

Are Twitter and Facebook Worth Your Time?

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Social Media: Twitter and Facebook

- Worth your time simply because of the user and usage numbers.
 - Facebook: Over 500 million active users and 50% of active users log on daily.
 - As many as one-third of women aged 18-34 check Facebook when they first wake up, even before they get to the bathroom
 - <http://mashable.com/2010/07/07/oxygen-facebook-study/>
 - Jan 2010: Twitter 75 million users

Social Media: Twitter and Facebook

- Social media=
 - Sites (twitter and facebook) Technology (Mobile Apps, Video and Camera phones) and Services (Twitter on TV, Share function on news sites, foursquare)
- Twitter and Facebook
 - Although dominant in the space- are just two sites of a larger phenomenon.

Social Media: Aging Process

- 1. Minimalist Phase:
 - Start a facebook page, here I am!
- 2. Me-Me-Me Phase:
 - My message, my promotions, listen to me!
- 3. Conscientious:
 - Start to better understand social media and its functions, how its users interact in the space and what drives engagement.
 - E.g. Incorporate social media into campaigns, promotions
- 4. Evangelist:
 - Understand potential of social media and companies using it well
 - Strive to incorporate a social media component into everything we do
 - Think about social media first, no longer just an add-on
- 5. Living the Dream:
 - You have arrived, along with everyone else in your organization.

Social Media: TWC

- As a cable company, our objective is three-fold
 - Customer Service
 - Message Platform
 - Form of Engagement
- Who is your audience and what is your objective?
 - Customers, Press, Grassroots organizations, who matters most?
 - Do you want to generate sales, promote initiatives, get press, etc.? (Important for measurement)

Social Media: TWC

- In the aging process, TWC is around 3.5
 - Customer Service: February 2010 –Twitter care
 - Message platform: TWC Presence on “main” social networking sites + corporate blog
 - Engagement: Social Media component to all events/promotions.
 - Most improvement, used to be an add-on, now a driver
 - Philanthropic Program strong social media presence
 - Social Media for Hispanic Community

Social Media: TWC

- Sites to Reference:
- Twitter:
 - www.twitter.com/twcablehelp
 - www.twitter.com/jefftwc
 - www.twitter.com/twcable_NYC
- Facebook:
 - www.facebook.com/timewarnercable
 - www.facebook.com/connectamillionminds
 - www.facebook.com/micultura
- Corporate Blog:
 - www.twcableuntangled.com

Social Media: Schedule

- Customer Care:
 - Team monitors all TWC mentions between 9am-9pm Radian 6: monitoring tool used
- Sites and Corporate Blog:
 - Weekly regional calls led by PR and Marketing
- Events: no set schedule, tactics:
 - Objective of tweeting at event: re-create the experience online
 - Monitor online conversation already happening:
 - www.twitter.com/search
 - Search hashtags being used:
 - <http://www.newyorker.com/online/blogs/susanorlean/2010/06/hash.html>
 - Facebook page to engage with? (CAMM, flipvideo)
 - Foursquare check-in

Social Media: Measuring Results

- Step 1: Re-visit your objective
- Twitter
 - # Followers, @Mentions, RTs
 - www.kloutscore.com (measure of online influence)
 - 2 tweets regarding Fox and TWC's programming deal on 1/1/2010 from @jeffTWC, resulted in 67,569 impressions via 93 total retweets
 - Launched Feb 2010. In June, 1000 customer issues resolved, 5000+ customers approached with a 65% response rate, 1900+ followers.
 - On going, constantly re-evaluate numbers to understand which regions having what issues.

Social Media: Measuring Results 2

- Facebook: How many people...
 - Are fans? Tag the TWC page? “Like” wall posts? Comment on the wall posts?
- Youtube:
 - Everything found on Insight section of your page.
 - Videos that get most attention + demographics of audience
- Measure everything!
 - NBA Events vs. MLB event, doubled consumer videos made, programming segments produced, had 2 active handles, etc.
 - No one has “nailed” using social media in every way possible, never hurts to have data that could be relevant down the line.

Social Media: Extras & Tips

- Twitter:
 - Keep ongoing lists: reporters, mommy bloggers, by region
 - Mobile: Ubertwitter vs. Twitterberry
 - Hootsuite, Tweetdeck
- Facebook:
 - Be creative who with who you can tag. Think not just of direct engagement with other brands/people, think about products you're using, location, etc.
- Youtube:
 - Take advantage of tagging and descriptions
 - Comic-Con: transcribed all videos, used key words used in interviews for extra tags.

Social Media: Extras & Tips

- Foursquare
 - Geo-enabled social media is HUGE
 - Discounts/giveaways for check-ins
 - Tweets nearby feature
- Helpful Links:
 - www.wefollow.com (directory)
 - www.mashable.com (social media blog)
 - www.quantcast.com (website numbers)
 - <http://www.oxygenlive.com/> (media experiment)
 - <http://mashable.com/2010/06/09/political-campaigns-social-media/> (political campaigns and social media)