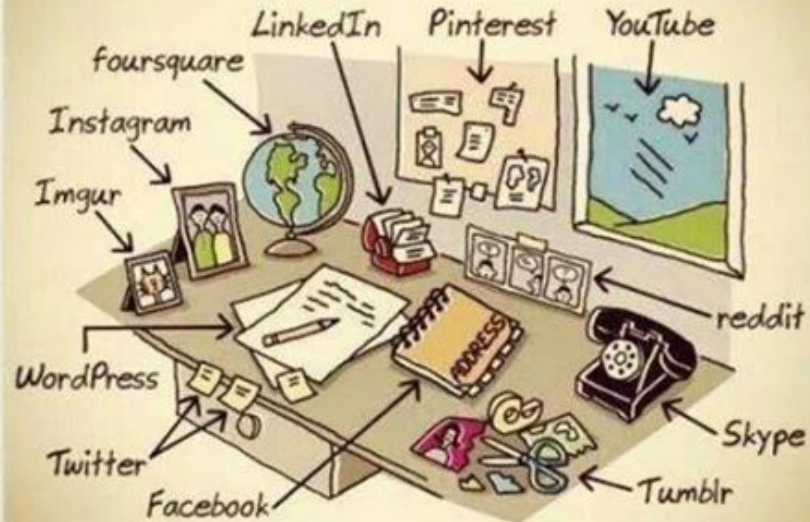




# **Gaming the System**

## **Your Guide to Social Media**

## the world before social media...



Alex Camelio - <https://agentinnercircle.com>



# Do I really need to use social media?

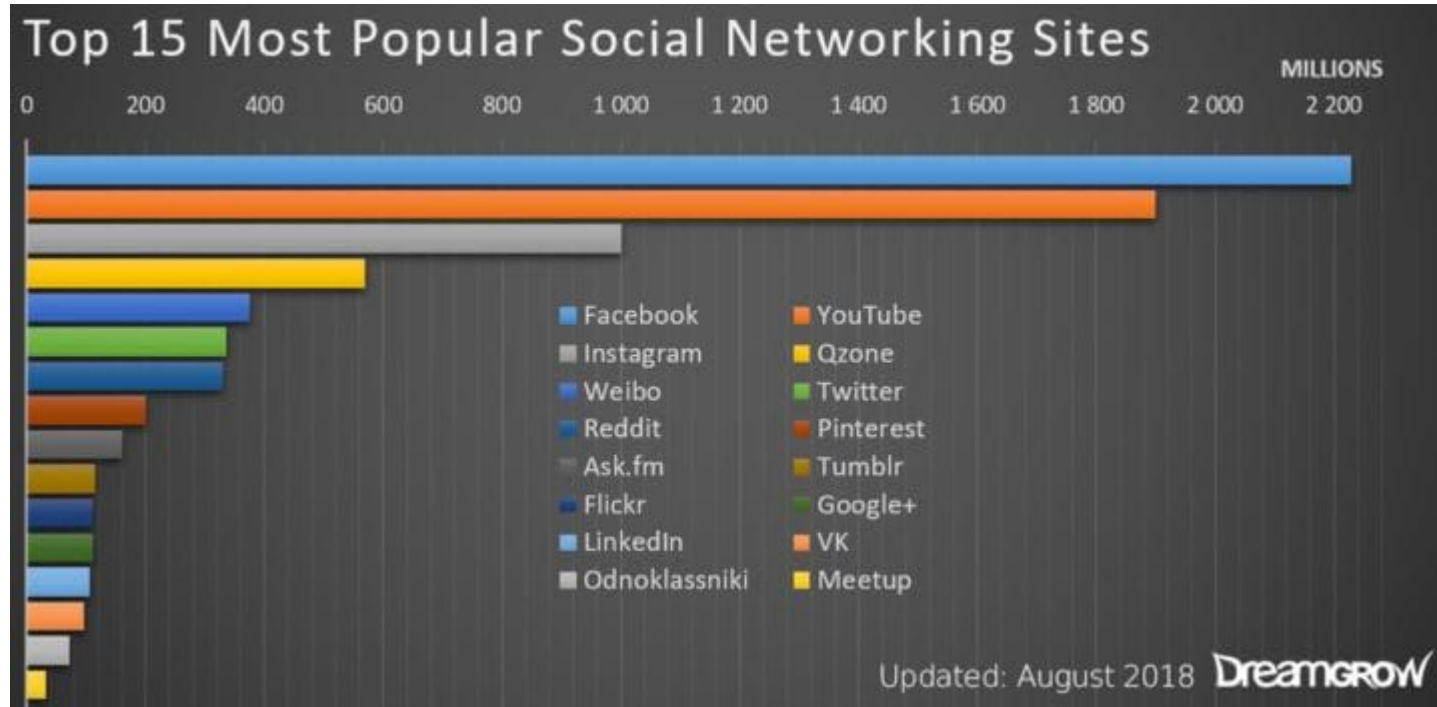
Alex Camelio - <https://agentinnercircle.com>



# Do I really need to use social media?



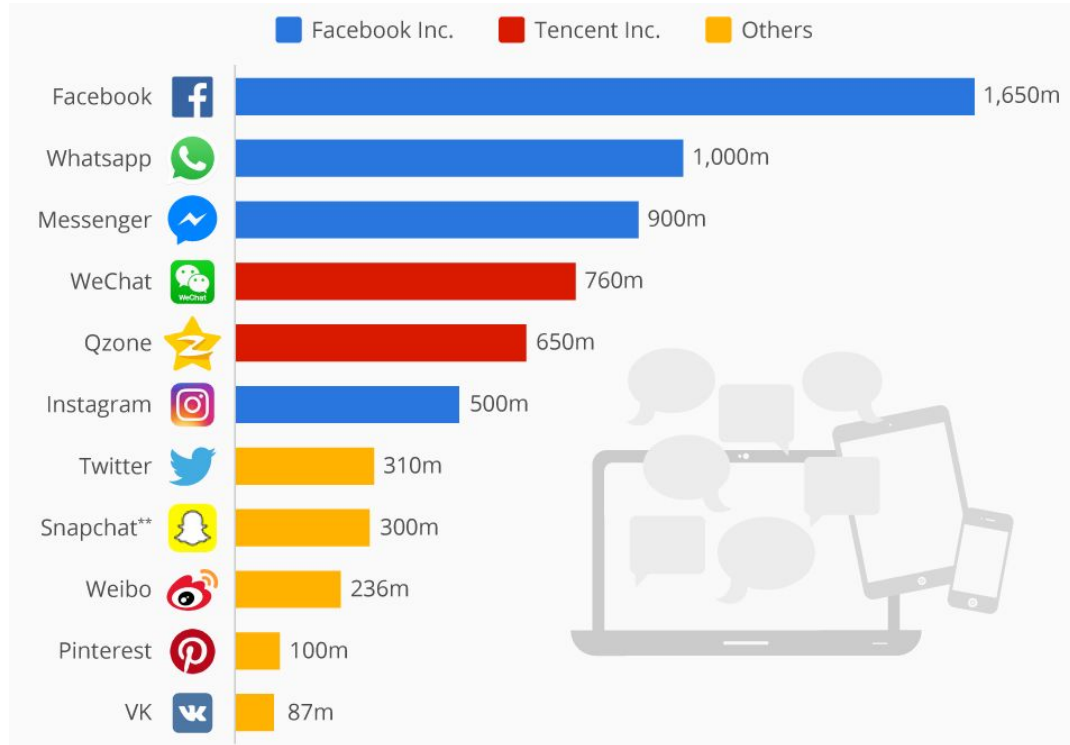
# Do I really need to use social media?



Alex Camelio - <https://agentinnercircle.com>



# Do I really need to use social media?





# Social Media Is:



- Personal publishing platform
- A way to build relationships
- Word of mouth at its best and worst
- A way to influence your audience



# Do I really need to use social media?

**Social networks in the U.S reach  
80% of active U.S. Internet users**

How do Americans spend their time online?

- 18-29 - 89% daily usage
- 30-49 - 72% daily usage
- 50-60 - 60% daily usage
- 65+ - 43% daily usage







PINTEREST

SOCIAL SITE THAT IS ALL ABOUT DISCOVERY

LARGEST OPPORTUNITIES



USERS ARE:

32% MALE

68% FEMALE

70 MILLION ACTIVE USERS



TWITTER

MICRO BLOGGING SOCIAL SITE THAT LIMITS EACH POST TO 140 CHARACTERS

LARGEST PENETRATION



BUT SPREADING SLOWLY AND STEADILY

5,700 TWEETS

HAPPEN EVERY SECOND

560 MILLION ACTIVE USERS



FACEBOOK

SOCIAL SHARING SITE THAT HAS 1 BILLION USERS WORLDWIDE

LARGEST OPPORTUNITIES



COMMUNICATING WITH CONSUMERS IN A NON-OBTRUSIVE WAY

USERS SHARE 2.5 BILLION PIECES OF CONTENT EACH DAY

1 BILLION ACTIVE USERS



INSTAGRAM

SOCIAL SHARING SITE ALL AROUND PICTURES AND NOW 15 SECOND VIDEOS

MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF # HASHTAGS

AND POSTING

PICTURES CONSUMERS CAN RELATE TO

MOST FOLLOWED BRAND IS

150 MILLION ACTIVE USERS



GOOGLE+

SOCIAL NETWORK BUILT BY GOOGLE THAT ALLOWS FOR BRANDS AND USERS TO BUILD CIRCLES

MANY BRANDS ARE PARTICIPATING BUT THE ONES THAT ARE TEND TO BE A GOOD FIT WITH A GREAT FOLLOWING

GROWING RAPIDLY WITH 925,000 NEW USERS EVERY DAY

400 MILLION ACTIVE USERS



LINKEDIN

BUSINESS ORIENTED SOCIAL NETWORKING SITE

BRANDS THAT ARE PARTICIPATING ARE CORPORATE BRANDS GIVING POTENTIAL AND CURRENT ASSOCIATES A PLACE TO NETWORK & CONNECT



79% OF USERS

ARE 35 OR OLDER

240 MILLION ACTIVE USERS

Designed by: Leverage - leverageowagmedia.com



# Do I really need to use social media?



Alex Camelio - <https://agentinnercircle.com>





# Facebook Overview

- Facebook
  - Largest social network
  - More than 2 billion users worldwide
  - Owns Instagram (more later)
  - Mutual connections
  - Groups
  - Pages



# Building Your Following

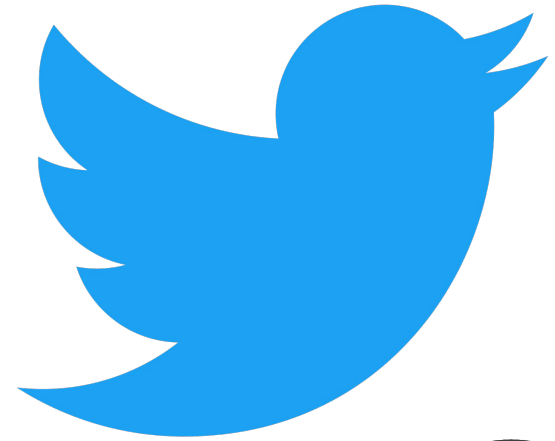
- Personal Page
  - Don't leave anything blank
  - Multiple photos always help
  - Fill in your about me page
- Business Page
  - Fill in every detail
  - Post regularly
  - Boost your posts





# Twitter

- Short and to the point - 280 characters
- Use hashtags (#) for targeting
- Tweet directly to others to create engagement (@)
  - Use a period in front of a username to publicly speak with them
- Hashtags in your bio for search





# LinkedIn

- The professional network
- Only share articles about business
- Keep your recommendations strong
  - Request them monthly
  - Recommend others (so they come back to you)
- Best place for professional recommendations
- Complete your entire profile
- Great SEO benefits



# LinkedIn Engagement

- Endorsements/recommendations
- Join relevant groups
- Exporting your contacts
  - A hugely powerful tool that is not well known.
  - Download the emails and contacts

**<https://www.linkedin.com/people/export-settings>**



# Pinterest

- Great for picture heavy industries
  - 15% occurring on brand's boards
  - 85% occurred elsewhere on Pinterest.
  - Over 80% of pins are repins.



# Instagram

- For the visual person
  - People love pics
  - Over 95 million photos per day posted
  - Hashtags are king
- Easiest place to build a following
  - Success means a 2% engagement rate
  - 4% engagement makes you an instagram power user

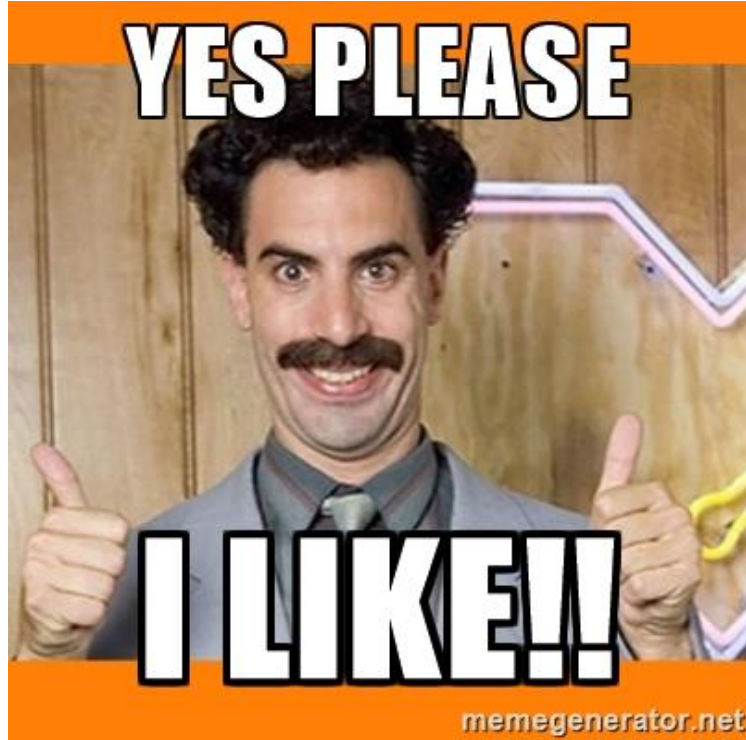


# Should I Use Hashtags on Facebook?

Alex Camelio - <https://agentinnercircle.com>



# Should I Use Hashtags on Facebook?



# #YES





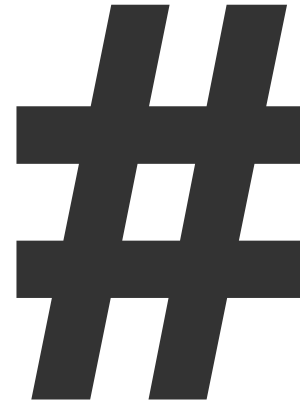
# Should I Use Hashtags on Facebook

- Trending
- Spike in popularity
- Personalized
- Location based
- Pages you like



# Should I Use Hashtags on Facebook

- Topics into clickable links
- Phrases into clickable links
- Discovery tool for others
- Discovery tool for you



# Should I Use Hashtags on Facebook

- Category
- Rank
- Popularity
- Influence
- Performance



# Should I Cross Post Content on Facebook and Twitter?



Alex Camelio - <https://agentinnercircle.com>

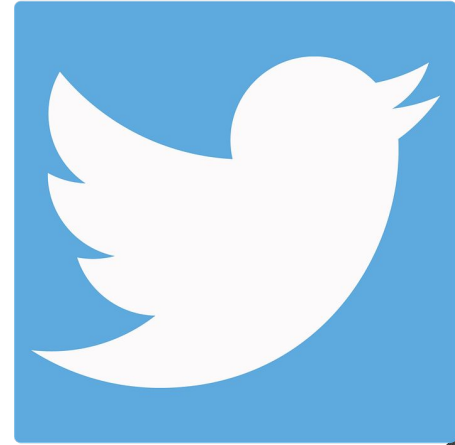
# Should I Cross Post Content on Facebook and Twitter?



Maybe?  
Yes... No, but  
sometimes.



# Should I Cross Post Content on Facebook and Twitter?





# Should I Cross Post Content on Facebook and Twitter?



- Full post sometimes doesn't transfer properly
- Hashtags don't transfer over easily
- Links sometimes get broken
- Different audiences
- People tagging does not transfer across platforms



# Should I Cross Post Content on Facebook and Twitter?

- Short form medium
- 280 characters maximum
- Extremely fast moving
- 1000 followers = Less than 18 minutes
- 10000 followers = Less than 6 minutes



# Should I Cross Post Content on Facebook and Twitter?



- Long form medium
- As many characters as you want
- Hard to get noticed in a newsfeed
- Video/Photos rank higher



# Should I Use a Company That Automatically Posts for me?

Alex Camelio - <https://agentinnercircle.com>



# Should I Use a Company That Automatically Posts for me?



**#NO**



# Should I Use a Company That Automatically Posts for me?

- Same content for many people
- Not allowed to add flare
- No “personal” touch
- No control over content





# Should I Use a Company That Automatically Posts for me?

- They only post about one thing
- Never gear content towards you
- Hard to generate influence
- Who cares about what they're posting?



# Where Do I Find Great Content to Post to My Networks?

Alex Camelio - <https://agentinnercircle.com>



# Where Do I Find Great Content to Post to My Networks?



Alex Camelio - <https://agentinnercircle.com>

# Where Do I Find Great Content to Post to My Networks?

## Facebook Tips: What's the Difference between Top News and Most Recent?

By Matt Hicks on Friday, August 6, 2010 at 1:55pm

*The following is part of our series, Facebook Tips, which answers some of the most commonly asked questions about using Facebook. While we hope these tips are informative, we are unable to answer individual questions on this blog. Visit the Help Center for more information about any topics we cover.*

Last time I checked, I had 845 Facebook friends. That's a lot of people with news to share, but Facebook's home page can organize these stories for me into two easy-to-follow views of my News Feed—a summary of some of the top stories called "Top News" and a live feed of all stories called "Most Recent." Here's how the two views work:

### Top News

If you haven't logged onto Facebook in a while, your home page will default to this view.

Top News shows popular stories from your favorite friends and Pages, many of which have gained lots of attention since the last time you checked. In this view, you might find out about an old friend becoming engaged or see a hilarious video that your sister posted and that tons of your friends liked.

Since Top News is based on an algorithm, it uses factors such as how many friends are commenting on a post to aggregate content that you'll find interesting. It displays stories based on their relevance, rather than in chronological order.

News Feed

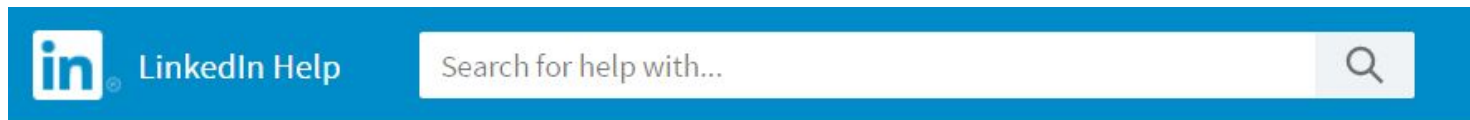
Top News · Most Recent

What's on your mind?

The screenshot shows the Facebook Help Center interface. At the top, there's a search bar with the text "Hi Alex, how can we help?" and a "Return to Facebook" link. Below the search bar are navigation links: Home, Using Facebook, Managing Your Account, Privacy and Safety, Policies and Reporting, and Support Inbox. A sidebar on the left lists various help topics like "Creating an Account", "Friending", "Your Home Page", "Messaging", "Photos", "Videos", "Pages", "Groups", "Events", "Apps and Games", "Facebook Mobile and Desktop", "Apps", and "Accessibility". The main content area features the article title "What's the difference between top stories and most recent stories on News Feed?" with a "Share Article" link. Below the title is a light blue box containing the text: "News Feed will eventually return to the default **Top Stories** setting. Learn how to view stories on your News Feed in most recent order." Underneath this box, it says "There are two ways to view stories on your News Feed:" followed by a bulleted list: "• **Top Stories** (Default): Shows the most popular stories from friends, Pages and groups at the top of your News Feed" and "• **Most Recent**: Shows stories from friends, Pages and groups in the order that they were posted". At the bottom of the article, there's a feedback section asking "How helpful did you find this answer?" with five smiley face icons.



# Where Do I Find Great Content to Post to My Networks?



## Sorting Top Updates and Recent Updates in Your Feed

You can control how updates in your network are displayed in your LinkedIn feed on the homepage.

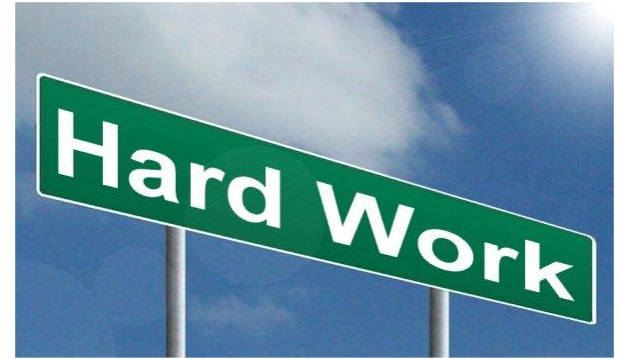
The feed by default is set to display **Top Updates**, which are selected according to relevance, based on your activity.

On desktop, you can also view your feed by **Recent Updates**, which are organized chronologically. This setting must be manually selected for viewing.



# Where Do I Find Great Content to Post to My Networks?

- Figure out what's trending
- A tool to help find content
- A hashtag generation tool
- Easy way to post to multiple networks



# Should I Be Using Facebook Ads?

Alex Camelio - <https://agentinnercircle.com>

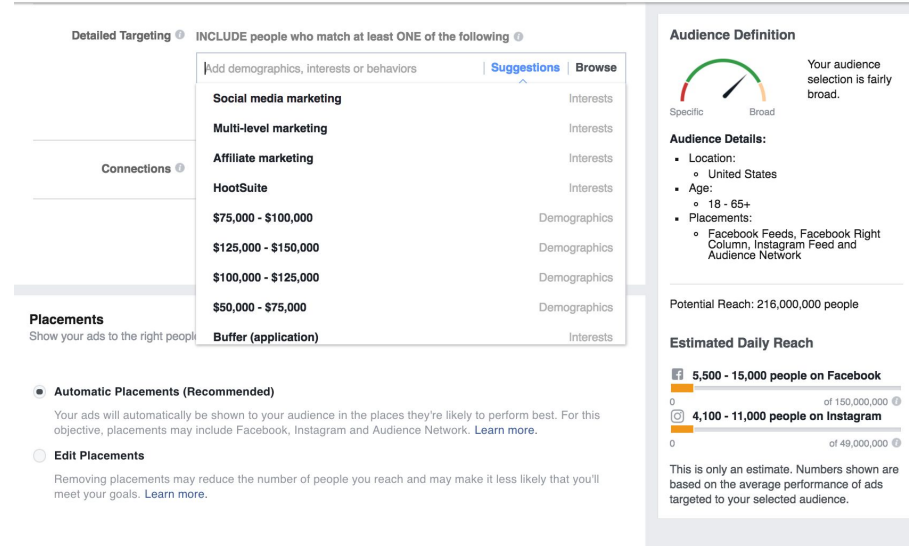




# How do I target my ads?

Target Your Demographics based on your competition:

- Real Estate
- Real Estate Company
- Likely to Move
- Any Interest



The screenshot shows the Facebook Ad Targeting interface. At the top, it says "Detailed Targeting" and "INCLUDE people who match at least ONE of the following". Below this is a search bar with "Add demographics, interests or behaviors" and buttons for "Suggestions" and "Browse".

Category	Item	Type
Connections	Social media marketing	Interests
	Multi-level marketing	Interests
	Affiliate marketing	Interests
	HootSuite	Interests
Placements	\$75,000 - \$100,000	Demographics
	\$125,000 - \$150,000	Demographics
	\$100,000 - \$125,000	Demographics
	\$50,000 - \$75,000	Demographics
	Buffer (application)	Interests

Below the table, there are three options for placements:

- Automatic Placements (Recommended)  
Your ads will automatically be shown to your audience in the places they're likely to perform best. For this objective, placements may include Facebook, Instagram and Audience Network. [Learn more.](#)
- Edit Placements  
Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

On the right side, there is an "Audience Definition" section with a gauge showing the audience selection is fairly broad. Below that, "Audience Details" lists:

- Location: United States
- Age: 18 - 65+
- Placements: Facebook Feeds, Facebook Right Column, Instagram Feed and Audience Network

Potential Reach: 216,000,000 people

Estimated Daily Reach:

- Facebook: 5,500 - 15,000 people on Facebook (of 150,000,000)
- Instagram: 4,100 - 11,000 people on Instagram (of 49,000,000)

A note at the bottom states: "This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience."

Alex Camelio - <https://agentinnercircle.com>



# Competitor #1...

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

keller williams	Suggestions	Browse
Keller Williams	Interests	
Keller Williams Realty	Interests	
Keller Williams Realty	Employers	
Keller Williams Realty	Employers	
Keller Williams Luxury Homes	Interests	
Keller Williams Realty Spokane	Interests	
Keller Williams Realty, Inc.	Employers	
Career With Keller Williams Realty	Interests	

Connections ⓘ

ements

your ads to the right people

## Audience Details:

- Location:
  - United States
- Age:

3,823,200 people

Interests > Additional Interests > Keller Williams Realty

**Description:** People who have expressed an interest in or like pages related to *Keller Williams Realty*

[Report this as inappropriate](#)

Alex Camelio - <https://agentinnercircle.com>



# Competitor #2...

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

century 21	Suggestions	Browse
Century 21 Real Estate	Interests	<
Century 21	Employers	
Century21 France	Interests	
Century 21 (department store)	Interests	
21st century	Interests	
Century 21 Real Estate	Employers	
Century 21 Department Store	Employers	
Century 21 Action Plus Realty	Interests	
CENTURY 21 Profissionais do Imobiliário	Interests	

Additional Details

- Location:
  - United States
- Age:

3,630,690 people

Interests > Additional Interests > Century 21 Real Estate

**Description:** People who have expressed an interest in or like pages related to *Century 21 Real Estate*

[Report this as inappropriate](#)

ments

our ads to the right people

Alex Camelio - <https://agentinnercircle.com>



# Target Your Audience!

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Interests > Additional Interests

**Century 21 Real Estate**

Add demographics, interests or behaviors

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Interests > Additional Interests

**Century 21 Real Estate**

Add demographics, interests or behaviors | [Suggestions](#) | [Browse](#)

and MUST ALSO match at least ONE of the following ⓘ

Add demographics, interests or behaviors | [Suggestions](#) | [Browse](#)

[Exclude People or Narrow Audience](#)

EXCLUDE people who match at least ONE of the following ⓘ

×

Add demographics, interests or behaviors | [Browse](#)



Alex Camelio - <https://agentinnercircle.com>

# Narrow Your Ad Copy

Location Based

Age Based

Exclusions

Matches

Narrow Matches

Potential Reach

## Audience Definition



Your audience is defined.

## Audience Details:

- Location:
  - United States: Huntington (+25 mi)  
New York
- Age:
  - 18 - 65+
- Exclude:
  - Interests: Keller Williams Realty
- People Who Match:
  - Income: \$75,000 - \$100,000
- And Must Also Match:
  - Interests: Century 21 Real Estate
  - Behaviors: Likely to move
- Placements:
  - Facebook Feeds, Facebook Right Column and Audience Network

Potential Reach: 3,100 people

## Estimated Daily Reach

 660 - 1,700 people on Facebook

0 of 2,000 

This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.

Alex Camelio - <https://agentinnercircle.com>



# Time To Review

1. Do I really need to use social media?
2. Should I use hashtags on Facebook?
3. Should I cross promote content on Facebook and Twitter?
4. Should I use a company that automatically posts for me?
5. How do I find great content to post to my networks?
6. How do I target my Facebook Ads?



# Your Social Media Questions, Answered

It's your turn to ask some questions



# Gaming the System: Your Guide To Social Media Thank you!



Social Media's When, What, and How | [www.innercircle.com](http://www.innercircle.com)  
Alex Canello - <https://agentinnercircle.com>