

# Maximising Your Marketing Potential with Facebook, Instagram & Pinterest

@TalkSM



# The Plan . . .

- Understanding Social Media
- Facebook for Business
- Instagram for Business
- Pinterest for Business
- Social Media Best Practice

Social Media is. . .

Social Media is. . .

Social











**Ellen DeGeneres**   
@TheEllenShow



Follow

If only Bradley's arm was longer. Best photo ever. [#oscars](#)



RETWEETS

3,340,880

FAVORITES

2,019,916





“The rise of social media is arguably  
the fastest paradigm shift in  
communication humankind has ever  
experienced.”



*“Social media technologies take on many different forms including **blogs**, business networks , enterprise **social networks**, forums, **microblogs**, **photo sharing**, products/services **review**, social bookmarking, social gaming, **social networks**, **video sharing** and virtual worlds.”*



# Who is Your Customer?



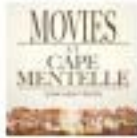


# Where are Your Customers?





*Let's Talk About #hashtags*



### **Movies at Cape Mentelle**

Take lots of pics last week at Movies at Cape Mentelle? We want to see them! Make sure to use the [#CMmovies](#) hashtag whenever you upload your photos to Instagram, Twitter and Facebook.



Like · Comment · Share · 29 2 1 · 21 hours ago ·

# Facebook



936 million daily users



**798 million mobile daily active users**

**Approx 82.8% users are outside US**

**Skewed towards women**

*48% of 18-34 yr olds check FB when they wake up*

*Average user has 130 FB friends*

*Is connected to 80 pages, groups & events*



# Instagram



Owned by Facebook


300 million monthly active users

**70% outside US**

**70 million photos per day**

**18-29 yr**

**Slightly more women**

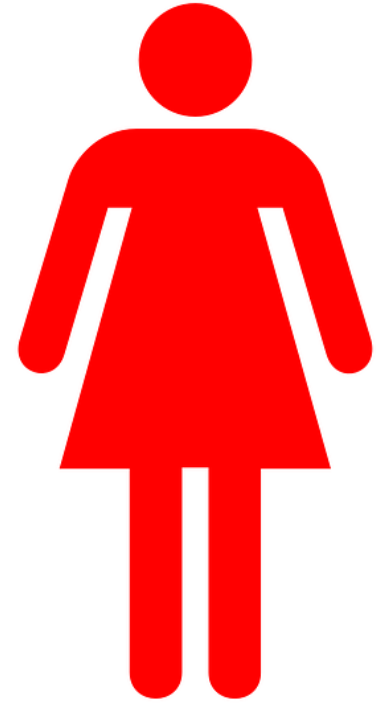


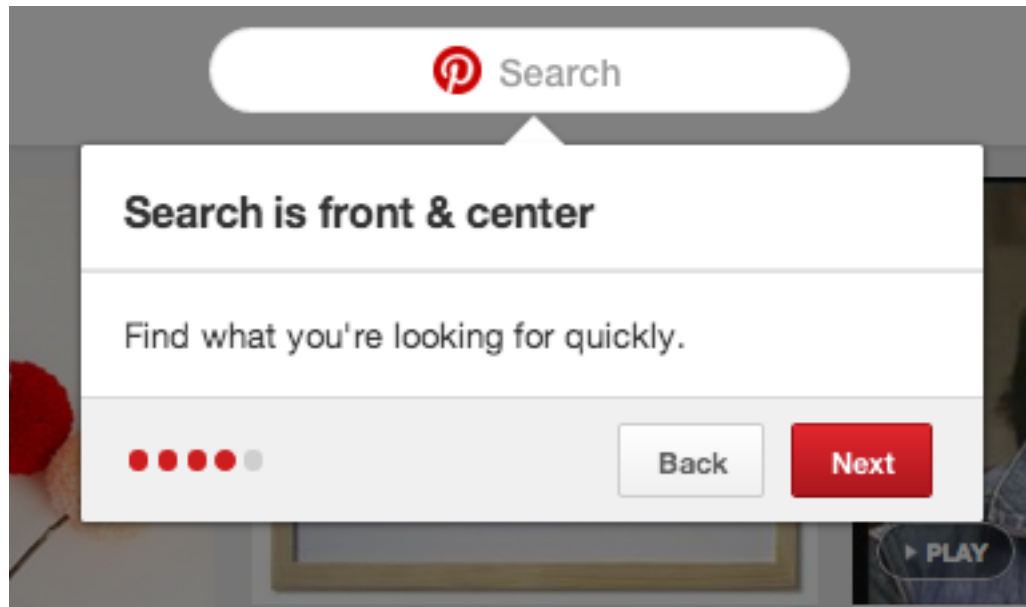
*Pinterest (pronounced Pin-trest) is an online pinboard to organise & share what inspires you. It's a social media network with boards of people's favourite things.*

“Creative community of more  
than 100 million people”



71% of Pinterest's  
72.5 million users  
are women





The number of searches on Pinterest has grown 81% in the last year!



93%

*of Pinner's shopped online  
in the last 6 months*

*41% of people who purchased something said that they hadn't even thought about buying it or something like it until they saw it on line.*



# Why Use Social for



# Product Development



## BIG4 Bellarine Holiday Park

If we were to design a new unit, what would be the must haves?  
Anything goes here folks!!

Like · Comment · Share · 14 · 18 minutes ago via Mobile ·



balcony .... and "very" comfortable couches inside and out!

17 minutes ago · Like · 1



Spa!!! ;) Oh Sophie I will get there one day, oh yes I will!

16 minutes ago via Mobile · Like · 2



separate rooms for toilet, shower & mirror/basin, so that 3 people can be getting ready at 3 different points.

16 minutes ago · Like · 3



Pantry space for food and a lockable internal door to keep the kids in safe at night

15 minutes ago via Mobile · Like · 1



A bath and a dishwasher

15 minutes ago via Mobile · Like · 4



Spa!

15 minutes ago via Mobile · Like · 1



COFFEE MACHINE! Aldi has an awesome one for 80 bucks.

14 minutes ago · Like · 5



Private outdoor jacuzzi! Great for total relaxation once kids in bed. Ahhhhhh

11 minutes ago via Mobile · Like · 4

# R&D



**Escape Travel** · 150,123 like this.  
about an hour ago near Brisbane, Queensland · 🌐



How far in advance do you plan your holiday?

Like · Comment · Share

🗨️ 1

👍 67 people like this.

💬 View previous comments

50 of 105



**Sue Polglase** 12 months or more  
about an hour ago · Like



**Rochelle Richardson** Couple years maybe, depends, how much, how long and where to!  
about an hour ago via mobile · Like



**Tony Fraser** Never stop planning the next one! Next weekend to next year.  
about an hour ago via mobile · Like



**Ken Bourke** Twelve to eighteen months  
about an hour ago via mobile · Like



**Marion Phillips** About 12 months and I am usually 2 trips ahead – one planned and booked the other in research mode.  
about an hour ago via mobile · Like · 🍷 1



**Rose Robinson** as soon as I get home from one lol  
about an hour ago · Like · 🍷 1



**Tracey Taylor** A while maybe 2 years as I need to save for it lol and spending money oh n drinking money too!!!!  
about an hour ago via mobile · Like



**Ruth Parkin** Always planning booking even when on holidays I AM planning the next one and the one after that  
about an hour ago via mobile · Like



**Barbara Bennett** Never  
about an hour ago via mobile · Like



**Kerry Davies** 6 months to a year depends where we go  
about an hour ago · Like



**Mathew Skate** 1 year  
about an hour ago via mobile · Like



**Andrew Leyshan** always 6-9 months so the boss can't say no  
about an hour ago · Like · 🍷 1



**Karthikeyan Velu** 2 to 3 months



# Customer Service

## Qantas Customer Care

@QFcustomercare

The official Twitter account for Qantas Customer Care. We're here to listen to customer service experiences & rectify customer issues. Online M-F 9am-5pm AEST  
qantas.com




9,740  
TWEETS

880  
FOLLOWING

9,546  
FOLLOWERS



 Follow

   Followed by [Christine Whyte](#), [Hotel\\_Reviewer](#), [Tweet Busselton](#) and 12 others.

### Tweets All / No replies



**Kaitlin Carlino** @kait\_carlino

8h

[@QFcustomercare](#) "a supervisor will call you back shortly" 5 hours later, still no call. I am so tired of Qantas. The WORST experience ever.

Expand

 Reply  Retweet  Favorite  More



**Qantas Customer Care** @QFcustomercare

8h

[@kait\\_carlino](#) Hi Kaitlin, a supervisor will be in touch with you today. Bianca

 Hide conversation

 Reply  Retweet  Favorite  More



**Amy Stainlay**

Dear qantas. Please fix your planes. The delays are embarrassing.

[Like](#) · [Comment](#) · 5 hours ago near Guildford



**Qantas** Hi Amy, sorry to hear you have been affected by delays. We understand how frustrating this can be. We endeavour to keep our on-time performance at a high level, however, please be assured safety is our first priority. Leesa  
5 hours ago · [Like](#)



 Search

 Write Post



**Ann Brown** ▶ **Channel Ten**



Yesterday at 11:54 am · 

Clearly both Channels 9 and 7 have employed a social media manager to respond to viewers questions, compliments and complaints whereas you, Channel 10 have not...

Helloooo Channel 10...IS ANYONE THERE?????

1 Like



Like



Comment



Share



Middleton Beach Holiday Park

14 hours ago

Need a break??...Get in quick and snap up a deal on the last of our Beach Houses for the long weekend



# Special Offers & Deals

## Last Minute Availability



# Consumer Perspective



The CORE Cider House

15 hours ago ✨

OMG – an unhappy customer just emailed us ".....Between the 11 adults of our group, we are now systematically providing our negative review of your establishment to all our friends, on our respective Facebook pages, food blogs, and any other social media avenue available to us."

We admit it – we had a big communication balls up with them on Saturday. But we do our utmost to make the CORE experience a good one and yes, we make mistakes. But this??????

If you like us, we're happy, if you're not happy, we're not happy –talk to us so we can sort it out – it's how we improve!! Do YOU like us? (we're feeling rather unloved at the moment.....)

urbanspoon



# Recruitment



Pin it

232

Like

91

Visit site

Send

Share

WE ARE LIVING OUR ADVENTURE



More from urbanoutfitters.com

Found on urbanoutfitters.com

## We Are Living Wall Decal

In Stock • \$19.99

Urban Outfitters

Sales

# ROI

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*"I think its hard to gauge ROI on social media, its just not like traditional advertising.*

*But the world has changed and the old "word of mouth" is now playing out on social media on a massive scale.*

*Anecdotaly we know social media is working for us, and well worth the time and money invested.*

*There's no better way to reach a targeted audience who will receptive to our message.*

*Also, when we cross-post such as with The Legendary Pacific Coast, we get additional power in our reach."*

# What Is Your Social Content Strategy?







# Listen

# Conversational





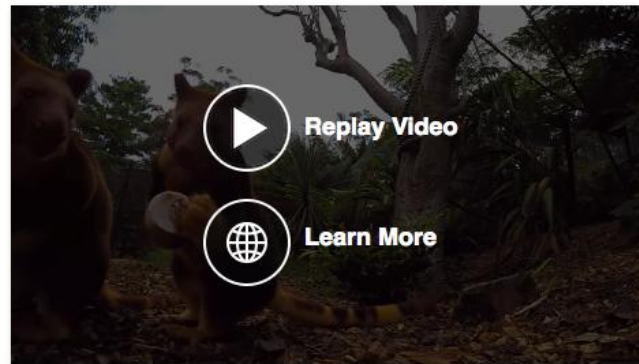


Australia.com

11 June at 07:57 · Edited ·

Simply nothing comes between a Goodfellow's Tree Kangaroo and their food.

Taronga Zoo



333,040 Views

Like · Comment · Share

15,521 people like this.

Most Relevant

4,139 shares



Write a comment...



**Bobby Phillips** I have had the privilege to visit the Taronga Zoo. And I got kissed by a Koala! I miss Australia!!!

Like · Reply · 39 · 11 June at 08:06



**Australia.com** Taronga Zoo is definitely a great spot to visit! We hope you get to come back and see us again soon 😊

Like · 17 · 11 June at 08:21

View more replies



**Rebecca Grider** Haave never seen these lovelies before. I love every post I see from Australia.com, I love so much about Australia, want to visit and learn more about your native peoples as well as your history in general. I live in a Desert area, and you folks have some of the most beautiful in all the world. Cheers



### English US

Become inspired to travel to Australia. Discover fantastic things to do, places to go and more. Visit the official...

AUSTRALIA.COM

Like · Reply · 15 · 11 June at 09:38



**Australia.com** So glad that you like our posts Rebecca, we promise to keep them coming! 😊

Like · 22 · 11 June at 09:40

View more replies

View more comments

2 of 536



New South Wales Tips @NSWTips · Jun 23

Stocks are soaring for snow throughout #NewSouthWales! Start planning your next snowy retreat!

Image: @PerisherResort pic.twitter.com/ZvMivHWQW5

Details

Reply Retweet Favorite More



FAVORITES

2



6:15 PM - 23 Jun 2014 · Details

Flag media



Perisher Ski Resort

@PerisherResort



Follow

@NSWTips sure are... Over 70cm of snow in this storm already

Reply Retweet Favorite More

RETWEETS

2

FAVORITE

1



1:58 AM - 24 Jun 2014

# Informative







hello.perth

18m



♥ infreo, shivysher31, trav\_photography, silver\_nomads

**hello.perth** I love this very simple image of the Lancelin Sand Dunes in [#Perth](#)'s north, captured by William Patino while holidaying in [#westernaustralia](#) last month. The dunes are great for photography, panoramic views or for the more adventurous, sand boarding. Lancelin is roughly 90 minutes north of Perth. [#seeperth](#) [#thisisWA](#) [#helloperth](#) [#holiday](#) [#wintersunshine](#)





# Entertainment



Australia.com

3 hrs · Edited ·

91% of wombats check Facebook while they're at work. - Wild Life Sydney Zoo



Like · Comment · Share · 22,349 611 3,539



stfrock

7h



WHAT WOULD YOU  
**ATTEMPT**  
IF YOU **KNEW**  
YOU COULD NOT FAIL

120 likes

stfrock DO IT! ❤️ #inspiration #inspo  
#motivation

kaewhitaker very nice

caitlinehobson @arieles15

ldj1983 @belindal200



# Business







## Moonshadow Cruises ► Port Stephens

2 hrs · 🌐

With the weekend only around the corner why not take the night off on Saturday Night and eat out aboard Moonshadow Cruises Twilight Dinner Cruise in Nelson Bay!!

Boarding at 7.00pm enjoy appetisers on arrival, followed by a modern Australian buffet featuring a large variety of seafood, Hunter meats and vegetarian options. Tempting desserts, tea & coffee are also included.

Enjoy live entertainment on board and purchase a drink from our fully licensed bar.

Bookings can be made by contacting our office on 02 4984 9388 or online [www.moonshadow.com.au](http://www.moonshadow.com.au)



Like · Comment · Share · 👍 1



## Quality Hotel Powerhouse Armidale

Sponsored ·

Create your perfect wedding with us!

Contact our personalised wedding consultant to  
discuss creating your perfect wedding  
celebration.



**Celebrate Your Wedding in  
Style**

Enquiries: [events@qhparm.com.au](mailto:events@qhparm.com.au)



**Create Yo**

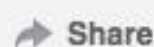
Enquiries: [c](#)



Like



Comment



Share

# Facebook for Business

# Instagram for Business


# Pinterest for Business



# Social Media Best Practice

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For every action,  
there is an equal  
and opposite  
reaction, plus a  
social media  
overreaction.

A woman with long dark hair, wearing a brown long-sleeved shirt and blue jeans, is sitting on a dark couch. She is looking down at a smartphone in her hands. The background is a blurred indoor setting with a window and some furniture.

fb/david avocado wolfe

Think once before you act,  
twice before you speak, and  
three times before you post  
on Facebook.

# Best Practice Checklist

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- ✓ Social Media Policy
- ✓ Community Guidelines
- ✓ AAAC
- ✓ Listen
- ✓ Monitor Conversations
- ✓ Encourage Feedback
- ✓ When to delete/hide
- ✓ Give credit
- ✓ Offline Social
- ✓ Respond

# Respond 100%

## **"Extremely poor service for an empty restaurant - Will not be back"**

●●○○○ Reviewed April 22, 2013

Was very disappointed when we arrived within the breakfast service period on a Sunday, were ignored by the male waiter despite sitting inside for some 15 minutes and then when I got up to approach him to advise him we would like to order were informed that the breakfast menu was now closed and that we had to order from the in between menu. We did not get greeted, offered coffee or another drink while we waited. And there was only one other couple inside the restaurant who were not approached during the whole time we were there.

Options on offer being olives and garlic bread, hardly could be described as breakfast food.

Visited November 2012

●●○○○ Atmosphere

●○○○○ Service

[Less ▲](#)

Was this review helpful? **Yes** { 2

[Problem with this review?](#)

[See 12 more reviews by slsheather for Port Macquarie](#)

[Ask slsheather about The Corner Restaurant](#)

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC.

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### **Sarah K, Manager at The Corner Restaurant, responded to this review**

April 22, 2013

We apologise your experience at the Corner was not of the usual standard we like to pride ourselves on. We have been training new staff in the last few weeks and the male waiter should have been more attentive to you when you first walked in. On a Sunday there are always at least 4 staff members that work through Breakfast and Lunch as it is our busiest day. The In between menu is designed to allow our kitchen team to pack down Breakfast and prepare the fresh ingredients ready for the Lunch menu, while still offering substantial items such as bruschetta, gourmet toasted sandwiches and hot chips. This menu has been very well received by our patrons. We do hope you will consider trying the Corner again in the future.

[Report response as inappropriate](#)

# Create Experiences Worth Sharing (+ve)

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# Time saver tips

*Between 5 - 12 hours per week  
to social media*



Is the recommended amount of time in order to  
get the results you want

# Time savers

## Example Content Calendar

Day	Date	Time	Platform	Theme / Topic	Links, CTA, Hashtags
S	1/8	6:45am	Facebook	Need a short break? Here's a remedy....	<a href="http://www.webpage.com">www.webpage.com</a> Bit.ly or Hootsuite #IWannaGo
		8:00am	Twitter	Retweets & engagement	Locality Hashtags #WA #Perth
		5:45pm	Instagram	Weekend antics photo	#Weekend #Travel #Instatravel #Foodie #Beachlife #ThisIsWA
S	2/8	7:10am	Google+	Traveller tips	Link to webpage / blog #Travel #Australia

# Time savers

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## ***Listening & Content:***

Hootsuite

Feedly

Google Alerts

## ***Image editing:***

Canva

Pinwords

Photopin

PicMonkey

Phonto App

# Time savers

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## *Other*

- Content Curation
- Pinterest
- Google+
- Twitter
- Live Video Streaming – Meerkat & Periscope



# Time savers



Follow each  
platform's  
*official page*  
for  
benchmarking  
and keeping  
abreast of  
updates to the  
platform

# Top 10 Essentials to Boost Your Social

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1. Objectives, target market, brand voice
2. Time budget & calendar
3. Storytelling
4. Touch points & offline collateral
5. Respond & engage
6. Icons - include all, positioning
7. Social icons link correctly
8. Autofeed
9. Brand consistency / post consistency
10. #hashtags

# Resources

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- Groundswell – Charlene Li & Josh Bernoff
- Mashable Blog – [www.mashable.com](http://www.mashable.com)
- ATDW ekit/Tourism Tribe
- YouTube & Google
-  Talk Social Media







# Thank you

Prue Pike

@TalkSM

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0421 328 927

