

Twitter and Facebook

Your Tone, Mission and Audience

Richie Frieman
CMS New Media Specialist
Website & New Media Group (WNMG)
Office of Communications (OC)
Centers for Medicare & Medicaid Services (CMS)
Email: Richard.Frieman@cms.hhs.gov
Office Phone: 410.786.2308

Agenda

- Myths
- Facts
- Stats
- Examples
- Activities

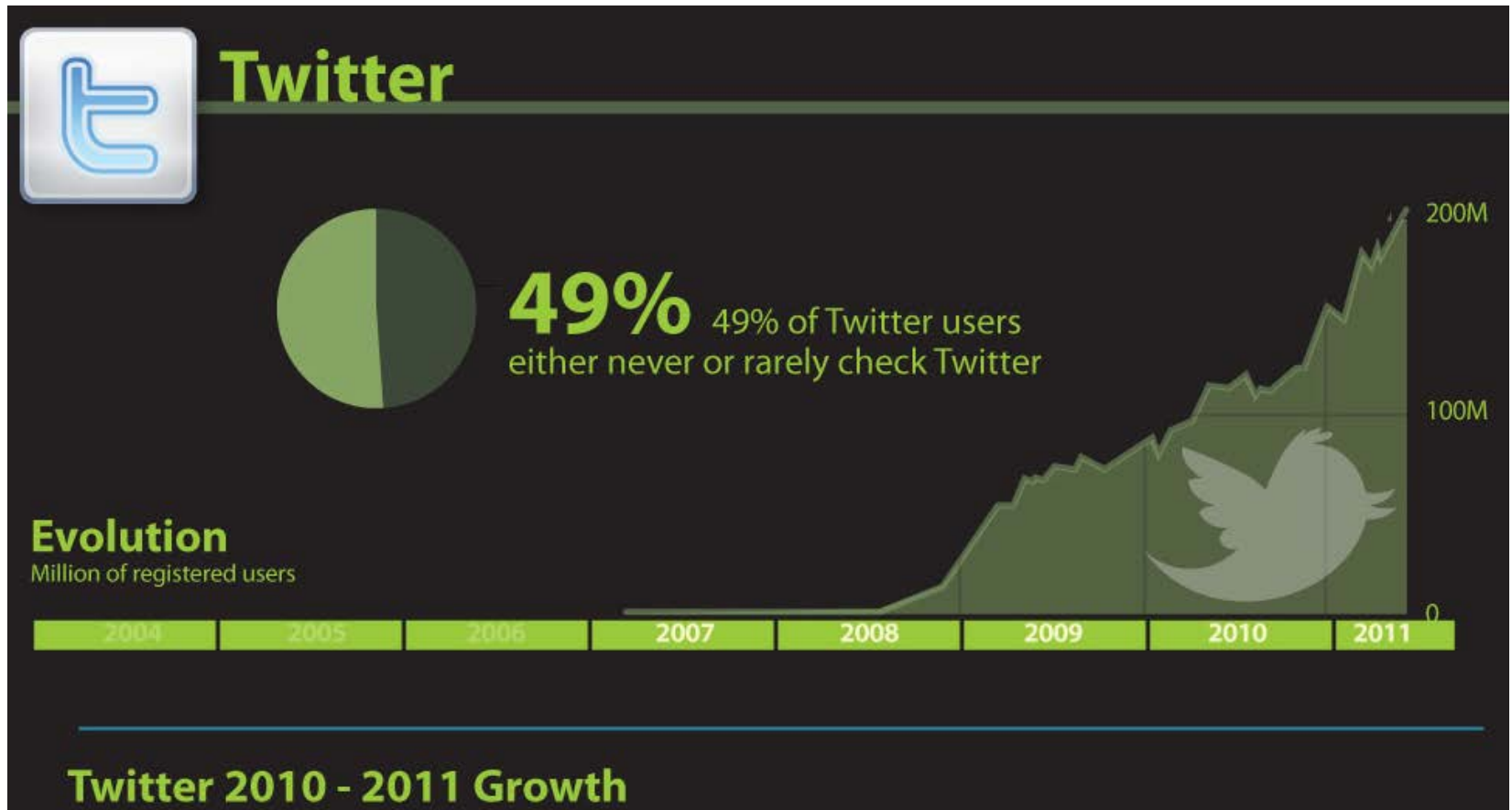
Social Media Myths

- What Social Media is NOT:
 - Child's play
 - A fad
 - Costly
 - Instant success
 - A tool to make you a celebrity

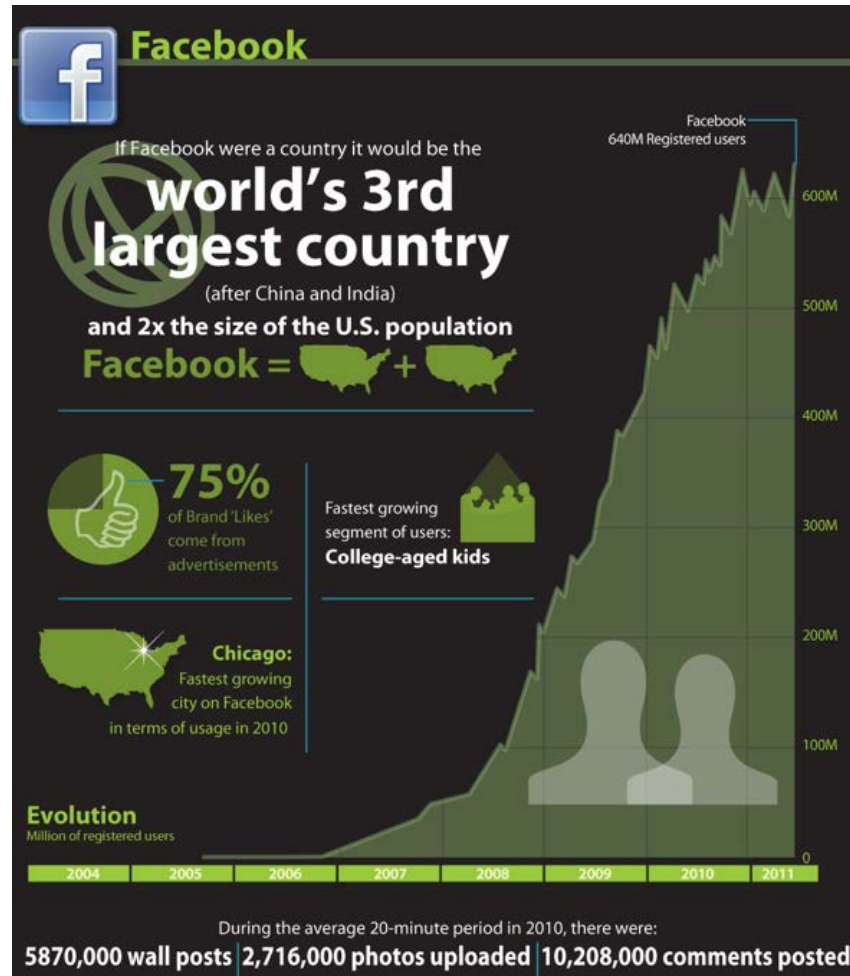
What Social Media Is...

- Simply put, the single most powerful form of marketing and communication that ever existed.

The Proof?



Need More Proof?



Adults In Social Media

2010 - 2011

- Social networking use among 50 and older nearly doubled—from 22% in April 2009 to 42% in May 2010.
- April 2009 and May 2010, social networking among internet users ages 50-64 grew by 88%--from 25% to 47%.
- During the same period, use among those ages 65 and older grew 100%--from 13% to 26%.
- By comparison, social networking use among users ages 18-29 grew by 13%—from 76% to 86%.

It's FREE!

- The big four; Facebook, Twitter, LinkedIn and YouTube are all FREE to join and use.
- The information you can gather through social media sites, would cost tens of thousands of dollars from a contractor.

What Is Your Tone?

Before You Tweet or Post...

- It's not just communication that is key. It's the tone of communication that is really the key.
 - What is your brand?
 - What is your message?
 - What are you “selling”?

Examples of Tone



@CMSSGov
CMSSGov ✓

Remember: Vaccination is the best protection against the flu. More info about this [#Medicare](#) benefit at [go.usa.gov/9zP](https://www.go.usa.gov/9zP).

1 hour ago via CoTweet ☆ Favorite ↻ Retweet ↩ Reply

Examples of Tone



@Starbucks

Starbucks Coffee ✓


@MrsARodriguez Sorry about your oatmeal - email twittercustomerservice@starbucks.com and we'll take care of you. Thanks for letting us know.

21 Oct via [CoTweet](#) ☆ [Favorite](#) ↻ [Retweet](#) ↩ [Reply](#)

Examples of Tone



@sesamestreet

Sesame Street 

Cookie Monster: Me have lunch with Elvis Costello and me surprised by what he eat: me thought Elvis ate only peanut butter and bananas?

20 Oct via web  Favorite  Retweet  Reply

Active
+ Consistency

= Reliability

Being Active Keeps People Interested

- If you want people to follow you, you have to be there for them.
- If you don't tweet/post on a regular basis, people will no longer go to you for answers.

What Time To Tweet and Post?

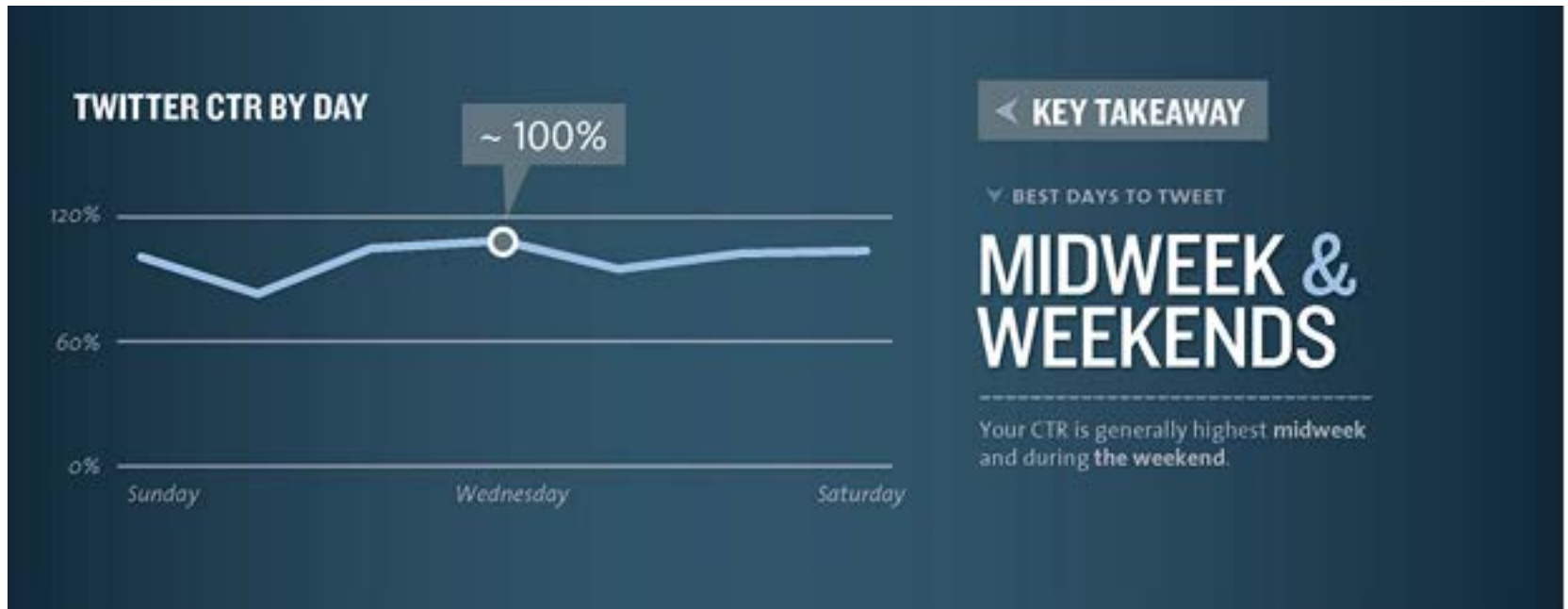
- Tweeting/Post:
 - Every day - Ideal
 - Twice a day – Better
 - Three times a day – BEST
- Be reliable.
- Be consistent.

What Do You Say?

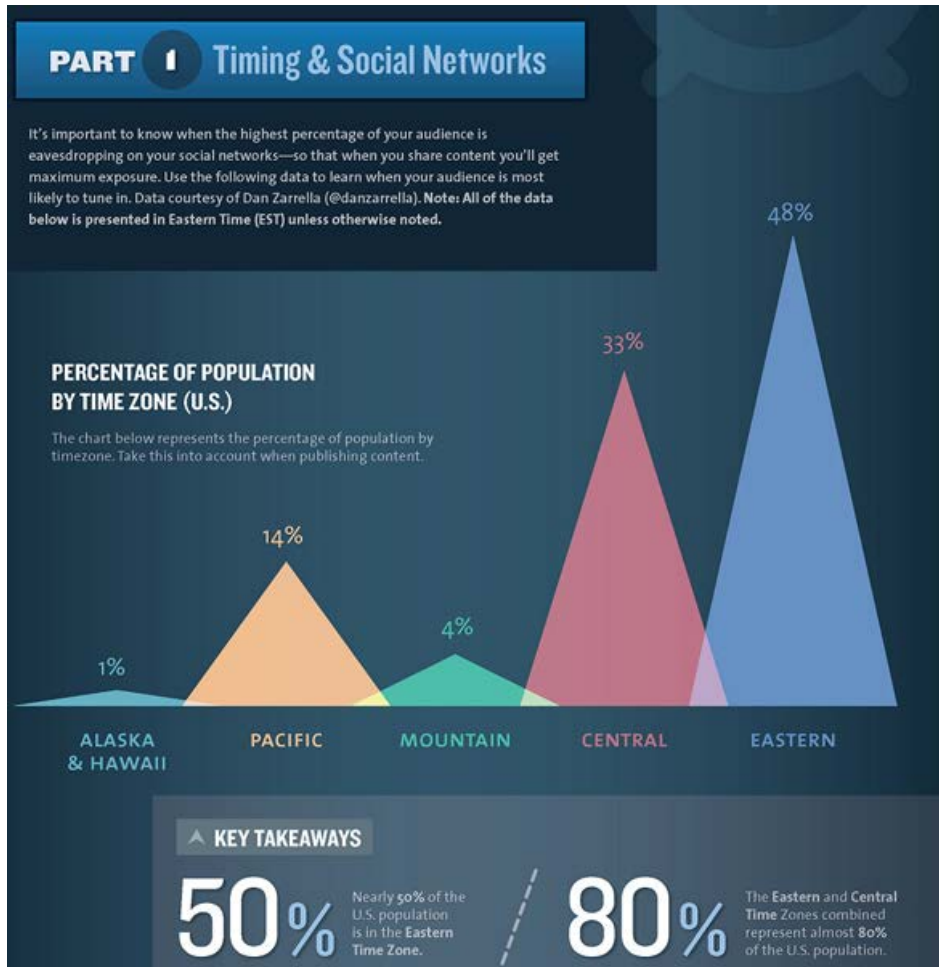
- Be an expert in your industry.
- Surf the web for news in your area.
 - Every day do a Google search for key terms of your industry.
 - Report that to your followers/friends.
- Entertain your audience.
 - Make them laugh.
 - Make them smile.

Timing

Timing Is Everything



Timing Is Everything



Timing Is Everything



Double Up Your Posting Efforts

- LinkedIn.com allows you to post to your LinkedIn wall AND your Twitter at the same time.

The screenshot shows a LinkedIn profile page for Richie Frieman. At the top, the navigation bar includes 'Home', 'Profile', 'Contacts', 'Groups', 'Jobs', 'Inbox', 'Companies', 'News', and 'More'. A search bar is located on the right. Below the navigation bar, a blue link reads: "Innovation that delivers decades from now? That's a challenge we can meet. See how." The main content area features a post creation box with a profile picture of Richie Frieman, a text input field, and a 'Count: 0' indicator. Below the input field, there are options to 'Attach a link', 'visible to: anyone', and a 'Share' button with a Twitter icon. The post text reads: "@WillyDean I'm a follower the Indy - good stuff! Look... • Like • Comment • More » • 4 days ago". To the right of the post creation box is a 'People You May Know' sidebar with three suggestions: Stephanie Hawkins, Sean O'Connell, and Bill Herrfeldt, each with a 'Connect' button. Below the sidebar, a dark blue banner contains the text "LET'S MEET THE CHALLENGE." To the left of the banner, there are three article thumbnails: "Harva Business Review", "Netflix Loses 800,000 Customers in Quarter", and "Starred: LinkedIn Cofounder Allen Blue Reveals First Ever".

The Good, The Bad... The Bieber

- Having millions of followers on Twitter and Fans on Facebook is great, but that depends on what your brand is.
- Not every person/industry/initiative will have the same results and numbers as a celebrity.
- Everyone's goals are different.
- There is no guideline for determining the ultimate level of success in social media.

Top Ten Social Media... “Leaders”?

- 1. Lady Gaga
- 2. Justin Bieber
- 3. Katy Perry
- 4. Barack Obama
- 5. Kim Kardashian
- 6. Britney Spears
- 7. Shakira
- 8. Rihanna
- 9. Taylor Swift
- 10. Ashton Kutcher

– Based on followers

What Makes A Good Tweet/Post?

- Make a grabbing headline...
 - Get What You Want (In Health, Wealth, Relationships, Time and Lifestyle) Example: “The Secret To Getting More Money For Your Property!”
 - Crystal Ball and History Example: “10 Predictions on the Future of Social Media”
 - Problems and Fears Example: “Get Rid of Your Debt Once and For All”

What Makes A Good Tweet/Post?

- Fact, Fiction, Truth and Lies Example: “Little Known Ways To Make Money On The Stock Exchange”
- How To, Tricks Of The Trade Example: “How To Plan The Ultimate Holiday”
- Best and Worst Example: “The 10 Worst Mistakes Made by Bloggers”

Room Exercise