

Building Communities in Facebook

A presentation by Matthew Gain

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Who am I?

- Matthew Gain
- Twitter - @matthewgain
- Blog – <http://matthewgain.com>
- Email – mgain@webershandwick.com



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Overview of what will be covered

- Facebook stats and facts
- What is a Facebook Page
- Developing a strategy to grow a Facebook community
- Preparation and objective setting
- Engaging your fans
- Integrating into your marketing mix
- Measurement
- No nos



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Facebook Growth Stats

- 4th largest country in the world



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Australian specific stats

- 9 million Australians regularly interacting with social media
- Facebook the most popular social networking destination for 83% of Australian engaged with social networking
- 75% of Australian with internet access have visited Facebook
- The average Australian user spends 8 hours per month



Source: Nielsen

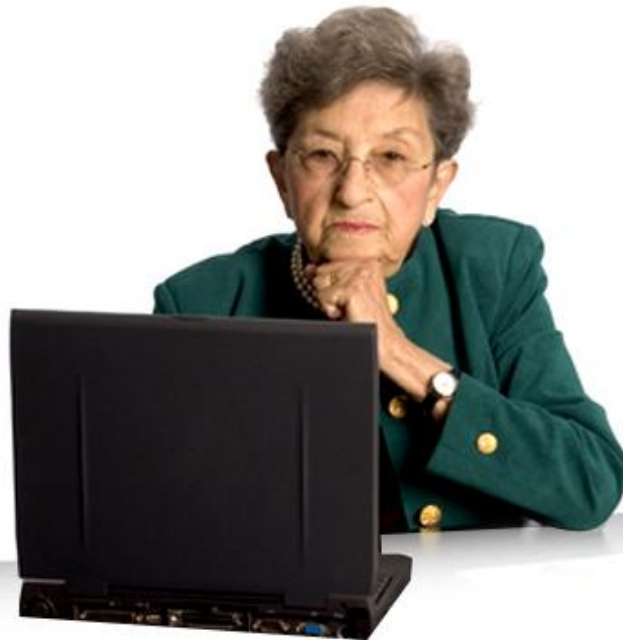


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Not just young people

- There are more than half a million people over the age of 55 on Facebook



Estimate: 532,800 people

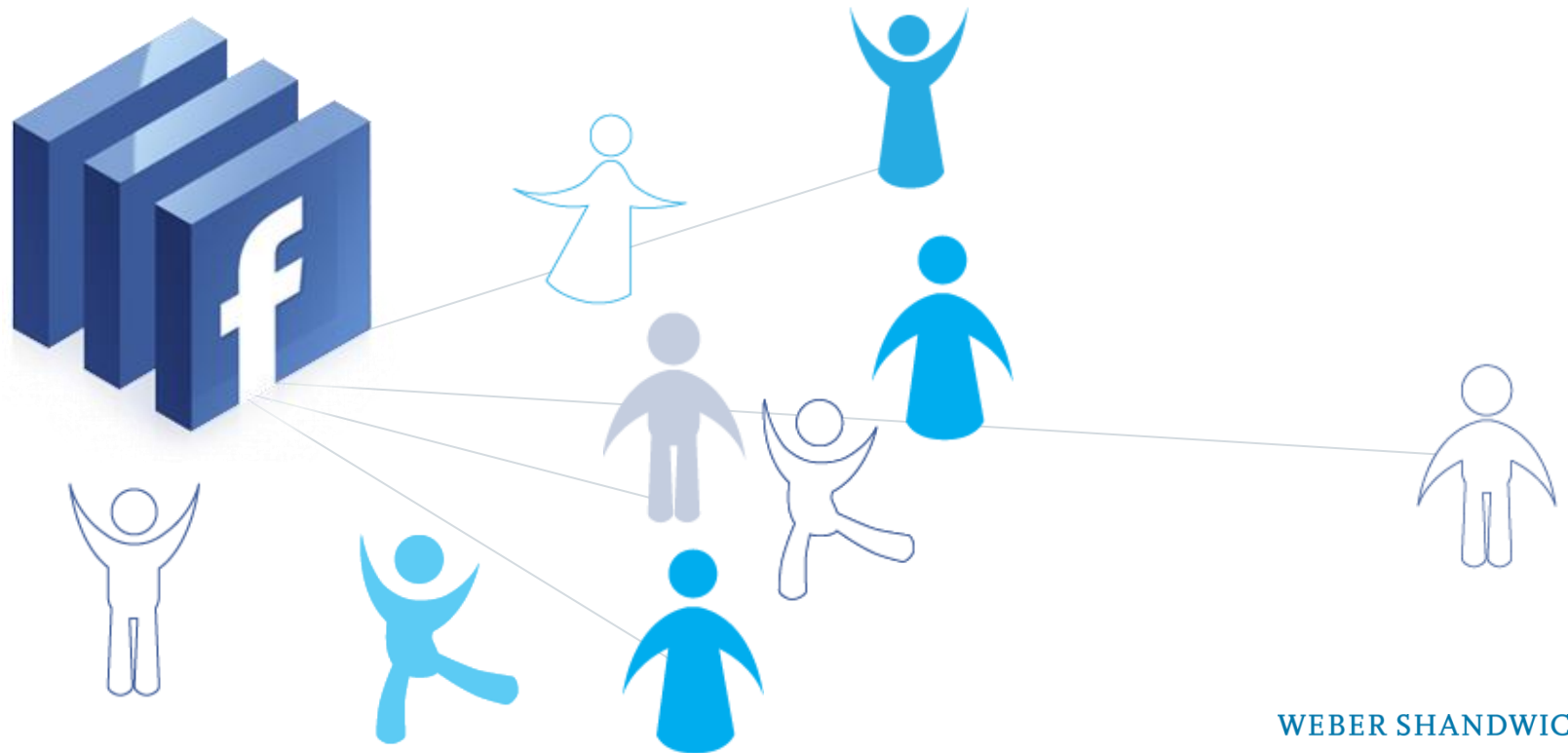
- who live in **Australia**
- age **55** and older



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What is a Facebook Page?



What is a Facebook Fan page?

Vodafone Australia Attention all small business owners. Vodafone is offering up one of its sticker spots on the McLaren Mercedes F1 cars for the Australian GP. Enter here if you want that sticker to be your company logo - <http://bit.ly/b0WkAc> on Thursday

Write something...
Attach: Share

- A Facebook page is a public profile for a brand
- A Facebook page generates fans, not friends
- Facebook page updates are sent to fans' newsfeeds
- A Facebook page creates an environment for two way discussion

Fans
6 of 5,837 fans See All

Jocie And-thepussey cats	Alison Caldicott	Dylan Jon Thomas
Lisa Popplewell	Gabrijela Juel	Ben Mckelvey

Photos
2 of 42 albums See All

Randomms 12-02-2010 Finale Top 10
Created about a...

Keep your money protected
Feel secure shopping online & on the phone because ANZ Falcon™ monitors your transactions for unusual or suspicious activity. Click Now
Like

Eliminate Your Debt
As seen on 'Today Tonight' Fox Sydes shows you how to get in control of your debts fast. Free debt analysis for Australians.
Like

Qantas Points
Qantas American Express Ultimate Card. App and reward yourself
Chat (29)



Facebook Page Features - Wall

The screenshot shows the Facebook interface for the Vodafone Australia page. At the top, there's a navigation bar with 'facebook', a search bar, and links for 'Home', 'Profile', and 'Account'. The page header features the Vodafone logo and a brief description: 'Vodafone Australia Attention all small business owners. Vodafone is offering up one of its sticker spots on the McLaren Mercedes F1 cars for the Australian GP. Enter here if you want that sticker to be your company logo - http://bit.ly/b0WkAc on Thursday'. Below this is a tabbed menu with 'Wall' selected, and other tabs for 'Info', '10KaDay', 'Cricket LIVE', 'Cricket Quiz', and 'Photos'. The main content area is the Wall, which includes a text input field 'Write something...', an 'Attach' button, and a 'Share' button. There are four posts visible: 1. Lillian Busch: 'There is a new Vodafone TV commercial with a unicorn girl. Can you please post it?' (2 hours ago). 2. Adam Michigan: 'Need Beta Testers ASAP for new Cell Service in Australia provided by Panther Mobile. If your in AU and want to be a part of the first US based company to activate phones around the world let me know. It's 100% FREE and we will also include some international calling as well. Please let me know, thanks...Adam' (13 hours ago). 3. Philomena Terei: 'PART 3 - I return to NZ, leave my usb modem with my niece to sort out and all she can get from them is 'Without your Password we can not help you'. Prior to this we are asked a couple of security questions BUT how the hell do you answer the question when it wasn't you that registered the darn thing... The worst thing o...' (Today at 08:40). 4. Philomena Terei: 'PART 2 - Hesitate to ring the help desk again in fear of getting another person that's hard to understand but do anyway and end up with someone just as bad...told her the Vodafone shop had closed for business and she tells me I have to go back to the store where I brought it...DAH!!! What was it she didn't understand....' (Today at 08:40). On the right side, there are three advertisements: 'Keep your money protected' (ANZ Visa), 'Eliminate Your Debt' (Fox Syms), and 'Qantas Points' (American Express). At the bottom left of the screenshot, there's a small post from '12-02-2010 Finale Top 10'.

WALL

- Primary platform for ongoing communication with your fans
- Fans can comment/like posts
- Unless turned off, fans can post to the wall
- Only comments made by page admins will be sent to fans' newsfeeds



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Facebook Page Features – Info tab

The screenshot shows the Facebook page for Vodafone Australia. The top navigation bar includes the Facebook logo, a search bar, and links for Home, Profile, and Account. The page header features the Vodafone logo and a promotional message: "Vodafone Australia Attention all small business owners. Vodafone is offering up one of its sticker spots on the McLaren Mercedes F1 cars for the Australian GP. Enter here if you want that sticker to be your company logo - http://bit.ly/b0WkAc on Thursday". Below the header are tabs for Wall, Info (which is highlighted), 10KaDay, Cricket LIVE, Cricket Quiz, and Photos. The Info tab is expanded to show "Basic Info" (Founded: 1984) and "Detailed info" (Website: http://www.vodafone.com.au, Company Overview: Win prizes, share thoughts and make the most of now., Mission: Deliver world class communication services). On the right side, there are three sponsored ads: "Auckland's an adventure", "Play SocialCity", and "Drive an Aston Martin". At the bottom left, there are profile pictures of Melissa Woolfe, Chris Gross, and Alison Caldicott, and a "Photos" section showing "2 of 42 albums".

INFO TAB

- Provide background information about your brand
- Provide links to your website and other social networking platforms



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Facebook Page Features – Applications

The screenshot shows a Facebook page for Vodafone Australia. The page header includes the Facebook logo, search bar, and navigation links (Home, Profile, Account). The main content area features a green and red application titled "Nominate a cricket fanatic and you can win". The application includes a photo of a man in a suit, a list of prizes (2 nights accommodation, return airfares, return airport transfers, iPhone 3G S 16GB), and a list of "Signs of a Tragic" (e.g., shouting "Howzat?", having a sledge, taking pride in a Boonie moustache). A "CLICK HERE TO START" button is visible at the bottom right of the application. Below the application, there is a small section titled "Choose from all the activities Auckland has to offer and make your own adventure" with a "Like" button.

APPLICATIONS

- Allow you to create a fully customisable tab within your Facebook page
- Run competitions, giveaways and quizzes
- Are a good driver of page interaction and fan recruitment



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Additional Facebook tab options

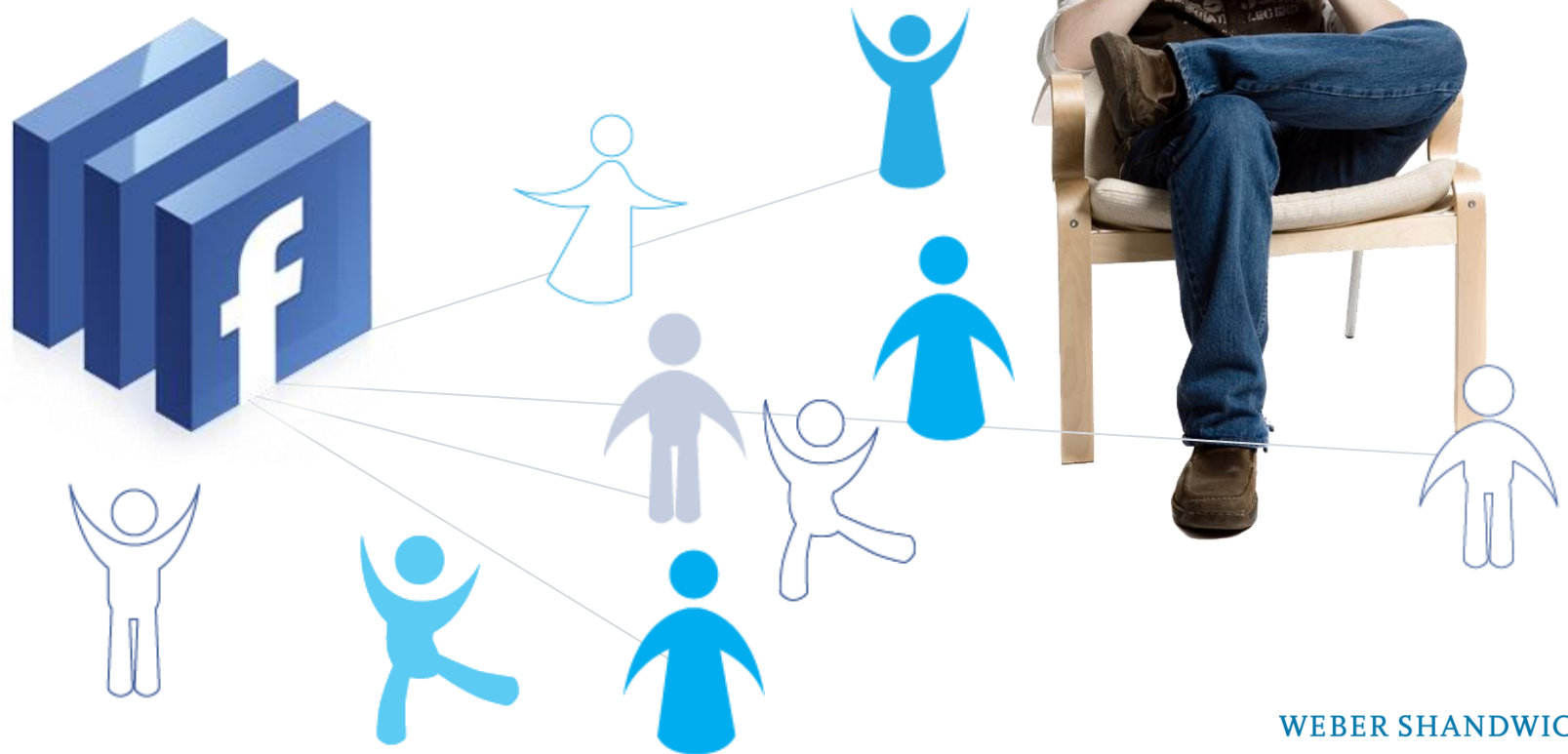
- Other tab features include:
 - Photos – upload photos that represent your brand or campaigns
 - Videos – upload relevant video content
 - Notes – import an RSS feed from your blog or Twitter feed
 - Discussions – host forum like discussions



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Planning and integrating Facebook into your strategy



Strategy for building your community



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Preparation and planning

- Things to consider before you start out:
 - Facebook is a long term bet for your brand:
 - Website rather than microsite mindset
 - Roles and responsibilities
 - Designate a community manager
 - Create an issue escalation procedure
 - Q&A preparation
 - Brainstorm and prepare responses for potential questions
 - Agree who will respond to questions
 - Develop a content strategy
 - Think like a media outlet – less like a marketer
 - Pre-plan what content and updates you will be making
 - Identify your tone of voice
 - Leave room for spontaneous and reactive updates



Engaging your fans

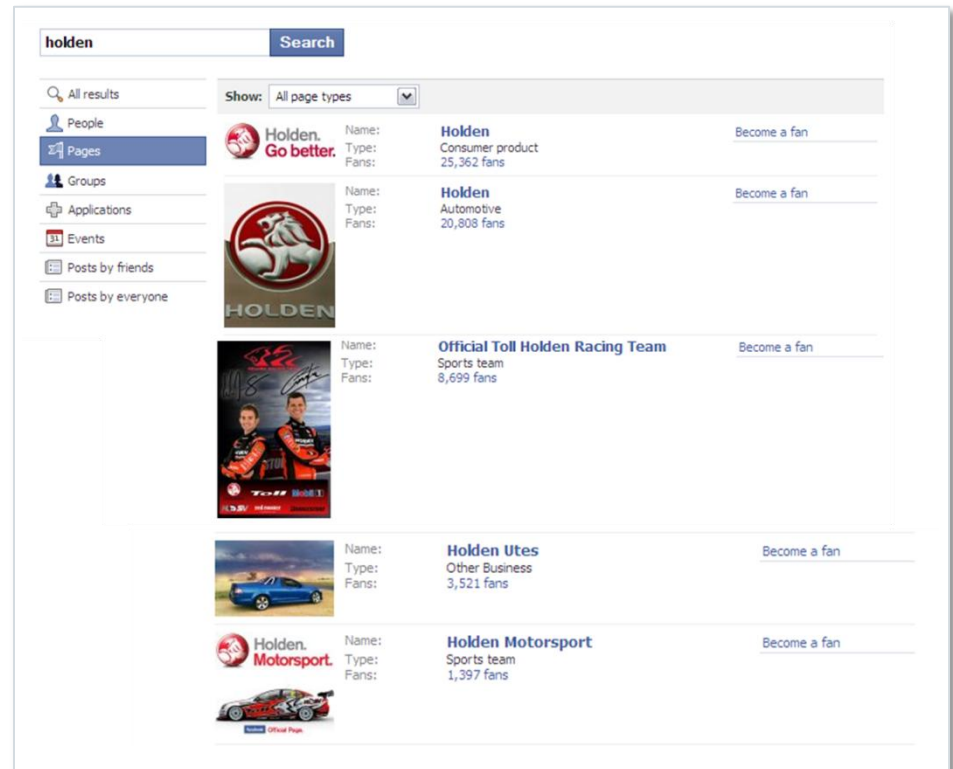


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Identify existing communities

- Identify existing communities where potential fans could be recruited
- Is it an option to partner with an already established and engaged community?
- What value can you provide to existing advocates?



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Drive traffic from your existing properties

- Utilise your other customer touch points to drive traffic:
 - Add a link to your website
 - Drive traffic from your other social media platforms:
 - Blog
 - Twitter
 - Youtube
 - Include a URL in advertising creative
 - Include in customer newsletters or CRM communication
 - Include on customer receipts
 - Include on product packaging



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Utilise Facebook advertising

- Benefits:
 - Highly targeted
 - Does not require a large investment
 - Can set up yourself
 - High effective

2. Targeting

Location: Australia

Everywhere
 By City

Age: 18 - Any

Birthday: Target people on their birthdays

Gender: Male Female

Keywords:

Education: All
 University Graduate
 At University
 At Secondary School

Workplaces:

Relationship: Single In a relationship Engaged Married

Interested in: Men Women

Languages:

Connections: Target users who are connected to:

Target users who are not already connected to:

Friends of connections: Target users whose friends are connected to:

Estimate: **6,923,820** people

- who live in **Australia**
- age **18** and older

[Continue](#)

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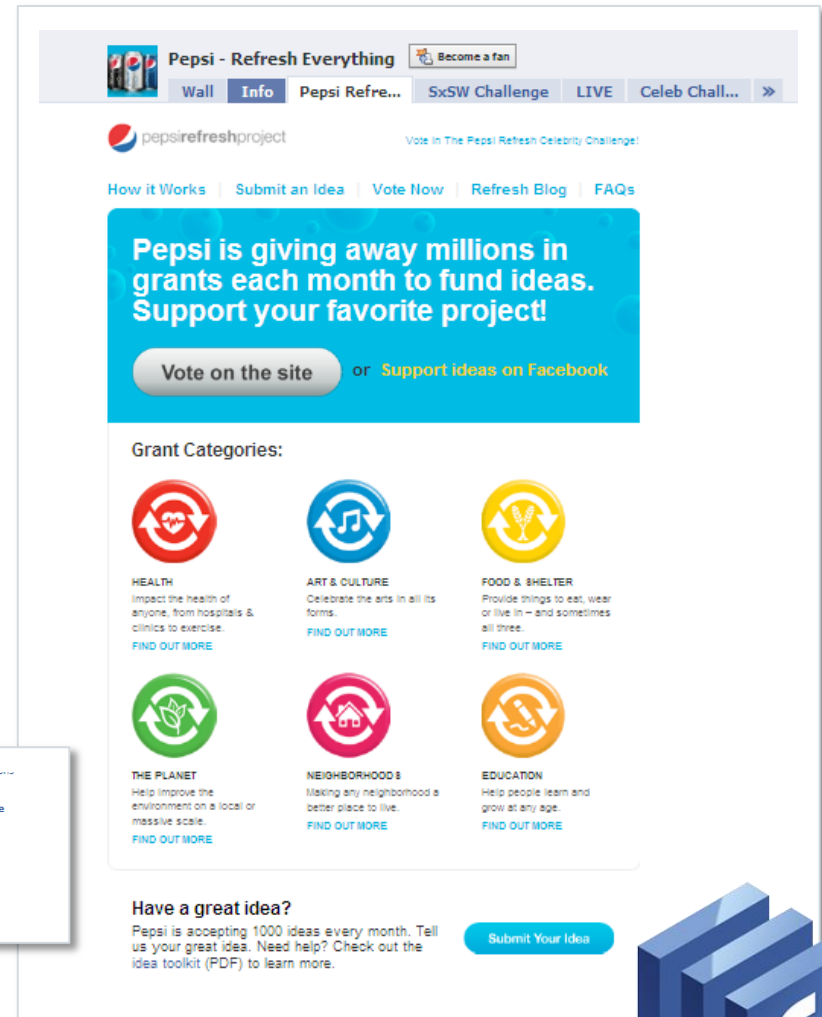
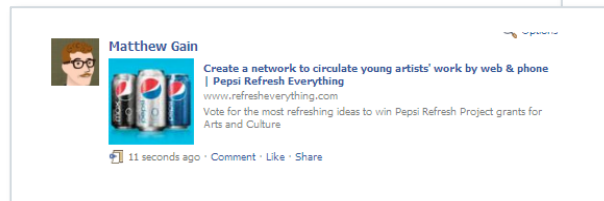
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Integrating campaigns



Applications

- Benefits of utilising an application:
 - Fully customisable
 - Run competitions and giveaways
 - Populates users news feeds
 - Can increase fan numbers
 - Heightened engagement
 - Viral potential



Integrate your other channels

- Connect and share content from your other social media channels and elsewhere:
 - YouTube
 - Flickr
 - Twitter
 - Blog
 - Positive media coverage



Leverage offline activity

- Leverage real world events to drive participation
- Remember the online world is populated by people that live in the offline world



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Offer vouchers and offers

- Reward fans with discounts and vouchers



Measurement



Ways to measure

- Fan base:
 - Number of fans
 - Growth in fan base
- Interaction:
 - Number of comments/likes
 - Shares of your content
 - Interaction with apps
 - Entries to competitions
- Tone:
 - Positive/negative comments
- Offline activity:
 - Voucher take up
 - Retail footfall



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No nos



- Don't create and then abandon
- Not a push environment
- Do not delete comments, rather engage and address
- Don't spam your fans – manage your content distribution
- Don't alienate existing communities, rather embrace and work together
- Don't be nasty



Q&A?

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