



So, You're Saying There's A Chance...

Regaining Hope That Your
Social Media Efforts Aren't
a Total Waste of Time



ICYMI

(in case you missed it)

1/11/18



Mark Zuckerberg  about 5 months ago 

One of our big focus areas for 2018 is making sure the time we all spend on Facebook is time well spent.

We built Facebook to help people stay connected and bring us closer together with the people that matter to us. That's why we've always put friends and family at the core of the experience. Research shows that strengthening our relationships improves our well-being and happiness.

But recently we've gotten feedback from our community that public content - posts from busine... [See More](#)

👍 215K 💬 20K ➦ 29K

- *we're making a major change to how we build Facebook.*
- *you'll see less public content ... from businesses, brands, and media.*
- *the public content you see ... should encourage meaningful interactions between people.*

3/17/18

The Guardian

Revealed: 50 million Facebook profiles harvested for Cambridge Analytica in major data breach

The New York Times

How Trump Consultants Exploited the Facebook Data of Millions

- *people are (understandably) ticked off*
- *#DeleteFacebook movement becomes a thing (sort of)*
- *Zuck swears to tell the truth, the whole truth and nothing but the truth...*

in other words...

- Public perception is that Facebook is at best an unstable landscape...
- ... or at worst a risky place to be.
- Business owners' perception is that Facebook just royally screwed them
- There's a direct correlation between Facebook user experience & just how impactful of a tool it can be for businesses.
- This is a great time to consider the big digital picture.

(FB) survival tip #1: be engaging

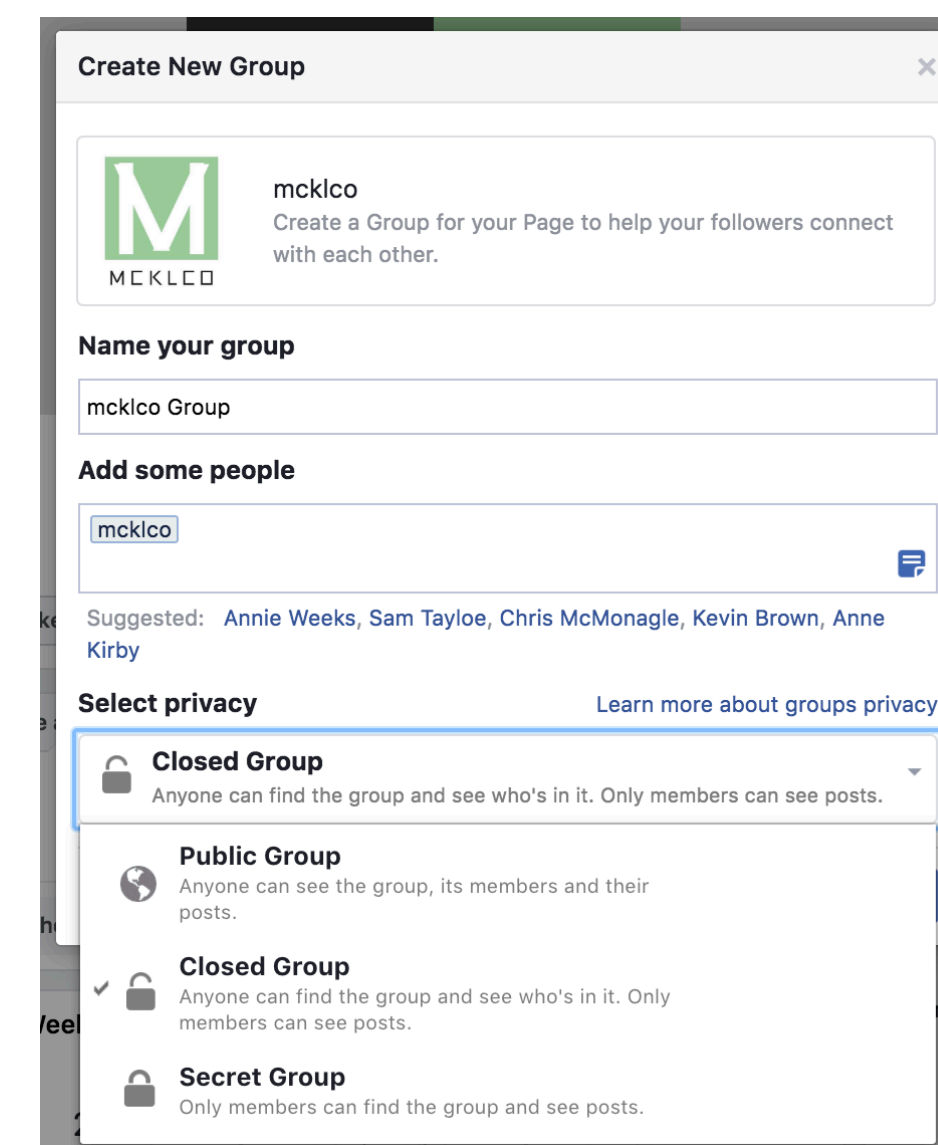
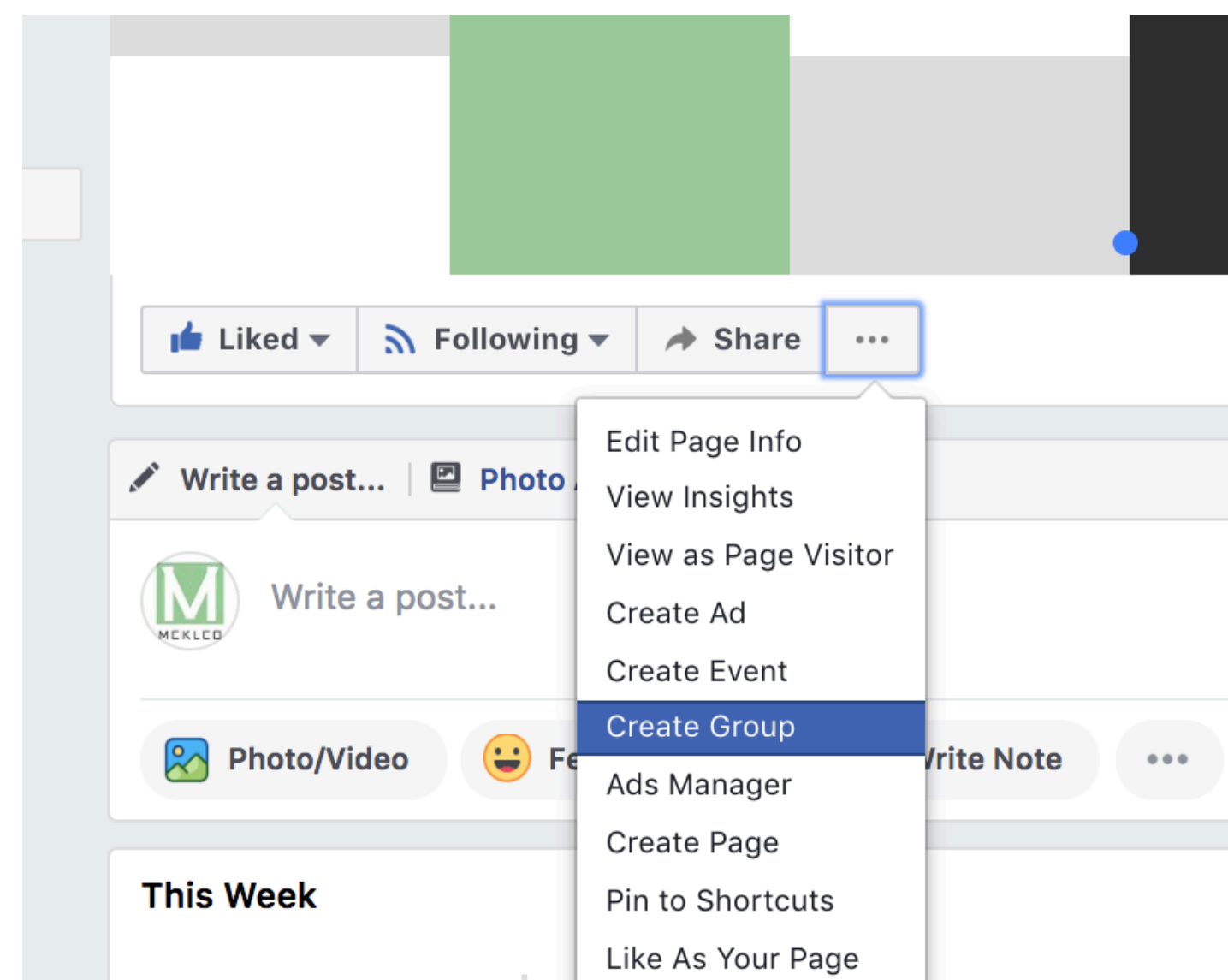
- Zuck called for public content that encourages meaningful interactions
 - FB actively demotes “engagement bait” posts
 - generate discussion by asking for ideas / recommendations, or commenting on / tying in pop culture & recent events
- quality > quantity (# of posts, # of likes, etc)
- sound like a human

(FB) survival tip #2: go with the FB flow

- FB wants users to post video content – so do it.
 - native video outperforms shared content
 - use FB Live to announce a sale, fundraising campaign, new product
- curate local news – share stories of other local businesses

(FB) survival tip #3: start a group

- pages are now able to create / admin a group
 - facilitate more focused chatter among your customers & supporters

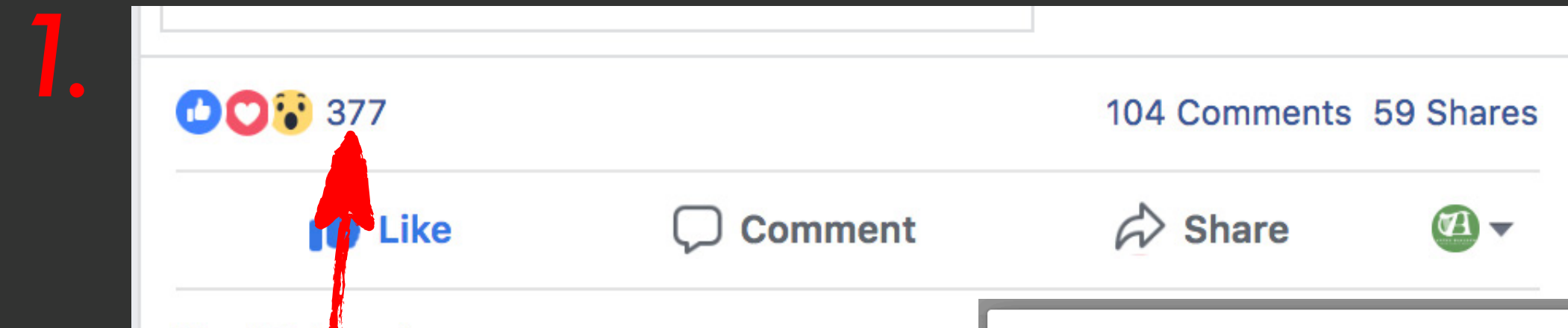


(FB) survival tip #4: spend some money

- FB expects your organic post reach will eventually hit 0

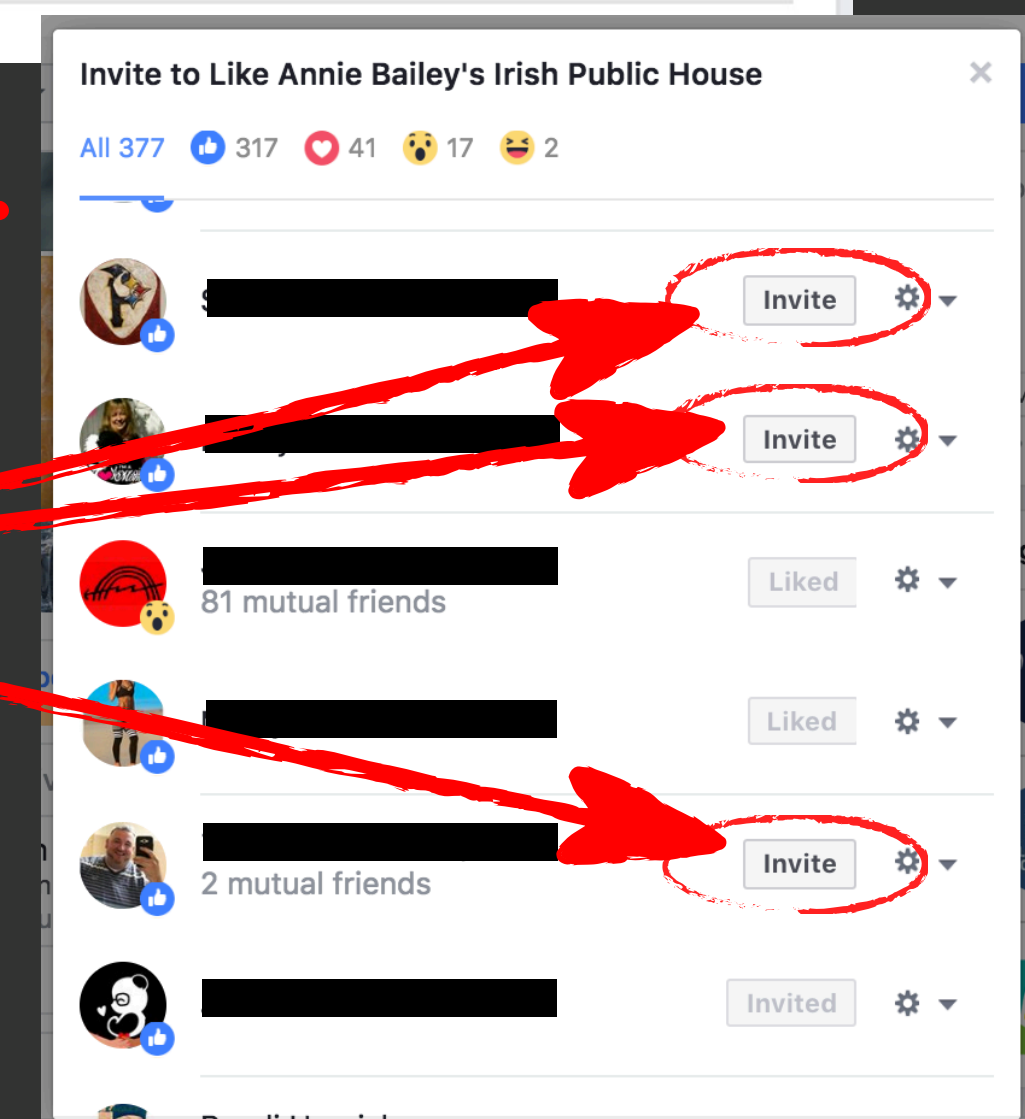
- FB ads offer a way to directly reach your audience
- FB/IG ads are (usually) more cost-effective than print ads

- invite people who like your paid post to like your page, too



CLICK

2.



INVITE

(FB) survival tip #5: reviews

- ask anyone offering positive feedback – via email, messenger, post comment, etc – to write an actual review on FB (& Google, & TripAdvisor, & Yelp, etc).
- respond to negative reviews – *calmly*
- respond to positive reviews, too – & share 'em (every once in a while)

elsewhere...

- consider your entire digital footprint
 - complement your content instead of duplicating
 - use each platform as it's meant to be used
- consider the digital channels that you own
 - your website's blog isn't susceptible to changing algorithms
- be proactive whenever possible – ROT > ROI
 - schedule posts, create an image library
- create joint campaigns w/ other local businesses

lastly:

- strategy > platform
 - what are you actually trying to achieve, & which channels/platforms are best-suited to help you reach your goals? (social, email, blog, etc)
- become your own expert
 - nobody knows your business the way you do
- try to have some fun
 - nobody likes an eeyore



thanks for having me.



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