



Marketing in 140 Characters or Less

Mandy Sheppard
April 2011



Georgia Institute
of **Technology**[®]

Auxiliary Service Social Media

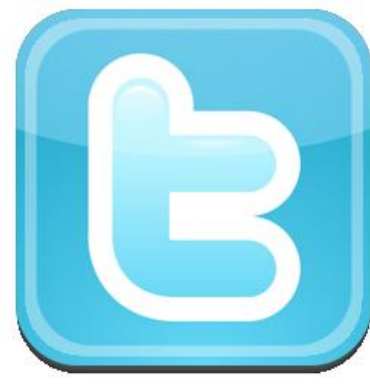


Why Use Social Media?

- Connect with campus and students
- Communication Tool
- Industry Leaders
- Showcase links and photographs
- Customer and Employee Recognition
- Feedback and Reviews

Where to Begin?

- Step 1: Strategic Plan
 - Define Goals
 - Develop Policies and Procedure
 - Develop Social Media presence
- Step 2: Action Plan
 - Open Social Media Accounts
 - Spread the Word to “like”
 - Foster Relationships
 - Analyze Feedback
 - Analyze ROI

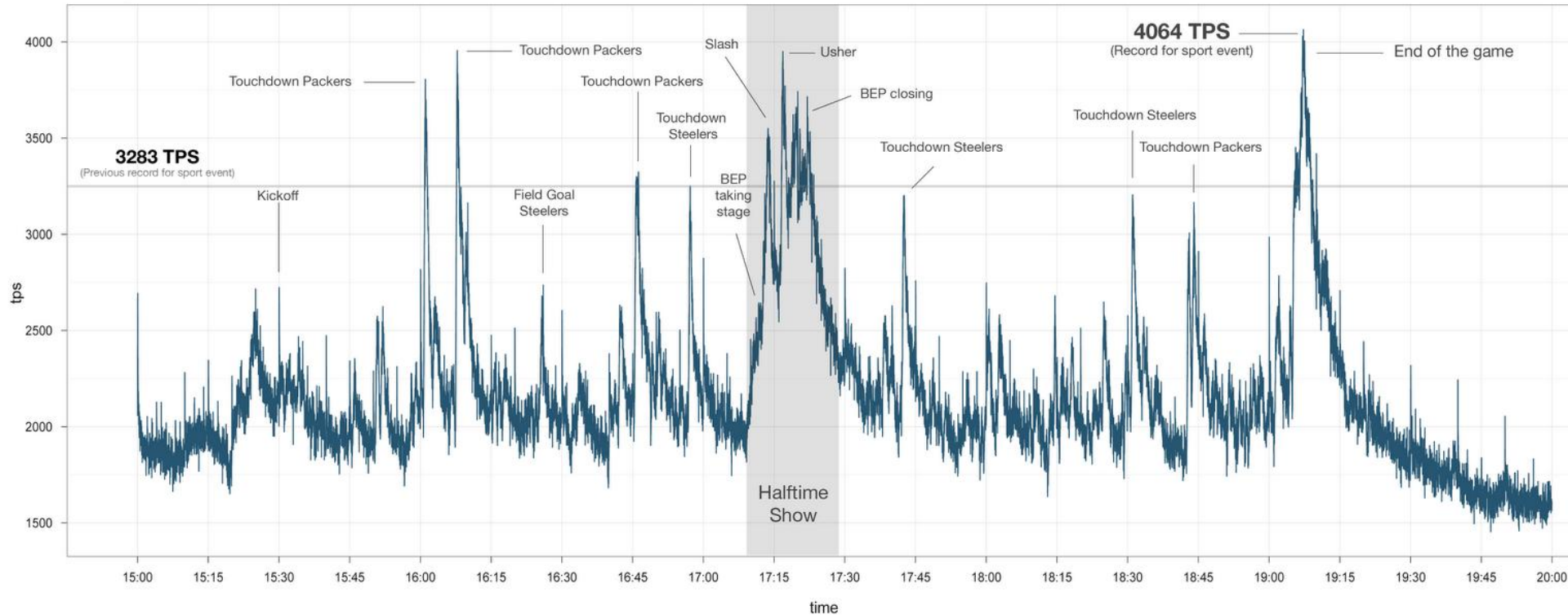


Twitter: The Basics

- The Basics
 - Twitter:
 - Real-time information that lets you share and discover what's happening now
 - Stay connected
 - Create a conversation about your service
 - What's for Lunch?!?

Superbowl Conversation

#superbowl tweets per second



Twitter: The Basics

- The lingo
 - **Tweet**- 140 characters for marketing your services
 - **Hashtags**-Create a Conversation: #gtstudents
 - **Tweeps**- People on Twitter
 - **Followers**- Target Market of Tweeps
 - **Retweets**
 - **Mentions**: @NAME
- Getting Started



Ga Tech Conf Serv

@gatechconfserv Atlanta, Georgia
*Georgia Tech Conference Services. Defining Hospitality
140 Characters at a time. Exceeding meeting desires for
all events, camps, and conferences.*
<http://conference.gatech.edu/>

✓ Following



Message



Timeline

Favorites

Following

Followers

Lists



gatechconfserv Ga Tech Conf Serv
The T has been stolen! Happy April Fool's Day
<http://www.gatech.edu/>
1 hour ago



gatechconfserv Ga Tech Conf Serv
Accedi IT committee represent #accedimagic <http://twitpic.com/4estxq>
29 Mar



gatechconfserv Ga Tech Conf Serv
Ice cream at the tweet up! #accedimagic <http://twitpic.com/4ee4so>
28 Mar



gatechconfserv Ga Tech Conf Serv
Excellent Successful Survey session #accedimagic
<http://twitpic.com/4e9klw>
28 Mar



gatechconfserv Ga Tech Conf Serv
We are at ACCED-I enjoying the Conference and enjoy seeing everyone!
27 Mar



gatechconfserv Ga Tech Conf Serv
Spring Break at Georgia Tech! However, Conference Services staff, minus one, is hard at work!



About @gatechconfserv

694
Tweets

253
Following

354
Followers

19
Listed

Connections

Also followed by @10thandHome, @alexrawden, @BrenauOccasions, and more.



You both follow @10thandHome, @alexrawden, @BrenauOccasions, and more.




Following 253




Similar to @gatechconfserv · view all

 **ACCEDE-I** · Follow

 **GTCraftCenter** · Follow
Craft Center

 **GTBN** · Follow
GaTech Biz Network

 **proformancelogo** · Follow
Proformance Logo

Twitter: Responding to the Community

- Hashtags-
 - create a conversation
 - **#GTDining #CollegeCampus #Bookstore**
- Retweeting
 - Say something profound!
- Direct Messages
 - Shortened emails

Examples of Feedback

- [smsRob](#) @[MastersSwimming](#) I just liked how many fun people were on deck for the meet! The whole event had a great vibe
- Wishing everyone a great and productive time @ The Workout ATL! RT @[gatechconfserv](#): Welcome @[alphaxidelta](#) for their 2010 Workout...

Examples of Creating Conversations

- [@alphaxidelta](#) we hope you enjoyed your stay at Georgia Tech for the Workout Program. See you again next year!
- You're welcome! Glad to have you :) RT [@360SportsAcadem](#) Thanks [@gatechconfserv](#) 4 helping us host the 360 Football! Fantastic facilities
- [@coffeemakergirl](#) we hope you enjoy your stay. Let us know if you need anything!
- [@kurtisnelson](#) all our sports camps bring in extra security to make sure campers aren't escaping the dorms past curfew

facebook®

ARIZONA STUDENT UNIONS



THE UNIVERSITY OF ARIZONA

union.arizona.edu

Wall

Info

Friend Activity

Deals

SPF

Welcome!

Events

Photos (3)

More

About

Arizona Student Unions

Like

Product/Service · Tucson, Arizona



Table with multiple columns and rows of text.



Table with multiple columns and rows of text.

2011 Applications form with fields for name, address, and phone.

Wall

Arizona Student Unions · Top Posts



Arizona Student Unions

Yeah, this is the beginning of the last full month of the Spring '11 semester.

3 hours ago via iPhone

4 people like this.



Arizona Student Unions

Remember, FREE PHILLY CHEESESTEAKS TODAY. Yeah, we're kind of excited. See previous posts for more info.

Saturday at 3:45pm

2 people like this.



Stephanie Dando



We are making a 1200 foot cheesesteak!

Location: University of Arizona Mall
Time: 6:00AM Saturday, April 2nd

Saturday at 4:12pm · Share

Arizona Student Unions likes this.



Arizona Student Unions

Tell us a funny April Fools' story... If you get everyone in the office to laugh we'll give you \$5!!

Friday at 8:19pm



Sarah Smith I walled my friend into her room with newspaper (the Daily Wildcat of course). She was so tired this morning that she thought she was trapped. The custodian laughed as she was trying to climb out.

Saturday at 12:51am · 2 people



Jay Hanaoka My friend got jelly doughnuts from Dunkin, sucked



- Wall
- Info
- Welcome Home**
- Photos (10)
- Discussions
- Notes
- Reviews
- Edit

About [Edit](#)

This residence is the ultimate in on-campus housing for families. htt...

[More](#)**67**

people like this

Likes



Georgia Tech
Conference
Services

[Add to My Page's Favorites](#)[Remove from My Page's Favorites](#)[Unlike](#)[Share](#)**10th and Home** ▸ **Welcome Home**Local Business · Atlanta, Georgia [Edit Info](#)**Admins (3)** [?][See All](#)

Use Facebook as 10th and Home

Promote with an Ad

View Insights

Suggest to Friends

You and 10th and Home

7 friends like this.

Georgia Tech Conference Services

Quick Tips

Get more people to like your Page with Facebook Ads today!

[Get More Connections](#)**Sample Ad: 10th and Home**

The text of your ad will go here.

Like · Mandy Sheppard likes this.

Sponsored[Create an Ad](#)**Scrapbook Expo**

DULUTH - GEORGIA July 8 and 9, 2011 Click for more Info!

Like · 15,773 people like this.

Chat (Offline)

10th and Home Social Media Marketing Plan

- Goals:
 - Create relationships amongst residents
 - Increase interest for nontraditional students
- Strategy:
 - Facebook, Twitter, YouTube
 - Direct E-mails
 - Gain community feedback
- ROI:
 - Google & Facebook Analytics
 - Hootsuite.com
 - Improved SEO



QR Codes

- Bit.ly.com
- <http://goo.gl/>
- <http://qrcode.kaywa.com/>
- Placement:
 - Event Posters
 - T-shirts
 - Business Cards
 - Newspaper Ads
 - Shopping Bags
 - Dining Hall Cups



Using Facebook Effectively

- Add Pictures and Videos to promote services
 - Promotions and Important Information
 - Events
 - Staffing
 - Flyers
- Join Networks
- Generate Promotions
 - Drives Traffic to site
 - Creates more followers
- Feedback



Tools for Success

- Measures of ROI
 - Betty White Facebook Campaign
 - Enhanced Customer Service
 - Google Analytics
 - <http://www.google.com/analytics>
 - SEO- Search Engine Optimization
 - Tracks Visits
 - Tracks Social Media Site Links



- Dashboard
- Intelligence Beta
- Visitors
- Traffic Sources**
 - Overview
 - Direct Traffic
 - Referring Sites
 - Search Engines
 - All Traffic Sources**
 - AdWords
 - Keywords
 - Campaigns
 - Ad Versions
- Content
- Goals

Custom Reporting

My Customizations

- Custom Reports
- Advanced Segments
- Intelligence Beta
- Email

Help Resources

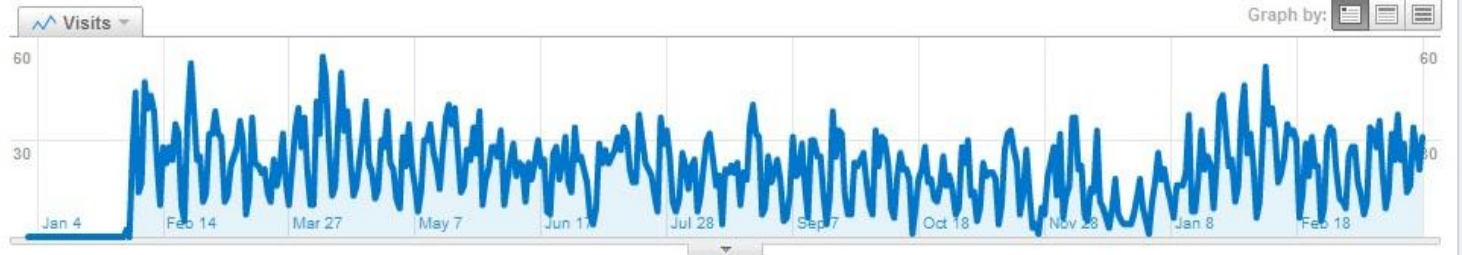
- About this Report
- Conversion University
- Common Questions

Export | Email | Add to Dashboard | Visualize | Advanced Segments: All Visits

Overview »

All Traffic Sources

Jan 1, 2010 - Mar 31, 2011



All traffic sources sent 9,148 visits via 119 sources and mediums

Show: Source Medium

Site Usage | Goal Set 1 | Goal Set 2

Views: [Grid] [Table] [List] [Pie] [Bar]

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
9,148 % of Site Total: 100.00%	2.39 Site Avg: 2.39 (0.00%)	00:01:52 Site Avg: 00:01:52 (0.00%)	75.33% Site Avg: 75.27% (0.07%)	56.31% Site Avg: 56.31% (0.00%)	
Source/Medium	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1. (direct) / (none)	2,705	2.43	00:02:22	71.20%	55.93%
2. google / organic	2,656	2.38	00:01:44	82.15%	54.22%
3. housing.gatech.edu / referral	2,422	2.37	00:01:29	71.14%	61.31%
4. gatech.edu / referral	257	2.87	00:02:09	73.93%	43.58%
5. google.com / referral	218	2.12	00:01:45	90.83%	39.91%
6. facebook.com / referral	203	2.08	00:01:19	73.40%	68.97%
7. bing / organic	103	2.53	00:02:10	84.47%	55.34%
8. yahoo / organic	98	2.59	00:01:24	94.90%	61.22%

Georgia Tech Conferen

Insights > Georgia Tech Conference Services > Page Overview

+ Create an Ad

Page Insights

Page Overview

Users

Interactions

Links

Go to Page

Documentation

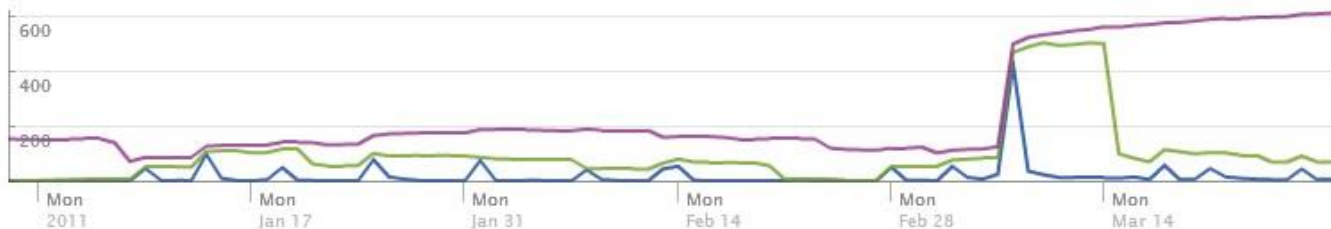
Week Month 01/01/2011 - 03/30/2011 Export

Users See Details

New Likes? 16 ↑ 23% Lifetime Likes? 380

Active Users?

Daily Active Users
 Weekly Active Users
 Monthly Active Users



Interactions See Details

Post Views? 9,710 ↑ 216% Post Feedback? 16 ↑ 23%

Page Content Feedback?

Likes
 Comments



Tools for Success

- Customize
 - Profile Picture
 - Customized Tabs
 - Twitter Profile Background
 - Social Media Website Addresses
- Email Signature
- Link your accounts to update in unison
- Social Media Tabs on your Website
- Pre-tweet your content
 - Hoot Suite: www.hootsuite.com

Home Feed (gatechconfserv)

ajc
3:19pm via TweetDeck
Toyota will shut North American plants due to shortages of parts from Japan. No layoffs anticipated. <http://bit.ly/dHwK1W>

VZWOffer
Apr 03, 7:57pm via Social Publisher
Where's your team netting out in the Tournament of Tweets? Tweet and score at <http://pub.vitruv.com/914>. #MM2011
Promoted by Verizon Wireless USA

gtbuzztap
3:18pm via buzztap
Georgia Tech Yellow Jackets (Official Site) >> W. Basketball. Georgia Tech's Montgomery Earns All-America <http://buzztap.com/VpZggH>

BBuzzOFF
3:16pm via twitterfeed
Sean Tobin: Why Shore? <http://georgiatech.247sports.com/Article/Sean-Tobin-Why-Shore-20922> Why did Georgia Te... <http://bit.ly/dKbuDh>

GT Athletics
3:14pm via twitterfeed
W. Basketball. Georgia Tech's Montgomery Earns All-America Honorable Mention <http://bit.ly/i8PCPJ>

CenterdinATL
3:13pm via Center'd Tweets
\$25 Climbing For 2 At Atlanta Rocks! at Atlanta Rocks! Indoor Climbing Gym <http://bit.ly/fl2DB7> #JuiceInTheCity

cbsatl
3:13pm via twitterfeed
Flood Victims Call Buyback Program Unfair: A group of Buckhead flood victims say the prices offered to them by t... <http://bit.ly/hVNWnO>

Mentions (gatechconfserv)

alexrawden
Mar 29, 2:19pm via Web
In the @gatechconfserv office by myself... Hope all the professional staff are having fun at #accedimagic

mandysheppard
Mar 25, 2:18pm via Web
@DDConfServ @gatechconfserv @amanda_k_brown Tuesday Team Meeting poolside?
Show Conversation

DDConfServ
Mar 25, 2:05pm via Web
Looking forward to my @gatechconfserv team, specifically @mandysheppard and @amanda_k_brown, to get to #accedimagic! The sun is great!

socialmediawild
Mar 22, 9:31am via twitterfeed
RT @ RT @gatechconfserv: Looking forward to the Tweet-up for ACCED-I Social Media Users at the Conference. Put it on your calendars...

amanda_k_brown
Mar 21, 10:33am via Digsby
Happy Monday in @gatechconfserv! HVAC is pumping to keep us going after a warm weekend.

mandysheppard
Feb 13, 1:18pm via twidroid (original)
RT @gatechconfserv Don't forget...applications are due tonight at Midnight! Apply now to work for Conference Services! <http://ow.ly/3tR2Q>

amanda_k_brown
Feb 13, 1:10pm via Digsby
RT @gatechconfserv: Don't forget...applications are due tonight at Midnight! Apply now to work for Conference

Direct Message (Inbox) (gatechconfserv)

dragonconamv
Aug 13, 2010, 11:34am
Thanks for the follow! The deadline for the DragonCon Music Video Contest is Sunday, Aug 15 - 11:59pm eastern! <http://www.dragonconamv.com>

AlpharettaClub
Jul 30, 2010, 3:50pm
Hello from Alpharetta Athletic Club! Follow us to get golf promotions & event info. Located in Alpharetta, GA. Thanks!

crosmancorp
Jul 28, 2010, 9:16am
Thanks for following! Crosman is a world leader in design and manufacturing of airguns and accessories. Learn more at <http://crosmancorp.com>

PLAYRoswellGA
Jul 27, 2010, 2:07pm
Hello from PLAY Activity Center in Roswell. Kids of all ages love coming to PLAY with us! <http://playactivitycenter.com>

kurtisnelson
Jul 23, 2010, 12:01pm
I live in NAS 719C for your information, I heard you wanted to know.

SuthnLadesGents
Jul 22, 2010, 1:24pm
Thank you for the follow. Join Georgia Ladies and Gentlemen on FB, connect and network with us. <http://bit.ly/cAalk1>

kurtisnelson
Jul 22, 2010, 1:23pm
The other major issue at north ave is them constantly holding doors open too long causing the buzzers to keep going off.

kurtisnelson
Jul 22, 2010, 1:20pm
Is there someone we can contact 24/7

Pending Tweets (gatechconfserv)

No results found.

What next?

- Develop Strategic Plan
- Decide on your Social Media Mix
- Create consistent branding
- Monitor Feedback and establish relationships
- Integrate tools for success



Mandy Sheppard

Twitter: @mandysheppard

Email:

mandy.sheppard@housing.gatech.edu



Georgia Institute
of **Technology**[®]