Social Media Decoding the Mystery

Nathan Calabrese

Vice President International Sales





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 a

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

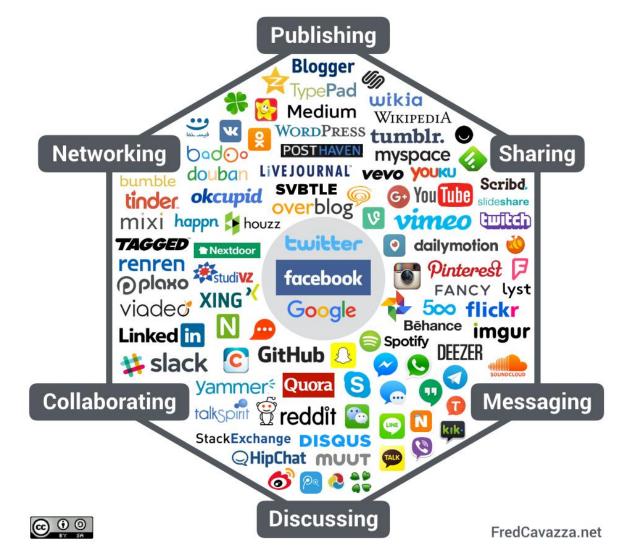
Definitions

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

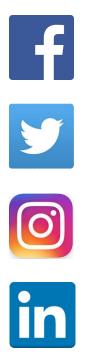
Social Networking: Using Social Media to interact with other groups or users with similar interests.

I am <u>interacting</u> with <u>others</u> about my <u>interests</u>.

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 nosiest, 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



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



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

Celebrities Political Figures News Streams Companies Sports Stars/Teams Groups



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



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



Internet Collage: Photo and Short Video with <u>ENGAGEMENT</u>.

- " 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



Combination of known and unknown users in your network.

Families Groups Celebrities Friends Sports Stars/Teams Companies



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 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

" Business to Business Clients

Tim Sandelbach, Firehouse

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





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 <u>cannot</u> be closed.

["] 2011: Qantas Australian Airlines campaigns #QantasLuxury

"Share your dream luxury flight experience, post with #QantasLuxury

["] Chance to win 1st 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!



Nathan Calabrese Vice President International Sales +1-330-277-7700 nathan.calabrese@tft.com



- onathan.calabrese
- 🥑 @calabresenathan
- in nathan calabrese