A Practical Guide to Social Media

with Abram Herman,
ABMP Social Media & Marketing Coordinator

About the Presenter
As the Social Media & Marketing Coordinator for Associated Bodywork & Massage Professionals (ABMP), Abram Herman is responsible for managing communications that are received by hundreds of thousands of current and prospective members across the Internet.

Through years of hands-on experience, he has created a social media strategy that is both practical and effective.

Abram started working at ABMP in 2010, and now also manages social media accounts for ABMP’s three sister associations: Associated Skin Care Professionals (ASCP), Associated Hair Professionals (AHP), and Associated Nail Professionals (ANP).

In this webinar…
• We won’t cover basics of account setup and management. Go to http://abmp.us/practicalsocialmedia for more resources.
• We’ll focus on strategy and higher-level ideas.
• Take notes, and ask questions!
Do you have a Facebook, Google+, Twitter, Instagram, Pinterest, LinkedIn, or other social media account?

74% of online adults use social media!


Why Use Social Media?

• Catch potential clients where they already spend their time.
• Powerful word-of-mouth marketing.
• Search engine optimization (SEO).
• Long-term connection vs. one-time contact.

What are the most popular social media sites?

Facebook: 71%
LinkedIn: 22%
Pinterest: 21%
Twitter: 18%
Instagram: 17%

Percentage of online adults who used each social media site, sampled July 18-September 30, 2013. www.pewinternet.org/2013/10/30/social-media-update-2013
Focusing Your Efforts

• Why spend time on something that won’t work?
• Do your clients even use _____?
• Be smart about where you spend your time.
• It’s better to use one social media site well, than many sites badly.

Defining Your Audience

• Who are your clients? Make a list.
• What social media sites do your clients use? (Just ask them!)
• How much time do you have available for social media marketing? How many different social media sites can you effectively manage with that time?

4 Rules for Social Media

1. Everything is public. Everything is forever.

2. Be human.

3. Give people a REASON to want to connect with you!

4. It’s called “social media.” Be social.
Top Fears About Social Media

• Aren’t I giving people a place to publicly complain about my business?
• Are there liability issues with the potential for breaches of privacy?
• Could my personal safety or personal privacy be at risk because of my business social media presence?

... And The Reality

• People can already complain on social media about your business, whether you’re there or not. But if you’re there, you can respond!
• Always respect client privacy, no matter the medium.
• Use your privacy controls.
• It’s okay to be human!

So you’ve set up your social media accounts. Now what?

Use the space you already have:
• Link to social media accounts from your website. (AddThis buttons)
• Put social media icons on your printed materials. (QR codes)
• Hang a sign in your office.

Get more fans:
• Ask your clients to spread the word.
• Consider advertising.
• Let it evolve naturally.
Finding Content to Post

- Follow other people on social media.
  - facebook.com/abmmpage
  - twitter.com/abmpmassage
  - http://abmp.us/ABMPgplus
  - instagram.com/abmpmassage
- Google Alerts.
- RSS feeds for relevant blogs.
- Ask clients, get insight.

What should you share?

- **25% promotional posts.**
  - Specials
  - Open appointment times
  - New services/business announcements
- **75% non-promotional posts.**
  - Educational info
  - Anything relevant to your audience
  - Research
  - Community events

Schedule Your Posts

- Lots of tools, and many are free!
  - bufferapp.com
- Sit down once a week, instead of dividing your attention among multiple days.
- Consider using a platform that provides analytics.
- **BUT:** Don’t replace your day-to-day interactions; keep the “social” in social media.
Use the Right Tool

- Social media sites are not the same; they shouldn’t be used the same way.
- Audiences will respond differently on different sites.
- Use the strengths of each platform to your advantage.

Getting More Fans

- This should come naturally with proper use of social media, but you can help it along.
- Advertisements (see http://abmp.us/practicalsocialmedia for tips)
- Contests
  Free add-on when you Like us!
  Win a gift card/free treatment/goodie bag!
  Check in on Facebook and get a free upgrade!

Facebook

- Large number of users = Most effective use of your time
- Post 1-3 times a day
- Very good for contests (but follow the rules!)
- Facebook-specific tips:
  - Cover photo
  - Recognizable profile picture
  - Built-in post scheduling
Facebook

• “EdgeRank”: What is it, and why should I care?
  
  ![EdgeRank formula]

• Determines who sees what you post, based on 100,000+ factors.
• You need to interact, unless you want to pay.
• Promoted (paid) posts will bypass EdgeRank.

Promoted Posts

• Highly targeted
• Affordable PPC/PPM ads
• Reach new people, or existing fans
• Make sure the post you promote is worth it!

Google Places and Yelp

• Review sites are very important for small, local businesses.
• Double duty: search engine, and review site.
• To do:
  – Claim your listings! (see http://abmp.us/practicalsocialmedia)
  – Fill out your business’s profile. Include pictures.
  – Respond to negative reviews. Attempt to resolve the issue.
  – Ask/incentivize clients to leave reviews.
Google+

- Very important for SEO—this is one of the main reasons Google launched G+.
  - Even if you won’t use it, it might be worth creating a profile simply for SEO purposes.
  - Be sure to link to your other social media profiles and website from G+ profile.
- G+ caters to more “techy” people, or early adopters; good if that’s your audience, not so effective otherwise.
- Can be treated much the same as Facebook.

Twitter

- Post 2-10 times a day
- Great for:
  - Finding content to share
  - Quick info (e.g. open appointments, last-minute notices, etc.)
  - A self-curated news source
- Use #hashtags (sparingly) in your tweets for greater visibility/searchability.
- Be social! @reply, RT, and share the love.
- BUT: Only 18% of online adults use it. Is it right for your clientele?

LinkedIn

- Good for networking with other professionals in your community.
- Good for discussing your profession with colleagues.
- BUT: Not so effective for marketing to your clients.
  - Not as popular with consumers for day-to-day use as other sites.
  - More professionally-oriented, not so fun/funny.
  - Not very beneficial for SEO.
Pinterest

- Could be useful if you do retail, especially online sales.
- Good for getting ideas, sharing information, and staying connected with clients.
- Not as geographically-oriented.
- All about image sharing. If it’s not visual, it won’t be useful here.
- Leave it for later if you’re just getting started with social media.

Instagram

- All about image sharing.
- Use hashtags for discovery
  - Location-based (e.g. #boulder, #colorado)
  - Interest-based (e.g. #climbing, #running)
  - Desire-based (e.g. #relax, #selfcare, #stress)
- Leave it for later if you’re just getting started with social media.

YouTube

- #2 search engine in the world! Can be a powerful tool for SEO.
- Videos are a good way to explain things to current or potential clients.
- **BUT**: Takes a lot more work, equipment, and specialized knowledge than other types of social media.
- Leave it for later if you’re just getting started with social media.
- Content ideas: see http://abmp.us/practicalsocialmedia
Take-Homes!

• Be social. Be friendly. Be human.

• When in doubt, Google it!

• Be smart about where and how you spend your time.

• Have a plan to convert leads to sales.