



twitter



Getting connected

The Essential Guide
to **Social Media** for Live Events

in

facebook

YouTube

Google+

LinkedIn

Three questions for you...



1 Does your business talk to its customers?

2 Do your customers talk to your business?

3 Do your customers talk to each other about your brand?

Of course the answer to all three questions is 'Yes'. We're social animals and we love to talk. It's human nature. It's what we do.

We talk about ourselves and each other. We talk about what we like and what we don't. We share knowledge and ideas. We give guidance and make recommendations. Whatever the subject, whatever the purpose, conversation has a profound influence on our understanding, attitudes, and behaviour. It's also how we build trust, and the opinions of those we trust have the greatest influence of all. That's human nature too.

The human connection is what makes live events so powerful. Potential customers don't have to base buying decisions on faceless literature, websites, or advertising. They can shake a hand, look someone in the eye, and have a one-to-one dialogue about what matters to them. It's personal.

Given the choice between two products or services of equal quality and price, a potential customer will always buy from the brand they feel they know best and trust the most, or which has been recommended by their trusted peers. Engagement and trust win business.

That's why social media marketing should be at the heart of every integrated marketing strategy, and why it has particular relevance to live events.

Social media and live events are both about the engagement between customers and brands, building relationships, earning trust, developing influence and managing reputation. They're both fuelled by interaction and conversation.

This guide will show you how your business can use social media marketing to achieve greater success at live events and build a more competitive brand.

Social Context

In its broadest sense, the term 'social media' is used to describe **any web or mobile-based technology that facilitates interaction and conversation**, and the sharing of content created by users.

Social media **gives individuals a global voice** and the opportunity to **express their views and share information** with a **global audience in real-time**. Unlike traditional media, it tends to be **very open, democratic** and, to a large extent, **self-regulating**. Social networks, blogs, wikis, photo and video sharing services, discussion forums, and review sites all fall under the overall banner of social media.

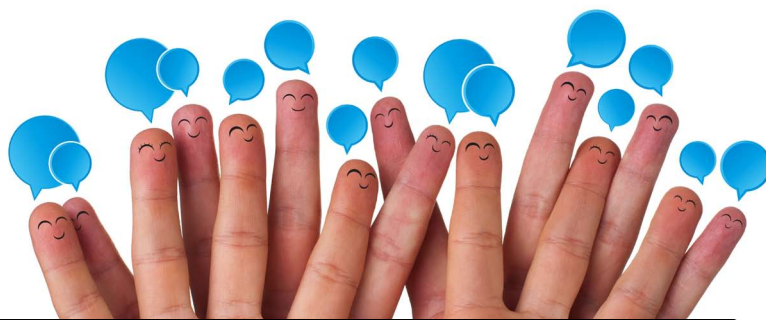


More than 1 billion people are using **social networks worldwide***2

42% of them are using those networks to **connect** with an average of **9.4 brands***2

This guide focuses on the current four big players most relevant to businesses and their live events: **Facebook, Twitter, LinkedIn** and **YouTube**.

Social Networks in focus



facebook

800 million active users, more than half of whom log in to the service on any given day*³

More than 43% do so via a mobile device*³

62% of the European Internet population are **Facebook members***²

An individual member has a **'Profile'** and **'Friends'**. A business has a **'Page'** and **'Likes'**.

Think of **'Friends'** simply as contacts (they don't have to be real friends). The average Facebook user has 130 **'Friends'***³.

Think of **'Likes'** simply as expressions of interest or approval. When you connect with a brand by **'Liking'** a business **'Page'**, you'll receive updates from that brand and be able to interact with it.

When you connect with someone as a **'Friend'** on Facebook, you'll see all their activity (updates, comments, Likes, etc.), they'll be able to see all yours, and you'll both be able to interact around that activity.

For example, when one person posts a link to a website on their **'Profile'**, all their **'Friends'** will see it and be able to **'Share'** the link with all their **'Friends'**, who in turn may **'Share'** it with theirs and so on.

[Turn to page 09 for a step-by-step guide to setting up a Facebook Page.](#)

twitter

100 million active users, who post an average of 2.3 messages, or **'Tweets'**, every day*⁴

16% of the European Internet population are **Twitter members***²

A **'Tweet'** is a short update, up to 140 characters long, and can include links to other pages on the web.

Every Twitter user (both individuals and brands) are identified by a unique username prefixed with an @ symbol. For example, the FaceTime Twitter account is @FaceTimeUK. Usernames can be up to 15 characters long.

Twitter accounts **'Follow'**, and may be **'Followed'** by, other accounts. When you **'Follow'** another user on Twitter, you're effectively subscribing to their **'Tweets'**. Only those users who choose to **'Follow'** you will be able to see your **'Tweets'**. The average Twitter user has 59 **'Followers'***².

Twitter's equivalent to **'Sharing'** on Facebook is the **'Retweet'** (or **'RT'** for short).

[Turn to page 08 for a step-by-step guide to setting up a Twitter account.](#)

LinkedIn

135 million active members worldwide, of which **6 million** are in the UK*⁵

2 million+ have set up a LinkedIn **'Company Page'***⁵

LinkedIn is a social network specifically for business contacts, or **'Connections'**.

[Turn to page 07 for an introduction to setting up a LinkedIn Company Page.](#)

YouTube

800 million unique users visit YouTube each month*⁶

Nearly **17 million** people have **connected** their YouTube account with **at least one other social network***⁶

Third most popular website in the UK after Google and Facebook*⁷

YouTube is the largest online video-sharing service and, although it isn't a social network in quite the same sense as the others, users can share and comment on video content and subscribe to other users' **'Channels'**.

[Turn to page 07 for an introduction to setting up a YouTube Channel Page.](#)

7 social media myths

Many businesses are missing a powerful marketing opportunity by believing (or hiding behind) popular myths and misunderstandings about social media. Is yours one of them?

‘Social media is just for kids chatting to their mates and playing games. It’s not relevant to business.’

Chat and gaming are certainly popular aspects of social media (and not just for kids), but they’re far from the whole story. There are more 35-54 year-old users on Facebook, Twitter, and LinkedIn than any other age group. Part of the motivation to join Facebook and Twitter for over half the users was to find out about new products and brands. 42% of social network users have used social channels to have a ‘conversation’ with a brand.*2

‘I don’t care what people had for dinner and I’m not interested in photos of their pets, so social networks aren’t for me.’

Social networks are just a platform for people to talk and share information. Whether it’s online, in the office, at home, or down the pub, what people talk about isn’t always serious (thank goodness) or interesting to you, but so what? It’s easy to ignore the ‘noise’ if you choose to. If you don’t embrace social networks as a way of engaging with your customers, you’ll miss out on far more than just what they had for dinner.

‘Monitoring social networks would be a waste of staff time and would reduce productivity.’

Which staff? Whose productivity? Does your business invest in a marketing team and staff to take care of customer service? Are they a waste of time too?

‘Social media might work for B2C brands, but it’s no use at all in B2B marketing.’

Marketing to businesses is of course quite different to marketing to consumers, but they have one very important thing in common: It’s people that make buying decisions. Relationships, trust, influence, and reputation are just as critical for B2B marketing as they are in consumer environments (perhaps even more so) and that’s exactly where social media has impact. It’s also worth remembering that people don’t join social networks because they’re ‘a consumer’ or ‘a trade buyer’. They’re just people, with a diverse range of work and personal interests.

‘We’re not using social networks, because we don’t want customer complaints being made in public.’

If customers choose to complain about your business via social networks, they’ll do so whether you’re active online or not. In fact 36% of social network users have posted content about a brand (both positive and negative).*2 The only difference is that, if you’re not part of the conversation, you probably won’t get to hear about a complaint and won’t have the chance to turn it into an opportunity for fantastic customer service.

‘Using social media doesn’t cost anything so we’ll give it a go and see what happens.’

It’s true that the major social networks don’t charge usage fees, but it’s a huge mistake to think of social media as ‘free’ or something to dabble with. Just

like any other kind of marketing, social media needs to be part of an integrated strategy and its implementation requires planning, time, resource, and training.

‘We’re not using social media, because we can’t predict the ROI.’

Predicting the return on investment of social media is certainly difficult at the outset, but predicting the outcome of ignoring it as a marketing channel is easy: Your brand will suffer and you’ll lose business to your socially-enabled competitors. It’s a bit like investing in a great customer service team. It would be almost impossible to predict the direct ROI of having one, but not providing customer service would be a disaster. What you can do, to help with future planning, is measure the impact of social media on website traffic and the uplift on e-commerce or enquiries. You might also conduct regular customer surveys to monitor signals about brand perception. Remember too that social media is a channel for gathering customer feedback to help you improve your products and services, as well as a really useful way of monitoring your competition.



In November 2011, Google confirmed that it uses ‘social signals’ as a factor in determining how websites rank within its search results.

Before a live event



Customer interaction through live events and social media can create ever-increasing circles of influence and engagement.

Social media can feed the success of live events and since offline brand experiences are the main online conversation starters*², **live events** can feed the success of social media too. It's a **hugely powerful combination**.

During the weeks and months leading up to your next live event, use your social channels to **create a growing 'buzz' about the show** and your involvement.

Like and Follow the event on Facebook and Twitter, and do the same for other brands attending. Cross-promote announcements, website links, photos, and videos from the event organiser by Sharing and Retweeting. If the event is using a #hashtag on Twitter, make sure you use it too.

Share and Retweet updates from show visitors and other attending brands too (though obviously not from your competitors).

Create a Facebook Event and invite people to attend.

Post details of where you'll be at the event, what you'll be doing, and what visitors can look forward to. Answer visitors' questions about the event and ask people to share their views and explain their priorities. Use the 'Question' option on Facebook to conduct interactive mini-surveys.

Don't be afraid to **repeat updates** at regular intervals to make sure key messages aren't missed (the automatic scheduling tool in Hootsuite is handy for this - see page 05).

To really get people engaged with your brand, and to drive visitors to you during the event itself, **offer special incentives to your social media audience. Free tickets, prize draws, and exclusive discounts** always work well, but use your imagination and make sure the incentive is trackable and linked directly to making contact with your business during the event.

What's a #hashtag?

Twitter users often prefix key words in their Tweets with a # (hash) symbol. This is called **hashtagging** and it's a simple and effective way to categorise updates. Think of hashtags as the theme of a Tweet. **Users can click on a hashtag to see other similarly-themed Tweets.**



Management, monitoring and collaboration

When you're devising your strategy for social media and its integration within your overall marketing activity, set achievable objectives, establish a clear social media policy, and think carefully about who's going to manage your social channels day-to-day and how you'll measure success.

Don't rely on a single member of staff. Your marketing department should co-ordinate your social media activity, but **involve a team of people** from across the business - including senior management.

It's important to **maintain a style and tone-of-voice consistent with your brand**, but remember that social media is about people and conversations. Don't be afraid to **be much more informal** than in other channels and to let your audience know who they're talking to.

A web application called **Hootsuite** (www.hootsuite.com) is a great tool for **collaborative social media management** that can save a lot of time and increase productivity. Hootsuite lets you **manage your Twitter, Facebook, and LinkedIn accounts through a single interface** in your web browser. Everyone involved with your social media activity can log in, and the system keeps track of who's replied to which messages. You can schedule automatic updates/tweets, manage all your connections, and set up custom streams based on keywords or lists. Hootsuite also offers a smartphone app.

Monitoring the impact of your social media activity is essential. Think about what KPIs are relevant to your business and use your Google Analytics (www.google.com/analytics) reporting to track referrals and conversions from your social channels. Compare conversion rates with those of other online marketing tactics. Also monitor the influence of social media on your search engine visibility, and carry out regular customer surveys about their perception of your brand.

Facebook Insights (www.facebook.com/insights) provides additional usage and demographic data about the interactions with your Facebook Page, and Hootsuite includes extensive social media reporting tools.

75% of visitors believe that **live events are the best way to meet new contacts** – and **social media is a great way to keep in contact!**^{*1}



During a live event



Whether it's a one-day conference or a week-long exhibition, whatever kind of event you're attending, it's important to plan ahead. Having created lots of buzz, it's crucial you keep the momentum going during the event itself.

Think about how you'll access your social channels. Will you have a laptop and wi-fi, or will your staff use their smartphones (or both)? **Get everything organised in advance**, including who's going to do what and when, and make sure your signage, literature, and presentations all include the URLs of your social channels.

From your smartphone, create a Facebook Place for the event (or your location in it) and encourage your visitors to 'Check In'. Don't forget to check in yourself too.

Post frequent updates about what's happening throughout the event, including photos and short video clips. Invite people to tag themselves in your photos and to upload their own photos to your Facebook Wall.

For **extra buzz and interaction**, consider using a live 'Twitter Wall' from a provider like TweetWallPro (www.tweetwallpro.com).

Most importantly of all, **make the connection between people you've talked to through social media and actual event visitors**. They're likely to be your most engaged customers and prospects.

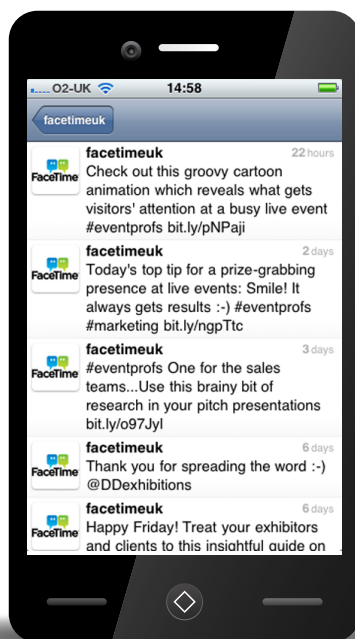
To record who you've met at the event, and to join the dots between social media (and other channel) contacts, incentives, visitors, and outcomes, it's worthwhile **hiring barcode scanners from a visitor management service** like the one provided by the SO Visit (www.thesogroup.co.uk). Make sure all your staff know how to use the scanners and that scanning happens consistently.

59% | **58%** | **43%**
Linked-In | Twitter | Facebook
users are smartphone owners*2

56% of smartphone owners
follow a brand via social networks*2

38% of Internet users have a
smartphone and the most used apps
are for social networking*2

12% of smartphone owners
have used location-based services
(like Facebook Places)*2



And after...

Once the event is over, but before the dust has settled, **there are still plenty of opportunities for social media interaction and engagement**.

Before you do anything else, **Friend/Like, Follow, and Connect with all the new contacts you made at the event**.

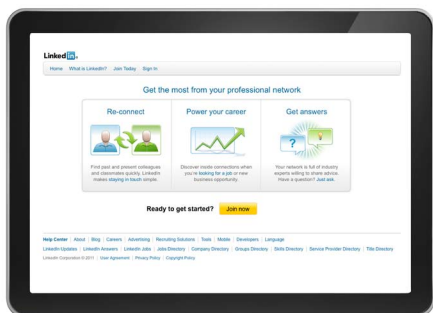
Upload more photos to Facebook and more video clips to YouTube. Ask for feedback about the event from your social audience and give them yours. Publish a review of the event on your website or blog.

Keep **cross-promoting everything** through all your social channels.

And while the enthusiasm is still bubbling, **start creating the buzz about your next event**.

Maximise your ROI

Event organisers are increasingly **making their events 365 experiences through digital channels**. Tailor your event objectives to **assume your activity will be all year round** even if you are only attending a two day event!



LinkedIn

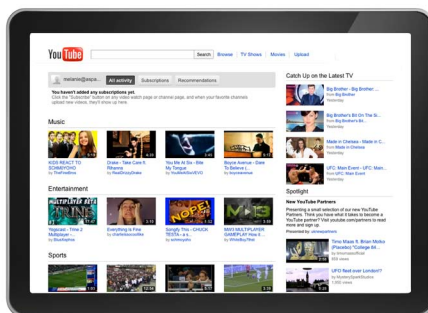
To **create a Company Page** on LinkedIn, you first need a personal account. If you don't have one, go to www.linkedin.com and follow the on-screen instructions to 'Join Now'.

As you configure your new account (or when you 'Edit Profile' if you had one already), you'll be given the option to 'Add a current position'.

Enter your business name in the 'Company Name' box. If a Company Page already exists for that name (e.g. if a member of staff has previously created one) then you can select it. If there are no matches, you'll be prompted to 'Add [your business] as a new company'. Click that link and follow the on-screen instructions. The process includes an identity validation by email.

Tip!

If one or more Company Pages already exist for your business, try to consolidate into a single page by co-ordinating with your staff (past and present) who use LinkedIn.



YouTube

To **create a Channel for your business** on YouTube, go to www.youtube.com and follow the on-screen instructions to 'Create Account'. When prompted for an email address, use a generic company address (e.g. info@) rather than one that's specific to a member of staff.

Under 'Account Settings' you can **configure your 'Profile', 'Email Options', 'Sharing', and 'Privacy'**. When looking at the 'My Channel' page, there are more configuration options under 'Settings' and 'Themes and Colours'.

Once your Channel is created, subscribe to other relevant channels, add some individual videos to your 'Favourites', and then upload videos about your business and its products or services.



Get Connected

To be successful, your social media activity needs to be consistent, co-ordinated, and integrated with all your other marketing.

Add icon links to all your social channels on every page of your website (in the header is best) and in your email newsletter templates.

Add links to your staff email signature files, and when you re-print business stationary include the URLs of your social channels there too.

Add content-sharing buttons to every content page on your site (e.g. 'Like', 'Tweet', Google '+1', and LinkedIn 'Share'). Check out AddThis.com.

Tell your customers and business contacts about your social channels and invite them to connect. If you send out a regular email newsletter, include a special feature about your social media activity.

Don't use your social channels in isolation. If you post a link on one social network, post it on all your others too.



Google+ Pages

The Google+ social network also allows businesses to create 'Pages' for their brands and products. **Google+ is growing fast**, so make sure you consider it in your social media strategy.

Preparation

Before you create a Twitter account, think about the **best way to represent your business** or brand name **within 15 characters**. If the name is short then you won't have a problem. Otherwise you'll need to come up with a few alternative abbreviations, since the @Username you want may have already been taken.

Twitter doesn't have a thumbnail-editing option, so **prepare a square version of your logo in advance**. Do some brief research into the brands, businesses, industry experts, news sources, and business contacts you'd potentially like to Follow on Twitter. Make a list of their @Usernames.

Account Creation

Go to **www.twitter.com** and enter your business or brand name, a generic company email address (it must be one not previously associated with a Twitter account), and your preferred password. Click the 'Sign Up' button to continue.

The next screen will confirm if you're OK to use the details you entered. If anything needs changing, just follow the prompts.

It also makes a suggestion about your **@Username**. Ignoring the suggestion, enter your preferred choice of name in the box. If it's not available, go through your other alternatives until you find one that is. Once you've settled on an @Username, click the 'Create my account' button to continue.

- On the next **'Welcome'** screen, click the 'Next' button.
- On the **'Follow freely'** screen, click the 'Skip this step >>' link.
- On the **'Add your favourites'** screen, click the 'Skip this step >>' link.
- On the **'Find people you know'** screen, you can choose to use one or more of the 'Search contacts' options or just click the 'Skip this step >>' link.

Account Settings

In the top-right of the screen, click on your @Username and select **'Settings'**.

Under the first 'Account' section, select your **timezone** and leave all the other options with their **default settings**. Click the 'Save' button and re-enter your password when prompted.

Click on the **'Notifications'** tab and choose which email notifications you'd like to receive. To avoid being bombarded unnecessarily, it's advisable to **untick all the options except 'I'm sent a direct message'**. Click the 'Save' button to continue.

Click the 'Profile' tab. Upload the square logo image you prepared earlier. Add your business location (e.g. London, UK) and website address. Then enter a short description of your business or brand in up to 160 characters.

DO NOT click the 'Post your Tweets to Facebook' button.

Click the 'Save' button and then click the 'Design' tab. This is where you **customise the visual appearance of your Twitter Profile**. Follow the on-screen instructions to select a background image and overall colour scheme. Click 'Save Changes' when done.

Your First Tweet

Click the 'Home' button from the top menu. This is your **Timeline view**. It's where you'll soon be seeing a real-time stream of Tweets from the accounts you Follow.

To kick things off, **post one or two introductory Tweets about your business**. Click into the 'What's happening?' box at the top of the screen and type a short message. Perhaps something simple like, 'Widget Engineering has joined the Twittersphere. Find out more about us at 'www.widgets.com'. You'll notice that Twitter displays how many characters you have left, and when you press the 'Tweet' button it automatically shortens the URL. Your Tweet will now show in your Timeline and on your Profile.

Tip! Always include a link that people can click on for more information. Whenever possible, restrict your Tweets to no more than about **100 characters**. This makes it easier for people to Retweet your updates to their own Followers.

Start Following

In the search box at the top of the screen (next to the Twitter logo) enter the @Username for the first contact on the list you prepared earlier (you don't need to enter the @ symbol). Their Profile will be listed towards the top of the right-hand panel of the search results. Click the 'Follow' link next to their name. Repeat the process for all the other names on your list.

Your Timeline will now be filling up with Tweets. Get a feel for the conventions people use and the different styles of update. Once you've worked through your seed list, take things a stage further by looking at which accounts they're Following themselves. See who's started Following who in the 'Activity' section.

Click on the 'Follow' link next to each account you're interested in.

Your First Retweet

Scan down the stream of Tweets appearing in your Timeline and **find one that's likely to be of interest and relevance to your customers**. Hover over the Tweet and beneath it you'll see links to 'Favorite', 'Retweet', and 'Reply'. Click the 'Retweet' link and then the 'Retweet' button in the box that appears. Anyone Following your account will then see the original Tweet in their Timeline with a note that it was Retweeted by you.

Tip! Retweet generously and often. It helps to establish your account as one worth Following and the accounts whose Tweets you share will be more inclined to return the favour.

Your Followers

Click on the 'Profile' button in the top menu. You'll see a count of your Tweets so far (including Retweets), the accounts you're Following, and your own Followers.

Your Followers are the primary audience for all your updates. They're also your link to the much broader audience of your Followers' Followers and so on.

By now, some of the accounts you've started Following are probably also now Followers. The more you use Twitter, the more Followers you'll attract.

Tip! Keep a close eye on who's Following you, and Follow back everyone that looks genuine.

Your first Reply

Monitor the Tweets appearing in your Timeline and **look for one that you can usefully reply to**. Hover over the Tweet and click the 'Reply' link. The @Username of the account you're replying to will appear in the 'What's happening?' box at the top of the screen. Type your reply after it and click the 'Tweet' button when you're done.

Your message will appear in the @Username list of the account you replied to. If they reply back, their message will appear in both your Timeline and your @Username.

Important! Using Reply is the most direct and effective way of engaging people. Remember the messages are publicly visible. Don't forget it's a real-time conversation, so keep it **concise and informal**.



Facebook

Admin Profile

If you're an owner-manager and already have a personal Profile on Facebook, skip ahead to 'Create a Page'.

Before you can **set up a business Facebook Page**, you first need to decide which personal Facebook Profile will act as Admin.

If you're an owner-manager, create an account in your own name. Otherwise, it's a good idea to create a new account with a made-up name (not your business name) just for this purpose. That way the business will always have control of its presence on Facebook independently of individual staff. Go to www.facebook.com and follow the 'Sign Up' instructions on the home page.

Create a Page

Go to www.facebook.com/pages/create.php

Select one of the six options that best suits your organisation and the purpose of the Page. If you're not sure, choose '**Company, organisation or institution**'. You'll be able to change it later if you need to.

Select the **most appropriate category** from the drop-down list.

Enter the name of your business (or brand/product) **as you'd like it to appear** on your Page. For example, if your full company name is 'The International Widget Engineering Company Ltd', but your customers know you by the shorter trading name 'Widget Engineering', then use the shorter version.

Tick the box to confirm you agree to Facebook Pages terms (you may want to read them first of course) and then click the '**Get Started**' button.

Set your Profile picture

The Profile picture will be prominent on your new Page and a square thumbnail version will appear next to everything your Page posts. Unless there's a really good reason to do otherwise, **the picture should be the logo you use consistently throughout all your other marketing**.

Follow the on-screen instructions to add an image from your computer or website and then click the 'Continue' button when done.

Skip a Step

The next screen gives the option to invite friends, import contacts, share the new page on your Wall, and Like the new page. You're not ready to do any of these things yet, so just click the 'Skip' link.

Basic Info

Enter the URL of your website (including <http://>) and **add a short description** (up to 255 characters). This will appear beneath the logo on your Page. You'll be able to change it later if you need to. Make sure you **repeat your website URL in the 'About' box**.

Click the 'Continue' button when done.

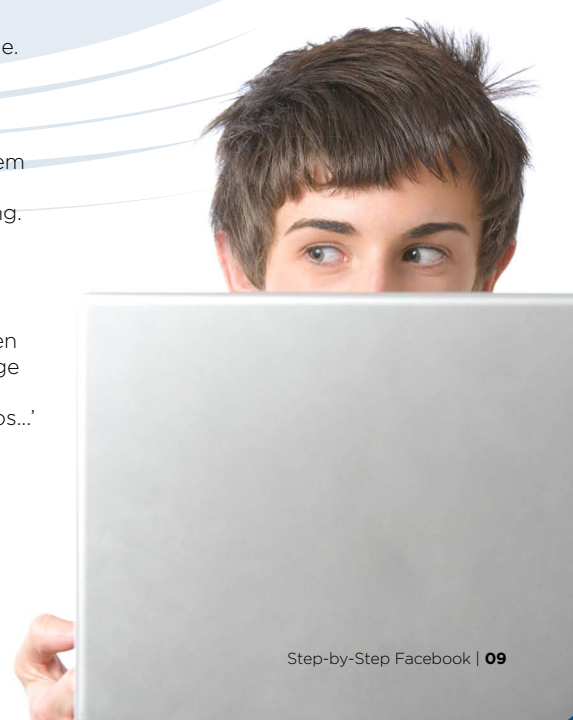
Don't 'Get Started'

The next screen is titled 'Get Started' and gives you five options. Ignore them all for now. Once your Page is up and running this screen will stop appearing.

Instead, click the 'Edit Page' button towards the top right-hand corner.

Most of the options on the next screen are OK by default, but change the 'Age Restrictions' if appropriate and make sure the 'Users can add tags to photos...' box is ticked.

Click 'Save Changes' when done.



Basic Information

From the top-left menu, click 'Basic Information'. This is a more complete view of what you began earlier.

Don't worry about 'Community Page', but fill-in as many of the other fields as are relevant. **Make sure you complete the 'Email' and 'Phone' fields** with details of how people can reach your customer service team.

Click 'Save Changes' when done.

Notes for later

Once your Page has been 'Liked' by at least 25 people, **you'll be able to set a Facebook Username for it.** This is a shorter page URL that's more appropriate to promote offline. For example: facebook.com/WidgetsEngineering

After you've created accounts on Twitter, LinkedIn, YouTube and/or other social networks, **return to the 'Basic Information' screen and add the URLs for those accounts** in the 'Website' box. Just separate each URL with a space.

Adjust Thumbnail Image

From the top-left menu, click 'Profile Picture'. The image you added in earlier will be displayed.

Click the 'Edit Thumbnail' link and follow the instructions to **optimise how your logo appears** in its thumbnail format.

Click 'Save' when you're happy with it and then click the 'View Page' button towards the top right-hand corner of the screen.

Add Photos

From the left-hand menu beneath your logo, click the 'Photos' link and then click the 'Upload Photos' button.

Follow the on-screen instructions and **upload a minimum of five images.** They might be product shots or photos from events. Use whatever suits your business. When prompted, click the 'Publish' button so that the images appear in a row at the top of your Page.

Tidy Up

From the left-hand menu beneath your logo, click the 'Wall' link.

This is the screen you'll normally see when you (as an Admin) view your Page. It's where you'll post links and other content, and where you'll interact with your customers.

To begin with it lists some of the things you've just been doing during the Page creation process under a heading of 'Recent Activity'.

Hover your mouse over an item of activity and you'll see a cross appear on the right. Click the cross to delete each post in turn.

Your Page's Wall is now empty and ready for use.

Seeding Part 1

Post Some Content

You need to make a plan about what sort of things you're going to post on your Page and how often. Just to get the ball rolling, **post a link to your website and perhaps a link to a forthcoming live event your business is attending.** Here's how to do it:

Near the top of your Page's Wall, there are five 'Share' options (Status, Photo, Link, Video & Question). Click the 'Link' option and paste the URL of the website you're promoting into the box. Click 'Attach'.

You'll then see a preview of your post. Add a short comment in the 'Say something about this link...' box and then click 'Post' when you're done.

Seeding Part 2

Get Some 'Likes'

Now you're ready to start growing your Facebook audience.

You're still logged-in as the Admin user. At the top of the Page, click the 'Like' button. If your Admin user is just a made-up identity logout and then log back in using your personal account so that you can 'Like' the Page too.

Ask all your staff who use Facebook to 'Like' the Page (email everyone a link) and ask friends and willing business contacts to do the same. You'll soon have enough 'Likes' for the Page not to look too brand new.

Remember! As soon as you have 25 'Likes', go back to 'Basic Information' and configure your Facebook Username.





Statistics Sources

- *1 Cog Research (2010) for FaceTime (www.facetime.org.uk/files/facetime_power_point_slide.pdf)
- *2 Social Media Around The World (October 2011) - Prof. Steven Van Belleghem - InSites Consulting (www.slideshare.net/stevenvanbelleghem/social-media-around-the-world-2011)
- *3 Facebook Official Statistics - November 2011 (www.facebook.com/press/info.php?statistics)
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- *5 LinkedIn Official Statistics - November 2011 (www.press.linkedin.com/about)
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