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COMMUNICATING WITH YOUR CUSTOMERS THROUGH SOCIAL MEDIA:

- **Looking back a little;**
- **Looking at today;**
- **What you should be doing and why**



Looking back.....1995



Media downsizing & endless news cycle = rise of Brand Journalism

- **Time is now for communications professionals to be your own journalists**
- **Use proven and emerging social media platforms to tell your story**
- **Know your audience and use platforms that work for your organization**



Today ...new technologies and new platforms



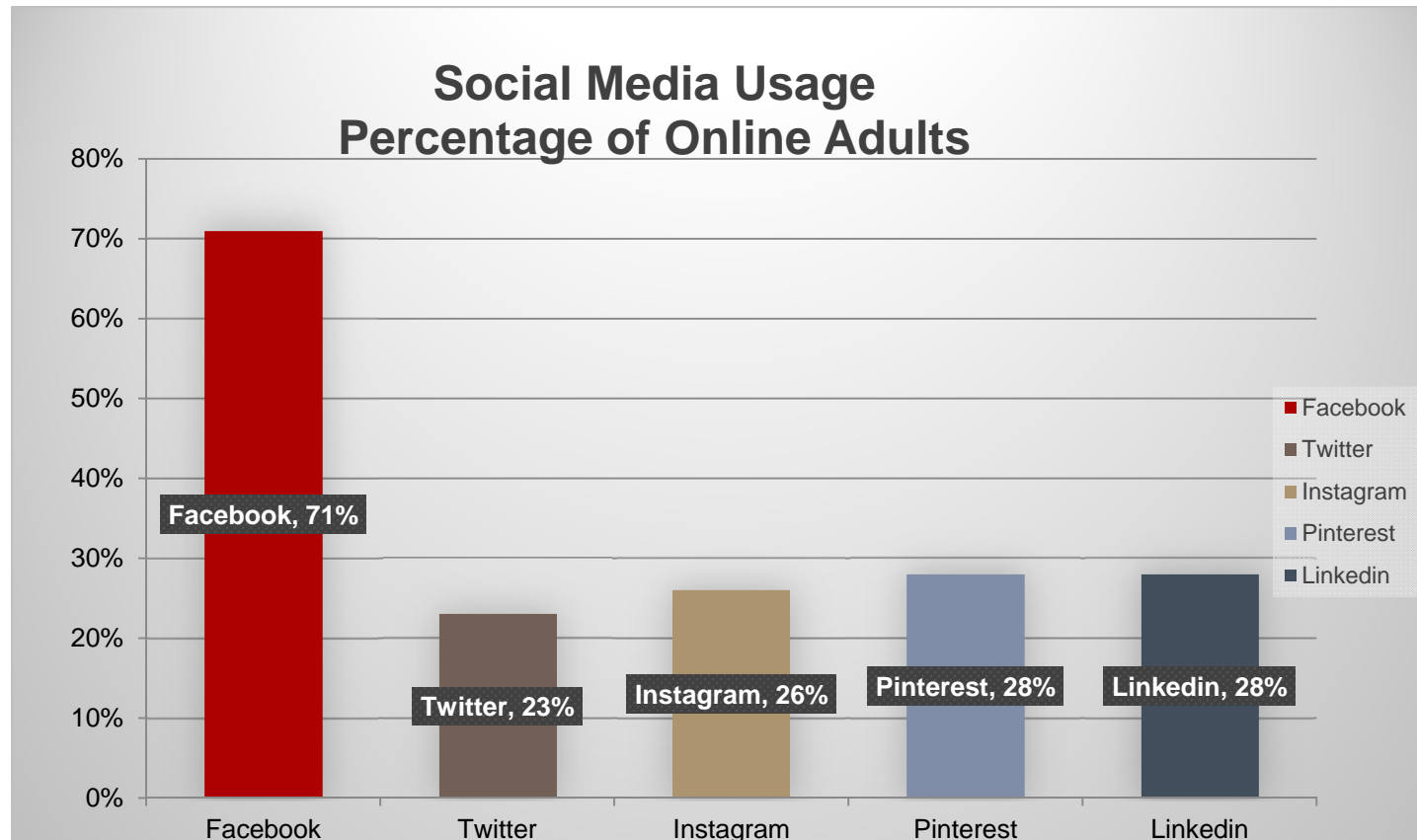
Social Media Usage on the Rise

- **2.03 Billion active social media users globally**
- **74% of online adults use social media platforms**
- **More than 80% of online adults between ages 18-49 use some form of social networking sites**

Source: Pew Research Center & Go Global - 2014



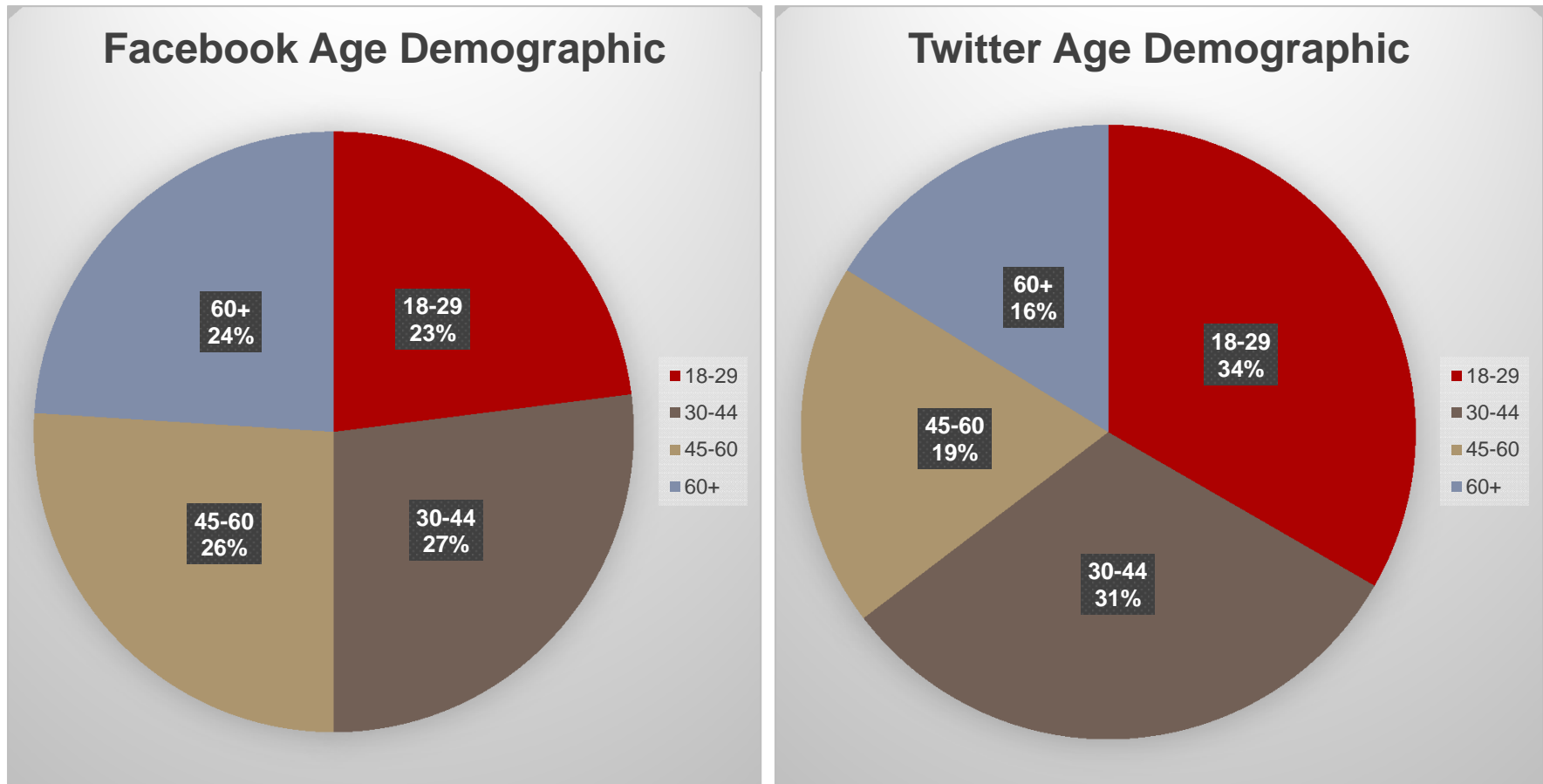
How are adults – your customers – using social media platforms?



Source: Pew Research Center, 2014

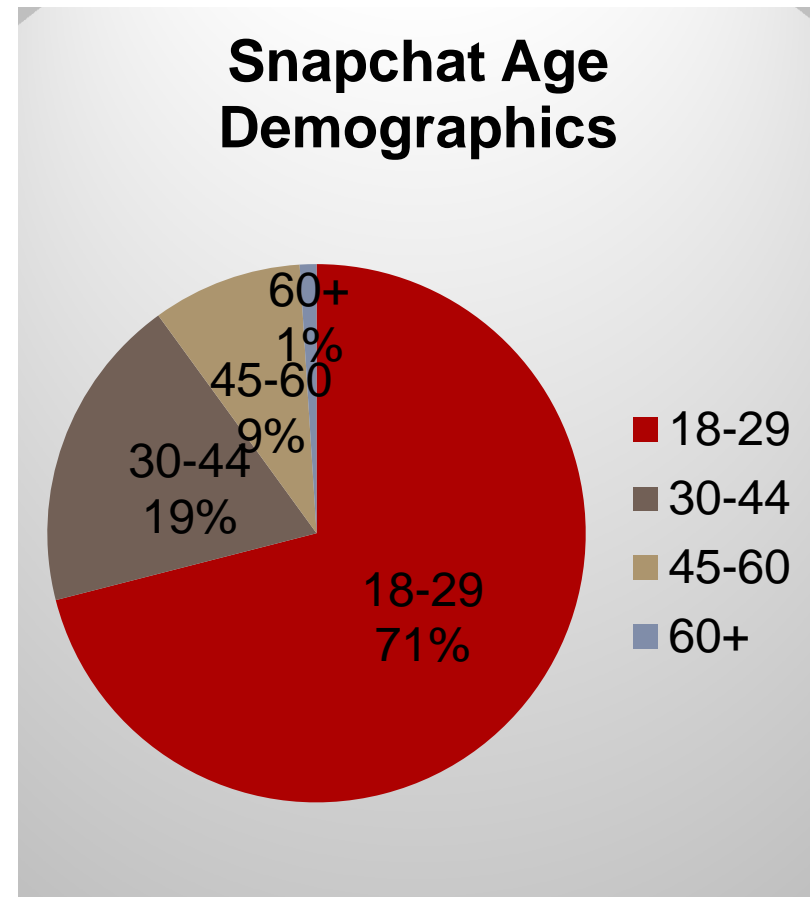
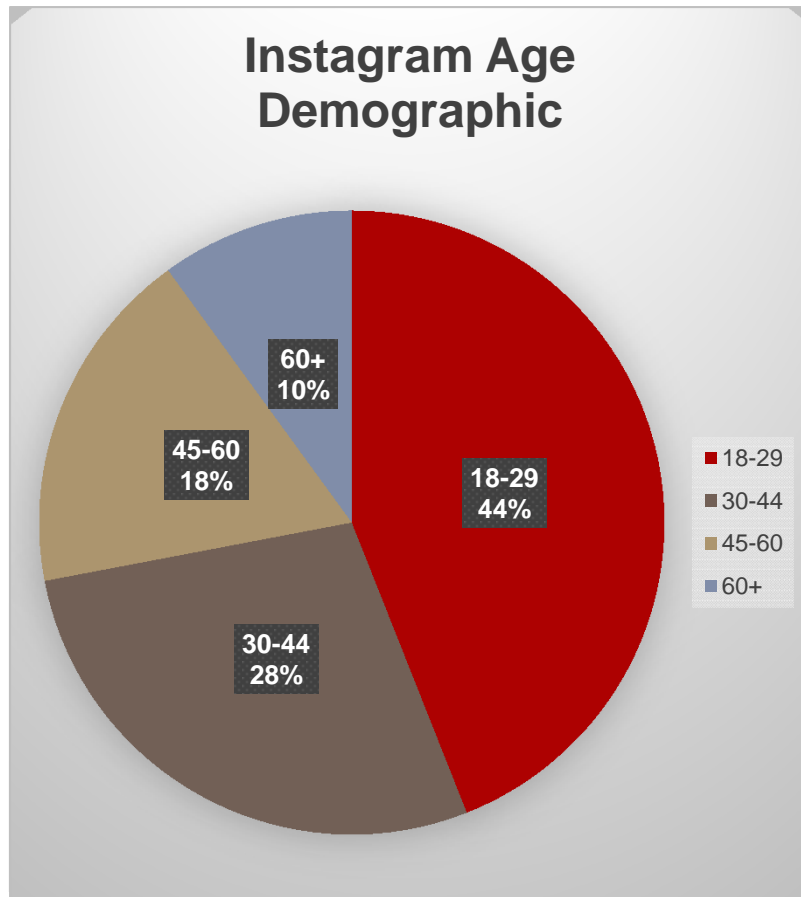


Know your audience and customers



Source: Cowen & Company 2014

Some social media sites may not be for you



Source: Cowen & Company - 2014

Why use these social media platforms?

- **Your customers are using these platforms – engage them**
- **Enables you to tell your own story – sometimes no one else will**
- **Position your organization as a leader, innovator**
- **Ease into the social media world, be realistic, do it well and often and it will grow**



Examples of social media content for local governments

- **Build trust as a reliable source**
- **Provide content on local happenings, contests, activities, civic meetings, positive news for community, crime prevention**
- **Use for possible emergency alerts – severe weather, power outages, major traffic issues, school lockdowns**
- **{Marin County Example}**



Examples of successful social media engagement

- **SouthWest Airlines:**

- **Created a communications center – responds to customers seven days a week -- 18 hours each day**

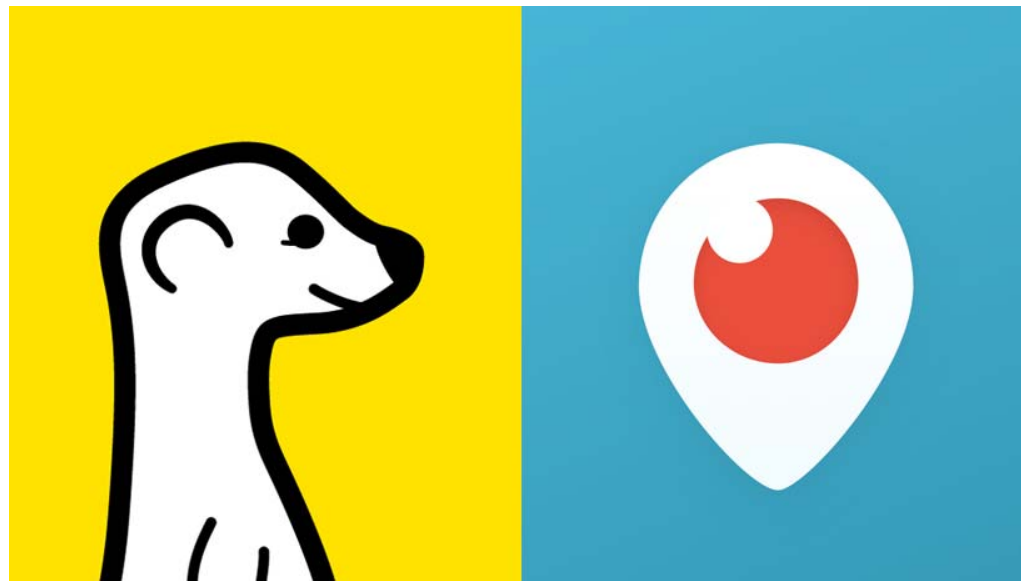
- **Starbucks:**

- **Multiple platforms; promotions to followers; encourage photo taking/posting by customers; encourage customers to share ideas**



New platforms emerging ??

- **New live video stream platforms are one of the new trendsMeerkat and Periscope**



Conclusion

- **Engage in social media; it is the “now” and the future**
- **Dedicate time and resources to be responsive to customers**
- **Do it your way, at your own scale**
- **Know your audience**
- **Brand Journalism - tell your story**

