

Getting found on social media

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Week 2

Today's class

- Some tools for managing social media
- Getting found on social media: profiles, key words, hashtags

SOME TOOLS FOR MANAGING SOCIAL MEDIA

Some free tools to help you manage social media

- To manage your accounts
 - [Tweetdeck](#)
 - [Hootsuite](#)
 - [Buffer](#)
- [Storify](#) – collect and publish tweets to show a “story”
- [Klout](#) - “influence” scoring service
- [Tweepi](#) – helps you manage your followers
- These are just a handful of software tools that you can use for free (several also have paid services too)
- We will look at enterprise software for managing multiple accounts in a future class
 - Fun fact: among the 140 global corporations studied for the [“Strategy for Managing Social Media Proliferation”](#) report, they each have **an average of 178 different social media accounts.**

GETTING FOUND ON SOCIAL MEDIA – USERNAMES

Claim consistent username for all social media services

- Ideally it should be the same as your website domain name (if you have made a good choice there)
- Same rules apply as selecting a domain (short, memorable, descriptive)
- Use knowem.com to check for availability
- Register your username for every social media service you can think of (including those you know you will never use)
- Stops other people from taking them
- Keeps a consistent identity across all of your web presence
- This may be very difficult to achieve (but try!)

Get a Vanity URL for sites without unique usernames

- Many sites require unique usernames – usually the URL includes the username (eg. `twitter.com/versoe`)
- The ones that don't require a unique username are the ones that require a real personal or organization name (Facebook, LinkedIn)
 - These offer a personalized URL or Vanity URL that is UNIQUE (so claim it as soon as possible)
 - [How to claim your vanity URL for your Facebook page](#)
 - [Customizing your Public Profile URL on LinkedIn](#)

Getting a username verified

- Facebook verification
 - blue badge only for celebrities, public figures, sports teams, media and entertainment – Facebook doesn't say what you have to do to qualify other than you have to be "notable"
 - Grey badge for business and organizations – materials to authenticate must be supplied
- Twitter verification – "an account may be verified if it is determined to be an account of public interest. Typically this includes accounts maintained by users in music, acting, fashion, government, politics, religion, journalism, media, sports, business, and other key interest areas."
 - The account "must be connected to a company domain email address".
 - The account "must be actively tweeting and have a complete profile, including the user's real name, bio, photo and a URL link"
- Policy on other services varies (Instagram has verification but it can't be requested; Snapchat has emojis for "Official Stories")

Username and trademarks

- Just as with a domain name there is no clear legal “right” to trademark protection in a username – the question that is asked relates to whether or not there could be “confusion”
- Username squatting and “brand jacking” are common (with the objective of selling the name to the copyright holder)
- [Twitter policy](#) on trademark violation
- [Facebook statement](#) on trademark violation
- A local example is [@BCFerrys](#) and [@BCFerries](#) where the parody account was [suspended by twitter](#)

GETTING FOUND ON SOCIAL MEDIA: PROFILES AND METADATA

Get the right type of account and profile

- Some services have special accounts for businesses, some do not
- Get the right type of account for your business or organization
- Often business accounts offer different profile options / verifications than personal accounts
- Facebook, Instagram, Pinterest – all have business accounts
- Twitter, Snapchat – one account type for every user

Fill out ALL aspects of the profile

- As a business, your objective is to be found – including being found by people *who don't know you exist*
- Search engine optimization: use your most important keywords – those that will be used by people searching for your product or service on social media sites themselves
- Metadata: the data points on your profile – used in search

Facebook Business Page Profile

- Read the rules and follow them – for example some tips on [profile Cover Photos](#)
- Customize!
 - [How to create custom tags for your Facebook business page](#)

Instagram Business Profile

- Switch to a business profile and you can add contact information (phone number, email address, physical address)
- Instagram adds a Contact button to the profile



Twitter profile

- Business profiles are the same as personal profiles so you need to “look like a business”
 - [Create a profile for your business](#)
- Important to use key words in your profile description (bio) to get found – 160 characters
- Use a “pinned tweet” for extra space to say something about you
- Look authentic! Twitter has a very different culture than Facebook

**GETTING FOUND ON SOCIAL
MEDIA: #HASHTAGS**

What's a hashtag?

- Hashtags are hyperlinked words that form a way to indicate a topic so that posts can be followed and connected – via link, search, trends, lists etc
- Started on twitter in 2007 and have been adopted by some other social networks
 - Support for hashtags varies on different networks
 - [How Hashtags work on Twitter, Instagram, Google Plus, Pinterest, Facebook, Tumblr, and Flickr](#) (Ann Smarty. Moz. 2015)
- Hashtags must have #nospaces (otherwise they will not be made into a link)

Two main hashtag strategies

- Piggyback on other relevant hashtags as a way to get found
 - You can use a hashtag in (for example) a tweet to add to a conversation – maybe your tweet will be seen by people following the more popular hashtag
 - DO THIS ONLY IF YOUR TWEET IS RELEVANT TO THE HASHTAG
- Or create your own “branded” hashtag – short is best as they use up characters (remember no spaces!)
 - Great for conferences, events, and twitter chats
 - Check other uses of the hashtag – nobody owns it
 - Useful tool for checking hashtag usage – [Hashtagify](#)
- The culture of the use of hashtags differs across networks – for example it is common to use multiple hashtags on Instagram (not so much on Twitter)