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# Today, we are talking:

- Blogging
- Social media
- Media relations

# Bloggging 101

- Free blogs at [wordpress.com](https://wordpress.com) or [blogger.com](https://blogger.com)
- Buy web domain for 2 years minimum
- Redirect to your blog, unless you already have a website, then incorporate your blog into your website
- Customize your blog's look to match the personality of your company.

# Blog posting

- Post daily at least five times per week to establish yourself with google, double that and you improve your numbers all around
- Posts should be:
  1. Relevant to your business
  2. Share your and your company's expertise and interests
  3. Brief (500 words max)

# Bloggging factoids

- 80% blog reading happens in the morning
- But 40% of blog readers say they do read at night... Those are mostly men.
- Women read blogs in the AM
- Monday morning posts have most page views.
- Post for EST if aiming for national audience
- Posts on Saturdays have most comments
- Monday, Thursday posts best for getting linked to by big blogs

-from [hubspot.com](http://hubspot.com) Science of Timing webinar

# Post topics

- Each product or service you provide
- Success stories
- Staff members
- Community events
- The building you're located in's history
- Backgrounders
- Top 5 lists
- Interview with product makers and/or users

# Posts

- Text
- Video
- Photo
- Audio (aka podcasts)

# Writing tips

- Write to your audience
- Write concisely
- Write with humor ONLY if appropriate and can pull it off, so for most folks, skip the funny.
- Cover the who, what, when, where, why

# Social Media

Social media must be:

- Real
- Not just an ad for yourself
- Interactive
- Relationship building

# Social Media Musts

- Must be kept current
- Interact daily and not just in business hours
- Respond to every single tweet, DM, question, comment, email in a timely manner
- Make a daily tip or info share
- Ask questions, do polls
- Include links to your stuff and other interesting stuff you find

- Give personal recs
- Jump into discussions and INTERACT!
- Remember that every word you say on social media is saved and searchable. Be professional even in casual comments. You are representing your businesses values not just your own.
- Put social media on your smart phone... And yes you need a smart phone!
- Publicize your social media on your business cards... Yes Facebook, YouTube, Twitter, etc all allow you to use their logos in ads free when promoting your account with them. You can find the logos on their sites by searching "logo use rules."

# Facebook

- Create your personal page
- Then add on your business page
- Check out business/fan pages at <http://www.facebook.com/pages>
- Create your own at <http://www.facebook.com/pages/create.php>
- When you get 25 fans/page likes you can create a custom URL
- Choose name wisely
- Add interesting, engaging, "like-able" content (pics, bids, posts, links)
- Add your brick and mortar store to Facebook Places (and to other location-based social media, like Four Square)
- Google "Facebook for business" for lots of great articles.

# When to Facebook

From a Virtue study released fall 2010.

Info for your national audience:

- The three biggest usage spikes tend to occur on weekdays at 11:00 a.m., 3:00 p.m. and 8:00 p.m. ET.
- The biggest spike occurs at 3:00 p.m. ET on weekdays.
- Weekday usage is pretty steady, however Wednesday at 3:00 pm ET is consistently the busiest period.

For everyone:

- 65% of Facebook users only access the site when not at work or school, which typically means they're on before and after school/work.
- Fans are less active on Sunday compared to all other days of the week.
- Although most posts and comments appear around 3:00 p.m. ET, posts published in the morning tend to perform better than those published in the afternoon.
- Vitruve's data indicates that morning brand posts are 39.7% more effective in terms of user engagement than those published in the afternoon.
- Additionally, the top of the hour (:0 to :15 minutes) tend to see more interaction than other parts of the hour. The second half of the hour (:30 to :45 minutes) is the second most popular time for interaction.

ExactTarget study on motivations of users to like on Facebook:

- 40% to receive discounts and promotions
- 39% to show my support for the company to others
- 36% to get a “freebie”
- 34% to stay informed about the activities of the company
- 33% to get updates on future products
- 30% to get updates on upcoming sales
- 29% for fun or entertainment
- 25% to get access to exclusive content
- 22% someone recommended it to me
- 21% to learn more about the company
- 13% for education about company topics
- 13% to interact

# Twitter

- Be a part of the conversation
- Get the apps! Use them! They make it so easy to keep up everywhere. My favs:
  1. Hootsuite- [hootsuite.com](http://hootsuite.com) (multiple platforms)
  2. TweetDeck- [tweetdeck.com](http://tweetdeck.com)
  3. Twhirl - [twirl.org](http://twirl.org) (twitter only)

- Set up your username to be simple & short if possible. Use your biz name for brand building, but if its long consider something related to what u r about. Also consider using Flagstaff in your twitter name – if u r looking for flagstaff customers. AZ for all of Arizona, etc.
- Put your location, use your biz keyword in the twitter profiles section, fill out the profile completely.
- Follow everyone you can find in Flagstaff, Sedona, Williams... even Arizona. Follow everyone you can find with similar businesses AND similar interests – like if you're a green builder... follow eco-friendly product lines, sustainability groups, etc. Follow everyone your competitors are following.
- Follow everyone Twitter suggests to you under “Suggested Followers.”
- Register on <http://www.twellow.com/> - and use it to find more followers

- Use Twitter Grader's free location service and find and follow the top twitters in flagstaff and surrounding targeted areas for you're your biz. <http://twittergrader.com/location/?Location=flagstaff%2C+az>
- If someone follows you, check them out... make sure they don't look like a spammers... then follow them back.
- RT – retweet everything good, interesting you come across. But space it out a few things at a time! People LOVE twitterers who RT... and so will you. The more you RT someone's stuff, the more likely they are to RT your stuff at some time.

- Once you've set up your Twitter avatar, leave it! Use your company's logo or your pic – but choose one and stick with it. Your avatar becomes associated with your tweets and people may not recognize you if you change avatars a lot. This said, if it is just you tweeting definitely consider using your pic, as it gives a more personal touch.
- Share information that is relevant and will interest your target audience. A good mix is 80% on topic / 20% personal.
- Do polls – ask what people think about XYZ related to your biz and the community. Ask for restaurant recs, ask for other fun stuff, etc.
- Join in conversations where you have something to add. Jump in and don't be afraid to talk to people you don't know

- Send @messages to other users who may not be following you yet. Their replies will be seen by their followers who might notice you as well.
- Get involved with #followfriday
- Attend local tweetups
- Be interesting. The more interesting and informative your tweets are, the more likely they are to get retweeted to other people's followers.
- Offer twit-deals – deals that people will only know about if they follow you on twitter and/or facebook. Like a BOGO on a product or 10% off, etc.
- Set up twitter searches on topics related to your biz – on location like #flagstaff and #az as well as other keywords, even competitors mentions, etc

# When to Tweet

From Science of Timing webinar at Hubspot.com

- Late in day and week are most RTable times for content
- Weekends have great click thru rates
- 11a (lunch) and 5p (at end of work day) are best times for high click thru rates
- Most popular Twitterers send tweets around 22 times per day (or more)
- Don't tweet your own stuff more than once per hour
- RT whenever you see anything good
- Tweet your content multiple times per day in different ways
- [tweetWhen.com](http://tweetWhen.com)

# Flagstaff Tweets

- [tweetWhen.com](https://tweetwhen.com) to browse popular RT times for popular users
- 7-8a
- 1p, 4p
- Wednesdays
- Weekends

# YouTube

- “How to” videos of demos of your service and your products are a great start.
- Quick tips done on cam with props on items related to what you are an expert in with good keywords to help your searches are another great youtube use.
- Do an interview with another expert in a related field.
- Record any presentations you give and post those too.
- Post customer video testimonials to add to your credibility.
- Do on cam bios of each staff member – add cover video or use still photos that relate to what they talk about in the clip
- Promote your events using recordings of previous events.

- Take viewers on a tour of your offices and city to help them feel connected with you.
- Display company information in every video including name, URL, phone number and email address.
- Answer customer-specific questions using videos. Imagine how surprised a customer will be when you point them to a video with the answer!
- Promote your video on YouTube – a paid service based on popping you to the top of searches... you only pay for results. Details at <https://ads.youtube.com/>
- Use new “call to action” overlays - <http://ytbizblog.blogspot.com/2009/06/use-call-to-action-overlays-to-drive.html>

# Video Shooting Tips

- Shoot your video on a tripod as often as humanly possible. If you're demo-ing a new bike, ok, no tripod, but otherwise DO!
- Use an external mic- not the mic in your camera – a lavalier is the best choice, wireless if you have the \$ to invest.
- Use at least one light.
- Don't wear white.
- Don't shoot right against a wall, especially a white wall.
- Don't shoot into the sun.
- Don't pan and zoom continually when shooting. Instead cut from wide and medium shots to close ups in editing. Again – these will be best looking all on a tripod!
- Plan out what you are doing – don't just wing it. Write yourself a tip.
- The better your video looks – the more professional and trustworthy your business will seem. For this reason, do consider hiring a professional to shoot and edit your videos.

# Video Editing

- Invest in editing software, like Final Cut Express. Solid, basic, looks pro.

# Media Relations/ Coaching

- What do you want to be covered?
- Why should anyone want to cover it, from their perspective?
- Write down everything new and news worthy for consumers about your product/service/event
- Make a list of media sources- TV, websites, blogs, magazines, newspapers, radio stations, podcasts, etc plus reporters/producers/editors on Twitter and Facebook
- Get media contact info
- Consider paying for a service like [vocus.com](http://vocus.com)

- Write press releases and send them to your list, put on your website in a News section plus distribute them with pay services like:

1. <http://www.prnewswire.com/>

2. <http://www.prweb.com/>

3. <http://www.pitchengine.com/>

Or use free services like:

1. <http://www.freepressrelease.com/>

2. <http://www.prlog.org/>

- Sell yourself as an expert source. Respond to media searches for sources at:

1. <http://www.helpareporter.com/>

2. <https://profnet.prnewswire.com/ProfNetHome.aspx>

3. <http://newsbasis.com/>

- Respond to journalists, no matter their outlet, ASAP and be flexible.



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