

APTA BUS & PARATRANSIT CONFERENCE

Using Social Media: Holly Hacker, Brokaw Inc

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What is social media?

- Social media is a term used to describe the type of media that is based on conversation and interaction between people online. Where “media” means digital words, sounds & pictures which are typically shared via the internet and the value can be cultural, societal or even financial. – wikipedia.org
- Examples of social media websites:
 - **Social Bookmarking.** (Del.icio.us, Stumbleupon) Interact by tagging websites and searching through websites bookmarked by other people.
 - **Social News.** (Digg, Propeller, Reddit) Interact by voting for articles and commenting on them.
 - **Social Networking.** (Facebook, twitter, MySpace) Interact by adding friends, commenting on profiles, joining groups and having discussions.
 - **Social Photo and Video Sharing.** (YouTube, Flickr) Interact by sharing photos or videos and commenting on user submissions.
 - **Wikis.** (Wikipedia, Wikia) Interact by adding articles and editing existing articles.

Why should you care about social media?

1. Because 3 out of 4 Americans use social technology.
 - Forrester, *The Growth of Social Technology Adaption*, 2008
2. Because 2/3 of the global Internet population visit social media sites.
 - Nielsen, *Global Faces & Networked Places*, 2009
3. Because visiting social sites is now the 4th most popular online activity—ahead of personal email.
 - Nielsen, *Global Faces & Networked Places*, 2009
4. Because time spent on social networking sites is growing at 3x the overall internet rate, accounting for nearly 10% of all Internet time.
 - Nielsen, *Global Faces & Networked Places*, 2009

How can you use social media for brand management?

- Conduct a social media audit for your brand to observe and measure current and relevant social media conversations.
- Check at least the following social media sites to conduct your audit:
 - Facebook
 - twitter
 - wikipedia
- The audit should include:
 - brand and key term benchmarks
 - conversational audit for tone, topics and level of interest
 - competitive review for other regional transit authorities
 - summary of best practices and recommendations
- Social media audits should be performed frequently if not assigned as a daily task.

Should you use social media for advertising & pr?

Yes, if:

1. You are committed to becoming an active participant in social media conversations.
2. You have someone who is empowered and responsible for speaking with your brand voice.
3. You give that special someone all the support, tools and information they need to answer questions.
4. You are prepared to quickly and actively respond to a wide variety of requests, questions and criticisms.

How can you get started?



VO: Well, I'm a Facebook fan of jeans, and of candy, and hugs, and smiles, and cuddling, and unicorns, and love, and fro yo? Of course, I'm a fan of fro yo.



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