



# Marketing Your Group on Pinterest, Twitter, and Facebook

**Sabrina Watson, President, Crystal River Computer  
Users Group  
APCUG Advisor, Region 9**

# What is Social Media?





**Could it actually be  
Social Networking  
or Social Marketing?**

# Social things you can do

- Social bookmarking – Interact through tagging and bookmarking. Save and organize those links through the use of boards.
- Social news – Interact through comments and voting.
- Social networking - Interact by adding friends, commenting on profiles, joining groups and having discussions.
- Social photo and video sharing - Interact by sharing photos or videos and commenting on user submissions.
- Social learning – Attend real time webinars with others.

# Let's get started. Here's what you'll learn today:

- Share three of the top Social Media sites today
  - We will review the stats of each and why people are using them
- Where to get started
  - Strategies
    - Grow your audience
    - Generate more leads now
    - Increase your reach
    - Work smarter, not harder
    - How to use Social Media to implement key systems for your Group
    - How to measure your effectiveness on Social Media

Just because you found it on the Internet or Google does not mean you have the right to use it. Be very careful about that. You do run the risk of being booted off social media sites for plagiarism.

# Top Social Media Sites





facebook

**1.35 Billion**

monthly active users

Sept., 2014



**284 Million**

monthly active users

Oct., 2014

twitter



interest  
pinterest

**70 Million**  
registered users

July, 2013



# Which Social Media should you use?

- Who is your target market?
- What are their characteristics?
- What are their likes?
  - Find the similarities

# Who is your target market?

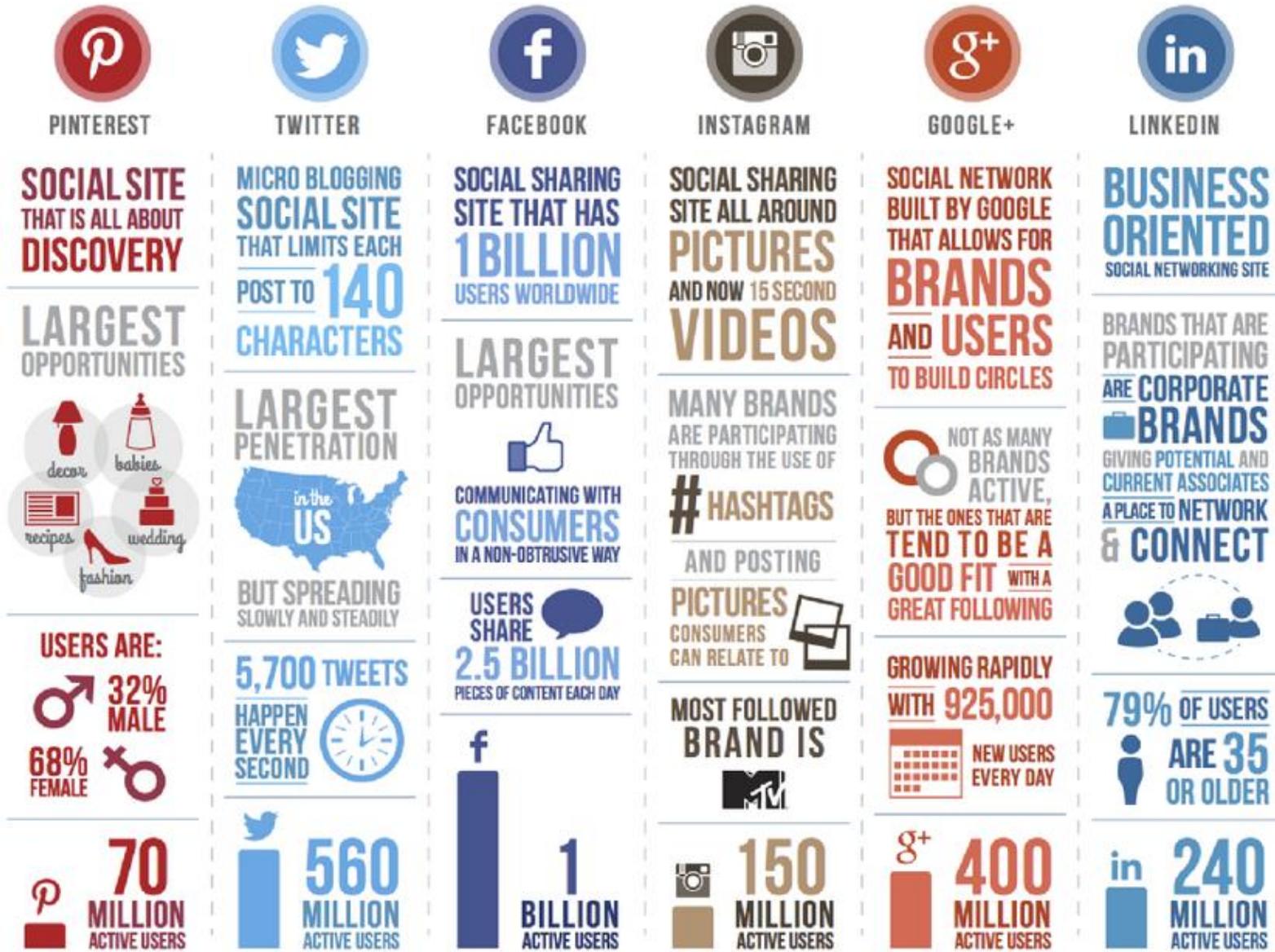
- Gender
- Age
- Sex
- Employment status or type of employment

# What are their characteristics?

- Where do they live?
- Where do they shop?
- Where do they vacation?
- What are their hobbies?

# What are their likes?

- TV shows
- Music
- Movies
  
- Maybe even other social media sites



# How to choose social media platforms

Infographic from Melissa Leiter

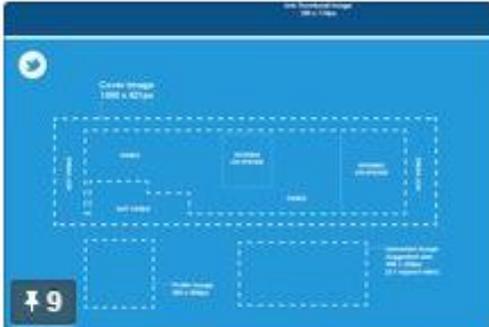
Designed by: Leverage - leverageagemedia.com

Pinterest

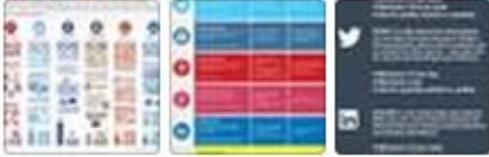


# Pinterest

### Social Media Infographics



9



Edit

### Landscaping Ideas



9



Edit

### Crazy 3D Painted Illusions



ng/

### recipes



# Why are people on Pinterest?

1. As an Internet bookmarker



# Why are people on Pinterest?

1. As an Internet bookmarker
2. As a source of inspiration



# Why are people on Pinterest?

1. As an Internet bookmarker
2. As a source of inspiration
3. To promote their own brands



# Why are people on Pinterest?

1. As an Internet bookmarker
2. As a source of inspiration
3. To promote their own brands
4. To connect with others



# Why are people on Pinterest?

1. As an Internet bookmarker
2. As a source of inspiration
3. To promote their own brands
4. To connect with others
5. To relax



# Why are people on Pinterest?

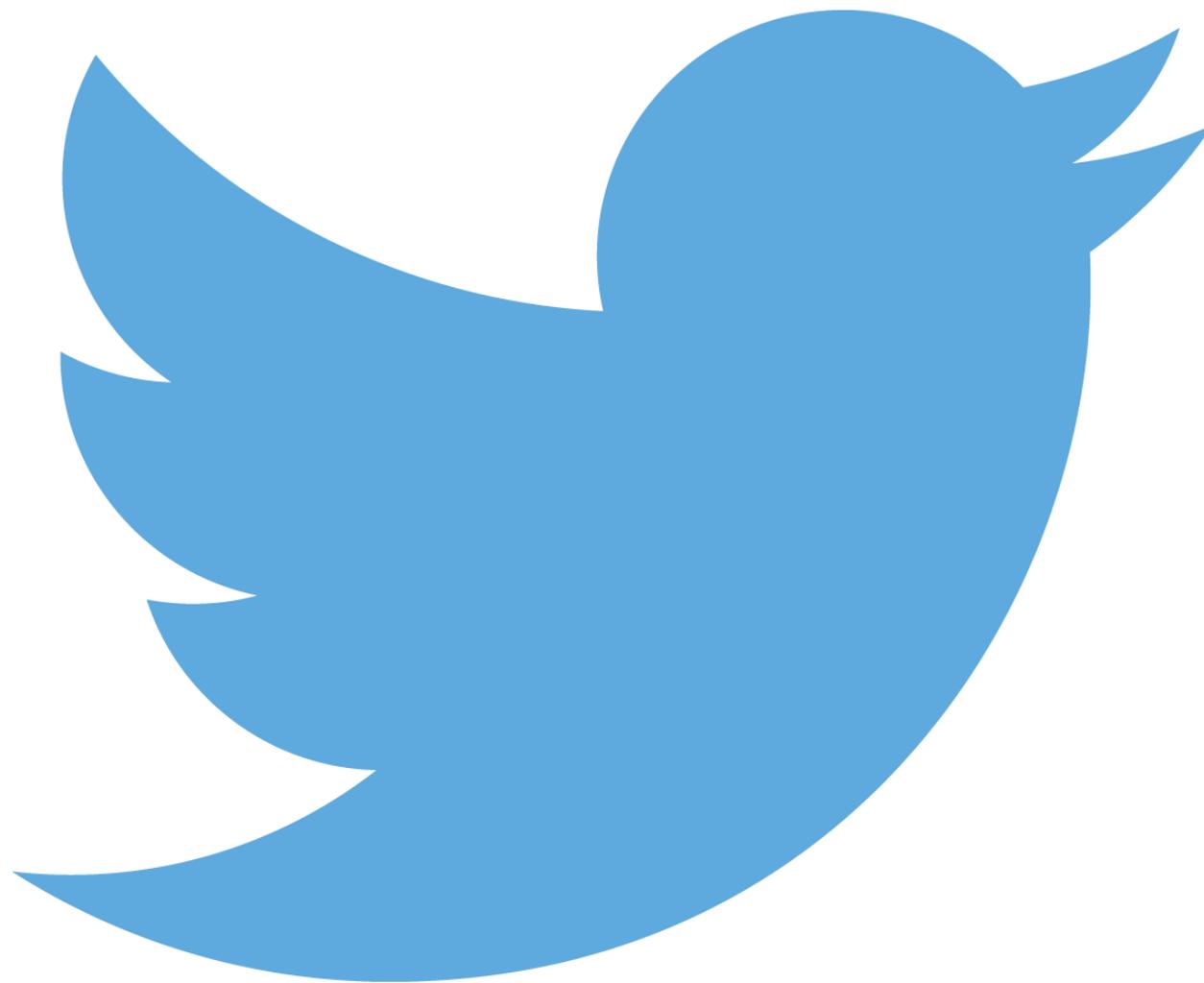
1. As an Internet bookmarker
2. As a source of inspiration
3. To promote their own brands
4. To connect with others
5. To relax
6. Because everyone else is



# Let's take a look at Pinterest

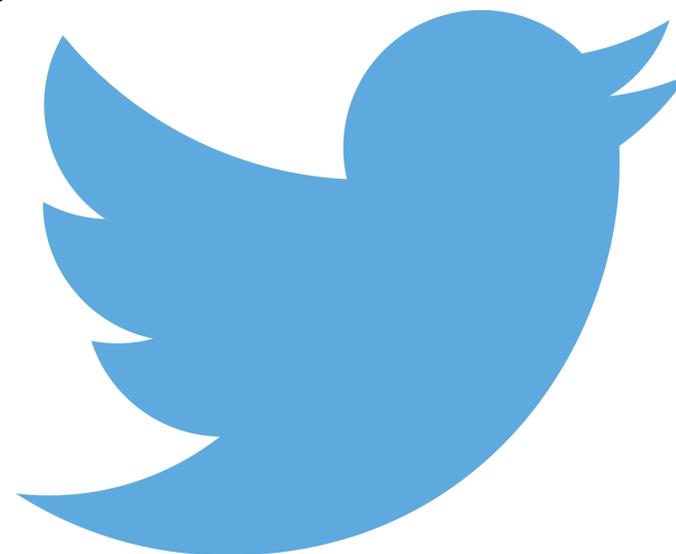
The screenshot displays the Pinterest mobile app interface. On the left, there are two sidebars: 'Invite Friends To Pinterest' with three invitees (Larry Powell, Rhonda Oliver, Cody Lus) and 'Find Friends' with three followees (Leah Hagan-Gray, Brandie Chenoweth, Krissy Tucker-White). Below these is a pin titled '19 Visual Social Media'. The main content area features a pin for 'Wasabi | 3D Street Art | Experiential Social Media | Bugs Ruin Everything' with 11 repins and 5 likes. Below it is a 'Picked for you' section for 'Street smARTs'. To the right of the main content is a vertical infographic titled 'The 4 C's of Social Media' with sections for 'CONTENT', 'CONVERSATIONS', and 'KEY TAKE AWAY'. The infographic includes statistics such as '59% of technology professionals use social media to research products', '45% use social media to learn about new companies and brands', '69% of professionals say they report a response from a client within 4 days or less', '22% of professionals say they report a response from a client within 4 days or less', '51% of professionals say they report a response from a client within 4 days or less', and '39% of professionals say they report a response from a client within 4 days or less'. To the right of the infographic is a quote pin: 'Be courageous and try to write in a way that scares you a little.' - Holley Gerth, with 92 repins and 52 likes. Below the quote is a 'Found in Inspirational Quotes' section. At the bottom right, there is a pin showing a person interacting with a 3D street art installation.

Twitter



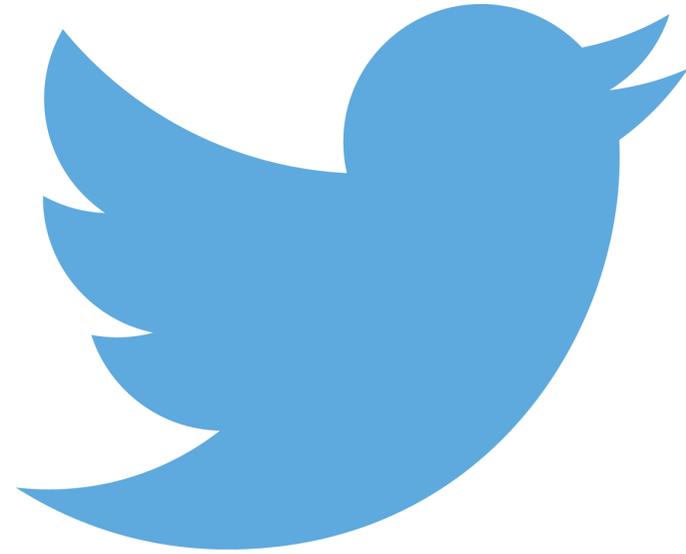
# Why are people on Twitter?

1. Interesting people



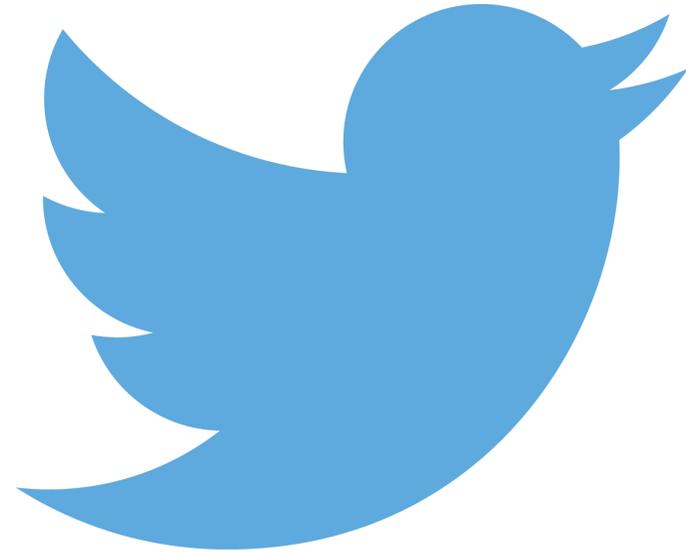
# Why are people on Twitter?

1. Interesting people
2. Breaking News



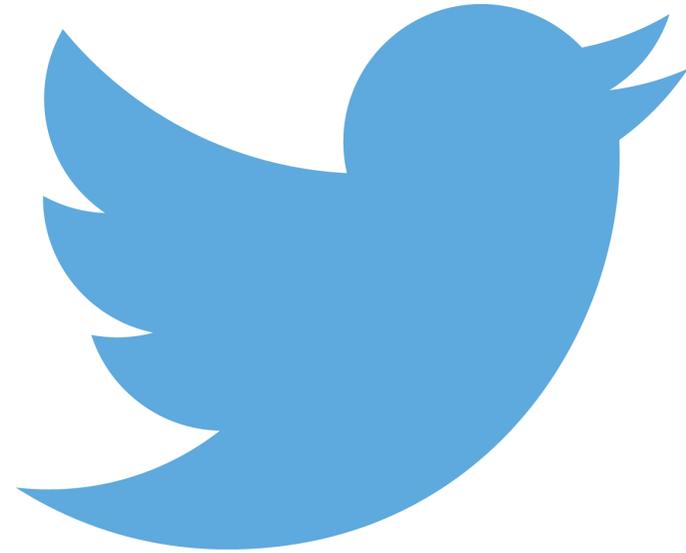
# Why are people on Twitter?

1. Interesting people
2. Breaking news
3. Tracking trends



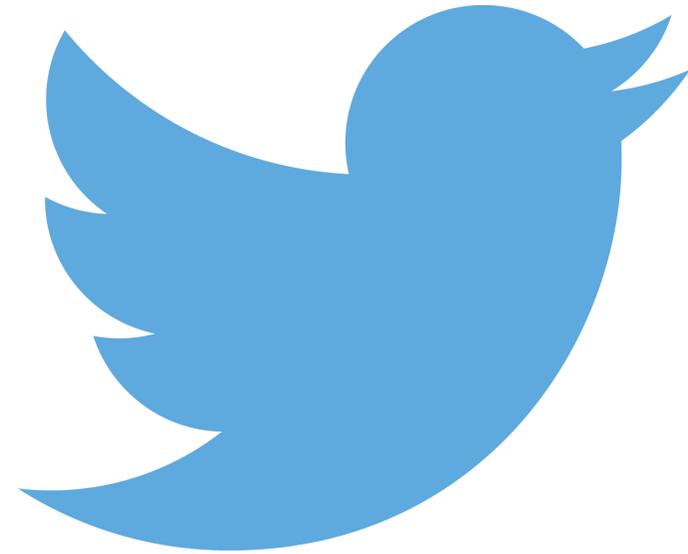
# Why are people on Twitter?

1. Interesting people
2. Breaking news
3. Tracking trends
4. Company contact



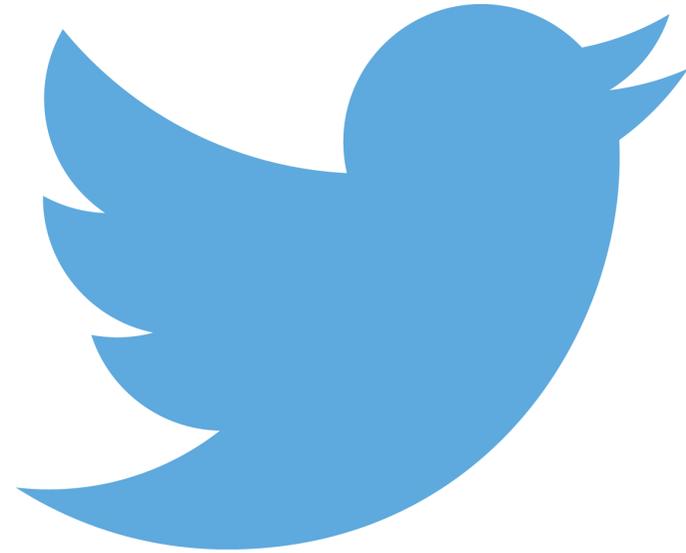
# Why are people on Twitter?

1. Interesting people
2. Breaking news
3. Tracking trends
4. Company contact
5. Celebrity access



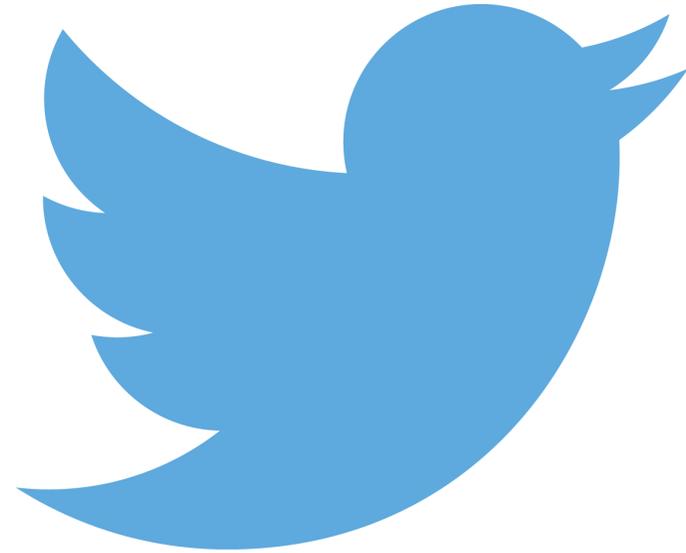
# Why are people on Twitter?

1. Interesting people
2. Breaking news
3. Tracking trends
4. Company contact
5. Celebrity access
6. Creative outlet



# Why are people on Twitter?

1. Interesting people
2. Breaking news
3. Tracking trends
4. Company contact
5. Celebrity access
6. Creative outlet
7. 140 Characters



# Let's take a look at Twitter?

The image shows a screenshot of a Twitter profile and feed. The profile is for Sabrina Watson (@SabrinaLWatson), who has 4 tweets, is following 40 people, and has 7 followers. The feed includes a tweet from Amazon (@amazon) promoting a 'Deal of the Day' for a PNY Elite Performance 128GB SDXC card. Below this is a tweet from Ariana Grande (@ArianaGrande) mentioning @NICKIMINAJ and an Instagram link. At the bottom, a tweet from jimmy fallon (@jimmyfallon) is partially visible. The right sidebar shows a 'Who to follow' section with users like John Legere, SWS Nashville, and Stop Gray for Women. A footer contains copyright information for 2015 Twitter and various links.

**Sabrina Watson**  
@SabrinaLWatson  
TWEETS 4 FOLLOWING 40 FOLLOWERS 7

**Trends** · Change  
#PresidentsDay  
#SNL40  
Lesley Gore  
#DontPanic  
#AskApprentice  
#NYFW  
Tyga  
Jason Giambi  
Kanye  
Khloe

What's happening?

**Amazon** @amazon · 20h  
Check out Today's Deal of the Day! [amazon.com/gp/goldbox?tag...](https://amazon.com/gp/goldbox?tag...)

**Deal of the Day**

**PNY ELITE PERFORMANCE**  
128GB  
29hr HD Video  
90MB/s\*

Promoted by Amazon

**Ariana Grande** @ArianaGrande · 22m  
omg???? " @NICKIMINAJ: Wanna minaj? [Instagram.com/p/zLmIXAL8Xk](https://Instagram.com/p/zLmIXAL8Xk)"

**jimmy fallon** @jimmyfallon · 22m  
The Washington Monument is 10 inches shorter than previously thought. The monument said "Don't worry, we'll find a way to measure it." #FallonM...

**Who to follow** · Refresh · View all

- John Legere** @JohnLegere  
Followed by Gary Fischer an...  
Follow Promoted
- SWS Nashville** @SWSNash...  
Follow
- Stop Gray for Women** @N...  
Follow

**Find people you know**  
Import your contacts from Gmail

Connect other address books

© 2015 Twitter About Help Terms Privacy Cookies Ads info Brand Blog Status Apps Jobs Advertise Businesses Media Developers

# Facebook



# Why are people on Facebook?

1. Share with many people at once



# Why are people on Facebook?

1. Share with many people at once
2. See photos and videos



# Why are people on Facebook?

1. Share with many people at once
2. See photos and videos
3. Receive updates or comments



# Why are people on Facebook?

1. Share with many people at once
2. See photos and videos
3. Receive updates or comments
4. See entertaining/funny posts



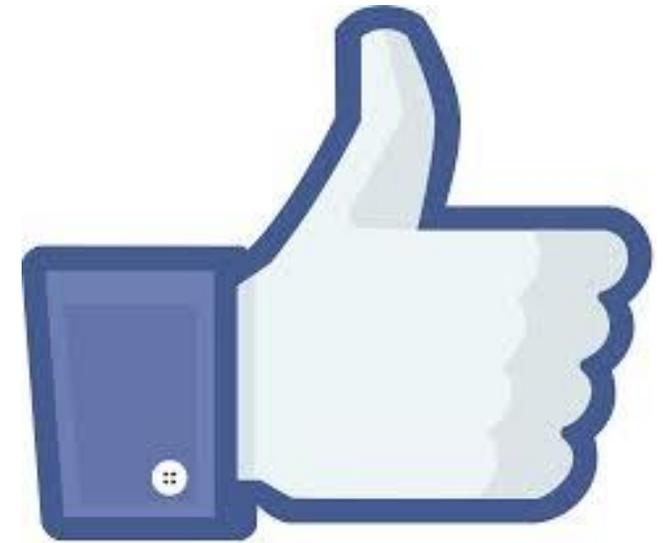
# Why are people on Facebook?

1. Share with many people at once
2. See photos and videos
3. Receive updates or comments
4. See entertaining/funny posts
5. Keep up with news/current events



# Why are people on Facebook?

1. Share with many people at once
2. See photos and videos
3. Receive updates or comments
4. See entertaining/funny posts
5. Keep up with news/current events
6. Network



# Let's take a quick look at Facebook

The screenshot shows the Facebook profile page for the 'Crystal River Computer Users Group'. At the top, navigation tabs include 'Page', 'Activity', 'Insights', and 'Settings'. The cover photo prominently displays the group's name 'CRCUG Crystal River Computer Users Group' and the slogan 'We are "Members helping Members"'. It also features various social media and technology logos such as Facebook, LinkedIn, Twitter, Meetup, Pinterest, and WordPress. A sidebar on the right provides weekly statistics: 1 Page Like, 7 Post Reach, 0 Contact Us, 0 Notifications, and 0 Messages. Below the cover photo, there are tabs for 'Timeline', 'About', 'Welcome Start Here!', 'Membership', and 'More'. The 'PEOPLE' section shows 232 likes from Jenny Pope, Amanda Akers, and 54 others. The main content area shows a recent post asking 'What have you been up to?' and a link shared by the group.

# Key Systems

- Website
- Lead generation
- Lead conversion
- Blogging



# Key Systems

- Website



# Key Systems

- Lead generation
  - Tweet, Pin or Like?
    - Pick the proper channels



# Key Systems

- Lead generation
  - Tweet, Pin or Like?
    - Pick the proper channels
  - Align and focus your content



# Key Systems

- Lead generation
  - Tweet, Pin or Like?
    - Pick the proper channels
  - Align and focus your content
  - Expand and establish your expertise



# Key Systems

- Lead generation
  - Tweet, Pin or Like?
    - Pick the proper channels
  - Align and focus your content
  - Expand and establish your expertise
  - Social is a two-way street. Create conversations



# Key Systems

- Lead generation
  - Tweet, Pin or Like?
    - Pick the proper channels
  - Align and focus your content
  - Expand and establish your expertise
  - Social is a two-way street. Create conversations
  - Don't be pitchy



# Key Systems

- Lead generation
  - Tweet, Pin or Like?
    - Pick the proper channels
  - Align and focus your content
  - Expand and establish your expertise
  - Social is a two-way street. Create conversations.
  - Don't be pitchy
  - A well-timed nudge in the right direction



# Key Systems

- Lead conversion
  - Promote your content in a way that is entertaining and native to each platform



# Key Systems

- Lead conversion
  - Promote your content in a way that is entertaining and native to each platform
  - Don't only post links to your content



# Key Systems

- Lead conversion
  - Promote your content in a way that is entertaining and native to each platform
  - Don't only post links to your content
  - Plan your analytics
    - Google Analytics
    - Klout
    - Kred
    - PeerIndex



# Key Systems

## 1. Blogging

1. You own your blog
  1. Educate
  2. Entertain
  3. Empower
  4. Call to action



# Key Systems - Bonus

- Tweeting links to your content directly to influencers (but *only* if it's relevant to them!)
- Asking influencers (with whom you already have a relationship) to tweet your content to their followers
- When you post a link to content on your Facebook page, tag relevant influencers (or anyone mentioned in the article)
- Post your content in relevant groups and communities in LinkedIn, Facebook & Google Groups
- Answer questions relevant to your industry/product

# Social Media Success



Image  
marthaasanchez.com

# How should I begin?

- Review your stats and determine your target market location
- Create your profile and get your brand name
  - Note – get your brand name on all sites even if you are not using them yet.
- Start on one social media platform at a time
- Create a social media plan
- Blog, post, tweet, engage, respond – Have fun!

Social Media Success

Questions?

