



Mashable

Top 10 Tips for Social Media Engagement

Adam Hirsch for Cornell Network
October 20th, 2010
<http://slidesha.re/top10sm>

#CENCornell



Agenda

- Brief introduction to Mashable
- Blogging 101
- Branding
- Finding Your Audience
- Distribution
- Social Media Hour
- Stats
- Growth
- ROI
- Suggested Tools and Website
- Engagement: Practice and Test

About @AdamHirsch

- Cornell Ag '04: General Studies
- After College: Cooking → Real Estate →
- Joined **Mashable** in October of 2007
 - Events and community programs
 - Advertising
 - Strategy and Marketing
 - Operations

Reminder: I'll be taking questions at the end. Any questions on Twitter please direct to me: @AdamHirsch and use the hashtag #cencornell

Mashable by the Years

- **2005** = Consultant Writing a Blog
- **2006** = Social Networking News
 - YouTube
 - Facebook
 - MySpace
 - Bebo
 - Startups
- **2007** = Resources and Lists and News Team
- **2008** = Growth of Teams & Events
 - The Rise of Social Media and Twitter
- **2009** = Re-branded as “**The Social Media Guide**”
- **2010** = “The Larger Picture” and 3 – 5x growth

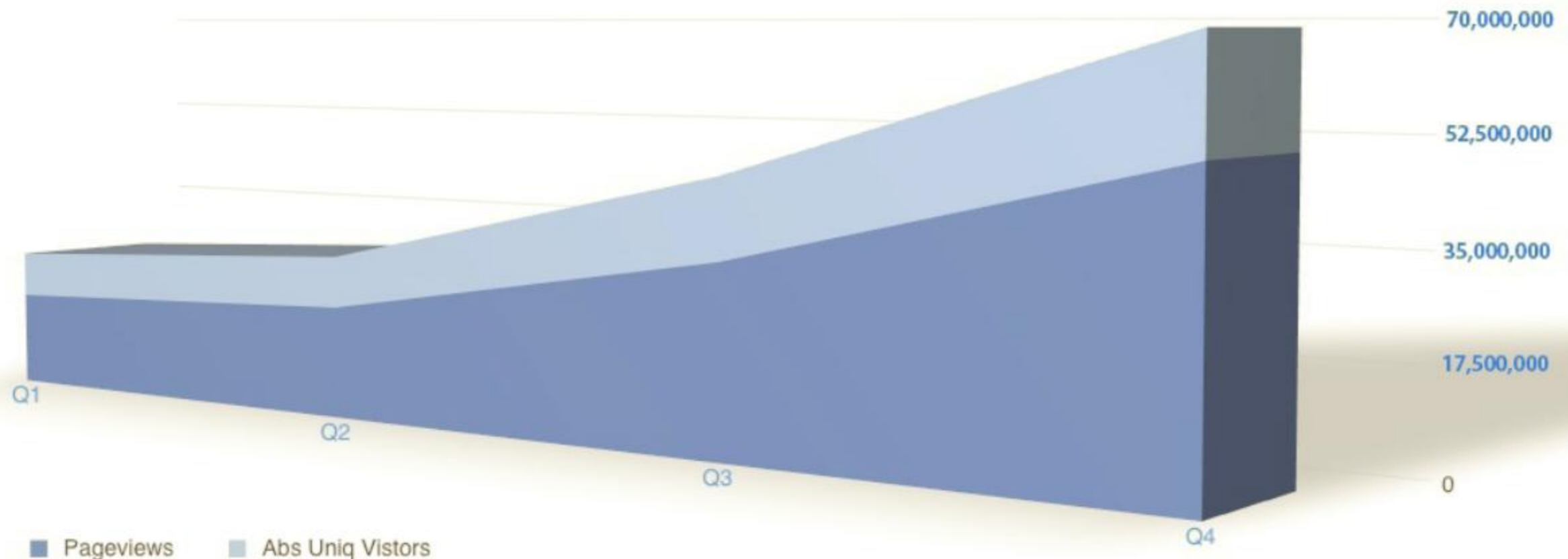
Mashable at a Glance

- ▶ **31,000,000+** Monthly Pageviews*
- ▶ **9,300,000+** Absolute Unique Visitors*

- ▶ **Compete Rank 443**
- ▶ **Alexa Traffic Rank 271**
- ▶ **Alexa Traffic US Rank 132**

*Google Analytics August 2010

TOTAL GROWTH IN 2009



Mashable's Content Scope



Adam Ostrow
Editor-in-Chief

“As opposed to simply covering every new tool, we want to give people inspiration about how they can use the major platforms (Twitter, Facebook, YouTube, MySpace, etc.) in their lives and their business.”

OUR CORE CHANNELS



Social Media The compendium of news for social media experts and enthusiasts

Business The latest news and apps from companies using social media for customer service, promotion and marketing

Entertainment How social media is changing the face of popular culture

Tech Latest developments in emerging digital platforms that harness social media

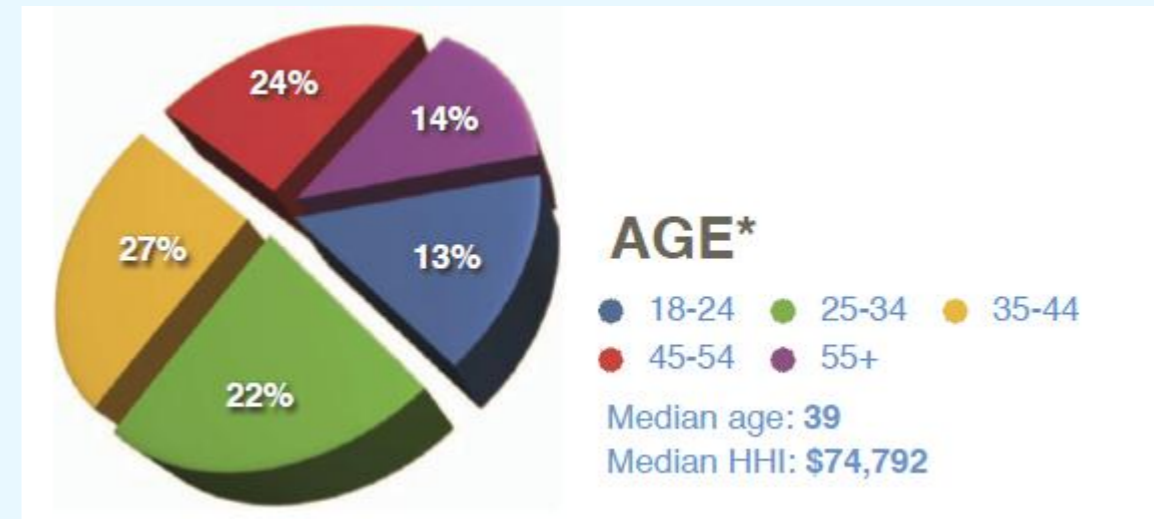
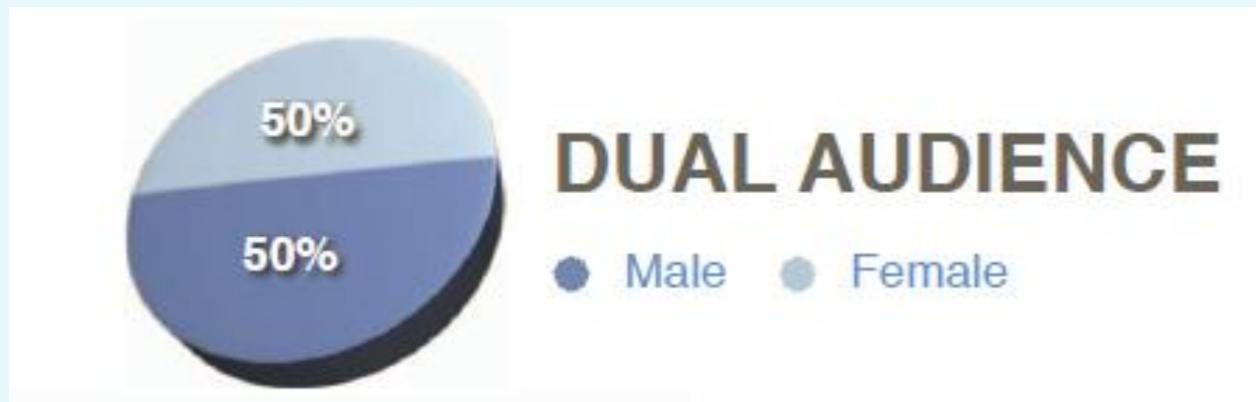
Web Video Viral sensations, live action and the latest social media tools for your own lifestream

Dev & Design Tips and tools for using social media in creative technology

Apple Coverage of the Apple ecosystem, including Mac, iPhone, iTunes, iPad and third-party apps

Mobile A go-to source for the evolving role of the “third screen” in social media usage

Mashable's Audience



KEY FACTS AND FIGURES **

- ✓ **95.1% of audience is 21+**
 - ✓ **3 million+ followers on social media platforms**
 - ✓ **3.8 million+ are 'Engaged/Influencers' for Technology category***
 - ✓ **3.7 million+ are 'Engaged/Influencers' for Consumer Electronics and Business categories***
- (*ShareThis Analytics)

Mashable Outside of Mashable

The logo for TIME magazine, featuring the word "TIME" in a large, red, serif font.

“ Top 25 Blogs of 2009 ”

The logo for FAST COMPANY, featuring the words "FAST COMPANY" in a white, sans-serif font on a black rectangular background.

“ The Bigs of the Blogs ”



3 Webby Awards - 2010
Best Business (Webby)
& Best Culture Blog
(Webby & People's Voice)



“ Our 100 Favorite Blogs ”

The logo for Forbes.com, featuring the word "Forbes" in a white, serif font on a blue rectangular background, with ".com" in a smaller white font below.

“ Top 25 Web Celebrity 2009 & 2010 ”
Pete Cashmore

GLOBAL SYNDICATION PARTNERSHIPS

The logo for YAHOO!, featuring the word "YAHOO!" in a purple, sans-serif font.

Mashable by #'s



250,000+
Facebook Fans



2,060,000+
Twitter Followers



45,000+
Digg Followers



22,000+
Foursquare Followers



500,000+
RSS Subscribers



80,000+
Newsletter Subscribers



26,000+
Google Buzz Followers



3,000+
Weekly Comments

SOCIAL MEDIA AUDIENCE DATA

- ✓ **125,000+ Retweets per Week** (Average - Retweet & Tweetmeme)
- ✓ **50 or More Facebook Shares per Post** (Average - Facebook)
- ✓ **34,000+ “Facebook Likes & Shares” Per Week** (Facebook Insights)
- ✓ **100+ Front Page Digg Articles Per Month** (Digg)
- ✓ **1,400+ Mashable meetups worldwide** (Meetups)

How did we get there?

- **Evolving**
 - Adapting every year
 - “6 months in startup time is a LONG time”
- **Growing**
 - Bootstrapped = team grew as Mashable grew
 - Identifying key hires
- **Distribution**
 - Twitter, Facebook, etc.
- **Engagement**

So what is “Blogging 101”?

- My Term = About the Ethical and Promotional “presence”
- Old Term = “How to Promote Your Blog”
- Encompasses
 - Branding + Engagement + Finding Your Audience + **Ethics**
 - **This is Marketing and Promotion**
- **“Blogging 101” is the basis for all online engagement**

Fundamentals of “Blogging 101”

Define Who you Are

- **Company** or **Person** or **Person representing a Company**
- Friendly or Business-minded or Funny or Educational or ...

The 3 Simple Rules of Blogging 101:

1. BE YOURSELF
2. DON'T BE SPAMMY
3. Engage

Is this the balance? Probably not...



Brian Plante ★ 5 hours ago

Unfortunately, in America I think most people would take advantage to consume more alcohol and then hit the road knowing their car will drive itself. Although, I do like the safety advantages and I see many potential lawsuits if something does go wrong.

<http://www.BriansBrainStorm.com>

Etiquette

“10 Commandments of Twitter Etiquette”

From Vadim Lavrusik (Community Manager at Mashable)'s post:


1. Thou Shalt Give Credit: RT, via, hashtag
2. Thou Shalt Not Self Promote Excessively
3. Thou Shalt Link Appropriately
4. Thou Shalt Respond to Your Followers
5. Thou Shalt be Considerate of Replying vs. DMing
6. Thou Shalt Make Clear Voice vs. Headline
7. Thou Shalt Follow Those Who Add Value
8. Thou Shalt Not Pitch Inappropriately
9. #Thou #Shalt #Not #Hashtag #Every #Word
10. Thou Shalt Not Retweet Themselves

“Blogging 101”


- ✓ There is no “Right or Wrong” if you’re trying
- ✓ **Testing is Key**


Showing 15 of 165 comments

Sort by Subscribe by email Subscribe by RSS

 **Coty Alexander Rothery** 1 day ago

Nice to know Google will also have control over whether I live or die now. Awesome.


 Thomas and 54 more liked this

 **Inverse137** 1 day ago in reply to Coty Alexander Rothery

Nice to know cynicism is alive and well.

Tell me, does your OCD prevent you from any change in life whatsoever?


You should really see a doctor and get some zoloft or something.

 Chris Norström and 11 more liked this

 **Coty Alexander Rothery** 1 day ago in reply to Inverse137

I never said I was against it... maybe you need glasses?

3 people liked this.

 **Andy Johnson** 1 day ago in reply to Coty Alexander Rothery

I like where you're coming from Coty... Inverse sounds a lot like one of the sheeple.

 Coty Alexander Rothery and 4 more liked this



Branding

Rule #1: Be Yourself

- ✓ Are you there?
- ✓ What's the first impression?
- ✓ What's your brand?

Rule #2: Don't be "Spammy"

- ✓ Are you engaging?
- ✓ Are you an expert?
- ✓ Are you being engaged?

Branding: Are you there?

Rule #1: Be Yourself

✓ Are you there?

Tools:

Namechk.com, Knowem.com

Tips:

- Google Yourself
- Google Alerts
- Twitter = Make sure to link out properly!
- Facebook = Link to your companies and profiles!
- LinkedIn = Link to your companies and profiles!
- Your Website = Link out accordingly. Give priorities!

Branding: Are you there?



Show All (152) Sort by Rank

Check to see if your desired *username* or *vanity url* is still available at dozens of popular Social Networking and Social Bookmarking websites. Promote your brand consistently by registering a username that is still available on the majority of the most popular sites. Find the best username with **namechk**.

 Badoo available ✓	 Etsy available ✓	 Kongregate available ✓	 Slashdot available ✓
 BallType available ✓	 Facebook taken ✗	 last.fm available ✓	 Slide available ✓
 bebo available ✓	 Fanpop available ✓	 LinkedIn taken ✗	 SoundCloud available ✓
 behance.net available ✓	 Flickr taken ✗	 LiveJournal available ✓	 Squidoo available ✓
 blip.tv available ✓	 Flixster available ✓	 Livevideo available ✓	 StumbleUpon taken ✗
 Blogger taken ✗	 Fotolog available ✓	 Mahalo available ✓	 Technorati available ✓
 Buzznet available ✓	 foursquare taken ✗	 Multiply available ✓	 Tribe available ✓
 cafemom available ✓	 FriendFeed taken ✗	 myLot available ✓	 tumblr taken ✗
 ColourLovers taken ✗	 funnyordie available ✓	 MySpace available ✓	 twitter taken ✗
 Current taken ✗	 Gather available ✓	 Netlog available ✓	 UStream available ✓
 DailyMotion available ✓	 Good Reads available ✓	 newsvine taken ✗	 Viddler available ✓
 delicious available ✓	 Google indefinite ?	 ning available ✓	 Vimeo available ✓
 deviantART available ✓	 hi5 available ✓	 photobucket available ✓	 Vox taken ✗
 Digg available ✓	 Hulu available ✓	 plaxo available ✓	 wikipedia available ✓
 Disqus taken ✗	 iLike available ✓	 Plurk taken ✗	 Wordpress taken ✗
 eBay taken ✗	 ImageShack available ✓	 Posterous taken ✗	 Xanga available ✓
 eHow available ✓	 Instructables available ✓	 reddit taken ✗	 XFire taken ✗
 epinions available ✓	 Kaboodle available ✓	 ResumeBucket available ✓	 YouTube taken ✗

Branding: Are you engaging?

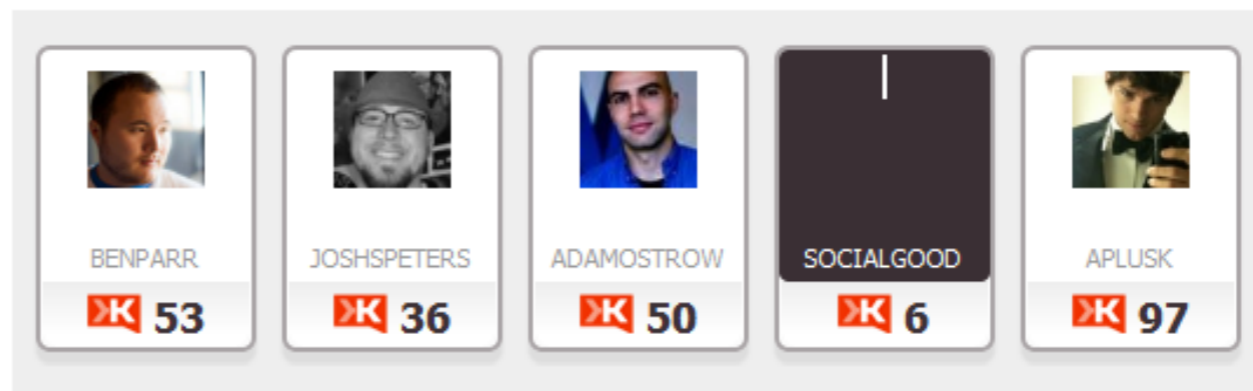
Rule #2: Don't be "Spammy"

✓ Are your engaging?

Scores: Klout, PostRank, Trendrr, Twitter Grader
Robust (Paid): Radian6, Awareness, BitlyPro

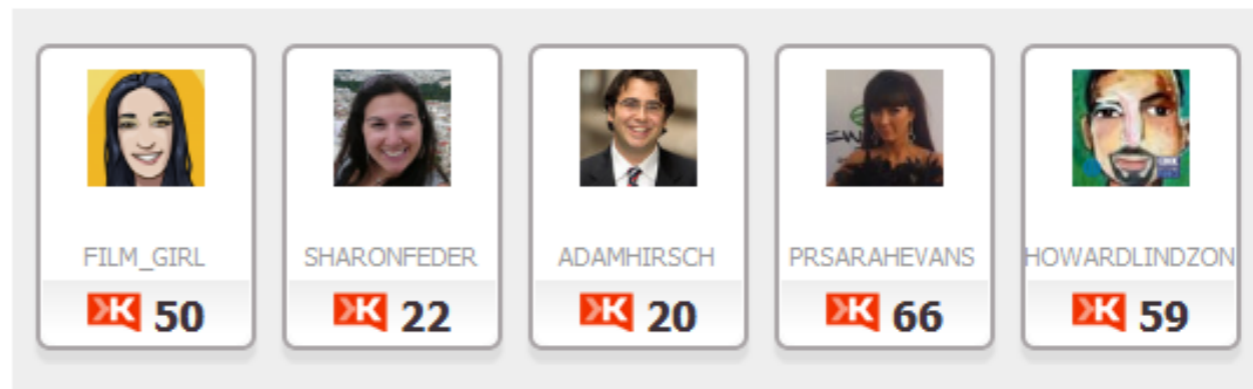
Influenced By

 Tweet  Share



Influencer Of

 Tweet  Share



Branding: Are you engaging?



Pete Cashmore

Breaking social media, tech and digital news and analysis from Mashable.com, the top resource and guide for all things web. Updates from @mashable staff.
NYC / SF

Follow

Klout Score

Measurement of your overall online influence [Learn more](#)

Score Summary



99 { **1M** - **100** - **96** }

klout score true reach amplification network

Achievements



Finding Your Audience

Your brand aligns with an audience

- Which audience?
- How big is the audience?
- Where do you find “audience”?
- Who is your “audience”?

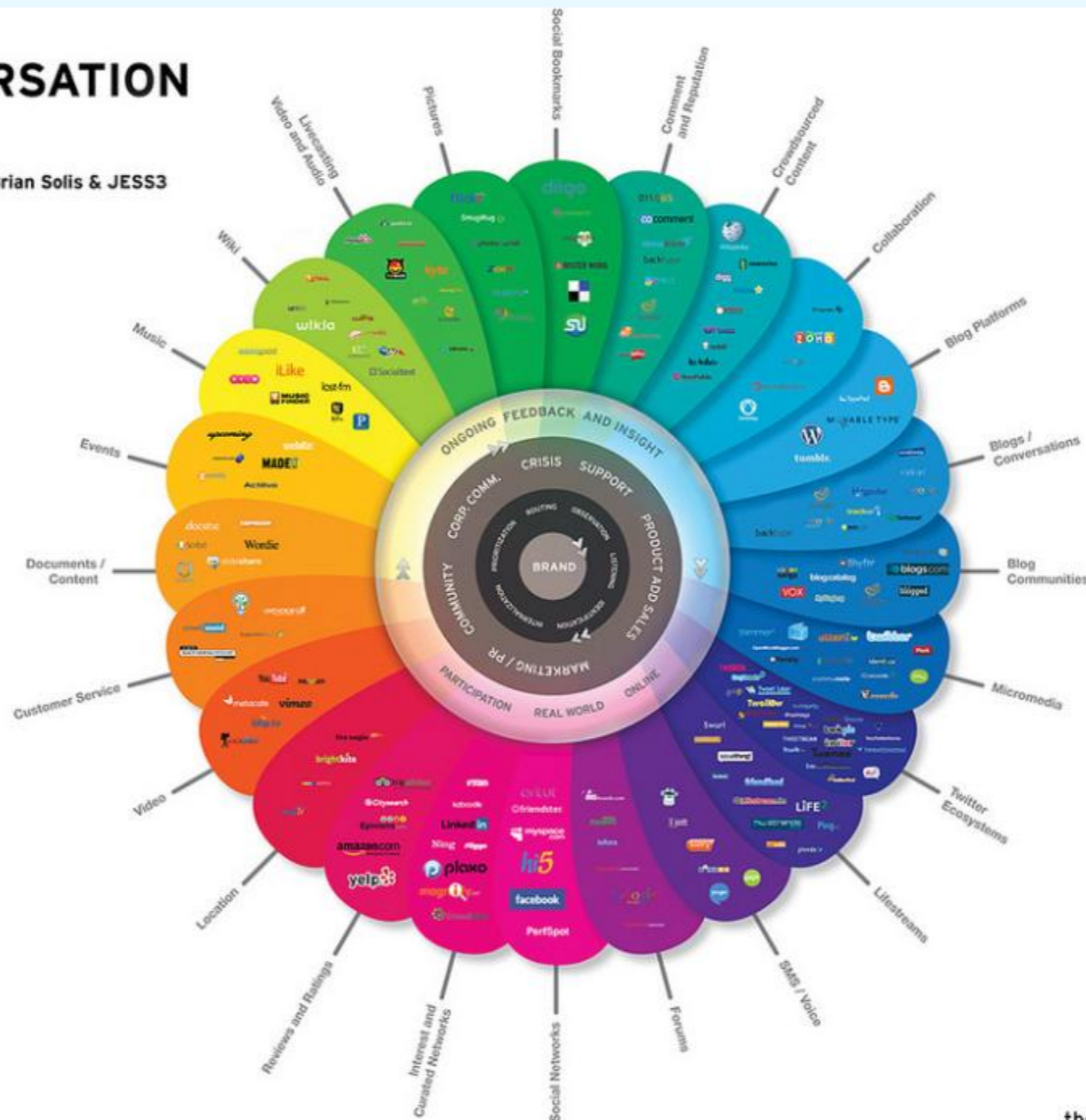
Quick Tools to find like-minded audiences:

- Google Search
- Google Alerts
- Twitter Search ([Search.Twitter.com](https://search.twitter.com))
- Twitter Lists Directories (<http://mashable.com/twitterlists/>)
- Facebook Search (for Groups and Pages)

Audiences = Communities

THE CONVERSATION PRISM

Brought to you by Brian Solis & JESS3



Distribution

You Have a Brand → You Have Something to Say → You have found a potential audience → How do I gain and grow an audience?

“Blogging 101” + Branding + Engagement = Distribution Growth

Tips for Facebook, Twitter, LinkedIn, YouTube, etc:

- ✓ Follow some people... send a few of them personal messages
- ✓ Thank people (DM or FB Mail) for them following you
- ✓ Follow people back
- ✓ Be an expert
- ✓ Be engaging



250,000+
Facebook Fans



2,060,000+
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Digg Followers



22,000+
Foursquare Followers



500,000+
RSS Subscribers



80,000+
Newsletter Subscribers



26,000+
Google Buzz Followers

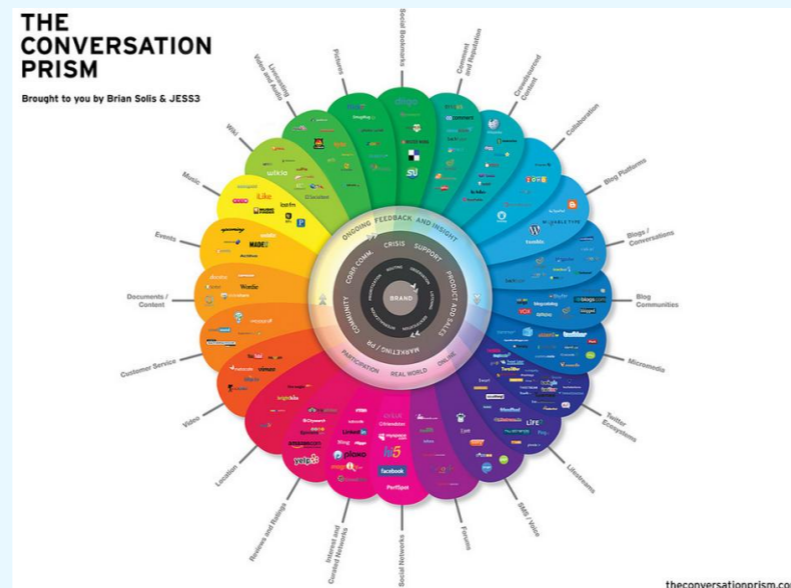


3,000+
Weekly Comments

“Social Media Hour”

= Promotion = The Power of an Army in 1 hour per day

One Team
One Hour
Multiple Sites
Multiple Personalities
Multiple Methods



Reminder: Any questions on Twitter please direct to me: @AdamHirsch and use the hashtag #cencornell

Quick Refresh

“Blogging 101” → Personality and Branding → Branding and Rules of Engagement → Finding your audience → Growing your audience →

Coming Up Next:

- ✓ Stats
- ✓ Growth
- ✓ ROI
- ✓ Suggested Tools and Website
- ✓ Engagement: Practice and Test

Statistics and Analytics

Website:

Google Analytics

Woopra

Social Media Sphere:

Ubersvu

HootSuite

CoTweet

Bitly

Listening:

Scoutlabs

Radian6

Peoplebrowsr

Subscriber Counts:

Mostly Manual ☹️

The Finished Product:

Monitoring vs Stats vs

Social Stats vs. Excel

Spreadsheet

Growth vs ROI

Growth will lead to ROI, if you have an I to make
I will lead to Growth which will lead to ROI

Growth is based on goals →

- How many?
- How long?

Investment in Growth:

- ✓ Time
- ✓ Knowledge
- ✓ Skills
- ✓ Tools
- ✓ Marketing

ROI

Investment in Growth:

- ✓ Time
- ✓ Knowledge
- ✓ Skills
- ✓ Tools
- ✓ Marketing

How much is a fan worth?

“The Average Value of a (Facebook) Fan is **\$136.38**”

– [Syncapse Report \(June 2010\)](#)

ROI = (Value of Growth) - Investment

Suggested Tools and Websites

➤ **Monitoring**

- Chatter
- Search
- Alerts

➤ **Social Network/Social Media Profile Updates**

- Management
- Engagement
- Share

➤ **Engagement Measurement**

Tools: Monitoring

Search/Alerts:

- [Topsy](#): A Search Engine Powered by Tweets
- [Socialmention](#): Real-time social media search and analysis
- **Google Alerts**
- **Search.Twitter.com**

Chatter:

- **Google Alerts**
- **Google Search**
- [Trendrr](#)
- [Scout Labs](#)

Tools: Updates and Management

➤ [Hootsuite](#)

➤ [TweetDeck](#)



































➤ [SocialTALK](#)

➤ [Seesmic](#)

➤ [Ping.fm](#)

P > Supported Social Networks

Here is our mega list of supported social networks. We're always adding new ones too, so this list just keeps on growing! Don't see a network you're on? [Let us know!](#)

 Twitter	Get started!	 Bebo	Get started!
 Facebook	Get started!	 WordPress.com	Get started!
 Facebook Pages	Get started!	 Custom URL	Get started!
 Google Buzz	Get started!	 Delicious	Get started!
 MySpace	Get started!	 Koonk	Get started!
 Ning	Get started!	 YouAre	Get started!
 GTalk Status	Get started!	 Multiply	Get started!
 AIM Status	Get started!	 Yammer	Get started!
 LinkedIn	Get started!	 Flickr	Get started!
 Tumblr	Get started!	 StatusNet	Get started!
 Identi.ca	Get started!	 TypePad	Get started!
 Brightkite	Get started!	 StreetMavens	Get started!
 FriendFeed	Get started!	 myYearbook	Get started!
 Plurk	Get started!	 Posterous	Get started!
 Jaiku	Get started!	 Photobucket	Get started!
 Blogger	Get started!	 Yahoo Profiles	Get started!
 Plaxo Pulse	Get started!	 Tagged	Get started!

Tools: Measurement

Score:

- [Klout](#) (now Supports Facebook)
- [Twitter Grader](#)
- [Twitter Counter](#)

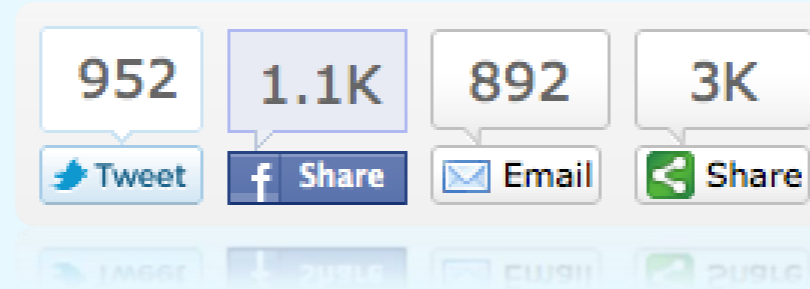
“Complete” Measurement Tools:

- [Radian6](#)
- [Vitrue](#)
- [SocialTALK](#)
- [HootSuite](#)
- [Involver](#)
- [Bit.ly Pro](#)

Tools: Shares and Likes

Multi-Share:

- [ShareThis](#)
- [AddThis](#)



Third Party Buttons and Boxes:

- [Facebook Like Box](#)
- [Facebook Like Button](#)
- [Twitter “Tweet Button”](#)
- [Follow \(Twitter\) Widget](#)



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Tips from Mashable

“Be human. Don't try to "sell" your social following. People appreciate authenticity and can innately identify hidden intentions.”

- *Erica Swallow, Assistant Editor*

“A bad pic can kill a great blog post. Take the time to learn the basics of photo composition. Your readers will appreciate it.”

- *Jay Irani, Multimedia Producer*

“Create a distributed social presence, but also a quality one. How? Spend time building a community by actively and authentically engaging it.”

- *Vadim Lavrusik, Community Manager*

“Be real. The web is full of insincerity, self-promotion and alienation. It means a lot when you can connect with people on a human level.”

- *Evan Wexler, Multimedia Producer*

“Stay fun. If you can be a resource AND a source of entertainment at the same time, you can't lose. Also, share bunny pics.”

- *Matt Silverman, Associate Features Editor*

Resources from Mashable

The **twitter** Guide Book

The **facebook** Guide Book



About 5 days ago [Jennifer Van Grove](#) 14

How 7 Startups Are Building Their Online Communities



429



Share

324

47

Digg ↑



email



share



About 1 month ago [Vadim Lavrusik](#) 34

10 Tips For Aspiring Community Managers



2,515



Share

532

14

Digg ↑



email



share

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Resources from Mashable

[10 Emerging Social Platforms and How Businesses Can Use Them](#) – Specific social platforms and case studies of how brands (mostly large ones) are using them.

[15 Excellent Corporate Blogs to Learn From](#) - Lots of brands have blogs, but most of them aren't done in the right way. Here are some excellent blogs for engaging customers and creating a voice of authority in your area of expertise.

[How 12 CEOs & Founders are Leveraging Web Video](#) - Video is a growing area and a lot of companies have benefited from having a video presence on YouTube, their blog, website and other places around the web. Putting your head honcho in front of the camera isn't the best idea for every company, but here are 12 that are doing a great job.

[HOW TO: Use Social Media for Lead Generation](#) - Fun stats:

- 1.) 35% of Penn Olson's (a marketing agency) site traffic is from social media.
- 2.) 8th Continent Soy Milk distributes coupons via social media. They've seen a 39% redemption rate, versus the 0.7% redemption of hard copy coupons.

[5 Small Business Social Media Success Stories](#) - Fun stats: A [recent study](#) conducted by the University of Maryland's Smith School of Business showed that nearly one in five small business owners are integrating social media into their business processes, and that technology adoption rates in the U.S. among small businesses have doubled in the past year from 12% to 24%.

If you missed something...

Full presentation can be found on SlideShare:
<http://slidesha.re/top10sm>



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Engage, Test and Practice

1. Research
2. Define Your Brand
3. Find Your Audience
4. Engage
5. Collect Stats →

1. Research
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Engage: Q & A

Will respond to: @AdamHirsch that use the hashtag #cencornell

- *Hint, follow me so I can DM (Direct Message) you if needed*

Or via the Q&A Chat Room

Feel free to Contact Me:



AdamH@mashable.com

[@adamhirsch](#)

[Linkedin.com/in/adamahirsch](https://www.linkedin.com/in/adamahirsch)

Mashable

<http://mashable.com>

[@mashable](#)

[Facebook.com/Mashable](https://www.facebook.com/Mashable)