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Introduction to Social Media



FACEBOOK TERMINOLOGY

Facebook : a social networking Web site that “helps you connect and share with the people in your life.” Facebook currently has 200,000,000 users worldwide. People and businesses create pages in order to connect and stay in touch with friends, colleagues, or customers. Facebook is the overall Web site that facilitates all of the other interactions described in this dictionary, including wall posts, pictures, profiles, fan pages, groups, events, poking, etc.

Block

To block someone means that that person cannot search you or view your profile. Note: you will likely not need to block someone, unless they are making inappropriate comments page. In order to block someone, go to your settings and then click on “privacy.” From there you can control who can search your page, see your page, and participate on your page.

Commenting

Whenever someone updates their status or posts a picture or posts on someone else’s wall, there is an option to “comment” where you can add your own commentary or thoughts about that particular post.

Creating Events

In order to create an event, go to the Events homepage. There will be a button in the upper right hand corner that says “Create an Event.” determine whether its an “open event” or “invitation only.”

Event

Any Facebook user can create an “event” to let other people know when, where, and why its happening, and invite them to it. When people have been invited and have RSVP’d, they can write on the wall for that specific event.

Facebook Places

Facebook’s version of a location-based check-in that is accessible through mobile phones. Allows Facebook users to let their friends know where they’re hanging out and what they’re doing. This location update shows up on a user’s profile and also on their friends newsfeed on the home page.

Fan Page

A page created by a business, celebrity, TV show, musician, etc. in order to reach out to people who ‘like’ them or their company or product. This provides a way for them to connect and engage with their customers or fans and keep them up to date about what’s going on in their life or company.

Group

Groups were the original way for people to share common interest whether for a sports team, a TV show, a musical group, etc. Groups could be open or invitation-only and each group had its own page which included a picture, information about the group, a place to post pictures and a wall of its own. Fan pages have now somewhat replaced groups, since your visibility on newsfeeds is greater.



FACEBOOK TERMINOLOGY CONTINUED

Info

The “info” tab is the second tab on someone’s profile (after the Wall). It includes Basic information (networks, birthday, hometown, political views, relationship status, etc.), Personal Information (interests, favorite music/book/movies, quotes, etc.), Contact information (email), Education and Work (school networks and jobs), Groups (groups that person is a member of), and Pages (pages that the person is a fan of).

“Liking” something

Whenever someone updates their status or posts a picture or posts a link, there is always an option for people to “like” it. Additionally, people can now “Like” business pages. If you “Like” a business page, you are demonstrating interest in that company or business.

If there is an update on the page or a new post, it will show up in your news feed. It also allows you to post or make comments on that fan page’s wall.

Link

People may find other material including YouTube videos or news articles that they want to post on their own wall or share with other people so there is an option to “Post a link” and it will include a picture (or thumbnail) of the video or subject matter, the title, the Web site, and a short description.

Update Message

A Facebook update message acts like an e-mail. It provides a way for people to send messages privately to one another and not post it publicly on their wall.

News Feed

The news feed is the first screen that comes up when you log into Facebook. It includes a list of the most current activity of your friends on Facebook, including status updates, wall posts, and pictures.

Notifications

Notifications are meant to alert you when there has been activity with your Facebook page. This can include when someone writes on your wall, tags you in a photo, accepts your friend request, etc. These can also be customized your settings so you can decide what types of stories you want to be notified about. You can also set it up to get email notifications anytime these types of activities happen so you don’t have to log in to Facebook to learn about Facebook activity.



FACEBOOK TERMINOLOGY CONTINUED

Photo Albums

People may upload pictures into photo albums that will be listed under the third tab of the profile “Photos.” Each album has a title and can have a description and a location. People (either the person who uploaded them or their friends) can tag the people in the photos to alert the person that there is a picture of them that has been posted and to indicate who is who in each photo.

Poke

A “poke” is an option that is listed under a person’s profile picture, and if you click “Poke _____,” then the next time that person logs onto Facebook, they will have a notification that they have been poked by you. It is a virtual way for you to let someone know you are thinking about them.

Post

This is the generic term used whenever people put new information on their own or another’s page. You can post on someone’s wall, post pictures, post a link, post a status update, etc.

Privacy

Facebook allows users to customize all of their privacy settings about who can see their profile, their wall, their pictures, etc. They can have different settings for different networks and even for individual people.

Profile Picture

A profile picture is the central picture that you put on your main profile page (located in the upper left hand corner). A thumbnail of this picture will also appear when you post on other people’s walls or if your status updates show up in someone else’s news feed.

Status Updates

People or businesses can post a a status update, which will show up on their own wall and in their friends’ news feeds. A status update usually indicates what a person is doing or thinking at the time and is usually only a few lines (This is the Twitter-aspect of Facebook).

Wall

A place where friends can post messages that will show up publicly on that person’s profile. The wall also includes notes about that person’s Facebook activity. If they become a fan of a business, become friends with someone, post on someone else’s wall, join a group, or attend an event it will show up on their wall (you may customize your wall by designating the types of stories you want posted on your wall).

Wall Post

A public message someone writes to another friend on their wall.



TWITTER TERMINOLOGY

Twitter is a service for friends, family, co-workers, and strangers to communicate and stay connected through the exchange of quick, frequent messages in 140 characters or less.

@Replies

Pronounced “at reply.” A public message sent from one person to another, distinguished from normal updates by the @username prefix. Following is not necessary to reply to someone. You can also reference someone in your Tweet by using @username in order to include them in a dialogue.

Direct Messages

Private messages sent from one Twitter user to another that can only be viewed by the sender and the receiver. You can only send a direct message to a person who follows you. The messages are saved in an inbox.

Fail Whale

When the Twitter servers are over capacity and need to take a breather, a photo of a whale with Twitter birds holding it by strings is visible. This message informs users of the problem and asks its Tweeples to try again.

Followers

Fellow Twitter users who choose to follow you and receive your updates on their home page twitter feed.

Follow

Following someone simply means you sign up to receive their Twitter updates. Every time they post a new message, it will appear on your Twitter home page in real time.

Follow Fridays

On Fridays as a status update, users suggest other Twitter users to follow. These suggestions could be categorized any way you would like (i.e #followfriday for news updates @cnn @newyorktimes...).

Hashtag

As seen in the example above, the hashtag (#) is used by prefixing a word with the #hashtag symbol. Hashtags help organize published tweets on Twitter into groupings around one general topic, thus making the conversation easy to track and follow.

RT

Short for Retweet. In re-posting someone else’s tweet, putting RT before the person’s user name gives the person credit for their tweet that you are now posting (i.e RT @cnn xxx).

Star

The star appears at the end of updates as a way to mark a particular update as a favorite.



TWITTER TERMINOLOGY CONTINUED

TinyURLs

A free service to make posting long URLs shorter and easier. Especially useful for Twitter with the 140 character count, TinyURLs give you more characters to work with. www.tinyurl.com

Trending Topics

The most popular topics people are tweeting about at any given moment.

Tweet

A short update of 140 characters or fewer. Tweets are posted to your profile, show up in the Twitter news feed and are searchable on Twitter search.

Tweeple

Twitter users

Tweetcipe

A bite-sized recipe under 140 characters.

Tweet Deck

A free downloadable Twitter application which acts as a dashboard. Its functionality allows ways to easily organize and search content in the Twitterverse.

Tweeting/Twittering

The act of updating a Twitter account through “tweets.”

Twitter Back

The background of an individual's personal Twitter page.

Twitter Feed

A real time list/feed of updates on the Twitter home page.

TwitPic

An application for uploading photos to Twitter.

Twitter Search

Allows you to search and see what is happening in real time. You can also search trending topics (where the #hashtag becomes very useful)

Twitterverse

The Twitter universe – essentially everyone participating on Twitter



SOCIAL MEDIA GUIDELINES | Facebook

Keeping up with social networking outlets, such as Facebook and Twitter requires time, consistency and thoughtfulness. It is essential that you follow the standards presented to ensure TAB brand standards are kept forefront.

Q. WHY FACEBOOK, WHY NOW?

A. Facebook gives you the potential to reach more consumers than simply relying on traditional business Web sites alone. It allows you to informally and more personally cultivate a community of followers and loyalists through the sharing of exciting news, information and promotions. The goals are to strengthen relationships with your communities' business loyalists, cultivate a new community of fans and followers, build business and drive revenue.

Q. SHOULD I BUILD A FAN PAGE OR A GROUP FOR MY FRANCHISE?

A. A Fan Page.

Fan Pages allow you a platform to extend your brand online, as they offer more flexibility in adding applications and interacting with other Facebook members. Additionally, when you add information to the "write something" field, aka "status update," it shows up in your fans' news feeds, making your page more viral and driving traffic and engagement for your brand. Groups, on the other hand, are usually focused on one specific idea or concept, while pages can be devoted to something more complex, such as a business or specific brand

Q. HOW MUCH TIME SHOULD I EXPECT TO SPEND ON FACEBOOK EACH WEEK?

A. You **MUST** have someone monitoring your Facebook fan page seven days a week and you should be posting about three times a week. We estimate that you'll spend roughly three - five hours a week making updates to the page, posting links to articles, running promotions, answering fan questions, etc.

Q. HOW DO I HANDLE COMMENTS ON THE FACEBOOK PAGE, BOTH POSITIVE AND NEGATIVE?

A. It is vital someone monitors Facebook daily for comments and posts. The monitoring individual should also monitor photos posted by fans for appropriateness. You should not create a page if you do not have someone who can handle daily monitoring duties. Be prepared to respond to posts and messages within 24 hours and remove truly offensive posts. However, in the spirit of social networking and transparency, don't remove comments that are negative only those that are offensive. Respond to negative posts via a direct, private message. Transparency is the key for social networking to succeed. Thank users for positive posts and welcome them to keep engaging with your brand's page.



Social Media Guidelines | Facebook Continued

Q. CAN I DO A SWEEPSTAKES, GIVEAWAY, OR CONTEST ON FACEBOOK?

A. You can, HOWEVER, you must use a third party application to administer the promotion. Facebook has strict rules on promotions like this.

Q. WHAT CONTENT SHOULD I AVOID?

A. Keep in mind the Facebook page is an official online channel of The Alternative Board. Therefore, written content should be in line with the language used in press materials, marketing materials and/or the Web site.

Avoid the following:

Political commentary or association

Religious references

Controversial tone

Inflammatory language or topics

Inappropriate responses to customer/business issue

Opinions of other alternative boards

Exclusionary or discriminating language toward any group or individual

Defensive posturing

Overly-marketing tone

Inappropriate photos sensitive, proprietary, confidential, or financial information about your business or TAB Corporate

Q. WHAT TYPE OF CONTENT SHOULD I INCLUDE?

Awards

Surveys and interesting facts

New services or special events for members

TAB corporate news

Exclusionary or discriminating language toward any group or individual

News related to small businesses - Industry events, news specific to your region

Information regarding member's speaking engagements



SOCIAL MEDIA USER GUIDE AND BRAND STANDARDS

TWITTER

Q. WHY TWITTER, WHY NOW?

A. Twitter allows you to share tidbits of information about what you are doing as opposed to a full blog post. This is an opportunity to cultivate a community of followers and loyalists through sharing exciting news, information, and insider tips that communicate the brand attributes.

Q. HOW OFTEN SHOULD I POST?

A. We recommend you post 3 times per day. This includes putting up unique posts and responding to people who have commented on your “timeline,” aka your Twitter home page. You can also comment on other people’s tweets to help you get to 3+ posts per day. And remember the 6-to-1 ratio. For every Tweet posted, you should be retweeting six times.

Q. HOW DO I HANDLE COMMENTS ON MY TWITTER TIMELINE, BOTH POSITIVE AND NEGATIVE?

A. As with Facebook, it is vital you monitor your timeline daily for comments and posts. If you can’t monitor it, assign someone in the company to do so. It is important that you do not create a Twitter account if you do not have someone to monitor it daily. Regardless of who is monitoring, the personality behind tweets should remain consistent. Posts and messages should be responded to within 24 hours.

Negative posts: thank the poster for taking time to call attention to their experience along with a specific message of how you will assist to resolve their issue. A specific offer for compensation or discussion about the issue should be handled via direct message only. Do not give out personal or specific information about the event out via the public posting. Respond to positive posts by thanking the sender and encouraging them to continue to interact with you.

Q. WHAT TONE SHOULD I TAKE IN POSTING MY TWEETS?

A. With your Tweets, you want to demonstrate that you are:

Full of personality

Friendly

Fun

Accessible

Interested in a reciprocal connection with your followers

Transparent and trustworthy

A trend setter and a news maker

An expert

Caring for your community



TWITTER USER GUIDE AND BRAND STANDARDS CONTINUED

Q. WHAT IS APPROPRIATE TWITTER CONTENT?

A. Include the following:

Local/community business news

News about your company

Major media hits

Awards

Events

Surveys

Acknowledgement or response to major current events



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