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Designed for experienced social marketers as well as for those taking on new social roles, the Social Media Pocket Guide is a quick reference to help you stay ahead of the curve.

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Update

The Evolution of Social Media

The original Social Media Pocket Guide was released in 2011. In just a few short years, the world of social media has changed immensely. The first section of our guide takes a look at where things are now.

The Core 4

Social Marketing Objectives

We'll walk through each of the primary goals of social marketing and share best practices, pro tips, major brand and media examples, and critical metrics.

1. Building brand awareness
2. Driving engagement and participation
3. Generating social conversions and sales leads
4. Delivering superior customer service

The Key 3

Specific Opportunities to Engage

We'll explore three of the most useful applications for social marketing and how successful brands and media properties are making the most of them.

1. Launching a new product or service
2. Promoting corporate-hosted events, such as conventions and workshops, as well as sponsorships
3. Capitalizing on real-time trends and topics



Tentpole Engagement

E! Entertainment and The Academy Awards® engaged audiences by visualizing the number of #ERedCarpet Tweets per celebrity. The Heat Gauge showcased more than 1.4 million Tweets.

The Evolution of Social Media

The world of social media has evolved at a remarkable pace. Social has transformed consumer expectations and corporate structures. Social content has leapt into the broader digital landscape — and even out into the real world. Even the business models and algorithms of the leading social networks keep shifting. The following pages provide a quick overview of just how much has changed.

Companies and brands can connect with audiences in more meaningful ways than ever.

Marketing and media used to be something of a monologue — consumers were talked at, not with. In the early days, social was a bit like an awkward cocktail party where you'd exchange a few words and then move on. Today, social is an ongoing conversation. Consumers expect brands to be transparent, accountable, and respectful of their time. They're rejecting corporate-speak and stock photography in favor of a natural, real-world style. It's just people talking to people. What's more, brands are becoming publishers. They can take a story, via owned or social channels, straight to the consumer or influencer.

Social Activity

1 Dial tone engagement

2 Planned engagement

3 Opportunistic engagement

Social is always on and always now.

Social used to be about pushing out content, which your audience saw when they logged in periodically. Now, social interaction is minute by minute. Brands have to find ways to be a part of the consumer's nonstop social life.

These days, many organizations think of social activity in terms of three categories:

- **Dial tone engagement** — This is your baseline social engagement, including day-to-day community management, responding to comments and questions, and maintaining a regular publishing cadence.
- **Planned engagement around pop-culture moments and current events** — Any major campaigns or events that drive big, planned brand investments. These cause major spikes in social engagement that can lift up the in-between times.
- **Opportunistic engagement** — Increasingly, brands are participating in moment-by-moment social conversations tied to big, real-world events. Brands are also finding opportunities in those serendipitous conversations that come up every day around trending social topics. The point is that these are unplanned engagements and reactions to what's going on right now.

Social is experiencing a real-time revolution.

Today's social teams are expected to deliver more real-life content, faster. They're also expected to stay on top of trends that develop every second, then add to the conversation with contextually relevant content that informs or entertains. By creating and curating interesting stories and content in real time, brands are seeing increased resonance and content performance. This type of content—real-time, in-the-moment—actually performs better from an engagement perspective than planned, non-real-time content.

Social impact is no longer theoretical. Now it's empirically proven.

We now have multiple ways to measure the success of social campaigns. We can look at a number of different metrics that quantify reach, activity, engagement, and impact. As a result, there's more emphasis on metrics and more pressure on social teams to demonstrate business value.

Social data is also driving content and programming across all forms of entertainment and media, from TV shows to digital platforms to the news.

Spredfast Research

95%

of CMOs believe that creating and finding new, timely, and engaging content is one of the biggest challenges.

400%

Real-time engagement earns more retweets and favorites.

No more social silo, no more kiddie table.

Responsibility for and involvement in social has become dispersed throughout organizations, involving multiple departments on a daily basis. More and more, social is becoming part of everybody's job. This is even affecting corporate structures and processes as teams adapt to the cross-functional nature of the social web.

Consumers expect brands to be on social. Their first engagement with a brand may well be on social — before any other interaction. If you're not on social, you could be left behind.

The rise of pay to play.

The rapidly growing number of social media updates — coupled with changes at Facebook, Twitter, and LinkedIn — has drastically affected the organic reach of brand messages. It's increasingly a pay-to-play scenario, in which brands need a paid social media strategy to ensure their messages reach their target audience and keep their brand relevant and top-of-mind.

Even so, great content is still key. Create engaging content, and your audience will like, comment on, and share your posts — helping to keep all of your posts visible. Boost your most engaging or important content strategically, focus on the social channels that work best for your business, and optimize over time. Stay on top of how those channels are balancing paid versus organic content going forward — many of them are constantly updating their paid offerings as they aim to provide value to users, brands, and shareholders.



Real-Time Engagement

During Game 1 of the NBA Finals, LeBron James experienced bad cramping due to the heat in the AT&T Center. Gatorade Tweeted in real time, slyly poking fun at LeBron (who is actually sponsored by Powerade). Ultimately, Gatorade apologized to LeBron, as the brand is a major sponsor of the Miami Heat. They still scored huge points with fans.

Social as participatory newsroom.

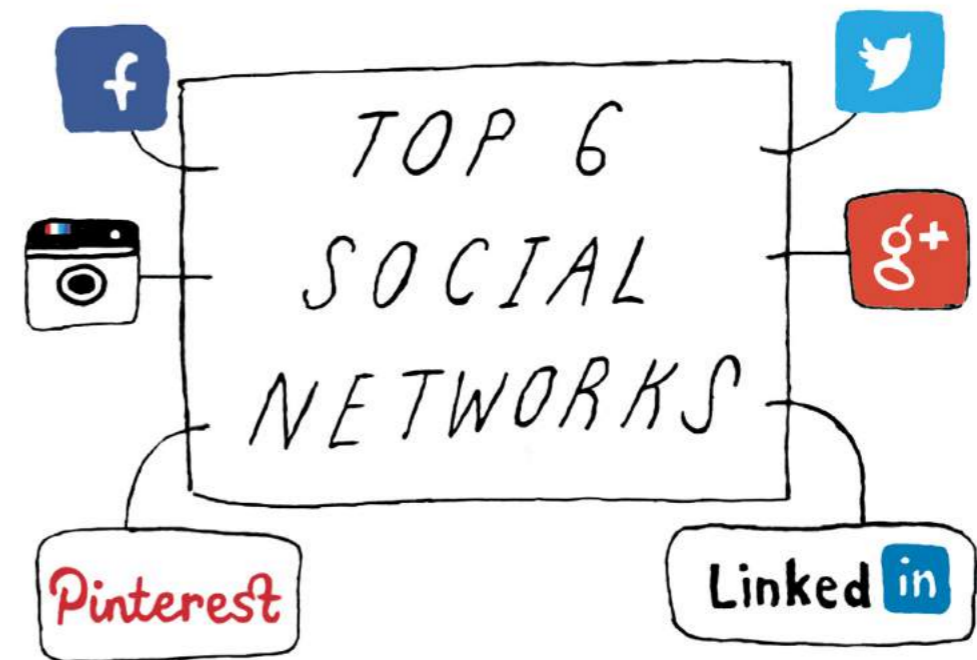
Consumers, viewers, and fans are passionate about being part of the stories of their time. Both brands and media companies have adopted a newsroom mentality, seeking to share trends, topics, and content that resonates with their audience at any given moment.

Consumers welcome brands in the conversation cycle — if those brands offer a timely, relevant perspective. Marginally relevant content will be ignored or, even worse, publicly mocked. Brands should never try to dominate or hijack a story, but instead simply contribute to the conversations around them.

Social moves out into the world.

Before anything else, brands must address the baseline consumer demand for social engagement. Once that's built into each day, brands can look beyond the social networks and infuse social into any digital experience — from broadcast media to retail, sporting events, and more.

Social polls, contests, and conversations are popping up across all media, and these social experiences can be sponsored by brands. Whether it's at a venue (Jumbotron, touch walls) or online (websites, second screen apps), social sponsorships allow advertisers to be a part of conversations that are already happening. Instead of merely being affiliated with an event, sponsors can now be viewed as an integral part of it. These new forms of sponsorship are rapidly evolving, as there is tremendous pressure to deliver something consumers have not seen before.



Brands are harnessing social proof outside of social channels.

These days, successful brands will find ways to capture and maximize the most valuable asset they have — the customer voice. It's a social truism that people are more likely to like, follow, or buy a product based on what their friends say about it. Those public social conversations can now be harvested from every network and integrated into brand websites and other owned media experiences. Brands can even integrate the customer voice in real time, with parameters that ensure that the content is relevant and safe.

1

Building Brand Awareness

Even with all the changes in social media, driving awareness is still the #1 goal of most social media marketers. The potential reach is vast, although the push toward pay to play is challenging many brands.

Best Practices

- Keep your social network profiles complete and up to date. Many consumers will never visit your website. This is your chance to make a great first impression and communicate important information.
- Identify the usage patterns of your target audiences so you can focus on the channels they use most.
- Use plenty of relevant keywords in your descriptors and tags.
- Include images and links in your posts. Optimize based on network specs.
- Respond to anyone who takes the time to comment or engage with you.
- Ask for feedback often. Post open-ended questions on blog articles and social posts, and incorporate social polls on your website.
- Share user-generated and third-party content. Highlight your community and encourage them to be a part of your brand story.



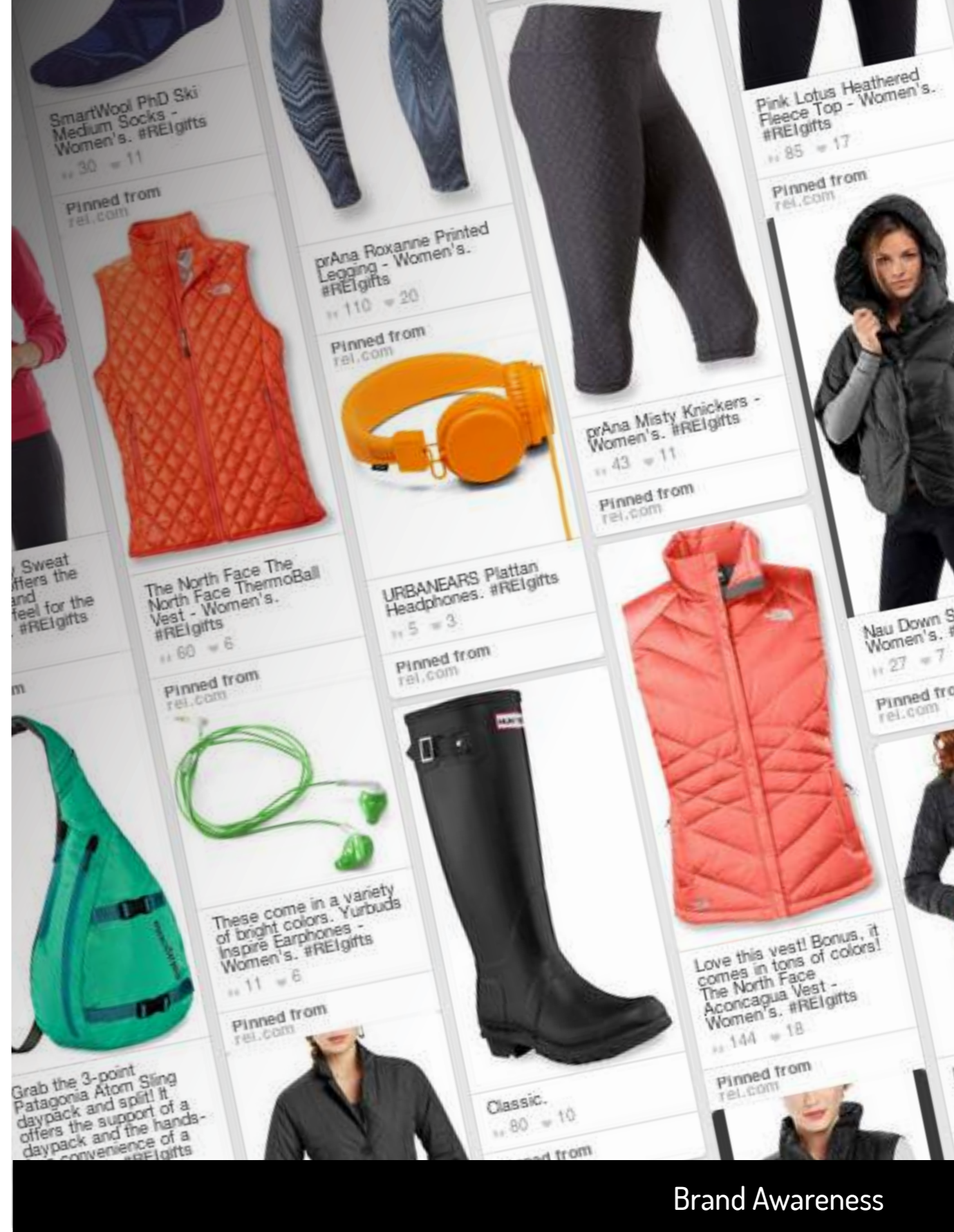
Pro Tactics

1 Let people know who you are and what's going on.

On social, people appreciate a natural, non-corporate tone. In addition to straightforward brand and product updates, you may want to spotlight:

- Fun company events or internal contests (especially video)
- Charitable participation on a company or individual level
- Office and staff photos
- New package designs
- New hires and promotions
- Links to industry or market events
- Employee favorites from your product or service line

Which teams should you involve?



Brand Awareness

REI maintains multiple #REIGifts Pinterest boards to stay top-of-mind with different audiences — kids, hikers, gadget lovers, etc.



Brand Awareness

Royal Caribbean's Countless Wows campaign boosts awareness by amplifying customer photos and stories in real time.

2 Share valuable research and thought leadership content.

Many people keep up with brand accounts to stay on top of an entire industry or product category. Make sure that the content you share is truly relevant and valuable. Where appropriate, you should also use industry- or topic-specific hashtags to surface your content to the right audience.

Share your research and other content with well-known bloggers and invite them to share insights with their readers. Repurpose articles and white papers into sequential blog posts to help grow your readership over time.

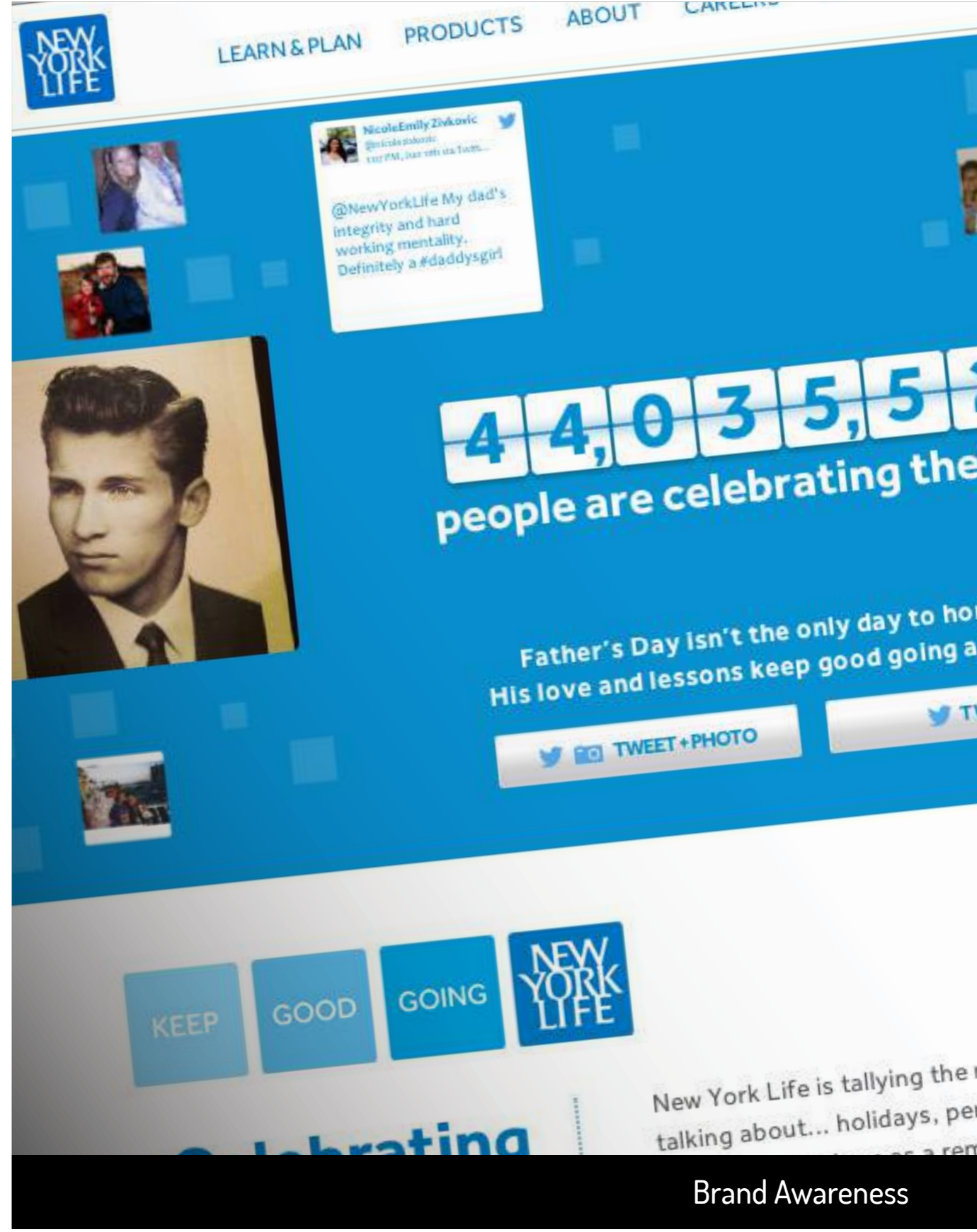
Good content ideas for awareness-building include:

- Proprietary white papers, best practice guides, and pertinent articles — as well as third-party materials your audience might find valuable
- Tips or creative ideas on how to use different products
- Outside studies on industry trends and user perceptions
- Videos with key researchers, product designers, and other subject matter experts
- Industry-related infographics and charts

3 Amplify customer feedback and success stories.

This may be the best way to grow brand awareness. Soliciting input gets more people engaged and encourages them to share your brand across their networks. Plus, when people like or comment on your posts, favorite or Retweet your tweets, or otherwise engage, their friends and followers may also be exposed to your message.

In particular, customer stories and testimonials help break through the clutter and get attention. Research shows that people are more likely to believe authentic customer feedback than anything brands say themselves. Running a contest, such as a Twitter Question of the Week, can be a great way to gather user-generated content. Videos are particularly valuable and have been democratized by networks and apps like YouTube, Vine, and Instagram. You might also consider inviting customers to write a guest post for your blog about interesting product experiences and successes.

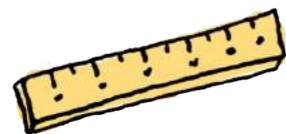


Brand Awareness

New York Life drove awareness of its "Keep Good Going" campaign through a social hub that invited users to share relevant family stories and appreciation.

Data Tips

Building brand awareness is largely about reach — the more people who see your messages, the better. With the number of reach metrics available, you can establish sub-goals and measure your progress against those goals at regular intervals.



METRIC



WHY IT MATTERS



SAMPLE GOAL

METRIC	WHY IT MATTERS	SAMPLE GOAL
Audience Size (Fans and Followers)	Tells you how many people are willing to opt in to continue building a relationship with your brand	Increasing fans or followers by X%
Impressions (# of Times Your Content Was Served)	Tells you how many times audience(s) are served your social messages and gives you a 1000-foot view of how far your brand activity is spreading	Consistently achieving X number of impressions



Additional Data Points

Activity metrics indicate how often your company publishes new messages or engages in conversations on social channels. The more social activity you have, the more people see your brand, more often. Consistency is key. Since time decay is a factor in social channel algorithms, you don't want to go completely silent. Do your best to balance quality content with quantity.

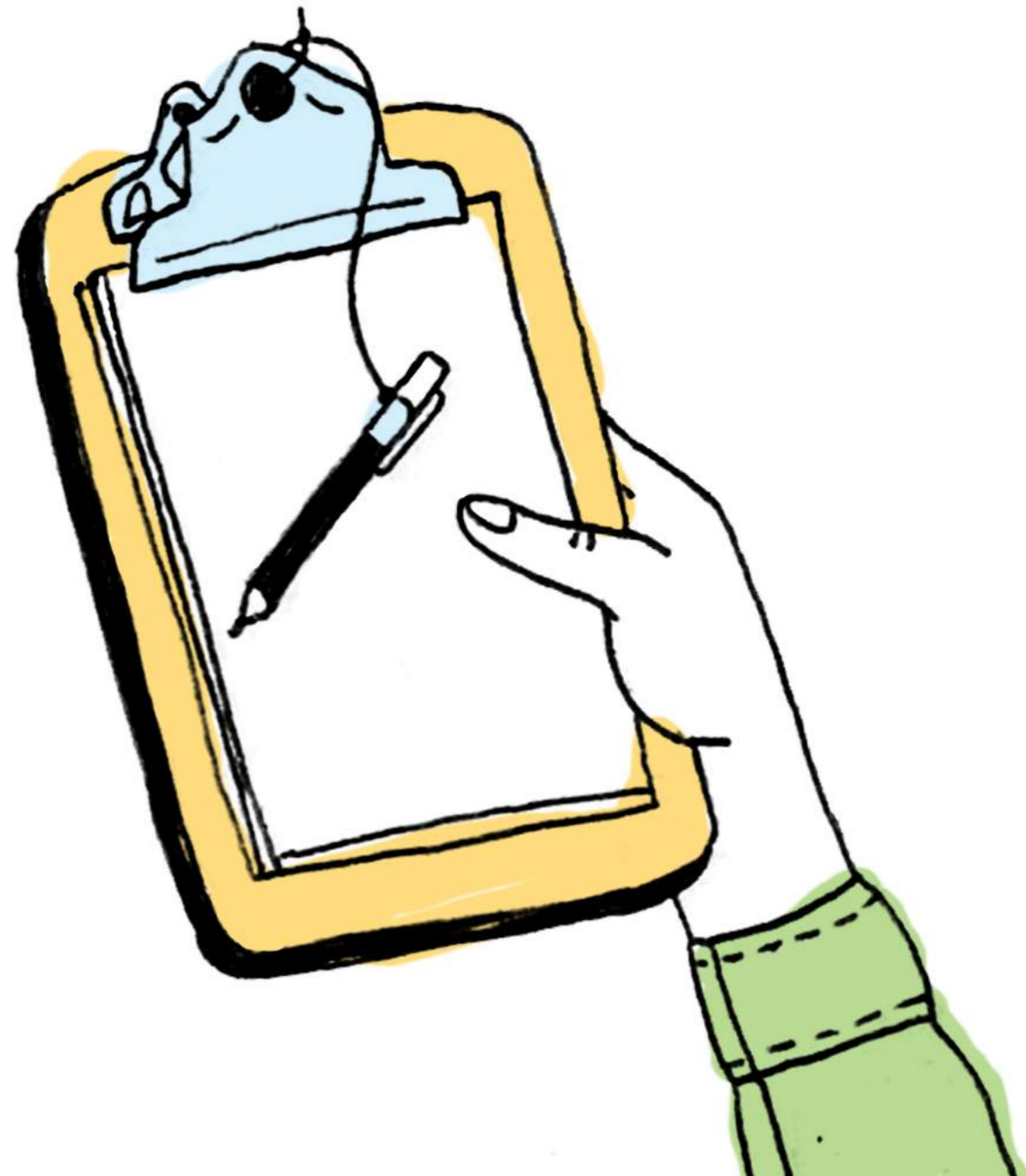
Engagement metrics measure interactions, such as Likes or Favorites, which are also helpful in tracking awareness. Are people truly seeing and connecting with your content, or just scrolling past? In addition, when a user interacts with you on social networks, your content is often seen by members of that person's network — boosting your reach even further.

2 Driving Engagement & Participation

Today's social users want to build meaningful relationships.

Best Practices

- Incorporate social sharing options on all corporate webpages.
- Always ask for feedback, comments, and especially success stories. Amplify great stories across relevant channels.
- Include relevant hashtags so your audience can follow the conversation and participate. Consider how you might capitalize on your owned hashtags as well as trending hashtags to engage new audiences.
- Activate your audience with sample social posts to support your events or campaigns. Create interactive social experiences like polls, votes, or photo contests to encourage participation.
- When appropriate, offer incentives for participation, such as exclusive discounts or giveaways.
- Give your audience a chance to provide input on product features, service offerings, changes, cause-related projects, and other company decisions.



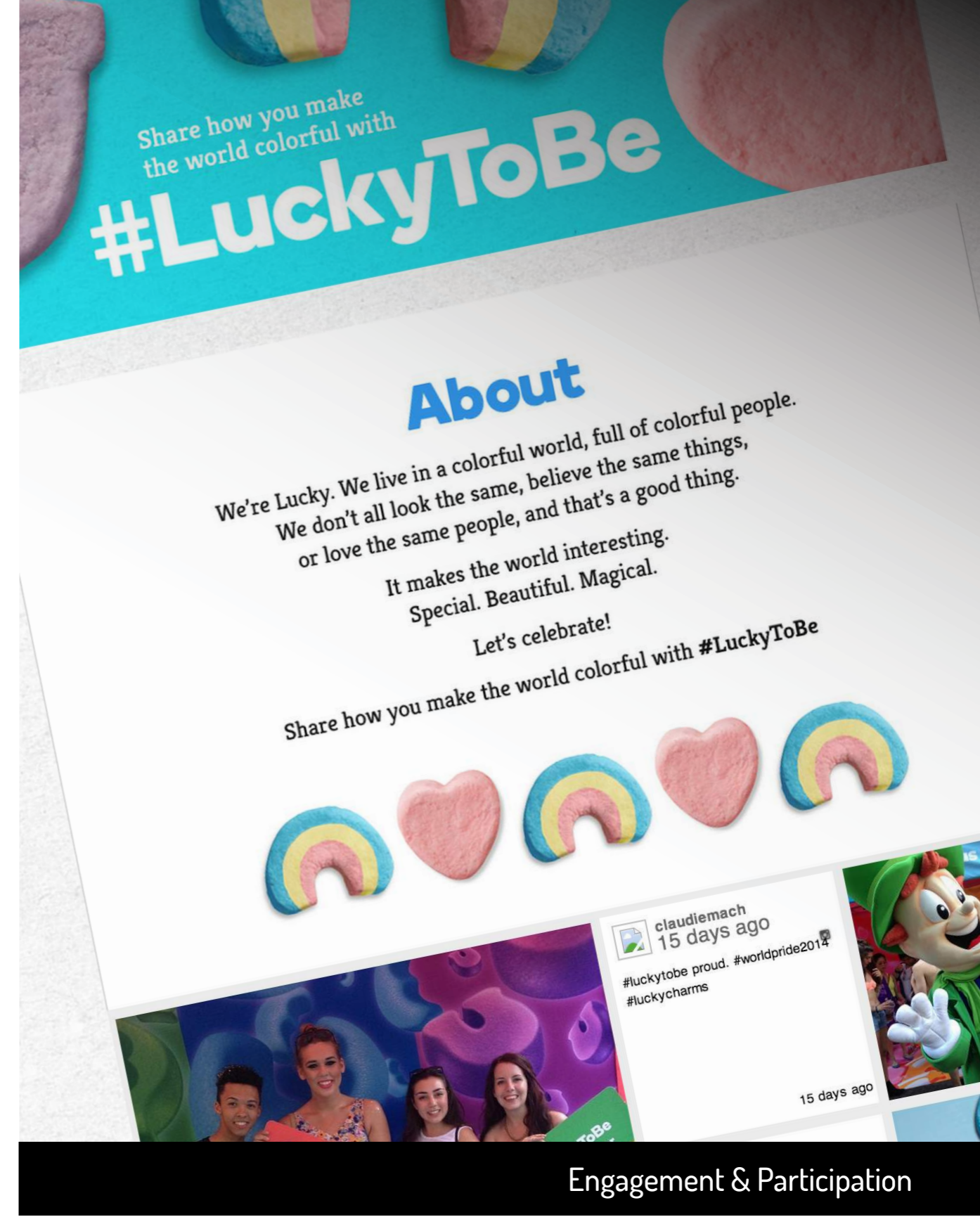
Pro Tactics

- 1 Drive repeat engagement with an ongoing activity or recurring feature.

The goal is to keep people coming back.

- Host a weekly online Twitter discussion with live Q&As and knowledge sharing. Create a hashtag to help people find these conversations and promote activation outside of official chat times.
- Capitalize on recurring social memes, such as Throwback Thursday (#tbt), as long as they make sense for your brand. Watch for new recurring memes that may be relevant as well.
- Create a LinkedIn professional community that covers topics that are important to your target audience.

Which teams should you involve?



Engagement & Participation

Lucky Charms engaged the Pride community with its #LuckyToBe social hub, which incorporated user content celebrating diversity.

#UOXGIRLS
**YOU COULD WIN A YEAR OF FREE RENT
 AND AN APARTMENT MAKEOVER***
FROM UO + HBO

NO PURCHASE NECESSARY. Void where prohibited. Open to residents of the 50 U.S. & D.C., 18 and older as of 1/7/13. Sweepstakes begins 9:00AM PT on 1/7/13 ends 7:00PM on 1/21/13. *Rent for 1 year will be awarded as a single check for \$24,000, regardless of actual rent costs. Apartment makeover will be awarded as a \$5,000 UO Gift Card.

How to Enter:
 Follow @girlsHBO and @UrbanOutfitters on Instagram or Twitter, then Tweet or Instagram a picture of yourself (and only yourself) in your apartment using #UOXGIRLS. If you do, you'll be entered for a chance to win free rent for 1 year and a \$5,000 Urban Outfitters Gift Card for an apartment makeover.

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Engagement & Participation

Urban Outfitters and HBO connected with young, hip viewers with a #UOXGIRLS photo contest. Fans could win a year's rent or a \$5000 gift card for home furnishings.

2 Involve your audience and invite them to get creative.

User-generated content (UGC) is valuable social currency. It builds credibility with your audience and gets them talking with and about your brand. The most successful campaigns often generate competition among fans and followers as they try to top each other. Give people a meaningful way to participate.

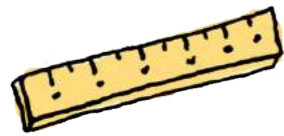
- Host a social contest tied to your latest brand campaign or a new product launch.
- Request photo or video submissions showing creative ways to use your product.
- Consider creating an always-on brand hashtag where fans can share feedback, funny stories, or general comments.

3 Integrate timely social content into media and marketing campaigns.

It's now possible to pull positive social mentions of your brand from any social channel and weave them into your website or other digital touchpoints. Look for creative ways to collect and visualize this content — such as leaderboards, polls, counters, maps, and fill-in-the-blanks. These integrations are a great way to increase engagement and add authenticity to your brand.

Data Tips

Social data can tell you a lot about your efforts to engage more with your audiences. You can measure the amount as well as the type and quality of your engagement. Use these metrics to understand which content and campaigns are most successful, and optimize from there.



METRIC



WHY IT MATTERS



SAMPLE GOAL

METRIC	WHY IT MATTERS	SAMPLE GOAL
Interactions (Likes, Shares, Retweets, Favorites, Pins)	Shows how your overall social activity resonates with your audience	Increase interactions by X% in Y month
Audience Feedback (Comments, Mentions)	Signals participation and audience input Can include positive or negative sentiment	Earn X comments on at least Y posts Maintain X% of positive sentiment
Amplification (Shares, Retweets, Repins)	Indicates content resonance and helps increase earned impressions	Earn X million impressions
Engagement Rate (Total Interactions/Posts)	Can be used to measure the effectiveness of your content overall or post by post	Increase average engagement by X% quarter over quarter



Additional Data Points

Activity and reach metrics help you understand the number of engagement opportunities you're creating — how many you've created and how many people are being reached. Use these numbers to add perspective to the metrics outlined at left.

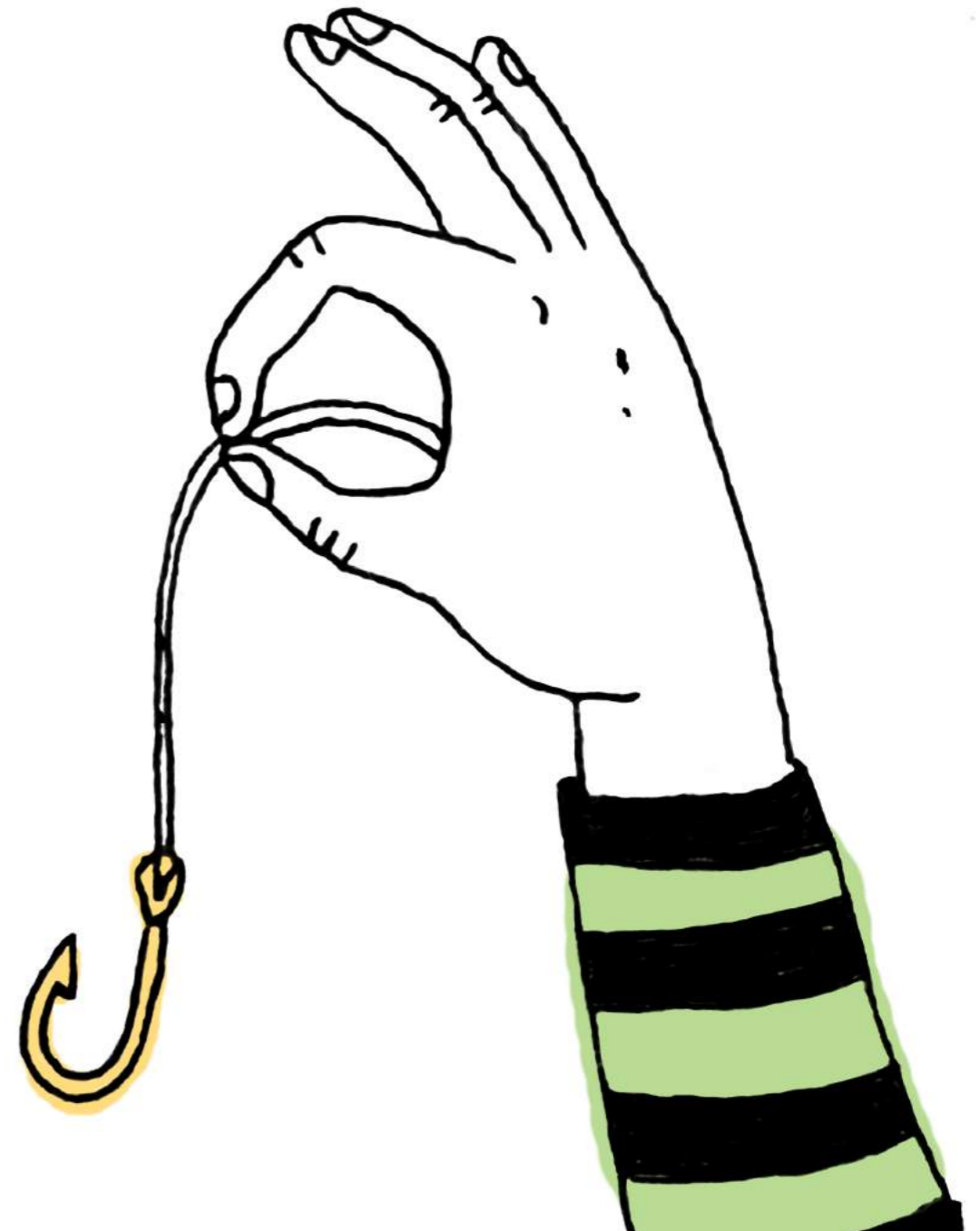
You may also want to layer in web analytics to discover which content is most successful for driving actions such as click-throughs, conversions, and web traffic. These conversion metrics can also help demonstrate the impact of your social programs on larger business objectives.

3 Generating Social Conversions & Sales Leads

The saying “fish where the fish are” is more pertinent than ever.

Best Practices

- Drive your audience to your conversion points in multiple places across your social channels. Always work to capture additional information about people engaging with your brand on social.
- Include calls to action on all shared content — whether it's a link to more great content, a request to share the content socially, or an offer to get in touch.
- Don't overlook LinkedIn, especially if you're in a B2B space. Because there is less clutter, LinkedIn can be more effectively targeted to prospects.
- Incorporate contact forms and social sharing functionality on all landing pages.
- Include an email subscription form on your blog.
- Offer incentives (discounts, unique content, etc.) for providing contact information or sharing your brand's messages.



Pro Tactics

1 Monitor across channels for relevant conversations, then engage accordingly.

Someone is talking about your brand, product, or competitors at this very moment. Don't miss these opportunities!

- Scan Facebook, LinkedIn, and Twitter for mentions of your brand, your product/service, or the competition. Answer questions directly and offer to share more information when appropriate.
- Conduct ongoing keyword searches to find prospects who don't specifically mention your brand or offerings, but may express a need or desire your brand can fulfill. Look for appropriate ways to respond or engage with these prospects.
- Monitor Instagram, Pinterest, Vine, and YouTube for media tagged with your products or service. Respond when appropriate with an offer to talk or provide more information. You can also pull that content into a dynamic web experience and link each piece back to an online point of purchase.



Conversions & Lead Generation

Hollister used a Tweet to Unlock campaign to drive social sharing and increase online sales by 45% over an average day.

2 Maximize your assets.

You are likely sitting on great content to help propel lead-generation efforts.

- Break a white paper into multiple smaller assets (tipsheets, infographics), then promote via social.
- Share compelling images or graphics on Instagram and Pinterest. Include a link to the full document.
- Share key insights from a white paper on LinkedIn or Twitter, and include a URL to download the whole thing.
- Sponsor updates or promote posts and Tweets to share a valuable new asset with a broader audience.
- Post a blog recap of a recent study or company event, with a link to download more details.
- Post PDFs of all publicly available documents on SlideShare, with links to full documents.

3 Encourage reviews, feedback, and sharing.

Referrals from friends, family, or colleagues really help drive purchases. Provide opportunities for people to add reviews and share your content with their network. Amplify positive ratings and reviews across social channels.

- Add social sharing buttons to every page on your website.
- Actively monitor ratings and review sites like Foursquare and Yelp. Thank positive reviewers promptly and work to resolve any issues quickly for less satisfied customers.
- Share links to review and discussion pages via Twitter, and ask people to share their feedback.

Social Selling

Which networks matter the most?

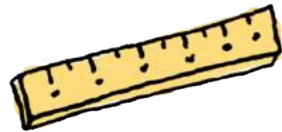


Because buyers do much of their product research online and on social networks, salespeople are now engaging directly with prospects via social media.

Big brands like IBM and ADP have already implemented extensive social selling programs. As in social marketing, success in social selling requires listening, sharing compelling content, and offering meaningful engagement.

Data Tips

To measure how your social programs deliver conversions, leads, or sales, you will need to evaluate your social data in tandem with your other business data — through Google Analytics, Omniture, Marketo, etc.



METRIC



WHY IT MATTERS



SAMPLE GOAL

<p>Traffic Driven to Web Properties (Measured via Web Analytics, Link Tracking)</p>	<p>Shows action and additional intent that result from your social efforts</p>	<p>Drive X clicks to the website from a specific social promotion</p>
<p>Actual Conversions and/or Sales (Measured via Web Analytics, Marketing Automation, POS Systems)</p>	<p>Indicates success in moving people to take action — whether it be campaign responses (B2B) or conversions like e-commerce sales or coupon redemption</p>	<p>Generate X new leads from a paid social campaign</p>
<p>Connections to a Salesperson</p>	<p>Shows whether a salesperson is building relationships and engagement that can influence prospects</p>	<p>Salesperson followed by target handles on Twitter or connected to prospects on LinkedIn at top X named accounts</p>



Additional Data Points

Social data can be an invaluable tool for optimizing your efforts to drive leads and sales. Engagement metrics indicate how well you're building and nurturing relationships with your customers and prospects via social. Monitoring your progress in these areas can help you deliver conversions over time. Tracking activity and reach can help you understand more about your audience, their content preferences, and the most effective targeting strategies.



Delivering Superior Customer Service

Immediacy and personal connection make social media a perfect fit.

Best Practices

- Establish Service Level Agreements (SLAs) for response times, total number of customer service items your brand will respond to, etc. And make sure you have the technology, resources, and processes in place to meet those agreements.
- Decide whether to create separate customer care profiles on certain social channels or to deliver care from your primary brand account. Not every channel may be ideal for care. Be sure to include any geographic or time limitations affecting the level of care to be provided.
- Introduce your team and their areas of expertise. Then let your customers know when and how you're available to address their questions, comments, and concerns.
- Preempt any questions or concerns by sharing public announcements about known problems, service interruptions, learning opportunities, or upcoming enhancements.
- Connect your audience with education and support resources, such as knowledge bases, tutorials, repair information, etc.



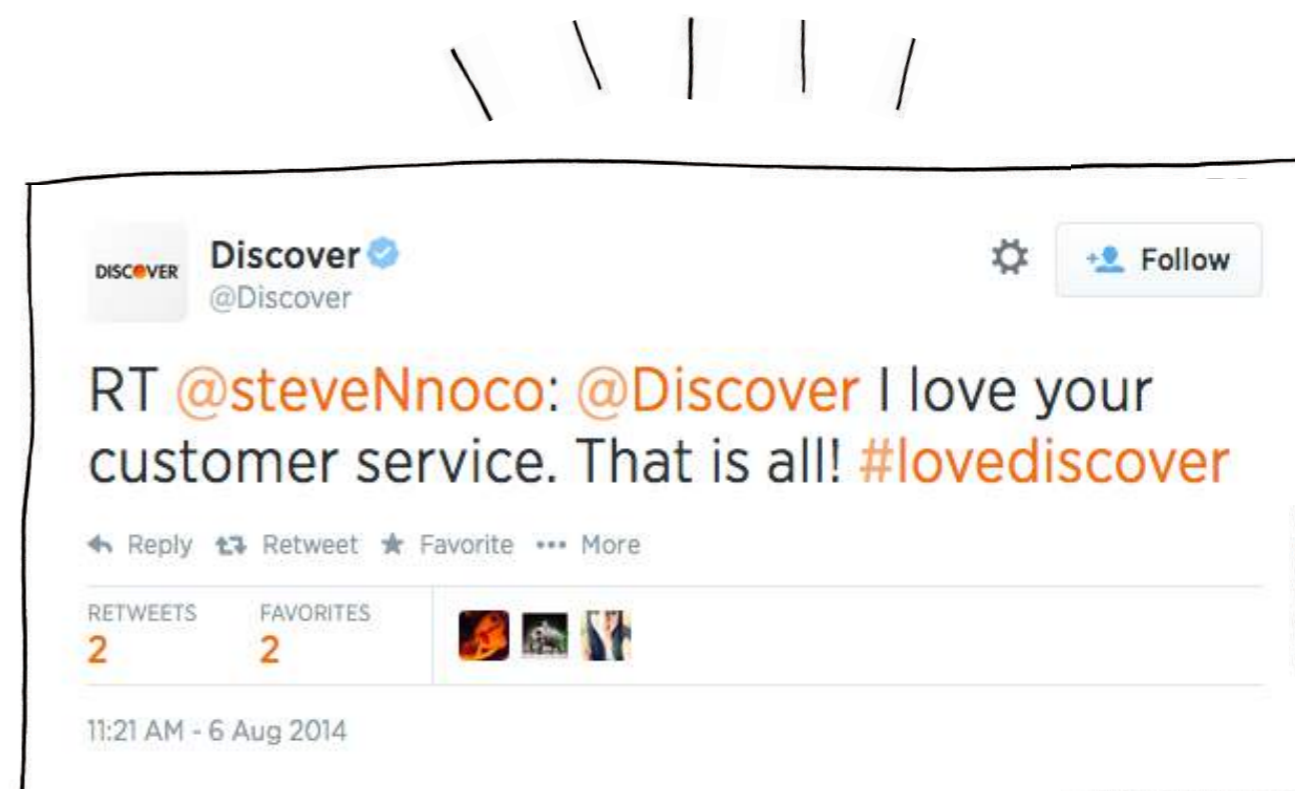
Pro Tactics

1 Help with troubleshooting.

Social media is a natural fit for troubleshooting, and customers expect the public help. Be proactive about common problems or any issues that come up. However, if conversations require sharing private or otherwise sensitive information, take them offline.

2 Resolve issues if you can. If you can't, manage expectations.

In an ideal world, you can immediately address the specific concerns mentioned on social. Sometimes you can't, so it's important to respond quickly with next steps and/or a likely resolution time. Your responsiveness reassures customers that you've heard their concerns, and lets other members of your audience see that you're actively looking into issues. Many times customers just want to know that they are being heard.



Customer Service

Discover Financial Services handles customer service on social seven days a week — and amplifies positive feedback.

3 Think beyond customer service.

Because you can learn so much about customers based on their social interactions, you can use customer-service initiatives to relate more closely with your audience and cultivate brand evangelists.

- Show your appreciation for a customer's patience with an incentive or other reward.
- Use publically available profile information to understand your customer better and deliver a tailored, personal experience.
- Reward and celebrate passionate fans who comment when they know the answer.

Which teams should you involve?



CUSTOMER SERVICES



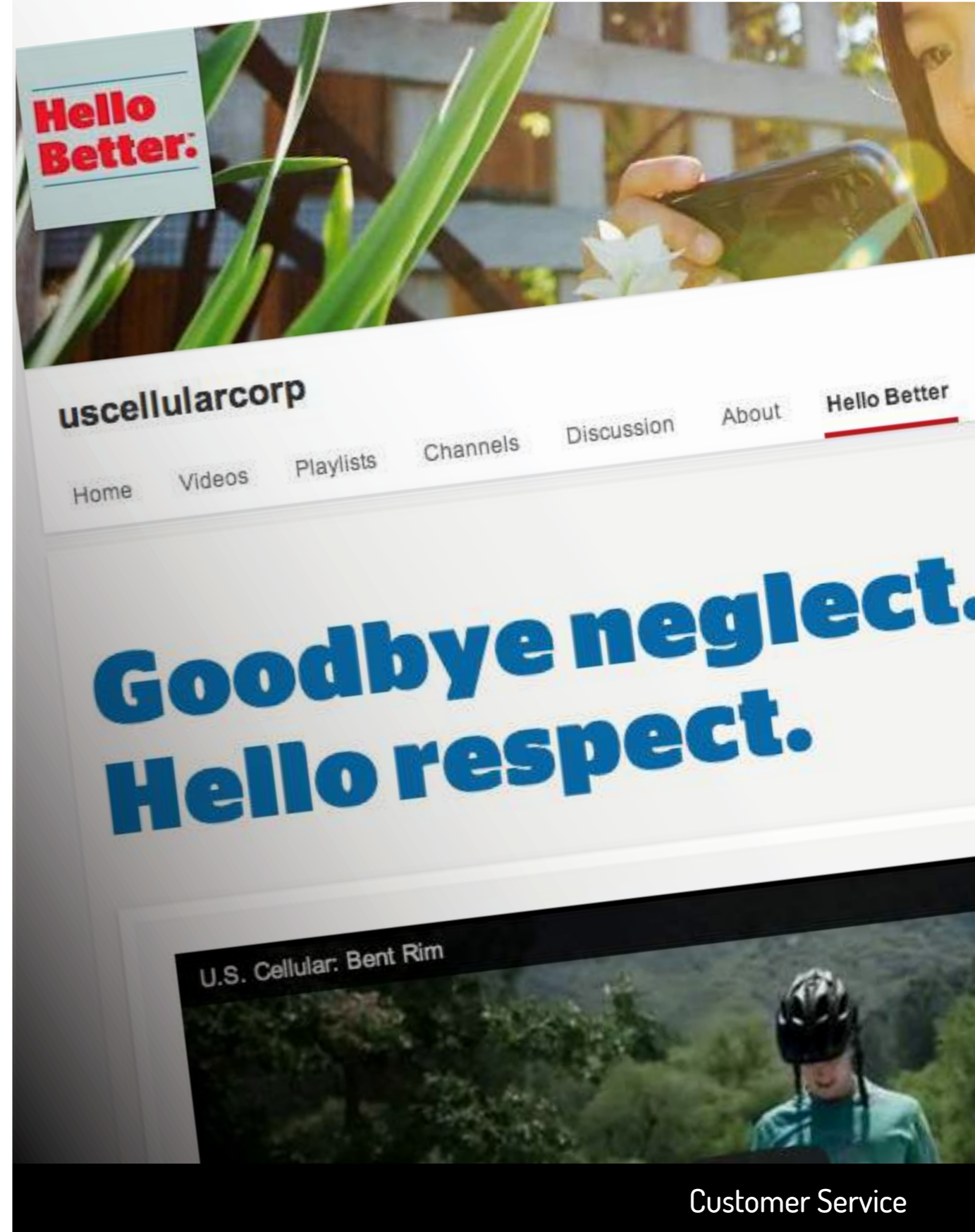
CORPORATE COMMUNICATIONS



MARKETING



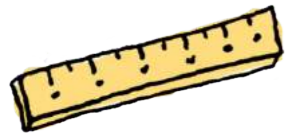
SOCIAL



US Cellular's small social care team delights customers with very responsive service, even with thousands of monthly requests.

Data Tips

Activity is the primary metric category for social customer care, with engagement a close second. To understand how your social care efforts affect your overall customer satisfaction, you'll want to correlate activity and engagement metrics with additional information sources such as customer surveys, reviews, Net Promoter Score (NPS), etc.



METRIC



WHY IT MATTERS



SAMPLE GOAL

METRIC	WHY IT MATTERS	SAMPLE GOAL
Inbound Activity (Total Care-Related Issues, Issue Sentiment)	Shows how many service issues customers post on social networks, and whether they were positive or negative	Decrease negative care issues by X%
Responses to Care-Related Issues (Total Service Issues Resolved, Time to Respond, Time to Resolve)	Shows how often your brand responds and how quickly Shows the effectiveness of social care in resolving customer inquiries	Increase responsiveness by X% or reduce time-to-resolution by Y%
Customer Satisfaction (Surveys, Net Promoter Score, Reviews)	Benchmarks consumer opinion through customer surveys, positive reviews and ratings, and NPS	Compare customer ratings on cases received from social versus website versus call center etc.



Additional Data Points

Engagement metrics indicate the level of interaction with your care-related activity and, in part, show how much your audience values your efforts. Monitoring the reach of your social care efforts help you understand how many people are being exposed to your positive, valuable customer experiences.

THE KEY 3: Specific Opportunities to Engage

1. Launching a new product or service
2. Promoting corporate-hosted events and sponsorships
3. Capitalizing on real-time trends and topics



1

Launching a New Product or Service

According to Gleanster Insights, product launches are one of the three most common uses of social media for businesses. In Gleanster's Q4 2013 Social Listening survey, 8 out of 10 marketers surveyed had used social media to promote and launch new products and services.

It makes good sense. Social is an effective medium to create hype and boost adoption. However, the playing field has gotten tougher as social media has escalated the intensity and attention around launches. A poor social launch can hurt more than help.

Quick Tips

- Tease the launch ahead of time to build interest.
- Don't just tell them — show them. Use visuals and video to bring new products to life.
- Provide social-only insider information.
- Share interviews with creators, experts, and users.
- Boost adoption and sales through promotions and exclusive deals.
- Share prepackaged content and multimedia resources for news and brand advocates.



Product Launch

Callaway Golf revealed their new drivers with a Twitter "sneak peak." The campaign hashtag trended #1 worldwide for four hours and earned Callaway nearly 2,000 new followers.

2

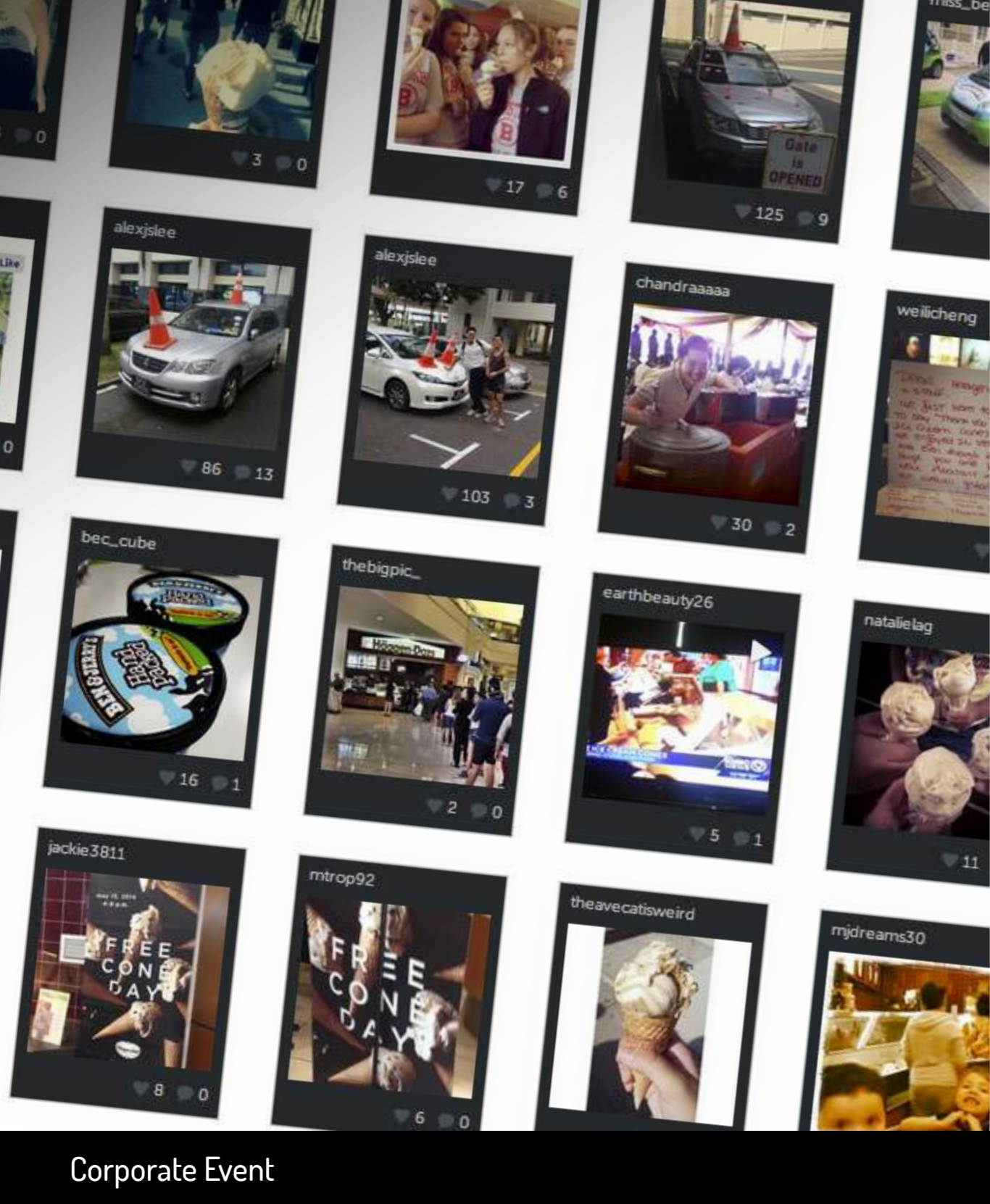
Promoting Corporate-Hosted Events and Sponsorships

By now, social media is tightly interwoven into all kinds of business events — in-person (conferences, workshops), virtual (webinars, Twitter Q&As), or some combination of the two. Whether your organization is hosting or simply sponsoring the event, sharing related content and experiences helps drive engagement, awareness, and attendance. Integrating social in-venue at consumer events such as concerts, sporting events, or TV shows is also increasingly valuable. These high-impact integrations help keep attendees and non-attendees connected in the moment.



Social Sponsorship

MAC Cosmetics sponsored a Fashion Tracker app on Style.com for Fashion Week — combining Twitter, Instagram, and Google Maps into a mobile-optimized fashionista experience.



Corporate Event

Ben & Jerry's promoted their annual event by amplifying #freeconeday. The campaign generated massive social reach and exposure to about 10% of the world's population.

Quick Tips

- Share what makes your event special and valuable for your attendees. Focus on noteworthy speakers, exclusive insights, networking opportunities — anything that can help create buzz.
- Issue reminders and updates, and answer questions promptly and thoroughly.
- Ask for suggestions to help shape your event in the planning stage and request feedback during and after the event.
- Share content from the event with non-attendees and repurpose it later for thought-leadership articles.
- Create a live social hub on your owned event page and integrate the best content via in-venue displays.
- Offer incentives for registration and exclusive benefits for fans/friends/followers.
- Stay connected after the event by tagging photos, thanking attendees, and following through with recaps and additional content.

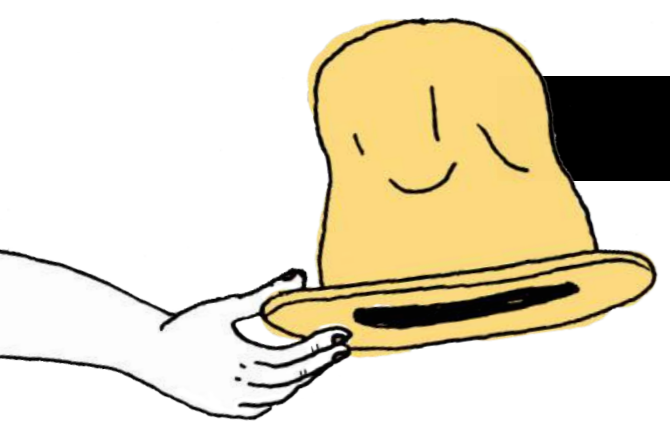


3 Capitalizing on Real-Time Topics and Trends

From big awards shows, sporting events, and major holidays to everyday moments, more and more brands are awakening to the real-time marketing revolution. Social trends and conversations are a goldmine for creative content. However, memes can hit and spread like wildfire. Staying on top of what's trending is a huge challenge — with a big potential payoff.

Quick Tips

- Keep a pulse on global trends and topics of particular interest for your customers and fans. Use social search to uncover more moments to connect.
- Don't try to hijack a trend or event. Select conversations carefully and focus on opportunities that are relevant in time, message, and value to your audience. Include timely brand communications around everyday events, and make sure your comments add value.
- Have a plan and consistent strategy for real-time engagement, and optimize your team to act quickly and effectively.



Real-Time Engagement

Snickers shared a sweet Tweet following a World Cup biting incident. Arby's jumped in on an opportune GRAMMYS fashion moment. Both brand Tweets were relevant and timely, with a healthy dose of humor.

SNICKERS @SNICKERS

Hey @luis16suarez. Next time you're hungry just grab a Snickers. #worldcup #luisuarez #EatASNICKERS

Reply Retweet Favorite More

MORE SATISFYING THAN ITALIAN.

SNICKERS

#LUISSUAREZ

Arby's @Arbys

Hey @Pharrell, can we have our hat back? #GRAMMYS

Reply Retweet Favorite More

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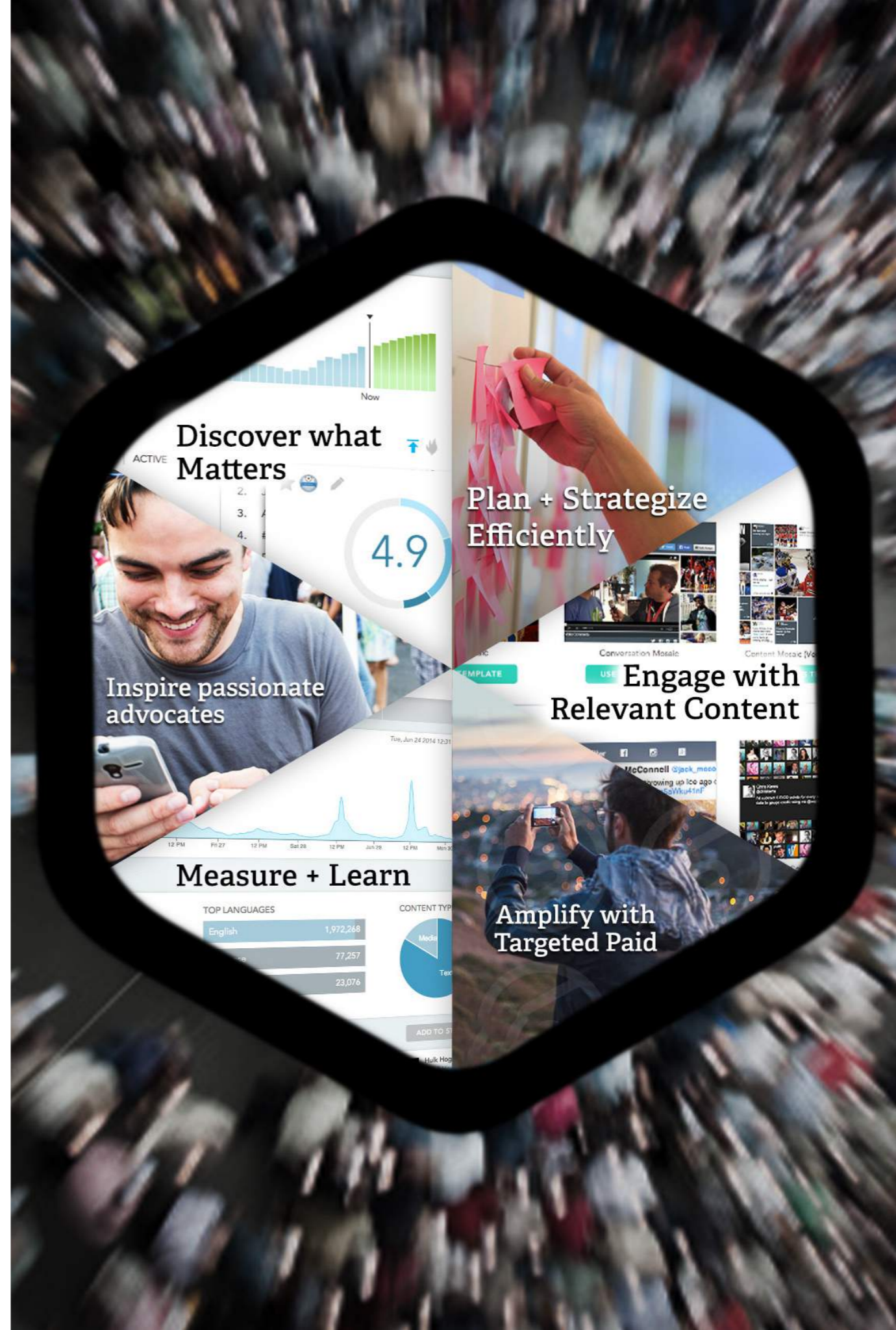
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