

Social Media Webinar #3

Advanced
March 15, 2018





Audio

Computer audio ...st

Phone call

MUTED

Built-in Microphone


Built-in Output

Talking:

> Questions

Test webinar
Webinar ID# 963-119-339

● This session is being recorded.

 **GoToWebinar**

Agenda

Introductions and housekeeping

We are recording!

Outline

- Review
 - Key takeaways from session #1
 - Channels and Visitor Servicing
 - Key takeaways from session #2
 - Visual Storytelling and Content Strategy
- Session #3: Analytics and Benchmarking
- Questions



Choosing social channels

Time, attention,
resources



Tasks



Visitor Servicing

- Be human, not a robot
- Conversational volley
- Responsiveness is key
- Questions and comments are opportunities to add value
- Don't have to know everything, just where to find it!
- Learn about your audience
- Scripts for common questions save time



Broadcasting vs. Conversation



reflex
Barrie

Follow

reflex It's Day Three of Barkerville's Old-Fashioned Victorian Christmas, an annual tradition at this historic gold-rust-ghost town in BC's Cariboo region. What's been? Why @mary-jolley taken during last year's festivities #exploreBC #exploreCanada #COOLives #BookQuestTr

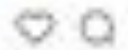
Love · no comments

kunkat We were there this time last year. Great experience. Hopefully with more people going it would be worth it for the restaurants and stores.

itsyfun This place looks so magical tonight @lindseyandben !!!

katweller @hollyhanna How awesome would this be!

english_ween 2 باگرونیج اگوسه ناره سه م



11,733 likes

December 11, 2017

Log in to like or comment





helobc
Farwell Canyon

Follow

helobc @della_ramsay This would be the Chilcoot River. Farwell Canyon is located around the confluence of Farwell Creek and the Chilcoot River, between the confluence of Big Creek and the Fraser River. We'll keep our friends @sarahhogg and local experts into the conversation, since they would be able to confirm, and provide some more details.

helobc @bobmurley @tedhesser 🇺🇸

della_ramsay @helobc thank you. Interesting that I don't remember ever



7,267 likes

Commented by 2020

Log in to like or comment.



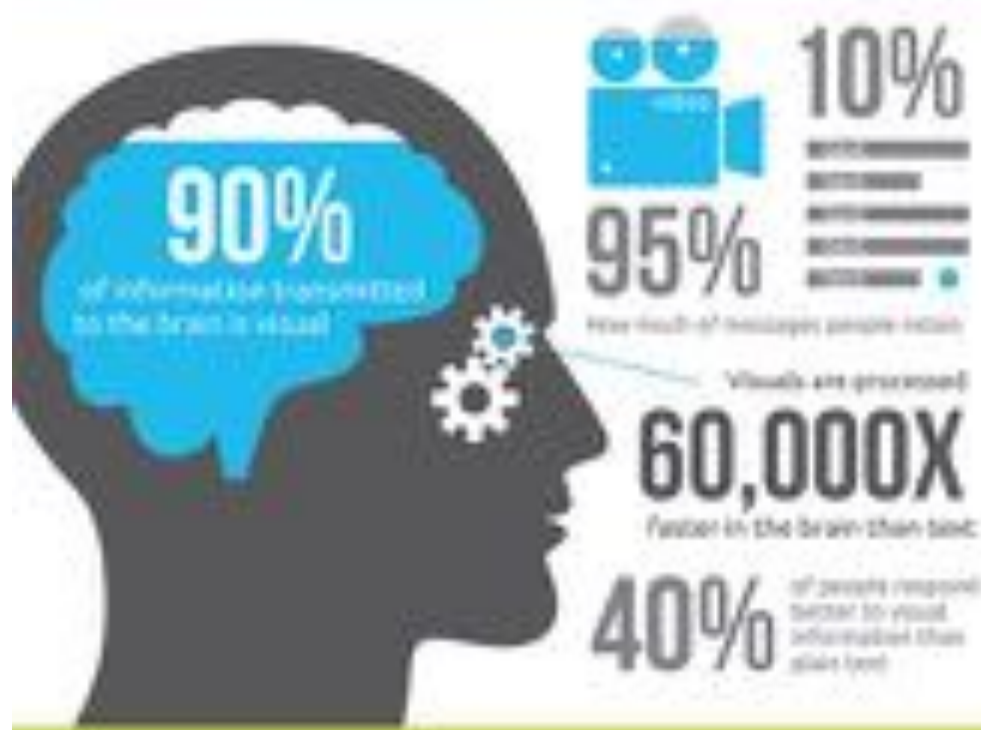
Questions?

Visual Story Telling



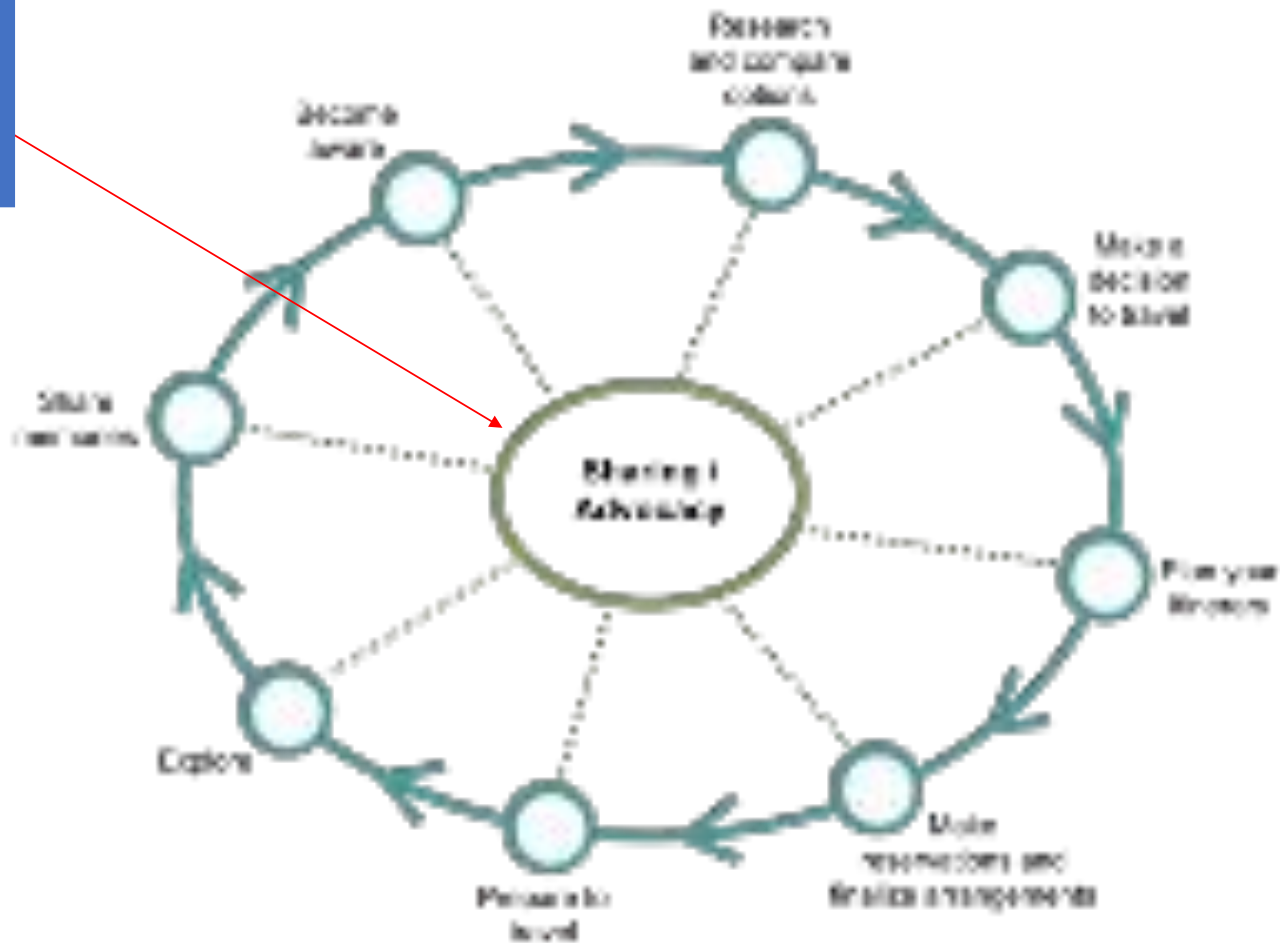
PICTURE THIS: The rise of visual content and what it means for your business.

PROCESSES: WHY VISUAL CONTENT IS KING.



The Visitor Path-to-Purchase

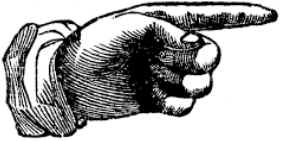
Visuals are central to sharing.
- Compelling 'word of mouth' marketing



Sharing without strategy is just adding to the noise



Please Notice This



Please Notice This



CONNECTION.

ATTENTION.

VALUE.

EMOTION.

What are we most likely to share?

1

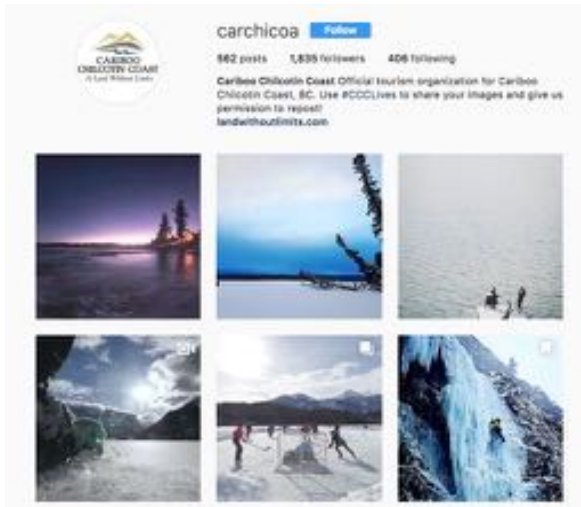
Images that have visual elements that get higher engagement

- Scroll through @hellobc or @carchicoa to see examples

2

Images we can find!

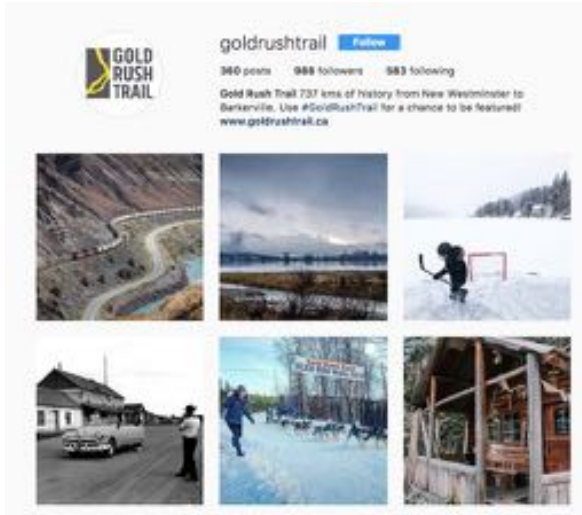
- Using recognizable hashtags, using geotags



carchicoa [Follow](#)

162 posts 1,839 followers 406 following


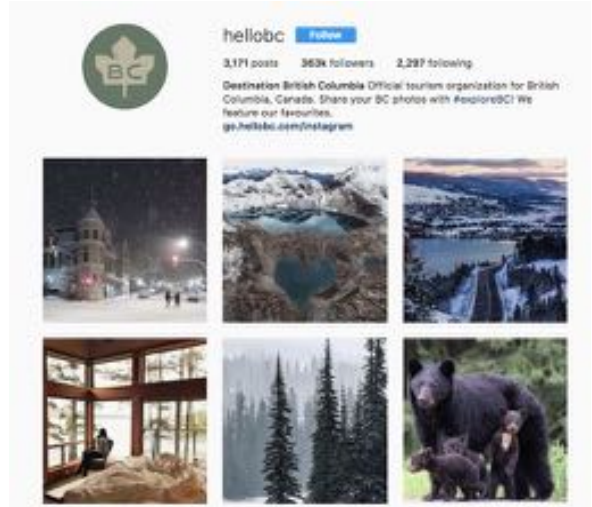
Cariboo Chilcotin Coast Official tourism organization for Cariboo Chilcotin Coast, BC. Use #CCCLives to share your images and give us permission to repost! landwithoutlimits.com

goldrushtrail [Follow](#)

360 posts 988 followers 583 following

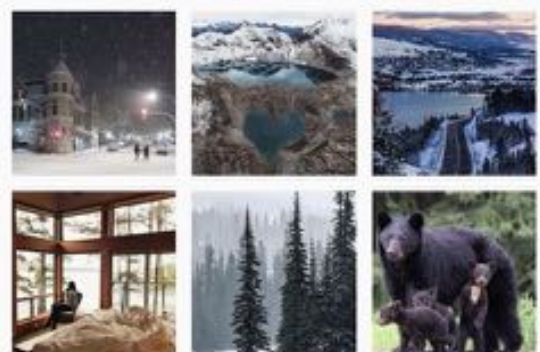
Gold Rush Trail 737 kms of history from New Westminster to Barkerville. Use #GoldRushTrail for a chance to be featured! www.goldrushtrail.ca

hellobc [Follow](#)

3,171 posts 363k followers 2,297 following

Destination British Columbia Official tourism organization for British Columbia, Canada. Share your BC photos with #ExploreBC! We feature our favourites. go.hellobc.com/instagram



#CCCLives #GoldRushTrail #exploreBC



Questions?



Session #3: Analytics and Benchmarking



Analytics

- Collecting and evaluating data from social media sites
 - Data + context + insights = goldmine
 - Understanding your followers
 - Understanding the impact of your content
- Bring focus and awareness to what you're doing
 - clarifies your priorities so you can streamline efforts

Benchmarking

Having clear goals

Comparing against standards
(industry or your own)

Ability to measure and quantify success

Point: to gain actionable insights

What does
success look
like to you?

- Overall social media strategy?
- Per channel?
 - Facebook, Instagram, Twitter, or other
- Per month?
 - Specific goals and plans?
- Where are you going?
- What are you doing? Why?

What to measure

Engagements

- Likes
- Shares
- Comments

Engagement rate

Hashtag

Followers

Web clicks



Where can I find
analytics?



Facebook insights



- Overview**
- Posts
- Followers
- Likes
- Reach
- Page Posts
- Page Promotes
- Actions on Page
- Posts
- Shared Content
- Events
- Videos
- Pages
- Messages
- API

Page Summary 100K Page

Export Data

Results from Mar 28, 2024 - Mar 28, 2024
Note: Click on a metric to filter by date. Progress is only displayed in the metrics area. Add settings to appear in the top area of your dashboard.

Actions on Page Month 8 - Month 14 6 Total actions on Page + 100%	Page Views Month 8 - Month 14 599 Total Page Views + 100%	Page Promotes Month 8 - Month 14 We don't have data to show you this week.
Page Likes Month 8 - Month 14 360 Page Likes + 1,000%	Reach Month 8 - Month 14 212,958 Reach Reached + 1,000%	Recommendations Month 8 - Month 14 We don't have data to show you this week.
Post Engagements Month 8 - Month 14 23,602 Post Engagements + 1,000%	Videos Month 8 - Month 14 117 Total Video Views + 100%	Page Followers Month 8 - Month 14 389 Page Followers + 1,000%

Channels

Promotions

Followed

Likes

Search

Page Views

Page Previews

Unpublished Pages

Posts

Shared Content

Events

Views

People

Messages

All

When Your Page Was Online Post Types Top Posts from Pages You Watch

Data shown for a recent 7-week period. Times of day are shown in your computer's local timezone.



All Posts Published

Page **12** Notifications **12** Insights Publishing Tools Promotions Settings **12**

Reach: Organic (1 Post) | Post (1 Post) | Awareness, Comments & Shares

	Post	Type	Targeting	Reach	Engagement	Promote
02/14/2018 1:07 pm	Instagram: Unleash the power of a few words	✓	✓	1.0K	15 15	Boost Post
02/12/2018 11:52 am	On a scale of 1-10, how much do you work to	○	✓	3.5K	1.5K 2.5K	Boost Post
02/12/2018 9:10 pm	Good dreams and good to remember while you're	○	✓	9.5K	150 150	Boost Post
02/09/2018 11:02 am	Remember your own best beach this summer	○	✓	3K	15 15	Boost Post
02/06/2018 9:00 pm	Looking for tips on who is in the know about	✓	✓	3.5K	150 150	Boost Post
02/05/2018 5:24 pm	July Fourth: Just love music, and you'll like	○	✓	6.0K	2.5K 3.5K	Boost Post
02/02/2018 4:11 pm	What is the last time you visited an art fair?	○	✓	20.5K	874 2.7K	1 New Promotion
02/02/2018 9:02 pm	Travel the width of 1 to Carlow Mountains	○	✓	1.0K	15 15	Boost Post

Posts

Post Details

Carline Chlostin Coast [Like Page](#)
 Published by Kelly Cubbon
 March 13 at 10:11am

On a scale of 1-10, how much do you want to visit this spot?

[@sallymcginnis](#), [id](#) [Liliput](#)



Performance for Your Post

30,171 People Reached

2,411 Reactions, Comments & Shares

1,877 Like	1,690 On Post	187 On Shares
142 Love	132 On Post	20 On Shares
2 Haha	1 On Post	1 On Shares
54 Wow	47 On Post	7 On Shares
1 Sad	1 On Post	0 On Shares
123 Comments	64 On Post	39 On Shares
215 Shares	212 On Post	3 On Shares

1,632 Post Clicks

424 Photo Views	0 Link Clicks	1,208 Clicks
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NEGATIVE FEEDBACK

13 Hide Post [Hide All Posts](#)
[Report as Spam](#) [Unlike Page](#)

Insights activity is reported in the Pacific and zone. Ads activity is reported in the time zone of your ad account.

Get More Likes, Comments and Shares
 When you boost this post, you'll show it to more people.

30,171 people reached [Boost Post](#)

1.2k **34** Comments **215** Shares

[Like](#) [Comment](#) [Share](#) [...](#)



Instagram insights

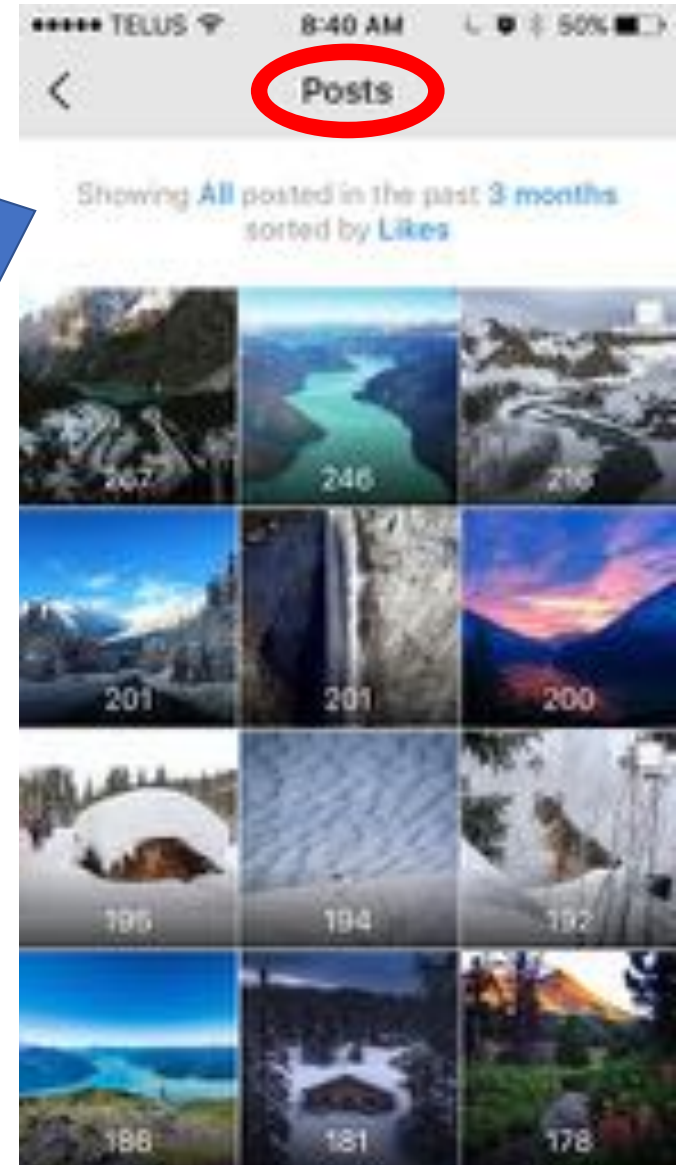
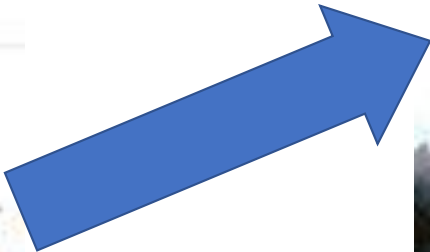
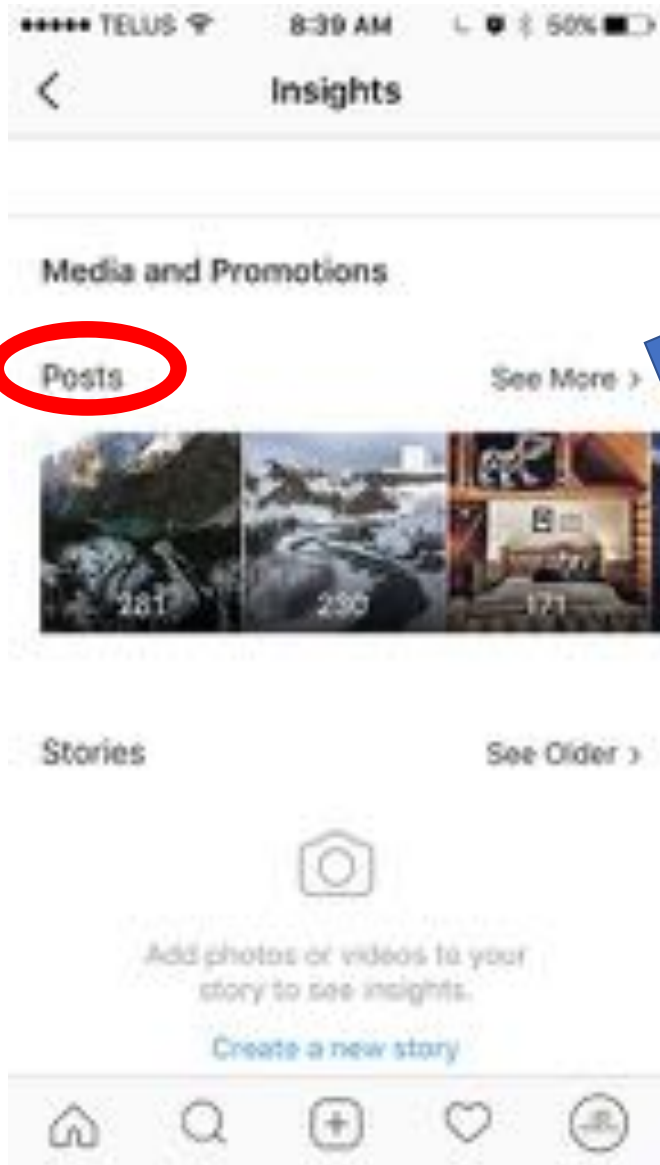


Instagram insights home page



Audience Insights





Twitter analytics



Twitter Analytics



Monthly snap shots

Feb 2018 - 20 days

Top Tweet across 1,151 impressions

Coming in June 2018, the Northern Sea Wolf ferry from Port Hardy in Bella-Coola will provide a water access route to the heart of the Great Bear Rainforest!

📷 @kristzphoto 📷 @santarapeter 📷 @Bella-Coola

📷 @exploresCanada 📷 @exploresCanada 📷 @visitBella-Coola
[pic.twitter.com/exploresCanada-4T1143](https://twitter.com/exploresCanada)



Top mention across 1,141 engagements

 Destination BC
Destination BC

MT @CoryCox: Perfect! Is summer miles near Bella-Coola. Headed outside this weekend? Tag us or use #Bella-Coola to share! 📷 @at_stokely [pic.twitter.com/PL0700000](https://twitter.com/PL0700000)



📷 @at_stokely

New Tweet

Top Tweet	Top Mention
32	20.2K
611	47
9	

Twitter Analytics: orientation





Make analytics work for you

- Data and insights help you **be informed about your business decisions**
 - Be confident about content choices, find efficiencies
- See impact of your successes so you can repeat
- Improve reputation by learning and responding to audience needs
- Wealth of learning experiences

- Tourism industry
 - Heads in beds and bums in seats
 - Tracking conversions
 - Measuring impact of your social media content

Questions

- Do you track any metrics already? If so what?
- What's most relevant to your business goals?

Anecdotal evidence

Screen shots

- Beyond numbers can also be positive interactions, positive comments etc.

Keep proof of your successes!

- For own learning
- Seeing growth over time
- Sharing with industry, partners, stakeholders
- Sharing with employees or collaborators

Potential visitors are already benchmarking you

- Expectations: active connections, active page personalized responses
- Level of choice
- Social media rewards activity, participation, engagement
 - How you demonstrate this impacts consumer decision making

Example: Trip Advisor Reveiws (FB focus)

- Big way = reviews
- Negative review response looks better than ignored
 - People also looking at how interacting
 - Responding to negative reviews increased occupancy rates
- Demonstrating care and responsiveness
- Knowing it's where other potential consumers are looking
- Social media elevates word of mouth: never really talking to just one consumer

Tips

Test

Tweak

Repeat

Final questions?



Next steps

- Recording will be sent to you
- Recordings and resources from all 3 webinars will be available soon
- Questions? Contact:
kelly@landwithoutlimits.com

Thank you!

Additional Resources

- **So...Is That Good? The Complete Beginner's Guide to Benchmarking on Social Media**
 - <https://blog.bufferapp.com/social-media-benchmarks>
 - Useful for how to decide type of benchmarking
- **Social Benchmarking: How You Know You're Killing It on Social Media**
 - <https://www.fronetics.com/social-benchmarking-know-youre-killing-social-media/>
 - Importance of context and continual testing
- **The Ultimate List of Social Media KPIs to Leverage Business Growth**
 - <https://sproutsocial.com/insights/social-media-kpis/>
 - Breakdown of useful benchmarking statistics also known as KPIs (key performance indicators)