

Social Media Week DC

(#SMWWDC)

February 14, 2012

Presentations

11:00 a.m. How to Get More Views for Your YouTube Videos (#SMWYouTube)

12:00 p.m. Organize Your Social Media: Editorial Calendars (#SMWEdCal)

1:00 p.m. Jump-Start Your Blog: Practical Blogging Tips (#SMWBlog Tips)

Each session will be followed by a 10-minute Q&A session, then a 10-minute break

Speakers

Mary Fletcher Jones, Fletcher Prince
Susan Rink, Rink Strategic Communications
Brittany Brown, U.S. Army
Mehreen Sheikh, World Bank
Kristen Milhollin, The GoodSpeaks Project

Please

Silence your cell phones.

This event is being recorded live and for YouTube.

Your cooperation is appreciated.

NO photos, video or audio recording during presentations.

We invite you to take photos and record video between presentations.

WiFi, Door Prizes

Free Wifi connection: ffxlib

Door prizes: drop your business card in the red jar on the refreshment table

Thank You!

Registration and Management: iStrategy Labs
Venue: Thomas Jefferson Library, Fairfax County
Design and Planning: David Hyson, Fletcher Prince
Staffing Recommendations: Sergei Samoilenko, George Mason Univ.
Video Recording: Tim Fahey, Dirigo Agency

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About Social Media Week DC

Social Media Week DC (www.SocialMediaWeek.org) runs concurrently with Social Media Week conferences held around the world, including New York, San Francisco, Miami, Toronto, London, Paris, Rome, Hong Kong, Tokyo, Singapore, and Sao Paulo. Social Media Week DC is curated by digital experiential agency **iStrategy Labs**, working with an advisory board. Follow [@SMWWDC](https://twitter.com/SMWWDC) on Twitter.

About Fletcher Prince

Fletcher Prince (www.FletcherPrince.com) is featured in the **2012 Book of Lists** as one of the top 25 public relations agencies in the Washington, DC metropolitan area. The firm offers marketing, public relations, social media, and graphic design services. In-demand services include YouTube strategy and video production, website and blog development, and custom Facebook Pages and Twitter profiles. Fletcher Prince also produces the YouTube video series, **Conversations in Public Relations**. Follow [@FletcherPrince](https://twitter.com/FletcherPrince) on Twitter and friend Fletcher Prince on Facebook.

About Mary Fletcher Jones

Mary Fletcher Jones is the owner of Fletcher Prince. With her partner, David Hyson, she has produced numerous websites, blogs, Facebook Pages, Twitter profiles, and videos, including work on projects for the National Capital Chapter of the Public Relations Society of America, DC Ad Club, and Washington Women in Public Relations. Follow [@MaryFletchJones](https://twitter.com/MaryFletchJones) on Twitter and connect with her on LinkedIn.



About David Hyson



David Hyson is the creative director of Fletcher Prince. An artist and photographer, David has worked on website and graphic design projects for Computer Science Corporation, Deloitte Touche, Dominion Mechanical, and Fenton Communications, among others. Connect with David on LinkedIn.

Need a guest speaker?

We offer presentations and workshops for groups large and small, as well as workplaces and universities. Topics include Effective Writing for Social Media, How To Get More Views for Your YouTube Videos, Blogging Tips, Effective Email Marketing, Building Your Personal Brand, and Introduction to Social Media, among others. Contact Mary@FletcherPrince.com to customize a presentation for your group.

Social Media Resources

Helpful and Practical Social Media Guides

- 10 Strategies for Social Media Marketing Success (Constant Contact)
- YouTube For Businesses (Support.Google.com)
- Building Your Business With Facebook Pages (Facebook)
- Twitter for Business (Business.Twitter.com)
- The Fletcher Prince Blog and Fletcher Prince on YouTube

Recommended Social Media Research Studies

- U.S. Digital Future in Focus, 2012 (comScore)
- The Social Habit, II: Internet and Multimedia Study, 2011 (Edison/Arbitron)
- Why Americans Use Social Media, 2011 (Pew Internet & American Life Project)
- Social Media in the Workplace, 2011 (SHRM)
- Social Networks in the Workplace Around the World, 2011 (Proskauer)
- 2011 Inc. 500 Social Media Update (U.Mass Dartmouth)
- The Infinite Dial: Navigating Digital Platforms, 2011 (Edison/Arbitron)
- Web Watch Media Survey, 2011 (Arketi)
- The Power of Direct Marketing (ROI), 2011 Direct Marketing Association)
- Social Media in the Public Sector, 2011 (Market Connections)
- Social Congress: Perceptions and Use of Social Media on Capitol Hill, 2011 (Congressional Management Foundation)
- Nonprofit Social Network Benchmark Report, 2011 (Common Knowledge)
- Video in the C-Suite (Forbes Insights)
- Online Video by the Numbers, 2011 (comScore)
- Video Sharing Sites, 2011 (Pew Internet and American Life Project)
- State of the Blogosphere, 2011 (Technorati)
- Replies and Retweets on Twitter, 2010 (Sysomos; *see also Bit.ly, 2011*)
- Who Says What to Whom on Twitter, 2011 (Yahoo)

Please Join Us! Fletcher Prince Networking Lunches

Register: <http://FletcherPrince.Eventbrite.com>

February 21	RT's Restaurant	Alexandria, VA
March 27	Teaism – Penn Quarter	Washington, DC
April 24	Jaleo	Bethesda, MD
May 15	Pizzeria Orso	Falls Church, VA
June 12	Spice Xing	Rockville, MD
September 18	Whitlow's on Wilson	Arlington, VA
October 17	Café Mozart	Washington, DC

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Social Media Week DC Presentation Notes

How to Get More Views for Your YouTube Videos

Takeaways: YouTube is the most under-rated marketing channel. Its search potential makes it a no-brainer. YouTube builds trust like no other tactic, including among senior executives and the media. But it won't do your brand any good if you neglect to optimize your videos and create engaging videos on topics that interest your audience.

YouTube Tips

- Get help, if you need it. YouTube is not as easy as it looks.
- Start with a YouTube strategic plan and a video production schedule.
- Create a branded Channel and optimize it. Enable comment notification.
- Carefully title, describe, tag, playlist, share and promote each video.
- Upload new videos once a month (minimum). Include in email communications.
- Content should be visual – not just a talking head: use graphics, cutaways.
- Keep videos focused on one topic. Keep benefits in mind, and add CTA.
- Embed on websites and blogs. Create playlists to build your search potential.

Organize Your Social Media: Editorial Calendars

Takeaways: 97% of marketers agree that social media provides benefits and value to their business (Wildfire, 2012). An editorial calendar organizes you (and your team) to produce useful content in an intentional way that markets your brand and fosters engagement. It also helps with connecting to timely or relevant themes and with measurement of your social media communications efforts. It can be simple or complex.

Editorial Calendar Tips

- There is no “right” way. Start with a template and customize it for your needs.
- It's a tool. Be flexible and take advantage of spontaneous opportunities.
- Suspend auto-publishing promo content on Twitter during crisis situations.

Jump-Start Your Blog: Practical Blogging Tips

Takeaways: Blogs position your company or organization online as a helpful subject matter expert. Search engines love blogs and an integrated blog will drive traffic to your website. Optimize your blog and you will see traffic. But don't make the mistake of neglecting blogs for less searchable Twitter. And don't blog if you hate to write.

Blogging Tips

- Get help if you need it. Lots of tips on The Fletcher Prince Blog.
- Start with a blog plan and a schedule. All govt. agencies need a blog policy.
- Create a branded blog with custom design. Enable email subscriptions.
- Integrate your social media channels with your blog. Make your blog your hub.
- Post once a week (minimum). Schedule posts in advance.
- Keep blog posts focused on one topic; maximum 450 words. Use keywords.
- ALWAYS feature a photo and/or video with each post (and alt-tag them).
- Comment on other blogs to drive traffic to your blog. Share on Twitter.