



Back by Popular Demand!

The Steve and Paul Show Returns

Baltimore, MD

October 2015

Agenda

- Social Media Tools for You and Your Team
- Productivity Apps
- Q&A

Competitive Analysis



Twperiod

- Identify when users are active
- Who else do they follow
- What do they like to retweet

Brand Reputation and Monitoring

➤ Good old standbys

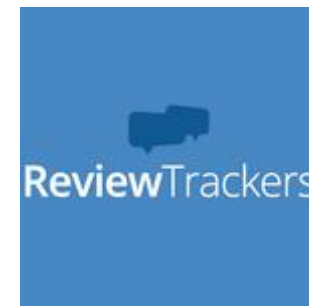


➤ <http://addictomatic.com>



➤ www.socialmention.com

➤ www.Social-searcher.com



EXPECT HIGH IMPACT RESULTS

Monitors your personal brand

reppler

The screenshot shows the Reppler web application interface for user Kelly Clay. The header includes the Reppler logo and a share button. The main content area is divided into four sections:

- My Impression:** A section titled "Insightful information about how others could perceive you". It shows a tone meter for Facebook Wall posts as "partly positive" and a list of recent trends: Sip, Might, Breathe Carolina..., See You Again, Fallin, and seattle.
- My Inappropriate Content:** A section titled "Flags content that could be considered inappropriate". It shows two flagged items: a post by Kelly Clay and a post by Emily Young.
- My Information:** A section titled "Inventory of information about you". It shows "Most recent images posted..." with three thumbnail images.
- My Privacy and Security Risks:** A section titled "Flags content that could result in your account being hacked". It shows a message: "Congratulations! You don't have any privacy or security alerts."

On the left side of the interface, there is a profile picture of Kelly Clay and her name "Kelly Clay" written vertically. At the top right, there is a "Share Reppler with your friends:" button with Facebook and Twitter icons. At the bottom right, there is a "Not Kelly Clay? sign out" link.

Dashboard

➤ www.KISSMetrics.com

- Are my social media communities growing?
- How many people are clicking on my offers in social media, on my site or blog, and via email?
- Of those who click, how many take an action (purchase, provide data, etc.)?



Measuring Engagement

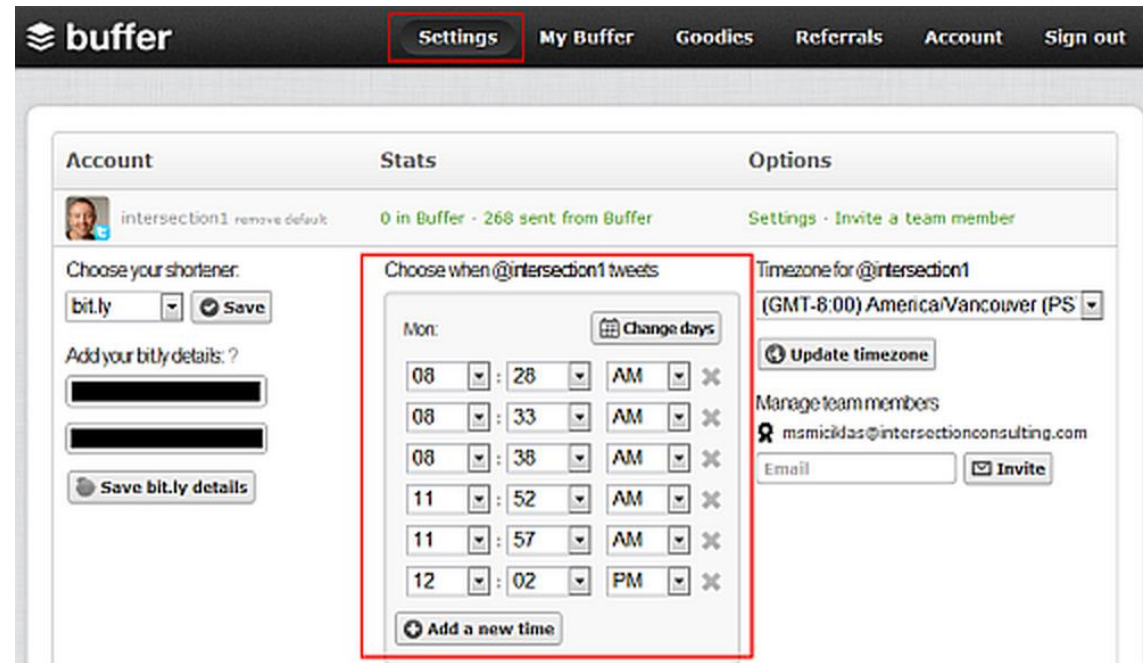
Buzzsumo

	FACEBOOK SHARES	LINKEDIN SHARES	TWITTER SHARES	PINTEREST SHARES	GOOGLE+ SHARES	TOTAL SHARES	
Data Is the Next Big Thing in Content Marketing hbr.org - More from this domain By Alexandra Samuel - Sep 14, 2015 Article	View Backlinks Share	1.5k	2.3k	2.8k	8	113	6.6k
Mobile voice and data global traffic chart qz.com - More from this domain By Dan Frommer - Sep 24, 2015 Article	View Backlinks Share	933	396	2.5k	0	26	3.9k

Cross Purposing Content




Share easily to all your twitter profiles, Facebook pages, Facebook profiles and LinkedIn accounts.



The screenshot shows the Buffer web application's settings page for a user named 'intersection1'. The page has a dark header with navigation links: 'buffer', 'Settings' (highlighted with a red box), 'My Buffer', 'Goodies', 'Referrals', 'Account', and 'Sign out'. Below the header, the settings are organized into three columns: 'Account', 'Stats', and 'Options'. The 'Account' column shows the user's profile picture, name, and a 'remove default' link. It also includes a section for 'Choose your shortener' with a dropdown set to 'bit.ly' and a 'Save' button. Below this is a section for 'Add your bit.ly details: ?' with two input fields and a 'Save bit.ly details' button. The 'Stats' column shows '0 in Buffer - 268 sent from Buffer'. The 'Options' column includes a link to 'Settings · Invite a team member', a 'Timezone for @intersection1' dropdown set to '(GMT-8:00) America/Vancouver (PS)', an 'Update timezone' button, and a 'Manage team members' section with a list of members and an 'Invite' button. A red box highlights the 'Choose when @intersection1 tweets' section, which contains a table for scheduling tweets. The table has columns for hour, minute, and period (AM/PM), and a 'Change days' button. The table lists several scheduled times: 08:28 AM, 08:33 AM, 08:38 AM, 11:52 AM, 11:57 AM, and 12:02 PM. An 'Add a new time' button is at the bottom of the table.




Hour	Minute	Period	Action
08	28	AM	X
08	33	AM	X
08	38	AM	X
11	52	AM	X
11	57	AM	X
12	02	PM	X

Crystal Knows...



HOW YOU SHOULD EMAIL

Dan Reese
President Holmatro Wrong person?

 Profile  Relationship  Email Example

[View full profile »](#)

Dan is pragmatic, logical, and firm when making decisions, and gets very skeptical when emotions are involved.

When speaking to Dan...

- Keep sarcastic remarks to yourself
- Set clear expectations for the conversation
- Stay objective rather than emotional
- Trust that he will follow specific verbal instructions

When emailing Dan...

- Use data to prove a point
- Write 3 sentences or less
- State your purpose for the email in the first sentence
- Provide lots of detailed information and instructions

When working with Dan...

- Use logical appeals if you argue
- Do your homework before a meeting
- Schedule meetings at a precise time
- Compliment quality of his work

When recruiting Dan...

- Present proven facts and statistics instead of customer stories
- "Ask primarily ""yes or no"" questions"
- Ask permission before calling
- "Focus on the ""here and now"""

It comes naturally to Dan...

- Feel annoyed by an exaggeration
- Pause a conversation to correct something inaccurate
- Approach problems cautiously and methodically
- Appreciate a list of facts more than a story

It does not come naturally to Dan...

- Get fooled by a sneaky sales tactic
- Exaggerate details when telling a story
- Feel sad if an accomplishment goes unrecognized
- Openly discuss emotions

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Where are your tweets?



femsanews

SEARCH

Profile

Feed

History



FEMSA

@femsanews

USA

Website

680

Followers

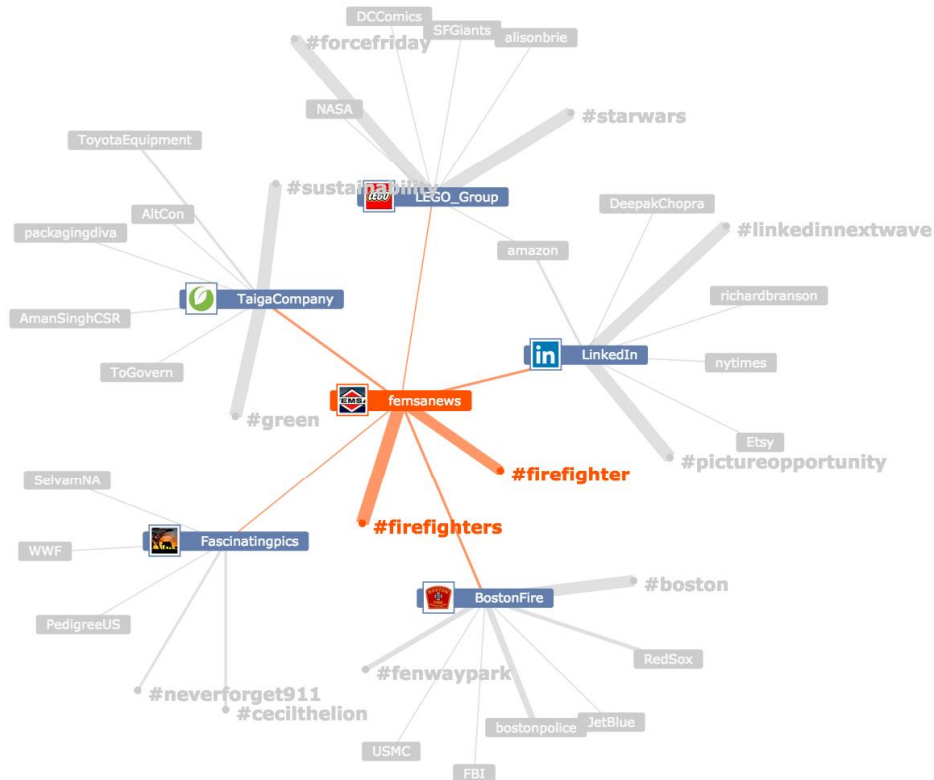
276

Following

The Fire and Emergency Manufacturers and Services Association represents companies that provide products and services to millions of fire and EMS professionals

ADD TO LIST

FOLLOWING



<http://mentionmapp.com>

Twitter-Real Time Monitoring and Analytics

twazzup
holmatro

1 TPH

Top Keyword: experience rescue good effective Injury key traumatic understanding gear attended

Top Influencers
Most active
Latest
Tweets by Influencers

Top Gear @bbc_topgear
Proper Top Gear tweets from the s...
2 Tweets - 295 Retweets - Last: 6 days ago

The QI Elves @qikipedia
Quite Interesting bits and pieces fr...
1 Tweet - 845 Retweets - 19 hr ago

London Fire Brigade @londo...
London Fire Brigade's award winni...
1 Tweet - 55 Retweets - 4 days ago

Mike Brewer @mikebrewer
Management topsy@mikebrewer.t...
1 Tweet - 27 Retweets - 5 days ago

TommyJoe Ratliff @tommyjoe...
^v^Musician/Nihilist/Demigod/Vam...
1 Tweet - 41 Retweets - 17 hr ago

View 9 more influencers

Top RT Photos

Top RT Links

1 http://imgur.com

2 http://www.london-fire.gov.uk/Flash/can-you-tell-the-difference-between-a-real-apple-iphone-charger-and-an-ifake.asp

3 http://twitter.com/Crashingtv/status/64739122467

4 https://twitter.com/tomella28/status/64747098245

5 https://twitter.com/REALbayonet69/status/64751

6 http://twitter.com/Crashingtv/status/64755963292

Google News Alerts

IndyCar News: IndyCar: Hinchcliffe returns for first time since crash
crash.net - 10 hr ago
A part of the car's right front rocker separated the driver's safety cell and

crash.net

crashingtv
Out for gentle ski when suddenly. <http://t.co/SZ9ed9pEXE>
8 hr ago from Twitter for iPhone

All Tweets

Jilles_holmatro
RT @heavy_lift: Visit Holmatro for free during Offshore Energy 15 <http://t.co/cOKbFF3Rfa>
6 hr ago from Twitter for iPhone

heavy_lift
Visit Holmatro for free during Offshore Energy 15 <http://t.co/cOKbFF3Rfa>
6 hr ago from Twitter Web Client

holmatro_man
RT @BTMCharity: So very true. PTSD comes in many guises and not just caused by military experience. #mentalhealth #peersupport xx <http://t....>
8 hr ago from Twitter Web Client

holmatro_man
RT @Crashingtv: Out for gentle ski when suddenly. <http://t.co/SZ9ed9pEXE>
8 hr ago from Twitter Web Client

forumpompierii
<http://t.co/uvkmrSyUHx> <http://t.co/BfLKKqZTUA>
8 hr ago from Facebook

holmatro_man
RT @Crashingtv: "Give us a push mate" <http://t.co/RXi6jUf84G>
8 hr ago from Twitter Web Client

holmatro_man
RT @Crashingtv: Wtf. <http://t.co/awPSW0itn5>
8 hr ago from Twitter Web Client

junkoturber
The Holmatro Safety Team has been trying for that joke of a job.
9 hr ago from Junkoturber

holmatro_man
RT @HeritageQuote: Remember folks from tomorrow onward it'll be illegal to smoke in a vehicle when any under 18 yr old is present <http://t....>
10 hr ago from Twitter Web Client

holmatro_man
RT @DavidJo52951945: Iceland didn't join EU as they'd lose their fishing waters, the UK

Twitter

Nexalogy (a hoot suite app)

- Identifies
 - Trends
 - Influencers
 - Most active



Social Rank-Twitter and Instagram

Organize

Once your followers and their profiles are in SocialRank, you can organize your followers by sorting and filtering.

Identify

SocialRank pulls in all of your followers and their profiles.

Manage

Create custom lists of your followers, to save on SocialRank, export to Twitter, or export to a CSV file.

Followers List

Saved Searches: @zhannabanana

Twitter Instagram

Narrow down your followers with filters

Sorting by: Best Follower Search Filter by location + More Filters Clear all filters

Showing 1 - 10 of 241

1.		Olivia @ogw26	>
2.		SocialRank @socialrank	
3.		Alexander Taub @ajt	
4.		Kyle Rogers @kylejrogers	

Olivia @ogw26
New York, NY

188 FOLLOWERS **350** FOLLOWING **767** TWEETS

Best Practices

DAILY

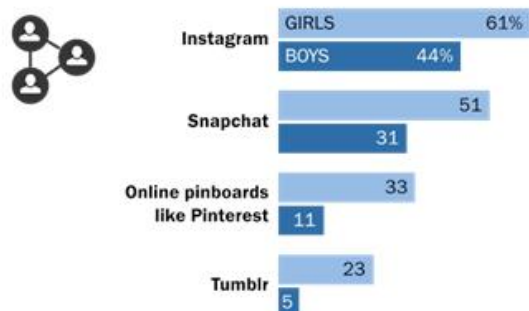
- ☐ Respond to inbound social messages.
- ☐ Monitor and respond to brand mentions.
- ☐ Create conversations with brand advocates.
- ☐ Find and engage with potential customers.
- ☐ Research the social media industry.
- ☐ Load your social editorial calendar.
- ☐ Post 3–6 times on Twitter.
- ☐ Post 1–2 times on Facebook.
- ☐ Post 1–2 times to Google+.
- ☐ Post 1–3 times to Instagram.
- ☐ Post 1 time to LinkedIn.
- ☐ Study your products and services.
- ☐ Monitor the competition.
- ☐ Work on a blog post.

Sprout Social

Pew Research 2015

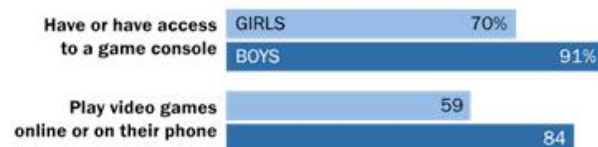
Girls Dominate Visually-Oriented Social Media Platforms

Percent of girls and boys who use ...



Boys Are More Likely to Play Video Games

Percent of girls and boys who ...

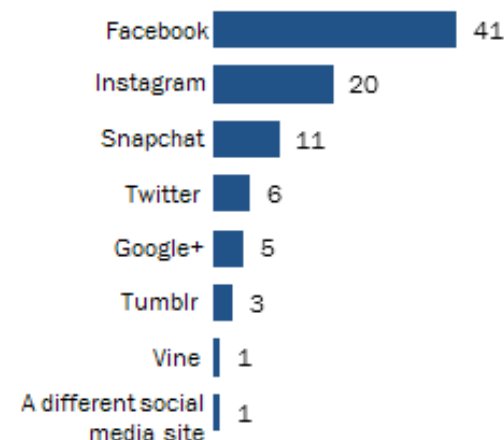


Source: Pew Research Center's Teens Relationships Survey, Sept. 25-Oct. 9, 2014 and Feb. 10-Mar. 16, 2015. (n=1,060 teens ages 13 to 17).

PEW RESEARCH CENTER

Facebook, Instagram and Snapchat Used Most Often by American Teens

% of all teens who use _____ most often



Note: "Don't use any" responses not shown.

Source: Pew Research Center's Teens Relationships Survey, Sept. 25-Oct. 9, 2014 and Feb. 10-Mar. 16, 2015 (n=1,060 teens ages 13 to 17).

PEW RESEARCH CENTER

Pew Research 2015

92% of teens report going online daily: including 24% who say they go online “almost constantly”

91% of Teens Use the Internet on a Mobile Device

81% of Teens Have Access to Gaming Consoles

A Typical Teen Sends and Receives 30 Texts a Day

Pew Research 2015

Half of American Teens Use Instagram

A Typical Facebook User Has 145 Facebook Friends

41% of Teens are Snap Chat Users

24% of American Teens Use Vine