

Social Market Leadership Web Seminar Series – Leveraging Facebook for Utilities

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@davidnour

#NACWA12



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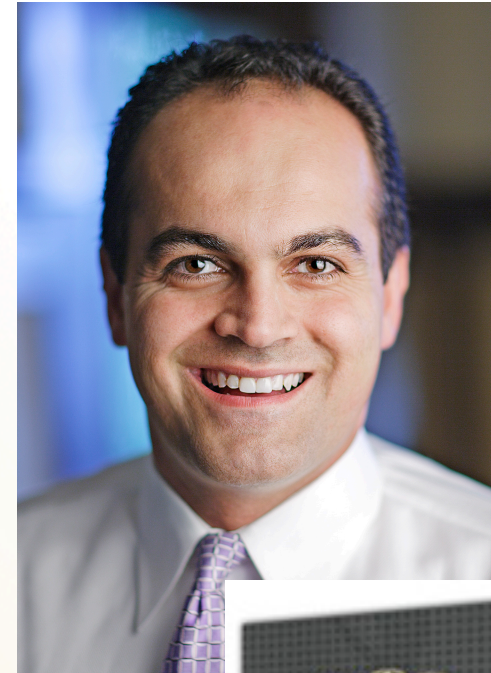
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Your Host...

David Nour
The Nour Group, Inc.

- ❖ Business Relationship Experts
- ❖ Social & Growth Strategists
- ❖ Thoughts & Practice Leadership
 - ❖ *Relationship Economics*
 - ❖ *ConnectAbility*
 - ❖ *The Entrepreneur's Guide to Raising Capital*
 - ❖ *Return on Impact (ASAE, 2012)*
 - ❖ Social Networking Best Practices Series...



Save the Dates...



NACWA
Social Market Leadership
Web Seminar Series

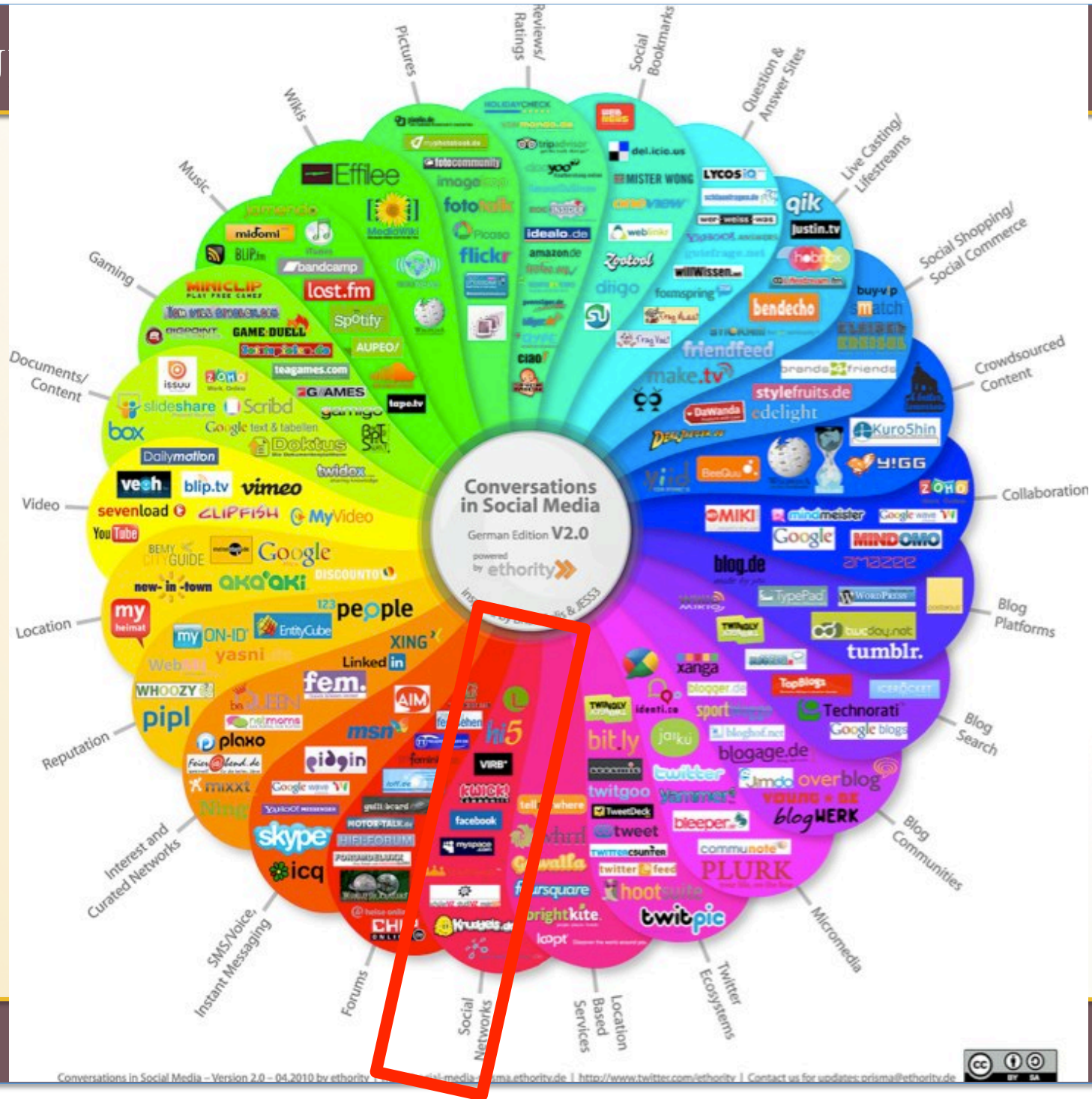
2012 Dates: September 12, October 10,
November 7 & December 12

2013 Dates: January 9 and February 13

All Seminars are from 2:00 - 3:00 PM Eastern

Today's Agenda

- Facebook's Significance
- Follow Your Utility Relationships
- Engage in Other Relevant Venues
- Create a Community
- Facebook Ads – Events, Webinars (Awareness)
- Link Your Social Media Presences
- Get a Facebook Badge
- Optimized Facebook Feed Schedule
- Top Ten Facebook Best Practices



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Facebook's Significance

- An estimated billion+ members; more than 700 million active users
- Over 800 billion minutes per month on Facebook
- Over 1.2 billion objects that people interact with (pages, groups, events and community pages)
- Average user is connected to 100 community pages, groups and events
- Average user creates 170 pieces of content each month; more than 40 billion pieces of content (web links, news stories, blog posts, notes, photo albums, etc.) shared each month
- There are more than 500 million active users currently accessing Facebook through their mobile devices

Follow Your Utility Relationships



Learning from Others: Wal-Mart



Don't Miss a Single Rollback or Special Offer!

Get Email Savings and Updates:

Sign Up

See our [privacy policy](#).

Keep Up with Walmart's Latest Values, Tips & Tidbits

On Twitter, Facebook, mobile or RSS



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Search

Walmart Like

Retail and Consumer Merchandise

you more of
ney and live

Wall Walmart • Most Recent

eGift Social™

Connect eGift Social Login Register

Walmart Save money. Live better.

Friends

+ Add a Friend

You haven't added a friend yet. Add one now, or just pick a product to get started.

Walmart Gift Cards

The Perfect Gift.

Choose a gift card, recipient, and how you want to send it below.

Walmart Gift Cards

\$5.00	\$10.00	\$25.00	\$50.00	\$100.00
Walmart Gift Card \$5	Walmart Gift Card \$10	Walmart Gift Card \$25	Walmart Gift Card \$50	Walmart Gift Card \$100
Give This	Give This	Give This	Give This	Give This

Gift Cards for Purchase

Walmart Gift Cards

Birthday Gift Cards

Father's Day Gift Cards

facebook

Search

Walmart Like

Retail and Consumer Merchandise

Walmart • Mater's Secret Mission

Your mission starts now.

Send coded messages to friends. Get movie ticket vouchers* or other Disney•Pixar Cars 2 offers.

*Released hourly, while supplies last. Details

This hour's vouchers have been claimed. Look for more vouchers every hour.

Recent message activity **GET STARTED** **MATER'S MESSAGE**

Dylan Ralston • Jacinda Ogren
42K PINHOLE KACHOW V2 BEEP BEEP

Only at Walmart: Mater's Secret Mission Spy Gear.

Low prices. Every day. On everything Cars 2.

\$3.47 Die-Cast Character Car	\$20.00 Cars Blurr™ DVD Combo Pack with Bonus Movie Admission* to Cars 2 with
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Learning from Others: Kohl's Cares

- Donated \$10 million to various schools, based on the votes of their fans on Facebook
- The 20 schools with the most votes were each given \$500k
- Kohl's Facebook page skyrocketed to well over a million fans
- The winning schools each tallied well over 100,000 votes, each!



Learning from Others: My Target Weekly

- In February, Target left the choice of where to donate \$1 million to their fans
- The company used an application titled “Super Love Sender”
- It kept fans updated in real time which charity was in the lead
- It created quite a boom on the store’s Facebook page



Learning from Others: Ford Explorer

- This past summer they released tidbits of info leading up to a Facebook event unveiling the 2012 Ford Explorer
- The campaign was the first time a car company has ever used a website to reveal their new model (vs. at a traditional auto show)
- Ford randomly selected one of their fans for a free Explorer giveaway

The image shows two screenshots related to the Ford Explorer campaign. The top screenshot is a Facebook page for 'Ford Explorer'. It features a profile picture of a white Ford Explorer driving on a dirt road. Below the picture is a button that says 'Add to My Page's Favorites'. The page has tabs for 'Wall', 'Info', 'Ford Explorer', 'Go Do Adven...', 'Photos', and 'Video'. The 'Info' tab is selected, showing an 'About' section with a welcome message and contact information. Below the 'About' section is a list of 17 friends who like the page, with 6 of 17 friends shown in a grid. The bottom of the page shows '142,161 People Like This'. The bottom screenshot is a website for a contest titled 'What would you Go Do in the 2011 EXPLORER?'. It features a large image of a white Ford Explorer and a 'Click to Activate' button. Below the image is a description of the contest, including the rules and a deadline of 11/15/11. At the bottom are two buttons: 'Get Started' and 'Get Inspired'.

Learning from Others: Bing & Farmville

- Microsoft's Facebook page for Bing launched a campaign that helped them accrue almost a half million new fans
- Gave away FarmVille currency to all new fans who hit the "Like" button
- Bing drew in great traffic and their page grew rapidly



Engage in Other Relevant Venues

- Identify the relevant groups and fan pages based on their names, conversation topics, agenda, and members
- Look for qualifying conversations based on the target pain / solution keywords
- Engage them as an expert and help them answer their questions
- Develop the relationships, lead them to your sources where they can learn more, and have them engaged in your community

Create a Community

- Facebook vs. other social networks provides the sense of community and the longer term relationships; people share info about their daily lives
- Share the content of interest & value on your page
- Multimodality is a success key in engaging your audiences
- Lead them to your page with intentional mentions
- Make sure you share your content at the most viewed time
- Create a list within your page specific to your target audience

Leveraging Organizational Profiles

Northeast Ohio Regional Sewer District

HOME CAREERS SERVICES INSIGHTS

RECENT UPDATES

Northeast Ohio Regional Sewer District VIDEO: One of the biggest projects you'll never see > Go 200 feet underground and check out one of our biggest Project Clean Lake tunneling efforts, the Euclid Creek Tunnel being constructed under the east side of Cleveland.
[Close Video](#)

Euclid Creek Tunnel Tour 9/27/12
youtube.com • NEORSD Project Manager Doug Gabriel leads a group 200 feet underground to check out the District's massive Tunnel Boring Machine, which has started its 18,000-foot journey from Port of Cleveland to East 185th & St. Clair Ave.

Ontario Clean Water Agency

HOME CAREERS SERVICES INSIGHTS

RECENT UPDATES

Ontario Clean Water Agency We are currently looking for an experienced, motivated and detail-oriented individual in our Eastern Region to provide delivery of corporate objectives and standards for OCWA's Occupational Health and Safety System, Quality and Environmental Management System and Emergency ... more

Welcome to Careers at OCWA!
ocwa.com • Why not be part of an organization with an exceptional group of individuals; team members who inspire each other every day to think and perform beyond expected boundaries. OCWA is a multi-skilled organization with over 700...
Like (1) • Comment • Share • 12 days ago

PRODUCTS AND SERVICES

Administrative and professional
In addition to our operations and maintenance positions, we have over 200...
[See all](#)

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Home Profile Contacts Groups Jobs Inbox Companies News More

Companies Search...

HOW YOU'RE CONNECTED

164 Employees on LinkedIn [See all](#)

PRODUCTS AND SERVICES

Operations and Maintenance
OCWA's core business is operating, maintaining, and managing water and...
[See all](#)

PEOPLE ALSO VIEWED

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Create Evangelists

Maximizing engagement through word-of-mouth:

- Design for Both “Like” and “Share”
- You want them to not only engage but also share the content with their trusted circle; influence your way to the economic buyer
- Use “Like” and “Share” to Build Relationships
- Create a logical continuum of content combined with desired call to action in each stage to develop strategic relationships
- Optimize Your Content for the Facebook Feed
- Create the content specific to your target audience
- Create the “Like” and “Share” option for your audience on any digital platform you are engaged

Like Button Benefits...



- When clicked, an item is published to the person's Facebook feed, driving referral traffic to your desired destination
- "Liking" adds data to the user's profile on Facebook
- "Liking" is an easy way for users to make a connection with that which they have an affinity for — "a single-click user experience"
- "Liking" opens a new communication channel for publishers that can subsequently share news to the feeds of Facebook users who have "Liked" that item on their site

Facebook Ads

- Due to greater privacy on Facebook; you cannot contact your individual relationships directly unless you know them
- Facebook ad empowers you to target your audiences
- It targets based on specific keywords, geography, age, interest, company, titles, education, and profile
- Don't sell; focus on engaging them to "want to learn more"...
- Share the information for an event
- Share best practices to cater to their challenges (articles; white papers)
- Include call to action in your ads (attend something)

Creating an Ad

Facebook © 2011 · English (US)

About Advertising Create a Page · Developers · Careers · Privacy ·

facebook

Search

Home Profile Account

Ads and Pages

Account

Ali Kafashzadeh

Campaigns & Ads

All Ads

Pages

Reports

All Campaigns

Notifications

Yesterday

- The daily spend limit for this account was increased to \$2,000.00.

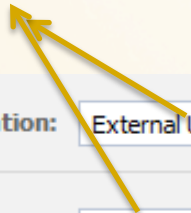
Daily Spend

Today	\$0.00 USD
7/6	\$0.00 USD
7/5	\$0.00 USD
7/4	\$0.00 USD
7/3	\$0.00 USD

Create an Ad

Design a Compelling Ad

Strong Call to Action




Destination: [?]

URL: **Suggest an Ad** [?]

Title: [?] 25 characters left

Body: [?] 135 characters left

Image: **Browse...** [?]

Preview:  Your body text will go here.

Target an Awareness Campaign

Location

Country: [?]

☒ Everywhere
☐ By State/Province [?]
☐ By City [?]

Demographics

Age: [?] -

☐ Require exact age match [?]

Sex: [?] ☒ All ☐ Men ☐ Women

Interests

Broad Category: [?]

Activities

Birthday

Business/Technology

Family Status

Interests

Mobile

Movie/Film

Music

Cooking

Dancing

DIY/Crafts

Food & Dining

Gaming (Console)

Gaming (Social/Online)

Gardening

Literature/Reading

0 categories selected · [Show Selected](#)

[Switch to Precise Interest Targeting \[?\]](#)

Connections on Facebook

Connections: [?] ☒ Anyone ☐ Advanced connection targeting

Target users who are connected to:
 [?]

Target users who are not already connected to:
 [?]

Estimated Reach [?]

135,629,860 people

- who live in the **United States**
- age **18** and older

Advanced Connection Targeting

Advanced Demographics

Interested In: [?] ☒ All ☐ Men ☐ Women

Relationship: [?] ☒ All ☐ Single ☐ Engaged
☐ In a relationship ☐ Married

Languages: [?]

Education & Work

Education: [?] ☒ All ☐ College Grad
☐ In College
☐ In High School

Workplaces: [?]

☐ Hide Advanced Targeting Options

Link Your Social Media Presence

- Touch your target relationships with value-add through multiple sites
- Link your Facebook page to your other social network profiles like Twitter
- Put your Facebook badge under your email address and on your business card
- Use content – videos and educational services

facebook



Name:
David Nour
Email:
dnour@nourgroup.com
Status:
RT @engage365 Webinar - 10
Best Web Mktg Best...

Let's stay in touch!

Jude Hodge

www.Facebook.com/JudeOnline
www.Twitter.com/JudeHodge
www.MarketingSimplyOnline.com

541-933-5833

judehodge@gmail.com
AIM - judehodge

facebook
Find me there.

Update Your Status from Twitter

Use the following application:

<http://www.facebook.com/apps/application.php?id=2231777543&ref=s&ref=s>

1

2

3

4

facebook

Search

twitter

Terms | Policy

Connect your accounts: Sign in with Twitter

Would you like to connect your accounts?

App permissions

Allow Twitter to post updates to:

- ☐ Facebook Profile
- ☐ as of know

Tweets that are @ replies and direct messages will not be posted.

Tell your friends

Share a link telling your friends to check out your tweets!

Share link

Connect Twitter with Facebook to:

- post Tweets to your Facebook News Feed or Page (optional)
- share your Twitter profile with your friends on Facebook

Not using Twitter? Sign up and Join the Conversation!

Twitter Username:

Twitter Password:

Deny Allow

Get a Facebook Badge

Badges Home

Profile Badges

Like Badges

Photo Badges

Page Badges

Edit:


Layout: ☒ Vertical ☐ Horizontal ☐ 2 Columns

Items:


- ☒ Profile pic
- ☒ Name
- ☐ Networks
- ☐ Hometown
- ☐ Current City
- ☒ Email
- ☐ Screen name
- ☐ Birthday
- ☐ Mobile number
- ☐ Websites
- ☒ Status updates
- ☐ Recent pics by me
- ☐ Upcoming events
- ☐ Latest notes
- ☐ Posts

Save


facebook



Name: David Nour
Email: dnour@nourgrou p.com
Status: RT @engage365 Webinar - 10 Best Web Mktg Best...




Stephen Woessner



John Wheeler

Add a Badge to Your Site




Set a system like ERP without taking for issues, applying a principle based chang way to manage the complex and obviou

See More

June 7 at 2:34pm · Like

Write a comment...




Jihan Yahya

Thanks for share Mr.Da

Explore Facebook Mobile Bad

Facebook Badges

Share anywhere on the web



+ Create a New Badge

Profile Badges

Badges Home

Profile Badges


Like Badges

Photo Badges



Page Badges

Preview:

facebook



Choose where to add the badge:

+  **Blogger** +  **TypePad** + **Other**

[Edit this badge](#)

[Delete this badge](#)

facebook





Photo Badge

Share your Facebook photos on other websites.

facebook

Name: Engineering @ Facebook



Page Badge

Share your Facebook Page information on other websites.

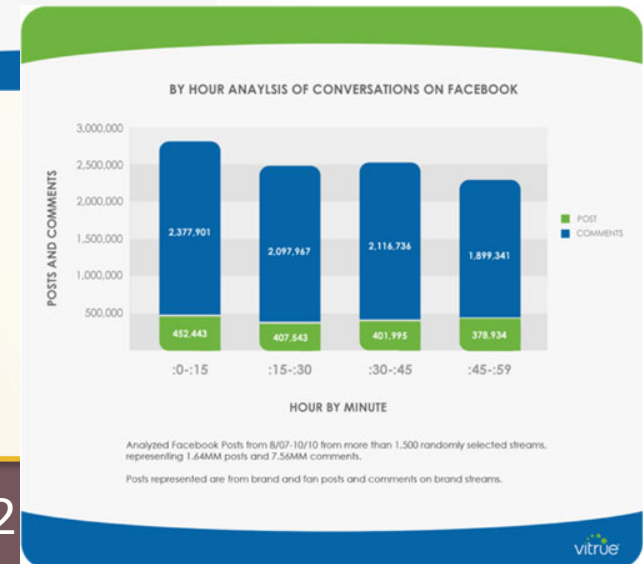
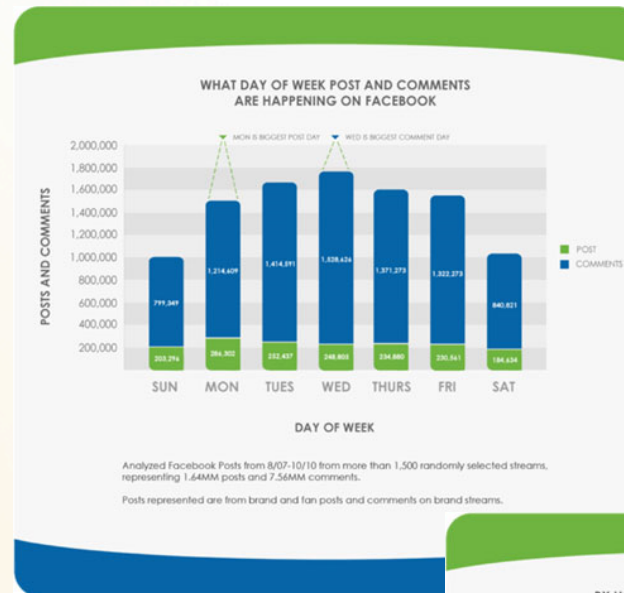
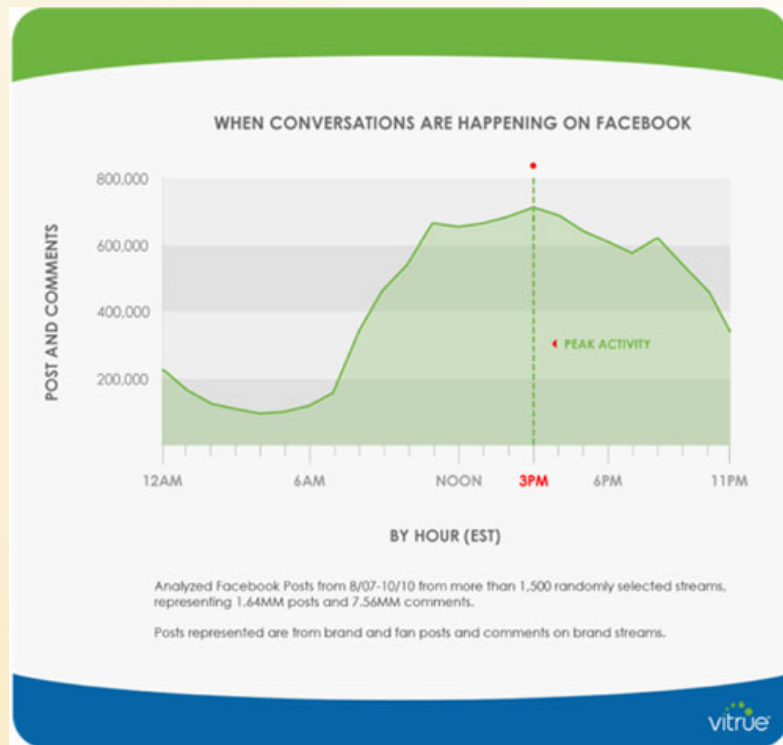
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Optimized Facebook Feed Schedule

- The three biggest usage spikes tend to occur on weekdays at 11:00 a.m., 3:00 p.m. and 8:00 p.m. ET
- The biggest spike occurs at 3:00 p.m. ET on weekdays
- Wednesday at 3:00 pm ET is consistently the busiest period
- Fans are less active on Sunday comparatively
- Although most posts and comments appear around 3:00 p.m. ET, posts published in the morning tend to perform better than those published in the afternoon

Optimized Facebook Feed Schedule



Top 10 Facebook Best Practices

1. Never Stop Listening
2. Leverage Facebook's EdgeRank Formula; it determine what appears at the top of people's News Feeds
3. Improvise Your Engagement
4. Respond Quickly to Negative Comments
5. Respond to Positive Comments
6. Be Authentic and Transparent
7. Provide Value
8. Share and Inspire Stories
9. Consistently Deliver Surprise and Delight
10. OK to promote; ***Don't Sell***

NACWA Social Market Leadership Webinars

- Jan. 9 – YouTube & The Power of Online Video
- Feb. 13 – Social Media & Clean Water Utilities
– Case Studies and Best Practices

ReturnOnImpactBook.com



It's time to Rethink and Reinvent ROI.
[Together!]

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Beyond a Social Construct

We've all read really interesting books that theorize how something should or could be done. Much of it sounds fascinating and we can't wait to jump in and try some of the ideas. Two challenges: first, beyond our every desire, we simply may not have the knowledge or the ability. Second, beyond our every intention, reality sets in with pesky details like competing priorities, resources (time, human, capital), buy-in from senior leadership or the board as well as those across business units, geographies, or other functions. Hence the fundamental difference between strategy formulation and strategy execution.

[Learn More](#)

[invent]

We've all read really interesting books that theorize how something should or could be done. Much of it sounds fascinating and we can't wait to jump in and try some of the ideas.

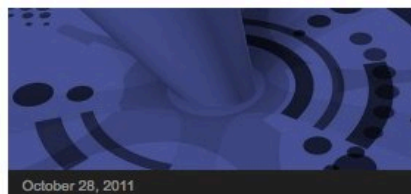
[join the community](#)

Social = Listen Louder!



October 28, 2011

1 to Everything



October 28, 2011

[What is IMPACT?]

[click here to find out more](#)

Follow Us!



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5 Ways to Learn More...

1. Read *Return on Impact* Book!
2. Attend the Webinar Series consistently...
3. Subscribe to Monthly Newsletter
4. Return on Impact Group
5. Follow @davidnour

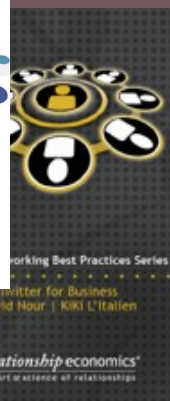
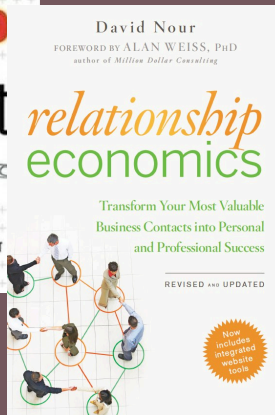
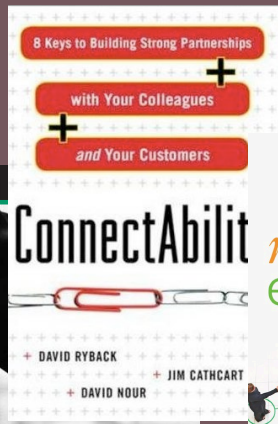




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The Entrepreneur's
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