





# Missing Strategies

New research finds that 72% of businesses that use social media do not have a clear set of goals or a clear strategy for their social media platforms.

This lack of direction is happening despite the fact that 60% of Americans use some sort of social media, according to the Pew Research Center.

*Article:*  
<http://mashable.com/2012/11/14/social-media-denial/>



# Why you're using Social Media

Understand WHY you are using social media in the first place.

Is it to sell a product? Influence behaviors? Introduce a new concept, like composting?

Influence local residents to recycle, making it a habit, and feel that it's part of the makeup of the community. (Basically, using social media to cause behavior change.)



# Behavior Change PSAs

Campaigns seeking adoption of a new behavior were twice as effective as campaigns positioning for the cessation of current habits

PSAs are a lot better at getting people to add something new to their routine than taking something out (like quitting smoking).

Article: <http://www.triplepundit.com/2012/12/psa-cause-behavior-change/>



# Who's Your #1

Who's your target audience?

When you post something who is it benefiting?

Who are you talking to?

"The most effective use of social media is to allow fans of our products to spread the word on their networks (better word of mouth) create new fans and help them spread the word."



# Pick Your Places

Go where your customers already are. Ask what they're using most.

Pick one to three places you want to be involved in.

Use sites where you can be strongest. For example, good photos skills can shine on Instagram. Videos are good for YouTube, Vine, Vimeo, and Tout.



# SOCIAL MEowDIA EXPLAINED



I LIKE MY CAT



I'M PLAYING WITH MY CAT



WATCH THIS VIDEO OF MY CAT



I'M VERY SKILLED AT TRAINING CATS



HERE'S A HIPSTER PICTURE OF MY CAT



HERE IS HOW TO TRAIN YOUR CAT TO DANCE



I FREAKIN' HATE THIS CAT FOOD



I WORK FOR GOOGLE AND I HAVE A CAT



I AM LISTENING TO THE SONG "SOFT KITTY"



THIS IS WHERE I GOT MY CAT HOODIE



# Focus on Content

What will you write, share, create?

Information that is useful, shareable, helpful. Lifestyle tips, facts, photos, behind-the-scenes action shots, locations, customers participating, funny, light-hearted, how-to / DIY...

Content before promotion. Don't promote a store so much that you forget to fill the shelves with content (or your products).



# Be Honest

Be honest, genuine.

It'll help you stand out.

Be yourself, authentic.

No hype, no promises, no bravado.

Credit your sources (of photos, facts and figures, crafts, etc.)

Celebrate others in your company or community.



# Share what you're all about

Be clear about what you're all about.

Clarity is a great way to differentiate yourself from the masses.

Can you summarize your approach to social media in thirty words or less?

*Books: 'Start' by John Acuff*

*'Social Media Frenzy' by J. Steve Miller*



# Recognize the power of context

Takes an idea and places it in the exact moment you need it.

It's like what you would put by the register at the store.

Where will you share your content?

Where are people looking for your content?

Are they in a season of life in which your content would help them?



# Start Slow and Small

Production – keeping it going is hard.

Don't start with huge, ambitious goals.  
Start small.

Commit to one post per day, or two  
per week.

It's better to add content than to  
remove it.

Post once a day to increase “likes” in  
Facebook. The more you post, the  
more your fans' engagement drops  
off. (*Vocus.com*)



# Social Media Isn't a Silver Bullet

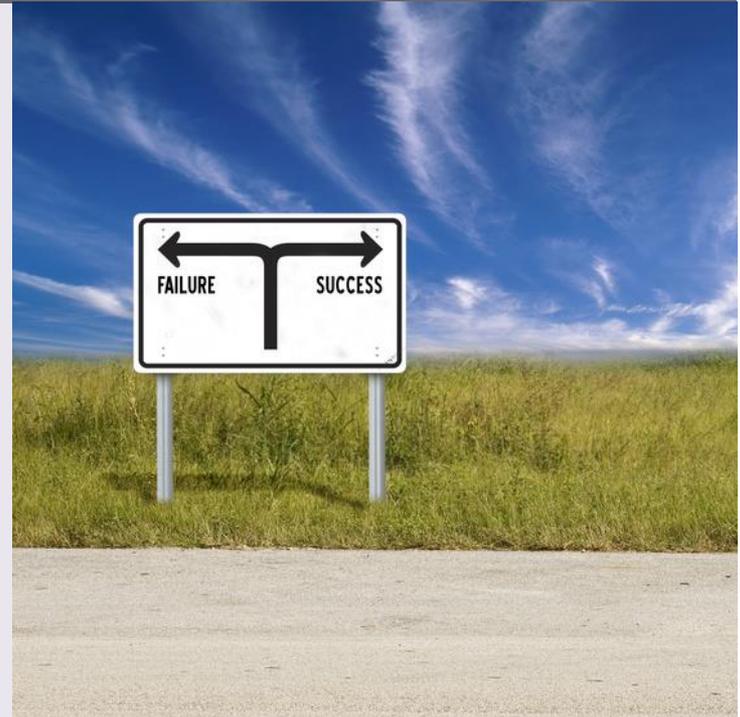
Reputation, builds over time.

It takes time. It takes work. And a commitment to consistency.

Don't reinvent the wheel, follow what others have done.

Social Media selling is still much lower than selling thru a website or e-mail newsletter.

Focus on networking with the community, behavior change.



# Strategy Review

- ▣ Why Are You Using It
- ▣ Who's Your #1
- ▣ Pick Your Places
- ▣ Focus on Content
- ▣ Be Honest
- ▣ Share What You're All About
- ▣ Recognize The Power of Context
- ▣ Start Slow and Small
- ▣ It's Not a Silver Bullet

# Trends

- ▣ Mobile Friendly
- ▣ Visual Marketing

facebook

Email or Phone

Password

Log In

Keep me logged In

[Forgot your password?](#)

Recycling Ben is on Facebook.

To connect with Recycling Ben, sign up for Facebook today.

Sign Up

Log In



Recycling Ben

345 likes · 14 talking about this · 5 were here

Like



- Recycling & Waste Management
- 4189 Old Dixie Hwy. SE, Dalton, Georgia 30721
- (706) 278-5001
- Today 8:00 am - 4:30 pm

About



Photos



Email Signup



Events



Likes

...meanwhile in Dalton

Recycling Ben, mascot, is the face of the social media program  
<http://www.facebook.com/recyclingben>

# Most Popular

On Facebook, this is our most popular post. It's a DIY / How-To that involves gardening and recycling!

556 views, 8 shares, and 1 comment.

Did an article on this for the newspaper, then posted it online.

2<sup>nd</sup> most popular post – Recycling Ben making it to the 2<sup>nd</sup> round in Mascot Madness hosted by Waste & Recycling News. Photo of Ben with two staff members. (442 views)

## Timeline Photos

Back to Album · Recycling Ben's Photos · Recycling Ben's Page

Previous · Next



Like Comment

Tag Photo



**Recycling Ben**

Make 4 Garden Tools from 1 Milk Jug! Did you miss last Wednesday's Recycle & Reuse article in The Daily Citizen? Here's a link to the article online with instructions on how to make the items pictured. You'll get a shovel, seedling tray, plant markers, and a twine dispenser. There's also a tip on turning a jug with a lid into a watering can, and another for making a plant pot or planter.

<http://daltondailycitizen.com/lifestyles/x1724760217/Liz-Swofford-Four-garden-tools-from-one-milk-jug>  
Like · Comment · Share · Edit · July 29

Marilyn Jeffries Nail likes this.

Top Comments

8 shares

Write a comment...



**Recycling Ben** I agree! The shovel is perfect for loose soils like sand. And the twine dispenser can easily be a scooper. Then, when you're done playing you can recycle it!  
Like · Reply · July 29 at 11:44am



**Alice Jeffries Keel** Sounds good for beach tools you don't have to pack from home or for extras when the kids are fighting over the ones you did.  
Like · Reply · July 29 at 11:43am

Album: Timeline Photos  
Shared with: Public

Tag This Photo  
Edit Location  
Change Date

Open Photo Viewer  
Boost Post  
Download  
Make Profile Picture for Page  
Delete This Photo



# We're Online

- ▣ **Main Site:** [www.DWSWA.org](http://www.DWSWA.org)
- ▣ **Facebook:** <https://www.facebook.com/RecyclingBen>
- ▣ **Twitter:** <https://twitter.com/recyclingben>
- ▣ **YouTube:** <http://www.youtube.com/recyclingben>
- ▣ **Foursquare:** <https://foursquare.com/p/recycling-bens-recycling-guide/15183202/list/convenience-centers-in-whitfield-county>
- ▣ **Google Plus:**  
<https://plus.google.com/105328815777072253529>