



Telling Your Story through Social Media

best strategy wins.

1722 J Street, Suite 17 | Sacramento, CA 95811 | ph. 916.442.1394 | fax 916.442.1664

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Overwhelmed?

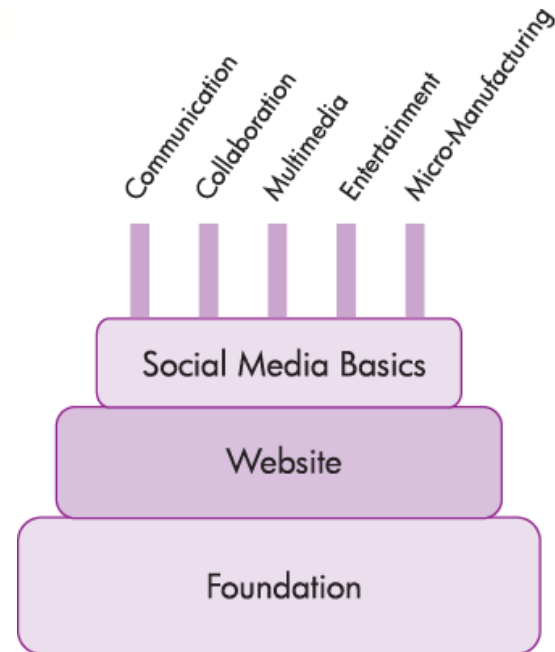


Training Objectives

- Establish why social media is important to your organizations' marketing efforts
- Take you from overwhelmed to informed
- Discuss why establishing goals and target demographics are key to measuring ROI
- Introduce the four generations and what social tools they are using
- Take an in-depth look at Facebook, Foursquare and Yelp
- Answer questions

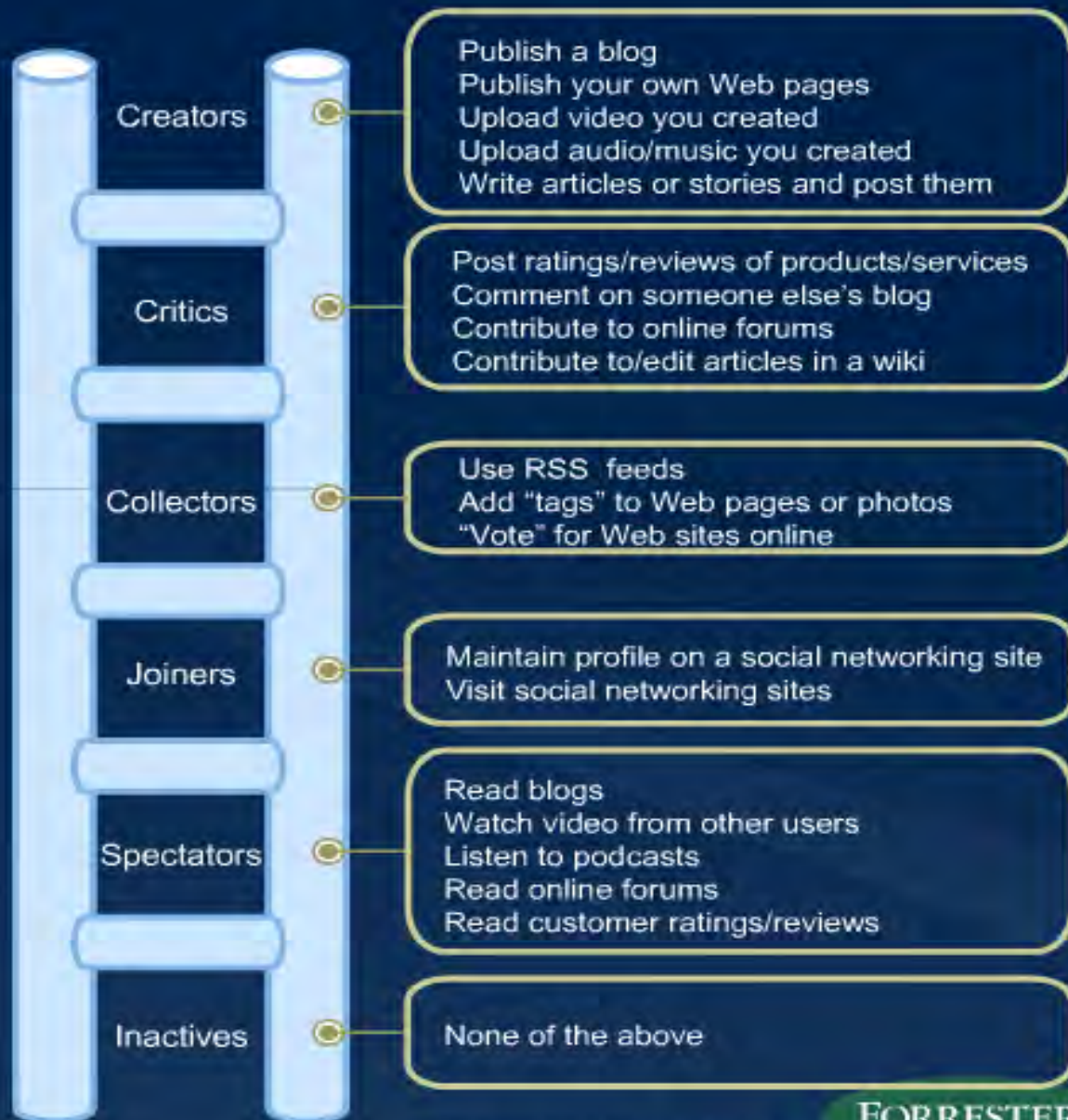
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Simplified...



best strategy wins.

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FORRESTER
Groups include people participating in at least one of the activities monthly.

Simplified...

Everyone is on different rungs of the ladder.

Where are you?

Where is your organization?

Where is your audience?

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What are your goals?

Communications Matrix

COMMUNICATIONS MATRIX		
Target audience <i>(different people you need to communicate with; could include: volunteers, repeat donors, first-time donors, general public, etc.)</i>	Messaging <i>(the consistent messages that needs to be communicated with your target audiences)</i>	Communication Tools <i>(what works best with each targeted audience based on demographic profile and how they best receive – and act on – information)</i>
Repeat Volunteers	<ul style="list-style-type: none"> Your volunteer efforts are appreciated Your volunteer efforts make a difference We have a specific need for ushers for our May 15th show. 	

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Generational Dynamics

How do we use social media to succeed in today's market with the additional challenge of generational complexities – the different demands, values and preferences of today's multi-generational stakeholders?

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WIIFM

What's in it for me?

No More Golden Rule

Try WIIFM

- Give your customers their “gets”
- Arm yourself with knowledge
- Apply that knowledge; generationally focus your marketing, advertising and branding efforts

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The Four Generations



The Four Generations

If you are...	Then you are a...
62 years old +	Civic / Silent Generation
43 years – 61 years old	Baby Boomer
31 years – 42 years old	Gen X'er
13 years – 30 years old	Echo Boomer / Gen Y / Millennial

The Four Generations

Facts

Industry is dominated by...
Boomers

Consumer base dominated by...
X' ers, Y' ers



The Four Generations

Your success...

Understanding the four generations and their
WIIFMs.

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Civics

Basics

- Ages 62 and over
- AKA Matures, Seniors, GIs, Greatest Generation, Builders
- 59 million



Characterized by...

- Dedication and Sacrifice
- Hard work
- Conformity
- Stability and Security
- Respect for Authority
- Delayed Gratification



Civics

What kind of social media experience will connect the best with Civics?

So what we know about Civics is...

- Hard work
- Respect for the rules
- Loyalty
- Dedication/sacrifice

So they want...

No hassle!

- Civics respect the rules and authority but they've been abiding by rules for a long, long time.
- A no hassle "I'll take care of it" experience will drive Civic loyalty.

The dream postponed

Be the purveyor of the ultimate payoff!

- Think about “delayed gratification.”
- Marketing messages should include things like “this is your time”, “you’ ve waited long enough”, “reward yourself.”

Tell them – “You’ ve earned it!”

- YOU can provide the “fruits of their life’ s labor!”

confessions of recovering suburbanites...

Now Selling!
Phase 2



Hi, we're Roger and Rita and we're recovering suburbanites!

As of fall, our nest is empty...once we get our son moved into the dorms. It's really quite liberating. We want more than manicured lawns and over-crowded clubhouse; we want wine bars and gourmet restaurants. This is our time. As we drove to the L Street Lofts Sales Studio to buy our new loft, we were ecstatic. We didn't see one cul-de-sac in Midtown, not one. And, not a single street name is named after a tree.

Our new life begins now.

Why wait?

Lstreetlofts.com

Live in the center of it all.

78 restaurants
25 boutiques
22 galleries
8 coffee houses
8 night clubs
7 churches
5 live theaters

all within 6 blocks of...



Located on L Street between 18th and 19th Streets

Phase 1 is sold out! Get in on Phase 2 now! Limited availability!

- Vibrant day and night life right outside your front door
- Expansive windows that open to the neighborhood
- 8 unique open floor plans
- Prices from the high \$300,000's to \$1 million+
- Begin your loft life late 2007!

Contact our Sales Studio today:

1221 19th Street - Between L Street and Capitol
Sacramento, CA 95814

916.446.LOFT | www.Lstreetlofts.com

SKK

Developments
more Sophisticated urban living

All information subject to change without notice.

Exclusively marketed by



Give respect, loyalty, honesty

- Build a face-to-face relationship
- They are referral builders
- Communicate authentically and understand HOW they want to be communicated with
- Deliver on your promises
- Use storytelling as a way to reinforce

Are civics even online?

- Number of older Americans online is growing.
- Most popular activities online: researching health or medical information, product research, e-commerce, photo sharing.

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Baby Boomers

Baby Boomers

Basics

- Ages 43-61
- AKA Boomers, “Me” Generation
- 78 million



Baby Boomers

Characterized by...

- Work
- Self
- Involvement
- Personal Gratification
- Community

Baby Boomers

Boomers are about...

- Personal gratification
- Optimism
- Satisfying the “self” first
- Community involvement
- The “team” win
- Rewards

So they want...

Optimism!

- Speak of things in positive terms – especially when dealing with AGE .
- “There’ s no challenge too great.”
- “We will move any obstacle to get this done.”
- “We are committed to winning together.”
- “It’ s just the beginning.”
- “Time to take care of YOU.”

Baby Boomers

So they want...

To feel like part of the team.

- You are a team...in buying or selling.
- “Your team” will work toward their success.
- Your company is based on teamwork.
- Our firm has a team of professionals that work toward...

Baby Boomers

So they want...

This to be about them.

- Provide individualized service to them.
- Don't discuss all of the other things you need to do.
- Keep the focus on them.
- Make them feel like servicing them is the center of your universe.
- When you are with them, limit any external interruptions.

- Want to know that you are part of their community.
- This is the original “involved” generation -- Protesters, environmentalists, etc.
- This group has always been involved and will always be involved.
- Make it clear that you are a part of their community.
- Your services will be an integral part of their journey towards “what’s next.”



Baby Boomers

Quick Boomer Fact

Today's 50-60 crowd is flush with over
\$1,000,000,000,000
In spending power per year.

They should be a part of your
outreach strategy!

Boomers and Social Media

- According to Groundswell, 39% of Older Boomers are social media “spectators”
→ reading blogs, listening to podcasts or watching user-generated video
- Less likely to have online friends
- High number of critics - brands need to cater to baby boomer women because they will punish or reward brands

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Generation X

Basics

- Ages 31-42
- AKA X'ers, Baby Busters
- 48 million
- Original “latchkey” kids



Values and Preferences

- Fierce Independence
- Change
- Techno-literacy
- Skepticism
- Work is “just a job”
- Need Autonomy

Their heroes?

- No heroes or icons other than – themselves!
- Much of Gen X has spent a lot of time alone, figuring things out themselves.
- Why idolize anyone?

Generation X

Gen X'ers are about...

- Seeking a sense of family
- Desiring fun/freedom
- Technoliteracy
- Seeking balance
- Fierce independence
- Skepticism

Generation X

So Gen X'ers want...

You to respect their skepticism

- Create lasting loyalty through extreme candor.
- Tell them everything they need to know – really.
- Be authentic, honest and upfront.

Generation X

So Gen X'ers want...

- People first with this generation.
- Xers are starting and growing families – most are products of divorces. Their families are important to them.
- Recognize and address the role “the home” plays in the family process
- You are helping them build a family – embrace that vital role!

Generation X

So Gen X'ers want...

Fun and Freedom

- Provide a fun, light experience
- Offer freedom of choice – communicate options at every opportunity
- Provide planning contingency – what are the options if this doesn't work

Generation X

So Gen X'ers want...

Empowerment with technology.

- Utilize technology to drive the transaction.
- Your tools, how you communicate, your office...all say something about your tech-friendliness.
- Provide a useful, info-rich website.
- Communicate and respond immediately!

Generation X

So Gen X'ers want...

Hands off!

- Embrace the “latch-key within” and give them space
- Understand and acknowledge fierce X'er independence
- The DIY mentality – Home Depot & IKEA generation
- Be there when needed AND get-gone when you are not (on-demand)!

Generation X

Gen X'ers are using...

- The Pew Internet for the American Life Project's says median age of Twitter user is 31, which has remained stable over the last year.
- Median age for LinkedIn is now 39.
- Gen X and Boomers also spend time on Flickr and YouTube.

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Generation Y



Basics

- Ages 13-30
- aka Gen Y, Echo Boomers, Millenials
- 73 million



GÉNÉRATION



Benoît
2008

Generation Y

Characteristics...

- Confident (very strong egos) & optimistic
- Techno-fused
- Untraditional – don't believe "The clothes make the person"
- Moral and Civic minded
- Collaborative and Democratic
- The Diversity generation
- Still Skeptical
- More DIY than X

Generation Y

Gen Y'ers are about...

- Optimism and fun
- Morals
- Confidence
- Community
- Techno-fused
- Collaboration

Generation Y

So Gen Y'ers want...

To be special and unique

- It's uncool to be “cookie cutter.”
- Show your personality and expect them to act like individuals.
- No comparing them to “other customers.”
- Loosen up a little.
- Don't judge a book by it's cover!

So Gen Y'ers want...

- Guide and lead but don't tell (democratic nature will be offended).
- Affirm their confidence.
- They ARE inexperienced and WON'T ask for help – but they do expect it on THEIR TERMS.
- They like FYI, or “just in case” gentle messages vs. in your face coaching.
- Resist the parenting impulse!

So Gen Y'ers want...

- Gen Y will start and finish everything in life online.
- Without internet marketing, you won't capture the Gen Y consumer.
- The social life is **DRIVEN BY** the internet.
- Life is done with the phone.
- Response is expected **IMMEDIATELY**.

So Gen Y'ers want...

...more.

- Be a part of the community you serve and “stand for something.”
- Help them get what they want and they will be your social advocates... referrals will come from this group.

Generation Y

So Gen Y'ers are using...

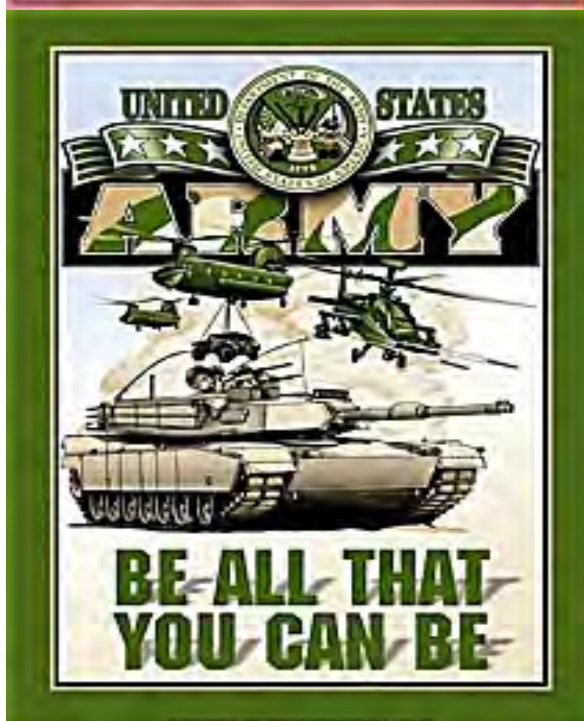
- The largest block of Facebook users are ages 18-25, followed by 26-34 year olds. Together, these groups make up 51% of user population.
- Median age on MySpace is 26, and decreasing.
- Gen Y is creating more content than any other generation.



**You bring the talent,
we'll bring the training.**



Today's Army wants to join you.

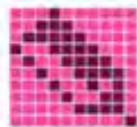


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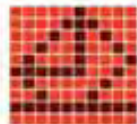
Another Look...

What people are doing

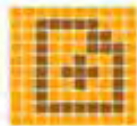
Creators publish Web pages, write blogs, upload videos to sites like YouTube.



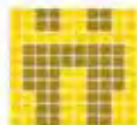
Critics comment on blogs and post ratings and reviews.



Collectors use Really Simple Syndication (RSS) and tag Web pages to gather information.



Joiners use social networking sites.



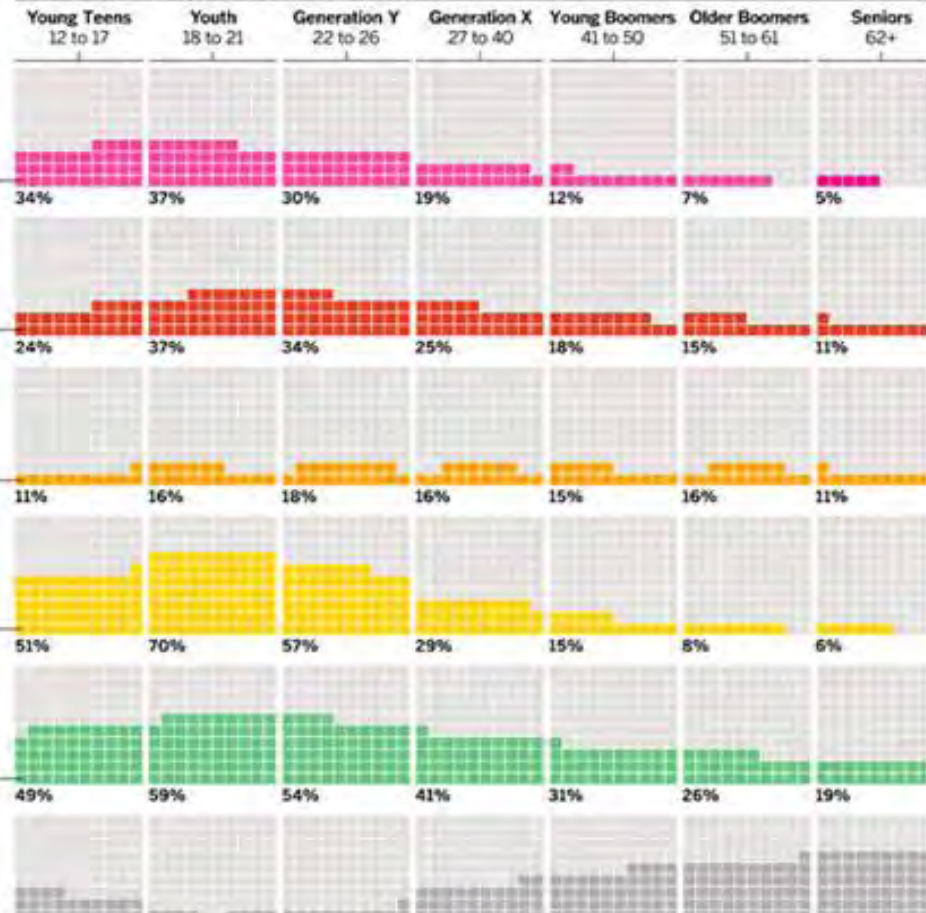
Spectators read blogs, watch peer-generated videos, and listen to podcasts.



Inactives are online but don't yet participate in any form of social media.



Who participates (U.S. online users)



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Facebook



"Huh. So Iran just friended us
on Facebook... Like, do I accept?"

Why is Facebook important?

- Growth hasn't slowed
- There's a place for everyone - from individuals, to companies to nonprofits
- So many functions
- Advertising is built into the site
- Easy to use

There are so many options.... Where do I start?

Answer:

Set up a Fan Page as your main presence or outpost and use a group for more adhoc, smaller organizing.

In order to set up a fan page, you'll need at least one person in your organization to have a personal presence on the site.

Facebook: Fan Page

Pros:

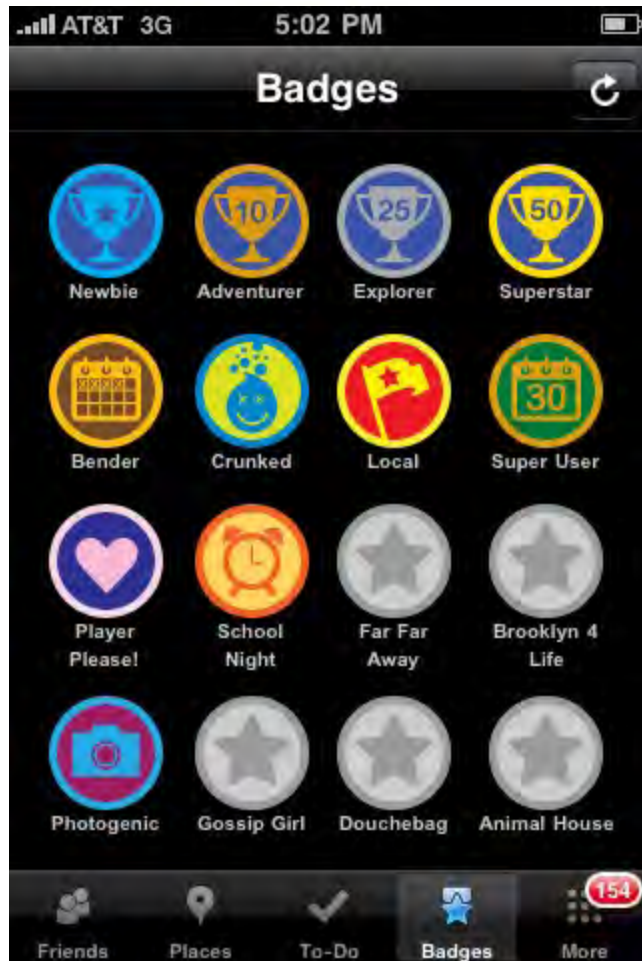
- Pages get indexed, groups do not
- Activity on your page increases “viral visibility”
- Backend is CMS (spiffy!)
- Ability to add apps
- Set up for advertising
- Ability to add events

Cons:

- Can't send mass messages
- Must have a person in your organization attached to the page
- The person who creates the page can never be deleted

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Foursquare



Foursquare is a location-based social networking website, software for mobile devices and also a game. Users “check-in” at venues using text messaging or a device specific application. They are then awarded points and sometimes “badges.” (Wikipedia definition)

Why is Foursquare Important?

- Only a year old
- Recently surpassed one million user mark
- Now adding 15,000 users per day
- Partnership with Starbucks
- Plays on peoples' competitive, narcissistic nature
- Everyone loves a deal

How can you use Foursquare?

- Check-in at other orgs
- Create a to-do list
- Leave “shout-outs” at places you support
- Leave tips
- Create an account for your org

Tips and Tricks for Success

An account will allow you to measure:

- Most recent visitors
- Most frequent visitors
- The times of day people check-in
- Total number of unique visitors
- A histogram of check-ins per day



- Yelp is a social networking, user review site with local search capabilities.
- Powerful way for individuals to research and rate restaurants, shops, service providers, etc.
- 172 Arts & Entertainment venues on Yelp. Are you on there?
- How do I gain positive reviews?
- Manage Negative reviews?

Determining your ROI

- It goes back to your goals!
- Some networks have tools built into the system (Ex: Facebook, Foursquare, Flickr)
- Google Analytics
- Free apps like Trendrr
- Paid apps like ViralHeat, Cision
- Training your staff

Next Steps: What do we do tomorrow?

- Discuss your goals
- Build a social media strategy, including a policy for employees to follow
- Start slow
- Set benchmarks to re-evaluate your progress
- It's about the conversation! Listen, give, be interesting.