

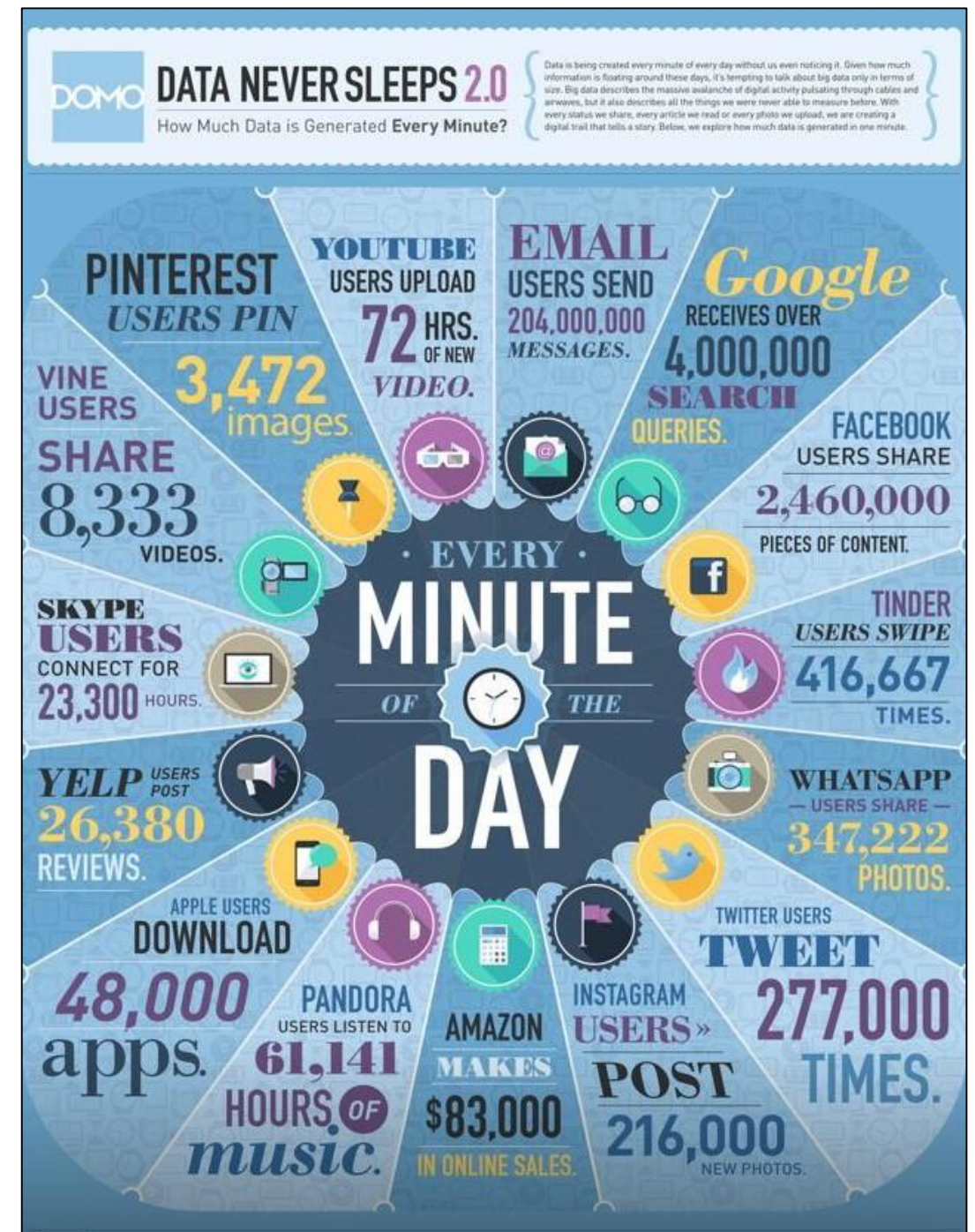


Jan 17th 2017

7:00-8:30

How Big is Social Media?

BIG



Does Social Media
really play that
big a role?

YES



TRADITIONAL MEDIA

COSTS

Time - Someone to coordinate with sales person and create content

Traditional newspaper ads in a mid sized community \$500-\$700

2 page Colour Newsletter mail out to 3000 households - \$3100

LIMITATIONS

A one time connection

SOCIAL MEDIA

COSTS

Time only - Dedication of a person in an ongoing nature, helpful if they are creative and enjoy social media.

BENEFITS

Connection is ongoing - relationship

Potential for multiple messages

In the moment communication

Word of mouth x 1000!



SOCIAL MEDIA EXPLAINED

→ **TWITTER:** I'M EATING A #DONUT

→ **FACEBOOK:** I LIKE DONUTS

FOURSQUARE: THIS IS WHERE I EAT DONUTS

→ **INSTAGRAM:** HERE'S A VINTAGE PHOTO OF MY DONUT

YOUTUBE: HERE I AM EATING A DONUT

→ **LINKEDIN:** MY SKILLS INCLUDE DONUT EATING

→ **PINTEREST:** HERE'S A DONUT RECIPE

MYSPACE: I'M EATING A DONUT ALONE.

SPOTIFY: NOW LISTENING TO "DONUTS"

GOOGLE+: I'M A GOOGLE EMPLOYEE WHO EATS DONUTS

REDDIT: I'M EATING A DONUT. AMA.

VINE: I'M EATING A DONUT... I'M EATING A DONUT... I'M EATING...

SECRET: I'M AN ANONYMOUS FRIEND WHO EATS DONUTS

→ **SNAPCHAT:** MY DONUT WILL DISAPPEAR IN 5 SECONDS.

JELLY: DOES ANYONE KNOW WHERE I CAN GET A DONUT?

What Are Your GOALS?

Promoting Special Events

Promoting Lessons & Programs

Member Communication

Community Relationships

Weather Updates

Growing Membership

Encouraging Club Social Activities

Thanking Supporters

Who are you reaching
What are you sharing

FACEBOOK

Good For:

- Building Relationships and Brand Loyalty

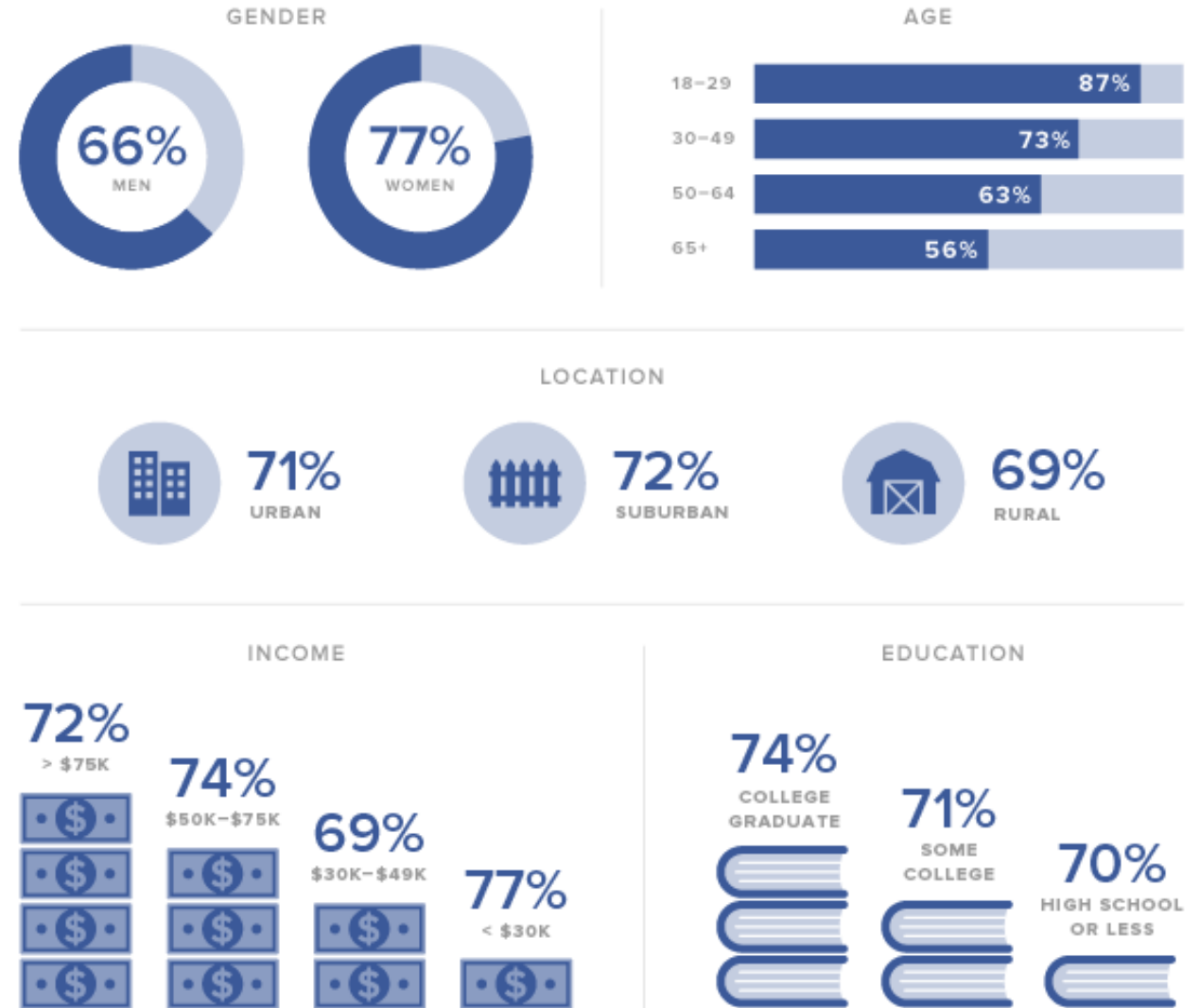
The oldest and most used social media

70% of adults use daily



Caution: Hard to be seen - Facebook promoting paid advertisements

Facebook Usage Among Key Demographics



TWITTER

Good For:

- Public Relations, News and Articles and Conversations

Most growth predicted for Twitter

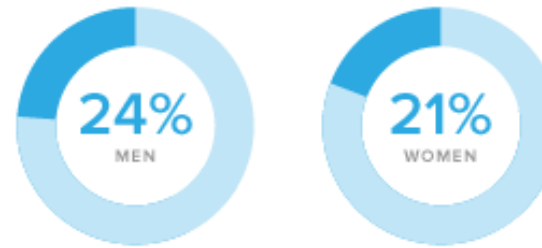
36% of adults use daily



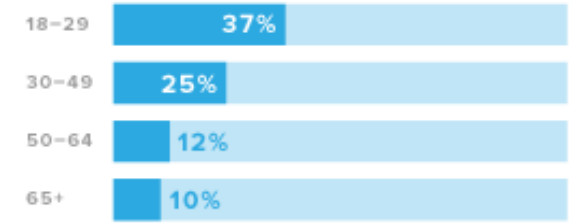
Caution: Lots of competition, need to use regularly

Twitter Usage Among Key Demographics

GENDER



AGE



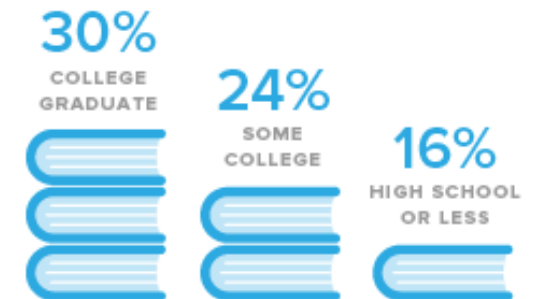
LOCATION



INCOME



EDUCATION



INSTAGRAM

Good For:

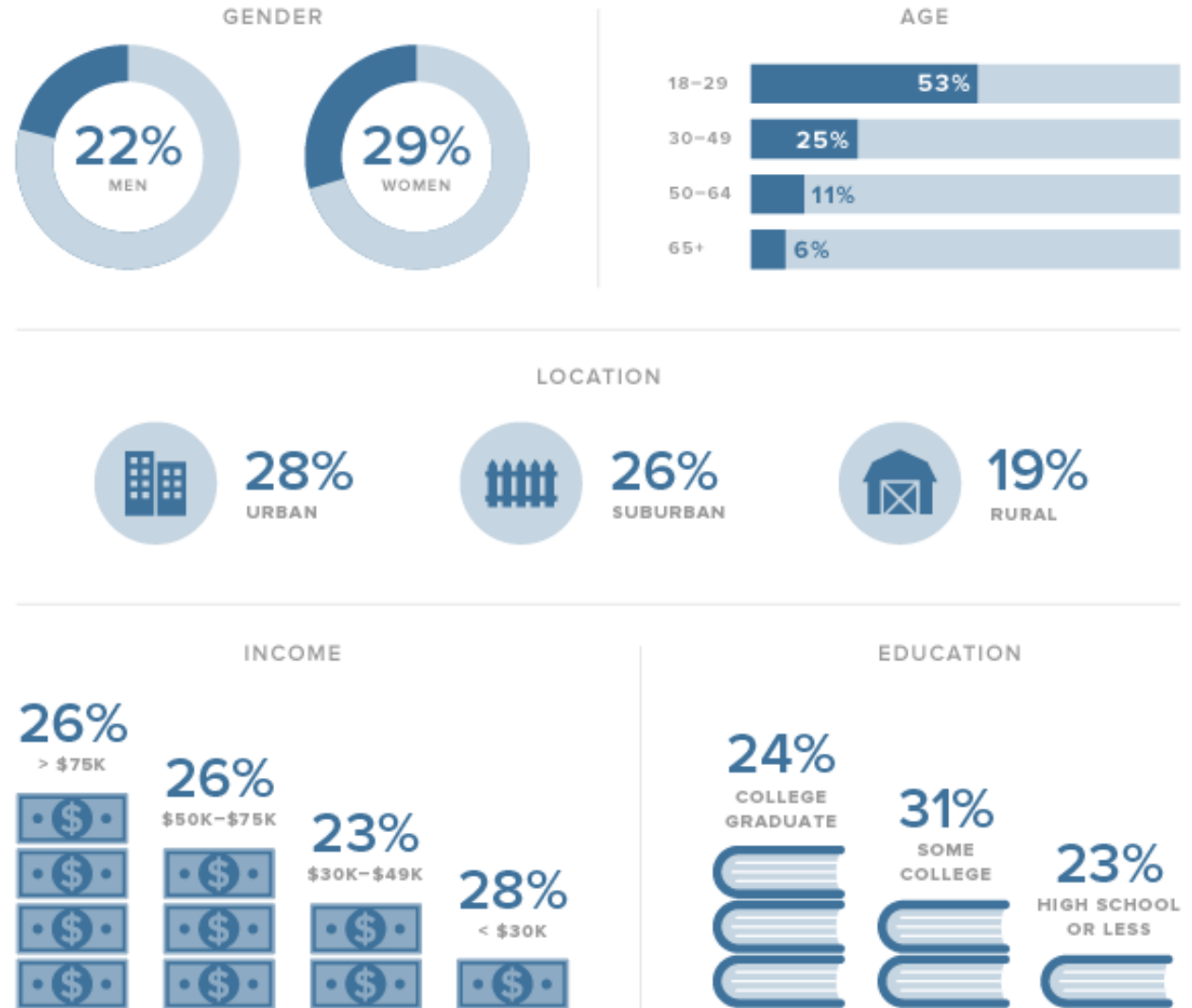
- Building Relationships and Conversations
- All Visual so for business that is very visual based (food, art, beauty)

Larger group of young and less educated users



Caution: Harder to preschedule posts;
Does it serve your need?

Instagram Usage Among Key Demographics



REFLECT YOUR BRAND

Social Media messaging reflects your club – what messages are you sending?

CLUB BRAND/VALUES ?

Sports
Healthy
Social
Safe
Family
Community Member
Approachable

Humor is important but BE CAREFUL



The average attention span for adults dropped from 12 seconds in the year 2000, to **8 seconds** by 2013.



igw INFO GRAPHIC WORLD

Source: StatisticBrain.com

KEEP IT SHORT

Twitter limits you to 140 characters but ideally:

Tweets less than 100 characters

Facebook posts less than 70 characters



PS Goldfish have an attention span of 9 seconds

USE IMAGES



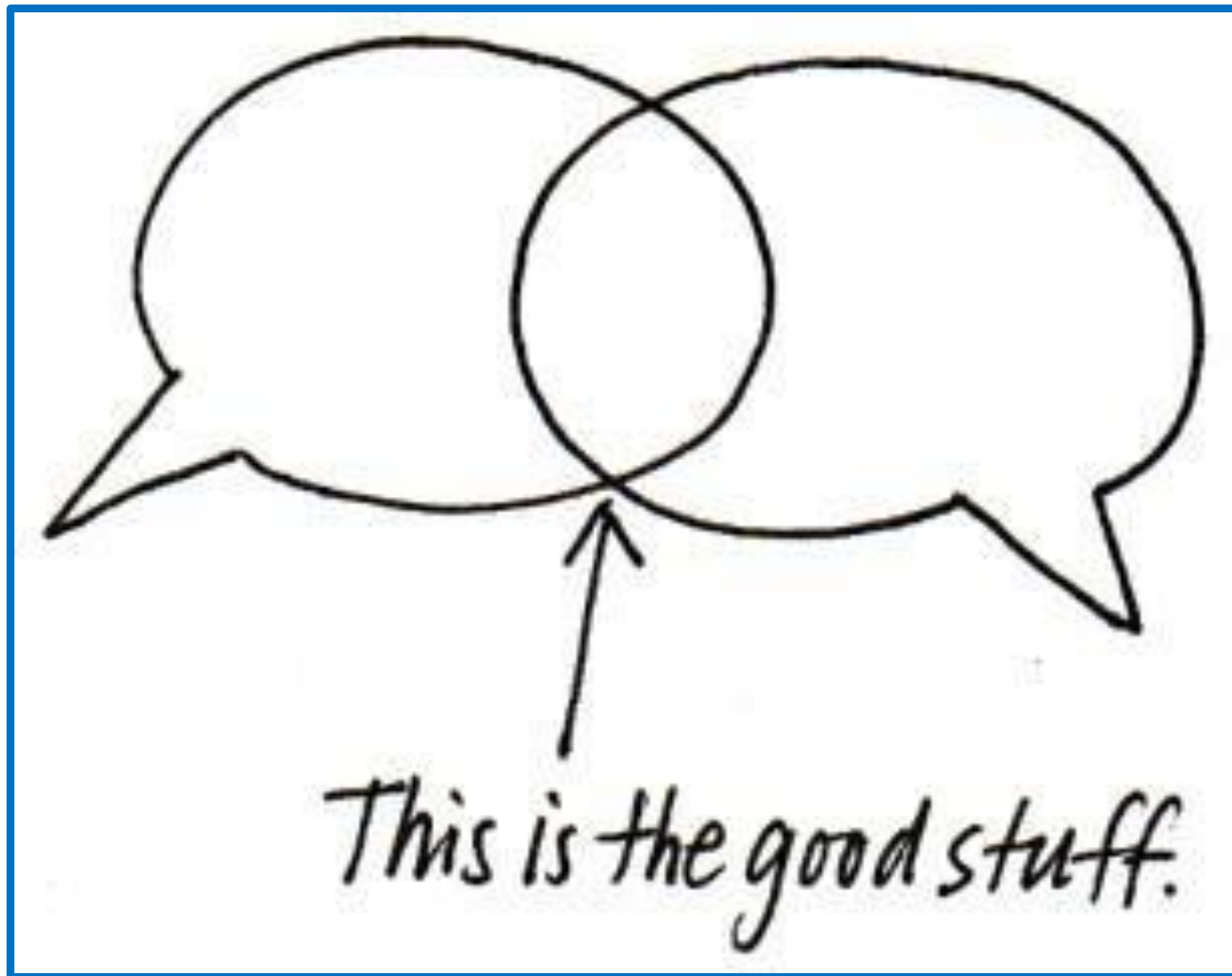
A picture is worth a
thousand words.

Pictures get:

53% more likes
104% more comments
84% more clicks
(according to Kissmetrics)

HINT:

Use PowerPoint to create images:
Easy to design and then when you
save it click Save As and chose a
JPEG file



INTERACT

You are building relationships – they need to be 2 way

Goal on Twitter:

1/3 Tweets

1/3 Retweets

1/3 Replies

Like FB comments
And Reply

In any conversation not just about you!
Check followers to following relationship

"Retweet others as you would like them to retweet you"

*Identify accounts that share
common messaging and brands
where you can find content of
interest to your followers*



Brantford Police

@BrantfordPolice

This account is not monitored 24/7. To report a crime in progress/emergency dial 911. For all other inquiries call [519-756-0113](tel:519-756-0113). Promoting Public Safety.

📍 Brantford, Ontario

🔗 brantfordpolice.ca

📅 Joined May 2011

✍️ Tweet to Brantford Police

TWEETS
3,849

FOLLOWING
102

FOLLOWERS
5,397

LIKES
18

Tweets

Tweets & replies

Media



Brantford Police @BrantfordPolice · Jul 13

RT @PoliceNewsGroup: The latest Police News Canada! [paper.li/Police_Canada/...](http://paper.li/Police_Canada/) Thanks to @BrantfordPolice @BadgeLifeCanada #infosec



Tweets per day – 2.1



Want to be retweeted, ask "Please Retweet..."

BE POLITE

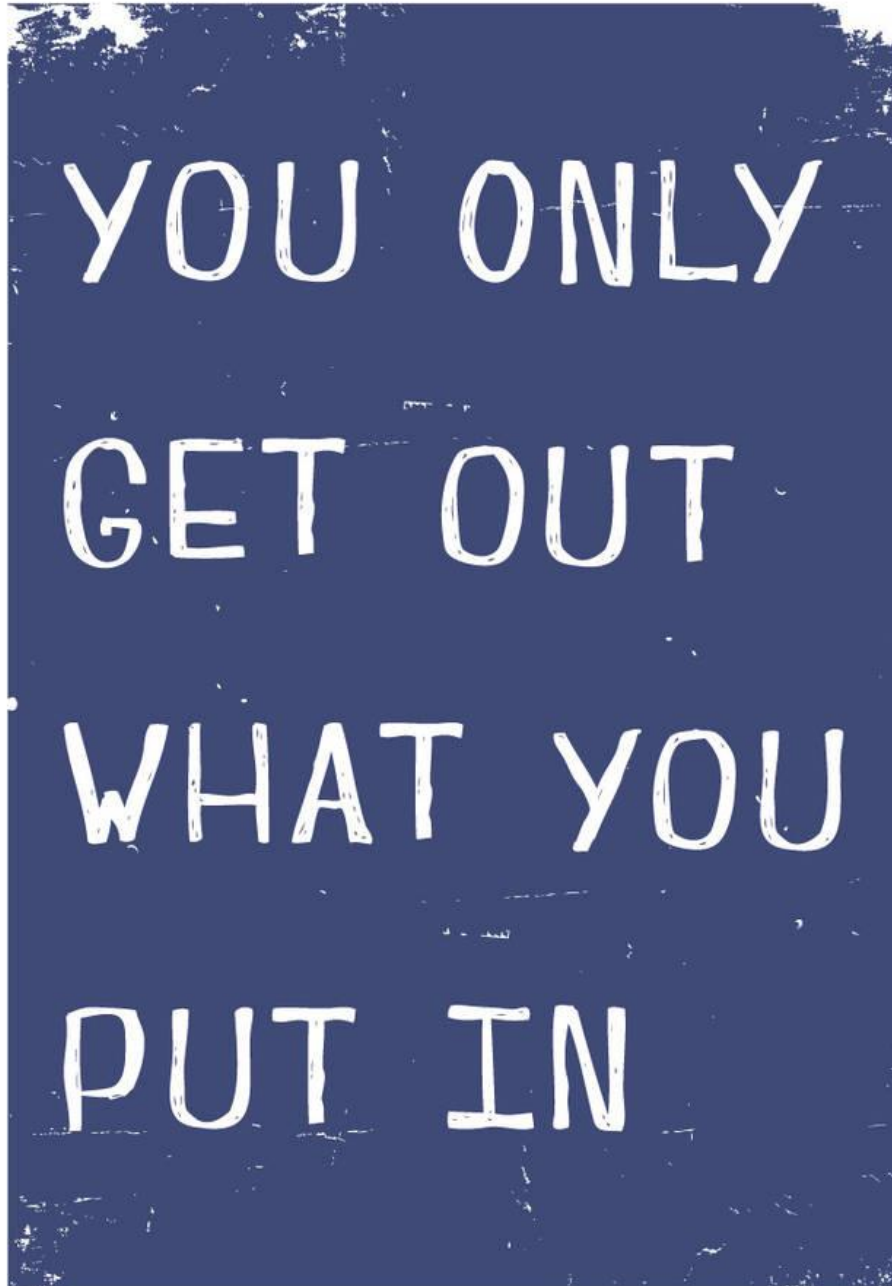
Use Thank You
A LOT

Relationships are built on
treating each other nicely -
these are relationships.

Reply and Congratulate people

Someone retweets your tweet?
Like it and/or thank them

What would you do in person?



BE CONSISTENT

Tweet Often – 2-5 times a day
Facebook – once a day

Quality Matters!

Don't post just for the sake of
posting

Preplan some content
Who can you retweet

MAXIMIZE ON WHAT IS CURRENT

Summer 2016 - #PokemonGo



Cook Children's
@CookChildrens

Cook Children's is one of the country's leading integrated pediatric health care systems. Based in Fort Worth, Texas. Disclaimer:bit.ly/Wff9JN

Fort Worth, Texas cookchildrens.org

1,686 FOLLOWING 12.1K FOLLOWERS

Tweets

Media

Likes

**Cook Children's** @CookChildrens 5m
Entering our campus to play [#PokemonGo](#) is a security risk that could jeopardize patient safety. Our security team will ask you to leave.
  1  2 

**Cook Children's** @CookChildrens 6m
If you're playing [#PokemonGO](#), please avoid coming to our facilities unless you have a legitimate reason to be here.


 Environment Ontario Retweeted

**Canadian Wildlife** @CWF_FCF 22h
You can't catch 'em all in real life.
[#Wildlife](#) belongs in the wild. [#PokemonGO](#)



  27  42 

Number of retweets and likes growing very quickly
Engagement is substantially higher than their average tweet

HASHTAGS

While they aren't that popular on Facebook, they are very popular on Twitter and Instagram

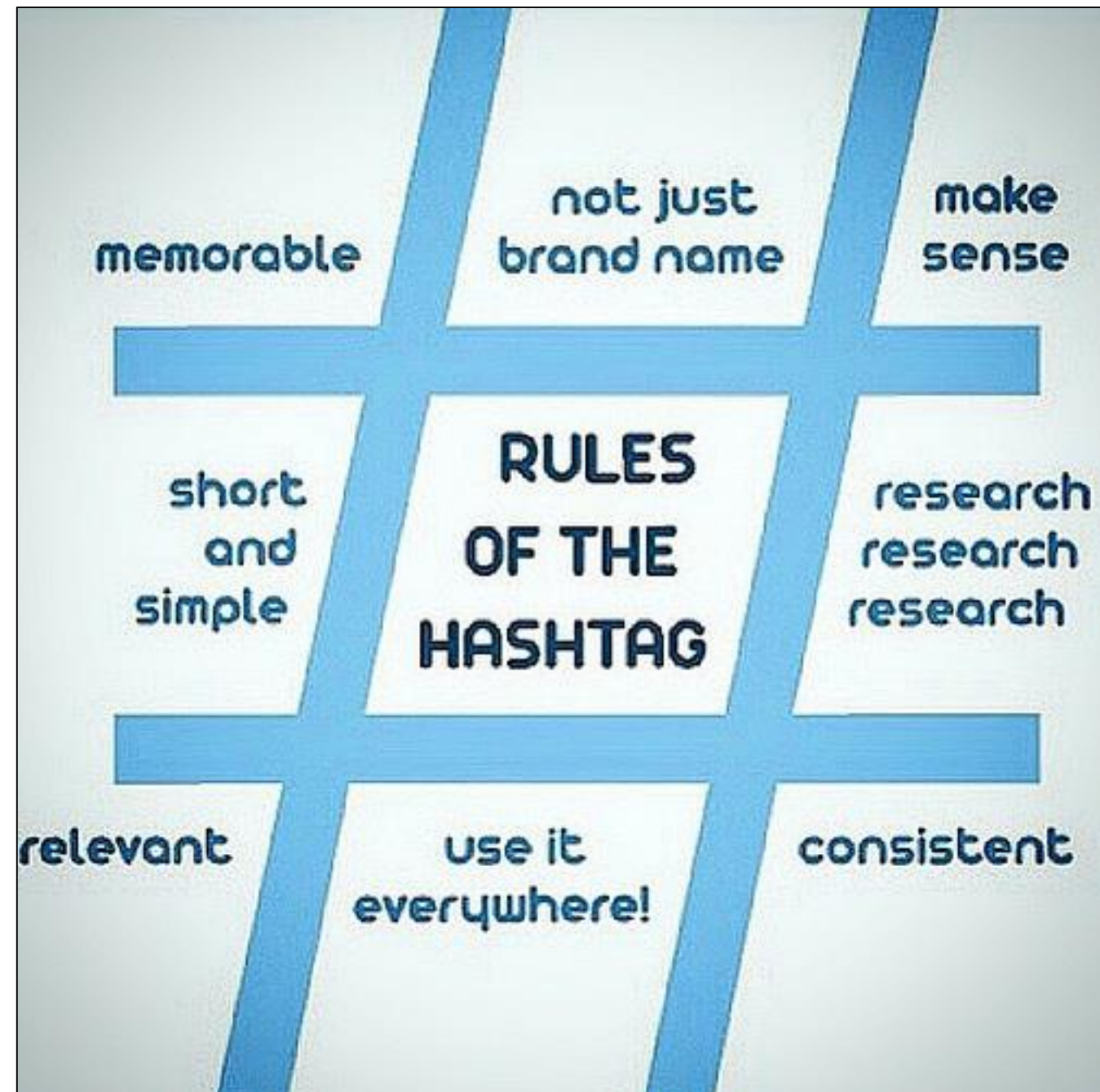
Some Keys:

- Not too many
- Simple
- Unique – #Beach will get you everything
- Make sure it can't be misread
- Make sure you are using the right one
- For events promote it at the event with signage so it is used
- Short within 140 characters

Example of what not to do:

#susanalbumparty

From Susan Boyle Album Release Party



Setting Up a Twitter Account

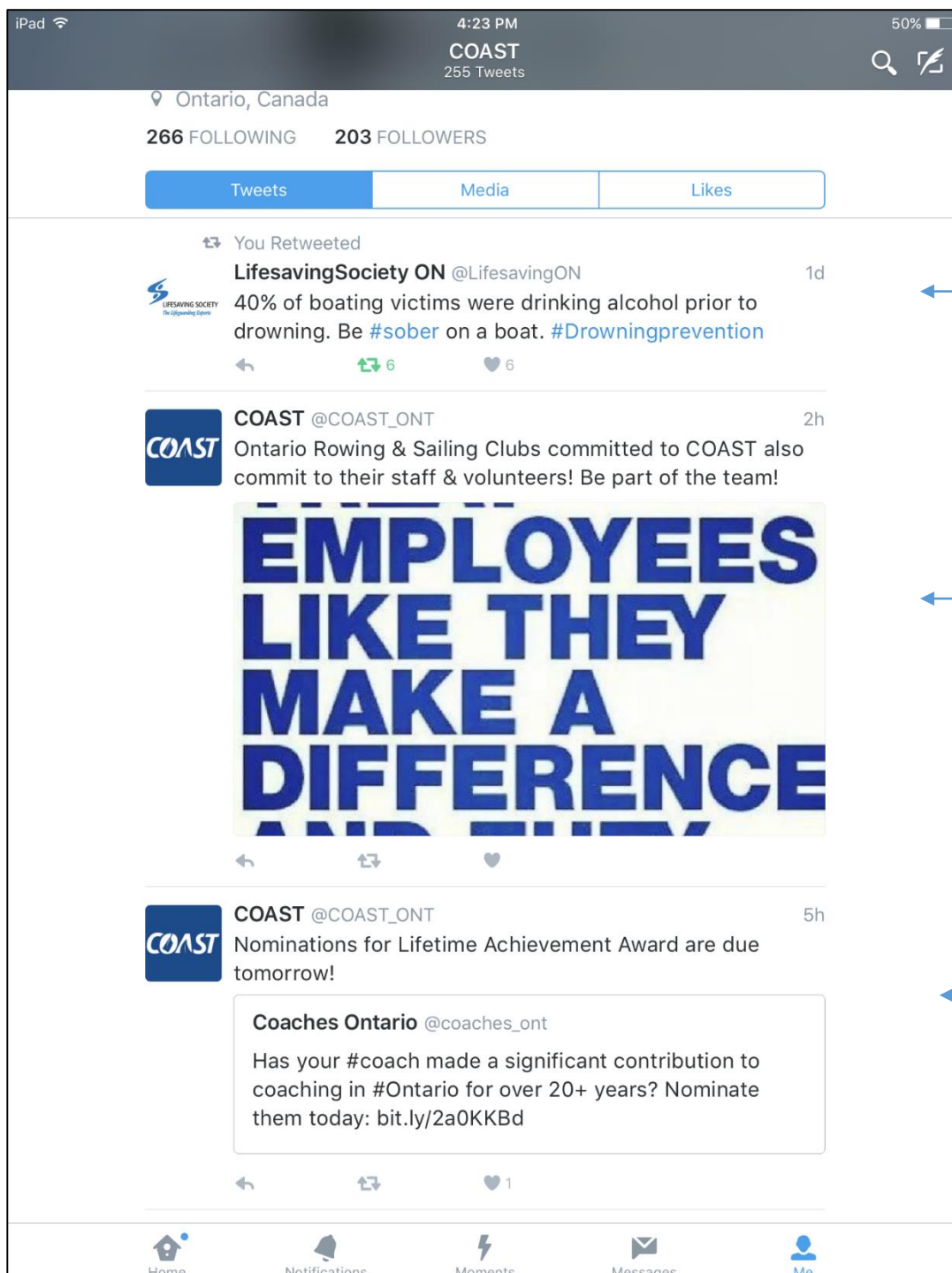
Keep pictures simple and
make sure they fit the space

Short and Simple is key!

Both Username & Description
Remember you want
username used within the 140
spaces of a tweet

Location – helps with relevancy





Retweet

Quick, simple and helping share the message

Your own content/message

Remember 140 spaces!
(links and mentions take space)

Quote Tweet

Retweet but can add your own comments
For example why it is relevant for your followers
Or just generally supportive



TWEETS
927

FOLLOWING
254

FOLLOWERS
542

Boating Georgian Bay

@boatinggb

Boating Georgian Bay offers cruising sail boats and powerboats a complete directory covering Tobermory thru the 30,000 Islands and up into the North Channel.

📍 Ontario

🔗 boatinggeorgianbay.com

📅 Joined March 2010

✉ Tweet to Boating Georgian...

Tweets

Tweets & replies

Media



Boating Georgian Bay @boatinggb · Jun 24

Georgian Bay [#Regatta](#) - Midland Bay Sailing Club - registration, practice & BBQ, Jul 27, 2016. Boating Georgian Bay bit.ly/JHOqoM



Boating Georgian Bay @boatinggb · Jun 7

Free basic & advanced boat training - just part of the [#Orillia](#) Boat Show June 10-12th, 2016. Boating Georgian Bay. bit.ly/IS5Wq2

Pictures Fitting

Ideal sizes for all Social Media Account Pictures

Social Site	Profile Size	Cover Size	Share Size
Twitter	400px x 400px	1500px x 500px	440px x 220px
Facebook	180px x 180px	828px x 315px	1200px x 630px
Instagram	110px x 110px	161px x 161px	1080px x 1080px

Free Online Websites to Resize Your Pictures

Picresize.com
Resizeimage.net
Imageresize.org
Simpleimageresizer.com

They are all set up slightly differently and may have some minor extra features but generally same principles:

- Upload your photo
- Crop if you want to clear out some background for a better fit
- Select the size you need - usually I go straight to the custom and enter the pixel size above
- Save your new photo back to your computer

bitly

TOUR

ENTERPRISE

RESOURCES

BLOG

ABOUT

LOGIN

SIGN UP

SHORTEN. SHARE. MEASURE.

Join Bitly, the world's leading link management platform.

Paste a link to shorten it

SHORTEN

SIGN UP FOR FREE

or Learn more →

FREE

UNLEASH THE POWER OF THE LINK

The link connects your marketing efforts to how and where your customers experience your brand. Are you getting the most out of it?

BITLY ENTERPRISE

Already a Bitly user?
Bitly Enterprise
[Watch the demo](#)

TWEETDECK – SCHEDULING

Other Options:
Hootsuite.com
Bufferapp.com

The screenshot shows the TweetDeck interface with the 'Scheduled' tab selected. A red circle highlights the 'Schedule Tweet' button in the left sidebar and the 'Scheduled' tab in the top navigation bar. A large yellow starburst graphic is overlaid on the right side of the interface, containing a warning message.

WARNING – Scheduling can assist but can't be only component! A person needs to be engaging.

ALSO - You need to stay on top of what is happening in world!

AUTOMATION

Please Do Not Auto Publish

Each Social Media should
get it's own post

The limit in characters is for
a reason – remember keep
it short

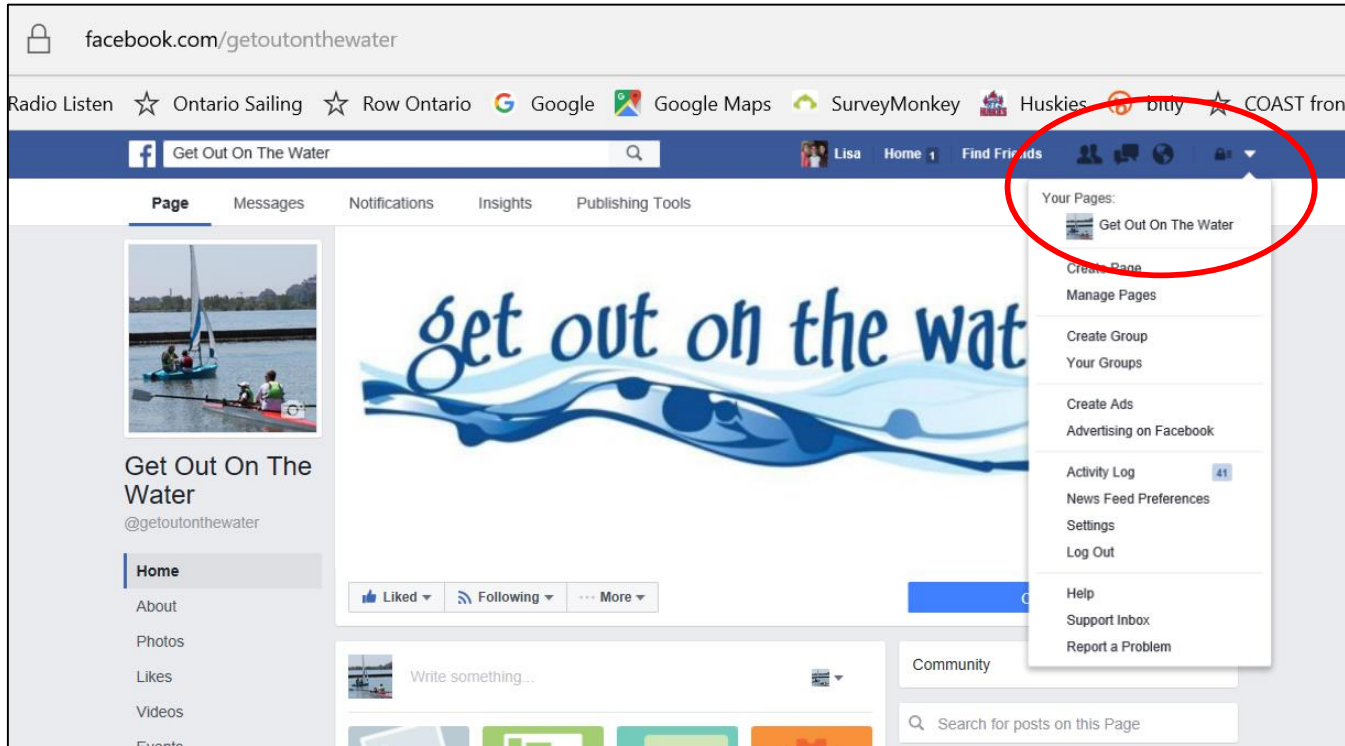


MENTIONING OTHERS



When you start with a @ it only goes to a very limited number of people.
Make it .@ or better put it in the middle of the text!

Your Tweet:	Who Sees It:
@Bob is the best	You, Bob, & Your Followers Who Also Follow Bob
.@Bob is the best	You, Bob, & All of Your Followers
My favorite is @Bob	You, Bob, & All of Your Followers

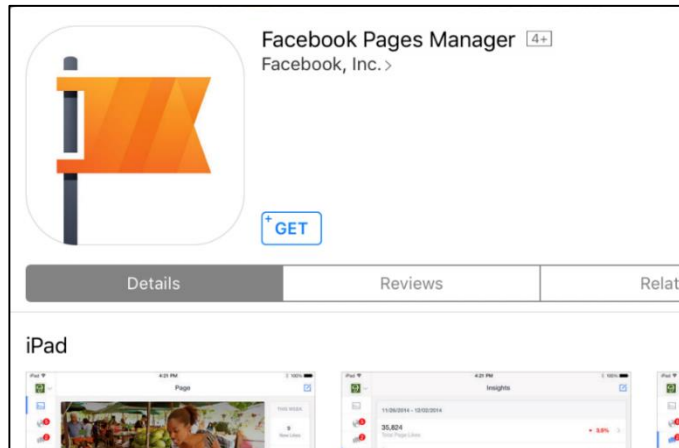


Facebook Page

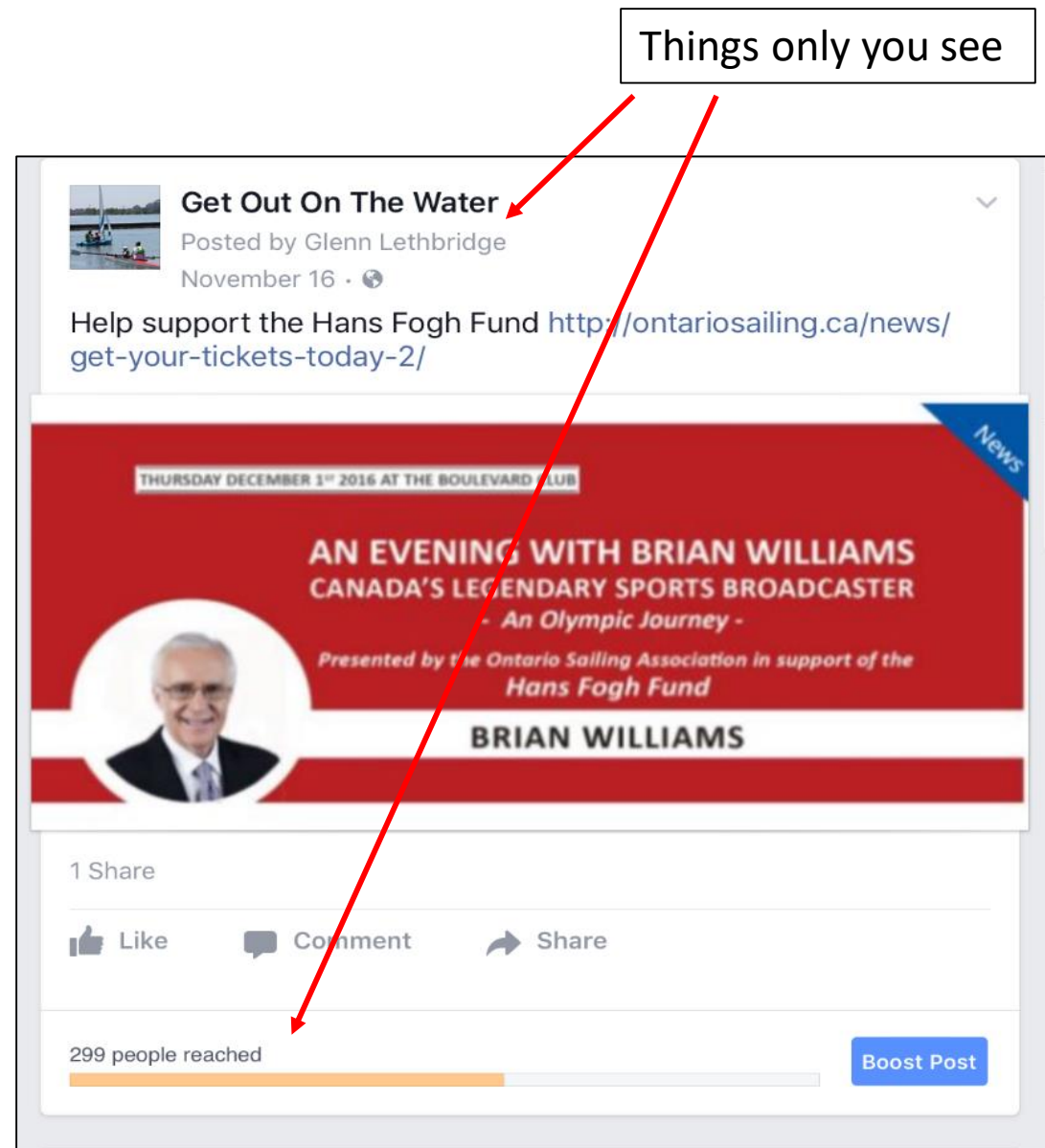
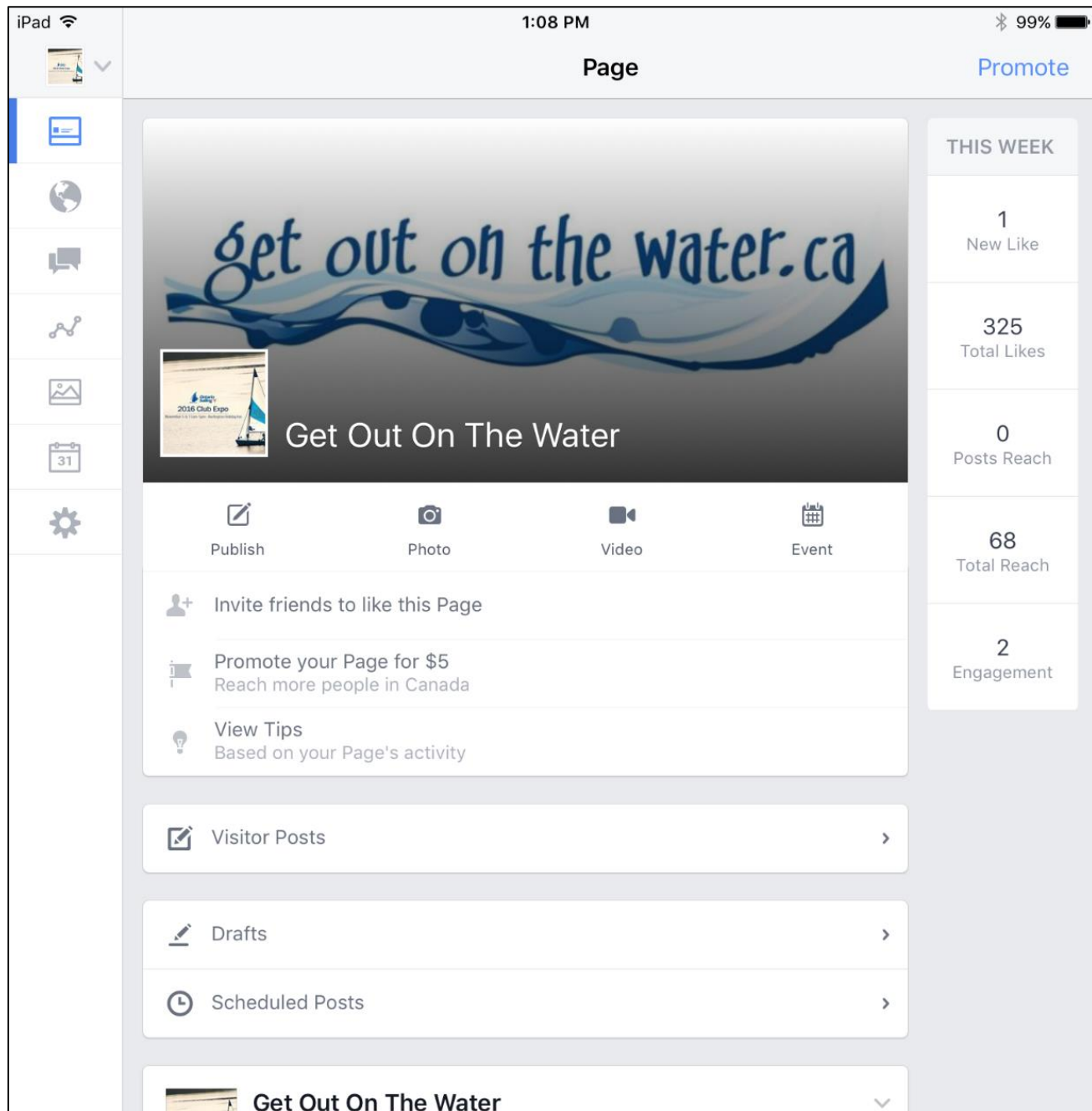
Individual Accounts

Page for organizations: only people with permission can post
(give 2 people editor roles but be clear about who is posting and the messaging)

Groups – Suggest do not use a group – that is more for a social group, anyone can post



Suggest the Facebook Pages Manager App on tablet/phone to help manage the account
But use Desktop Website to set up account and events



1:10 PM

Cancel

Get Out On The Water

Continue



Get Out On The Water

Public

Getting excited for our 2017 Get Out On The Water!
Clubs all over Ontario are finalizing their involvement!
Mark June 24th on the calendar and watch for updates about

Pages Manager

Schedule Posts

Desktop

Back

Get Out On The Water

Publish



When will this be published?
Publish now



Cancel

Publishing Options

Done

Publish



Schedule

Today at 1:25 PM



Sun Jan 1	10	22	
Mon Jan 2	11	23	
Tue Jan 3	12	24	AM
Today	1	25	PM
Thu Jan 5	2	26	
Fri Jan 6	3	27	
Sat Jan 7	4	28	

Save as Draft



f Get Out On The Water



Lisa

Home 13

Find Friends



Page

Messages

Notifications

Insights

Publishing Tools

Settings

Help



Get Out On The Water

@getoutonthewater

Home

About

Photos

Likes

Videos

Events

Posts

Services

Shop

Notes

Manage Tabs



Liked

Following

More

Contact Us



Status



Photo / Video

Offer, Event +



Write something...



Booster

Post

Publish

Schedule

Backdate

Save Draft

This Week

233
Post Reach

0
Website Clicks

0
Contact Us

Community

Search for posts on this Page

100% response rate, 1-day response time
Respond faster to turn on the badge

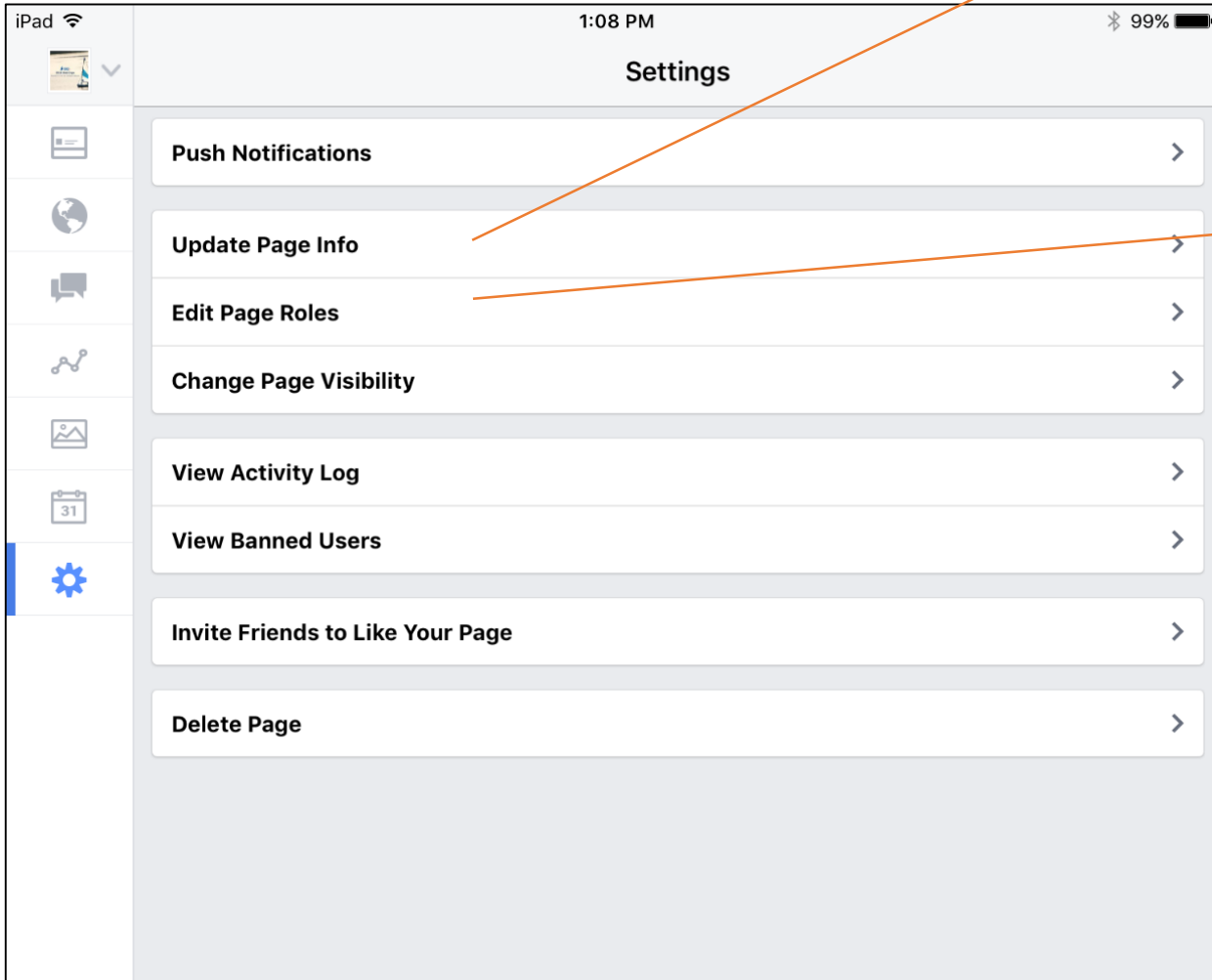
325 likes +1 this week

318 follows

See Pages Feed

Posts from Pages you've liked as your Page

Settings



Ensure Info on the club is accurate and up to date

I suggest at least two admins as the page is linked to individual Facebook accounts
You can limit others roles to editor or moderators

Important Security

Accessing your Social Media on a desktop based website gives you many more options for safety and security than phone/tablet apps – set up your security through the website

EVENTS

Click on Create an Event

Fill in the details
It will walk you through
the steps – remember to
scroll down!



Facebook interface showing the 'Get Out On The Water' page and the 'New Event' creation modal.

Page Header: Get Out On The Water

Navigation: Page, Messages, Notifications, In...

Event Photo: For best results, use a 1920 X 1080 pixel image (16:9 aspect ratio)

Event Name: Add a short, clear name (0 / 64)

Location: Include a place or address

Start: 1/5/2017 2:00 PM EST

End: 1/5/2017 5:00 PM EST

Details: Let people know what type of event you're hosting and what to expect

Category: Select Category

Event Tips Website: [Event Tips Website](#)

Buttons: Cancel, Publish

Background Page Content:

- Get Out On The Water (@getoutonthewater)
- Home, About, Photos, Likes, Videos, **Events**, Posts, Services, Shop, Notes, Manage Tabs, Promote
- UPCOMING EVENTS
- PAST EVENTS: NOV 5 2016 Ontario Nov 5, 2016; NOV 22 Club Expo Sun 10 AM - by Get Out On The Water Toronto

You can add your
Eventbrite link to
connect the two

The image shows a Facebook page for 'Get Out On The Water' with a 'New Event' modal open. A red arrow points from the text box to the 'Ticket URL' field in the modal.

Facebook Page Header: Get Out On The Water

Page Navigation: Page, Messages, Notifications, In...

Page Content:

- Profile picture: A group of people on a boat.
- Page Name: Get Out On The Water
- Page ID: @getoutonthewater
- Buttons: Home, About, Photos, Likes, Videos, **Events**, Posts, Services, Shop, Notes, Manage Tabs, Promote

New Event by Get Out On The Water Modal:

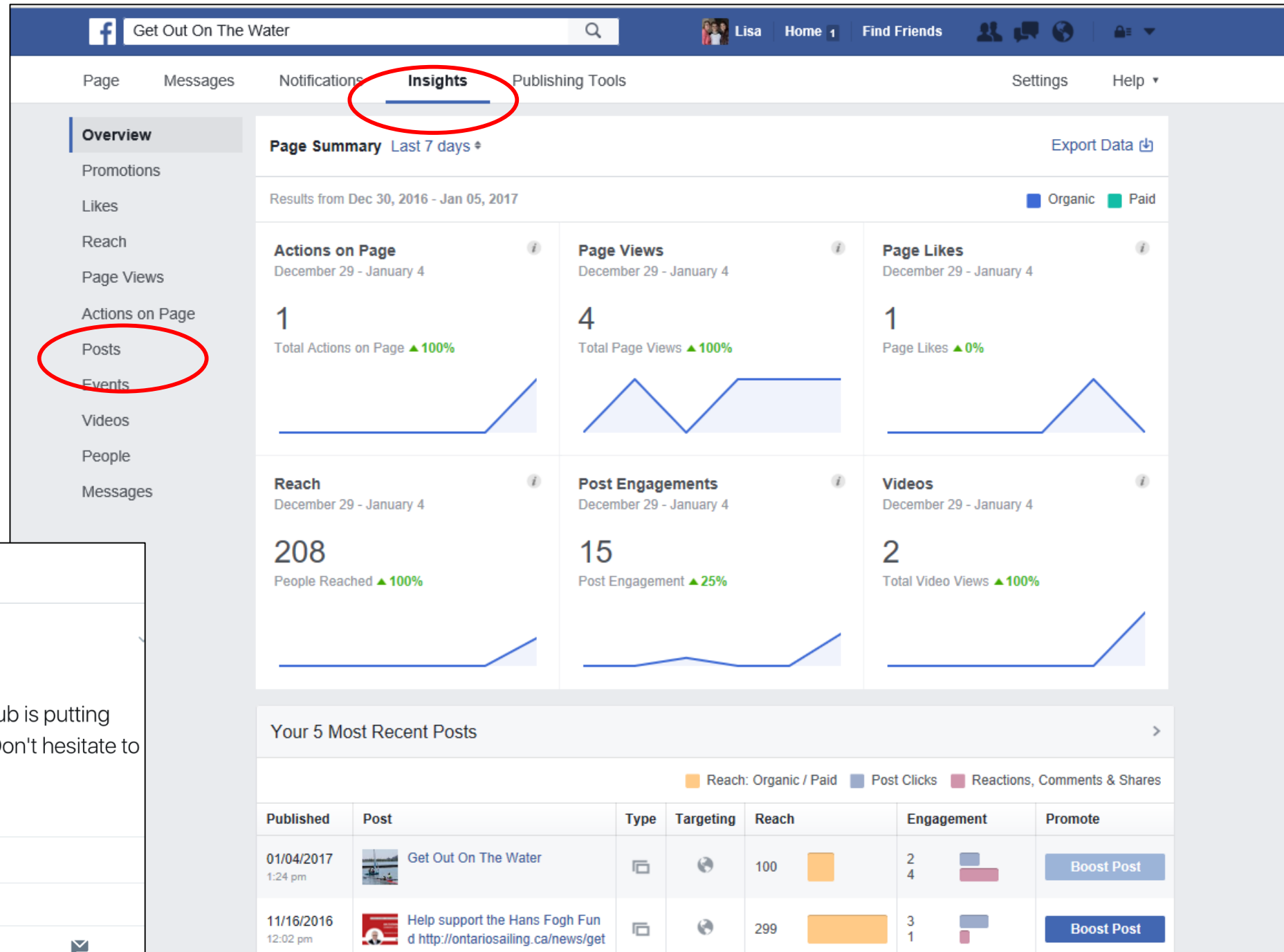
- Description:** Tell people more about the event
- Keywords:** Type and select keywords from the list of results
- ☐ Free Admission ☐ Family Friendly
- Tickets:** Let people know where they can get tickets for your event
 - Ticket URL:** Add a link to your ticketing website
- Options:** Choose who can edit and post in your event
 - Co-hosts:** Add your Pages or friends
 - Posting:** ☒ Anyone can post, ☐ Anyone can post, but a host must approve the post, ☐ Only hosts can post
 - Guest List:** ☒ Display guest list

Event List:

- UPCOMING EVENTS
- PAST EVENTS
- NOV 5 2016 Ontario Nov 5, 2016 -
- NOV 22 Club Expo Sun 10 AM - by Get Out On The Water Toronto

Modal Footer: Event Tips Website, Cancel, Publish

Use Insights to help see what time of day and what type of posts are getting the most interest. Be strategic in timing.



3:59 PM
Tweet

 **COAST**
@COAST_ONT

Happy to review draft documents your club is putting together to have fresh eyes take a look! Don't hesitate to send them to me!

2016-12-19, 4:53 PM

[VIEW TWEET ACTIVITY](#)

2 RETWEETS 1 LIKE

iPad 1:26 PM 96%

 < **Promote your Page**

  **Audience** 

 Locations
Ontario, Canada 

 Characteristics
Add demographics, interests or behaviors 

 Ages
30  50

 Genders
☐ All ☐ Men ☒ Women

 **Daily Budget** 

Currency
Canadian Dollar (CAD) 

☒ \$5 Est. Likes: 2 - 8
☐ \$68 Est. Likes: 26 - 103
☐ \$102 Est. Likes: 39 - 155
☐ \$136 Est. Likes: 52 - 207
☐ \$340 Est. Likes: 129 - 517
☐ Choose Your Own

 **Duration** 

☐ 7 days Ends Jan 11, 2017
☒ 10 days Ends Jan 14, 2017
☐ 14 days Ends Jan 18, 2017
☐ 28 days

Promote Page Ends Feb 1, 2017

By tapping the above button you agree to Facebook's Terms and Advertising Guidelines.

Pay small amounts
(you can set) to
promote and have
your posts shared
further.
Facebook easier to
narrow the user
characteristics.

iPad 1:26 PM 96%

 < **Add Characteristics** **Done**

 Add demographics, interests or behaviors

 ADDED OPTIONS

 Interests
Fitness and wellness 

 Fitness and wellness
Physical exercise 

 SUGGESTED

 Fitness and wellness
Physical fitness 

 Additional Interests
Health & wellness 

 Fitness and wellness
Nutrition 

 Fitness and wellness
Gyms 

 Fitness and wellness
Yoga 

 BROWSE

 Interests
Reach specific audiences by looking at their interests, activities, the Pages they have liked. 

 Demographics
Reach people based on education, employment, household and lifestyle details. 

 Behaviors
Reach people based on purchase behaviors or intents, device usage and more. 

 More Categories
Find any Facebook or Partner Categories you've requested access to here. 

The Other Social Media Conversation



The Other Side:
Do you have a social
media policy for
your athletes?
Staff/Volunteers?

COAST Resource Library has Social
Media Policy
which includes Guidelines for
Athletes and Coaches
(under Service – Communication)

Questions

Now....

OR

Anytime – Here to Help

lisa@rowontario.ca

lisa@ontariosailing.ca

905-572-7245 ext. 225



A word cloud featuring the phrase "Thank You" in multiple languages, including English, Italian, Spanish, Portuguese, and Japanese. The words are rendered in various colors (yellow, green, orange, white) and sizes, creating a dense and expressive visual. The background is a dark green, textured surface. The words are arranged in a way that some are prominent and large, while others are smaller and more numerous, creating a sense of depth and variety. The overall composition is a vibrant and multicultural expression of gratitude.