

Social Media is Like a Box of Chocolates

You Never Know What You're Gonna Get





Social Media

- You have many choices when it comes to social media...
 - Facebook
 - Twitter
 - Google +
 - Pinterest
 - Instagram
 - YouTube
 - Your Blog
 - New Opportunities become available all the time!



Social Media

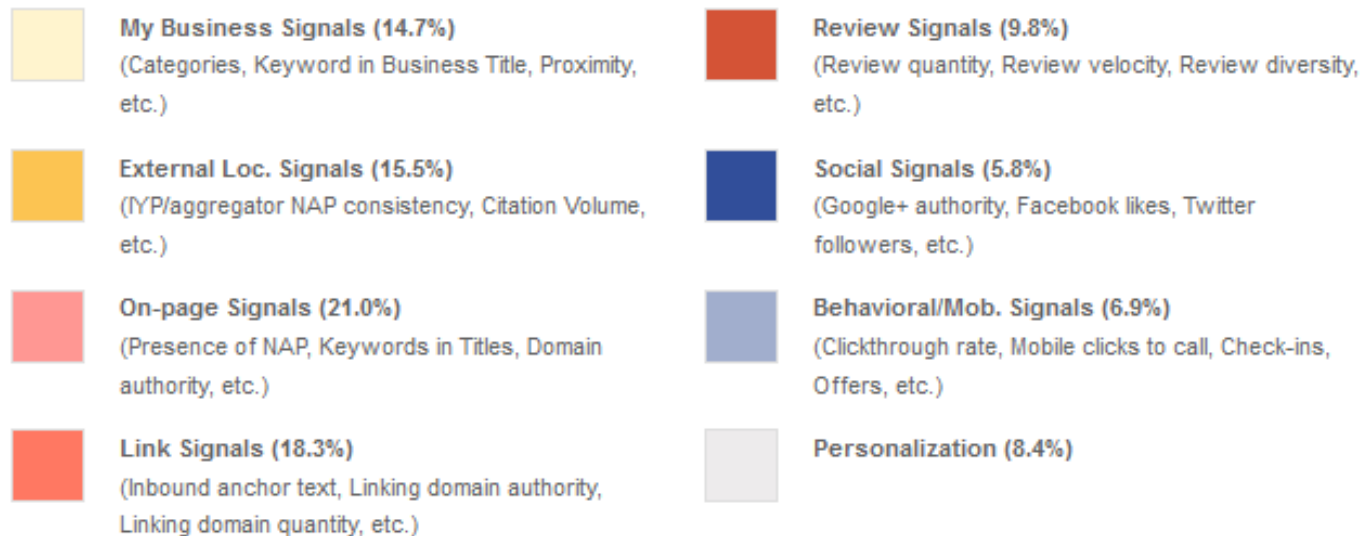
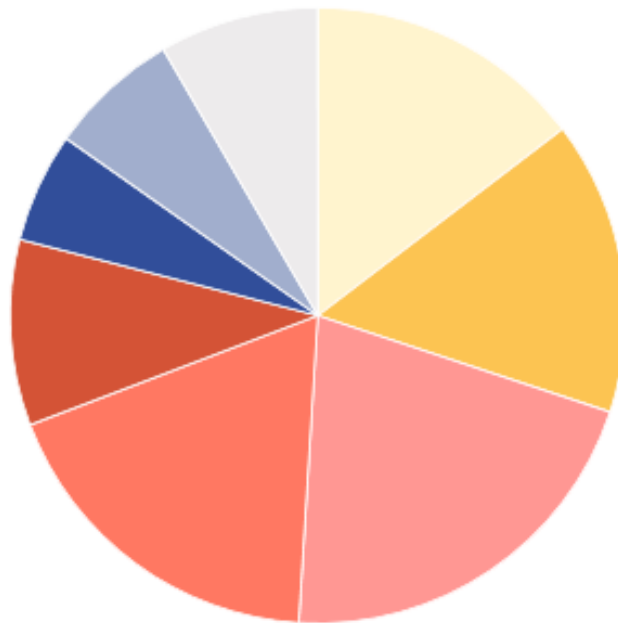
- Why Bother with Social Media?
 - To get your name out there!
 - Tell people “Who and what you are”
 - Build relationships with your customers
 - Brand your business
 - Easy Communication with your customers
 - Quality Link building opportunities
 - Google counts social signals for ranking



Social Media

- Anticipated Payoff?
 - Support for Google's Ranking Algorithm
 - From David Mihm's Yearly Survey
- <http://moz.com/local-search-ranking-factors>

Overall Ranking Factors





Social Media

- Social Speak – What to Share and Talk about?
 - A day in the life of an Innkeeper!
 - Recipes with Photos
 - Other Photo Opportunities...
 - The Inn
 - The Gardens
 - Inn Pets
 - Any Niche at your Inn
 - Funny images
 - VIDEOS!
 - Attractions in your town
 - Travel Tips
 - The list goes on and on... Be creative and think outside the box!



Social Media

- “PC” Guidelines for posting on Social Media
 - No Religion
 - No Politics
 - No Adversarial Topics
 - Don’t Complain about Past Guests
- Be careful with your posts. You do not want to alienate a potential guest by offending them before they know anything else about you!



Social Media

- Follow Back!
 - Don't look at social media as a high school popularity contest. If someone follows you, follow them back!
 - Do be careful of spammers, if the person's entire feed is nothing but spam, don't follow them back.



Social Media

- Respond to Feedback
 - Keep an eye on your posts and respond to feedback.
 - If you see that someone has commented, take the time to “like” or “favorite” or “plus 1” their comment.
 - If it’s a negative comment, address it in a very professional manner.
 - If it’s spam or a troll, delete and then block them.



Social Media

- Monitor your Social Media!
 - Watch for negative or scammy / spammy posts and delete them.
 - Be careful to not be drawn into a confrontation with anyone on social media.
 - There are trolls who like to get people upset and angry just for the fun of it.

DON'T FEED THE TROLLS!





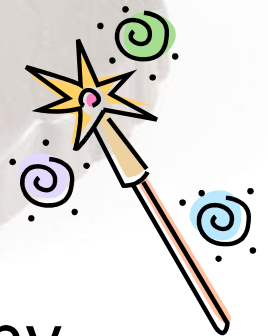
Social Media

- What is an Optimum Posting Schedule?
 - For Blogs, every 2-3 days is best, but if you can't commit to that, once a week is ok if you are very consistent.
 - Consistency is Key.
 - For Facebook, Google +, Twitter, etc. you should really try for every other day, or every day if possible.



Social Media

- Going Viral – A Good Thing?!?!?
 - Everyone wants to create that one “Perfect” post that spreads quickly, is seen by many, and everyone is talking about.
 - BUT... such posts are quite elusive.
 - Don’t get caught up in trying to go viral.
 - Post consistently, be informative, be funny, be cute, use great images, just DO IT!





Social Media

- Examples of well-managed Facebook and Google Plus pages:
 - <https://www.facebook.com/CaldwellHouseBandB>
 - <https://plus.google.com/+StarofTexasBedBreakfast/posts>



Social Media

- To get a quick link to the Google Review page to give to your guests, append to the “about” page on Google +:
 - ?review=1
 - Example:
<https://plus.google.com/+StarofTexasBedBreakfast/about?review=1>



Social Media

- Edu-Byte on how to Claim your Google Plus page:
 - <http://www.youtube.com/watch?v=1DaBj0IKdg8>
- Management response on Google + review
 - Go to the About tab on your Google+ page
 - Scroll down to a review and click the Blue “respond” tab



Social Media

- Blog Feeds
 - Feed your blog to Facebook and Twitter
 - Use RSS Graffiti for Facebook
 - Hootsuite for Google +
 - <http://www.oxhow.com/auto-publish-blog-posts-to-google-plus-pages/>



Social Media

- Tools to Make “Being Social” Easier
 - Bufferapp.com
 - Hootsuite
 - Both of these apps allow you to schedule posts up to 10 days in advance
 - Helpful for busy times, or when you need to schedule time in advance to spend on social media
 - Both of these apps will post to several platforms at once, which saves you time
 - No, this is not considered duplicate content



Questions?





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Knowledge to Grow Your Business!*

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