

Getting Social



About me:

Elizabeth has almost 20 years* of experience working with professional service firms, associations, recording artists and government projects in creating impactful relationships through social media, content marketing and public relations. Elizabeth recently completed the Digital Marketing Masters Class, furthering her knowledge of SEO, SEM, social and email marketing.



Elizabeth will celebrate her 9th year with Varallo Public Relations in a few weeks. As an account executive, she assists clients with social media and website content, email marketing, and traditional PR such as press releases and media advisories.

Her Lebanon, TN farm is home to two dogs, 3 chickens, 4 horses and 2 extremely well-fed stray cats.



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**Trivia fact: That's a year before Google was founded!*

As of September 2017, the top 5 social media platforms are:

- #1 – Facebook
- #2 – YouTube
- #3 – Twitter
- #4 – Instagram
- #5 – LinkedIn

** Based on monthly visitors in the US as ranked by eBiz.*



You should not feel like you need
to use every social media outlet.

Pick the one (s) that fit **your company** and
your audience.

Focus your time on those!

Steps to better social media use

1. Define your goals
2. Gather your materials (photos, videos, content)
3. Be consistent across all platforms
4. Keep a calendar (when to post, when to tweet, when to run contests or offers)
5. Be personal – it's a conversation!
6. Be responsive!
7. Be sociable! Follow back, retweet, share!

Account Set-Up Best Practices

- Use or create a “catch all” email address for use with social media accounts (*YouTube is a Google product! – Gmail is free & easy)
- Share password/s with staff member/s who will post information
- Keep a file with social media access information in your network
- Change passwords if an employee with access leaves your company
- Be consistent with username (i.e. “YourClinic”) and profile photo (your logo, your headshot, or similar) across platforms.





Best Practices: Account Set-up

1. Choose a relevant "handle" (@username) – 15 characters or less
2. Complete your profile / bio



A good profile includes photo, header image, location, company, and link to your website (or Facebook page).



Best Practices: Hashtag Use

#hashtags are Twitter's keywords

How do I know what #hashtag to use?

1. "Trends" – most-used hashtags of the moment
2. What are others in your industry using?
3. AVMA "Pet Awareness Days" Calendar (avma.org)
4. Partners for Healthy Pets initiatives
5. Days of the week: #WhiskerWednesday, #Caturday, #TBT, #marecrushMonday



Ask yourself: What is the key point of this post?

Your answer is your hashtag (IE, #petobesity, #pethealth, #wellness, #horsehealth, #cathealth, etc.)

Elizabeth Howe
@ElizabethHowePR

Tweets	Following	Followers
243	473	98

Nashville trends · Change

- #KCsOAK
The Raiders look to get back on track against the 5-1 Chiefs
- World Series
The Dodgers are going to the World Series
- Amari Cooper
24.6K Tweets
- #Flicker
Niall Horan gets raw with debut album, Flicker
- #WhyIWrite
10.8K Tweets
- #FridayFeeling
@nashvillesounds, @IMS and 1 more are Tweeting about this
- #IBelieveFrederica
55.3K Tweets
- Super Slimey
33K Tweets
- LaVar Ball
9,832 Tweets
- Taiwan Jones
43K Tweets

TennesseeVMA @tennesseevma · Sep 1
Those who wish to assist DVMs providing care to animals affected by #Harvey can donate thru @TexasVMF t.e2ma.net/message/zmg5q/...

TennesseeVMA Retweeted

AVMAvets @AVMAvets · Aug 30
What can you do to help? Visit our page regarding veterinary donations, volunteering and more in response to #Harvey bit.ly/2iilfj



“Good Tweet, Bad Tweet”

Post like this



 **TennesseeVMA** @tennesseevma · Jun 22

DYK some flea & tick medications are not safe for cats? Learn more: bit.ly/2sVOkEy #pethealth #askyourvet

 **Use caution when choosing a flea and tick medicati...**

Dr. Mary Carter with Fayetteville Animal Clinic discusses the importance of using properly labeled flea and tick products for your animals. Medications label...
youtube.com

   2 

Not like this!



 **Metro Arts** @MetroArts1

fb.me/2cvXHikcu

Expand

21m



Best Practices: following and followers

- It is considered good Twitter etiquette to follow back those who follow you.
- I tend to avoid those who don't have a profile photo, don't have more than one or 2 posts, or individuals whose follower/following numbers are skewed.
- A "follow" is not an endorsement of content.
- Accounts to Follow: Individuals, associations, businesses, media, town/city organizations
- Following people connects you (and gives you a source of content to share).



Questions?



facebook



Best Practices for Business Pages

1. Complete all steps when setting up your profile, making sure your company and contact information is accurate.

The screenshot displays the Facebook profile for the American Veterinary Medical Association (AVMA). The profile picture is the AVMA logo, and the cover photo features a veterinary technician holding a dog, with text for 'National Veterinary Technician Week'. The page includes a navigation menu on the left, a 'Send Message' button, and a 'Photos' section. A blue arrow points to the 'Typically replies instantly' status in the 'About' section.

AVMA
American Veterinary Medical Association (AVMA)
@avmavets

Home
About
Photos
Community Guidelines
Videos
Events
Notes
AVMA Members
Animal Fans

VETERINARY TECHNICIANS
National Veterinary Technician Week
AVMA

Like Recommend ...

Send Message

Photos

helping hands, caring hearts
THANK YOU, VETERINARY TECHNICIANS
National Veterinary Technician Week
AVMA

Veterinarian in Schaumburg, Illinois

Community See All

219,515 people like this
216,909 people follow this

About See All

(800) 248-2862

Typically replies instantly
Contact American Veterinary Medical Association (AVMA) on Messenger

www.avma.org

Veterinarian - Nonprofit Organization

2. Try to make your page name the same as your practice and/or website.
(www.facebook.com/youranimalclinic)
3. Be sure to get permission from clients before posting photos of their pets!
4. "Follow" related pages such as TVMA, AVMA, UT, magazines/websites, your local newspaper, local Chamber of Commerce
 - You can 'share' their posts and they might share yours
 - Sharing posts allows you to post more often without always creating original content.

 **Tennessee Veterinary Medical Association**
October 9 at 9:08am · 🌐

Horse owners! West Nile Virus is still active in Tennessee this fall. Call your veterinarian regarding vaccinating against this deadly illness. Also consider having your Coggins updated!

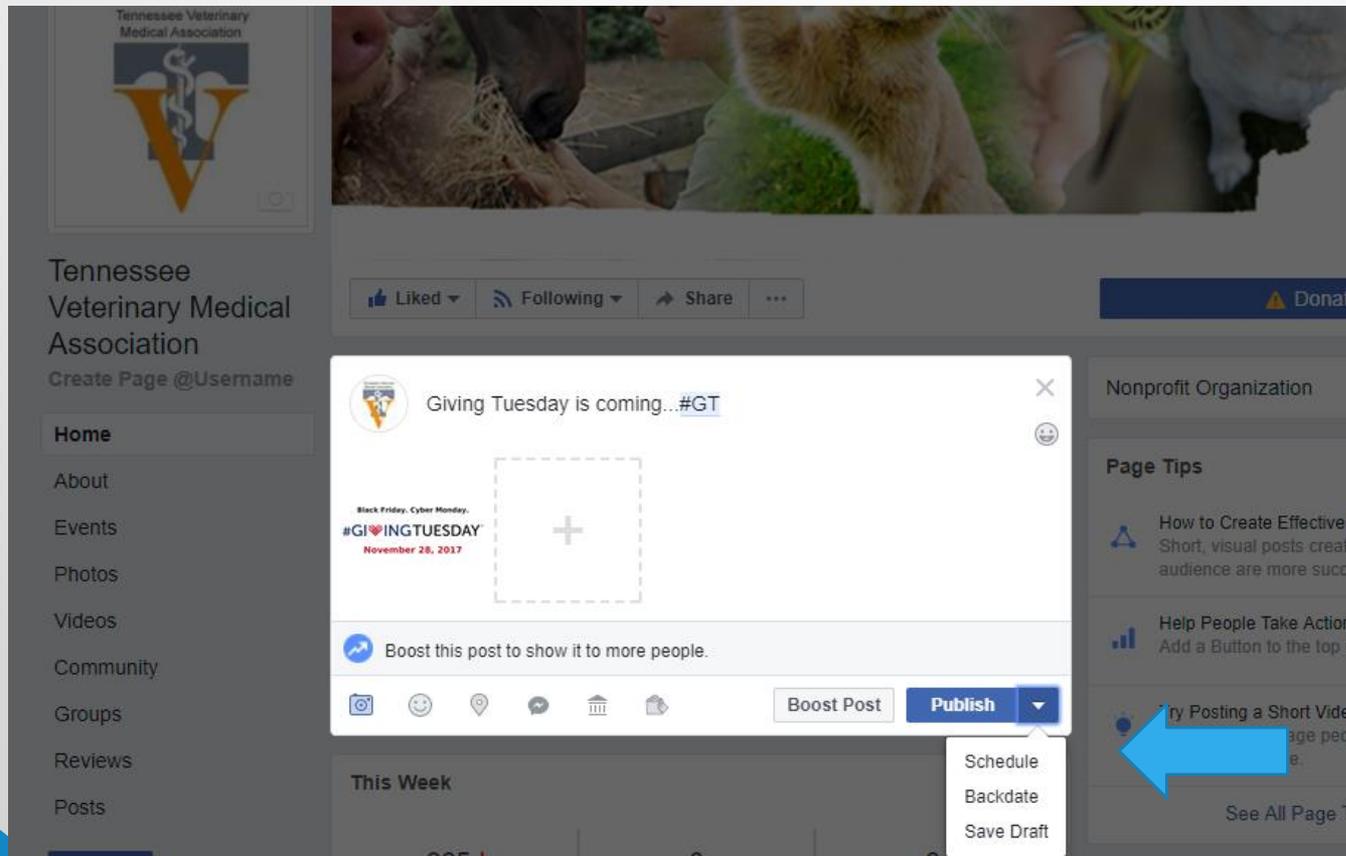


West Nile, EIA Confirmed in Tennessee Horses
Horses in Davidson and Knox counties tested positive for WNV and a Bedford County horse tested positive for EIA.

THEHORSE.COM

facebook

5. Imagine your ideal client and craft your posts as a conversation with that person.
6. It is perfectly fine to pre-schedule posts, but be sure to check in occasionally to respond to any questions!



A brief look at Facebook's Settings – *granting access to a member of your team*

The screenshot shows the Facebook interface for the 'Tennessee Veterinary Medical Association' page. The browser address bar displays the URL: https://www.facebook.com/Tennessee-Veterinary-Medical-Association-292499775484/settings/?tab=admin_roles. The page name 'Tennessee Veterinary Medical Association' is visible in the top navigation bar. The 'Settings' menu item is highlighted in the top navigation bar, and a blue arrow points to it from the left. In the left-hand sidebar, the 'Page Roles' menu item is also highlighted, with a blue arrow pointing to it from the left. The main content area shows the 'Page Roles' section, which includes a description: 'Everyone who works on your Page can have a different role depending on what they need to work on. Learn more'. Below this, there are three circular profile pictures of team members. The 'Existing Page Roles' section lists two roles: 'Admin' (Deloris Green Gaines) and 'Editor' (Elizabeth Howe). Each role entry includes a profile picture, the name, the role title, and an 'Edit' button.

Page Roles

Everyone who works on your Page can have a different role depending on what they need to work on. [Learn more](#)

Sections

[Existing Page Roles](#) [Jump to Section](#)

Existing Page Roles

Admin

Can manage all aspects of the Page. They can: send messages and publish as the Page, respond to and delete comments on the Page, create ads, see which admin created a post or comment, view insights, respond to and delete Instagram comments from the Page, edit Instagram account details from the Page and assign Page roles.

 **Deloris Green Gaines**
Admin [Edit](#)

Editor

Can send messages and publish as the Page, respond to and delete comments on the Page, create ads, see which admin created a post or comment, view insights, respond to and delete Instagram comments from the Page and edit Instagram account details from the Page.

 **Elizabeth Howe**
Editor [Edit](#)

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

facebook

Perfect posts, perfect times

- Posts with photos and videos get the most views
- Posts that 'tag' people or organizations will be seen by more viewers.
- Posts with links perform better than plain text.
- The 'perfect time' to post...depends!



Questions?





- YouTube has **1.5 billion** active monthly users
- Videos can be shared across social media and showcased on your website

TennesseeVMA @tennesseevma · Jun 22
DYK some flea & tick medications are not safe for cats? Learn more: bit.ly/2sVokEy #pethealth #askyourvet



Use caution when choosing a flea and tick medicati...
Dr. Mary Carter with Fayetteville Animal Clinic discusses the importance of using properly labeled flea and tick products for your animals. Medications label...
youtube.com

🗨️ ↻ ❤️ 2 ✉️

Tennessee Veterinary Medical Association
June 12 · 🌐

In the midst of flea and tick season, be sure to read the label of any product you put on your pet. When in doubt, check with your vet or buy directly from them!



Use caution when choosing a flea and tick medication
Dr. Mary Carter with Fayetteville Animal Clinic discusses the importance of using properly labeled flea and tick products for your animals. Medications label...
YOUTUBE.COM

20 Jun Be Aware of Warning Labels on Flea & Tick Medications

Posted at 18:58h in News by Adele Reed · 0 Likes

It is the time of year when pet owners look for the best remedies to keep fleas and ticks off their pets. Every year, cats become ill when well-meaning owners apply products not labeled as safe for cats to their feline companions. Watch our video <https://www.youtube.com/watch?v=jEABxGA2wb8> on this very important topic and please contact your veterinarian with any questions.

RECENT POST

Pet Obesity: A Growing Problem October 13, 2017

Be Aware of Warning Labels on Flea & Tick Medications June 20, 2017

Dog Flu Detected in East Tennessee June 20, 2017

New Resources for Pets and Vets May 25, 2017



Video Best Practices:

- Videos can be educational and/or humorous
- *Keep them short – 3 minutes or less in most cases!*
- Try to answer a single question or give one helpful health/care tip
- iPhone video is perfectly fine
 - Hold the phone horizontally
 - Try to shoot on a day with little to no wind if outside
 - Be aware of background noises, background images and shadows
 - Be sure to get client's permission for animals you don't own!
 - Voiceover can be added/background noise removed with software such as Windows MovieMaker



Account Best Practices:

- Upload a header and profile image
- Fill out the about section
- Upload at least one video and share it!
- Subscribe to related channels for inspiration

The screenshot shows the YouTube channel page for AmerVetMedAssn. At the top is a dark blue banner with a green and blue caduceus logo on the left and the text "PROTECT. PROMOTE. ADVANCE." in white and green on the right. Below the banner is the channel's profile information, including the AVMA logo, the name "AmerVetMedAssn", and "6,381 subscribers". A red "SUBSCRIBE" button is visible. Below this is a navigation menu with "HOME", "VIDEOS", "PLAYLISTS", "CHANNELS", and "ABOUT" (which is underlined), along with a search icon. The main content area is divided into three columns: "Description" (with text about the official AVMA YouTube channel), "Stats" (showing "Joined Jan 8, 2008" and "1,874,352 views"), and "RELATED CHANNELS" (featuring "Vet Ranch" with a "SUBSCRIBE" button).

AVMA's YouTube - Examples

The screenshot displays the AVMA YouTube channel page. The browser address bar shows the URL <https://www.youtube.com/user/AmerVetMedAssn>. The search bar contains the text "avma".

Navigation and Sidebar:

- Home
- Trending
- History
- BEST OF YOUTUBE
 - Music
 - Sports
 - Gaming
 - Movies
 - TV Shows
 - News
 - Live
 - Spotlight
 - 360° Video
- Browse channels
- Sign in now to see your channels and recommendations!
SIGN IN
- YouTube Red
- Settings
- Help

Channel Content:

- AVMA TV** PLAY ALL
 - Things to Know About Owning a Horse (4:32)
 - Ear Care for Dogs (2:25)
 - Ear Care for Cats (2:50)
 - Obesity and your Pet (5:03)
 - AVMA TV: CPR for Pets (8:28)
- Veterinary Economics** PLAY ALL
 - QUICK TIPS FROM THE 2016 AVMA ECONOMIC SUMMIT: WELLNESS AND DEMAND (1:04)
 - QUICK TIPS FROM THE 2016 AVMA ECONOMIC SUMMIT: FINANCE MANAGEMENT (1:08)
 - QUICK TIPS FROM THE 2016 AVMA ECONOMIC SUMMIT: PRACTICE PROFITABILITY (1:46)
 - 2015 AVMA ECONOMIC SUMMIT: PREPARING FOR A RECESSION IN A GOOD ECONOMY (1:22)
 - 2015 AVMA ECONOMIC SUMMIT: AVAILABILITY OF SCHOLARSHIP FUNDS FOR DVM STUDENTS (1:18)
- Veterinary Career Videos** PLAY ALL
 - Veterinary Medicine at the Waikiki Aquarium (2:36)
 - What Else Do Vets Do? (2:09)
 - Career Profiles: Military Veterinarians (0:43)
 - Veterinarians Working for Healthier Humans (3:13)
 - Career Profiles: Aquatic Animal Practitioner (1:04)



Questions?

Closing Thoughts:

Your website is the “hub” of a “wheel of information” that exists about you on the internet.

Social media is like “spokes” in the wheel, providing essential connections, driving conversation, and directing interest back to your website for additional information/inquiries.

(Both are important!)



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