

# How to buzz with facebook

Vienna, July 2009



amb**buzz**ador  
mitten ins herz

# Agenda

- Social Media
  - Social Media Map
  - Social Networks
- facebook
  - Why facebook
  - Positioning Brands @ facebook
  - Presentation@ facebook
  - Tools @ facebook
  - Communication @ facebook
- Conclusion

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# Why Social Media?



- There are **625 million active internet users** worldwide. About 71% of them uses social media.\*

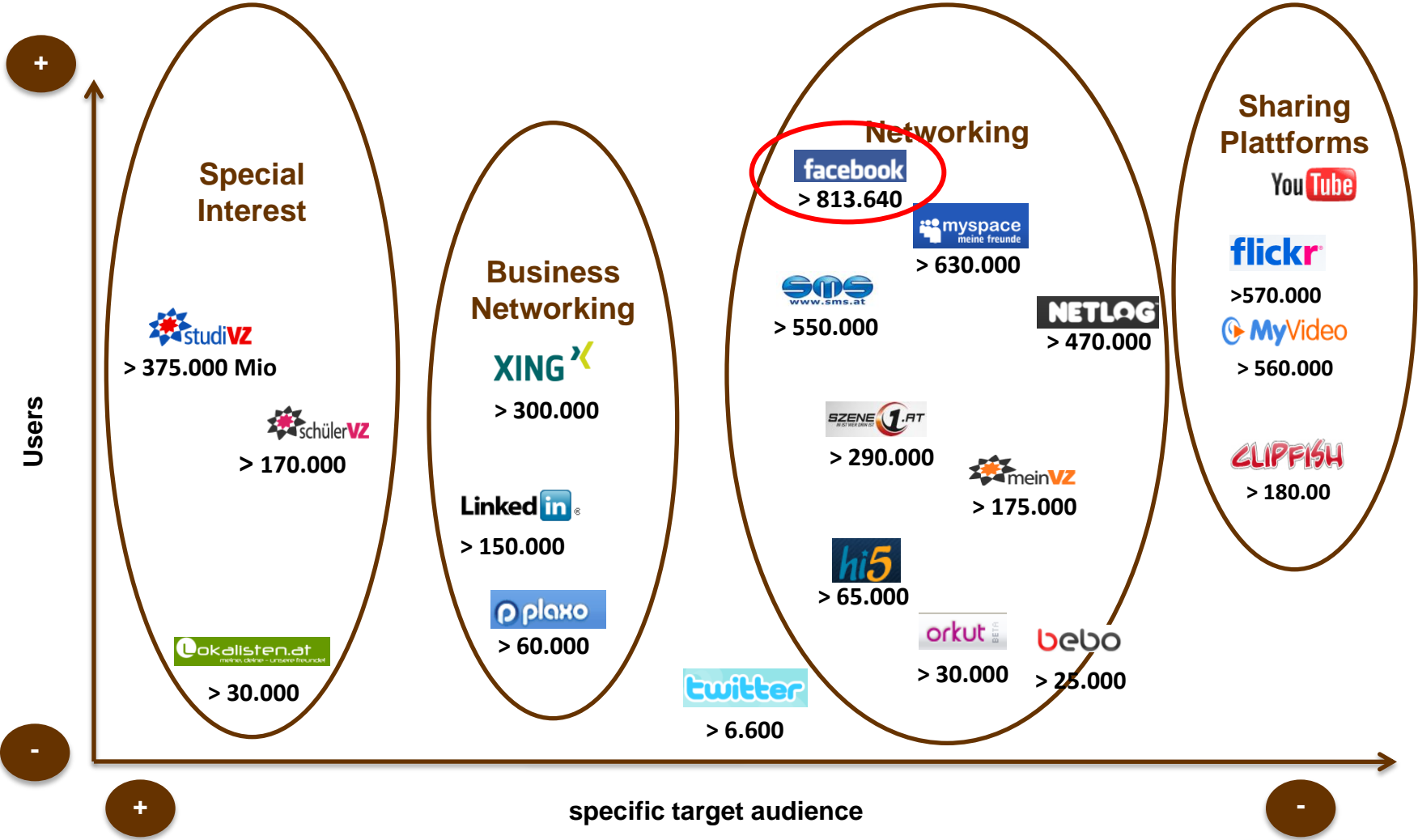
- **Social Media** enable Companies and Brands to **become more personal.**

- Social Media are the best way to **upload, create and share** content.

- There are **many possibilities** to participate within social media (networks, sharing, casts, publishing, etc.)

•Study: Wave 4 – Power to the people, July 2009  
The graphic contains only an example of social media platforms

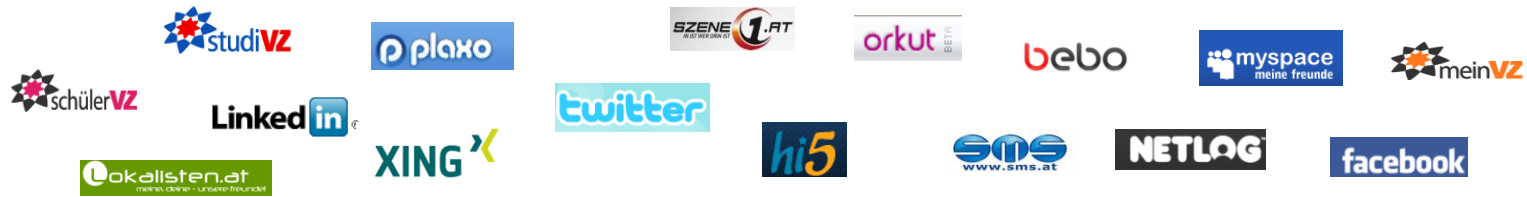
# Social Media Map | Austria



# Sources

- <http://www.bernd-schmitz.net/blog/index.php/2009/04/24/facebook-nutzerzahlen-in-ausgewahlten-landern-europas/>
- <http://www.google.com/adplanner>
- <http://webevangelisten.de/>
- <http://twittercharts.at/>
- <http://www.network-relations.de/tag/userzahlen/>
- <http://www.integral.co.at/de/aim/>
- <http://www.checkfacebook.com/>
- <http://www.sven-plaggemeier.de/2009/03/bebo-noch-ein-soziales-netzwerk/>
- [http://www.comscore.com/Press\\_Events/Press\\_Releases/2009/2/Social\\_Networking\\_France](http://www.comscore.com/Press_Events/Press_Releases/2009/2/Social_Networking_France)

# Why Social Networks



- Opportunity for customers / interested parties to **communicate directly**
- **Exchange possibilities** with other customers / fans
- **Easy & simple** while having private fun in social networks
- **Uncensored** feedback
- **Social Networks become the focus of Social Media** since they embed more and more social media features within their platforms (e.g. video & media sharing).\*

\* Study: Wave 4 – Power to the people, July 2009

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# Why Facebook



- fastest growing social network
- more than **800.000 users** in Austria at the end of July 2009. **200.000 more** than at the beginning of June
- more than **250 million** active users
- more than **120 million** users log on to Facebook at least **once each day**
- average user has **120 friends**
- more than **1 billion pieces of content** shared each week
- the network with **best reporting tools**
- open for brands and **company pages**
- **international**
- possibility to embed own files and to offer interaction possibilities

## Facebook for global players?

- Sure!
- You can promote the brand **internationally**
- You can promote **local subsidiaries**
- You can **aggregate** what people are talking about
- You can set up different **fan pages** for local purposes
- People like **local and individual** pages
- Increasing sympathy and fans might not be a bad idea at all ;-)

## Facebook for SME?

- **Definitely!**
- Does not matter if you are a small business with local target audiences. **These audiences have internet too! ;-)**
- **Local businesses profit** from growing identification of customers & their online participation.
- Meeting people or businesses offline always **adds value** to the customer loyalty. So gather fans online, meet them offline.

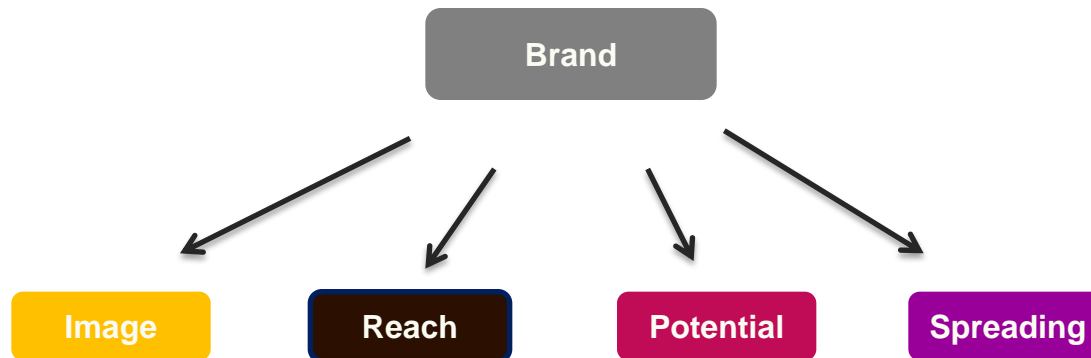
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# Analyzing a Brand @ Facebook

## Overview

- Brands have **different businesses or initial situations**.
- Therefore they **can not exactly be compared** with each other.
- A brand's success in Social Media consists of **different components**.
- **Various aspects need to be considered**.



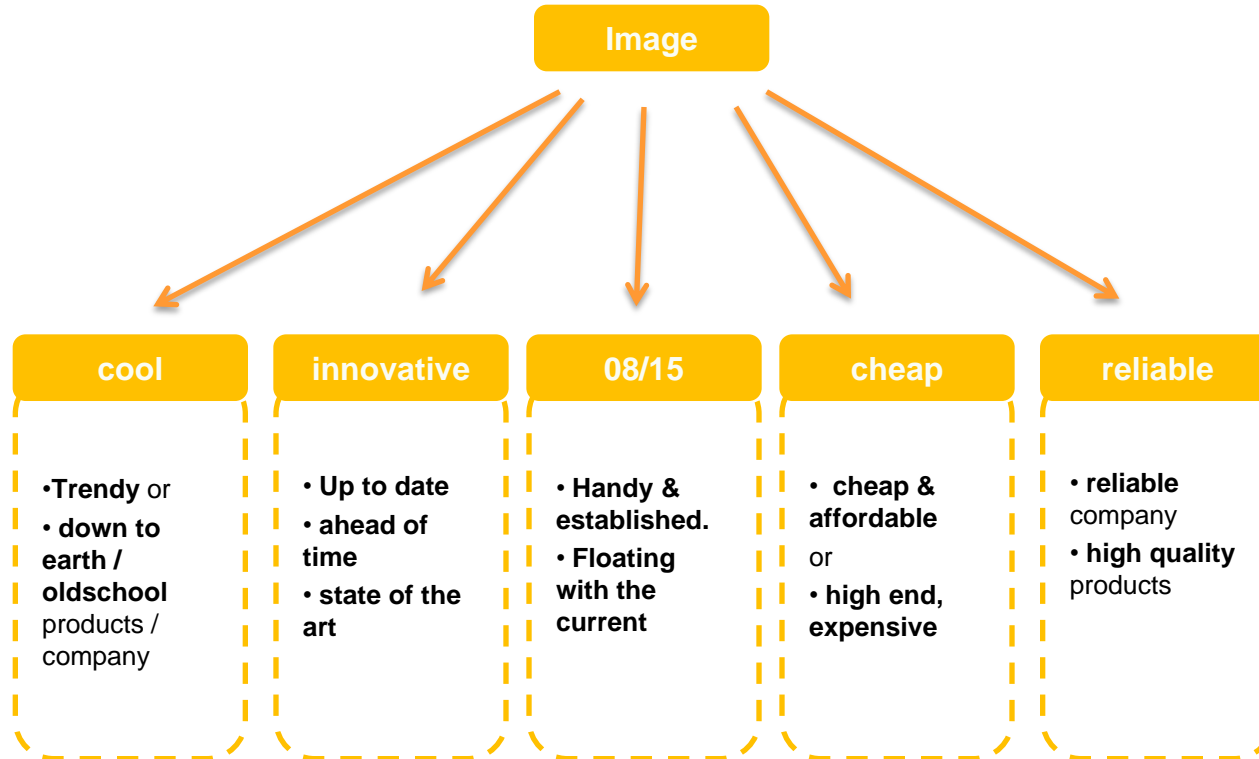
# Analyzing a Brand @ Facebook

## Checklist

	+	-
<b>Image</b>		
• cool		
• innovative		
• reliable		
<b>Reach</b>		
• Fans		
• diverse		
<b>Potential</b>		
• Growth		
• Budget		
<b>Spreading</b>		
• Many channels		
• fast		

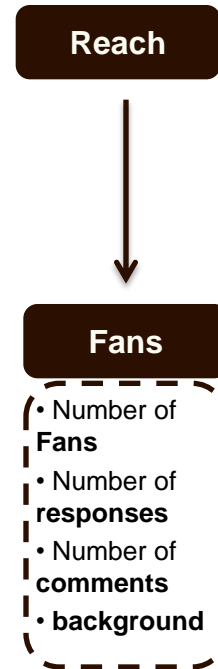
# Positioning of the brand

The positioning of the brand has implications to the communication policy.



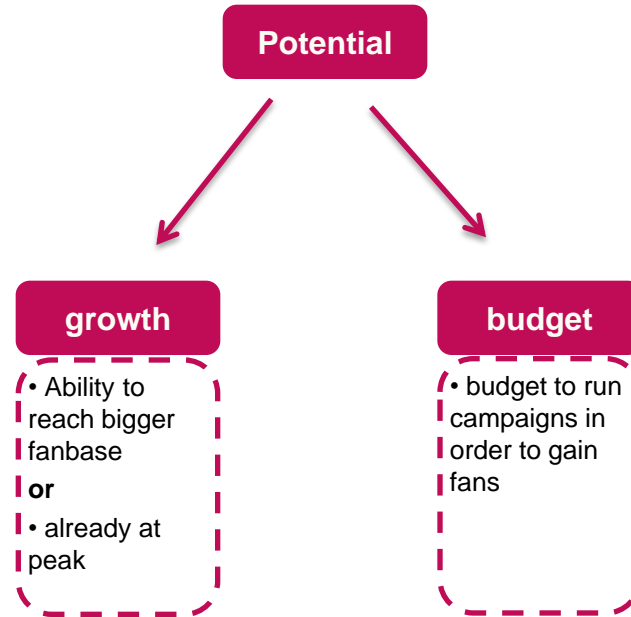
# Measurement

Reach has to be defined: quantity versus quality!



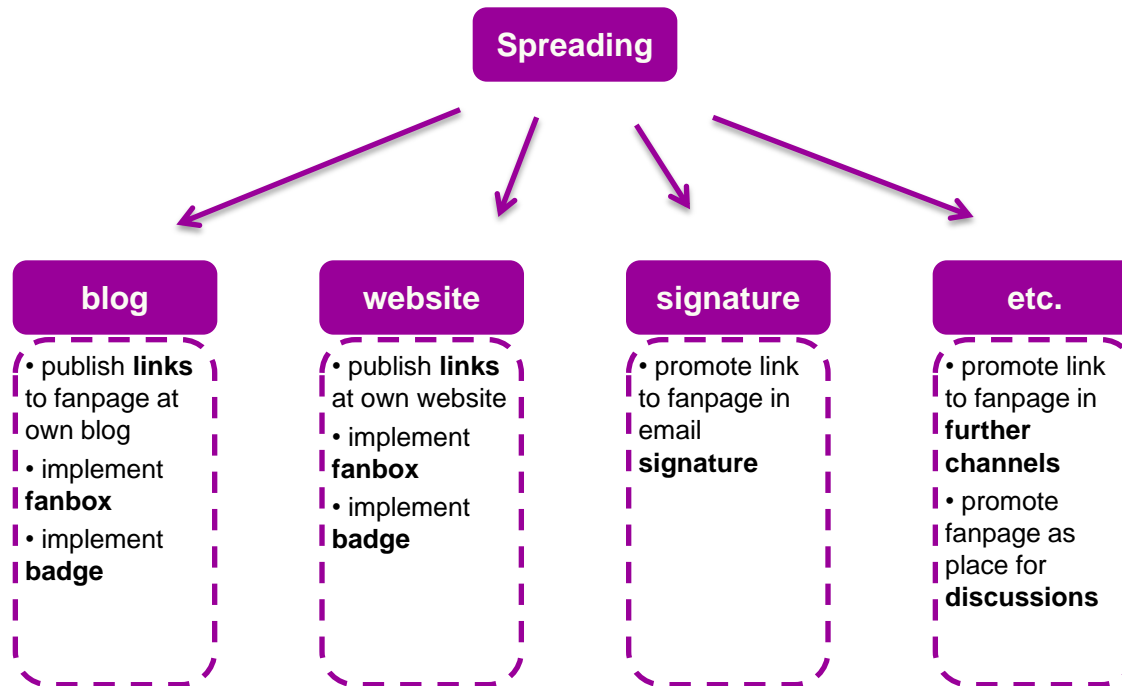
# Potential für success

The sound basis is a fanbase in real life!



# Seeding

100% integration within the company's communication channels.

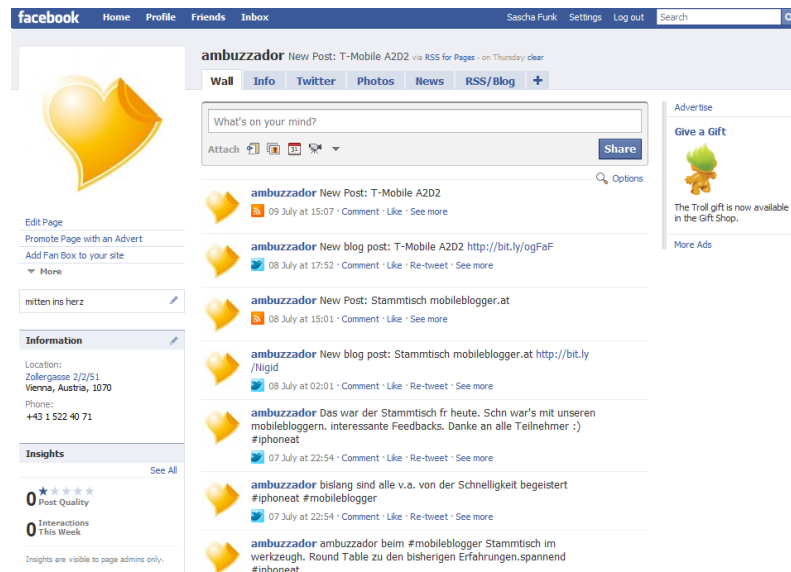


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# presentation@ Facebook

- Facebook allows setup of Groups or **Fanpages**
- **Groups:** Members can discuss, publish pictures and post threads.
- **Fanpages:** Possibility to add „**Fan Box**“ on own site / blog. **News** will show up on **homepage** of fans. Admins can upload pictures & files. Fans can **comment** on pictures and events.
- **Embedding** of pictures, files, presentations on homepage possible.
- **Fanpages** the better choice for companies.



The screenshot shows the Facebook interface for the page 'ambuzzador'. The top navigation bar includes 'facebook', 'Home', 'Profile', 'Friends', 'Inbox', and a search bar. The page header shows 'ambuzzador' with a 'New Post: T-Mobile A2D2 via RSS for Pages' notification. Below the header are tabs for 'Wall', 'Info', 'Twitter', 'Photos', 'News', 'RSS/Blog', and '+'. The main content area features a 'What's on your mind?' text box with an 'Attach' button and a 'Share' button. Below this are several posts from 'ambuzzador', each with a yellow envelope icon and a timestamp. The posts include: 'New Post: T-Mobile A2D2' (09 July at 15:07), 'New blog post: T-Mobile A2D2 http://bit.ly/ogFaF' (08 July at 17:52), 'New Post: Stammtisch mobileblogger.at' (08 July at 15:01), 'New blog post: Stammtisch mobileblogger.at http://bit.ly/nigid' (08 July at 02:01), 'Das war der Stammtisch fr heute. Sch n war's mit unseren mobileloggern, interessante Feedbacks, Danke an alle Teilnehmer :) #iphoneat' (07 July at 22:54), 'bislang sind alle v.a. von der Schnelligkeit begeistert #iphoneat #mobileblogger' (07 July at 22:54), and 'ambuzzador beim #mobileblogger Stammtisch im werkzeug, Round Table zu den bisherigen Erfahrungen.spennend #inhneat'. On the left side, there is a 'mitten ins herz' profile picture, an 'Edit Page' button, and 'Information' details including location (Zollergasse 2/2/51, Vienna, Austria, 1070) and phone number (+43 1 522 40 71). On the right side, there is an 'Advertise' section with a 'Give a Gift' button and a 'More Ads' link.

ambuzzador

# Facebook Fanpage (1 / 4)

The screenshot shows the Facebook fanpage for 'ambuzzador'. The page header includes navigation links (Home, Profile, Friends, Inbox) and user information (Sascha Funk, Settings, Log out, Search). The main content area features a status update from 'ambuzzador' with the text 'Gemeinsam mehr erleben :-)' and hashtags #tmobile, #rathausplatz, and #unwetter. Below this is a post creation box with the text 'What's on your mind?' and a 'Share' button. The main feed displays several posts from 'ambuzzador', including updates about a location change, weather, and a band search. The left sidebar contains options like 'Edit Page', 'Promote Page with an Advert', and 'Add Fan Box to your site'. The right sidebar features 'Create an Advert' and 'Facebook Pages' information.

The heading shows latest status update

## Possibility to update status

- Beyond the text it is possible to attach different files
- It is possible to update status from outside facebook (via twitter or other applications)

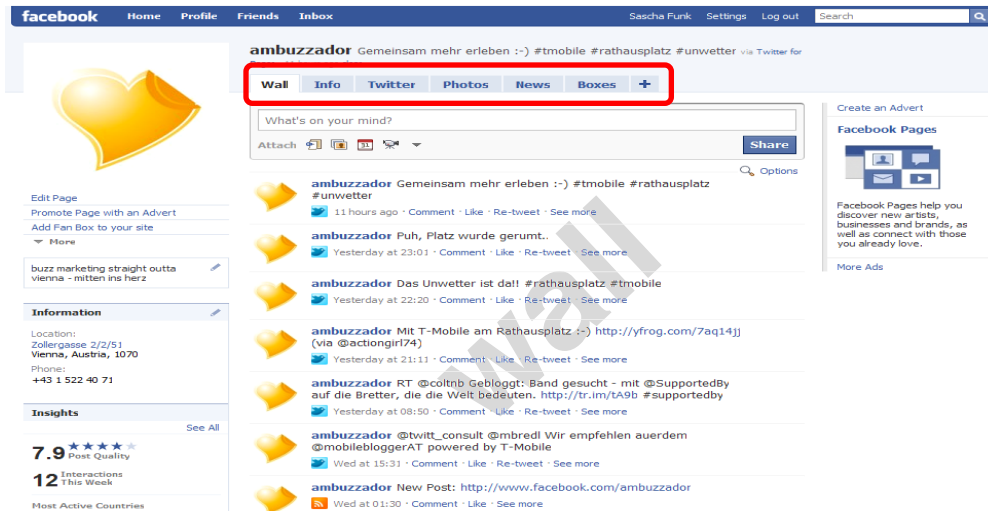
## The wall shows latest actions

- comments
- picture uploads
- twitter messages
- blog posts
- etc.
- Fans are able to comment on those updates, like & share them with friends.

www.facebook.com/ambuzzador

ambuzzador

# Facebook Fanpage (2 / 4)



## Navigation Tabs

- shows different tabs that lead to different sub sides.
- Tabs can be defined individually (depends on added applications)
- the „+“ tab shows more tabs that do not fit into the top navigation

[www.facebook.com/ambuzzador](http://www.facebook.com/ambuzzador)



## Example Tab: Photos

- photo albums can be created
- photos can be uploaded from facebook or directly from your computer
- Friends in pictures can be „tagged“
- Description of every album or photo possible

ambuzzador

# Facebook Fanpage (3 / 4)

The screenshot shows the Facebook fanpage for 'ambuzzador'. The page header includes the Facebook logo, navigation links (Home, Profile, Friends, Inbox), the user's name (Sascha Funk), and settings (Settings, Log out). The page title is 'ambuzzador Gemeinsam mehr erleben :-)' with hashtags #tmobile, #rathausplatz, and #unwetter. The page is categorized as 'Pages' and was updated 11 hours ago. The main content area features a 'What's on your mind?' text box with an 'Attach' button and a 'Share' button. Below this are several posts from 'ambuzzador' with timestamps and interaction options. On the left side, there are four red-bordered boxes highlighting specific elements: 1. A yellow heart icon with a 'W' on it, representing the logo. 2. A settings panel with options like 'Edit Page', 'Promote Page with an Advert', and 'Add Fan Box to your site'. 3. An 'Information' field showing location (Zollergasse 2/2/51, Vienna, Austria, 1070) and phone number (+43 1 522 40 71). 4. An 'Insights' section showing a 7.9 Post Quality score, 12 interactions this week, and a list of most active countries.

www.facebook.com/ambuzzador

## Logo and settings panel

- on the left hand side
- place for company logo
- shows actions like „edit“, „promote“ and more.

## Free text field

- beyond edit settings
- space for free text (e.g. claim or credo)
- only manual updates possible

## Information Field

- shows company information
- location / phone numbers

## Insights

- shows a brief overview of current statistics
- more complex overview under „see all“

ambuzzador

# Facebook Fanpage (4 / 4)

The screenshot shows the Facebook Fanpage interface for 'ambuzzador'. The top navigation bar includes 'facebook', 'Home', 'Profile', 'Friends', 'Inbox', and user options 'Sascha Funk', 'Settings', and 'Log out'. Below the navigation bar, there are links for 'Advert Manager', 'Pages', and 'Help', along with a 'Promote your page' button.

The main content area is divided into two columns. The left column contains the following sections:

- Settings**: Edit country restrictions, age restrictions and published status.
- Wall settings**: Change the default view for fans and control who can post to your Wall.
- Mobile**: Activate Facebook Mobile to publish status updates to your Facebook Page on the go.
- Applications**:
  - Amadeus - Austrian Music Awards**: Vote für deine Favoriten bei den Amadeus - Austrian Music Awards!
  - Events**: With Facebook Events, you can organize gatherings and parties with your friends, as well as let people in your community know about upcoming events.
  - FBML - FBML**: Add advanced functionality to your Page using the Facebook Static FBML application.
  - Inside Job**

The right column contains the following sections:

- News for Page admins**:
  - Do you want to target ads to fans of your Page? 15 July 08:34
  - New: Fan Box widget – More Fans and More Sharing 09 July 00:03
  - Facebook Usernames Coming Soon for Pages 09 June 21:24
- Insights**:
  - 120 Total fans
  - Page activity\***:
    - Unique visitors: 6 +50%
    - Page views: 44 +100%
  - \* Data Last Updated: 30 July 2005
  - All Page insights
- Promote your page**:
  - Promotion guidelines
  - Send an update to fans
  - Add Fan Box to your site

www.facebook.com/ambuzzador

## Edit Settings Page

- the conning tower of your facebook activities
- enables user to edit all kind of settings (basic information, wall settings, mobile settings)

## News for Page admins

- shows all active applications
- enables user to edit and add applications

## Applications

- shows all active applications
- enables user to edit and add applications

## Insights

- shows a brief statistics overview
- more complex when clicking on „All Page insights“

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# Facebook Fanbox



<http://www.ambuzzador.com>

## Fanbox

- Can be embedded in own homepage or blog
- Shows amount of fans
- Shows random fan pictures (can be hidden)
- Shows latest updates on page (can be hidden)
- Enables website visitors to **become fans immediately** without navigating to facebook
- Great way to increase fanbase
- Really works. amubzzador proved ;-)

## Badge

- Provides link directly to facebook fanpage
- Looks better than a text link
- Shows commitment to own facebook page
- Does force users to leave own site when clicking on it and directs to facebook page
- Can be designed individually (it's just an image)



ambuzzador

# involver applications for fanpages

<http://www.involver.com>

Involver developed a reasonable amount of fanpage applications that enable the page to show:

- RSS feeds
- Photo galleries
- Youtube channels
- Twitter updates
- Polls
- Files
- Slides
- PDF's
- Coupons
- and many more

involver services are **not free** for use, but worth the price.

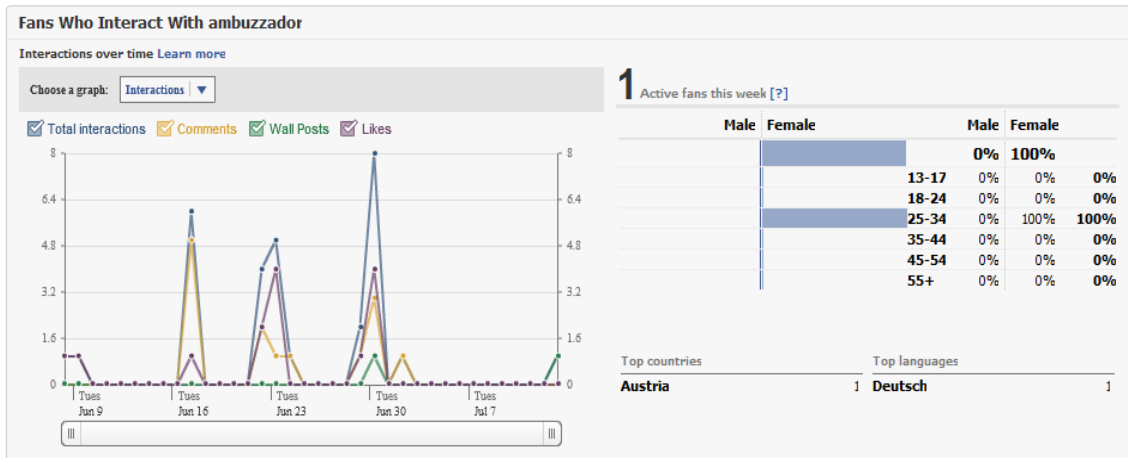
The screenshot displays the 'Application Gallery' interface. It features a green header with the text 'Application Gallery'. Below the header, there are ten application cards arranged in two columns. Each card includes an icon, a title, a brief description, and two buttons: 'Install' (with a Facebook 'f' icon) and 'Screenshot'. The applications shown are: RSS Feed, Photo Gallery, YouTube Channel, Twitter, Poll (marked as 'Pro Subscription Required'), Coupon (marked as 'Pro Subscription Required'), File Sharing, Slides, PDFs, and Facebook Connect Chat (marked as 'Premium Subscription Required').

involver™ fan page applications

ambuzzador

# Facebook Insights


 1 Interactions this week [?] 0 Likes 0 Comments 1 Wall Posts
 11.7  Post Quality [?]



- **Insights** shows interaction with fans
- How many **liked** posts, **commented** on posts and posted on **wall**
- Shows **activity** of fans
- Displays **fan structure**
- Shows **development** of fan base
- Displays when fans **subscribed** or **unsubscribed**

Facebook Insights is a **monitoring tool** that helps to **increase the relevance of the own fanpage**. The gathered data can be used to change or improve the way fanpages are used and reasons for subscribing or unsubscribing can be identified.

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# Communication @ Facebook

## **Presentation**

- It is always positive to personalize the fanpage.
- Always let people communicate, not the brand.
- Staff should be known by name and position

## **Content**

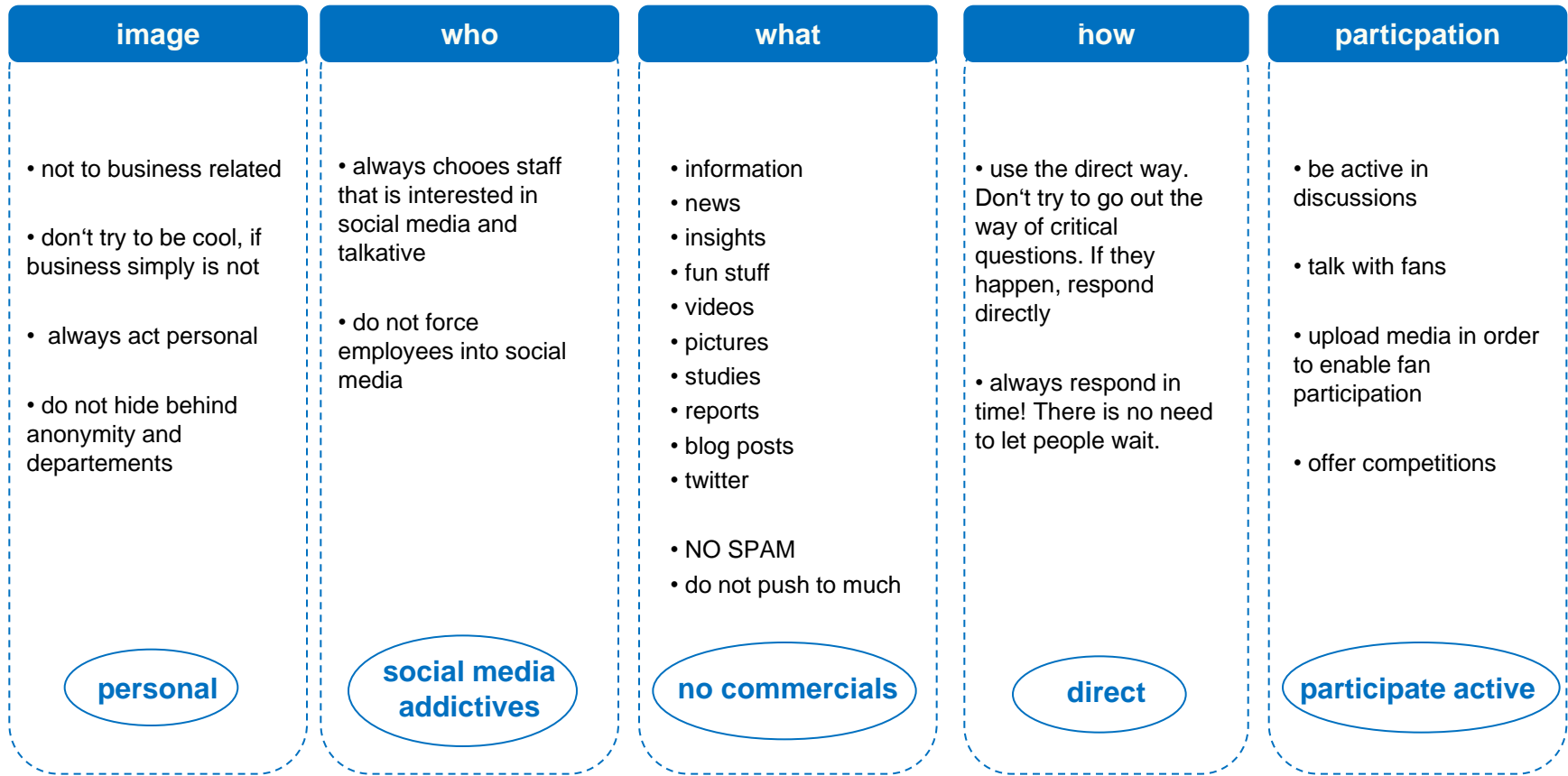
- Do not spam!
- Posting only product information will not increase your image or fanbase
- Find a mixture of nice to know information, fun posts and current news, then there is nothing to say against product related posts once in a while

## **Communication**

- Try to answer as soon as possible if there are questions
- Participate actively in conversations. Do not let your fans do all the work.

Have look at our cheat sheet on the next site.

# Communication @ Facebook – Cheat Sheet



do not „do“ social media – be part of it – live it

*be smart ☺*

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## Conclusion

- Facebook is the „**most important**“ network to be on right now.
- Enables users to **report and monitor** activities with fans and their actions
- Enables fanpage owner to **promote** the fanpage on other channels
- Offers a good way to **interact with fans** and let them get in touch easily
- Be aware that there are many more opportunities and menus within facebook. **This guide was just the beginning ;-)**



**“helps you connect and share with the people in your life”**

# Glossary for Fanpages

## **Applications**

Facebook offers a lot of Applications – mostly programmed by third parties – which can be added to a fanpage. These applications are small programmes that shall increase the usability or fun on the site. They can be added and removed easily

## **Like**

Beyond each wall post there is a function called „like“. This gives every user the possibility to show his commitment without forcing to leave a written comment.

## **Tagging**

Tagging is the act of identifying content within published media. For example persons on pictures or text patterns within articles

## **Wall**

Nothing political. The Wall is the central place on each page. Fans can write on your wall. Basically your guestbook on facebook. All published content will appear there.

## **Widgets**

Widgets are applications that you can add to your own page in order to start or promote a discussion right at your site – without navigating to facebook. Fans can add or comment right away

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