

SOCIALIZING A THEME PARK

SOCIAL STRATEGY

Identify a need – With the boom of social media, it is tempting to jump on board without rationally thinking about why, as a business, one should pull the social media trigger. Yes, social media provides businesses with a unique, low cost (if not free) opportunity to reach a large audience, but if you can't answer the question "Why am I doing this?" your success will be less than satisfying.

Start Small – Don't spread yourself too thin. This is probably the number one reason why people quit or have a terrible social media experience. Your social strategy doesn't have to include every single in-vogue channel out there. Use your audience profile to pick just one channel to start out with. Then, as you begin to grow and develop a following, you can branch out into the other channels of the social world.

Have a plan – The attention span of the average consumer has dropped and the amount of information consumed has increased. This makes it even more important to have a strategic plan for your social channels. Identify the audience you intend to reach and what type of media appeals to them through the use of creative and engaging content

Invest and Reap – Social media takes time. It isn't as simple as throwing up a post and watching the likes and comments flow. You have to be consistent with your posting. Watch trends of which posts do really well and which ones fail and use insights to discover why. Sometimes it is as simple as finding that ideal time when your followers are browsing their own personal channels. Other times, adding a simple question to the end of the post will push it from dud to stud.

CRISIS MANAGEMENT

Security is key – Hacking happens all the time. It could be as simple as forgetting to log out of your account or as difficult as a skilled hacker getting their hands on your passwords. It is a nightmare, but Facebook does put some roadblocks in place to help keep your account secure. The most important thing is to only have one admin account. By doing so, you have effectively narrowed the access points into your account and have developed a trump card if the account is hacked.

Be prepared – What would you do if you had a breach in your social media account? What are the steps you would take? The first step in the process is to develop a step-by-step emergency plan that details how to tackle a hack. By the time the hack has happened, it is already too late and damage is being done.

Time is ticking – If a hack happens, you need to start reporting the damage immediately. Go through each post and report it as spam and mark that the page has been compromised. The more people you can get doing this, the better. Also, be sure to let your followers know via an alternate channel that there has been a hack and you are working to get the issue resolved quickly. In the meantime, create an alternate page they can follow so you aren't completely out of touch with your fans. (Facebook will not help unless you file an intellectual property report)

RECOVER AND APOLOGIZE

If you do happen to get your page back, change your password IMMEDIATELY and then go through and delete everything that the hacker has posted. Also, don't forget to go through and delete all of the scheduled posts or else they will continue to haunt you throughout the day. Be sure to write a post that sincerely apologizes for the hack and that in no way does your company represent the posts. Next, go through and restore your settings and personally message anyone that had taken the time to privately message you about the hack (You will have some upset people). Finally, merge the recovered page and alternate page together so you don't lose any followers.



Tips Courtesy of

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