Stand by Me: Social Media Manual

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Introduction

In order to continue and improve the rate of discussion Stand by Me has with Facebook and Twitter users, the Delaware Team has created a detailed social media guide for reference. The following information includes a basic how-to of various utilizations of the two platforms. Although Stand by Me users are comfortable with the personal use of Facebook, organization pages differ, and we will detail these differences and how to maximize upon them. This booklet incorporates not only how to post comments, update the timelines, photos, and infer reach rates, it will also give visual examples of each.

Each section includes an example timeline of one month of Facebook activity and one week of Twitter activity for Stand by Me, in addition to outlining what Facebook Insights is, how to understand its information, and how to take advantage of everything it has to offer Stand by Me. To follow up with basic how-to’s, we recommend setting goals and following certain social media strategies and tips that are proven to enhance a successful utilization both Facebook and Twitter for Stand by Me.

Supporting Research

All of the suggestions and recommendations provided in this booklet are derived from supporting research we’ve conducted both in and out of our New Media Project Development course at the University of Delaware. The following is information and research supporting our specific recommendations for Stand by Me’s social media platforms. It discusses the importance of the integration of social media, as well as how to enhance social media communications in different business subjects.

According to W. Glynn Mangold and David J Faulds Social Media: The new hybrid element of the promotion mix, “managers must learn to shape consumer discussions in a manner that is consistent with the organization’s mission and performance goals... They include providing consumers with networking platforms, and using blogs, social media tools, and promotional tools to engage customers” (Faulds 1). These networking and social media platforms are also commonly referred to as Integrated Marketing Communications (IMC), and are being used on a daily
basis. Because “the 21st century is witnessing an explosion of Internet-based messages transmitted through these media,” taking advantage of these opportunities is in Stand by Me’s best interest. These methods of communication are extremely important in relation to Stand by Me because they provide an opportunity to communicate directly with customers, while at the same time allowing customers to communicate with each other. Engaging in discussions through social media allows businesses to help shape and guide the discussion in a positive direction by applying different successful methodologies to their existing social media networking programs.

Some of these methods include: providing networking platforms, using blogs and other social media tools to engage customers, providing important and relevant information, and supporting causes that are important to consumers (Faulds 5). “Using blogs and other social media tools... contributes to a sense of community in which honest, open communications are encouraged and customer engagement is enhanced” (Faulds 5). In addition to these successful methods, this booklet includes vital strategies that we recommend Stand by Me implement as soon as possible for a better social media community that can be applied to both Facebook and Twitter.
How to Edit Page Information

1. Click Edit Page on the upper right hand side of the window. A drop-down will appear.
2. Click Update Info.
3. Fill out the information within each box of the page. This will be displayed on your page for others to see.

Updating your Cover Photo

1. Scroll down to cover photo and display photo.

2. On the lower right-hand corner of the cover photo area, there’s a button titled “Update Cover Photo” that appears when you hover over the photo area.

3. Click on Update Cover Photo button and choose the option “Update cover photo”.
   - The display photo should be one that represents the business or organization’s logo. The cover photo is an excellent area to utilize for any current promotions Stand by Me has.
4. From here, a window will open where you will have to choose a photo from the files within your computer. **Move the file on to the Facebook page (for Mac) or simply select a file name (for a PC).**

5. Afterwards, your cover photo will be displayed on the Facebook page for everyone to see.
Posting a Comment

1. To post a comment to the Facebook page scroll down to the text box where it says, “Write something...”.

2. Write the status in the box and click the Post button. This will make your status available on your timeline for everyone viewing the page to see.

Posting a Link

1. Highlight the URL at the top of the page you’d like to copy. Right click and copy.

2. Go back to Facebook and paste the link into the area that says “Write something...”.

3. Click on the “Post” button to post the link to your timeline.
4. To remove the preview window, click the x in the top right corner of the link box.

Posting a Photo
1. On the timeline page, click Photo/Video.
2. Click Attach Photo/Video.

![Facebook status bar with options](image)

3. Click Choose File and your file system file chooser will appear.
4. Select your picture.
5. Always be sure to include in the comment section who or what the photo is of, and where and why the photo was taken. If needed, change the date that you want this to appear on your timeline.
6. Click Post.

### Adding an Event

1. On the timeline page click Event, Milestone +.
2. Select the Event.

3. Fill out the required information, and

4. Click Save.

Facebook Goals

Goals for Stand by Me are based upon the current number of likes and interactions, with both when the account was created and future endeavors (of expanding across various states and businesses) kept in mind. Our goals are suggested based on current standings of Facebook. On July 6, 2011, Stand by Me established a Facebook presence. Currently, a year and a half later, Stand by Me has 232 likes. Based on this, we suggest one concrete and one abstract goal:

1. **700 Likes by End of 2013**
   
   - Since the first of 2012, Stand by Me has increased their total likes by 163 people. Without a social media strategy in place, these likes have increased the Total Reach significantly by 61,225 people. Based on this, Stand by Me should have a goal to increase their total likes by 463 people, totaling 700 likes.
2. Increase People Talking About This & Engagement

• While likes are very important, they are essentially passive acts. It shows interest, but not necessarily engagement. At the time of this writing, the People Talking About This statistic does not even have enough data for Facebook to provide demographics of those talking about Stand by Me. Enhancing brand recognition across social media requires not only content production and the increase of potential reach, but also relying on the discussion between the organization and consumer. In order to first obtain demographic data on the users, Stand by Me should include their own stance on all posts, pose questions regarding the content or topic, and engage with audience responses in a timely manner.

• Once Stand by Me has garnered enough data, the next goal for them will be to study their People Talking About This demographics and use that information to target their target audiences.

Facebook Strategies

The following are various ideas that Stand by Me could utilize on their Facebook pages.

1. Feature a new coach every month
   • who are they?
   • what’s their favorite part of their job?
   • what is their favorite tool in their financial tool kit and why?
   • be sure to include contact information for how to speak with that particular coach!

2. Host video contests
   • invite your current clients to post videos explaining how Stand by Me has impacted them.
   • incentive to participate would be being featured on the Facebook and main website pages for Stand by Me; it’s also a great way to show off people’s video talents; it’s also a great way to create a video for friends and family! For example, are you a mom trying to reach out to your kids? Make a video and share it with us!

3. Continue posting relevant articles, but be sure to always add Stand by Me’s perspective.

4. Have themed months (you don’t even necessarily have to announce the theme to those on Facebook; just make sure everyone who is posting knows the theme!)
   • Loan month: post descriptive details of various loans available, ways to better yourself in order to obtain the loan amounts wanted, etc.
• **Testimonial month:** every week, post a testimonial or accomplishment story of someone Stand by Me has impacted.

• **Featured Partners month:** every week, create a plan of posts that have to do with various partners that Stand by Me is working with. This is especially effective at communicating with a larger range of people since the collaboration between organizations will garner more interest from people.

**Facebook Insights**

Facebook Insights is an analytic tool provided by Facebook as a way to better the Facebook experience for organization’s users. It provides extensive data on demographics, user growth, and the consumption of content. We recommend taking advantage of the data provided by Insights to tailor Stand by Me’s content. When implementing the strategies in this manual, Facebook Insights can be used to hone in on which ones work best for Stand by Me, depending on specific demographics. Each post comes with its own set of statistics, including how many unique users saw the post, and the amount of discussion the post garnered. Facebook utilizes a hover mechanism that provides pertinent data on all aspects of Insights.

**To Access Facebook Insights**

1. On the Stand by Me Admin Page, click See All next to Insights.
2. You’ll be directed to the Insight Overview screen.
   - The overview screen is the gateway to the data on posts, reach, and engagement. It provides up-to-date data on a number of metrics.

**Facebook Insights Definitions**

*Likes & Total Likes* are the amount of unique users who support your Facebook page.

*Friends of Fans* are the amount of unique users who are friends with the users who like your page.

*Reach* is defined as the potential amount of people who can see the content you post. Whenever a user engages with an organization, that engagement is presented in the newsfeeds of the Friends of Fans.

*Weekly Total Reach* is the total of that week.

*Engaged Users* are the number of unique users who have clicked on a post.

*People Talking About This* is the number of users who have liked, commented, or shared a post.

*The numbers that look like stock exchange values are actually similar*: they show how if the data is up or down from the previous week’s numbers.
Analyzing Insights

The most important aspect of Facebook Insights for Stand by Me is Likes and Reach. Likes and reach are intimately linked because the more likes your organization has, the greater the total reach. On a monthly basis, Stand by Me should be analyzing the data to see which content worked, and what percentage of content reached which users. Analyzing this will allow Stand by Me to categorize their users by interest and continue to post in not only an engaging way, but also in a matter that supports the legitimacy and authoritative voice of Stand by Me as an expert voice. On top of this, looking at likes on a monthly basis will allow Stand by Me to look at the demographics of users and check to see what areas are staying up to date with Stand by Me via Facebook; this is especially important as Stand by Me becomes recognized at the national level.

With this in mind, a future endeavor should be looking at location demographics of the Talking About This data. Unfortunately, data is only available if 30 or more users are talking about the content, which is why this should be a future practice. Analyzing these demographics will be particularly helpful in content development as interest trends can be found by different states or cities, and then personalized to those specific areas.
Twitter: Basic How-to’s

The essence of Twitter is found in Twitter 101. It states:

“Build a voice: Retweet, reply, react. Use existing information (other people’s Tweets) on Twitter to find your own voice and show others what you care about. Retweet messages you’ve found and love, or @reply with your reaction to a Tweet you find interesting. Tip: If you’re a new user, others are more likely to find your messages if they are Retweets or @replies.”

Twitter 101 is the best resource for how to use Twitter. Please check it out: https://support.twitter.com/groups/31-twitter-basics. We have, however, included our own instructions for the fundamentals:

Two ways to compose a new Tweet

1. Click in the space that says “Compose new Tweet...” found on the main page.
   • This is located in a box with a link to the profile page, number of Tweets, how many people the organization is following, and how many people follow the organization’s account.

2. Type out the new Tweet. Twitter lets you know how many spaces are available, and also how many spaces that have gone over, if the Tweet is too long.

   OR

3. find the blue square with the quill pen icon. Hovering over this icon will cause “Compose new Tweet.” to pop up.
4. Click on this icon to bring up a text box and compose the tweet. This is also the method that will be used, and is familiar, for those utilizing Twitter from a phone.

![Twitter interface](image)

**Adding photos to a Tweet**

1. With the Tweet composition box up, **click on the white camera icon** in the bottom left. On your computer, this will open up to your files so that you may choose a photo file to attach.

   OR

2. On a phone or other photo-taking device, the camera icon will open up your camera whereas the photos icon will open existing photo files.

**Adding links to your Tweet**

1. Copy the URL from the webpage you want your followers to view. Adding links is simple and just like Facebook.
2. Paste it into the end of the Tweet. Twitter will often shorten links for you.

**Mentioning an account in your Tweet**

1. Type the “@” symbol when composing a tweet.
2. Begin typing either the account name or the name associated for the account. The options for mentions will automatically begin to pop up.
   
   - For example: “Shout out to @mhgreer for stopping by the #StandbyMeDE booth at @UDelaware!” To tag @mhgreer, just type @mhgr or @Meredith Greer, and the accounts available will automatically popup.
3. **To mention an account on a phone, click the “@” symbol icon** and again start typing either the name or account name of the person or organization to be tagged.
   • Be sure to double check that the phone doesn't autofill the account name and the letters you started typing.

**To Hashtag in a Tweet**

1. **Simply type the pound symbol, #, next to the label, with no spaces between.**

Hashtags are a way for the Twitter community to categorize tweets. The categorizations can either be serious or used as parody or jokes, or used to label a Tweet. Hashtags are important for reflecting the essence of a Tweet.

   • For example, a labeling Tweet would be, “Don’t miss this Thursday’s College Workshop - get all of your questions answered on this complicated topic. #MakeCollegeAReality Details: bit.ly/Sma5SA.”
   • An example of a serious categorizing Tweet and a parody or joking Tweet could be, “Finished your #FAFSA? Get yours done for FREE. Spons. by US Sen Coons on 3/31 in Wilmington. For apt: 302-631-2402 #WhoLikesPaperWorkAnyways #WeDo!”

**To Retweet**

1. **To retweet a Tweet, simply click the recycle/retweet symbol.** Once a Tweet is retweeted, this symbol will be green. Retweeting is a great way to share what you think is interesting and relevant with everyone else! It can also be a way to support your users. Retweets can either be an exact retweet, where the tweet is just like original, but it says “Retweeted by Stand by Me” underneath, or you can incorporate commentary.
   • For example, a user could tweet, “Ugh, where do I even begin with these forms?? #NoClue #TaxSeason.”
   • Stand by Me could respond, “We have the answers! #HereToHelp #StandByMeDE RT: Ugh, where do I even begin with these forms?? #NoClue #TaxSeason.”
To Favorite a Tweet

1. To favorite a Tweet, simply click the star icon on the Tweet to be favorited. The star will be yellow once the Tweet is favorited. Favorites are an excellent way to reach out to followers and show your support and appreciation. Be sure, however, to only favorite tweets that are relevant to Stand by Me, or else the credible relationship will be lost.

Twitter Tips

• Be sure you are posting from the correct account. If there is more than one account on a phone or computer, it is easy to accidentally Tweet from the wrong account. Just delete the Tweet ASAP.
• Utilize Lists. Encourage users to put the Stand by Me in their favorite list so they don’t miss out on your awesome tweets!
• Save Space. Phone numbers can go from “302-555-9283” to “3025559283”
• Include Meaningful Perspective Every Time. Every link to an article should have the Stand by Me stance! Tweets need to be meaningful: why should someone follow the Stand by Me account if they don’t get to see any original thoughts?
• Keep Tweets Relevant. Make sure Tweets are relevant to your consistent followers and to new followers.
  • Every organic (written by Stand by Me independently) Tweet should be able to be understood by people who are unfamiliar with Stand by Me.
  • Tweets that are responsive to users are more flexible.
• Measure Reach. Do this by using tweetreach.com.
• Participate in Follow Fridays. Every Friday, everyone on Twitter suggests accounts that they think their followers should also follow by using #FF. See the timeline for an example of how this would look like.
• We also highly recommend that Stand by Me checks out:
  • https://business.twitter.com/.
In conclusion, we hope that this manual is as rewarding for Stand by Me as it was for those involved in its creation. Our goal was to provide insight to often underutilized and unexplored aspects of the benefits that the social media platforms, Twitter and Facebook, can provide to an organization. Ultimately, it is these platforms that will project Stand by Me to the forefront of its mission through open and honest communication with its users. We hope it will foster engagement and respect for Stand by Me as an expert, and we wish Stand by Me the best of luck in all its future endeavors.

-Meredith, Beth, Matt, Will, & Vince

Works Cited:
Stand by Me’s Example

December Timeline for Facebook

December 1st
It’s the first day of December! Share your best monthly budgeting tips with us.

December 4th
Have you met with a Stand By Me coach yet? This is coach Diana Bernal, from New Castle. She’s fluent in Spanish and an expert in credit, budget, and financial management. ¡Genial!

December 6th
Do you own a small business? One of our program partners is Delaware Financial Literacy Institute. It provides DE with networking and other resources. Get more info here:

December 8th
Just a reminder, the Yes, You Can Go to College Workshops are going on through January 31st! Check out our flyer for the upcoming dates: http://standbymede.org/event.php?event=284

December 13th
We just had one of the Yes, You Can Go to College Workshops at the Sarah Pyle Academy. Our favorite quote? “Regardless of your current finances, everyone can feel confident that they will secure an investment in their future without hampering their budgets.” What was yours?

December 17th
Holiday season is here. Feel free to ask a Stand By Me expert if you have any questions about your credit cards.
December 19th
Missed the Glasgow College Fair? Check out our photos and pretend you were there!

December 23rd
Do you want to be working when you’re 84? If not, check out some of our programs and we’ll help you avoid that!

December 26th
Finances on the brain? Find relief here. Ask an expert; we have your answer:

December 31st
Happy New Year’s Eve! Our resolution? To make FREE web-based tax-preparation software and a volunteer-staffed tax hotline available to low and moderate income taxpayers in Delaware who wish to prepare their own returns. Check out MyFree Taxes campaign details on our website!

The Facebook of an organization should incorporate a balance of graphics, organic posts, and responses to users. The above shows a few basic ideas that were listed under strategies. The main takeaway is that posts should encourage discussion and give Stand by Me’s stance on any topics or articles. A good technique is to make the last line of a post a call to action, whether it’s a question to be answered or a request to read an article or sign up for an initiative. What isn’t highlighted by this timeline is the dialogue that will be created. It’s important for validity’s sake that any interaction from a user is acknowledged and responded to in a timely manner.
Stand by Me’s Example
Week Timeline for Twitter

December 17, 2012

December 17th

Stand By Me Delaware (@StandByMeDE)
Holiday season is here! Feel free to AskAnExpert if you have questions about your credit card. #StandByMeDE.business.time.com/2012/

December 18, 2012

December 18th

Stand By Me Delaware (@StandByMeDE)
Coach Glennada here with you for the next hour. Talk to me about loans; I have six years of experience as an officer!

December 19, 2012

December 19th

Stand By Me Delaware (@StandByMeDE)
Missed the Glasgow High #CollegeFair? Check out our photos on FB and pretend you were there! facebook.com/StandbyMeDE/whatever/photos

December 20, 2012

December 20th

Bankrate.com (@Bankrate)
88% of college graduates say their college education has been a good personal investment. did somebody
Expanded by Stand By Me Delaware
The dynamics in one week of Twitter is only barely exemplified by the above: these are solid example tweets, but because Twitter is such a quick turn-around media, it would be suggested that there are 1-2 organic tweets each day, plus responses in the form of retweets, favorites, direct messages, and mentions.

What isn’t highlighted by this timeline is following and favoriting activity: Stand by Me should only be following accounts relevant to Stand by Me and citizen accounts that have interacted with Stand by Me. This following policy will prevent the following list from seeming unprofessional, will give your timeline more meaning when looking for other tweets to interact with, and will prevent Stand by Me from following bots, fake accounts, or other irrelevant accounts. Just like in the Facebook Timeline, posts should encourage discussion and give Stand by Me’s stance on any topics or articles.