

Social Media Optimization: 10 Tips in 30 Minutes



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Tweet with hash tag:
#DNN

Can You Hear Me?



Can You See Me?



Why Social Media?

ACTIVITIES

- Share product announcements
- Drive traffic to your site
- Run contests
- Share useful content
- Publicize job openings
- Gain subscriptions
- Have fun
- Promote your blog postings
- Show your personality
- Share photos of employees, partners and customers
- Share important industry news
- Promote your next event

BENEFITS

- Get noticed
- Have your message amplified
- Get people to promote your brand
- Generate awareness
- Attain thought leadership
- Generate sales leads
- Get people to share on your behalf
- Accelerate the sales cycle
- Attract media attention
- Retain customers
- Drive new revenue opportunities
- Attract new employees
- Attract new investors



Tweet me: “With social media, the possibilities are endless #DNN”





10 Social Media Tips in 30 Minutes

Get the slide deck (later today)

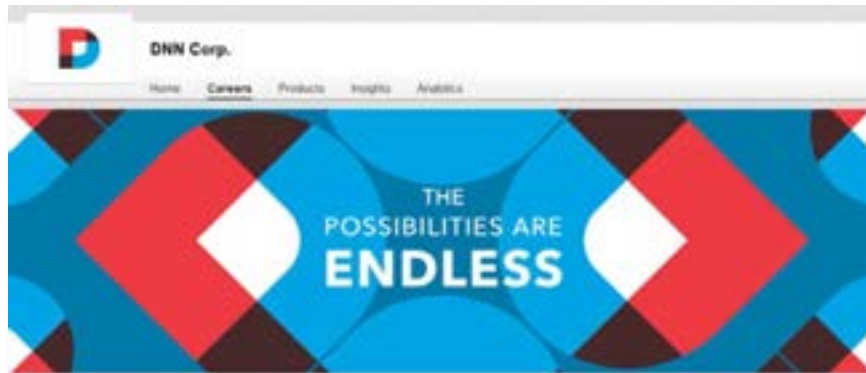


The image shows two side-by-side screenshots from a presentation player. The left screenshot displays the DNN SlideShare profile page. It features the DNN logo (a stylized 'D' in red and blue), a 'Following' button, and statistics showing '1 SlideShare' and '1 Follower'. Below this, the profile information includes the location 'San Mateo, CA, United States', the industry 'Technology / Software / Internet', the website 'http://www.dnnsoftware.com/', and the phone number '650.288.3150'. A bio states: 'DNN (formerly DotNetNuke) provides a suite of solutions for creating rich, rewarding online experiences for customers, partners and employees. In addition to our commercial solutions, DNN is the steward of the DotNetNuke Open Source Project.' At the bottom are social media links for Twitter, Facebook, and LinkedIn.

The right screenshot shows a presentation slide titled '6 Benefits for Hosting Your Website in the Cloud'. It features a portrait of Dennis Shiao, identified as 'Director, Product Marketing' with handles '@DNNCorp' and '@dshiao'. A Twitter icon and text prompt to 'Tweet with hash tag: #DNN'. The presentation player interface at the bottom includes navigation controls (back, forward, search), a 'Share' button, and a progress indicator showing '1 / 18'.

Our SlideShare page: <http://www.slideshare.net/dnnsoftware/>

1) Consistent branding across channels.



Challenge: Can you identify the inconsistency (above)?



2) Strategically hyperlink from profile pages.



Story

Tagline

We make web interactions insanely easy, affordable and productive for organizations worldwide.

Introduction

We provide a [suite of solutions](http://www.dnnsoftware.com/Solutions) for creating rich, rewarding experiences for customers, partners and employees.

Our technology is the foundation for 750,000+ websites worldwide and our customers include True Value Hardware, Bose, Cornell University, Glacier Water, Dannon, Delphi, USAA, NASCAR, Northern Health and the City of Denver.

In addition to our commercial solutions, we are the steward of the [DNN Platform](http://www.dnnsoftware.com/Community) open source project (formerly known as "DotNetNuke").

<http://www.dnnsoftware.com/Solutions>

<http://www.dnnsoftware.com/Community>



Tweet me: "Hyperlinks in social media profiles can drive clicks and SEO #DNN"



3) Reciprocate (follow and add back).

Twitter 

- Retain new followers by “following back”
- Allow followers to “DM” (Direct Message) you
- Facilitate social listening

Facebook 

- “Like” brand pages who follow you

Google+ 

- As users add you, add them back to your Circle(s)



Tweet me: “Reciprocate on social media: as you gain followers and friends, follow back #DNN”



4) Tag (link to) other users.



Twitter

- Sharing content: include the author's Twitter handle in the tweet

Facebook

- “Tag” a brand's Facebook page in your post

Google+

- Include users' Google+ handles in posts

LinkedIn

- Ask employees and partners to link to your Company Page in profile updates



Tweet me: “Get noticed on social media by tagging other users #DNN”



5) Learn the tricks of the trade for each network.

- The retweet on Twitter
- Tagging on Facebook
- The “@ mention” on Twitter
- Managing circles on Google+
- Creating product listings on your LinkedIn Company page
- Hosting Google+ Hangouts
- Tailoring the title and description of your Facebook posts



Tweet me: “Not every social network is the same. Learn the tricks of the trade for each one #DNN”



Let's take a short break.



Feel free to submit questions on Twitter, with hash tag #DNN



6) Measure, evaluate, adjust.

Measure

Reach

Engagement

Website traffic

New followers

Click-through rate

Evaluate

Content type

Topic

Time of day

















Post length

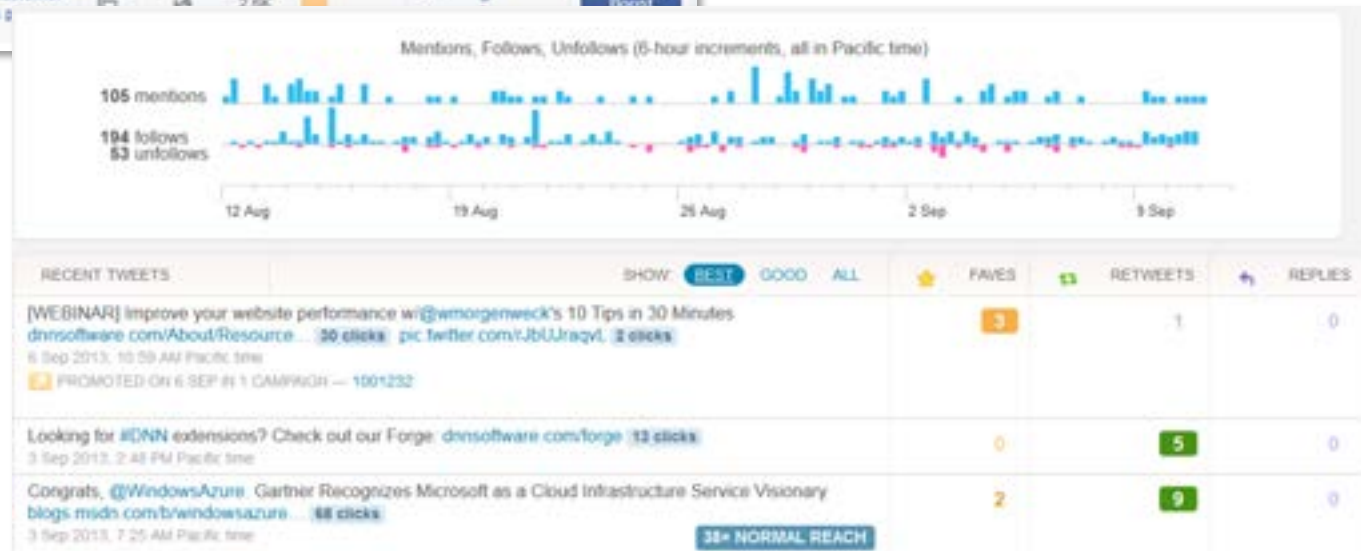
Post messaging

Humor vs. no humor

Your 5 Most Recent Posts

Reach Post Clicks Likes, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
09/09/2013 11:59 am	 Great tips. Content Marketing Institute			937	31 10	
09/09/2013 10:43 am	 DotNetFreaks's cover photo			75	5 0	
09/06/2013 9:17 am	 Did you know: our own Will Morganweck has a Ph.D. in website optimization. Join Will's webinar to hear what!			5.4K	32 45	
09/04/2013 9:37 am	 Our CEO (Navin) writes about multi-channel customer engagement at WIREID. We've posted Navin's			2.6K	60	



Tweet me: “On social media: measure, evaluate and adjust is the new rinse and repeat #DNN”



7) Mix it up.

The image shows a screenshot of a Twitter feed with several tweets from DNN Corp. (@DNNCorp) and a retweet by @pearl_zhu. Blue callout boxes with white text provide strategic advice for each tweet:

- Top tweet (retweeted by @KISSmetrics):** "Good tips for e-commerce sites. 9 Ways to Make the Payment Process Easy for Online Customers [blog.kissmetrics.com/easy-payment-p...](#) via @KISSmetrics" (9:31 AM - 1 Sep 2013). Callout: "Respond to others".
- Second tweet:** "@dotnetdudes Excellent!" (with "View conversation" link). Callout: "Retweet compelling content".
- Third tweet:** "@youthvillages @PaulSchmidtTX @ITXcorp Ditto ;-)" (with "View conversation" link). Callout: "Respond to others".
- Fourth tweet:** "We're hiring! Director, Corporate Marketing at our San Mateo, CA HQ: [smartrecruiters.com/DNNCorp/734424...](#) #sanmateojobs #jobs" (9 Sep, with "Expand" link). Callout: "Recruit your next hire".
- Fifth tweet (retweet):** "How to Define Cloud ROI ~ Future of CIO [futureofcio.blogspot.com/2013/09/how-to...](#)" (9 Sep, with "Expand" link). Callout: "Retweet compelling content".
- Sixth tweet:** "Improve Your Website Content's Quality: 5 Ways to Drive High Performance [contentmarketinginstitute.com/2013/09/improv...](#) via @CMContent" (9 Sep, with "Expand" link). Callout: "Share content your audience craves".



Tweet me: "Don't be an automaton: mix it up on social media #DNN"



8) Engage proactively and respond promptly.

- Interact with thought leaders around their content
- Help users with their issues or challenges
- Give thanks for content shares
- Thank users for compliments
- Address negative comments
- Reinforce your “brand personality”
- Respond in a timely manner (same-day far better than next week; same-hour = nirvana.)

Relevant reading: [Forrester Wave on Social Relationship Platforms](#) (\$)



Tweet me: “It’s important to engage proactively and respond promptly on social media #DNN”



9) Cross-promote your social channels.

- Expand your following across channels
- Promote YouTube videos on Twitter
- Promote Google+ Hangouts on Facebook
- Promote Facebook Contests on Google+
- List social channels on your LinkedIn Company Page
- List social channels (and our blog!) on your Google+ profile
- Promote your SlideShare presentations on Twitter



Tweet me: “Tip: have your social media channels help support one another #DNN”



10) Experiment with paid advertising



VEHICLES

- Promoted Tweets (Twitter)
- Facebook Ads
- Sponsored Updates (LinkedIn)
- Video Ads (YouTube)

BENEFITS

- Higher likelihood that followers see your content
- Expanded reach (new users)
- Gain followers
- Drive revenue



Tweet me: "Paid advertising can be effective for supplementing your social media marketing #DNN"



Questions?

Contact me:

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