



**SOCIAL MEDIA
AND
FOR PRINT AND MAIL PROFESSIONALS**

**GREATER BOSTON POSTAL CUSTOMER
COUNCIL**

WEBINAR
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Mark M. Fallon
President & CEO
The Berkshire Company



SOCIAL MEDIA BASICS

What is “social media”?

Social media websites

Social media and the organization

Social media and the individual

Do’s and don’ts

Live examples of social media uses



WHAT IS SOCIAL MEDIA?

Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration.

(Source: WhatIs.com)



TOP 10 SOCIAL MEDIA SITES

1. LinkedIn
2. Twitter
3. Facebook
4. Instagram
5. YouTube
6. Google+
7. Pinterest
8. Reddit
9. Wikipedia
10. SnapChat



SOCIAL MEDIA AND THE ORGANIZATION: COMPANIES AND PROFESSIONAL ASSOCIATIONS

- One of several different communication channels
- Consistent messaging across platforms
- Success relies on having a plan (schedule)
- Officer-level responsibility – Director of Communications, Vice President of Communications
- Everyone must participate



SOCIAL MEDIA AND THE ORGANIZATION

- Consistency isn't always easy
- Use task reminders and appointments in calendar
- Consider using social media tools to schedule posts:
 - HootSuite - <https://hootsuite.com>
 - SproutSocial - <http://sproutsocial.com>
 - Buffer - <https://buffer.com>



SOCIAL MEDIA AND THE ORGANIZATION

- More than just posting about organization
- More than just posting to your group's page
- More than just posting to one platform
- More than just posting



SOCIAL MEDIA AND THE INDIVIDUAL

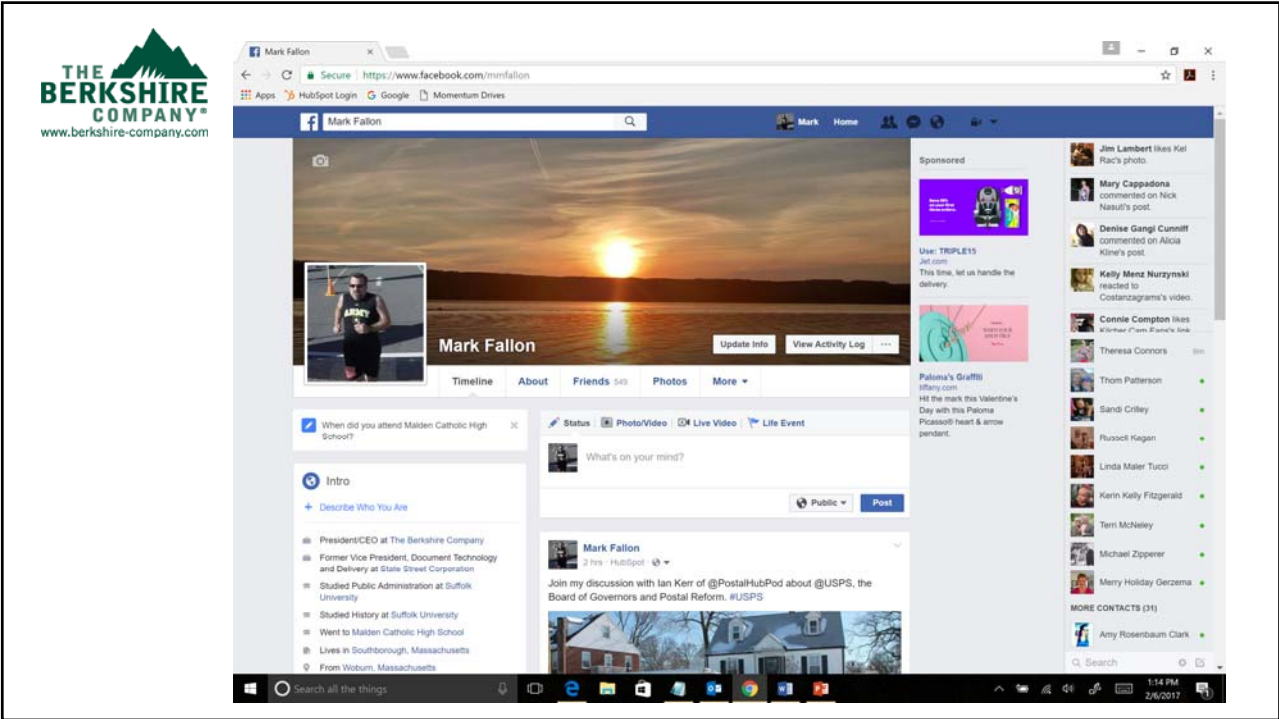
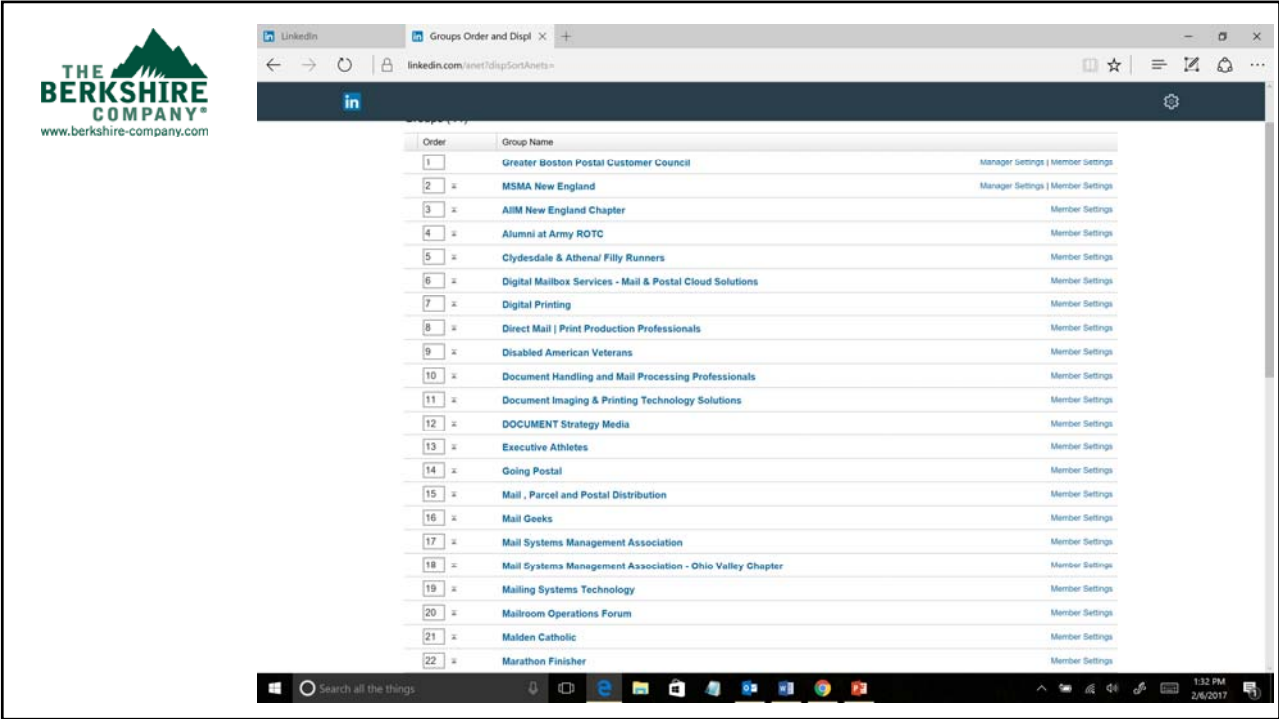
- Being online isn't networking – participation is networking
- A “like” and a “share” are seen by your network
- A “comment” is seen by your network and the group
- Belong to more than one group
- Use notification tools to stay up to date

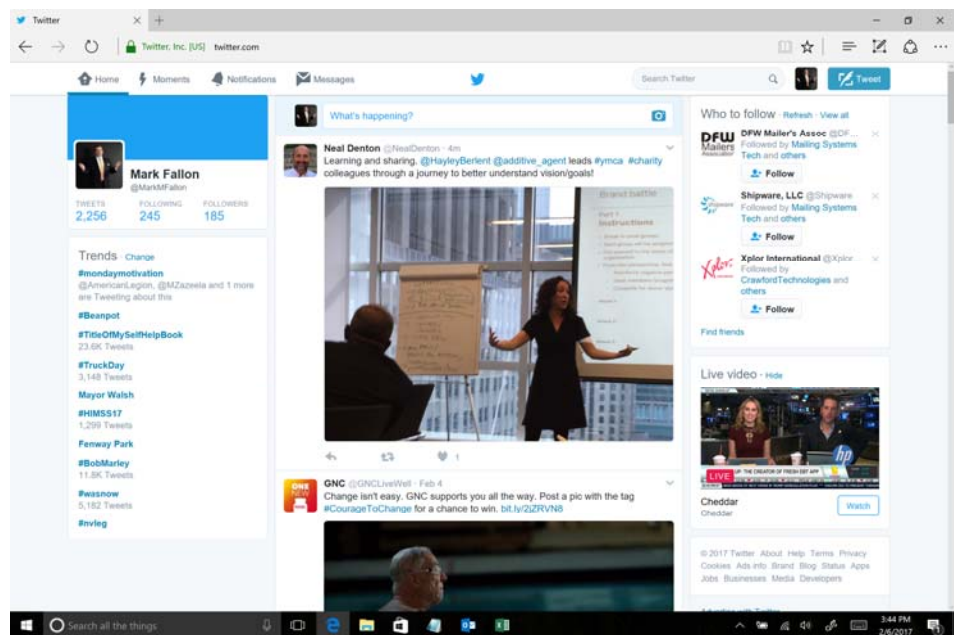
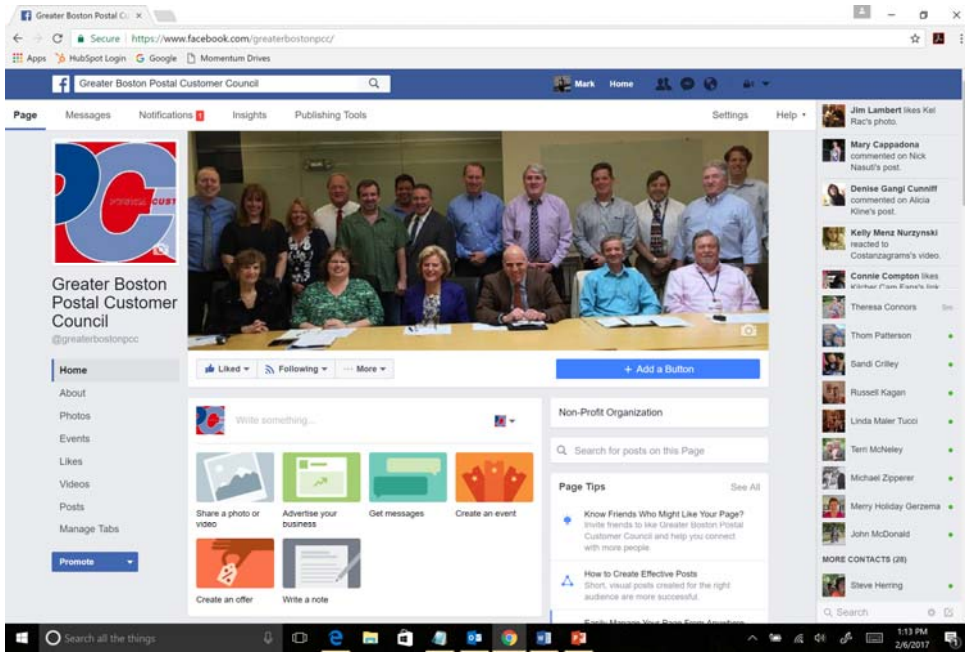


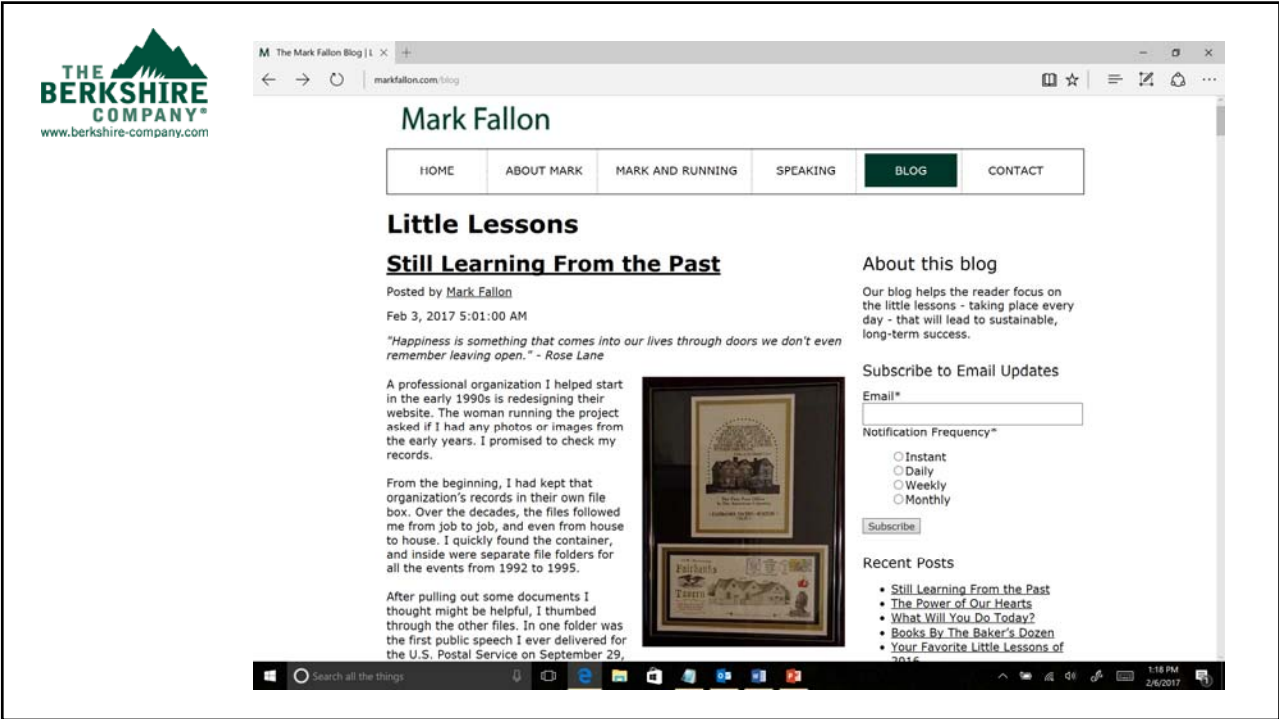
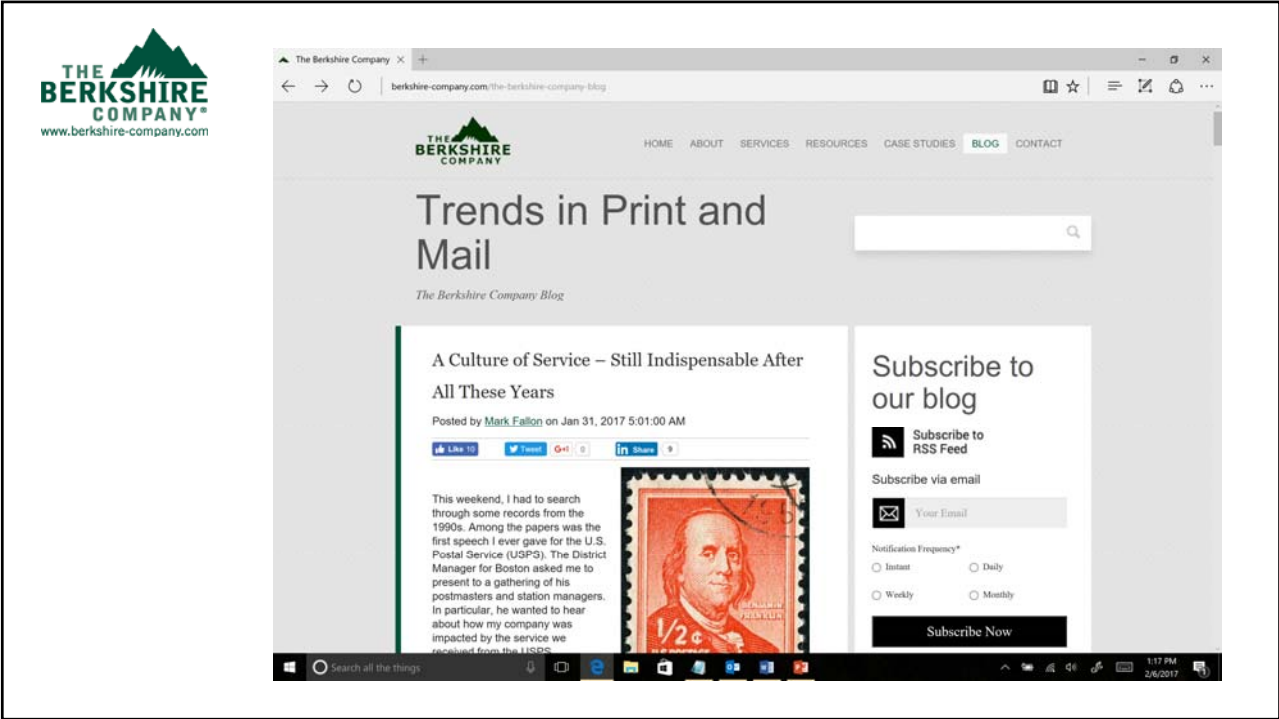
SOCIAL MEDIA: DO'S AND DON'TS

- There is no privacy when you post on a public site
- Online discussions are good – online arguments are not
- Like in-person networking – a positive attitude helps
- Fine line between promoting and spamming
- Group moderators have to pay attention
- Think before you post – the Internet is forever

The screenshot shows a LinkedIn profile for Mark Fallon, President of The Berkshire Company. The profile includes a header with the company logo, a search bar, and navigation icons. The main content area displays the profile picture, name, title, and a brief bio. Below this, there are statistics for 'Who's viewed your profile' (140) and 'Views of your share' (33). The 'Your Activity' section shows a list of recent posts and comments, including one about logistics at Wellmark and another about USPS. The right sidebar contains options to 'Add new profile section', 'Edit your public profile', and 'Add profile in another language', along with advertisements for wealth planning and MBA candidates.







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QUESTIONS?

Mark Fallon
The Berkshire Company

www.berkshire-company.com

www.markfallon.com

mmf@berkshire-company.com

Twitter: @MarkMFallon