



# Marketing & Driving Demand Collaborative

Social Media Tools & Strategies

January 6, 2011



1. M&DD Collaborative Set Up
2. Resources For You – Social Media Tools & Strategies
3. Discussion – What social media strategies are you using or planning to use? What questions do you have?

## Next Meeting:

TBA (late February)

- **Monthly discussion call**
  - Send proposed agenda items to Megan [mabillingsley@lbl.gov](mailto:mabillingsley@lbl.gov)
  - Most popular/useful topics will be selected for discussion
  - We will line up experts for direct Q&A on specific topics as needed, but often grantees will be sharing their own experiences
- **Help Desk**
  - Email [mabillingsley@lbl.gov](mailto:mabillingsley@lbl.gov) with questions, needs for resources, anything
  - Will respond within **48 business hours**
  - We can help you submit a formal Technical Assistance (TA) request if more extensive resources are needed.
  - Common questions will be compiled and shared with the group
- Send any **sample docs/reports/materials to** [mabillingsley@lbl.gov](mailto:mabillingsley@lbl.gov) and documents will be posted online

- **Social Media Resources**

- Tips for using Social Media
- Audience Engagement: Brian Solis: In Social Media, Engagement Has Its Rewards (~1hr video)
- Social Media Playbook - Goes over multiple platforms and provides tips
- Mashable: Social Media News and Web Tips – The Social Media Guide
  - 290+ Social Media Resources From 2010
- Alltop – Top Social Media News

- **Tools for Social Media Outreach**

- Blogging – WordPress & Blogger
- Energy-centric Social Networking Platforms: Energy Efficiency 2.0: Using the Web and Social Media for Marketing and Demand Creation (~1.5 hr video) – EarthAid & Efficiency 2.0
- Facebook
- Social Plug-ins
- YouTube
- Google Tools – Adwords & Web Optimizer

- **BetterBuildings Grantee Resources**

- Boulder, CO – Social Media Marketing Strategies

# Messaging Tips for Social Media



- With limited space to write, your goal is to catch someone's attention and get them to engage.
- Be personable, authentic, and real
- Use humor when appropriate
- Engage, don't just inform. Ask questions and respond to your followers
- Provide followers useful, relevant information to earn trust
- Have a call to action – what do you want your fans to do?
- Don't just broadcast your information, share relevant content from other resources as well

**Source:** Booz Allen Hamilton document on moving early adopters, will be posted on the new BetterBuildings resource site when that goes live.

## Brian Solis: In Social Media, Engagement Has Its Rewards

Brian Solis is the author of Engage, the complete guide to build, cultivate, and measure success in the social web. Solis is globally recognized as one of the most prominent thought leaders and published authors in new media. <http://www.briansolis.com/>

Presentation link (~1hr – only available through March 2nd):

<http://event.on24.com/eventRegistration/EventLobbyServlet?target=lobby.jsp&eventid=255691&sessionid=1&key=D9BC8540C DFA606AB6AB300DE5CD4864&eventuserid=43579724>

### Key Points:

- Research is KEY
  - Who, What, When, Where, Why, How and to What Extent?
    - Things to think about when planning a social media campaign
    - Different answers for each medium, audience and objective
  - Keep messages simple and on point
    - Must be “quick, easy & powerful” to maintain attention
    - Know what you want people to do and make it easy for them to do it
  - Identify and recognize your influential messengers online
    - Reach out to bloggers and other active internet entities
  - Identify decision making process & figure out how to integrate yourself into it
- Social media is WORK
  - You need to put the time in to make it pay off
  - Do the background research to determine where people are on the web, what key words they are using
- A blog is the best way to establish yourself as an expert
  
- If you are strapped for time... put the extra effort into research and planning your campaign at the beginning

- Social Media Playbook
  - Goes over multiple platforms and provides tips – a great place to start!
  - [http://media.eloqua.com/documents/Eloqua\\_Social\\_Media\\_Playbook\\_Public.pdf](http://media.eloqua.com/documents/Eloqua_Social_Media_Playbook_Public.pdf)
- Mashable: Social Media News and Web Tips – The Social Media Guide
  - [www.mashable.com](http://www.mashable.com)
  - Check out the How To section for helpful tips
  - 290+ Social Media Resources From 2010
    - <http://mashable.com/2010/12/26/social-media-resources-2010/>
    - Nearly 300 in-depth features by topic, galleries and how-to's from the past year to help you navigate the social media world
- Alltop – Top Social Media News
  - <http://social-media.alltop.com/>
  - The mother lode... a search engine that pulls the “headlines of the latest stories from the best sites and blogs that cover a topic”

- One of the best ways to establish yourself/program as an expert
  - Share news, events and case studies about work you have done
- WordPress
  - Description of features:
    - <http://en.wordpress.com/features>
  - How to set up your blog:
    - <http://learn.wordpress.com>
- Blogger
  - Another free blogging site
  - [www.blogger.com](http://www.blogger.com)



## Energy Efficiency 2.0: Using the Web and Social Media for Marketing and Demand Creation (ECN webinar ~1.5 hr)

- <http://www.energycities.org/past-calls#Aug312010>
  
- Earth Aid
  - Residential Energy platform that allows users to compare their energy use to their friends & neighbors
    - Automated retrieval of utility data once info is provided by customer
  - Rewards program for saving energy
  - Also provides tips for saving energy
  
- Efficiency 2.0
  - Personal and specific energy savings plans for households
  - Customized platforms for utility & government clients
  - Neighbor comparisons

- Facebook creates AWARENESS
  - Don't expect everyone who "likes" your page to sign up for an energy assessment the first time they log on
  - Build awareness of what you are doing through interesting posts and lead them to that decision
- Customize your Facebook page, don't just settle for the basic template
- Consistently reiterate your theme/message in your posts
- Liberally use relevant pictures and other graphics on your page and in your posts

# Tips for Using Facebook



- Use Facebook to highlight other resources, articles, case studies
  - Attach a link to the post and include a one sentence reason why they should follow that link
  - If you want to send out more than a sentence of info, create a blog and link it to your FB post
- Find balance
  - Identify how often your audience will want to hear from you (i.e. hourly, daily, weekly) and send out just enough posts to keep them aware but not annoy
- Leverage other related networks
  - Make sure that your program page is “liking” related pages
  - This gives your page exposure to the other pages’ fans and significantly expands your potential network

***Struggling getting over the initial numbers hurdle?  
Sponsor an internal competition to have employees get  
their friends and associates to “like” your program page***

- Facebook Marketing Solutions Page
  - News and best practices for marketing on Facebook – by FB employees
  - Also a great place to post questions and ask about other resources
  - <http://www.facebook.com/marketing>
- 10 Facebook Advertising Tips for Brilliant Marketers
  - Good article on effective strategies for using paid advertisements on Facebook
  - <http://www.allfacebook.com/facebook-advertising-tips-2010-08>

- Creates a direct link to Facebook, Twitter and other social media outlets from other content based websites (i.e. news sites, blogs, etc.)
  - Allows users to “like” web content outside Facebook
  - That content is then shared with others through the news feed on Facebook and on the content sites
- Video describing concept (approx. 2min):
  - <http://www.facebook.com/video/video.php?v=10150210521510484>

# The New York Times

Monday, January 3, 2011 Last Update: 8:26 PM ET



**LATEST IN MY NETWORK** 

What's This?

 **Melissa Hoyt**  
RECOMMENDED  
For Kodachrome Fans, Road Ends at Photo Lab in Kansas

 **Laura Milner**  
RECOMMENDED  
Etsy, Site Selling Crafts and Vintage, Draws Fans

 **Laura Milner**  
RECOMMENDED  
A Week With Cynthia Rowley: What I Wore

POPULAR NOW  
In Beebe, Ark., 4,000 Dead Blackbirds Drop From the Sky

- YouTube Help

- <http://www.google.com/support/youtube/>
- Information on how to:
  - Upload videos
  - Create channels
  - Embed YouTube videos on your website, Facebook or a blog

- For longer videos (>15min), try Vimeo for posting content

- <http://vimeo.com/>



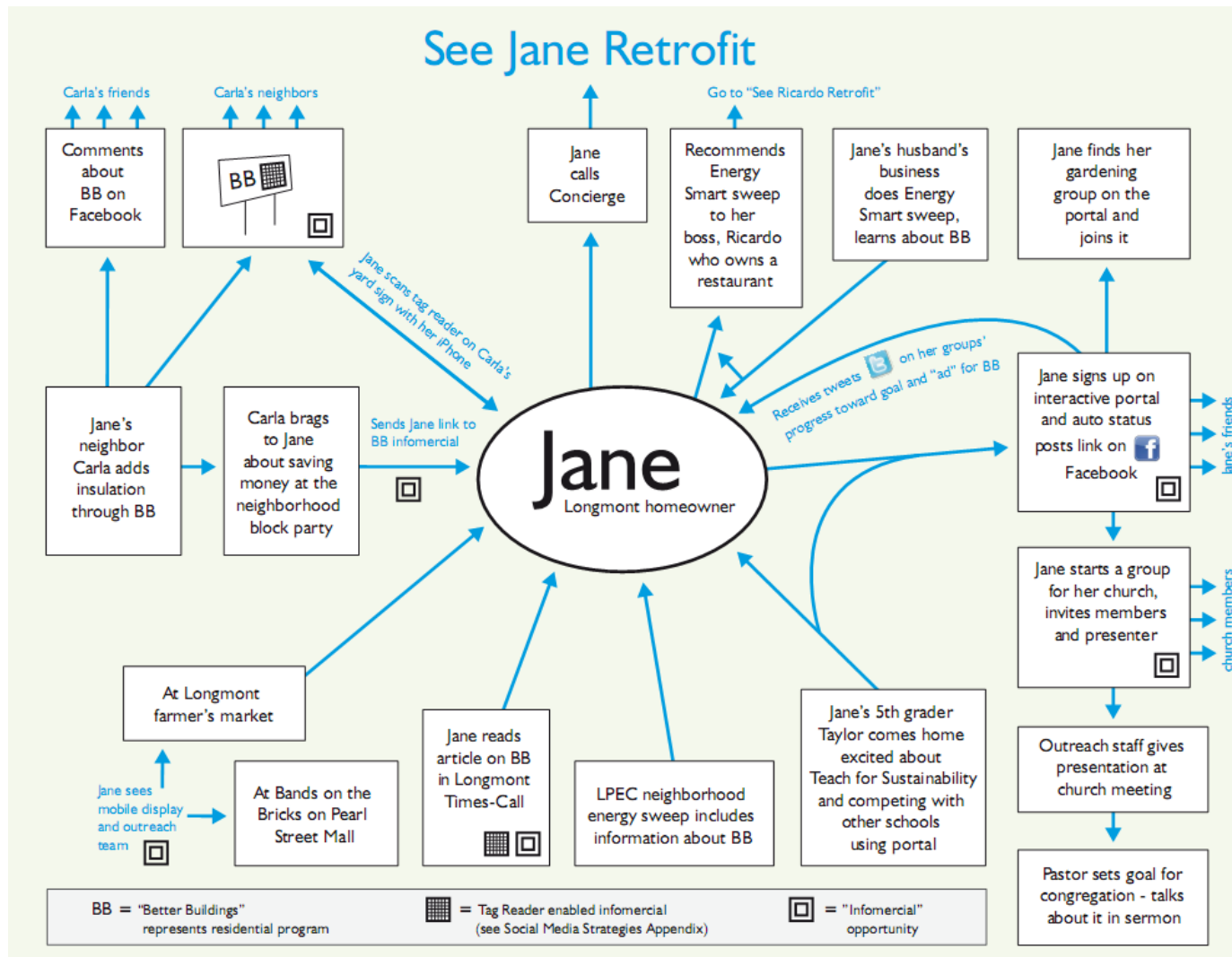
- Google AdWords

- Advertise your program on Google searches
- Customizable for region and key word searches, easy to set up
- Allows you to set a max budget and you only pay when someone clicks on the link for your ad
  - Easy site traffic & cost estimates
- [www.adwords.google.com/](http://www.adwords.google.com/)

- Website Optimizer

- Google's free website testing and optimization tool, allows you to increase the value of your existing websites and traffic
- Useful for testing different strategies, content, key words, etc. to determine what changes can attract more visitors
- [www.google.com/weboptimizer](http://www.google.com/weboptimizer)

# Boulder, CO – Appendix G: Vision of the Boulder County Social Mobilization Strategy

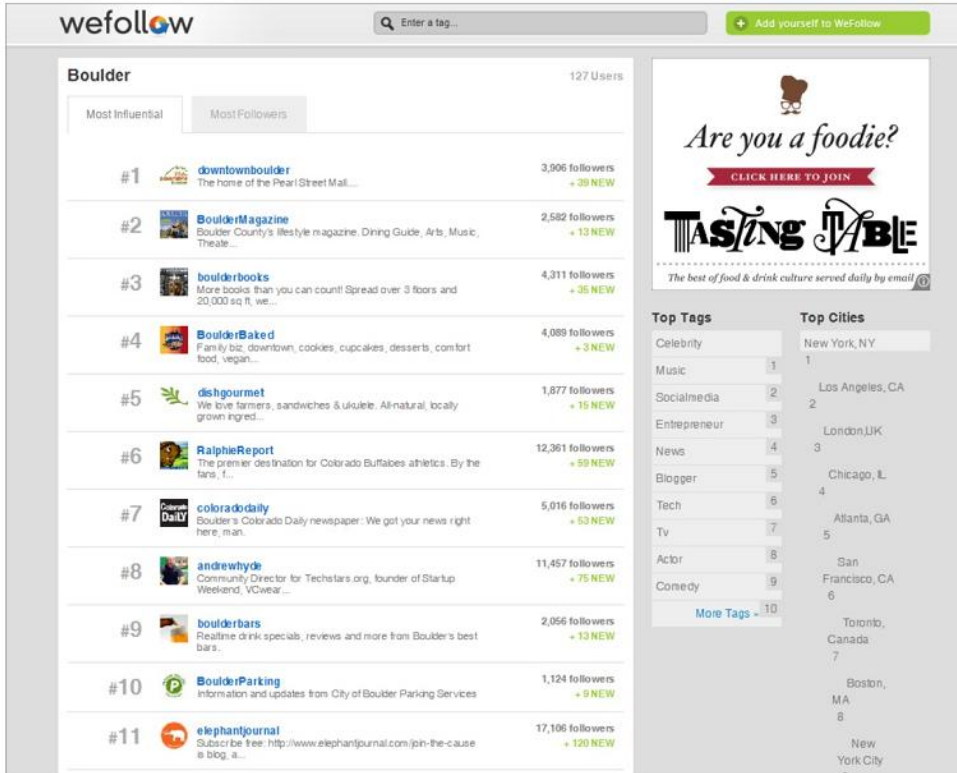


Document also includes commercial diagram



# Boulder, CO – Appendix H: Social Media Marketing Strategy Roadmap

- Boulder specific social marketing research
- Useful for planning your own research



The screenshot shows the WeFollow website interface for the 'Boulder' location. The page displays a list of 127 users, sorted by 'Most Influential'. The top 11 users are listed with their profile pictures, names, descriptions, and follower counts. The right sidebar features a promotional banner for 'TASTING TABLE' and two tables: 'Top Tags' and 'Top Cities'.

Rank	Profile Name	Description	Follower Count	Change
#1	downboulder	The home of the Pearl Street Mall...	3,906 followers	+39 NEW
#2	BoulderMagazine	Boulder County's lifestyle magazine. Dining Guide, Arts, Music, Theatre...	2,582 followers	+13 NEW
#3	boulderbooks	More books than you can count! Spread over 3 floors and 20,000 sq ft, we...	4,311 followers	+35 NEW
#4	BoulderBaked	Family biz, downtown, cookies, cupcakes, desserts, comfort food, vegan...	4,089 followers	+3 NEW
#5	dshgourmet	We love farmers, sandwiches & ukulele. All-natural, locally grown ingred...	1,877 followers	+15 NEW
#6	RalphieReport	The premier destination for Colorado Buffaloes athletics. By the fans, f...	12,361 followers	+59 NEW
#7	coloradodaily	Boulder's Colorado Daily newspaper: We got your news right here, man.	5,016 followers	+53 NEW
#8	andrewhyde	Community Director for Techstars.org, founder of Startup Weekend, VCwear...	11,457 followers	+75 NEW
#9	boulderbars	Realtime drink specials, reviews and more from Boulder's best bars.	2,056 followers	+13 NEW
#10	BoulderParking	Information and updates from City of Boulder Parking Services	1,124 followers	+9 NEW
#11	elephantjournal	Subscribe free: http://www.elephantjournal.com/join-the-cause-is-blog_a...	17,106 followers	+120 NEW

Tag	Count
Celebrity	1
Music	1
Socialmedia	2
Entrepreneur	3
News	4
Blogger	5
Tech	6
Tv	7
Actor	8
Comedy	9
More Tags	10

City	Count
New York, NY	1
Los Angeles, CA	2
London, UK	3
Chicago, IL	4
Atlanta, GA	5
San Francisco, CA	6
Toronto, Canada	7
Boston, MA	8
New York City	9

These Boulder “influential” tweeters are a first priority for outreach

- Other social marketing strategies and how they can be used, includes:
  - IgniteBoulder, the Energy & Environmental Version – talks on different topics suggested, voted on, and presented by Ignite followers
  - Home Weatherization “Barn Raisings” – neighborhood weatherization for homes of people in need
  - CarrotMob – create consumer demand during a very short period of time for one business who commits the most money to improving its efficiency
  - Monthly Giveaways – a way to get contact info
  - Video Contests – commercials about the benefits of energy efficiency

# WIN: What's Important Now

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- What kinds of social media are you trying?
- What issues/needs/questions do you have?
- Send feedback on this call and ideas for the next call to [mabillingsley@lbl.gov](mailto:mabillingsley@lbl.gov)
  
- Lots of M&DD content at the February meeting in LA – see you there!

## Next Meeting:

TBA (late February)