:35:54.800
specific on who can create or have

0:35:52.310,0:35:56.780
access to those official accounts that

0:35:54.800,0:35:59.780
can even include how oft and passwords

0:35:56.780,0:36:03.860
are changed and the use of agency

0:35:59.780,0:36:05.450
computers for social networking defining

0:36:03.860,0:36:06.920
how the agency will or will not interact

0:36:05.450,0:36:09.490
with other users is a good thing to

0:36:06.920,0:36:12.410
include on social media policies and

0:36:09.490,0:36:14.600
posting a notice of how when and why

0:36:12.410,0:36:17.270
User Content would be deleted from

0:36:14.600,0:36:21.260
agency pages can save you headaches

0:36:17.270,0:36:23.090
sometimes down the road and and the

0:36:21.260,0:36:25.190
final thing on social media policy is

0:36:23.090,0:36:27.680
kind of define your content what is and

0:36:25.190,0:36:29.420
is an appropriate should post and by

0:36:27.680,0:36:32.290
that I mean sometimes there's a fine

0:36:29.420,0:36:35.750
line and I all we don't post products

0:36:32.290,0:36:37.790
specials or drink recipes but we're also

0:36:35.750,0:36:39.500
not in the retail business like a lot of

0:36:37.790,0:36:43.760
you guys are so it where it may be

0:36:39.500,0:36:45.920
appropriate for Pennsylvania do that and

0:36:43.760,0:36:47.870
less so maybe for us so defining those

0:36:45.920,0:36:49.820
things in your social media policies can

0:36:47.870,0:36:53.690
make it easier and run smoother from the

0:36:49.820,0:36:55.040
very beginning on the Twitterverse on

0:36:53.690,0:36:56.990
the right-hand side of your screen you

0:36:55.040,0:36:59.750
can see kind of a galaxy and every

0:36:56.990,0:37:03.380
single one of those little circles are

0:36:59.750,0:37:05.630
an app or a service that is related to

0:37:03.380,0:37:08.690
Twitter it can be very overwhelming

0:37:05.630,0:37:12.320
there are services for mobile twitter

0:37:08.690,0:37:14.480
dashboards marketing analytics crm event

0:37:12.320,0:37:16.910
management advertising marketing the

0:37:14.480,0:37:18.620
list goes on and on and on we really

0:37:16.910,0:37:21.320
only use about three of those we use

0:37:18.620,0:37:23.330
Twitter specifically how we use a

0:37:21.320,0:37:26.810
dashboard HootSuite like we've talked

0:37:23.330,0:37:28.880
about and then Twitter for mobile don't

0:37:26.810,0:37:30.800
let that overwhelm you don't need to

0:37:28.880,0:37:34.190
know every single one of those or be

0:37:30.800,0:37:35.960
using any of them do what works for you

0:37:34.190,0:37:38.870
don't don't get overwhelmed by

0:37:35.960,0:37:41.450
everything that's out there and the last

0:37:38.870,0:37:44.210
thing on what's next is targeted

0:37:41.450,0:37:45.829
accounts so we have had our Iowa a media

0:37:44.210,0:37:49.160
account for a number of years

0:37:45.829,0:37:51.109
we are considering now having an

0:37:49.160,0:37:53.979
entirely different account that is

0:37:51.109,0:37:56.479
specific to education and Prevention

0:37:53.979,0:37:59.930
like Maureen said sometimes we have

0:37:56.479,0:38:02.509
state agencies who have both the sale

0:37:59.930,0:38:05.089

49

either wholesale and or retail plus an

0:38:02.509,0:38:07.219
education prevention component um can

0:38:05.089,0:38:08.809
get some backlash depending on what

0:38:07.219,0:38:11.119
we're putting out there from one side or

0:38:08.809,0:38:13.819
the other we're considering it we have

0:38:11.119,0:38:26.509
not jumped in to do that but it's

0:38:13.819,0:38:30.140
possibility for the future okay so to

0:38:26.509,0:38:32.479
wrap up for best practices set up your

0:38:30.140,0:38:35.359
profile and include your picture by a

0:38:32.479,0:38:37.219
location your website your branding the

0:38:35.359,0:38:39.079
more of that you do the more followers

0:38:37.219,0:38:42.140
you'll end up with more authentic

0:38:39.079,0:38:45.259
accounts respond retweets and start

0:38:42.140,0:38:48.680
conversations balance information with

0:38:45.259,0:38:51.559
fun curate your tweets with headlines

0:38:48.680,0:38:53.690
and hashtags and don't forget you can't

0:38:51.559,0:38:56.029
floor until you leave the nest go ahead

0:38:53.690,0:38:59.449
and make that list or make that jump and

0:38:56.029,0:39:02.269
get out there so thank you so much for

0:38:59.449,0:39:03.529
participating in today's webinar marine

0:39:02.269,0:39:06.499
and I hope that you feel a little more

0:39:03.529,0:39:08.599
confident about tweeting and know that

0:39:06.499,0:39:11.930
you have both of us as a resource to get

0:39:08.599,0:39:14.329
you started there's our total heat

0:39:11.930,0:39:17.089
Twitter handles and then our emails feel

0:39:14.329,0:39:19.279
free to call us or email us message us

0:39:17.089,0:39:22.299
on twitter if you want any advice or

0:39:19.279,0:39:24.380
need any help as you get moving on

0:39:22.299,0:39:26.209
maybes going to take back over right now

0:39:24.380,0:39:27.619
and i think we'll be covering any

0:39:26.209,0:39:30.949
questions that people have submitted

0:39:27.619,0:39:37.039
through the webinar chat portal yes

0:39:30.949,0:39:40.130
thank you very much tonya questions that

0:39:37.039,0:39:43.699
i have here like how do you prioritize

0:39:40.130,0:39:46.579
what social media platform is is best to

0:39:43.699,0:39:48.890
be on i mean you talked about so many of

0:39:46.579,0:39:50.630
them that are out there you know

0:39:48.890,0:39:52.549
Facebook Twitter I mean there's also

0:39:50.630,0:39:55.099
YouTube although I know we're specific

0:39:52.549,0:40:00.069
to to Twitter today but how do you

0:39:55.099,0:40:00.069
prioritize which is the best one to be

0:40:01.270,0:40:07.280
um this is Tanya I can kind of cover

0:40:04.730,0:40:11.150
that when we decided to go ahead and get

0:40:07.280,0:40:13.220
on social media in 2009 please book in

0:40:11.150,0:40:16.070
Twitter we're definitely the top ones

0:40:13.220,0:40:19.340
out there and I think that's still true

0:40:16.070,0:40:21.560
today I know several agencies have had

0:40:19.340,0:40:25.070
great success on YouTube and I think

0:40:21.560,0:40:26.359
that's a good one too but primarily and

0:40:25.070,0:40:28.730
you'll just linked in their Pinterest

0:40:26.359,0:40:32.060
there's a million of them I think the

0:40:28.730,0:40:36.320
best place to start is facebook and or

0:40:32.060,0:40:38.750

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

0:41:40.670,0:41:49.099
identified as the agency this is Maureen

0:41:46.550,0:41:52.540
um you are you are the agency and you're

0:41:49.099,0:41:54.920
putting on the face of the agency now

0:41:52.540,0:41:56.750
you may have seen like on my HootSuite

0:41:54.920,0:42:00.530
you saw my name all over it but that

0:41:56.750,0:42:06.109
that doesn't go out at all they just see

0:42:00.530,0:42:09.500
the ABC logo when when we tweet I would

0:42:06.109,0:42:12.160
also same specific to the agency you

0:42:09.500,0:42:13.440
don't know if it's me or Arron or

0:42:12.160,0:42:15.270
sending the

0:42:13.440,0:42:17.790
things out there and where you can see

0:42:15.270,0:42:19.650
that it's just backend stuff I do have

0:42:17.790,0:42:24.390
personal accountable Twitter and

0:42:19.650,0:42:26.790
Facebook and yes they are private so you

0:42:24.390,0:42:29.130
kind of separate the you have separate

0:42:26.790,0:42:31.530
the two although did they change it

0:42:29.130,0:42:33.300
where you could use the same email

0:42:31.530,0:42:34.890
address or you have to have you have one

0:42:33.300,0:42:36.599
that comes to work and then your

0:42:34.890,0:42:40.349
separate one is the one that goes

0:42:36.599,0:42:43.920
personally to your home email right but

0:42:40.349,0:42:46.410
yeah you have as a an individual you can

0:42:43.920,0:42:48.810
have a business page or a government

0:42:46.410,0:42:51.329
page that you basically are the

0:42:48.810,0:42:53.609
administrator of but they you switch

0:42:51.329,0:42:56.790
back and forth and HootSuite allows you

0:42:53.609,0:42:58.440
to have multiple streams goings you

0:42:56.790,0:43:00.780
could in theory have your personal

0:42:58.440,0:43:02.579
Facebook the work Facebook multiple

0:43:00.780,0:43:04.740
Twitter accounts and everything that

0:43:02.579,0:43:06.720
would just make me caution you to be

0:43:04.740,0:43:12.930
really careful about which one you're

0:43:06.720,0:43:17.790
sending things out from hmm ok all right

0:43:12.930,0:43:21.560
so the the other question is the social

0:43:17.790,0:43:26.760

55

media policy that you made reference to

0:43:21.560,0:43:32.130
do you have that available at all could

0:43:26.760,0:43:35.730
you make it available or yeah the state

0:43:32.130,0:43:37.980
of Iowa is policy is actually in place

0:43:35.730,0:43:41.760
and I can send that to Maggie who can

0:43:37.980,0:43:45.060
distribute it out to the committee's to

0:43:41.760,0:43:48.060
like I said that Iowa abd specific one

0:43:45.060,0:43:50.339
is still in progress but I'd be willing

0:43:48.060,0:43:54.390
to if you want to message me or email

0:43:50.339,0:43:56.880
you send you in draft form as well ok

0:43:54.390,0:44:01.650
all right and likewise with the with

0:43:56.880,0:44:04.560
Virginia we are policy is done our

0:44:01.650,0:44:07.440
agency one but it's based on the state

0:44:04.560,0:44:09.390
one with very little variances but we

0:44:07.440,0:44:12.540
would be happy to send that around if

0:44:09.390,0:44:15.420
that would be useful ok I'll um I'll

0:44:12.540,0:44:18.210
email you both and ask for them and

0:44:15.420,0:44:23.280
we'll send it out to the attendees

0:44:18.210,0:44:24.720
participating today ok just again to

0:44:23.280,0:44:27.330
remind everyone if you have any

0:44:24.720,0:44:30.210
questions there is that

0:44:27.330,0:44:33.960
question bar on the right you just click

0:44:30.210,0:44:38.670
on it and type in your question and hit

0:44:33.960,0:44:52.260
the send and we'll i'll ask it on your

0:44:38.670,0:45:01.620
behalf okay any more questions from

0:44:52.260,0:45:04.650
anyone tanya marine any other parting

0:45:01.620,0:45:12.180
comments or thoughts to share with folks

0:45:04.650,0:45:14.130
who came in today and like we said we're

0:45:12.180,0:45:16.740
both more than happy to be a resource if

0:45:14.130,0:45:19.440
you've got questions as you before you

0:45:16.740,0:45:21.900
start or as you get started feel free to

0:45:19.440,0:45:24.500
email us or message us the best we can

0:45:21.900,0:45:26.640
do is share our experiences and

0:45:24.500,0:45:29.580
hopefully you can learn from some of the

0:45:26.640,0:45:32.760
lessons we had to learn the hard way you

0:45:29.580,0:45:37.860
have like life here and please follow us

0:45:32.760,0:45:41.100
on Twitter absolutely alright well thank

0:45:37.860,0:45:44.370
you guys very much appreciate your time

0:45:41.100,0:45:47.400
Tanya and Maureen and thank you all for

0:45:44.370,0:45:51.600
tuning in and listening as i said we

0:45:47.400,0:45:55.170
recorded this webinar and we will have

0:45:51.600,0:45:57.000
it available for playback at your

0:45:55.170,0:45:58.640
convenience i believe it's a feature i'm

0:45:57.000,0:46:03.420
going to be able to take advantage of

0:45:58.640,0:46:10.620
with the GoToWebinar and if there are no

0:46:03.420,0:46:12.150
other questions I again thank you all

0:46:10.620,0:46:18.770
very much and you have a wonderful

0:46:12.150,0:46:18.770
afternoon thank you bye

0:46:31.109,0:46:33.170
I