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Welcome!



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Top Five Mistakes Startups Make With Social Media

Tuesday, April 15, 2014



Mistake #5



+ *“Let’s build our presence as quickly as we can and join ALL social media platforms out there.”*

How do you fix this mistake?

- Determine which platforms are right for your business
- Create original content ideal for each channel
- Manage a few presences really well



Mistake #4

+ *“I’m not sure how often or when to post, so I’m just going to inundate everyone’s feed or not post at all.”*

How do you fix this mistake?

- Try following the best times to post
- Commit to a schedule for consistency
- Post when you have something to say

Mistake #3



+ *“The point of social is to build awareness for my product, right? So, I’m going to only discuss my product or service on all social channels.”*

How do you fix this mistake?

- Adhere to the 80/20 rule in social media
- Talk “with” not “at” your community
- Mix up the content to be “edutainment”

Mistake #2



+ *“I’m going to assume the people who are interested in my company are going to find their way to my social channels.”*

How do you fix this mistake?

- Add social buttons to sites, emails and email signatures
- Cross pollinate social media channels
- Engage with target audiences to earn the follows

Mistake #1

+ *“I’m uneasy about being interesting or entertaining, so I’m just going to stick to business in my posts.”*

How do you fix this mistake?

- Engage and don’t sell
- Be sociable on social
- Understand the social media types

Appendix



Optimal Posting Times



80/20 in Social Media



+ 20% of Your Brand's Content: Lead to Future Conversion

- Share information that benefits your audience.
- Include a discount, add a special offer, provide useful statistics, etc.
- Integrate a persuasive call-to-action along the marketing funnel

+ 80% of Other Interesting Content: Make it Shareable

- Plan, curate, create and share interesting, informational content.
- Support your company's mission, objectives, thought leadership
- Leverage different content ideas and types:
 - Text, images, photos, videos, infographics, etc.
 - Stats, facts, quotes, news, questions, articles, etc.

The Ultras

Check feeds dozens of times a day. Happily admit obsession.

14%

of Facebook users spend at least two hours a day on the network



The Deniers

Maintain social media doesn't control their lives, but get anxious when unable to access networks.

20%

...of Facebook users would feel "anxious" or "isolated" if they had to deactivate their accounts

Help!
I have no signal!

The Dippers

Access their pages infrequently, often going days, or even weeks, without posting.



The Virgins

Taking first tentative steps in social media.

19%

...of Brits don't use any social networks



The Lurkers

Hiding in the shadows of cyberspace. Watch what others are saying, but rarely (if ever) participate themselves.

45%

...of Facebook users described themselves as 'observers'

The Peacocks

Popularity contest. High numbers of followers, fans, 'likes' and re-tweets essential.

One in ten

...Twitter users want more 'followers' than their friends.



What?

Where?

When?

Who?

Why?

The Quizzers

Asking questions allows them to start conversations.

The Approval Seekers

Constantly check feeds and timelines after posting. Fret until people respond.

One in seven

Facebook users say it is important others 'like' or reply to their updates

368 LIKES!

The Informers

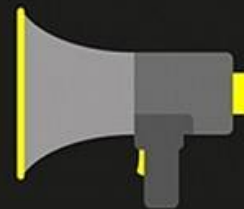
Seek kudos by being the first to share the latest 'stuff' with audiences.



The Ranters

Meek and mild in face-to-face conversations. Highly opinionated online.

Rant! Rant!
Rage! Rage!
Rant! Rage!



The Changelings

Adopt completely new personality online so no-one knows real identity.



The Ghosts

Create anonymous profiles, for fear of giving out personal information to strangers.



Boo!

Questions?



+ Feedback and questions are welcome!

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