



ROUTE 2.0

Leonardo Da Vinci – TOI

2011-1-ES1-LEO05-35792_AN-1

ROUTE 2.0 Module Unit: Managing People and Resources

Circulation: Confidential
Partners: MFG Baden-Württemberg mbH
Authors: Georg Sedlbauer
Date: 26 October 2012
Doc. Ref. N°: ROUTE 2.0 Unit: Managing People and Resources



COPYRIGHT

© Copyright 2011-2013 The ROUTE 2.0 Consortium

Consisting of:

- Cámara Oficial de Comercio e Industria de Badajoz
- Fundación para el desarrollo de la ciencia y la tecnología en Extremadura (FUNDECYT)
- First Elements
- Stichting Business Development Friesland
- MFG Medien-Filmgesellschaft Baden-Württemberg mbH

This document may not be copied, reproduced, or modified in whole or in part for any purpose without written permission from the ROUTE 2.0 Consortium. In addition an acknowledgement of the authors of the document and all applicable portions of the copyright notice must be clearly referenced.

All rights reserved.

This document may change without notice.

DOCUMENT HISTORY

Version	Date	Comment
01	20 August 2012	Frist Draft
02	11 September 2012	Second Draft
03	26 October 2012	Third Draft
04		



EXECUTIVE SUMMARY

This document deals with social media for communication strategies generally and particularly with managing people and resources in this field. Moreover, it is intended for people working in the field of tourism. It is study material for the ROUTE 2.0 advanced training and part of the work package 5. Its content was developed by the MFG.

Firstly, the unit module explains what and how often you should post. Secondly, it describes how employees can contribute to a company's social media strategy. Thirdly, it deals with managing different social media platforms. Finally, it explains the role of the website and how social media can be integrated into it.

This work package is led by First Elements.



TABLE OF CONTENTS

1	OVERVIEW MODULE UNIT: MANAGING PEOPLE AND RESOURCES	5
1.1	WHO	5
1.2	STRUCTURE OF THE MODULE UNIT	5
2	POSTING ON YOUR SOCIAL MEDIA CHANNELS	7
2.1	WHAT SHOULD I POST?	7
2.2	WHEN AND HOW OFTEN SHOULD I POST?	8
3	LEARN HOW TO TRAIN YOUR EMPLOYEES TO POST ON SOCIAL MEDIA CHANNELS	10
3.1	OFFERING TRAININGS	11
3.2	MOTIVATE YOUR EMPLOYEES	11
3.3	ORGANISING SOCIAL MEDIA RESPONSIBILITIES	11
4	LEARN HOW TO MANAGE DIFFERENT SOCIAL MEDIA PLATFORMS	13
4.1	TOOLS	13
5	WEB PRESENCE WITHOUT A WEBSITE?	15
5.1	INCORPORATE SOCIAL MEDIA ON YOUR WEBSITE	15
6	QUESTIONS	20
6.1	ANSWERS	20
	GLOSSARY	21
7	FAQS	22
8	FURTHER READINGS	23
8.1	VIDEO	23
9	REFERENCES	24



1 OVERVIEW MODULE UNIT: MANAGING PEOPLE AND RESOURCES

1.1 Who

This module is intended for people working in the field of tourism (among others managers) and who are interested in improving their skills when using social media as communication tool for marketing purposes and integrating employees into their social media strategy. It is made for advanced users who are already familiar with the use of social media.

By the end of this session the trainee should be able to:

Objectives	Topics
1. Learn what is appropriate for posting	<ul style="list-style-type: none">• Posting on social media channels – an introduction to posting on social media channels. How often and when you should post and most of all what you should post.
2. Learn how to train his/her employees to post on social media	<ul style="list-style-type: none">• Integrate employees in your social media strategy – inform employees and create guidelines. If necessary organise trainings. Furthermore, specify the responsibilities of your employees.
3. Learn how to manage different social Media	<ul style="list-style-type: none">• Manage different types of social media – advise for efficient use of social media and an overview of a tool (Hootsuite) that could help you managing your channels.
4. Understand how to incorporate SM on their website	<ul style="list-style-type: none">• Websites and social media – why it is still important to have a website?• Integration of social media – how and in which way you can integrate social media and use your website as a hub.

1.2 Structure of the Module Unit

- Posting on your social media channels
 - What should I post?
 - When and how often should I post?
- Learn how to train your employees to post on social media channels
 - Offering Trainings
 - Motivate your employees
 - Organising social media responsibilities
- Learn how to manage different social media platforms
 - Tools
- Web presence without a website?
- Incorporate social media on your website
- Questions
- Glossary
- FAQs
- Further Readings



Module Unit: Managing People and Resources

- References



2 POSTING ON YOUR SOCIAL MEDIA CHANNELS

There are uncertainties when it comes to what, when, and how often should you post on a social media channel. There are no universal answers since these things highly depend on what kind of communication strategy you are following, who your customers are and what you actually offer. Nevertheless, there are some general guidelines which most likely also apply to your business. Yet, keep in mind that you may have to adapt your practices.

Some basics you should consider when you are posting:

- Follow your social media strategy
- Plan and think ahead
- Monitor your channels and try to tweak your practices
- Be authentic (if you try to be someone else people will eventually find out)
- Be consistent (you lose credibility if one day you present yourself as ideal place for family vacation and the next day as hot party spot)

The main reason why users “unlike” a fanpage on Facebook or stop following on Twitter are:¹

- The company posted too frequent
- The content was becoming repetitive and boring
- The content was too promotional

2.1 What should I post?²

Short and simple:

- Your post should not be too long (less than 4 lines on Facebook)
- Your post must be easily understandable
- Posting pictures is essential (because they are easily graspable)

Videos and links are often not simple enough (because you have to watch the video or click the link). Keep this in mind. However, links on Twitter are fine.

Content:

- Customer insights (Feedback, Questions about products, etc.)

¹ ExactTarget: Suscribers, Fans and Followers. The Social Break Up. WWW-Page. (21. August 2012) <http://www.exacttarget.com/resources/SFF8.pdf>

² Reimerth G. and Wigand J.: Welche Inhalte funktionieren in Facebook. Facebook Postings von Consumer Brands und Retail Brands unter der Lupe. 4 ff, This study can be obtained under: <http://www.knallgrau.at/facebookcontentstudie>



- Company news
- Everyday issues
- Try to trigger emotions

Do not try any hard sell tactics (do not be too promotional).

You could ask our fans/followers what is their favourite site/place/food etc. in your region. You could post an image of an impressive sunrise (or something similar). Inform people about events in your region. You also could give away tickets to these events. Always try to add images. E.g. <https://www.facebook.com/bodenseenews> is a very good example for interesting content.

Criticism and Crisis Management:

- Always react to criticism
- Take it serious
- Be polite
- Apologize if you are wrong
- Correct them politely if they are wrong

Moreover, always try to fix the problem.

Do not try to hide criticism (do not delete it from your channels). Of course, there are exceptions, e.g. if the content is violating rights of others or is offending you should delete it. On platforms like Tripadvisor³ you should also react and try to fix problems.

If you get good feedback you might say thank you. You also can use social media for collecting ideas for improvements of your services. If you get suggestions on third-party platforms (Tripadvisor etc.) or on your social media channels give thanks to the person.

Other relevant ROUTE 2.0 units: The art of writing for social media communication

2.2 When and how often should I post?⁴

Time/Day:

- Morning
- After work time
- Weekends

However, this highly depends on who your possible costumers are. Students who are looking for a place to celebrate have a different daily rhythm than parents who are looking for a family vacation.

Frequency:

³ <http://www.tripadvisor.com>

⁴ Reimerth and Wigand: Welche Inhalte funktionieren in Facebook, p 4 ff



Module Unit: Managing People and Resources

- Less is more but people should not forget that you exist.
- Maximum once a day on Facebook⁵
- You can considerably post more often on Twitter.

In general, if you have the content you can post more often and if you cannot think of anything you should post less often. Of course, it also depends on your strategy and who you are respectively what do you offer.

Response:

- Faster is better
- Try to reply on comments and questions as fast as possible.

Reflexion:

- What (what kind of content) should you post on your social media channels?
- How should you deal with justified and unjustified criticism?
- How often and when should you post on your social media channels?

⁵ Dan Zarrella calculated that one posting every second day is statistically the best, Zarrella D: New Data: Post to Your Facebook Page Every Other Day for the Most Likes. WWW-Page. (3. September 2012) <http://danzarrella.com/new-data-post-to-your-facebook-page-every-other-day-for-the-most-likes.html>



3 LEARN HOW TO TRAIN YOUR EMPLOYEES TO POST ON SOCIAL MEDIA CHANNELS

Companies normally have their own social media guidelines. These guidelines advise the employees how they (as employees) should behave while using social media.

In general, a guideline should

- be concrete and not contain empty phrases.
- be short, simple and understandable.
- engage the employees and not discomfit them.
- present best practices.
- communicate your marketing strategy otherwise your employees cannot see the purpose of getting engaged.

If you just tell your employees what they are not allowed to do and what (legal) consequence there are they most likely will not use your social media channels at all. However, to some extent you have to make them aware of some rules but try to use positive verbalizations.

In a guideline point out that

- your employees are important and their posts contribute to the success.
- your employees are responsible for what they are posting.
- you trust them to know what is appropriate.
- sensible data must not be posted.
- transparency is important. The employees should make it clear that they are posting as employees of the company. Furthermore, they should use their real name.
- they should not treat people different than in “real life”.
- copyright should be respected.

A very good example for social media guidelines:

- <http://smg.adidas-group.com/>
- http://extranet.rlp-info.de/fileadmin/extranet/Download_PDF/Social_Media/RPT_SocialMedia_2011_web.pdf (an example in tourism sector, in German)

A template for social media guidelines:

- <http://www.bitkom.org/files/documents/BITKOM-SocialMediaGuidelines.pdf> (in German)



Well-presented guidelines (appealing video). However, it could be less discomfiting.

- http://www.youtube.com/watch?v=e_mLQ_eWk_o (in German)

However, in big companies it is often difficult to engage employees. Many big companies have more employees than e.g. fans on Facebook. You know your employees and your employees know you. That gives you an advantage. It is easy for your employees to identify with your business and see the impact of their actions.

Other relevant ROUTE 2.0 units: Legal Issues in Social Networking (Copyright and IP issues)

3.1 Offering Trainings

To engage your employees you should help them to use social media. Not only communicate and explain them your strategies also offer workshops, trainings or manuals. Be aware that your employees have different relationships with social media and technology. To train them effectively you should separate them into different groups based on their experience or even let them train each other.

3.2 Motivate your Employees

It is important to motivate your employees to support your social media strategy and engage in your channels. You could motivate them by paying their cell phone plans and/or a smartphone. You do not have to cover all the costs but the offer should be attractive.

3.3 Organising Social Media Responsibilities

Of course you can manage your social media agendas also as a team.

- For working in a team it is very important to communicate the responsibilities.
- Furthermore, you could organise a social media schedule. For example, "Twitter days". On Monday employee A is responsible to post, on Tuesday employee B etc. Or let them focus on specific tools. Employee A and B are in charge of Twitter. Employee C and D are responsible for Facebook. Or you could also think about to structure following different topics: A is responsible to communicate cultural events in your region; B is responsible to communicate sport events etc.
- You should reward your employees for their engagement.
- Evaluate the new structure after e.g. the first 8 weeks of trial.

Reflexion:

- What should a social media guideline include?
- How can you motivate your employees to get engaged on your social media channels?



Module Unit: Managing People and Resources

- How can you manage your social media strategy as a team?



4 LEARN HOW TO MANAGE DIFFERENT SOCIAL MEDIA PLATFORMS

No matter which strategy you created for your social media communication, the basic hand on tasks on each of your social channels will be the same:

- Update
- Monitor
- Manage
- Maintain

These tasks can be very time consuming and, of course, should be as efficient as possible. As amazing social media is, learning how to manage it without wasting your time can be a challenge.

- A basic rule is that you cannot be present on every social media platform. You should focus on a few of them. It depends on your target groups but, generally spoken, Facebook is the king in social media.
- It is really easy to get distracted while using social media. You want to quickly reply to a message and end up reading someone else's tweets for an hour. This normally does not help you to achieve the goals of your social media strategy. Be aware of wasting time.
- Furthermore, there are tools which could help you to increase your efficiency of working with social media.

4.1 Tools

Logging on separately to Twitter, Facebook etc. to update, monitor, manage and maintain takes a lot of time. It is more efficient to aggregate all these various channels. These aggregators are also called social media dash boards, social media management systems etc.

There are many different solutions. Nevertheless, a comprehensive list of these would be outdated in a couple of months. So we will focus mainly on one tool that could help you to work more efficiently.

Hootsuite

Hootsuite is a browser based social media management system. It was founded in 2008 and, consequently, can hark back on a long standing tradition (for social media standards). In the beginning the focus was on Twitter but nowadays it supports most of the social media platforms. Nevertheless, Twitter is still the best integrated one.

It offers three different versions:

- Free
- Professional
- Enterprise



Module Unit: Managing People and Resources

These versions offer different functionalities. Depending on how you want to use Hootsuite you should choose the free version or the professional version which currently costs 10\$ a month. The enterprise version is intended for large scale companies and is usually not relevant. For the concrete differences of each version go to <http://hootsuite.com/plans>

- **Engagement**

With Hootsuit you can post a message and put it out on as many accounts you want. So you can post one and the same message on Facebook and Twitter without typing it twice or copy-paste it. You have the possibility to use RSS feeds. So if you write on your personal blog it automatically posts it to your social media channels. Furthermore, you can schedule posts. You write your post whenever you want to but publish it at the best suited time. This gives you more flexibility.

- **Analyse**

Hootsuit and other social media management tools offer many possibilities (Google Analytics, Facebook Insight) to monitor and analyse your webpage and your social media channels (pro version)

- **Collaboration**

Hootsuit also integrates collaborative work in a team. Team members can use the same account (fee-based) and you can set rights and restriction for every team member.

Video: Hootsuite Pro for Social Media

<http://www.youtube.com/watch?v=5ZsuTmfHZOo&feature=related>

Other software (for similar purposes)

Despite the fact that Hootsuit is probably one of the most popular social dash boards with over 3 million users, there are many alternatives with similar functions.

- <http://gremln.com/>
- <https://seismic.com/>
- <http://www.tweetdeck.com/>

Reflexion:

- What should you keep in mind if you want to work efficiently with social media?
- What kind of tools could help you to increase your efficiency?



5 WEB PRESENCE WITHOUT A WEBSITE?

Many people are not sure if it is still worth the effort to have your own website. They ask themselves whether a web presence without a website is sufficient. Certainly, having a web presence at all is the most important step. It is better to be on Facebook than not being on the web at all. Nevertheless, there are several good reasons to have your own website⁶:

- **Credibility and integrity:** For a small organization credibility is a key success factor. It is very likely that costumers who never heard about your company end up on your page. Consequently, they are very cautious. You have to win their trust.
A website is a further step in credibility. It is very easy to create a Facebook page for a business. This fact makes it also very interesting for scammers. They are creating fake business pages on social media. Setting up a website is not complicated but it is an additional effort and this effort increases your credibility.
- **Value:** An established website with traffic increases the value of your business.
- **Good old Web:** Not everybody is using social media.
- **Control:** Your own website gives you more control. It is like owning something. If you own something you are usually to some extent free to do what you want. Whereas if you rent something you have to follow the rules of the actual owner. On a web presence on a social media platform your creative leeway is restricted by the owner, Facebook, Twitter etc. They have the control.
- **Analytics:** Generally spoken, the analytic functions of websites are often better than of social media platforms. Website analytics tools like Google Analytics can offer a wealth of data. This might help you to improve your marketing.
- **Communication:** On your social media web presence the platform is dictating how you communicate with other people. You cannot send an email to a follower on Twitter. A website gives you the possibility to collect different possibilities to get in touch. So it is up to you if you want to write an email, send a tweet or make a telephone call.
- **Having a hub:** That is probably the most convincing point for having your own webpage. A good social media strategy calls for a hub. This hub is the centre of all your social media presences and consequently a central part of your strategy.

5.1 Incorporate social media on your website

One of the most important aspects of having your own website is to use it as a hub for your social media strategy. There are many different levels of integration of social media

⁶ Bodnar K.: 7 Reasons Replacing a Website With Social Media Is Stupid. WWW-Page. (21. August 2012): <http://blog.hubspot.com/blog/tabid/6307/bid/13639/7-Reasons-Replacing-a-Website-With-Social-Media-Is-Stupid>, <http://blog.hubspot.com/blog/tabid/6307/bid/13639/7-Reasons-Replacing-a-Website-With-Social-Media-Is-Stupid.aspx>



Module Unit: Managing People and Resources

into a website.⁷ The rule of thumb says the more integrated social media is the better. However, this integration may be demanding and sometimes has drawbacks, too. Moreover, you should make your website also accessible for people who do not want to use social media. Despite the wide spread of social media many people are not interested in using it and similarly many social media users have serious concerns about the extensive use.

- The first level of integration is to link away. You use chiclet (little icons) on your webpage to link to your Facebook, Twitter etc. page. This may encourages the growth of your social channels and is very useful. Yet, it is only the first step in the integration of social media since it does not help you much to implement your strategy.

The screenshot shows the homepage of the MFG Innovationsagentur für IT und Medien. The header includes a search bar and navigation links for 'Suchen', 'Vernetzen', and 'Kooperieren'. Below the header, there are three main columns. The left column has three large icons labeled 'LERNEN', 'VERNETZEN', and 'KOOPERIEREN'. The middle column features a section titled 'Ungewöhnliche Projektideen und Mut zum Risiko' with a photo of a woman and text about tesa-Film and EML. Below that is a section for 'Release für Ludwigsburger Game angekündigt' with a photo of a game box. The right column has a section titled 'Aktuelles' with a list of news items, including 'Zeta Software' and 'Jubiläum mit ERP Umstellung bei MAHLE'. At the bottom, there are social media icons for Google+, Facebook, Twitter, YouTube, LinkedIn, and RSS.

Figure 1: Screenshot: MFG Innovation Homepage, accessed 30 August 2012

You can find the chiclets in the upper left corner. These are links to various social media channels of MFG Innovation.

⁷ Owyang J.: Making your Corporate Website Relevant Keynote Content Management conference. WWW-Page. (21. August 2012): http://de.slideshare.net/jeremiah_owyang/making-your-corporate-website-relevant



Module Unit: Managing People and Resources

- The next step is to link away but encourage sharing. On your website you have ready-made tweets visitors can tweet to their followers or you use Facebook's like button.
- It makes also sense to integrate your brand in your social media channels. In order to have the same design for all our channels and your website.
- You should try to aggregate the communication on your social media channels on your website. Furthermore, that is a great way to get inexpensive content. For example, you could integrate tweets on your webpage. However, you lose partly control over the content on your page.

The screenshot displays the MFG Innovation website with several news articles and social media integration. The articles include:

- es nur noch wenige Paternoster in Baden-Württemberg gibt:** mehr >>
- Neue Impulse für Innovationen in Baden-Württemberg:** Liaison für ein starkes Baden-Württemberg: Das medien forum freiburg (mff) und Baden-Württemberg: Connected – bwcon – gehören ab sofort zusammen. Erklärte Ziele der Fusion sind die Stärkung regionaler Partner im bwcon-Netzwerk, Ausbau der Aktivitäten in Südbaden sowie die Umsetzung größerer Projekte: mehr >>
- Interview: Hackathon übertrifft Erwartungen:** Der erste Stuttgarter GameDev Hackathon war ein Erlebnis. In nur drei Tagen wurden Games von Grund auf konzipiert und entwickelt. Die MFG Innovationsagentur für IT und Medien hat Sarah Bossek von dem Veranstalter softSCIENCE Software und Datenbankentwicklung GmbH nach ihren Eindrücken gefragt: mehr >>

At the bottom, there are logos for **KINDER MEDIEN LAND Baden-Württemberg** and **bwcon lisog**.

Pinnwand / Facebook

Find us on Facebook

MFG Innovationsagentur für IT und Medien

MFG Innovationsagentur für IT und Medien

Erheizeriger Plan oder doch nur die fixe Idee eines Neo- Alchemisten?

Milliardär plant Unsterblichkeit ab 2045
www.pressetext.com
Bewusstsein soll auf elektronischen Systemen funktionieren

20 hours ago

MFG Innovationsagentur für IT und Medien

Für all die Mysophoben unter uns:

Wachbare Tastatur kommt im Herbst

1,107 people like MFG Innovationsagentur für IT und Medien.

Vanessa Roswitha Bertil Martin Steffen Krzysztof Eva Thomas

Christian Stephanie Bernd Polina Janice Heidi Helene Stefi

Facebook social plugin

Tweets / Twitter

Tweets zur MFG Innovationsagentur für IT und Medien

MFG mfg_innovation Praktische Erfahrungen für Entwickler mit Hackervettbewerb "Capture the Flag 2.0": dtLj/NNTKEI #Apps #Security 3 days ago · reply · retweet · favorite

EMG SoelMfgEng RT @mfggeek: Flexible batteries fit new spaces ow.ly/0oNro @ #mfg #innovation 3 days ago · reply · retweet · favorite

PotomacPhotonic An Intro 2Small Hole Drilling dtLj/LLY25 #mfg #innovation #laser #cnc #3D_printing #frog.coming@ginj 20 hours ago · reply · retweet · favorite

KDOESLOWZ @NyoeAndFresh "Dutch Master, wit de Master Kuzh" #DMMK ... 11 hours ago · reply · retweet · favorite

MFG mfg_innovation Welche Rolle spielt #Neugier in #Unternehmen? #interview-Teilnehmer gesucht: innovation.mfg.de/standort/dl... about 1 hour ago · reply · retweet · favorite

Figure 2: Screenshot: MFG Innovation Homepage, accessed 30 August 2012

Here you can see recent activity on Twitter and Facebook. Furthermore, you can directly "like" MFG Innovation on Facebook.



Module Unit: Managing People and Resources

- Another way of feasible integration is to use social login on your page. This means that people use existing login information from social media channels like Facebook; Twitter etc. to sign up on your webpage. This simplifies the login for users, hence increases sign ups on your page. Moreover, changes of getting accurate and in-depth data (name, interests, hometown etc.) are higher. On the other hand, you will lose the possibilities of getting in contact with these users outside this social media channel (no email, no phone number etc.) and, of course, there are also data protection concerns. It is important that you always provide the possibility of a “regular” login without a social media account.

The screenshot shows the homepage of MFG Innovation. At the top, there is a navigation bar with buttons for 'Suchen', 'Vernetzen', and 'Kooperieren', along with links for 'Anmelden', 'Newsletter', and 'Language'. Below this is a header with the MFG logo and the text 'Innovationsagentur für IT und Medien Baden-Württemberg innovation.mfg.de'. A secondary navigation bar contains links for 'Home', 'Standort', 'Über die MFG', 'Services', 'Veranstaltungen', 'Initiativen', 'Projekte', and 'MyMFG'. The main content area features a vertical sidebar with 'LERNEN', 'VERNETZEN', and 'KOOPERIEREN'. The central text reads 'Ihr persönlicher Bereich auf innovation.mfg.de' and lists benefits of registration, such as managing the newsletter, marking articles, finding partners, and booking events. A login form is present with fields for 'E-Mail oder Benutzername' and 'Passwort', and buttons for 'Anmelden' and 'Connect'. Below the login form is a table with various service categories and links.

Standort	Über die MFG	Services	Veranstaltungen	Initiativen	Projekte	MyMFG	Allgemeines
IT	Unternehmen	Beratung/Förderung	MFG Akademie	bwcon	Aktuelle Projekte	Mein Profil	AGB
Medien	Ansprechpartner	Kooperationen	MFG @kademie	Kreativcluster BW	Projektarchiv	Meine Newsletter	Datenschutz
Kreativwirtschaft	Karriere	Lernangebote	Kongresse & Events	Kindermedienland		Gemerke Inhalte	Nutzungsbedingungen
Bildung & Forschung	Aktuelles der MFG	Ausschreibungen	Partnerangebote	BW		Gemerke Personen	Impressum
	Presse	Publikationscenter		OSB Alliance			Kontakt
		Jobbörse					

Figure 3: Screenshot: MFG Innovation Homepage, accessed 10 September 2012

Here you can see the social login function. It is possible to sign up for “MyMFG” with your Facebook login.

- The next step is to combine social login with sharing content. For example, you offer a comment function. Users can use a social login and when posting a comment on your website they can automatically post it on Facebook, Twitter etc. This will make the user to interact with the website and stay on your website but this requires a lot of planning and is rather sophisticated.



Module Unit: Managing People and Resources

Tips for the integration of social media: <http://www.socialmediaexaminer.com/9-ways-to-transform-your-website-into-a-social-media-hub/>

A technical how-to for the integration of social media: <http://www.webdesign-podcast.de/2011/01/31/social-media-integration-in-webseiten-facebook-twitter/> (In German)

Reflexion:

- Why is it still important to have a website?
- What is nowadays role of a webpage?
- How can you use your webpage as a hub for your social media strategy?



6 QUESTIONS

Multiple answers are possible:

Q1 How often should a post on Facebook?

- A) more ten times a day B) at least five times a day C) not more than once a day

Q2 A post on your channel should

- A) try to sell something directly B) not involve any hard sell tactics C) be short and simple

Q3 For getting employees engaged on your social media channels you should

- A) try to engage them by communicate your social media strategy B) give them a strict guideline and threat them with legal consequences C) give them a positive guideline focused on best practices

Q4 For managing for social media channels efficiently and successfully you

- A) should focus on a few platforms B) could use tools to manage your channels C) should spend at least 4 hours a day for this task

Q5 Your social media channels should replace your website

- A) Yes, there is no use for having a website B) No, the website should be a part of your communication strategy

Q6 A good way of integration of social media in to your website is

- A) to have links to your social media channels B) to aggregate the communication on your website C) to use the same brand design

6.1 Answers

Q1: C

Q2: B, C

Q3: A, C

Q4: A, B

Q5: B

Q6: A, B, C



GLOSSARY

Chiclets: a small image that links to your social media channel

Facebook insight: a service offered by Facebook that generates detailed statistics about your fan page's visitors

Google analytics: a service offered by Google that generates detailed statistics about users visiting your website

Hootsuite: a tool that aggregates your social media channels and may be helpful to improve your efficiency using social media

RSS: Rich Site Summary, a web feed format

Social login: instead of signing up at a website you use your login data from a social media platform (normally Facebook or Twitter)

Social Media Aggregator: see Hootsuite

Social media dash board: see Hootsuite

Social media guideline: Guidelines for using social media, e.g. a company can give employees guidelines for using social media

Tweetdeck: an alternative to Hootsuite, see Hootsuite

Web feed: it provides users with frequently uploaded data. e.g. changes on a website. This helps the follow rapidly changing content on a website (Facebook, News, Blogs etc.).



7 FAQs



8 FURTHER READINGS

- Elise Moreau, Top 10 Social Media Management Applications, WWW-Page. (24. October 2012) <http://webtrends.about.com/od/pr6/tp/The-Top-10-Social-Media-Management-Applications.htm>
- Gina Rau, Integrating Social Media into Your Website Strategy , (24. October 2012), <http://ianrain.com/blog/integrating-social-media-your-website-strategy/>
- Jack Wallen, Five tools to help simplify social networking management, WWW-Page. (24. October 2012) <http://www.techrepublic.com/blog/five-apps/five-tools-to-help-simplify-social-networking-management/1437>
- Jen Eisenberg, The Top 5 Social Media Managing Tools, WWW-Page. (24. October 2012) <http://socialmediatoday.com/node/549608>
- Jonathan Blum, 5 Ways to Master Social Media Multitasking, WWW-Page. (24. October 2012) <http://www.entrepreneur.com/article/223675>
- Mallory Woodrow, 9 Tips for Integrating Social Media on Your Website (24. October 2012), <http://www.socialmediaexaminer.com/9-tips-for-integrating-social-media-on-your-website/>
- Policy Database, The most complete listing of social media policies. WWW-Page. (24. October 2012) <http://socialmediagovernance.com/policies.php>
- Rich Brooks, 9 Ways to Transform Your Website Into a Social Media Hub, WWW-Page. (24. October 2012) <http://www.socialmediaexaminer.com/9-ways-to-transform-your-website-into-a-social-media-hub/>
- Sharlyn Lauby, 10 Must-Haves for Your Social Media Policy, WWW-Page. (24. October 2012) <http://mashable.com/2009/06/02/social-media-policy-musts/>
- Social media guidelines - Canadian Tourism Commission, WWW-Page. (24. October 2012) http://en-corporate.canada.travel/sites/default/files/pdf/Resources/socialmedia_guidelines_.pdf
- Wes McDowell, Websites With Seamless Social Media Integration, (24. October 2012), <http://www.noupe.com/design/websites-with-seamless-social-media-integration.html>

8.1 Video

- Social Media Integration in Webseiten (Facebook / Twitter) WWW-Page. (24. October 2012), <http://www.webdesign-podcast.de/2011/01/31/social-media-integration-in-webseiten-facebook-twitter/> (In German)
- Howes L.: Top 8 ways to use Social Media, WWW-Page. (27. August 2012): <http://www.youtube.com/watch?v=aiD872mh334>
- Tschibo: Hier geht die Bohne ins Netz, WWW-Page. (21. August 2012): http://www.youtube.com/watch?v=e_mLQ_eWk_o
- Webdesign Podcast: Social Media Integration in Webseiten, WWW-Page. (21. August 2012): <http://www.webdesign-podcast.de/2011/01/31/social-media-integration-in-webseiten-facebook-twitter/>



9 REFERENCES

- BITKOM: Social Media Guidelines. Tipps für Unternehmen, WWW-Page. (21. August 2012): <http://www.bitkom.org/files/documents/BITKOM-SocialMediaGuidelines.pdf>
- Bodnar K.: 7 Reasons Replacing a Website With Social Media Is Stupid. WWW-Page. (21. August 2012): <http://blog.hubspot.com/blog/tabid/6307/bid/13639/7-Reasons-Replacing-a-Website-With-Social-Media-Is-Stupid>,
<http://blog.hubspot.com/blog/tabid/6307/bid/13639/7-Reasons-Replacing-a-Website-With-Social-Media-Is-Stupid.aspx>
- Brooks R.: 9 Ways to Transform Your Website Into a Social Media Hub, WWW-Page. (11. September 2012): <http://www.socialmediaexaminer.com/9-ways-to-transform-your-website-into-a-social-media-hub/>
- Dan Zarrella calculated that one posting every second day is statistically the best, Zarrella D: New Data: Post to Your Facebook Page Every Other Day for the Most Likes. WWW-Page. (3. September 2012) <http://danzarrella.com/new-data-post-to-your-facebook-page-every-other-day-for-the-most-likes.html>
- Ein Leitfaden zum Umgang mit Social Media für touristische Partner in Rheinland-Pfalz, WWW-Page. (3. September 2012):
http://www.tourismusnetzwerk.info/download/RPT_SocialMedia_111025_web-1.pdf
- ExactTarget: Suscribers, Fans and Followers. The Social Break up. WWW-Page. (21. August 2012) <http://www.exacttarget.com/resources/SFF8.pdf>
- Owyang J.: Making your Corporate Website Relevant Keynote Content Management conference. WWW-Page. (21. August 2012):
http://de.slideshare.net/jeremiah_owyang/making-your-corporate-website-relevant
- Reimerth G. and Wigand J.: Welche Inhalte funktionieren in Facebook. Facebook Postings von Consumer Brands und Retail Brands unter der Lupe. This study can be obtained under: <http://www.knallgrau.at/facebookcontentstudie>
- Social Media Guidelines of the adidas Group, WWW-Page. (21. August 2012):
<http://smg.adidas-group.com/>
- The Internet, Web 2.0 And The Tourism Industry, WWW-Page. (11. September 2012):
http://www.tourismtasmania.com.au/_data/assets/pdf_file/0005/37472/Tutorial_11_-_The_Internet,_Web_2.0_And_The_Tourism_Industry.pdf