

November 11, 2013

thank you!

Your attention and comments were appreciated last Thursday as we shared our branding expertise with you. We wanted to take a moment to follow-up on a few areas that we touched upon in our presentation.

SIMON SINEK: HOW GREAT LEADERS INSPIRE ACTION

http://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action.html

WEBSITES TO CHECK OUT:

Google Analytics is a free online resource for analyzing website numbers. Once you visit the website, click on "Access Google Analytics" to get started.

If you're an administrator of a Facebook page, you can access **Insights**, a free Facebook function that allows you to measure performance, access information on demographics, etc.

HootSuite offers free and low-cost plans starting at \$8.99 per month that allow you to analyze Facebook and Twitter performance.

Sprout Social is an affordable online program that allows you to analyze Facebook and Twitter accounts. Plans start at \$39 per month and come with a 30-day trial, so you can try the program risk-free to see if it's for you.

Simply Measured is a more expensive service that analyzes all social media channels, with plans starting at \$500 per month. The program offers a free two-week trial.

ATTACHMENTS:

Social Media Workout

See Say Feel Do

Please don't hesitate to contact either Kristen or myself if we can be a further source of information or just for a friendly hello.



ELKE DOCHTERMANN

Chief Creative Officer

212.584.5000 office
917.364.5003 mobile
elke@fenton.com

KRISTEN KING

Account Executive

212.584.5000x367 office
kking@fenton.com

social media workout

Controlling and optimizing your social media channels is essential in building your brand and achieving your communications goals. While your individual routine will vary, Fenton offers this generic 'workout' to help you get started on implementing good practices that should become routine for you and your staff.

DAILY TASKS (37 MINUTES):

- Scroll through your Facebook Timeline – what are people buzzing about? (5 minutes)
- Scroll through your Hootsuite Twitter deck, including saved hashtag searches, Twitter lists, and any mentions of your organization(10 minutes)
 - Retweet or respond to tweets about your issues (5 minutes)
 - Follow people who are buzzing or complaining about your issues (2 minutes)
 - If you read something interesting, share it. Others will find it useful as well. (5 minutes)
- Schedule Facebook post with relevant content (10 minutes)

WEEKLY TASKS (25 MINUTES):

- Skim LinkedIn group discussion update emails (5 minutes)
- Flag any relevant discussions for response; develop response to post (15 – 20 minutes)
- In your regular browsing, bookmark any potential items. (5 minutes, when possible)

MONTHLY TASKS (2 HOURS):

- Identify upcoming milestones for your social media editorial calendar (30 minutes)
- Review the Pinterest boards you follow and any other relevant boards. Pin content to your own board. Or invest this time into another social media channel that works for you. (30 minutes)
- Share your updated Pinterest board [or other social media content] on your Facebook and Twitter channels. (10 minutes)
- **Measure success.**
 - Review Facebook Insights, Twitter (Hootsuite) analytics, and Google analytics to identify successful content and other insights to inform social media strategy moving forward.
 - What content received the most likes, shares, and comments?
 - What about retweets?
 - Website visitors?
 - Why types of responses did audiences share?
 - How can those insights impact social content for the next month?(50 minutes).

ADJUST AND REPEAT