

Social Media 101

OAAS 2014

Friday February 21st, 2014

Social Media 101

**How to get maximum results
from minimum effort!**

Agenda

- **Introduction**
- **Social Media**
- **Facebook**
- **Twitter**
- **Questions**
- **Resources**

Introduction

Jim Wright

jamesdavidwright.com/oaas

jim@jamesdavidwright.com

What is Social Media?

It's **SOCIAL** media ...

... not social **MEDIA**

Traditional Media:

- **Newspapers**
- **Television**
- **Radio**
- **Posters**

“One-way communication”

Social Media:

- **Sharing and connecting**
- **Relationships**
- **Entertainment**
- **Storytelling**

“Two-way communication”

Facebook:

- **Why use Facebook?**
- **Personal Profile**
- **Brand (Fan) Page**
- **Groups**



Jim Wright

Friends Following Message

Timeline About Photos 698 Friends More

Recent

- 2013 2012 2011 2010 2009 2008 2007 2006 1996 1984 Born

Sponsored See All

GetResponse getresponse.com



Advanced email marketing solution trusted by over 300k customers. Try it out for free.

CoverGirl Drops Ellen! ca.eonline.com



Ellen feels shamed she lied to her fans for years! See the secret she hid so well.

3 New Profile Visits



Handsome and faithful men visited your profile and want to get in touch with you.

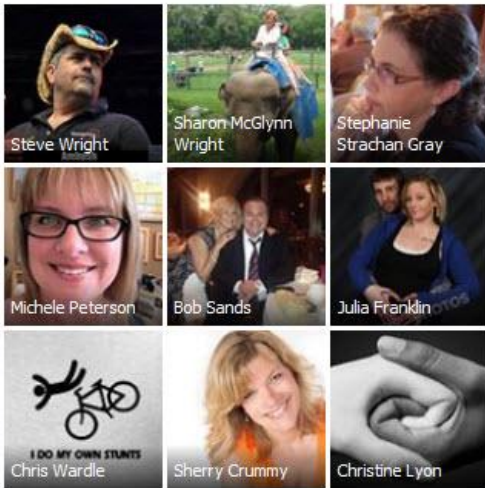
10 people like this.

New Simple Start weightwatchers.ca



It's Weight Watchers new

Friends 614



Post Photo

Write something...

Rose Field Samis Jim Wright

12 hours ago

Happy Family Day Jim hope you and your family enjoy the day and always

Like Comment

Jim Wright February 9

In Austin for the #WebCopyIntensive! Now time for some chips and salsa!!



Create Page

Recent

2012

Founded



James David Wright

216 likes · 9 talking about this

Like

Follow

Message



Product/Service

Need help with the web or social media? I solve problems ... it's just what I do.

<http://www.jamesdavidwright.com/>



Photos

216

Likes

About - Suggest an Edit

Highlights



Marie's Place

+1 Add Friend

Follow

Message



Timeline

About

Photos 10

Friends 24 Mutual

More ▾

Recent

- 2014
- 2013
- 2012
- 2011
- 2010
- 2009
- 2008
- Born

Sponsored

Create Ad

Ontario Honda Dealers

honda.ca



Hurry in today for great deals on Canada's best selling car, the Honda Civic! Learn more

Do you know Marie's?

To see what he shares with friends, send him a friend request.

+1 Add Friend



24 Mutual Friends

About

Worked at Marie's Place

Studied at Loyalist College

Past: Perth District Collegiate Institute

Lives in Napanee, Ontario

From Perth, Ontario



Marie's Place

February 16 via Twitter

Retweeted D'Addario (@DaddarioandCo):

It's the perfect cold and snowy weekend for a Lego project. Who's game? #lego #guitar <http://t.co/rnwMgDGQnz>



Instagram

instagram.com

daddarioandco's photo on Instagram

Cheap Tickets-Save Big!

cheapoair.ca



Find flights from Ottawa to Austin ----- As low as \$553.83

Choose Original Lipitor

lipitor.ca



You can receive payment assistance and health rewards with Pfizer Strive. Visit Lipitor.ca

TD



LIKE us if you bank with TD Canada Trust

Like • Hardik Trivedi and Eldho George like TD.

Shop at Amazon.ca

amazon.ca



Metcalfe Fair Home

★★★★★ (14 ratings)

1,100 likes · 16 talking about this · 869 were here

Non-Profit Organization

METCALFE FAIR - Make it YOUR Fair!! October 2-5, 2014

Visit us online at <http://www.metcalfefair.ca/>

About – Suggest an Edit



Photos

1,100

Likes



Map



Events

2 ▾

Page Checklist:

- Brand (Fan) Page**
- Proper Category**
- Profile properly filled out**
- About (short description)**
- Custom URL**
- Profile Image**

Page Checklist:

- Cover Image (with description)**
- Social media buttons on site**
- Like Box on website**
- Great content!**
- Great content!!**

The screenshot shows the Facebook Admin Panel for the page 'Metcalf Fair Home'. At the top, there's a search bar and navigation links. The main area is divided into several sections:

- Admin Panel:** Includes a 'Create Post' button and a dropdown menu with options like 'Update Page Info', 'Edit Settings', 'Manage Admin Roles', 'Use Activity Log', 'See Banned Users...', and 'Use Facebook as Jim'.
- Posts · Notifications:** A table with columns for 'Post', 'Total Reach?', and 'Paid Reach?'. It lists several posts, including one from '8 folks from Metcalfe Fair' with 226 total reach.
- Messages:** A list of recent messages from users like Lisa Mckean, Nic Willemsma, Pamela Newman-Jones Pearson, Melissa McKeown, and Bobby Brown.
- Get More Likes:** A section with a 'Promote Page' button and a description of the page (1,100 likes, Non-Profit Organization, Sponsored).
- Pages to Watch:** A section titled 'New! Pages to Watch' with a '+ Add 5 Pages' button and a description about tracking progress on pages.
- Page Tips:** A section titled 'Get Free Cards' with a description about promoting the page with a free pack of cards from Moo.com.
- Recent:** A vertical list of years (2013, 2012, 2011) and the word 'Founded'.

At the bottom of the page, there is a large photograph of a fairground featuring several red tractors in the foreground, a Ferris wheel in the background, and a building with 'METCALFE FAIR' written on it.



James David Wright

View Page

Page Info Settings **Admin Roles** More...

All Page admins can have a different role assigned to them, depending on what they need to work on.

Learn more about different kinds of admin roles.



Jim Wright

Manager

Jim can manage admin roles, send messages and create posts as the Page, see which admin created a post or comment, create ads, and view insights.



Specify an email address



Content Creator

Can edit the Page, send messages and create posts as the Page, see which admin created a post or comment, create ads, and view insights.

Add Another Admin

Save

Cancel

The screenshot shows the Facebook Admin Panel for the page 'Metcalf Fair Home'. At the top, there is a search bar and navigation links for 'Home' and 'Promote Page'. The main section is titled 'Admin Panel' and includes a 'Create Post' button and a dropdown menu for 'Edit Page' with options like 'Update Page Info', 'Edit Settings', and 'Manage Admin Roles'. Below this is a table of recent posts with columns for 'Post', 'Total Reach', and 'Paid Reach'. The table lists several posts, including one about '8 folks from Metcalfe Fair' and another about 'Happy Family Day'. To the right of the posts is a 'Messages' section with a notification badge and a list of messages from users like Lisa Mckean and Nic Willemsma. Below the messages are 'Page Tips' for 'Get Free Cards' and 'New! Pages to Watch' with an 'Add 5 Pages' button. At the bottom of the screenshot is a photograph of a fairground with a Ferris wheel and a building labeled 'METCALFE FAIR'.

facebook Search for people, places and things Metcalfe Fair Home Home

Admin Panel

Create Post Edit Page Build Audience See Insights Help Hide

Update Page Info Edit Settings Manage Admin Roles Use Activity Log See Banned Users... Use Facebook as Jim

Posts • Notifications

Post	Total Reach?	Paid Reach?
8 folks from Metcalfe Fair are off to the...	226	--
Happy Family Day from everyone at th...	97	--
Looking for a project to help pass the ti...	130	--
Happy Valentine's Day from everyone a...	165	--
Metcalf Fair Home updated their cover...	5	--

Boost Post Boost Unavailable

Messages 1 See All

Lisa Mckean Hello, My name is Lisa mckean. I repre...

Nic Willemsma ok thanks

Pamela Newman-Jones Pearson Thank you I appreciate. Tmrw is fine

Melissa McKeown Hi Melissa - the prizes for all competitio...

Bobby Brown Hey , My name is Rob, I own a sound and...


Get More Likes See Likes Pages to Watch Add Pages Page Tips Next

Create an ad to get more people to like your Page.

Metcalfe Fair Home 1,100 like this. Non-Profit Organization Sponsored Promote Page

New! Pages to Watch + Add 5 Pages Track the progress on any Pages you want to watch. You'll see how many likes they get so you can keep up.


Get Free Cards Promote your Facebook Page with a free pack of cards from Moo.com, while supplies last.



Metcalfe Fair Home

[View Page](#)

Page Info Settings Admin Roles More...

Name	Metcalfe Fair Home	Edit
Facebook Web Address	www.facebook.com/MetcalfeFair	Edit
Category	Companies & Organizations : Non-Profit Organization	Edit
Subcategories	Choose up to three subcategories	Edit
Address	2821 8th Line Road, Ottawa, Ontario K0A 2P0	Edit
Start Info	Founded on 1856	Edit
Hours	Mon: 2:00 pm - 8:00 pm Wed - Thu: 9:00 am - 3:00 pm	Edit
Short Description 	METCALFE FAIR - Make it YOUR Fair!! October 2-5, 2014 Visit us online at http://www.metcalfefair.ca	Edit
Company Overview	<p>The Metcalfe Fair is an annual agricultural fair held in Metcalfe Ontario, a town located about 15 miles south of Ottawa, Ontario, the Capital City of Canada. This fair has been held in the fall of each year since 1856.</p> <p>It first began in the communities south and east of the newly founded town of Ottawa in the Province of Canada, eleven years before Canadian Confederation. That was before the American Civil War, and before Abraham Lincoln became President of the United States.</p> <p>The County of Russell Agricultural Society was formed in 1856 for the purpose of presenting an Agricultural Fair in September. Originally intended to rotate annually in the Townships of Gloucester, Osgoode, Russell, and Cumberland, the fair found a permanent home in the Village of Metcalfe in 1861. In 1912, the year the Titanic sank, the County of Russell Agricultural Society changed its name to the Metcalfe Agricultural Society.</p> <p>Today, Metcalfe Fair is a thriving major agricultural fair in Eastern Ontario.</p>	Edit
Long Description	There's something for everyone at the annual Metcalfe Fair - the last Ottawa Valley Fair of the season! Traditional favourites include Livestock and Horse...	Edit



Metcalfe Fair Home

★★★★★ (14 ratings)

1,100 likes · 16 talking about this · 869 were here

Like

Follow

Message



Non-Profit Organization

METCALFE FAIR - Make it YOUR Fair!! October 2-5, 2014

Visit us online at <http://www.metcalfefair.ca/>

About – Suggest an Edit



Photos

1,100

Likes



Map



Events

2

Profile Image:

- **Minimum 180 x 180px**
- **This is your Brand Photo**
- **Should be fairly static**
- **Will appear beside your posts**
- **Watch your edges**

Cover Image:

- **Size is 851 x 315px**
- **Fewer restrictions**
- **Feel free to change it**
- **Profile Picture will obstruct it**
- **Remember the description**

Picture Help:

- MS Office Picture Manager
- <http://www.picmonkey.com>

Social Media Buttons

om

Clarity in Communication!

Social Media FAQ Contact



arity in

The Problem Solver!



or small
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Like Box

July 2012 (31)

Like us on Facebook

Lake 88
✓ Like You like this.

You and 968 others like Lake 88.

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be

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ected

iding...

The “Like”

- Why we want the “Like”
- The Page vs. the Newsfeed
- WIIFM?
- What would you like?

Great Content:

Writing for Social Media

- WIIFM?**
- What would you like?**
- Remember ... interaction**

Content Tips:

- Make it short and simple**
- Make it memorable**
- Make it interesting**
- Make it fun to read**
- Use Pictures**

Use pictures

- The eyes have it**
- 53% more likes than average**

Ask!

- Ask for Like – 3x higher**
- Ask for Share – 3.3x higher**
- Ask for Comment – 7x higher**
- Use sparingly!**

Content ideas:

- Share what's new**
- Ask a question**
- Fill in the blank**
- Photo Caption**
- Your Fair in the community**

Content ideas:

- Trivia**
- Personal stories**
- Fair Memories**
- Fair Facts: Did you know?**
- Gather information/surveys**

Content ideas:

- Timely/holiday/topical items**
- Share post from others**
- Be human**
- Promote events**
- What's the competition doing?**

Final Tips:

- Respond to comments and questions ...**
- ... even negative ones**
- Remember voice and tone**



Town and Country Chrysler Smiths Falls

February 14 🌐

Happy Valentine's Day! How about treating the other love of your life to a special oil change! 😊



Like · Comment · Share

Twitter

- Quick Updates**
- News, Info, and Commentary**
- 140 Characters**
- Messaging**
- Hashtags**

Twitter

This is an example of a tweet! You are allowed only 140 characters in a Tweet, so you need to be able to get your point across very quickly.



James David Wright
@jdwcom

TWEETS 83 FOLLOWING 215 FOLLOWERS 96

Compose new Tweet...

Who to follow - Refresh - View all



Tim Hortons @TimHort...
Followed by Perth Blue Wing...

Follow Promoted



Pierre LeBrun @Real_...

Follow



Deepak Chopra @Dee...
Followed by Kevin Rokosh a...

Follow

Popular accounts - Find friends

Trends - Change

- #WeAreWinter Promoted
- WhatsApp
- #Ukraine
- #BadOlympicEvents
- Ottawa
- Olympics

Tweets



Kellie Craft @KellieCraft · 27s
We grieve over money because we think it's ours. It's not. It all belongs to God.
@PsRobertMorris @txcelebration #TheBlessedLife

Expand Reply Retweet Favorite More



Forbes @Forbes · 1m
Sony has announced that 5.4 million PS4s have been sold worldwide
onforb.es/1cZwMVX

View summary Reply Retweet Favorite More



Bob McKenzie @TSNBobMcKenzie · 3m
NYI expect John Tavares to miss the balance of the season due to the injury
suffered at the Olympics.

Expand Reply Retweet Favorite More



Kim Garst @kimgarst · 3m
52 Quick & Easy Ways to Build Your #Brand smarturl.it/sm-engagement

Expand Reply Retweet Favorite More



Business Insider @businessinsider · 4m
Google offered to buy WhatsApp for \$10 billion before Facebook swooped in
with more money read.bi/1eahlES

View summary Reply Retweet Favorite More



Entrepreneur @EntMagazine · 5m
What a CFO Taught My Startup About Projections entm.ag/1c39y15 by
@SWBasicofBK #ENTGrind

Expand Reply Retweet Favorite More



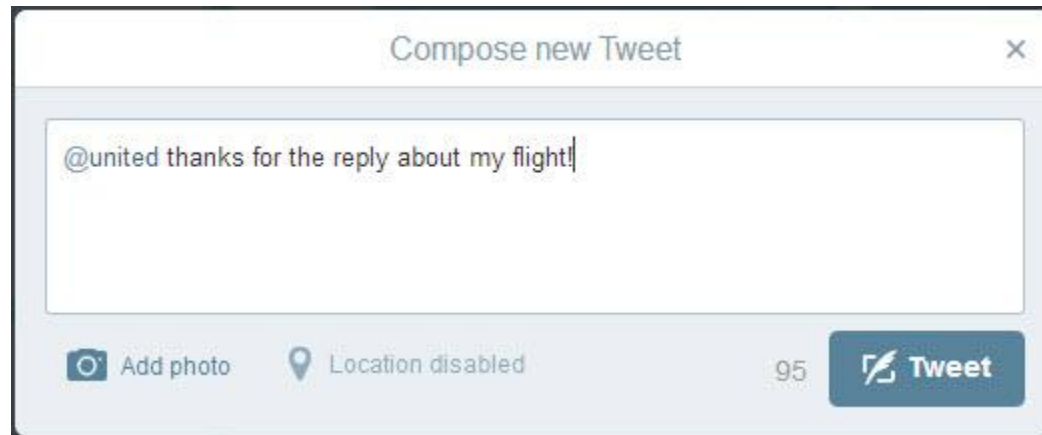
John Paul Aguiar @JohnAguiar · 5m
How You Are Helping To Ruin Social Media - ow.ly/tNtpY
pic.twitter.com/q4BdlEwn9

View photo Reply Retweet Favorite More

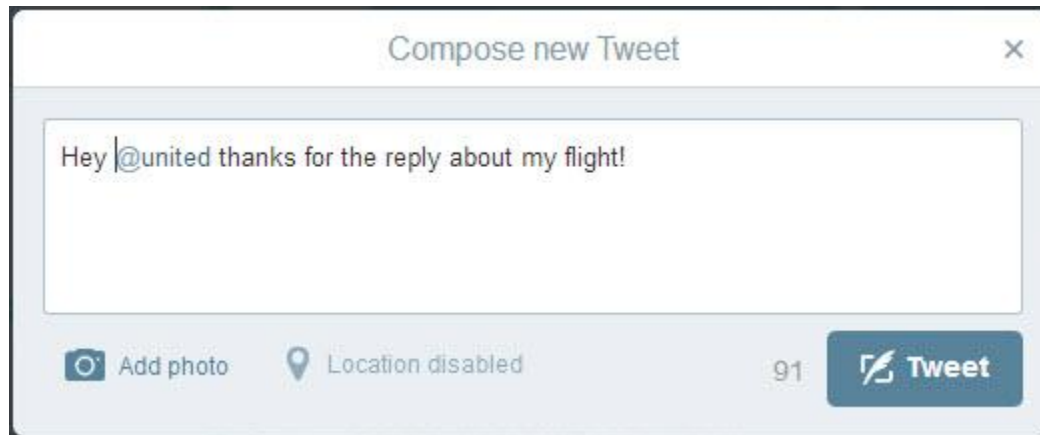


Business Insider @businessinsider · 5m

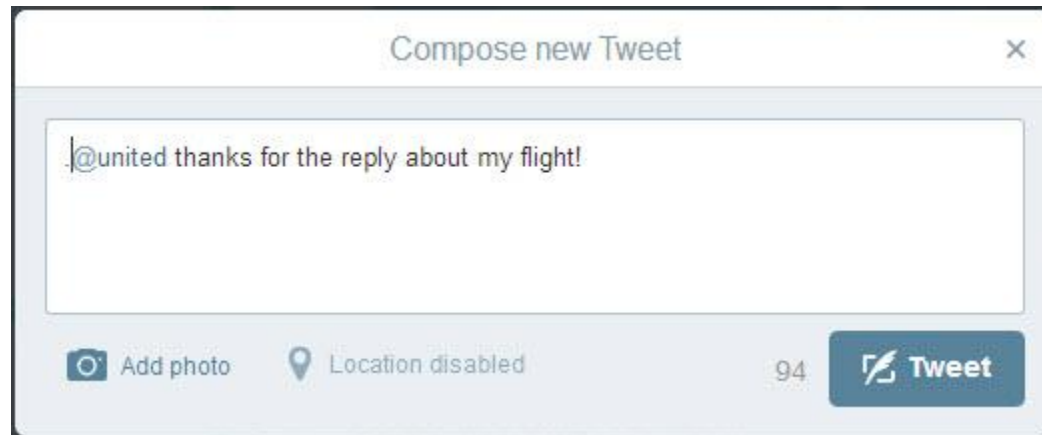
Twitter



Twitter



Twitter



Twitter



A screenshot of a Twitter post by James David Wright (@jdwcom) from 3 minutes ago. The post text reads: "Heading to Toronto for the #OAAS convention. Looking forward to presenting two sessions on #SocialMedia." Below the text are interaction options: "Expand", "Reply", "Delete", "Favorite", and "More". A mouse cursor is hovering over the "Expand" link.

 **James David Wright** @jdwcom · 3m
Heading to Toronto for the #OAAS convention. Looking forward to presenting two sessions on #SocialMedia.
Expand Reply Delete Favorite More



Everything

People

Photos

Videos

News

Advanced Search

All people

People you follow



Everywhere

Near you

Who to follow · Refresh · View all

 **Tek Savvy**  @TekSawyB... 
 

 **Deepak Chopra**  @Dee... 
Followed by Kevin Rokosh a...


 **Pierre LeBrun**  @Real_... 


Popular accounts · Find friends

Results for #OAAS

Remove





Top / All



James David Wright @jdwcom · 5m

Heading to Toronto for the #OAAS convention. Looking forward to presenting two sessions on #SocialMedia.

Expand



Perth Fair @ThePerthFair · 1h

Early morning #Via to #Oaas convention in #Toronto
pic.twitter.com/OMXrASbCq0





Teeswater Fall Fair @TeeswaterFair · Feb 18

Just had our Feb. Teeswater Fair meeting last night, excited for the #OAAS on Thurs & planning for 2014 Teeswater Fair, lots of new ideas!

Expand



Chris @bazookie · Feb 17

#CarterShows #oaas #convention #giveaways instagram.com/p/kixHS7rseT/

Expand



Daniel Steep @danielsteep · Feb 17

Hope you all had a great #FamilyDay ! Gearing up for a busy week with the #oaas convention and shows!

Expand



Joey Moore @joeymoore888 · Feb 12

Check out Charles Peachock at OAAS Convention #OAAS Convention->
<http://OAAS.Convention.com>

Expand

Twitter

- Fast and immediate**
- Social**
- No more than 20% promotional**



Stu Schwartz @StuntmanStu · 9s

If I see Liam Neeson on my flight I'm getting off #NonStop #SochiStu
pic.twitter.com/YRfDMJYb8U



 Expand

 Reply  Retweet  Favorite  More

Social Media

- Emphasize the SOCIAL**
- Make it worth reading**
- Mix it up ... have fun with it**
- Be human**

Thank You!

Jim Wright

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Questions?

Jim Wright

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