

Facebook & HootSuite



Facebook and HootSuite

a webinar for champions



February 2011

What is in
it for me?

As a result of this workshop YOU
will be able to:

- ✓ Consistently perform to expectations
- ✓ Effectively manage your Internet curb appeal
- ✓ Strategically identify way to increase the quality of your posts
- ✓ Efficiently manage your time
- ✓ Dramatically increase interaction between residents, the community and Bozzuto

...with Facebook & HootSuite!

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Our Vision

Every front office employee will be capable of using Facebook managed with HootSuite, as a tool to generate more potential customer leads, increase resident retention and build a community where our resident lives online.

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Our Strategy

You need to know the answers to these questions

- 👤 What is the difference between a Fan page and a Friend page?
- 👤 How often should I post?
- 👤 Who & what should I post?
- 👤 How do I handle a “hot” post?
- 👤 What is HootSuite and how do I use it?
- 👤 How will my property be measured on our performance?

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Why do you think social media use is important to our business?

What do you want to know or have questions about?

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

facebook®

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I AM TRYING TO
ADD MORE FRIENDS

*Facebook policy states that businesses run
Fan pages, not Friends pages*

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What is the difference between a Fan page and a Friend page?

A Friend page is

A Fan page is

All our posts should be made to

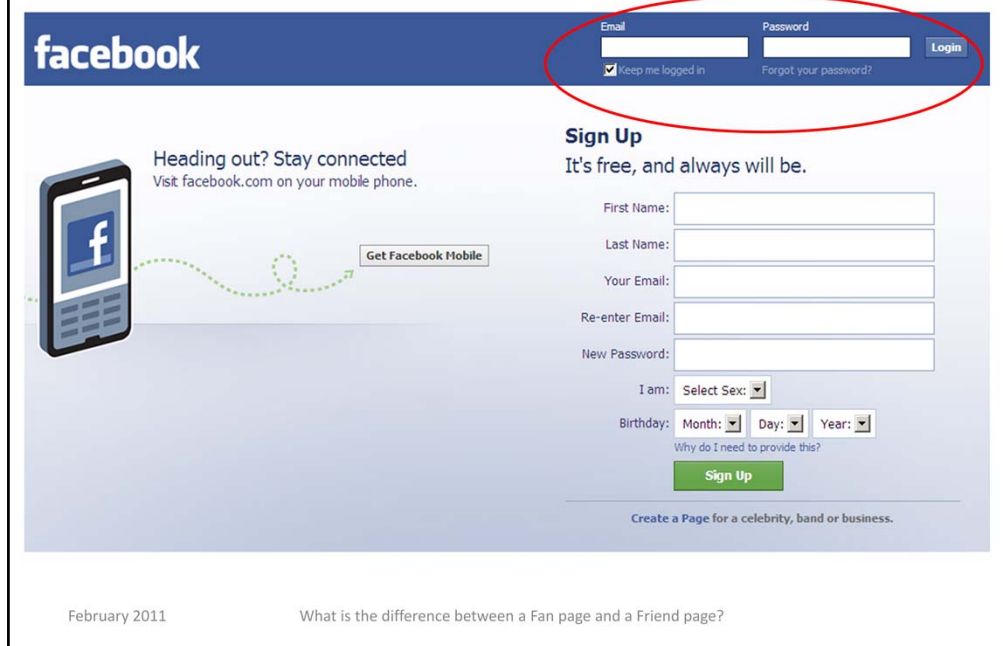
Why Fan Pages, not Friend Profiles?

- Regional managers will monitor your Fan page
- Corporate support teams have administrative access to your Fan page to help with issues
- Fan Pages include extra tabs for promotions, events and a floor plan browser *coming soon*
- People have a tendency to “Like” a fan page more than “Become a Friend” of a personal profile
- Search engines will include links to Fan pages in search results

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What is the difference between a Fan page and a Friend page?

Step 1 – Login to Facebook.com



facebook

Email Password

☒ Keep me logged in [Forgot your password?](#)

Sign Up
It's free, and always will be.

First Name:

Last Name:

Your Email:

Re-enter Email:

New Password:


I am: Select Sex:

Birthday: Month: Day: Year:

[Why do I need to provide this?](#)

[Create a Page for a celebrity, band or business.](#)

Heading out? Stay connected
Visit facebook.com on your mobile phone.

 [Get Facebook Mobile](#)

February 2011 What is the difference between a Fan page and a Friend page?

My log in information is

Step 2 – Manage Fan Page

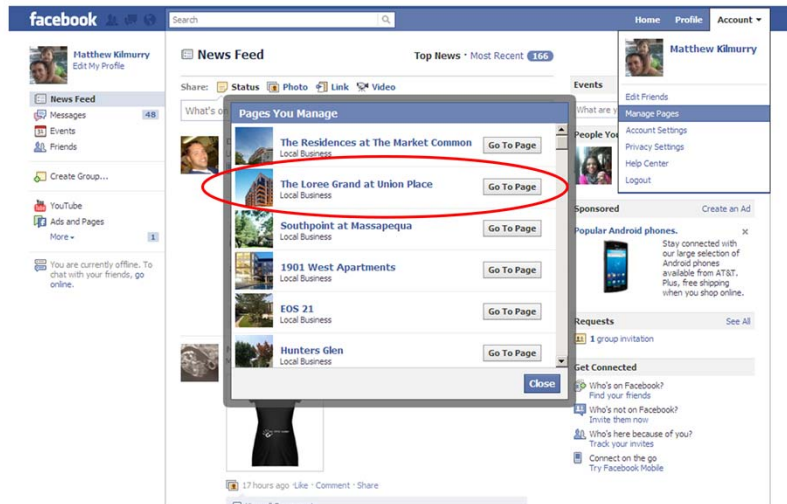


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What is the difference between a Fan page and a Friend page?

Notes:

Step 3 – Select Page



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What is the difference between a Fan page and a Friend page?

Notes:

Step 4 – Are You in the Correct Place?

The screenshot shows a Facebook fan page for 'The Loree Grand at Union Place'. The page header includes the Facebook logo, a search bar, and navigation links for Home, Profile, and Account. The main content area features a cover photo of a modern building, a status update, and a list of posts. On the left sidebar, there are links for 'Edit Page', 'Promote with an Ad', 'Add to My Page's Favorites', and 'Suggest to Friends'. A blue callout box with an arrow points to the 'Edit Page' link, containing the text: 'You will see "Edit Page" underneath picture on the Fan Page'. The right sidebar contains several advertisements, including one for 'Buy Online, Save 2 Bucks!' and another for 'Baltimore Bucket List'.

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What is the difference between a Fan page and a Friend page?

Notes:

How to Update

The screenshot shows a Facebook fan page for 'The Loree Grand at Union Place'. The page header includes the Facebook logo, a search bar, and navigation links for Home, Profile, and Account. The page name 'The Loree Grand at Union Place' is prominently displayed, along with a cover photo of a modern building. Below the header, there are tabs for Wall, Info, Photos, and a plus sign for more options. A 'Write something...' text box is highlighted with a blue callout box that contains the text: 'Use this box to update Fans with posts, photos or links'. The page content includes a welcome message, a post about an open house event, and a post about a restaurant. The right sidebar features several advertisements, including one for 'Buy Online, Save 2 Bucks!' and another for 'Baltimore Bucket List'.

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What is the difference between a Fan page and a Friend page?

Notes:

Invite Friends to Become Fans

Click Suggest to Friends

Select Current Friends of your property

The screenshot shows a Facebook page for 'The Loree Grand at Union Place'. The page header includes the Facebook logo, search bar, and navigation links (Home, Profile, Account). The main content area features a large photo of the building and a post about an open house. A modal dialog box titled 'Suggest The Loree Grand at Union Place to friends.' is overlaid on the page. This dialog box contains a search bar for 'Find Friends', a grid of friend suggestions, and a 'Send Invitations' button. Two callout boxes are present: one pointing to the 'Suggest to Friends' button on the page, and another pointing to the 'Add to My Page's Friends' button in the left sidebar.

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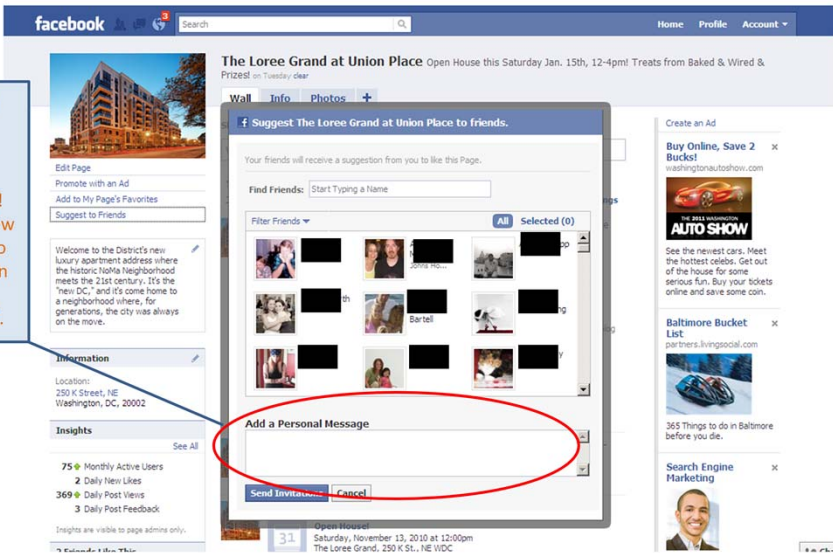
What is the difference between a Fan page and a Friend page?

Notes:

Invite Friends to Become Fans

Add a Personal Message

Example:
We have moved!
Please Like our new
Facebook page to
stay up to date on
everything at
[property name].



The screenshot shows a Facebook page for 'The Loree Grand at Union Place'. The page has a cover photo of a modern building and a post about an open house. A dialog box titled 'Suggest The Loree Grand at Union Place to friends.' is overlaid on the page. The dialog box contains a 'Find Friends' search bar, a grid of friend suggestions, and a section for 'Add a Personal Message' which is circled in red. The 'Add a Personal Message' section includes a text input field and 'Send Invitation' and 'Cancel' buttons.

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What is the difference between a Fan page and a Friend page?

Notes:

How often should I post?
Who and what should I post?

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How often should I post?

The Expectation

Post unique fan page content a minimum of 3x per week and maximum of 1x per day



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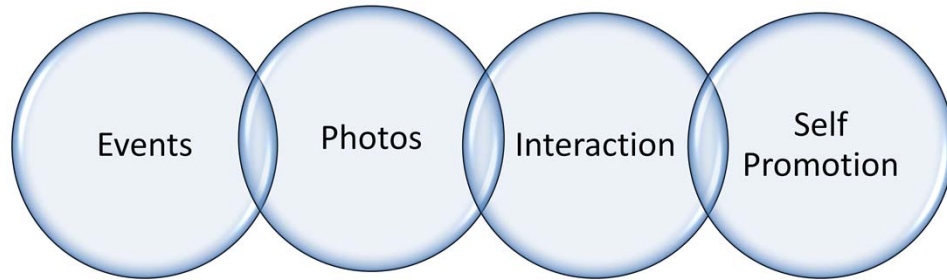
How often should I post?

Notes:



Notes:

What should I post?



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What should I post?

Notes:

Social media guidelines

- Don't post photos of Bozzuto employees with alcohol in hand.
- Don't use slang or profanity in any postings.
- Don't delete negative comments until issue or person has been addressed.
- Don't post pricing specials.
- Avoid religious terms and links in updates and posts.
- Avoid links, updates and posts about social commentary, politics and controversial topics.
- Respond to all comments positive and negative.
- Don't post about rent being due.

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Notes:

Post local events

Post about local community events...



The Zenith No Plans Yet? Right down the road! Tickets on sale now!



Big Night Baltimore - The HOTTEST New Year's Eve Ball in Baltimore!

www.bignightbaltimore.com

"...Big Night Baltimore New Year's Eve Extravaganza is year..." Tickets on sale now and selling fast!!

218 Impressions · 0% Feedback

December 30, 2010 at 5:46pm · Like · Comment · Share · Promote



Use and eye-catching visual...

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What should I post?
EVENTS



What's a local event near your property?

Notes:

Unique content

Update fans about local events...

Culinary

Education

Entertainment

Health

Non Profits

Professional

Spa

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What should I post?
EVENTS

Notes:

Finding sources for event information demonstration

[Delicious.com/Bozzuto](https://delicious.com/Bozzuto): a repository of ideas

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What should I post?
EVENTS

Notes:

Post property happenings

Update residents about property happenings...



Liberty Towers We are looking forward to seeing everyone at Liberty Tower's Annual Holiday Party this Wednesday, December 8, 2010 from 6pm-9pm in the Main Lobby. Happy Holidays!



229 Impressions · 0% Feedback

December 6, 2010 at 11:51am · [Like](#) · [Comment](#) · [Share](#)

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What should I post?
EVENTS



What's going on this week on your property?

Notes:

Unique content

Leverage property events...



+ Select Guests to Invite

Fitzgerald Movie Night- The Breakfast Club

Share · Public Event

Edit Event Update Fans of

Time Wednesday, January 12 · 8:00pm - 11:00pm

Location The Fitzgerald
1201 W. Mt Royal Ave
Baltimore, MD 21217

Created By The Fitzgerald

More Info Join us every Wednesday night in January for a showing of s
80's movies at 8PM in the movie theater!

And don't forget your friends and popcorn!

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What should I post?
EVENTS



What kind of parties, networking events or happy hours can you host in the next few months?

Notes:

Post photos

Add photos from past events...

ArtJamz Sept. 15th -17th

By The Loree Grand at Union Place · View Photos

Tag Photos

Add More Photos



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What should I post?
PHOTOS

Notes:

Photo guidelines



Ask residents if it is OK to include their photo on Facebook



Do Not tag residents in photos, rather invite them to tag themselves



Create a new photo album each time, rather than adding new photos to existing albums

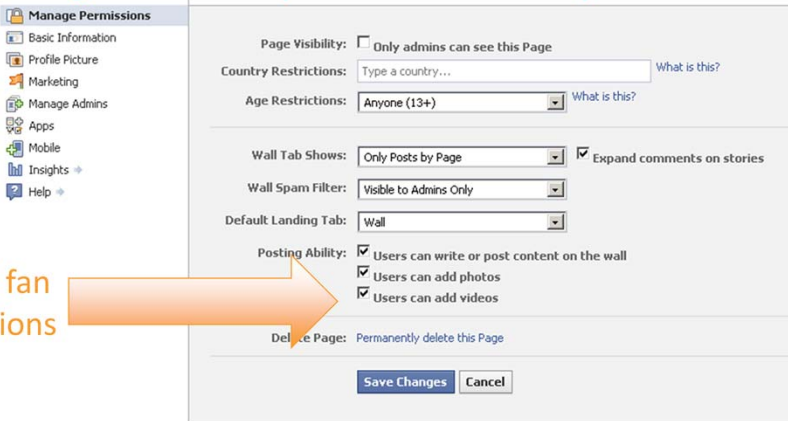
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What should I post?
PHOTOS

Notes:

Unique content

Encourage fans to upload their own photos...



The screenshot shows the 'Manage Permissions' section of a Facebook page's settings. On the left is a sidebar with navigation links: Manage Permissions (selected), Basic Information, Profile Picture, Marketing, Manage Admins, Apps, Mobile, Insights, and Help. The main content area contains various settings: 'Page Visibility' with a checkbox for 'Only admins can see this Page'; 'Country Restrictions' with a text input 'Type a country...' and a link 'What is this?'; 'Age Restrictions' with a dropdown menu set to 'Anyone (13+)' and a link 'What is this?'; 'Wall Tab Shows' with a dropdown set to 'Only Posts by Page' and a checked checkbox for 'Expand comments on stories'; 'Wall Spam Filter' with a dropdown set to 'Visible to Admins Only'; 'Default Landing Tab' with a dropdown set to 'Wall'; 'Posting Ability' with three checked checkboxes: 'Users can write or post content on the wall', 'Users can add photos', and 'Users can add videos'; and 'Delete Page' with the option 'Permanently delete this Page'. At the bottom are 'Save Changes' and 'Cancel' buttons. An orange arrow points from the text 'Update fan permissions' to the 'Posting Ability' section.

Update fan permissions

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What should I post?
PHOTOS

Notes:

Promote interaction

Ask open ended questions to invite others to tell you more than yes or no...

Good ➡ Are you going to the parade today?

Better ➡ Who is headed to the parade today?

Best ➡ Where are you setting up your chair to watch the parade today?

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What should I post?
PHOTOS

Notes:

Unique content

Ask questions...



360 State Street Photos and great coverage from last night's **Elm City Market** standing-room-only public meeting! Are you on board for New Haven's "food renaissance?"



360 State Food Co-op Needs 300 Initiators | New Haven Independent
bit.ly

With a new general manager fresh in from Utah, a planned downtown food co-op kicked off its membership drive, looking for 300 starter members to show banks that a community-owned...

1,611 Impressions · 0% Feedback

October 7, 2010 at 2:43pm · [Like](#) · [Comment](#) · [Share](#) · [Promote](#)

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What should I post?
PHOTOS



Think of a few questions you could ask related to your property...

Notes:

Unique content

Give "Facebook only" privileges, and reward the fans with giveaways or discounts when appropriate



Siena Park Want to win something nifty? We've got a scentsy plug-in warmer along with a scentsy bar - courtesy of miss Jody Jakeman - to raffle away!

To enter, simply reply back to this message! The winner will be drawn and announced on Wednesday, January 19th!



177 Impressions · 0.56% Feedback

Yesterday at 10:55am · Like · Comment · Share



Cj Culley In it to win it

Yesterday at 10:56am · Like · 1 person · Flag

Write a comment...

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What should I post?
PHOTOS



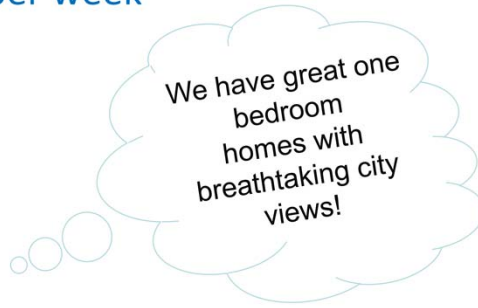
What are some giveaways you have...

Notes:

Self promotion

The Expectation

Post no more than 1x per week



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What should I post?
PHOTOS

Notes:

How do I grow my audience?

Ask residents to
"LIKE" us

Include your
Facebook link in
your email signature

Send out quarterly
email blasts asking
residents to "LIKE"
us

Ask current Fans to
"Suggest to Friends"

Add other Fan
pages to
"favorite pages"

"LIKE" other Fan
pages, and tag in
updates with @
before the Fan page
name



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What should I post?
PHOTOS

Notes:

How do I handle a “hot” post?

How do I handle a “hot” post

With any customer service related post, respond on Facebook with:

“Thank you, we’ll follow-up with you directly” or similar

1. Follow up with resident directly via phone or email to address the issue
2. Hold off on updating the profiles until the resident issue has been addressed
3. On the property Facebook fan page, DO NOT delete the negative wall posts or comments unless directed to by Lauren
4. Be careful of your language when responding, people are watching the conversation



Notes:

How do I handle a “hot” post

Escalate a post to your regional manager or Lauren when:

- Derogatory, profane, abusive, obscene or malicious comments
- Harassments/Threats
- Content that calls out employee(s) by name
- If there is an unwarranted negative or spam post, contact Lauren directly



Notes:

Final considerations

DO this...

- Introduce value, insight and direction with each engagement.
- KISS (Keep It Short & Simple).
- Focusing on the quality of fans.
- If someone comments on your fan page, reply with an answer or a "thank you."

...DON'T do this

- Speaking to audience through canned messages.
- Long, wordy posts or responses to comments.
- Focusing on the quantity fans.
- Waiting too long to answer a comment on the fan page

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Notes:



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What is HootSuite?

What is HootSuite?

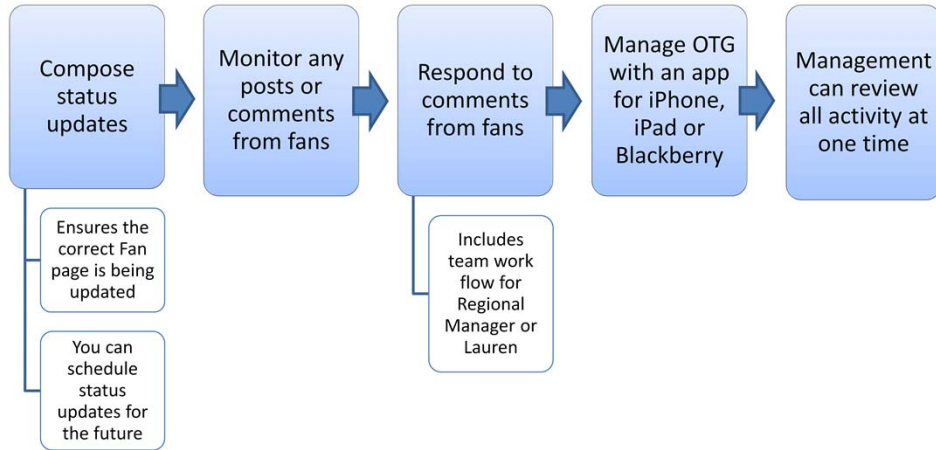


HootSuite is software
that helps manage a Facebook page
and saves YOU time.

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Notes:

More specifically...



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What is HootSuite?

Notes:

How do I use HootSuite? demonstration

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Conclusion



- Posting
- Scheduling
- Monitoring
- Responding to Comments

facebook

- Uploading Pictures
- Creating Events
- “Liking” other local businesses

You will still need to login into Facebook

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Notes:

How will my property be measured
on our performance?

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How will my property be measured on our performance?

Each quarter as part of the property inspection report, the following items will be evaluated & scored:

- Monthly post views
- Monthly post feedback
- Total number of albums
- Total number of Facebook fans



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Notes:

Thank you & Next steps

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Notes:
