

# Social Media

## Decoding the Mystery

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# Why is Social Media Important?

**This is how the masses wish to interact.**

- |                             |                                       |
|-----------------------------|---------------------------------------|
| “ Participation is a choice | Consequences for participating or not |
| “ This is your audience     | They are here, ready, waiting for you |
| “ Instant Gratification     | Not later, NOW!                       |
| “ Highly Volatile           | Beware the power of the masses        |

## **Volatility and Cautions of Participating**

- “ Strength in Numbers is maxed out with Social Media
- “ Users are in control, and their perception is their reality
- “ Choose your identity and your words carefully
- “ They can turn you off, but you cannot turn them off
- “ Don't take it personally

# Definitions

**Social Media:** The tools (platforms, apps) used to participate and share content in Social Networking.

**Social Networking:** Using Social Media to interact with other groups or users with similar interests.

**I am interacting with others about my interests.**

# Social Media Landscape 2016



## What Makes Them Different?



Internet Journal      Busy, Loud, Limitless, Everything



Snippets                      Now, Short, Relevant, Expires Quickly



Content Rich                  Engaging, Creative, Unique, Timeless



Business Forum              Industry Topics, Best Practices, Talent

# Facebook



**Internet Journal. The primary, and noisiest, Social Media platform.**

- “ More likely to have a close or outside connection (family, friends)
- “ All methods of interaction (posts, likes, shares, messages, check-ins)
- “ A lot of noise, very difficult to filter
- “ Content can be shared, altered, edited, commented, messy

# Facebook



**Likely to have a strong connection with those who you interact with.**

Families

Friends

Classmates

Colleagues

Communities

Interest Groups

Local Teams

Neighborhoods



# Facebook



## **Social Proof and Referral on an extreme scale.**

- “ Users tend to trust what is positively referred from their network
- “ Users tend to be skeptical of what their network deems “negative”
- “ Your network is a reflection of you and those you associate with
- “ False assumptions and tendencies to bandwagon: EXTREME CAUTION

# Twitter



**Snippets. Short, direct, raw information, now.**

- “ Possible, but not as likely to have outside connection with your network
- “ Limited in methods of interaction (Tweets, re-Tweets, Likes, Messages)
- “ A lot of noise, but easily navigated and filtered
- “ More topic and relevance based than general mass interaction

# Twitter



**Connection with those who you interact is possible, but not necessary.**

Celebrities

Political Figures

News Streams

Companies

Sports Stars/Teams

Groups

# Twitter



**Short, fast-paced. No time, space, or desire for excess.**

- “ 140 characters or less, everything counts
- “ Real-time, unedited, uncensored, RAW information
- “ Commentary, updates, discussions, events, news
- “ NOW, not later...12 hours later or tomorrow = EXPIRED CONTENT

# Twitter



## Power of multiplication with topic based discussions.

- “ 1 Tweet which is re-Tweeted 10x can have views in the 100,000+
- “ Information feed driven by **#topic** and **@tags**
- “ Everyone and everything can be heard through the noise
- “ Your relevance depends on your topic(s) and your network

# Instagram



**Internet Collage: Photo and Short Video with ENGAGEMENT.**

- “ Combination of known and unknown users in your network
- “ Interaction is limited to photos and short videos
- “ Users “engage” in the content without long, messy commentary
- “ Content remains proprietary rights of original poster

# Instagram



**Combination of known and unknown users in your network.**

Families

Groups

Celebrities

Friends

Sports Stars/Teams

Companies

# Instagram



**Content is, and remains, property of the original User.**

- “ Mobile-Only platform, very powerful editing tools
- “ Engaging with photos and videos, limited in how users interact
- “ Activity can be private and controlled, or open to the public
- “ Focus on **UNIQUENESS, CREATIVITY, OWNERSHIP OF GREAT CONTENT**



# Instagram



## Instagram Is NOT...

- “ No Memes, Motivational Quotes, or “Noise”
- “ No Stealing, Copying, or Reproducing the Content of others
- “ No Link Dumping, Open Advertisements, Long Discussions

# LinkedIn



**The primary Business-to-Business (B2B) Social Media platform.**

- “ Professional Connections: Colleagues, Leaders, Groups, Talent, HR
- “ Structured as a forum or conference style platform
- “ Topics focused on professional B2B or HR levels only
- “ Interactions of networking, discussions, messaging, HR

# LinkedIn



**Professionals in business roles sharing useful content.**

- “ Leaders, Advisors, “Movers and Shakers”      Beth Comstock, GE
- “ Industry Colleagues, Peers, Advisors      Tim Sandelbach, Firehouse
- “ Business to Business Clients      Paul Curtis, LN Curtis & Sons
- “ Groups      NFPA or FEMSA

# LinkedIn



**Talent and Organization showcase for HR purposes is an added feature.**

- “ Organizations and Talent are equally showcasing themselves
- “ Profiles are live CV: a reflection of you (talent and the organization)
- “ Talent highlights presence and network, in addition to online CV
- “ Organization highlights presence and network, in addition to online CV

# Language of Social Media

**Users often communicate in a unique simplified language.**

- “ Combination of symbols and abbreviations, frequently # and @
- “ Often lack of punctuation and capital letters
- “ Multiple variations of anecdotes, comparisons, sarcasm
- “ Memes: photos with imposed text expressing emotions

# HASHTAG



**Call out, name, relate, or link “SOMETHING”.**

- “ Makes the content searchable throughout Social Media
- “ Gives association and relation to what you are communicating
- “ Can be direct, informative, angry, funny, sarcastic, anything “tagged”
- “ Make it count: too many become overbearing and irrelevant

# HASHTAG



**Be creative, there are no rules! Follow the masses for more exposure.**

- “ Watching the game...    #gobucks    #fumble    #getinthegame    #score
- “ At FEMSA...                #femsa    #fama    #conference    #nashville
- “ News/events...            #election2016    #nopolitics    #flintwater    #calfire
- “ Other...                    #married    #tftproud    #neverforget    #dontcare

# AT



**Call out, name, relate, or link “SOMEONE”.**

- “ Tags or relates a user or a group of users to your content
- “ Gives association and relation with or to who you are communicating



# AT



**A direct call-out to someone in your content.**

- “ Watching the game... @redwings @urbanmeyer @mariolemeux
- “ At FEMSA... @femsa @calabresenathan @marriott
- “ News/events... @wolfblitzer @johnstumpf
- “ Other... @houseofblues @flyord @att @chasebank

# **Social Media: Time Misconception**

**Familiar phrase: “I don’t have time for Social Media”.**

- “ Time is not spent in “learning” the platforms (downtime)
- “ Time is spent in the interaction with users and their content (uptime)
- “ A time replacement, not an add-on: for example, traditional media
- “ Those who dedicate the time are managing the direction

# **Social Media: Resource Misconception**

**The value of participation is immeasurable.**

- “ Resources for phone, fax, other interactions are being made redundant
- “ You are being sought out: if you do not participate, you do not exist
- “ Your struggle for attention and interaction in other areas will increase
- “ Traditional media and advertising is outdated, becoming irrelevant

## **It Can Backfire: The Setup**

**Once you open a door on Social Media, it cannot be closed.**

- “ 2011: Qantas Australian Airlines campaigns #QantasLuxury
- “ Share your dream luxury flight experience, post with #QantasLuxury
- “ Chance to win 1<sup>st</sup> Class Travel

**Within minutes, the social media universe took hold. What happened?...**

## #QantasLuxury...

- “ #QantasLuxury: Getting from A to B without the plane catching on fire.
- “ #QantasLuxury...a cheap hotel room because @Qantas left me stranded.
- “ @Qantas: a plane that doesn't have an exploding engine! #QantasLuxury
- “ 1. Plane departs/arrives on time. 2. Baggage delivered promptly. This used to be called #QantasService. Now #QantasLuxury?
- “ #QantasLuxury: How can I never see the Qantas Mobile Site again?

# Who Does This Well in Fire/Rescue?

Comparing some Instagram accounts in our industry.

“ Firefighter_Brotherhood	74,100 Instagram Followers	GOOD
“ KME Fire Apparatus	22,900 Instagram Followers	GOOD
“ PCL Fire	22,100 Instagram Followers	GOOD
“ FDIC INDY	5,477 Instagram Followers	POOR

# THANK YOU!



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