



Helpful Tips for Adding Social Media to Your Marketing Mix



LEMMONTREE
MARKETING GROUP



Managing Your Social Media

Key Decision Areas:

Personnel – Who is a good writer, who has the time to monitor various social media tools, and who can answer questions in the best way?

Resources – What budget is available for the graphic design and programming of micro and mini websites? What IT assistance is available in-house or outsourced to help keep the website(s), video plug-ins, and flash items up to date as well as trouble-shoot problems?

Estimated Time Needed to Keep Everything Current – Consider these estimates as you decide what media to add into your marketing efforts:

Blogs (3-7 hours a week)

- Set up a [Google RSS Reader](#) (**Daily: 30 min.**) to scan and read through popular industry blogs. Also, don't be afraid to comment on other blogs!
- **Be on your blog (Weekly: 3-5 hrs.)**
 - Week before, start thinking about next week's blog posts or topics
 - Keep to a consistent schedule (whether its weekly, daily, etc.)
 - Don't post 3 posts one week and zero the next week – you'll confuse your readers!
 - Keep blog posts to approximately 250 words
 - Don't forget videos, links and pictures!
 - Ask questions to your readers, and respond to their comments
- Check [Google Analytics](#) (**Weekly: 30 min.**) to analyze blog traffic and inbound links
 - Analyze how popular your posts are – is there a certain topic that draws more interest?

Social Media Tools (2-3 hours a week)

- [Twitter](#) (**Daily 5-10 min.**)
 - Check what people are “twittering” about your company
 - [Tweet Deck](#) – preset searches for your credit union or competitors, split your main Twitter feed into manageable groups/topics; OR [Twitter Search](#)
 - [Tweet Later](#) – can set up auto follow and message, schedule tweets

More...



- **Shorten URLs with [TinyURL](#) & Keep Track of Click Throughs with [Tr.im](#)**
 - Make it easier to get click-throughs to your site and watch to see if there is a certain time or topic that draws more interest?
- **[Facebook](#) (Daily 5-10 min.)**
 - Look at Fan Insights (demographics) & Page Views
 - Check on ad campaign (if applicable)
 - Add your blog URL to the 'Notes' section of your business page so it automatically posts new blog entries
- **[Ping.fm](#)**—It's a real time saver since you can connect your Twitter account with your Facebook account, so that both can be updated at the same time! If you really get into social media, you could update up to 30 of your favorite social networks at once!

Protect Your Brand (Daily 5 min.)

- **[Google Alerts](#)** – anytime your credit union's brand name or products/services appears on the web you will automatically be notified via email

Policies & Guidelines

- Create a policy of when and how to use your brand in social media by all employees. Include:
 - Use of the logo and/or brand graphics
 - References to corporate name
- Establish guidelines for those authorized users of the corporate logo and brand or mentions of the name in correspondence.
 - Include Twitter, Facebook, LinkedIn, and other social networks.
- For blogging, consider giving guidelines of topics and length of posts
 - Consider post length of 250 words or less.

Final Tips

- **Remember:** "Spread ideas and tell stories," **David Meerman Scott** (www.webinknow.com)
- **And...** Don't SELL, but share valuable information that focuses on your members' needs or concerns.
 - Ideally, items that tie to a product or service!

Get It Done
See Results
You Look Good
...that's what we do!