

#SOCIAL MEDIA PR

TWEET

JANET FOUTS

140 Bite-Sized Ideas for
Social Media Engagement

BOOK 01

A THiNKaha BOOK

#SOCIAL MEDIA PR **tweet** Book01

140 Bite-Sized Ideas for Social Media Engagement

Book Excerpt

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Preface

Public relations is a changing field and it can be a challenge to manage and control corporate messaging in these times of lightning fast responses and broad data dissemination. Bottom line? You can't control social media, so you'd best learn to understand how to work with it instead of against it.

The tips in this book will get you on the road to understanding the potential of this medium. The fact that these are delivered in 140 characters or less demonstrates the value you can deliver in small packages.

Whether Twitter is your network of choice or not, you will learn something about communicating and what is often called “inbound media” from this book.

Enjoy!

Janet Fouts



Section I: Getting Started

Section I

Getting Started

Some Things to Know About Social
Media from the 40,000-Foot Level.

1

Social media is a dialogue between two people; it's not a broadcast mechanism to shout one-way messages.

2

Set up a separate email address just for alerts and search results for each client.

3

Create accounts for your brand on major social networks. Let people know if you are not using these yet with a coming soon post.

Section IV: Bloggers and Blogging

Section IV

Bloggers and Blogging

Creating a blog can open a lot of doors and help establish you as an industry expert, serve as a platform to engage consumers on a deeper level, and be a safe place to introduce a new product.

48

Commenting on blogs must be in a conversational tone. If it sounds canned, you could be labeled a spammer.

49

Regular blogging can help you become a familiar and trusted resource for media and the blogging community.

50

Give bloggers enough time to create a story. Give them at least a month for a book review.

51

Ask a blogger how they prefer information in. Some prefer an e-book to a print book because they can cut and paste quotes.

Section IX: Video

Section IX

Video

Video is a powerful way to connect with your audience and then set them free to create content for you, too. Contests, calls to action, humor and tutorials are all powerful ways to deepen your connection with users.

119

Use multiple video platforms instead of just one. Some users prefer Vimeo to YouTube. Some only watch MetaCafe or Viddler.

120

It doesn't matter how readers find you as long as they find you. Put video on multiple sites. Not everybody likes the same network.

121

Don't over-think a video. People expect them to be rough around the edges. Go with it.

Section X: Promotional Events

Section X

Promotional Events

When your company is going to a trade show, hosting an event, or the CEO is speaking at a conference, there are lots of ways to use social media to pump up the volume.

124

Looking for speaking opportunities for your client? Search for event organizers and follow their Twitter streams; connect to them on LinkedIn.

125

Who talks about a similar topic? Connect with them on LinkedIn and Twitter and stay in touch to know about new speaking opportunities.

126

Set up alerts for conferences you want to attend and share them with your networks.

Promoting an event's early marketing push shows support.

140

Look for chatter around an
upcoming conference.
Who can you connect
with while there?

About the Author



Janet Fouts is a social media coach, author, speaker, and entrepreneur. Her books *Social Media Success!* and *#SOCIALMEDIA NONPROFIT tweet* draw on over fifteen years of experience in online marketing and social media while working in the trenches with businesses of all sizes. In addition to her social media coaching practice, Janet is founder of the Social Media Coaching Center and senior partner at Tatu Digital Media, a San Jose Web design and development firm.

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#SOCIAL MEDIA PR TWEET

Focus on the RELATIONSHIPS
in PR and Social Media

Social media is all about reciprocity. If you want someone to support you, support him or her first.

PR is all about building relationships. Social media helps you build relationships across all boundaries

Social media helps you position your clients' products and services effectively and authentically.

Social media allows you to pitch efficiently to a broad scope of people without a huge budget.

When you communicate for a brand, make sure people know there's a real person there too. Be transparent.

Janet Fouts is a seasoned entrepreneur, social media coach, author and speaker. She co-founded Tatu Digital Media in 1996 and has been active in online community and web strategy for over fifteen years. She shares her knowledge through her blog at JanetFouts.com and her book, 'Social Media Success!' is available on Amazon.



Writing in the actionable and accessible tweet format, Janet Fouts reveals that social media is a conversation, and shows you how to effectively use it in your PR strategy.

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