



Marketing Your Business Through Social Media

FSC Interactive

Our Online Marketing Firm Team

FSC Interactive's team of online marketing experts bring a broad background of hands-on experience with online brand strategy, social media management, paid search account management, and search marketing strategy. Our group of internet marketing professionals are creative, meticulous, dedicated, and engaged in industry best practices as well as new developments and opportunities.

Get to know the faces and personalities that make FSC Interactive a creative, dedicated, and innovative internet marketing agency that can handle every aspect of your business' on-line marketing needs.



McKenzie Coco

Founder and President



Tiffany Starnes

Vice President



Sadie Nius

Director of Operations



Andy Kutcher

Director of Accounts



Susan Whelan

Senior Account Manager



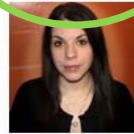
Brooke Neal

Senior Account Executive and Creative Strategist



Sally Tunmer

Senior Account Executive



JoAnna Bannon

Search Marketing Strategist



Margaux Maizlish

Senior Account Executive



Lydia Mulero

Graphic Designer



Mignon May

Account Executive and Digital Strategist



Kate Stroh

Empowerment Program Manager



Valerie Boucvalt

Content Manager



Matt Preuett

Business Development



Annie Quast

Account Coordinator

- Online and Interactive Marketing Agency located in New Orleans, La.
- Specialize in Social Media Strategy, Paid Search Campaigns and SEO
- Specialize in Hospitality and Tourism but work in a number of diverse industries
- Clients include New Orleans Tourism Marketing Corporation, New Orleans CVB and Loyola University

Andy Kutcher



- Director of Accounts at FSC Interactive
- New Orleans Native
- Attended Millsaps College
- Loves: My Dogs, Music Festivals, The Grateful Dead and The Saints

Social Media by the Numbers

- 45-54 year olds are the **fastest growing demographic** across social sites
- Between 2010 and 2012, people following brands on Social Media **increased 106%**
- **Facebook** leads sharing, followed by **email** and **Twitter**
- **Women out-number Men** on most social sites
- Social media sites and blogs reach **80% of all U.S. internet users**



Social Media for Non-Profits

- **50% of nonprofit communicators** label social media as a “**very important**” communication tool
- 55% who engaged with causes via social media have been **inspired to take further action**
- In 2013, **online fundraising** increased by over **13%**
- **56% of people donated** to an organization because they **read a story via social media**
- After becoming a **follower** of a nonprofit’s social network, **59% of people donated**
- 47% of Americans **learn about a nonprofit** from the internet, specifically **social media**



“We don’t have a choice on whether we DO social media, the question is how well we DO it.”

– Erik Qualman



First Thing's First....

A photograph of a small, light-brown kitten lying on its side on a white surface. The kitten is looking up and reaching its front paws towards a large, orange-brown paw print cutout that is suspended in the air above it. The paw print is oriented as if it is about to land on the kitten. The entire scene is framed by a white border.

YOU GOTTA HAVE GOALS

© Flaming Corp. 2005

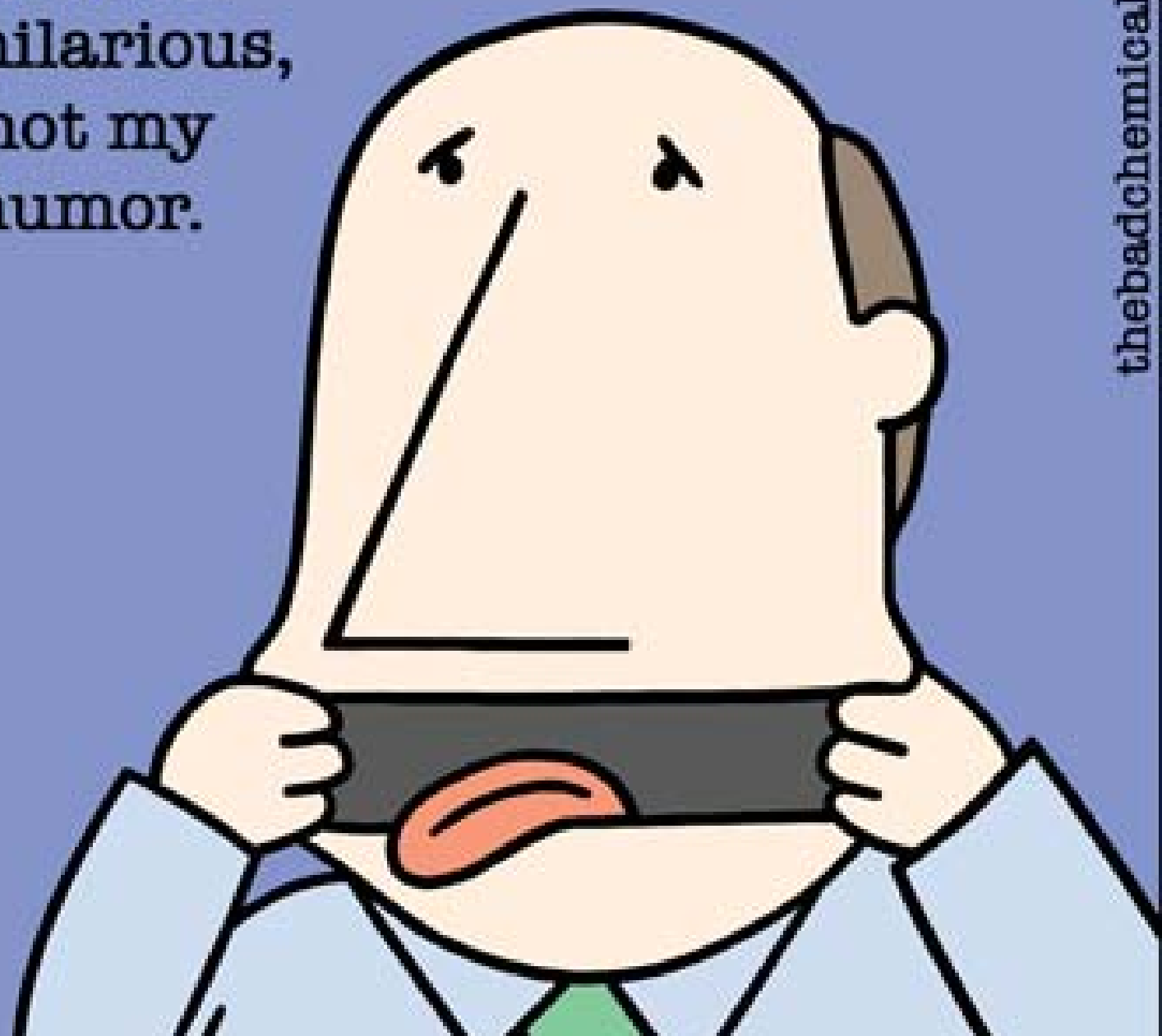
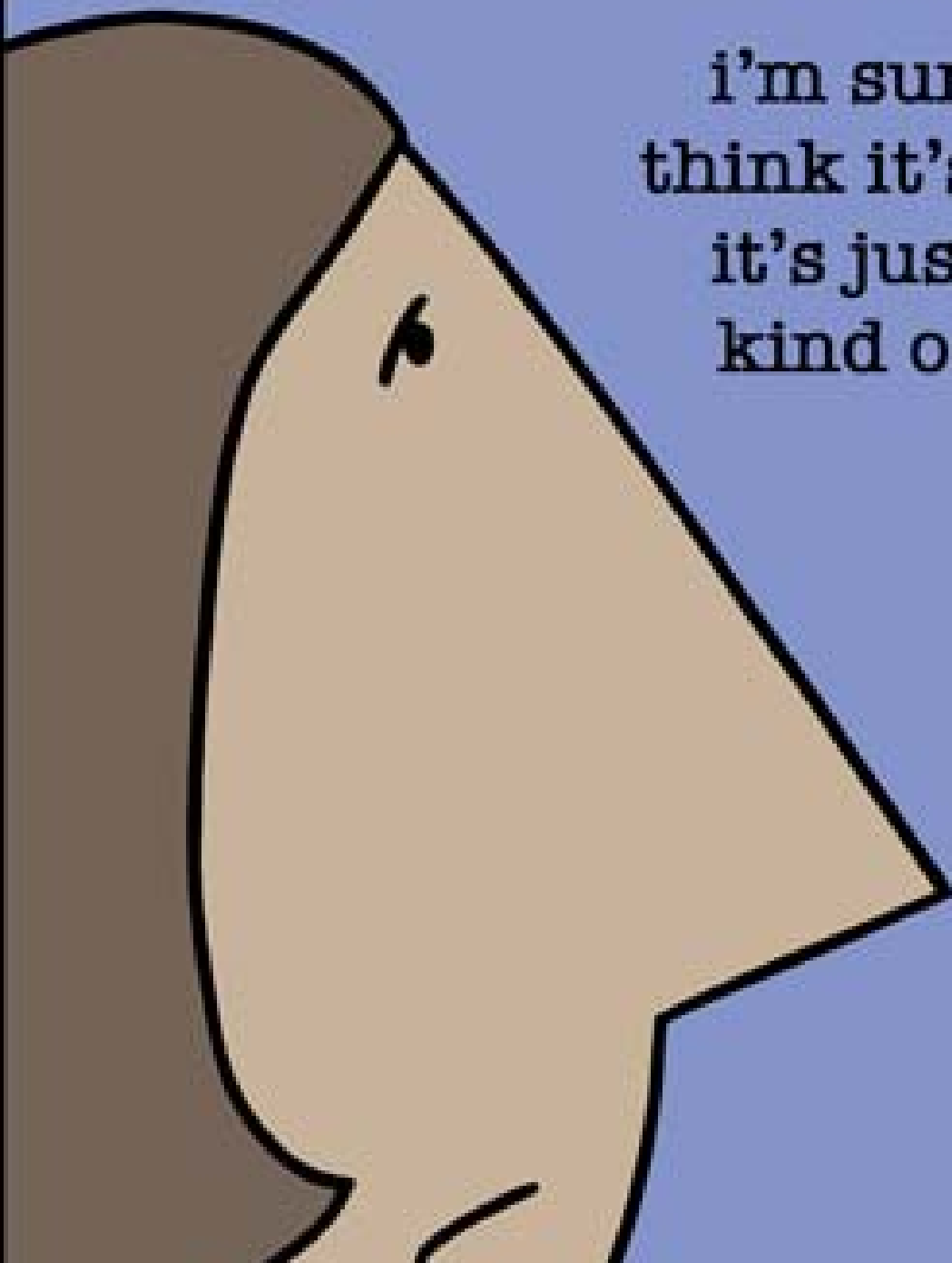
Goals

Specific
Measurable
Attainable
Realistic
Time-bound

S*M*A*R*T GOALS

- I want to increase traffic to the events section of the website by **10%**.
- We want a monthly average of **70** interactions on Facebook.
- I want **20** new Followers on Twitter every month.

i'm sure babies
think it's hilarious,
it's just not my
kind of humor.



Who is your **Audience**?

- Age, Race, Gender
- How do They Talk to **YOU**?
- How do They Talk to **Each Other**?
- Where are They Spending Time?



QUESTIONS

ANSWERS

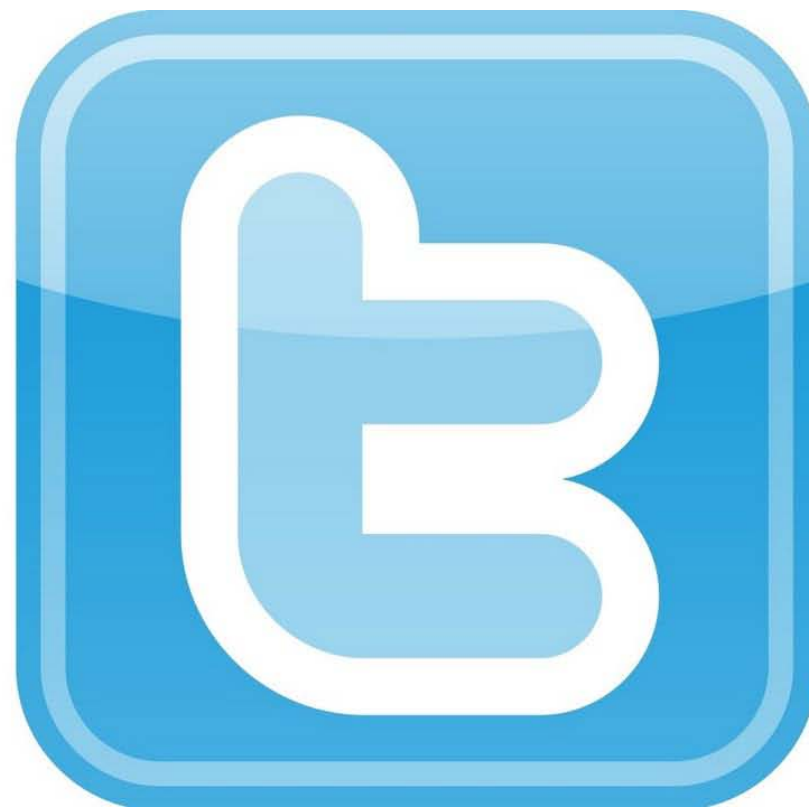
What (and who) are your **Resources**?

- In-house vs. Outsourced
- Team Size
- Available Time
- Accountability

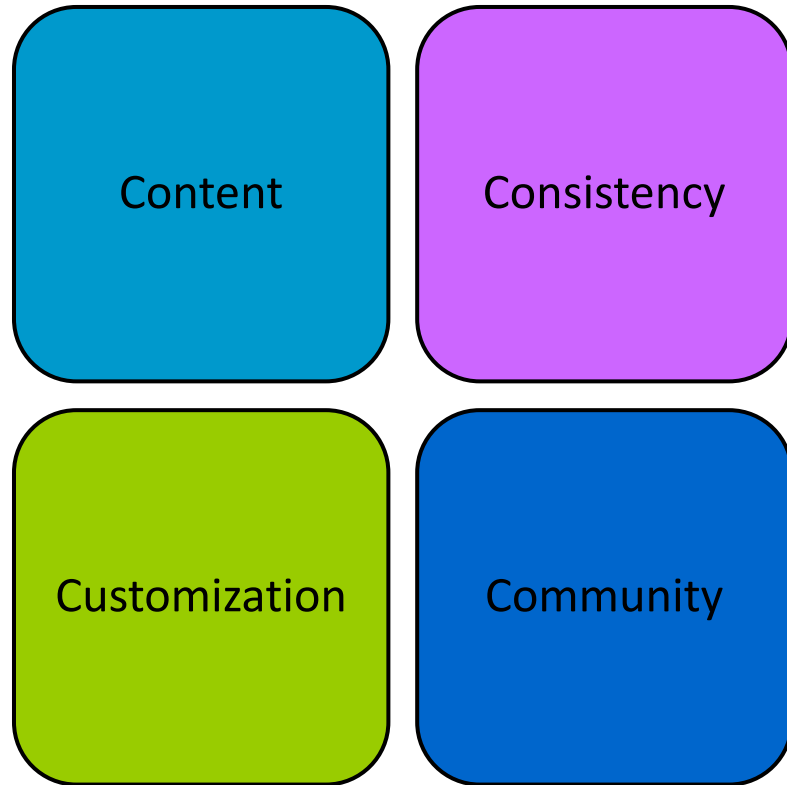
A green road sign with a white border, mounted on two wooden posts. The sign is tilted and contains the text "Right Decision" and "Wrong Decision" in white, sans-serif font. A white arrow points left above "Right Decision", and a white arrow points right below "Wrong Decision". The background is a blue sky with scattered white clouds.

Right Decision
Wrong Decision

Tactics



The Four C's of Social Media



- **Content is King**
 - Provide Value
 - Be Authentic
- **Consistency is Better Than Rare Moments of Greatness**
 - Do Not Start and Stop
 - Posting/Engaging Should be Daily
- **Customization is Necessary**
 - Set Yourself Apart
- **Community is Success**
 - Identify Your Audience
 - Build Your Community



Let's Talk Specifics...

Facebook



Choosing the Right Account

DIFFERENCE BETWEEN FACEBOOK "PERSONAL PROFILE PAGE", "GROUP PAGE", & "FAN/LIKE PAGE"		
PERSONAL PROFILE	GROUP PAGE	FAN/LIKE PAGE
ONLY personal use!	Can be used for business or personal	Can be used for business or personal
Limited to 5000 friends	As many people as want to join your group	As many people as want to can "like" your page
Posts by profile owner appear in friends newsfeeds	Posts by the group admin only appear in members newsfeeds, but NOT in friends of members feeds unless they are members	Posts by the page admin appear in people's newsfeeds & their friends can see them if they comment
Have to approve each friend	Can be set for automatic joining, or approval	People can just "like" the page no need for approval
Can send messages to all friends	Limited to sending messages to 5000 members	Update messages can be sent to all members
Can be customized with app's	CANNOT be customized	Can be customized with app's
Can be public or private	Can be public or private	Always public
Found by search engines (but can be locked down)	NOT found by search engines	Found by search engines
Posts come from profile owner	Posts come from individual admins	Posts come from the page, not the admins
-	Admins are all listed	No one knows who the admins are (unless they say)
Usernames available	Usernames NOT available	Usernames available
No insights	No insights	Insights about visitors available
Vanity URLs	CANNOT use vanity URLs	Vanity URLs



Facebook

As a Brand

Posts Notifications

Post	Total Reach ⁷	Paid Reach ⁷	Promotion
Are you still struggling with what to post...	19	--	Boost Post
Facebook hops on the wearable tech ba...	5,306	4,897	See Results
Rent-A-Nerd, Inc. has been a lifesaver f...	101	--	Boost Post
So we meet again, Monday. Whether yo...	40	--	Boost Post
#Facebook Business Pages organic reac...	51	--	Boost Post

Messages See All

Simon Andrés
Hi, your contact us page is not working! ...

Brooke Knapp Ossenkop
Thank you for letting us know, Brooke. ...

Patrick Patty Cakes Mart
Hi Patrick, thanks for reaching out to us...

Allta Edgar
My friend Michelle Currier at Hillpath se...

Ronald William McBay
Thank you Ronald. I have forwarded yo...

Get Clicks to Your Website Pages to Watch Add Pages

Get people you care about to visit your website.

Pages to Watch	Add Pages
Peter Mayer Advertising 1,138 likes	6 ↑
FSC Interactive 1,125 likes	2 ↑
Velocity Agency 1,080 likes	2 ↑
Zehnder 931 likes	4 ↑

Promote Website

Invite Friends See All

Tiffany Q. Langinals Invite X

Adam Kancher Invite X

Gabby Boudoin Invite X

Haras Notgritnuh Liah Invite X

FSC Interactive
★★★★★ (16 ratings)
1,125 likes · 13 talking about this · 51 were here

Advertising Agency
1943 Sophie Wright Place, New Orleans, Louisiana 701...
(504) 894-8011
Closed until tomorrow 9:00 am - 5:00 pm

Update Page Info Liked Following

1,125 Likes FSC Empowerment Q... Email Signup

Status Photo / Video Offer, Event +

What have you been up to?

FSC Interactive shared a link.
Posted by Kate Stron 171 · 4 hours ago

Are you still struggling with what to post, when to post and how to post to #SocialMedia? Here's an infographic from KEYSTONE CLICK that should help you with determining how to share online.



150 Friends Connected to FSC Interactive

148 friends like this

13 friends were here

Invite Your Friends to Like This Page See All

Type a friend's name... Invite

Adam Kancher Invite X

Haras Notgritnuh Liah Invite X

Tiffany Q. Langinals Invite X

- Recent
- 2014
 - 2013
 - 2012
 - 2011
 - 2010
 - Born

See Your Ad Here

Andy Kutcher

FSC

Promote Page



Admin Panel

Admin Panel Edit Page Build Audience See Insights Help Hide

Posts - Notifications

Post	Total Reach ⁷	Paid Reach ⁷	Promotion
Are you still struggling with what to post...	19	--	Boost Post
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Messages [See All](#)

- Simon Andrés**
Hi, /your contact us page is not working/ ...
- Brooke Knapp Ossenkop**
Thank you for letting us know, Brooke. ...
- Patrick Patty Cakes Mart**
Hi Patrick, thanks for reaching out to us...
- Allta Edgar**
My friend Michelle Currier at Hitpath se...
- Ronald William McBay**
Thank you Ronald. I have forwarded yo...

Get Clicks to Your Website **Pages to Watch** [Add Pages](#)

Pages to Watch	Rank	Pages
Peter Mayer Advertising 1,138 likes	3	6 ▲
FSC Interactive 1,125 likes	4	2 ▲
Velocity Agency 1,080 likes	5	2 ▲
Zehnder 931 likes	6	4 ▲

Invite Friends [See All](#)

- Tiffany Q. Langlinal** [Invite](#)
- Adam Kancher** [Invite](#)
- Gabby Boudoin** [Invite](#)
- Haras Notgnitruh Liah** [Invite](#)

FOCUSSED WE LIVE AND BREATHE SMART ONLINE MARKETING

FSC Interactive [Update Page Info](#) [Liked](#) [Following](#)

★★★★★ (16 ratings)
1,125 likes · 13 talking about this · 51 were here

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1943 Sophie Wright Place, New Orleans, Louisiana 701...
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[About](#) [Photos](#) [Likes](#) [FSC Empowerment Q...](#) [Email Signup](#)

Admin Panel:

- Facebook Insights
- Notifications
- Messages
- New Likes
- Managing Your Page

Your Page Profile



Being Your Brand on Facebook

Admin Panel

Posts · Notifications		Total Reach [?]	Paid Reach [?]	
	Are you still struggling with what to p...	19	--	
	Facebook hops on the wearable tech ...	5,506	4,897	
	Rent-A-Nerd, Inc. has been a lifesaver...	101	--	
	So we meet again, Monday. Whether ...	40	--	Boost Post
	#Facebook Business Pages organic re...	51	--	Boost Post

- Edit Page
- Build Audience
- See Insights
- Help
- Hide
- Update Page Info
- Edit Settings
- Manage Admin Roles
- Use Activity Log
- See Banned Users...
- Use Facebook as FSC Interactive

Get Clicks to Your Website	Pages to Watch	Invite Friends
Get people you care about to visit your website.	Add Pages	See All
 FSC Interactive www.fscinteractive.com	3 Peter Mayer Advertising 1,138 likes	Tiffany Q. Langlinois Invite ×
Promote Website	4 FSC Interactive 1,125 likes	Adam Kancher Invite ×
	5 Velocity Agency 1,080 likes	Gabby Boudoin Invite ×
	6 Zehnder 931 likes	Haras Notgnitnuh Llah Invite ×

FOCUSED WE LIVE
ON A D T AND BREATHE
ONLINE

Engage With Things You Like



Co.Design

In the graphs, you can pick out a number of story lines that defined the Mavs. They were a dark horse in the playoffs, but one whose talents were camouflaged by their regular season record. Check it out:



Infographic Of The Day: The Mavs Win It All (LeBron Whines)

www.fastcodesign.com

Amidst the delirious joy of seeing LeBron James and the Miami Heat get humiliated in the 2011 NBA Finals, we actually forgot something important: That means the Mavs won!

44 minutes ago · Like · Comment · Share

2 people like this.

Write a comment...

People who like this



FSC Interactive
Local Business



Anthony Kyriazis

+1 Add as Friend

Share Your Favorite Content



Mashable

Posting status updates and using Facebook chat generally mean a lower GPA, while checking to see what friends are up to and sharing links suggest a higher GPA. In other words, social Facebook activities were correlated with lower grades and information-related Facebook activities were correlated with higher grades.



No, Facebook Is Not Ruining Your Grades [STUDY]

mashable.com

The latest of several studies to look at Facebook use and low grades says some Facebook behaviors are actually correlated with higher GPAs.

Unlike · Comment · Share · about an hour ago

You, Karen Stevenson and 175 others like this.

View all 24 comments

View all 155 shares



Calum Richardson Facebook doesn't ruin grades, people do when they choose to spend too much time on Facebook instead of spending enough time studying.

37 minutes ago · Like · 2 people



FSC Interactive shared a link.



No, Facebook Is Not Ruining Your Grades [STUDY]

mashable.com

The latest of several studies to look at Facebook use and low grades says some Facebook behaviors are actually correlated with higher GPAs.

Like · Comment · Share · 3 seconds ago



Customize Your Page

Page Settings

FSC Interactive

View Page

Page Visibility: Unpublish page (only admins can see this page) [What is this?](#)

Country Restrictions: [What is this?](#)

Only show this page to viewers in these countries

Hide this page from viewers in these countries

Age Restrictions: [What is this?](#)

Posting Ability: Everyone can post to FSC Interactive's timeline

Everyone can add photos and videos to FSC Interactive's timeline

Post Visibility: Show the box for "Recent Posts by Others" on the top of FSC Interactive

Only show posts by FSC Interactive and friend activity on your Page until reviewed by an admin [What is this?](#)

Tagging Ability: People can tag photos posted by FSC Interactive

Messages: Show "Message" button on FSC Interactive

Moderation Blocklist: [\[?\]](#)

Profanity Blocklist: [\[?\]](#)

Delete Page: [Delete FSC Interactive](#)



Branding



★★★★★ (54 ratings)

5,767 likes · 220 talking about this · 36 were here

[Like](#) [Follow](#) [Message](#) 

4610 Magazine St, New Orleans, Louisiana 70115
(504) 609-2436
Closed until tomorrow 10:00 am - 5:00 pm

[About](#) - [Suggest an Edit](#)



Photos



Likes



Events

Highlights ▾



ONE DAY TO GIVE AS ONE

Give \$10 or more through www.GiveNOLA.org on Tuesday, May 6th and your donation will receive a little *lagniappe!*



MAY 6, 2014 • MIDNIGHT TO MIDNIGHT [Change Cover](#)

New Orleans Area Habitat for Humanity

[Update Page Info](#)

[Liked](#)

[Following](#)

[Message](#)



5,213 likes • 58 talking about this

Local Business · [Add A Category](#)

2900 Elysian Fields Ave, New Orleans, Louisiana 70122

(504) 861-2077

Closed until tomorrow 9:00 am - 5:00 pm



Photos



Likes



Events



Sign-Up

2

[About](#)



Growing Your Community

Invite Your Friends

The screenshot shows the Facebook Admin Panel interface. At the top right, there are buttons for 'Edit Page', 'Build Audience', 'See Insights', 'Help', and 'Hide'. The 'Build Audience' dropdown menu is open, showing options: 'Invite Email Contacts...', 'Invite Friends...', 'Share Page...', 'Promote Page', and 'Promote Website'. The 'Invite Friends...' option is highlighted. Below the menu is a table of posts with columns for 'Post', 'Total Reach', 'Paid Reach', and 'Promotion'. At the bottom, there are sections for 'Get More Likes', 'Pages to Watch', and 'Invite Friends'.

Post	Total Reach ²	Paid Reach ²	Promotion
Are you still struggling with what to p...	19	--	Boost Post
Facebook hops on the wearable tech ...	5,506	4,897	See Results
Rent-A-Nerd, Inc. has been a lifesaver...	101	--	Boost Post
So we meet again, Monday. Whether ...	40	--	Boost Post
#Facebook Business Pages organic re...	51	--	Boost Post

Pages to Watch	Add Pages
3 Peter Mayer Advertising 1,138 likes	6 ▲
4 FSC Interactive 1,125 likes	2 ▲
5 Velocity Agency 1,080 likes	2 ▲
6 Zehnder 931 likes	4 ▲

Invite Friends	See All
Adam Kancher <input type="button" value="Invite"/>	✕
Haras Notgnitnuh Llah <input type="button" value="Invite"/>	✕
Gabby Boudoin <input type="button" value="Invite"/>	✕
Tiffany Q. Langlinois <input type="button" value="Invite"/>	✕








Measuring Success with Insights

Admin Panel

[Edit Page](#)[Build Audience](#)[See Insights](#)[Help](#)[Hide](#)[Posts](#) · [Notifications](#)

Post	Total Reach ²	Paid Reach ²	Promotion
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
[Messages](#)[See All](#)

-  **Simon Andrés**
Hi, /your contact us page is not workin...
-  **Brooke Knapp Ossenkop**
← Thank you for letting us know, Broo...
-  **Patrick Patty Cakes Mart**
← Hi Patrick, thanks for reaching out to...
-  **Alita Edgar**
📍 My friend Michelle Currier at Hitpath ...
-  **Ronald William McBay**
← Thank you Ronald. I have forwarde...

[Get More Likes](#)[See Likes](#)[Promote Page](#)[Pages to Watch](#)[Add Pages](#)

-  **Peter Mayer Advertising**
1,138 likes 6 ▲
-  **FSC Interactive**
1,125 likes 2 ▲
-  **Velocity Agency**
1,080 likes 2 ▲
-  **Zehnder**
931 likes 4 ▲

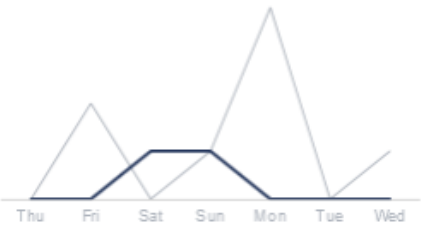
[Invite Friends](#)[See All](#)

-  **Adam Kancher** [Invite](#) ×
-  **Haras Notgnitnuh Llah** [Invite](#) ×
-  **Gabby Boudoin** [Invite](#) ×
-  **Tiffany Q. Langlinais** [Invite](#) ×

Page Likes

1,125 Total Page Likes
▲ 0.2% from last week

2 New Page Likes
▼ 75%



Post Reach

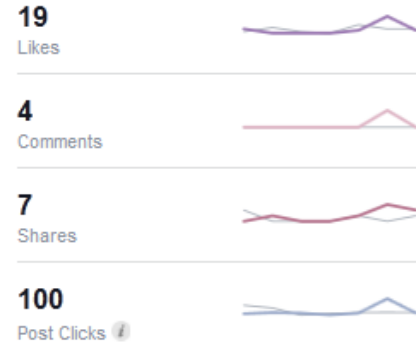
5,651 Total Reach
▲ 1,752.8% from last week

5,620 Post Reach
▲ 2,069.9%



Engagement

76 People Engaged
▲ 100% from last week



Your 5 Most Recent Posts

Reach: Organic / Paid Post Clicks Likes, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
04/02/2014 1:20 pm	Are you still struggling with what to post, when to post and how to post to #SocialMedia? Here's an	📎	🌐	19	1 0	Boost Post
04/01/2014 9:55 am	Facebook hops on the wearable tech bandwagon with Facebook Footwear. Are you ready for	📎	🌐	5.5K	41 20	See Results
03/31/2014 2:56 pm	Rent-A-Nerd, Inc. has been a lifesaver for the FSC team lately. From help with our router to recovering	💬	🌐	101	3 2	Boost Post
03/31/2014 12:15 pm	So we meet again, Monday. Whether you are day dreaming about it or actually participating in it, our	📎	🌐	40	1 0	Boost Post
03/28/2014 11:55 am	#Facebook Business Pages organic reach continues to decline. What does that mean for	📎	🌐	51	4 0	Boost Post

See All Posts

Total Page Likes as of Today: 1,125



BENCHMARK
Compare your average performance over time.

Total Page Likes

Net Likes: What Changed

Likes - unlikes = net likes



BENCHMARK
Compare your average performance over time.

Unlikes

Organic Likes

Paid Likes

WANT MORE LIKES?

Create an ad to get more people to like your Page.

[Boost Page](#)

Where Your Page Likes Came From

The number of times your Page was liked, broken down by where it happened.



BENCHMARK
Compare your average performance over time.

On Your Page

Uncategorized Mobile

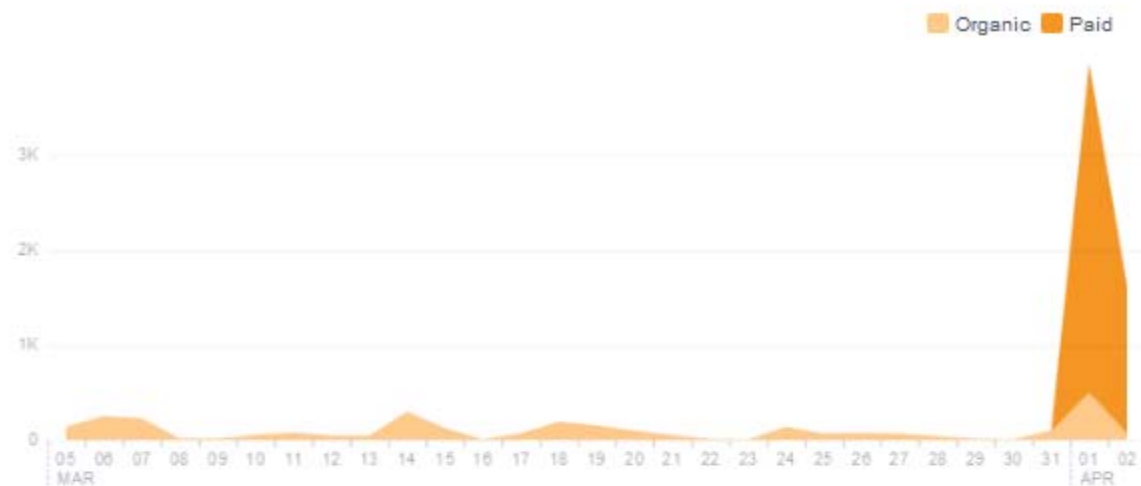
Page Likes

Page Suggestions

Others

Post Reach

The number of people who saw your posts.



BENCHMARK

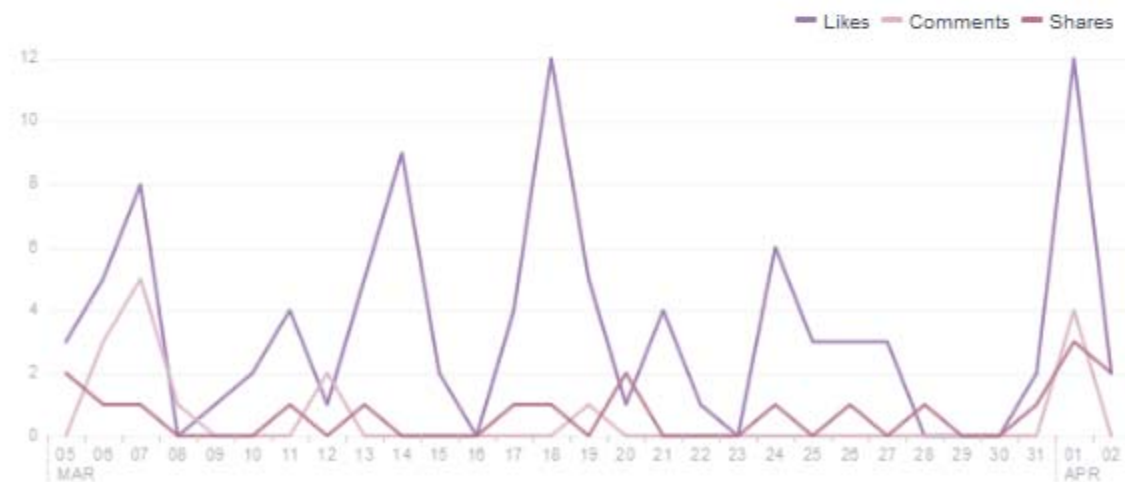
Compare your average performance over time.

Organic

Paid

Likes, Comments, and Shares

These actions will help you reach more people.



BENCHMARK

Compare your average performance over time.

Likes

Comments

Shares

Page and Tab Visits

The number of times each of your Page tabs was viewed.



BENCHMARK
Compare your average performance over time.

- Info Tab
- Timeline
- Admin Tabs
- Events Tab
- Others

Other Page Activity

The number of actions people took that involved your Page.



BENCHMARK
Compare your average performance over time.

- Mentions
- Posts by other people...
- Check-ins

External Referrers

The number of times people came to your Page from a website off of Facebook.



BENCHMARK
Compare your average performance over time.

- fscinteractive.com
- google.com
- t.co
- linkedin.com
- Others

Data shown for a recent 1-week period. Times of day are shown in your computer's local timezone.

DAYS



TIMES



All Posts Published

January 03, 2014 to April 02, 2014

Reach: Organic / Paid | Post Clicks | Likes, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
04/02/2014 1:20 pm	Are you still struggling with what to post, when to post and how to post to #SocialMedia?			19	1 0	Boost Post
04/01/2014 9:55 am	Facebook hops on the wearable tech bandwagon with Facebook Footwear. Are you			5.5K	41 20	See Results
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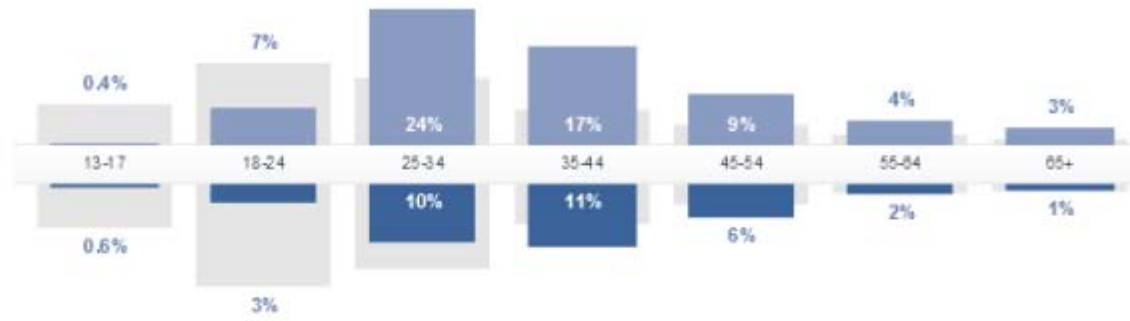
The people who like your Page

Women

65% Your Fans
46% All Facebook

Men

34% Your Fans
54% All Facebook



Country	Your Fans	City	Your Fans	Language	Your Fans
United States of America	1,061	New Orleans, LA	627	English (US)	1,075
Pakistan	15	Baton Rouge, LA	26	English (UK)	30
Brazil	4	Metairie, LA	22	French (France)	6
United Kingdom	3	Slidell, LA	15	Spanish	4
India	3	New York, NY	13	Portuguese (Brazil)	4
Japan	3	Mandeville, LA	13	Japanese	2
Morocco	3	Pensacola, FL	9	Romanian	1
Philippines	3	Lafayette, LA	8	Persian	1
South Africa	3	Madisonville, LA	8	Malay	1
Thailand	3	Atlanta, GA	7	Thai	1

See More



Tips for Facebook

- Status updates get better Reach than any other type of post on Facebook
- Photos, photos, photos! It's ok to use old photos from other networks on Facebook
- Try to give each post roughly 2 hours of time before trying to post again (or more)
- Weekends and evenings are surprisingly good times to post content
- Respond to people if they ask you something or comment on a post
- Often, less is more on Facebook

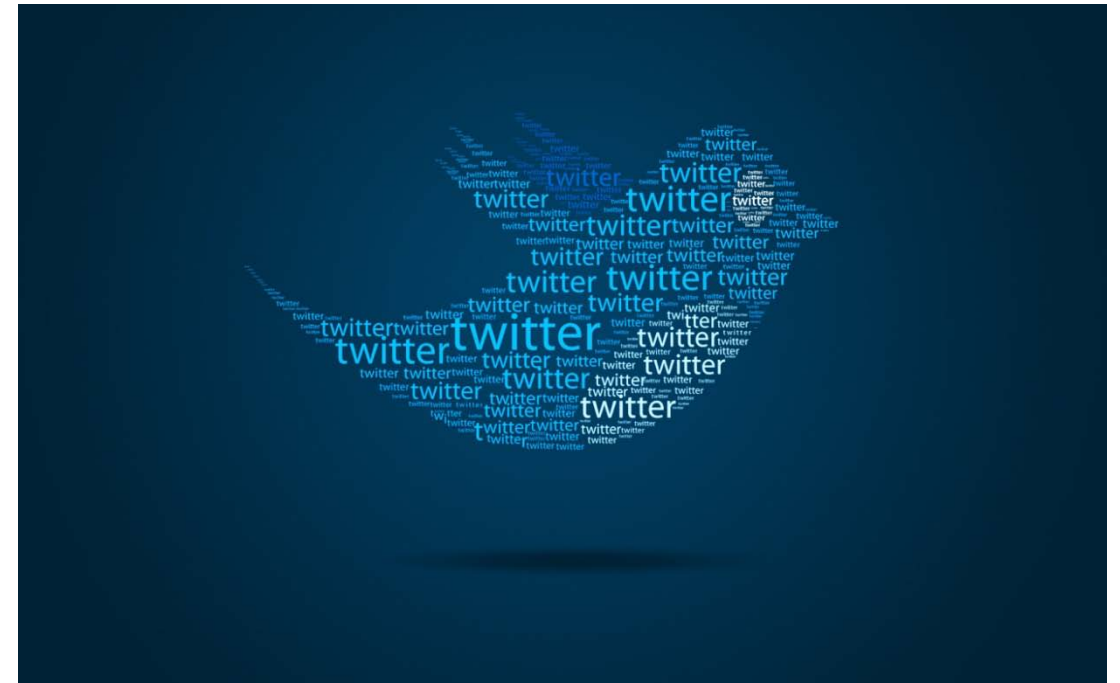
Four Keys to Facebook Success

- Use Facebook to connect with **current** and **potential** clients or customers
- Maintain a **consistent** flow of communication
- **Integrate** all of your Facebook efforts into your existing marketing efforts
- Create and maintain a **professional image**



Twitter

- 500 Million Active Registered Users
- 115 Million Active Users Monthly
- 58 Million Tweets per Day
- Most Frequently Used Social Network for Customer Complaints





Using Twitter as a Brand

Speaking the language



FSC Example

@FSCExample



Follow

RT @fscinteractive: hosting a
[#socialmedia101](#) training session this
morning!



Reply



Retweet



Favorite



More

3:41 PM - 20 Jan 13 · [Embed this Tweet](#)



Twitter Translator

"@-Replies" and "Handles"



Andy

@andyknola



.@tiffanystarnes see you in the park tonight!

[← Reply](#) [↻ Retweet](#) [★ Favorite](#) [⋮ More](#)

3:41 PM - 20 Jan 13 · Embed this Tweet



Retweet



Andy
@andyknola

Follow

RT @ncantarano: Help raise money for
Tsunami Relief: <http://bit.ly/awsjaho>

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Other “Versions” of Retweet



GNOFoundation @GNOFoundation · Apr 1

Check out our latest E-news! #GiveNOLA Day only 34 days away; #WCNOEW; grant opportunity for Classroom Enrichment: ht.ly/vidgW

Expand

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- RT = Retweet
- MT = Modified Tweet
- V/ or Via// = Via



Andy

@andyknola

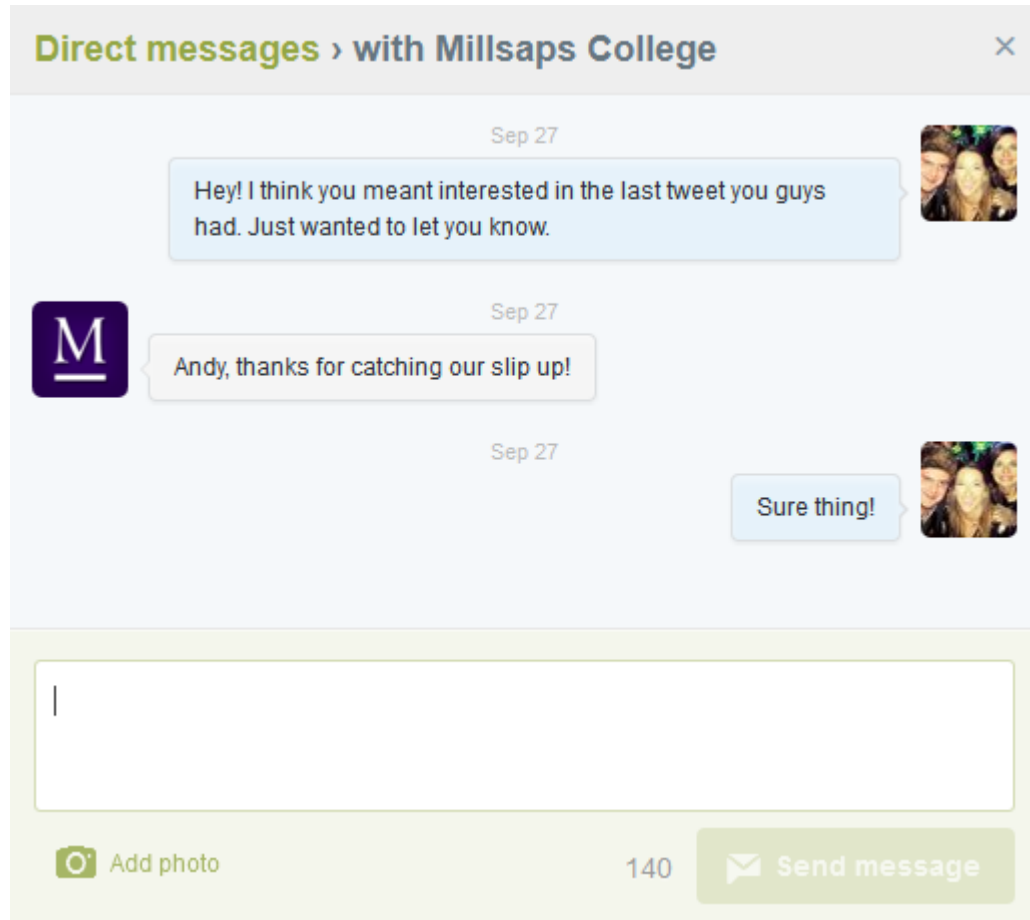


Check out our latest E-news! #GiveNOLA Day only 34 days away; #WCNOEW; grant opportunity for Classroom Enrichment: <http://ht.ly/vidgWMT}} v/> @GNOFoundation

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Direct Message



Hashtag



Andy

@andyknola



Follow

Doing good always feels good! Learn more about [#GiveNOLA](#) and how you can make a difference!

[Reply](#) [Retweet](#) [Favorite](#) [More](#)

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Andy

@andyknola

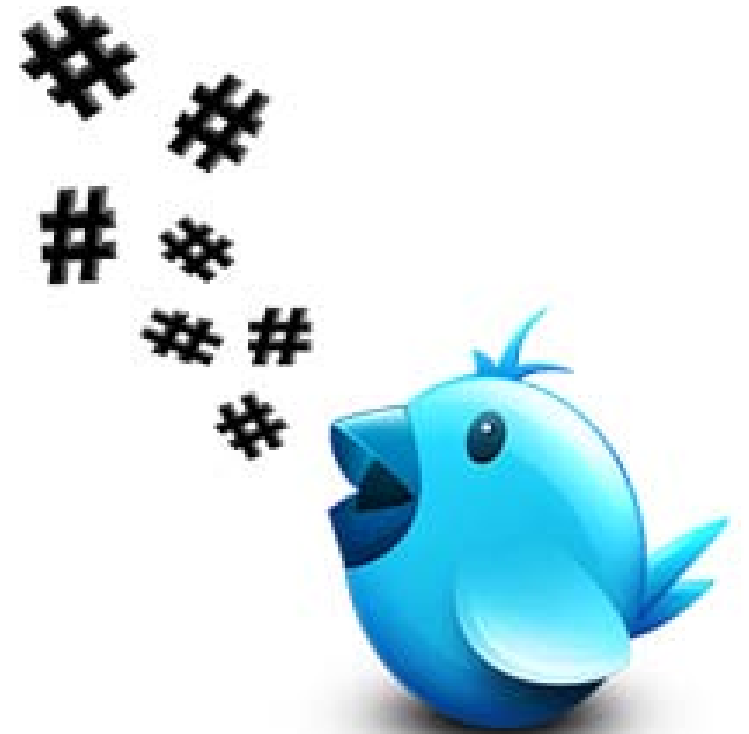


Follow

I can't believe Duke is out of the [#MarchMadness](#) tournament in the first round again. [#IShouldaKnown](#)

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Twitter Rules of Engagement



Cocktail Party

- Don't talk all about yourself
- Find the people who interest you
- Try to add value to the conversation
- Follow up with your new friends

Manage Your Twitter Presence



Beauty in Brevity





Measuring Success on Twitter

Success = _____?



“A leader has to be positive about all things that happen to his team. Look at nothing in the past as failure.”


- Coach Mike Krzyzewski


Sprout Social

GENERAL STATS from Feb. 26, 2012 - Mar. 11, 2012






? 15 30 60 90

Export Data

 **VisitNewOrleans**
New Orleans Online

 **276 connections**
made in this time period

New Followers	240	▲ 33%	
You Followed	36	▼ 69%	

@mentions	292	▲ 10%	
Messages Sent	113	▼ 59%	
Messages Received	294	▲ 9%	
Clicks	4.5k	▼ 89%	
Retweets	214	▼ 43%	

KEY INDICATORS Measure how you're conversing with your audience.



HootSuite

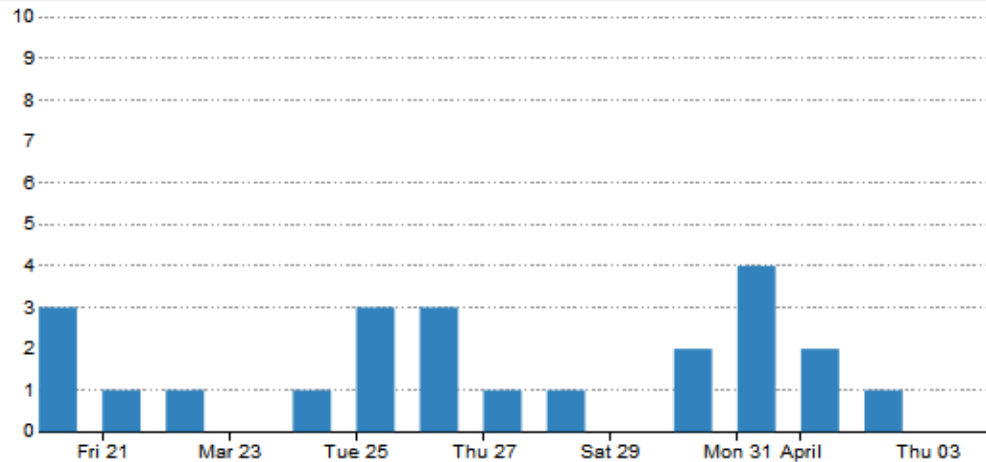
Twitter Growth

@FultonAlley received 42 new Followers in February. The handle averaged two new Followers a day for a total of 472 Total Followers.

- February 12 saw the highest growth in one day with 6 new Followers.

Twitter : Follower Growth - Aggregate

Total Followers: **511** Average Daily Growth: **2** Most followed: **@FultonAlley** New Followers: **23**

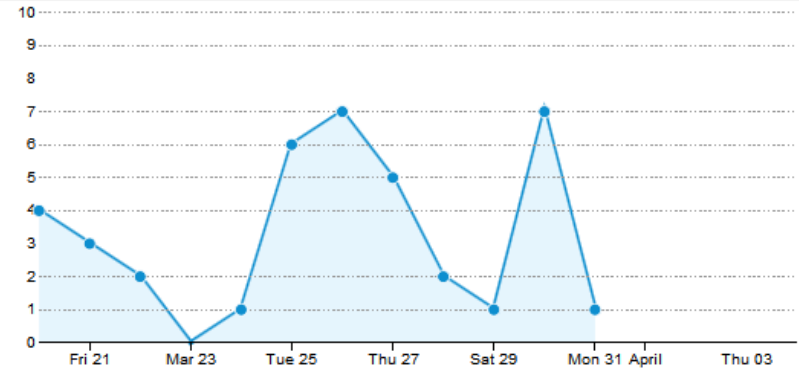


Stacked Total

Twitter : Mentions - Count

Total Mentions
39

Interval displayed: Daily

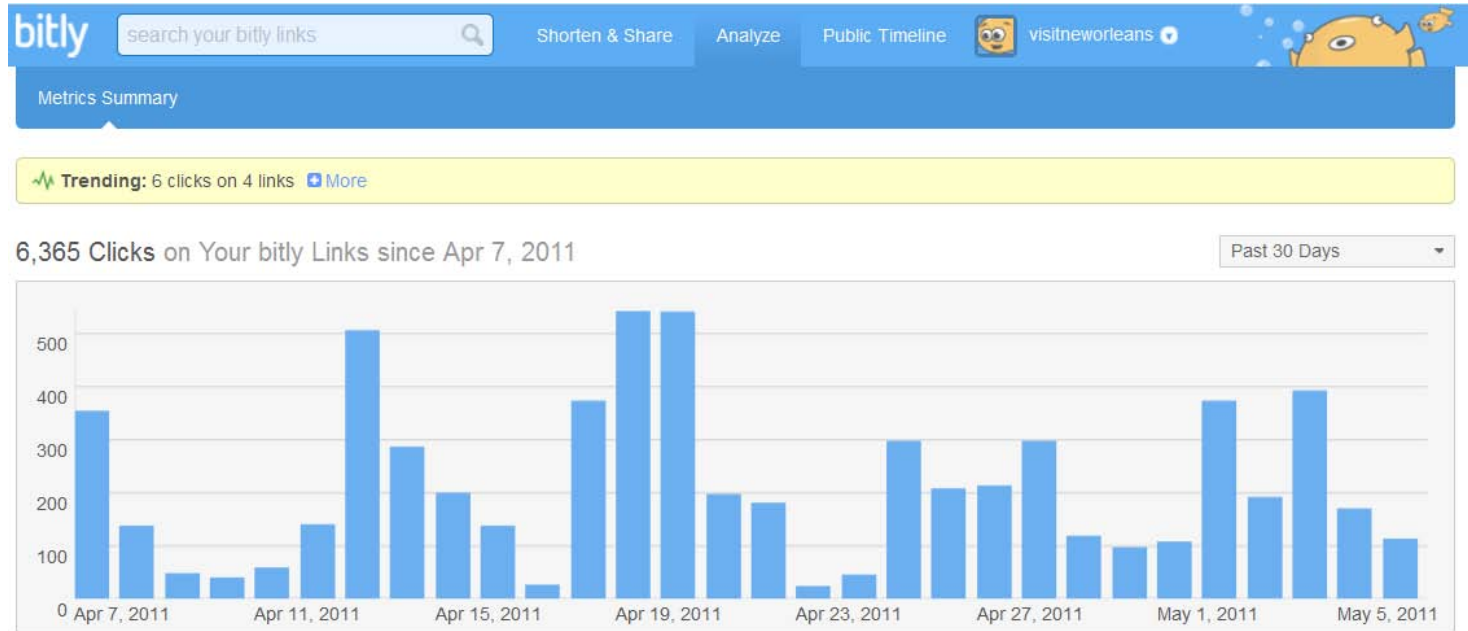


Twitter : Mentions by Influencers

This module is being deprecated and will not be available after March 25, 2014. [Learn more.](#)

- neworleansmag** (New Orleans Magazine)
We love all things #NOLA. Like what we're tweeting? Subscribe to our daily email newsletter: <http://MyNewOrleans.com/newsletter> **1** mentions
- jaydasgupta** (jay dasgupta)
2001 Lannan Fellow. Writer. Photographer. Aspiring Filmmaker. Bartender... And always thirsty for more. **19** mentions
- curenola** (Cure New Orleans)
cocktails with character **11** mentions
- ndrewmarin** (Andrew Marin)
Cooked for a living. Now eat like it's my job. NY→Manila→DC→Firenze. Gonzaga. Tulane. @Details In-Crowd. #whyIhateNOLA **56** mentions

Bit.ly




60
out of
60

 **NOLA Recipes at Home: Sicilian-Style Stuffed Artichokes; Br...**
<http://www.gonola.com/2011/05/04/nola-recipes-at-home-sicilian-style-stuffed-artichokes.html>
bit.ly/jr0wJB - Copy

24
out of
81

 **Top 10 Cities for Single Men - CBS MoneyWatch.com**
<http://moneywatch.bnet.com/spending/blog/home-equity/top-10-cities-for-single-men/4503/>
bit.ly/kuTMSp - Copy

184
out of
322

 **No. 2: New Orleans-Metairie-Kenner, La. - Joel Kotkin - Forbes**
<http://www.forbes.com/pictures/edgl45ehd/no-2-new-orleans-metairie-kenner-la>
onforb.es/kT85nM - Copy



How to Use Social Media as a Non-Profit

Rules of Engagement

- Rule 1: Keep it About Your Brand
- Rule 2: Find the Right Audience
- Rule 3: Add Value to the Conversation
- Rule 4: Invite Feedback
- Rule 5: Follow Up
- Rule 6: Don't be Afraid of the Ask – But be Tactful
- Rule 7: If Your Strategy Isn't Working...Fix IT!



Linking it all Together

Share Whatchya Got!!



Print Materials



SUSHIFORSENDAI.ORG

 **American Red Cross**
Southeast Louisiana Chapter



Email Signature

FILE MESSAGE INSERT OPTIONS FORMAT TEXT REVIEW

Cut Copy Paste Format Painter Clipboard

Basic Text

Address Book Check Names Attach File Attach Item Signature

Follow Up High Importance Low Importance Tags Zoom

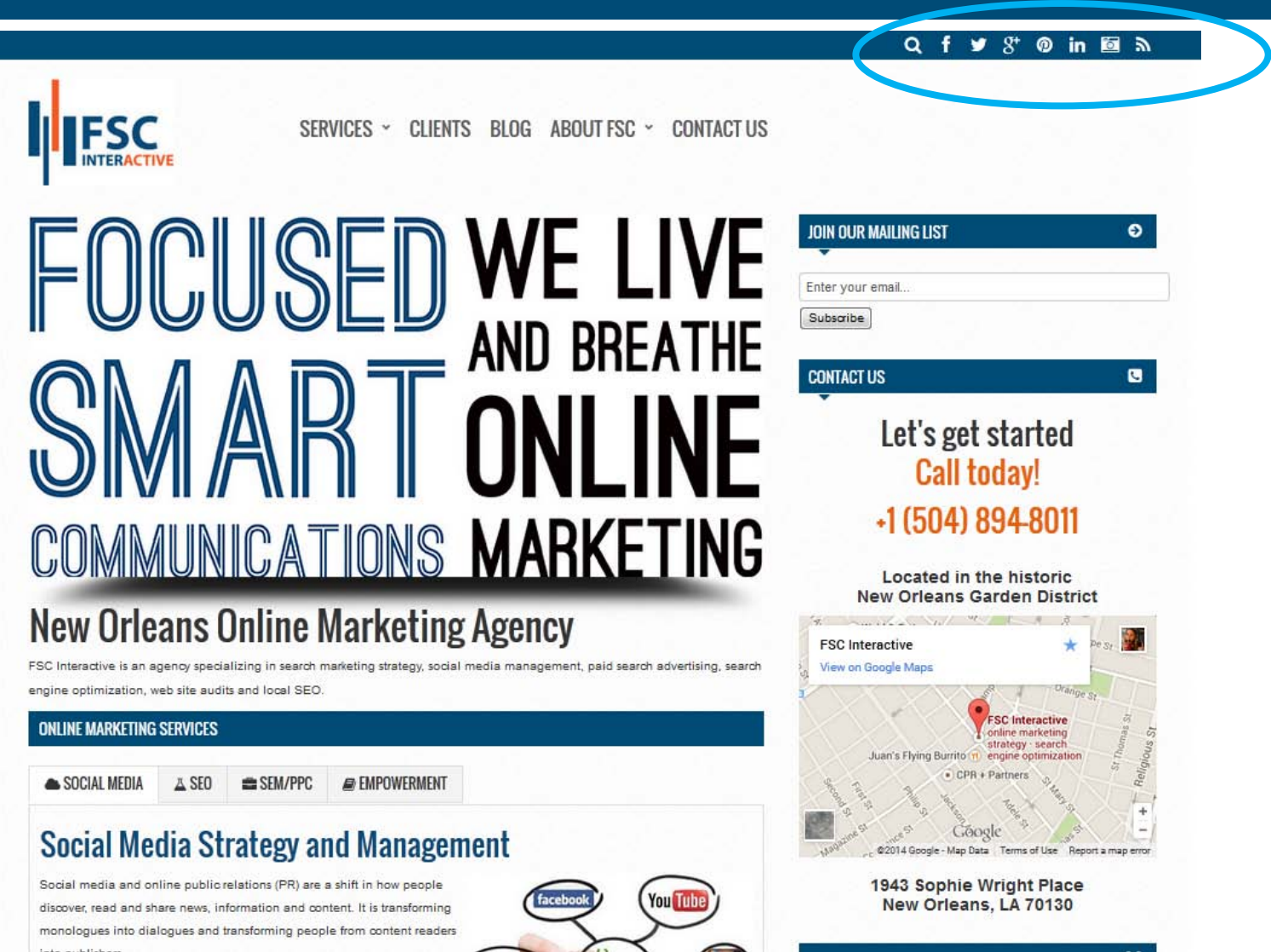
To... Cc... Bcc... Subject

Andy Kutcher
Director of Accounts
andy@fscinteractive.com
www.fscinteractive.com



(504) 894-8011
1943 Sophie Wright Place | NOLA | 70130
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Website (above the fold!)



The image shows a screenshot of the FSC Interactive website homepage. At the top, a dark blue navigation bar contains a search icon and social media icons for Facebook, Twitter, Google+, Pinterest, LinkedIn, Instagram, and RSS. A blue circle highlights this navigation bar. Below the navigation bar is the FSC Interactive logo and a menu with links for SERVICES, CLIENTS, BLOG, ABOUT FSC, and CONTACT US. The main content area features large, stylized text: "FOCUSED WE LIVE SMART AND BREATHE COMMUNICATIONS ONLINE MARKETING". Below this is the text "New Orleans Online Marketing Agency" and a short paragraph describing the agency's services. To the right, there is a "JOIN OUR MAILING LIST" section with an email input field and a "Subscribe" button, and a "CONTACT US" section with the text "Let's get started Call today! +1 (504) 894-8011". Below the contact information is a map showing the location of FSC Interactive at 1943 Sophie Wright Place, New Orleans, LA 70130. At the bottom, there is a section for "ONLINE MARKETING SERVICES" with sub-sections for SOCIAL MEDIA, SEO, SEM/PPC, and EMPOWERMENT. The "Social Media Strategy and Management" section includes a paragraph about social media and public relations, and a graphic with Facebook and YouTube icons.

Anywhere Relevant





KEEP
CALM
IT'S ONLY
SOCIAL
MEDIA

Questions?



Twitter:

www.twitter.com/fscinteractive

E-mail:

info@fscinteractive.com

Get More Slides:

<http://www.slideshare.net/fscnola>

Facebook:

www.facebook.com/fscinteractive