



**preamazon**  
Internet business consulting

# Social Media Basics

Presented by  
**Ann Premazon, CEO**  
**Premazon, Inc.**

# Disclaimer

- There are no guarantees or promises of any type are being made in regards to any individual project or website.
- The information presented is for illustrative and informational purposes only. These statements apply to any and all slides in this series. Use these techniques and strategies at your own risk.
- Search engine algorithms are not made public. A risk of exclusion from a search engine exists when a search engine views your web site(s) as an unfair manipulation of their service.
- Making decisions based on any information presented should be done only with the knowledge that you could experience significant losses, make no money at all, and not improve your search engine ranking.
- You agree that Premazon Internet Business Consulting, Business Web Basics Course, and Ann Premazon are not responsible for the success or failure of your business decisions relating to any information presented.

# Introduction

I have worked in the field of addiction since 1978, starting as a Junior Counselor and I have worked in all of the different modalities in the treatment field:

- ✓ Admissions
- ✓ Treatment
- ✓ Marketing
- ✓ Management
- ✓ Ownership

I have been in the internet field since 1998:

- ✓ Certified Google AdWords Professional
- ✓ Certified by Bruce Clay
- ✓ Built and maintained over 1000 various websites

My specialty:

- ✓ To help companies develop an online strategic plan.

# What we will **NOT** be covering...

...how to build a website.

...how to choose keywords.

...a discussion of the ins/outs of AdWords

...the magic cure to increasing your website's rank.

# What we **WILL** be covering...

- ❖ What is a Social Media Strategy
- ❖ How to Build a Social Media Strategy
- ❖ How to Implement this Strategy
- ❖ How to Maintain your Strategy

Q: What is a Social Media Strategy?

A: A design to create an online presence for your brand.

# Do you know your brand?

- Company Name
  - Nameck
- Geo (location)
- Logo
- Brand Message



# What is your voice?

- Personal/Professional
- Same message, same person
- Help, info, mixture/testimonials
- Category-
  - Health
  - Addiction
  - Social



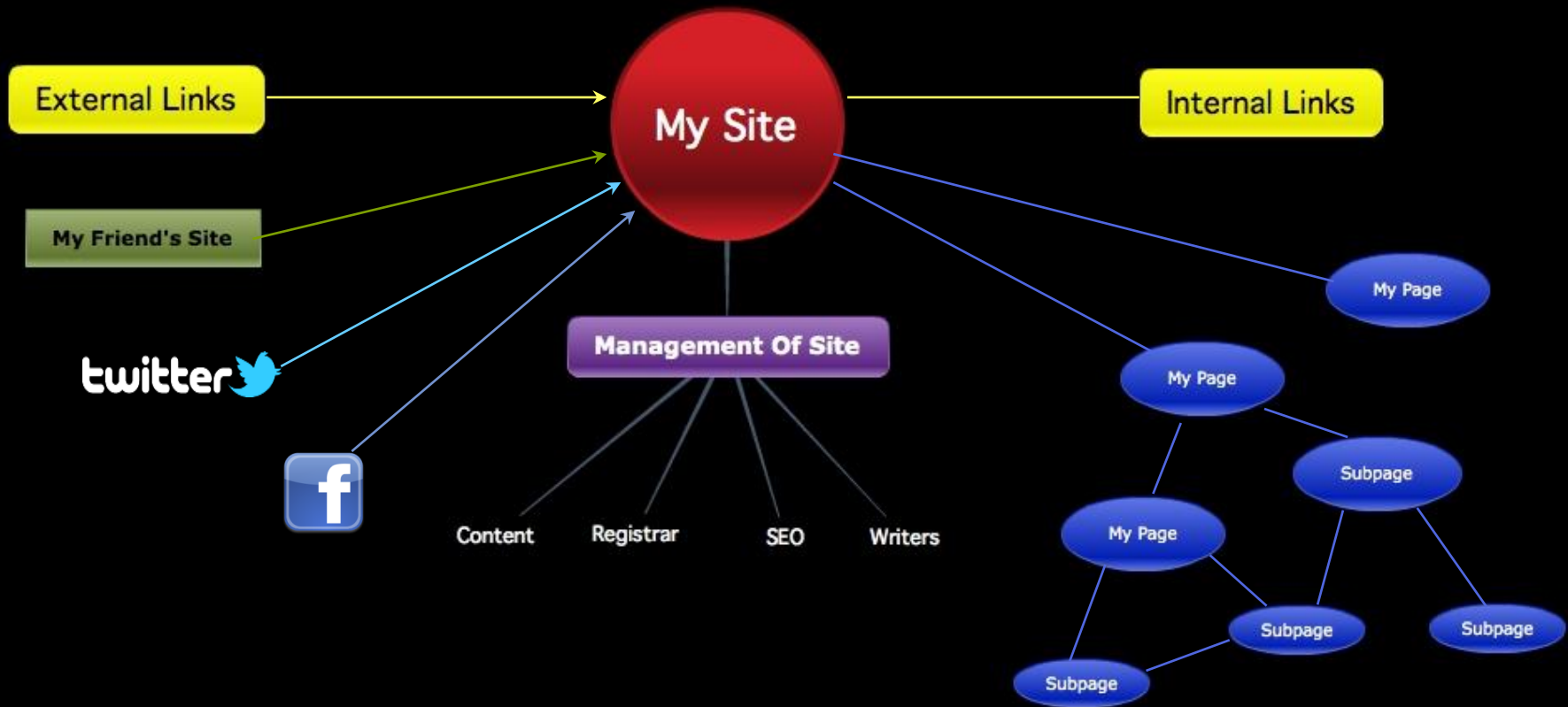
# What is your message?

- Twitter =140 characters
- Facebook, can be longer
- LinkedIn - Professional
- Comments and Likes

# Who is your audience?

- Each other/Professionals
- Alumni
- Those in need
- Anybody

# The Purpose



# Q: How to Build a Social Media Strategy?

A: Slowly, definitively, logically; addressing one account at a time and going over the Staffing, Goals, Info and Reports for each buildout.

- Get one account at a time
- Choose goals for that account
- Decide Staff to be accountable
- Set up reports

# One Account at a Time

- What best suits your company today?
- Learn all about the options
- Be 100% sure you approve
- Decide hours of messaging
  - 9-5
  - No weekends
  - 3 x daily
  - 1 x daily

# Choose goals for that Account

- Click through to site (inbound links)
- Links in post where (outbound links)
- Mentions
- Likes, Previews, Comments

# Decide Staff to be Accountable

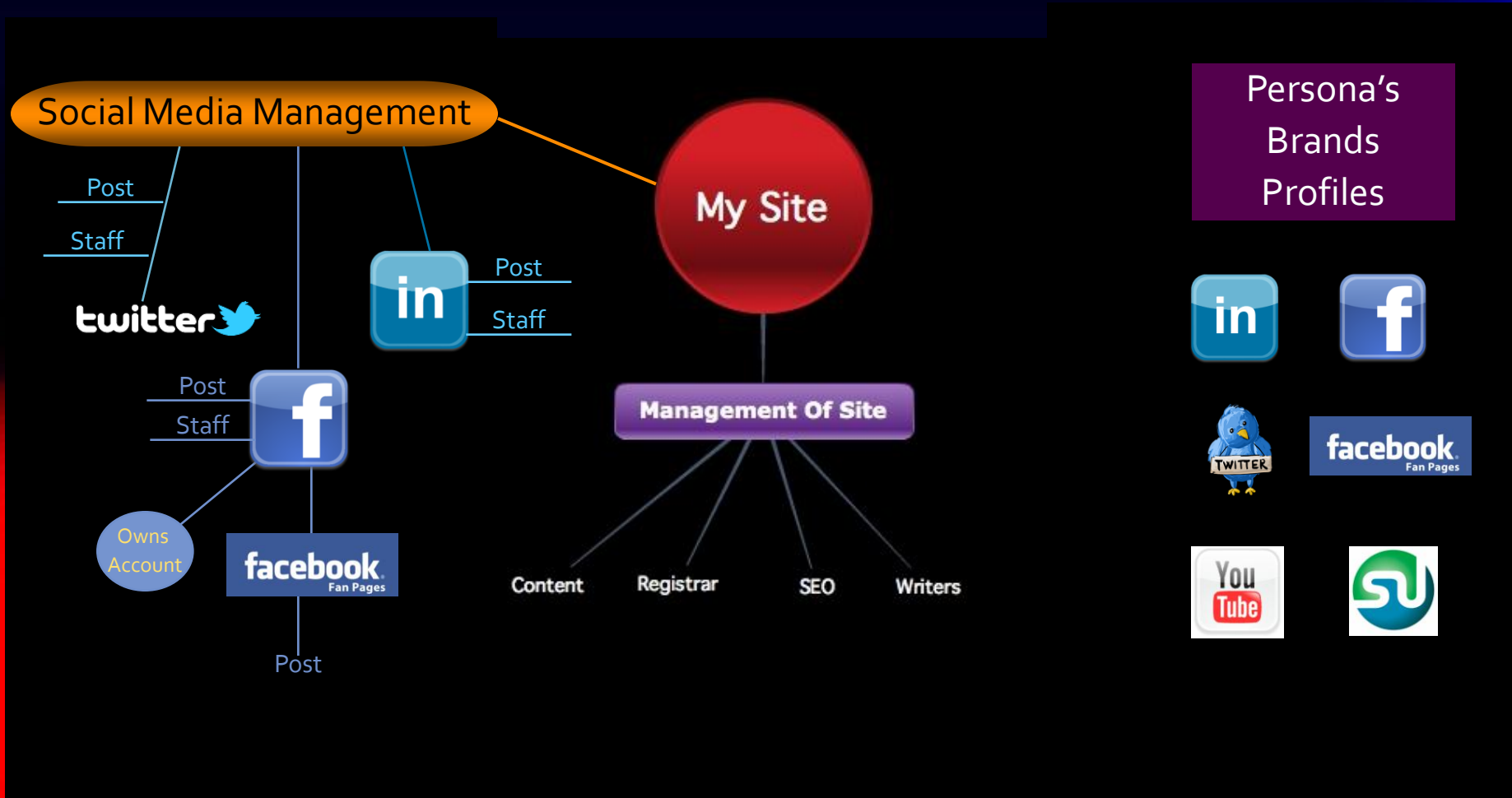
- Setup in Company Name
  - Facebook Fanpage must attach to a profile
- Trust them with your Brand
- Get content approval
- Always preview any video



# Set Up Report

- Analytics - Free
  - Caphyon (cost)
  - Overture (cost)
- Weekly - Get numbers
  - Posts
  - Likes
- Track organic placements
- Track clicks & calls from Social Media

# Purpose: See The Whole Picture Clearly



## Q: How do you Implement a Social Media Strategy?

A: You take your direction from how your are going to to build each account and begin to apply accountability via personnel resources, financial resources and time resources.

- Staff members
- Reporting Tools
- Budget Allowance
- Time Allowance

# Staff

- Allow 1 hour per account, per day
- Ask for info to approve weekly
- Use only work computers
  - Be wary of mobile
- Change passwords monthly

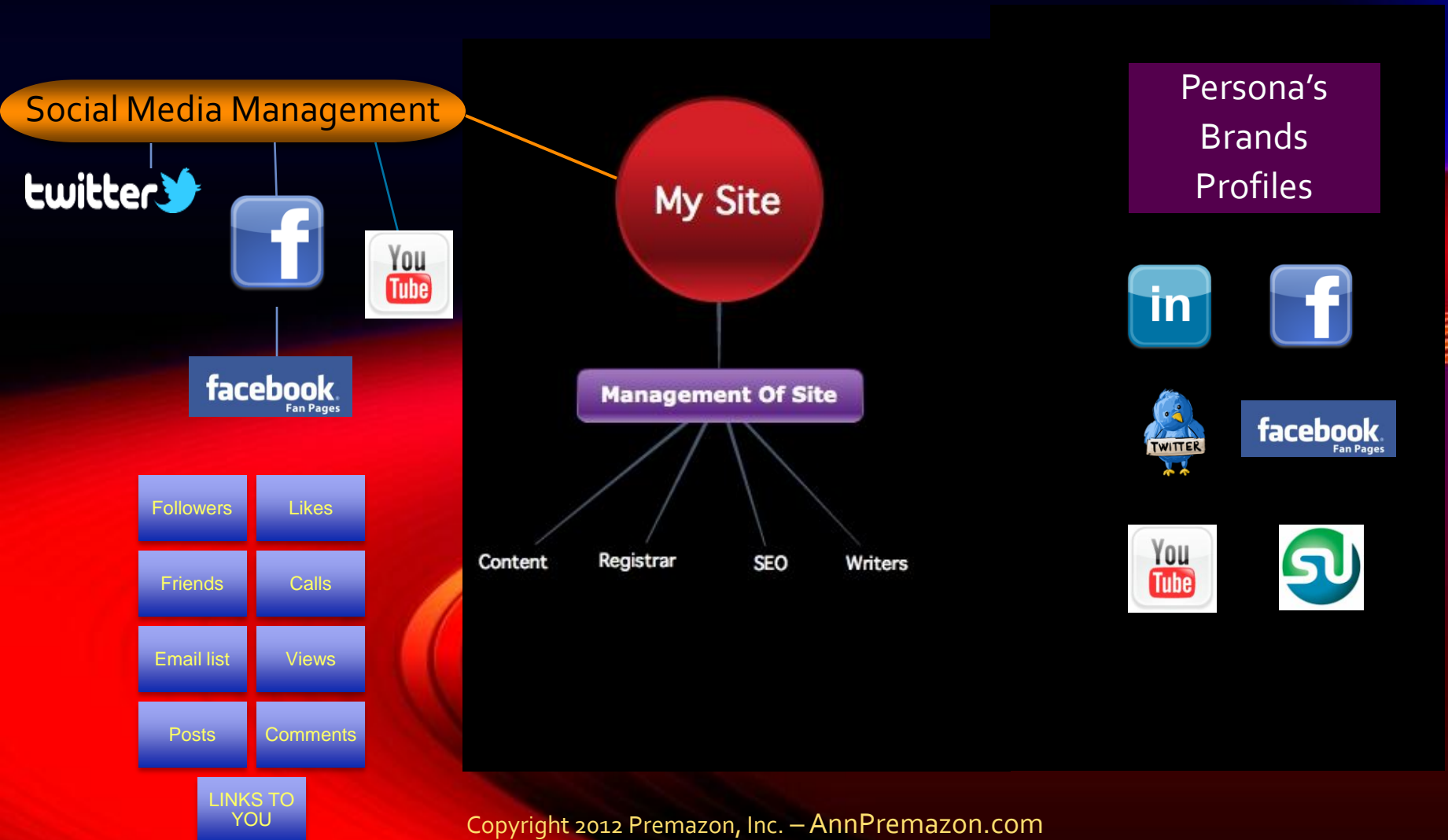
# Reporting Tool

- Usually can be exported (pdf)
- Watch for Trends
- Look for low hanging fruit to improve website
- Links, Links, Links

# Budget & Time Allowances

- Set Budget
- Monitor R.O.I.
- Time must be given
- In house or out source

# Implementation: Begin to See Results





Q: How do you Maintain a Social Media Strategy?

A: Begin to increase efforts based on return.

12 Step Recovery



May 1, 2012 - May 15, 2012

Total Likes

2,093 +2%

Friends of Fans

931,490 +1.77%

People Talking About This

158 +426.67%

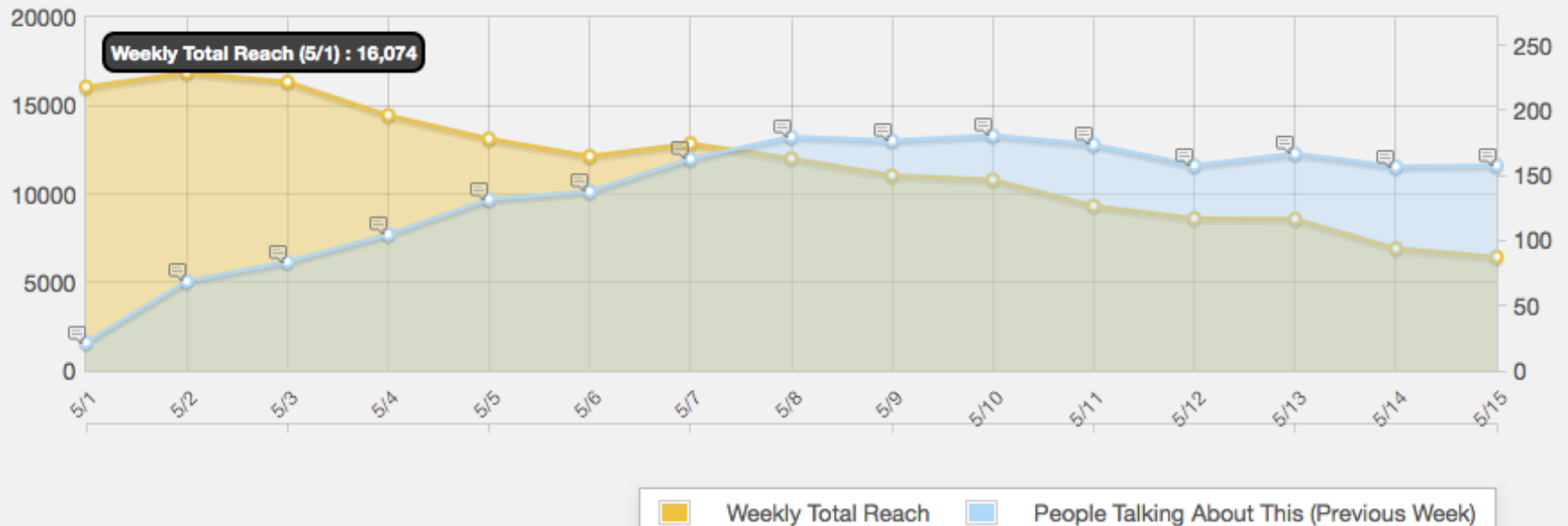
Weekly Total Reach




































6,454 -65.97%

## Summary



This chart shows the total number of people the Page has 'Reached' during the previous week for any given day, as well as the total number of people who have talked about the Page during that week.



Date	Post	Reach	Engaged Users	Talking About This	Virality
5/15	 Step 8. Made a list of all persons we had harmed,...	423	15	14	3.31%
5/15	 Step 6 is the concept of being ready, while Step...	373	5	5	1.34%
5/14	 Today I Will Remember: Acceptance is not...	715	29	27	3.78%
5/14	 We concentrate on the overall picture of our...	341	4	3	0.88%
5/14	 Make today one full of gratitude, for that good...	532	17	13	2.44%
5/13	 I am grateful for the beauty all around. Help me...	636	33	29	4.56%
5/13	 If the view out your front window looks impending...	500	15	14	2.8%
5/12	 When we work the principals and steps of recovery...	427	17	16	3.75%
5/12	 If problems arise today, I will try to...	184	2	1	0.54%
5/11	 with Step 6, we begin the cleansing of our souls....	224	7	5	2.23%
5/11	 Happiness is within our power. Our attitude about...	450	18	17	3.78%
5/11	 Step 6 states: We were entirely ready to have God...	214	12	8	3.74%
5/11	 Making amends works both ways. It has a power of...	148	4	2	1.35%
5/10	 The process of making and receiving amends...	387	12	12	3.1%
5/10	 Today I will remember I am sailing my ship, I am...	453	19	17	3.75%
5/9	 If I work the steps the steps becomes clear for...	365	9	9	2.47%
5/9	 In accepting growth we can come to look at...	362	8	7	1.93%
5/9	 There is no need for me to accept blame for...	414	18	17	4.11%
5/9	 Living is growing, when we fight growth we are...	352	7	7	1.99%
5/8	 Regardless of what we are recovering "from"...	425	16	12	2.82%
5/8	 Today I Will Remember: Strength through adversity	411	15	14	3.41%
5/7	 There is a calmness and serenity in being still...	476	16	12	2.52%
5/7	 I no longer have to assume that change is bad...	580	29	26	4.48%
5/6	 I have learned ...that I am powerless over...	511	31	26	5.09%
5/6	 I will trust in the God of my understanding, and...	550	32	31	5.64%
5/5	 Calm and peaceful is good... it is a...	420	13	11	2.62%
5/5	 We are never alone and that is so...	354	13	11	3.11%
5/4	 Today I can accept the changes occurring in my...	560	28	26	4.64%
5/4	 I still have many fears but ...my Higher Power...	494	25	23	4.66%
5/3	 One Day at a Time, I can be the change I want to...	489	25	24	4.91%
5/3	 Today I will focus on the good if others choose...	436	14	13	2.98%
5/2	 After you talk in a meeting, listen to hear if...	525	27	23	4.38%
5/2	 Today I can savor life, beauty, joy and all the...	545	28	24	4.4%
5/1	 Treat your mind like a bad neighborhood - don't...	554	37	34	6.14%
5/1	 This day is mine fully, to delight in—or to...	516	28	23	4.46%

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# Twitter Metrics

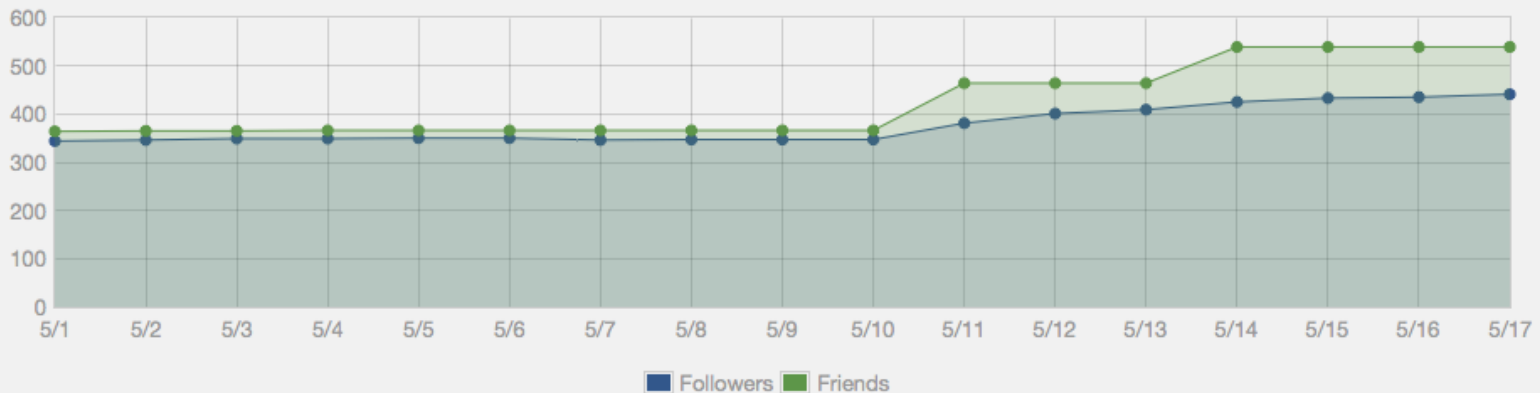
[Tweets](#)[Mentions](#)[Connections](#)[Traffic](#)

12steprecovery



May 1, 2012 - May 17, 2012

## Followers/Following

☒ Followers ☒ Friends

Graph changes compared against previous 30-day period (April 14, 2012 - April 30, 2012).

**441** Followers

Previous: 344 (+28.20%)

**539** Following

Previous: 364 (+48.08%)

**0.82** Follower/Following ratio

Previous: 0.95 (-13.42%)

**69** Posts

Previous: 50 (+38.00%)

**26** Total Mentions

Previous: 5 (+420.00%)

**3,955** Replies Reach

Previous: 0 (++)

**3,000** Retweet Reach

Previous: 855 (+250.88%)

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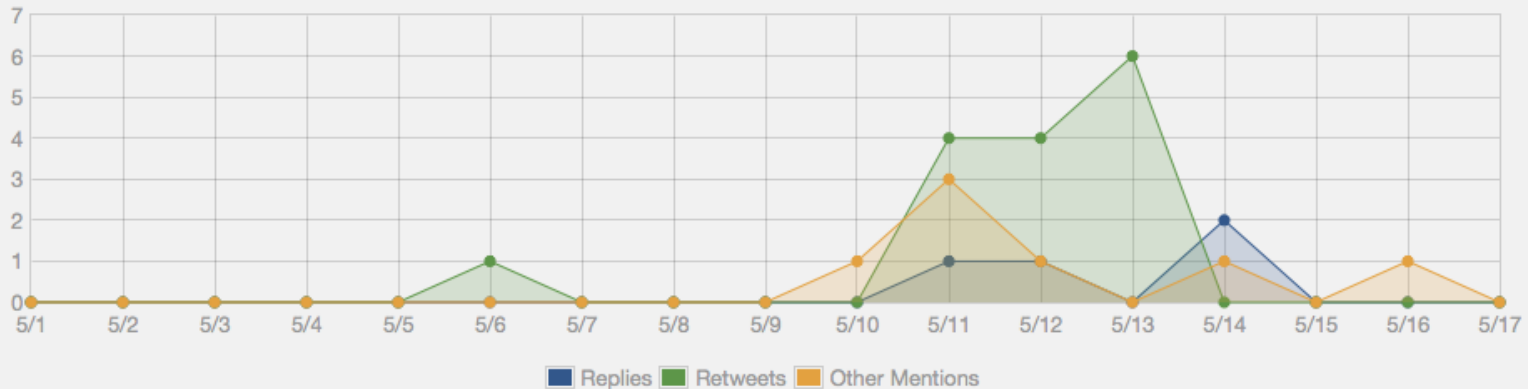
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12steprecovery



May 1, 2012 - May 17, 2012

## Mentions

☒ Replies ☒ Retweets ☒ Other Mentions

Graph changes compared against previous 30-day period (April 14, 2012 - April 30, 2012).

**4 Replies**

Previous: 0 (++)

**15 Retweets**

Previous: 5 (+200.00%)

**7 Other Mentions**

Previous: 0 (++)

**69 Posts**

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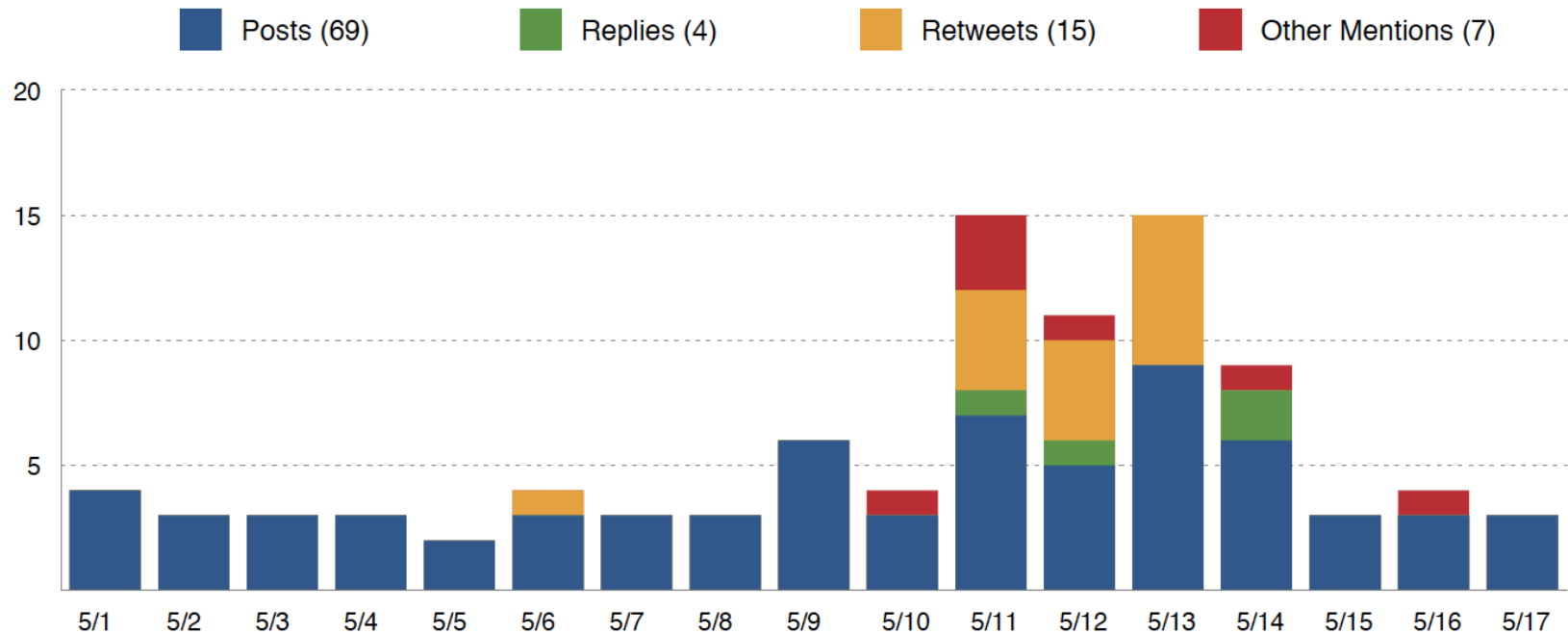
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# 12steprecovery

5/1/2012 - 5/17/2012



**69** Posts

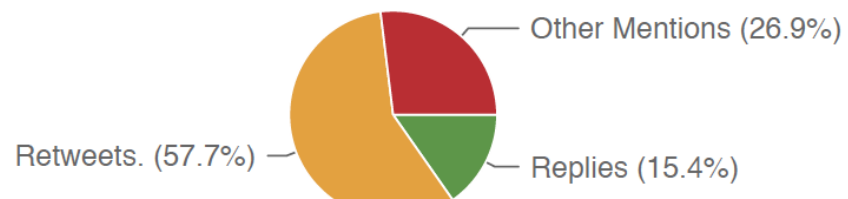
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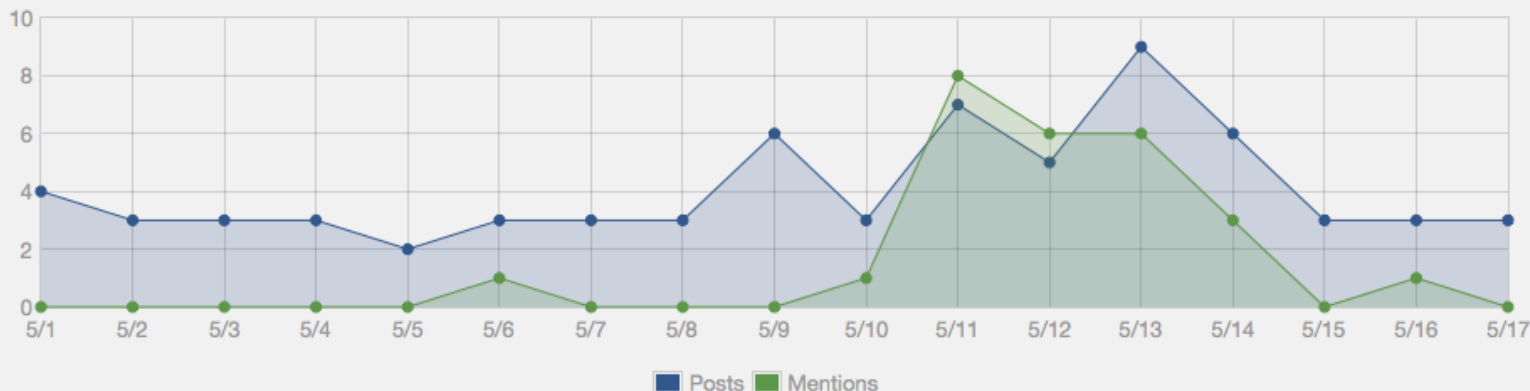
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12steprecovery



May 1, 2012 - May 17, 2012

## Tweets

☒ Posts ☒ Mentions

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**3,955** Replies Reach

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KPI	Amount	Change from 4/14/2012-4/30/2012
Posts	69	38% ▲
Replies	4	--
Replies Reach	3,955	--
Retweets	15	200% ▲
Retweets Reach	3,000	251% ▲
Other Mentions	7	--
Following	539	48% ▲
Followers	441	28% ▲

# My Experiment

Total Likes

100 +51.52%

Friends of Fans

45,357 +41.68%

People Talking About This

24 +2300%

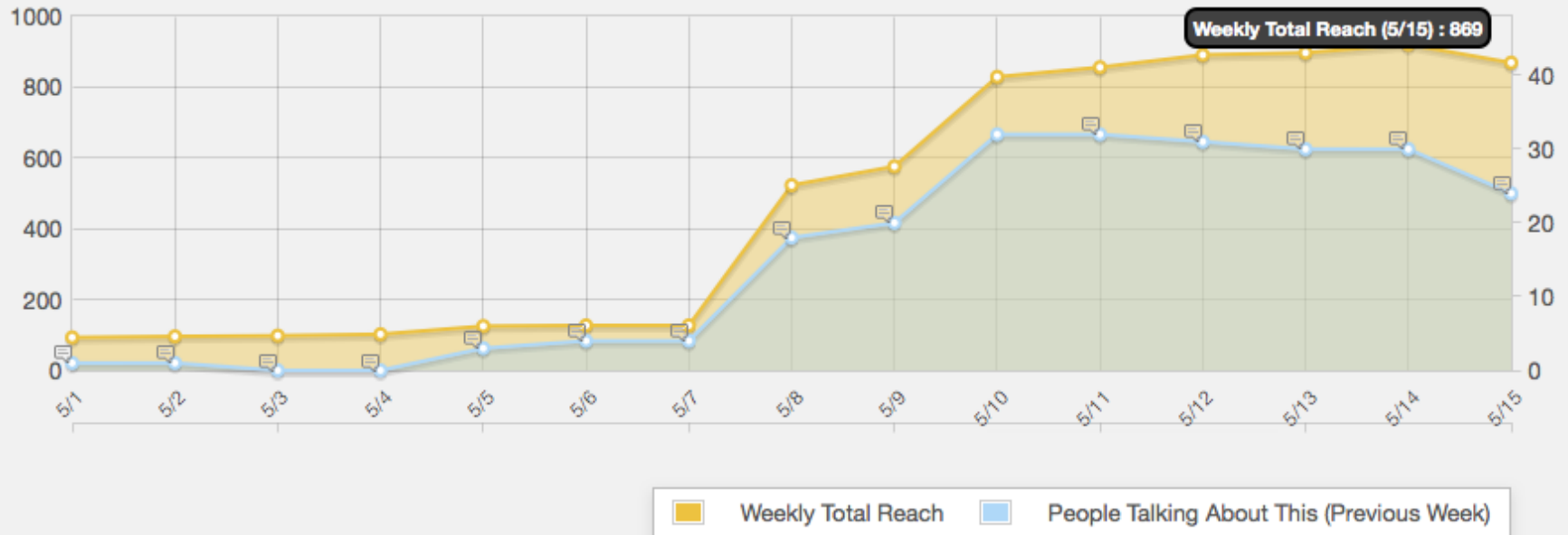
Weekly Total Reach

869 +805.21%

## Summary



This chart shows the total number of people the Page has 'Reached' during the previous week for any given day, as well as the total number of people who have talked about the Page during that week.



# My Experiment Friday Night



Ann Premazon

Timeline ▾

Overview

Likes

Reach

Talking About This

All dates and times are in Pacific Time

Export Data



Total Likes?

173 ↑ 84.04%

Friends of Fans?

55,002 ↑ 25.89%

People Talking About This?

85 ↑ 174.19%

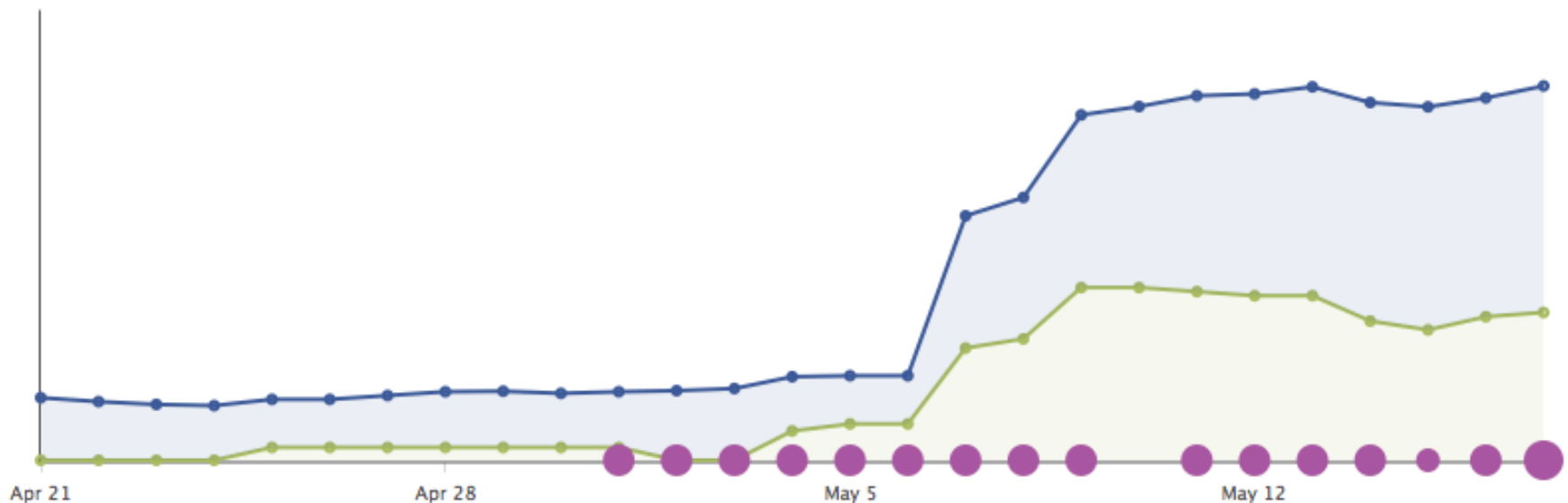
Weekly Total Reach?

923 ↑ 7.83%

Posts?

People Talking About This?

Weekly Total Reach?



# Resources

- BWB Checklist
- Free course (outdated)  
[annpreamazon.com/bwb](http://annpreamazon.com/bwb)  
Coupon Code: NAATP
- Email - [ann@preamazon.com](mailto:ann@preamazon.com)
- Blog - [www.annpreamazon.com](http://www.annpreamazon.com)
- LinkedIn - Ann Premazon
- Fanpage – [facebook.com/Premazon](https://facebook.com/Premazon)
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