

Engaging With Social Media Cliffnotes

Key Platforms: Facebook

1. Facebook fan pages vs Groups
2. Key disadvantage for fan pages is there is no direct messaging – so list building is not very good.
 - a. For list building, use Facebook Groups or individual profiles
 - b. Fan pages are Facebook's idea of their own 'Web Page CMS', it has it's own:
 - i. Markup language (FMML) for you to create your own landing pages
 - ii. Iframe enabled so you can even put in your own page, email opt in forms, shopping carts
 - c. Facebook connect is proving to be highly important in online user identification- enables ease of logging in and interfacing to your own website and capturing login details like emails and username.
3. Listing or segregation of your friends into categories is also important if you're building targeted fans or friends. This feature is in the profile section of your page. Status updates can be then be directed specifically.

Key Platforms: Twitter

1. Twitter's key difference is it's ability to allow and track forwarded messages (Retweets)
2. It's real time search feature search.twitter.com is the other defining feature which allows great opportunity to mine real time sentiment.
3. Key Analytics to look for in Social Media are:
 - a. No of replies to status updates per week
 - b. No of retweets per 1000 followers
 - c. Average No of comments per status update
 - d. Average No tweets/updates per day
 - e. No of leaves for pages/Unfollows per week
 - f. Churn – Unfollows:New users per week.