

# Likable Social Media –

A Dialogue with Facebook users

Prepared by Carol Liu

# [Scenario]

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No Vegas hotel could be worth this long wait. Over an hour to check in at the Aria 😞.

# Listen First, and Never Stop Listening

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## □ Why?

- Everybody loves to feel heard.

## □ How?

- Tools: Google Alerts, Technorati blog research, Twitter search, Facebook search, YouTube search, TweetBeep
- Search: terms and phrases used by your customers

# Think—and Act—Like Your Customer

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## □ **WHAT DO YOUR CUSTOMERS REALLY WANT?**

- Will the recipients of this message truly find it of value, or will they find it annoying and disruptive?
- Would I want to receive this message as a consumer?

# Get Engaged To Facebook Using News Feed Optimization

How long ago was it posted?

Share:  Status  Question  Photo  Link  Video

Will this status update make it to your Top News Feed? Depends on its Edge Rank.  
Here's how to tell:



Sha

Does this user interact with you often?

How interactive are the engagements with the post?



# How to Get the *Like*?

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Like us on Facebook now at  
[Facebook.com/LikeableMedia](https://www.facebook.com/LikeableMedia).

Versus

Ask us your social media questions  
anytime at [Facebook.com/LikeableMedia](https://www.facebook.com/LikeableMedia).

# Top Ten Reasons Consumers *Like* Fan Pages on Facebook

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1. To receive discounts and promos
2. To show support for brand to friends
3. To get a “freebie: (e.g., free samples, coupons)
4. To stay informed about company activities
5. For updates on future projects
6. For updates on upcoming sales
7. Just for fun
8. To get access to exclusive content
9. To learn more about the company
10. For education about company topics

# Where Should You Tell Customers to Like You? (as many places as possible)

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1. On your website
2. On every e-mail you send out as a company
3. On every staff person's e-mail signature
4. On every business card handed out
5. On every brochure you print
6. On every receipt you hand you
7. On every piece of snail mail you send out
8. On every inbound phone call to your company
9. On every outbound phone call from your company
10. On packaging
11. On in-location signage



# Engage: create true dialogue with, and between, your customers

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- ❑ To be genuinely interested in what your customers have to say
- ❑ Building communities around trust and loyalty
- ❑ Customers solving customer service issues

# Respond Quickly to All Bad Comments

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- ❑ The Do-Not-Delete-Rule
- ❑ Not responding at all is a response
- ❑ Quick public response, then take the issue private:
  - “I’m sorry you had an issue, Johnny. Please see the private message we sent you to resolve the matter.”
- ❑ “I am sorry” is not an admission of guilt
  - “We’re sorry you feel this way.”
  - I’m so sorry you’ve had a problem.
- ❑ Prioritize your response based on their online influence
- ❑ Consider responding with surprise and delight

# [Exercise 1]

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- Long time I was customer of newegg. But last 2 years its become worse and worse. Finally buying less and less from him. Why? Because newegg become expensive and not attractive.
- Hello~ We try to keep our pricing as reasonable and competitive as we can for our customers in today's market. We appreciate and value your feedback. Thank you.

# [Exercise 2]

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- ❑ Ordered a hammock and the package arrived damaged. Part of the hammock was even sticking out of the box and had been cut. Who should I contact about that? FedEx? You?
- ❑ ... I am so sorry this happened. I am sending you a private message now so we can get your information and get this resolved as soon as possible. Thanks!

## [Exercise 3]

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- ❑ Worst service and rudeness ever I would never recommend to anyone!
- ❑ Oh no! We are so sorry to hear that you had a bad experience, XXX. Is there anything we can do to help?

# Respond to the Good Comments, too

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- Develop your social personality
  - Thanks a lot, Johnny. You rule!
  - Thanks for liking us. We like you too. 😊
- Keep spreading the good word
  - Thanks. Please let your friends know.
- Activate your brand ambassadors
  - With incentives, special perks, and exclusive content.

# Be Authentic, Honest, and Transparent

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- ❑ Authenticity breeds trust; inauthenticity breeds fear
- ❑ Transparency is no longer negotiable
  1. If you are being paid in product or other material value by a company, make note of it.
  2. If you're offering free products in exchange for customers' support, ask them to disclose what they received.
  3. Don't think you can cover something you don't want people to know about.
  4. When in trouble, disclose.

# [Scenario]

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Sorry about the bad experience, Dave.  
Hope the rest of your stay in Vegas  
goes well.