



What we've learned about using
Facebook (sometimes the hard way)

@danpinch



There is no such thing as a great social media campaign, only a great integrated campaign



In fact forget campaigns, and forget marketing disciplines, social media needs to be permanently integrated into the wider business

The screenshot shows a Facebook page for 'kulula'. The page header includes the Facebook logo, a search bar, and navigation links for Home, Profile, and Account. The main content area features a post by Crystal Marshall with the text 'gotta love the logo!!!!' and a comment by Elridge Marshall. Below this is a post by kulula with a link to a bit.ly URL and a post by Prilene Kistnasami. The left sidebar contains page information such as location (Johannesburg, South Africa), insights (3,929 monthly active users), and friends who like the page. The right sidebar has a 'Get More Connections' button and a preview of a post.

facebook Home Profile Account ▾

kulula
Wall Info Latest TV a... Photos Holidays Notes >> +

Share: Status Photo Link Video

kulula + Others Just kulula Just Others Spam Settings

Crystal Marshall gotta love the logo!!!!
5 hours ago · Like · Comment
Elridge Marshall likes this.

kulula Want to hear our latest radio ads over and over again? Listen closely...
<http://bit.ly/eNhctM>
bit.ly
8 hours ago · Like · Comment · Share · Promote
3 people like this.

Prilene Kistnasami I love your tv add funny
8 hours ago · Like · Flag

Cajun Cajun How can you make it so difficult to get a wheelchair assistance. My mother just spent an hour on hold listening to adverst and being transfered. Not cool guys, and expensive when calling from a cellphone. Why not offer it as part of your online flight check-in. Or even better have a skype number for your call center.
Yesterday at 10:48am · Like · Comment

kulula Thanks for the suggestion and sorry you had to be on hold so long! We are currently trying to work the request in so you can book one online. It is a work in progress and we'll certainly try improve the system as it is now.
Yesterday at 1:06pm · Like

Information
Location: Johannesburg, South Africa
About: <http://www.kulula.com/>
The low-fare airline, that saves you money on flights, car hire, hotels and holidays! You always arrive at your destination smiling.

Insights See All
3,929 Monthly Active Users
8 Daily New Likes
1,833 Daily Post Views
7 Daily Post Feedback
Insights are visible to page admins only.

44 Friends Like This See All
6 of 44 Friends
HELLO Tessa

Get More Connections
Get more people to like your Page with Facebook Ads! Preview below.
kulula Your Text Here
Like Dan Pinch likes this.

Chat (7)

Before going anywhere near Facebook you still need an idea (or several)

The screenshot shows a Facebook page for 'kulula Royal Wedding'. The page has a blue header with the Facebook logo, a search bar, and navigation links for Home, Profile, and Account. On the left sidebar, there are navigation options like Wall, Info, and Royal Wedding, along with a '5,194 people like this' notification. The main content area features a large image of wedding items (a plate, a teapot, and a cup) with a blue banner that says 'COWS 4 KATE'. Below the image are three buttons: 'about', 'vote', and 'results'. A text box below the image contains the following text: 'Wills might have forgotten to do the right thing. So, in the spirit of über-ubuntu, we're paying Kate's lobola. You are going to have to play the canny negotiator and help us to work out how many cows he should present to Kate's family. Be calm and fair, think carefully and weigh up all the various attributes of the bride in your head. Then cast your vote and do your country (and Wills) proud.' The right sidebar shows 'Admins (16)', 'You and kulula' (47 friends like this), 'Quick Tips', and a 'Sponsored' ad for 'The Flamjangled Tea Party'.

If you don't have an idea this happens



It's that good.

[The official Steers Page](#) It's the WEEEKKEEENNNNDDDD Baby!!
Celebrate Friday by treating yourself to Steers. It's that good !

Plan your message before your channel



ORGANIZE LOCALLY WITH OUR ONLINE TOOLS
Talk to Voters • Join a Local Group
Plan an Event • Fundraise • Blog

LOGIN TO MyBO

OBAMA MOBILE
TEXT HOPE TO 82282

OBAMA EVERYWHERE

- Facebook
- BlackPlanet
- MySpace
- Friendster
- YouTube
- Edos
- Flickr
- Clav
- Digg
- MyCircle

CNN.com Live

Live Events, Breaking News, and The day's top stories from CNN.com

CNN.com and Facebook present
Inauguration live with your friends on Facebook

Thursday January 29th
Watch President-elect Barack Obama become the first President of the United States on CNN.com. Live updates your own Facebook page and see what everyone thinks your friends and other Obama fans are thinking. Live updates on CNN.com.

Watch Now

Coverage begins at 8am EST, with the ceremony at 11:00am EST. Follow Obama's inauguration address.

LinkedIn Answers Featured Question

Q. How do we keep America competitive in the years ahead?



Asked by Barack Obama
Candidate for U.S. President

Answer his question now

facebook

Barack Obama



THANK YOU FOR YOUR SUPPORT
WWW.BARACKOBAMA.COM

Country: United States
Current Office: President-Elect

Obama

Obama'08

A screenshot of a Twitter page. The page is filled with tweets and features large blue and white banners on the left and right sides that say "YES, WE CAN." The Twitter logo is visible at the top.

Why we don't use campaign microsites anymore



The more users you have, the more users
you'll gain



You need a content plan

Social media content plan for Europcar

Prepared by +one|

February 2010

| Date | Type of content | Copy | Assets |
|------------------------|-------------------------------|--|--------|
| Tues 15 th | Brand news | "We've been helping the Jane Goodall Institute SA with a loan of two of our vehicles with which they've been able to collect (literally) tons of bananas for their chimps. Do join their Facebook Page and give them your support! http://www.facebook.com/pages/The-Jane-Goodall-Institute-South-Africa/148767791816569 " | |
| Weds 16 th | | | |
| Thurs 17 th | | | |
| Fri 18 th | Green Office Week | "Green Office Week http://www.greenofficeweek.ath.cx/ takes place in 2 months time (18th -21st April). Europcar head office recycled 13,551 kg's of paper in 2009 and 7,162 kg's in 2010. This just goes to show that as a business, we are changing behaviours and printing only when necessary. What are you doing?" | |
| Mon 21 st | | | |
| Tues 22 nd | Green Office Week inspiration | "Green Office Week inspiration: If your office has limited outdoor space how about installing a vertical garden? Have a look at some of the work of the concept's creator Patrick Blanc for inspiration. http://www.verticalgardenpatrickblanc.com/#/en/projects/typological/commercialbuildings " | |
| Weds 23 rd | | | |
| Thurs 24 th | G.O.W Competition | "Is your office going green? If so you could win R50 000 to help fund your initiatives. Have a look here http://www.facebook.com#!/gowithgreen?sk=app_4949752878 for more details on how to enter our Green Office Week competition. | |

People talk about things that happen in the “real” world on Facebook

facebook Search Home Profile Account

hello

CAPITEC BANK

Wall
Info
live free
Budgetanator
Happy?
Careers
More

7,103
people like this

Add to My Page's Favorites
Unlike
Share

Capitec Bank ▶ **live free**
Product/Service [Edit Info](#)

Welcome
to the Live Free project

Capitec Bank's Live Free Project is an ongoing initiative that invites South Africans to rediscover the simple, and free, things in life – such as building sandcastles on the beach, reading a book under a tree in the park, or playing a game of touch rugby with friends – and save money.

Check out project #1, our Sandcastle Construction Crew in action at our launch events on **Ballito** and **Big Bay** beaches last December!

“Heya”

Le Budget Café

It's February and time for the National Budget announcement. To help you to make your own personal budget cuts (so you can buy the things that really matter) we've come up with Le Budget Café. It's a pop-up French-themed cafe, complete with gregarious waiters, Parisian violinist and a massive sprinkle of joie de vivre (as the French call fun). In other words it's the perfect shady spot to experience the joy of actually taking your lunch break for a change.

Our special Live Free Project twist is that instead of selling you lunch, we ask you to make and bring your own food (along with a friend or two).

Admins (15) [?] [See All](#)

Use Facebook as Capitec Bank
Promote with an Ad
View Insights
Suggest to Friends

You and Capitec Bank

17 friends like this.

Quick Tips

Get more people to like your Page with Facebook Ads. Reach more than 500 million people with your ad. Sample ad below.

Get More Connections

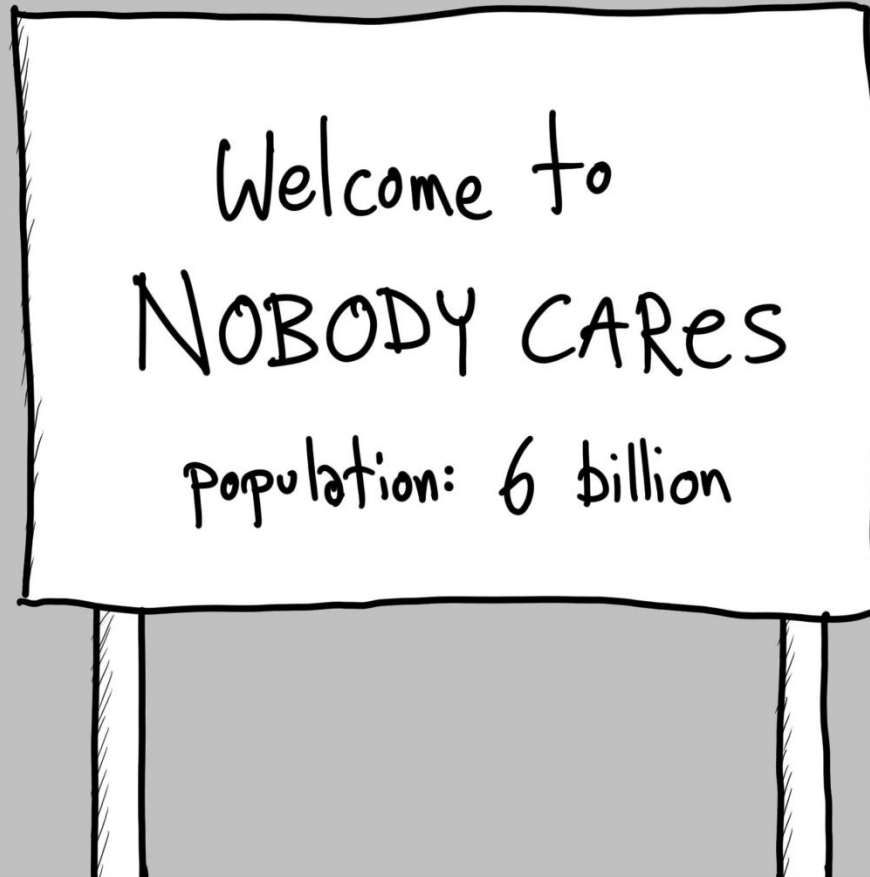
Capitec Bank

The text of your ad will go here.

Like · Dan Pinch likes this.

Chat (13)

Know how your going to drive traffic (please don't rely on ATL)

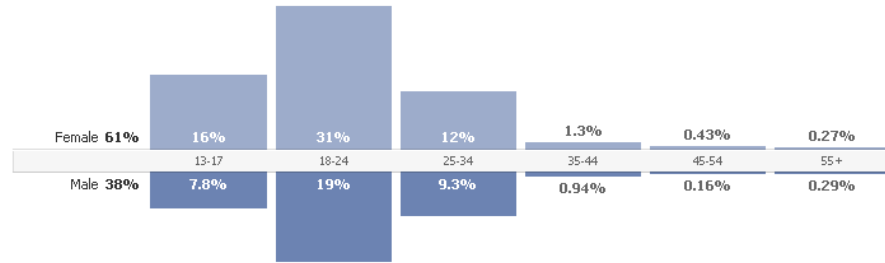


@hugh

Measure everything

Demographics

Gender and Age?



Countries?

| | |
|----------------------|----------------|
| 29,164 | South Africa |
| 3,674 | United Kingdom |
| 659 | Namibia |
| 320 | United States |
| 229 | Australia |
| 151 | Germany |
| 140 | New Zealand |
| More | |

Cities?

| | |
|----------------------|--------------|
| 6,827 | Pretoria |
| 6,356 | Cape Town |
| 5,481 | Roggebaai |
| 3,052 | Slough |
| 2,977 | Midrand |
| 2,041 | Johannesburg |
| 1,936 | Sandton |
| More | |

Language?

| | |
|----------------------|------------------|
| 27,241 | English (US) |
| 7,107 | English (UK) |
| 590 | Afrikaans |
| 111 | English (Pirate) |
| 39 | French (France) |
| 23 | Spanish |
| 17 | Albanian |
| More | |

Activity

Page Views?

Daily Logged-in Page Views Unique Page Views



Chat (6)

Steri Stumpie – inciting fans to share their love

The screenshot shows the Facebook page for 'Steri Stumpie', a company. The page features a blue header with the Facebook logo and navigation links (Home, Profile, Account). The main content area includes a profile picture, a cover photo, and a post from Annie Kamyia. The left sidebar contains navigation options like 'Wall', 'Info', and 'Photos'. The right sidebar has sections for 'Admins', 'You and Steri Stumpie', and 'Quick Tips'. A chat window is visible at the bottom right.

facebook Search Home Profile Account

Steri Stumpie
Company Edit Info

Wall Everyone · Steri Stumpie

Share: Status Photo Link Video

Write something...

Steri Stumpie
ATTENTION UCT : The Steri squad and cheerleaders will be gate crashing UCT tomorrow mad gorilla style – Send us proof of your encounter with the team and the owner of the pic with the most likes will get a limited edition selection of Steri love!!! Prepare to have your minds blown supernuclear style!

3 hours ago · Like · Comment · Share

2 people like this.

Annie Kamyia There is one big ass girl right there
3 hours ago · Like · 2 people · Flag

Shivaan Mathews That's a huge ball on the floor!
46 minutes ago · Like · Flag

Write a comment...

Steri Stumpie
If you haven't heard our RAD new Flavour Nation Radio ad we've especially added it here, just click click clickity click and give it a listen <http://steri-stumpie.co.za/2011/02/the-flavour-nation-league/>

Admins (9) [?] See All

Use Facebook as Steri Stumpie
Promote with an Ad
View Insights
Suggest to Friends

You and Steri Stumpie

47 friends like this.

Quick Tips

Get more people to like your Page with Facebook Ads. Reach more than 500 million people with your ad. Sample ad below.
Get More Connections

Steri Stumpie

The text of your ad will go here.

Like · Dan Pinch likes this.

Chat (11)

The Flavour Nation League

Steri Stumpie – ongoing content



Steri Stumpie – coffee flavour launch



Johnnie Walker – aspiring towards success in Africa

The screenshot shows the Facebook interface for the 'Johnnie Walker Africa' page. The main content is a large advertisement for 'Walk with Giants' featuring the Johnnie Walker logo and the text 'WALK WITH GIANTS'. Below the main image are several small portraits of men. The page also displays navigation options like 'Wall', 'Info', and 'Photos', and a 'Like' button with 4,277 likes. On the right side, there are sections for 'Admins (10)', 'You and Johnnie Walker Africa', and 'Quick Tips'. The bottom right corner shows a 'Chat (11)' button.

facebook

Search

Home Profile Account

Johnnie Walker Africa ▶ **Walk with G...**
Company Edit Info

JOHNNIE WALKER

WALK WITH GIANTS

JOHNNIE WALKER®
THE WORLD'S NUMBER ONE SELLING BLENDED WHISKY

Johnnie Walker® is a brand that stands for progress, for having a dream, and for having the courage to pursue it relentlessly. Walk With Giants celebrates great individuals who achieve their goals and seeks to reward those who, despite the odds, Keep Walking.

Wall
Info
Photos
Walk with G...
Your Next Step
Responsibility
More

4,277
people like this

Add to My Page's Favorites
Unlike
Share

Admins (10) [?] See All

Use Facebook as Johnnie Walker Africa
Promote with an Ad
View Insights
Suggest to Friends

You and Johnnie Walker Africa

24 friends like this.

Quick Tips

Get more people to like your Page with Facebook Ads. Reach more than 500 million people with your ad. Sample ad below.
Get More Connections

Johnnie Walker Africa

The text of your ad will go here.

Like · Dan Pinch likes this.

Chat (11)

Johnnie Walker – ongoing content



Johnnie Walker Africa

Recently we had a Ugandan event in Kampala for the members of our mentorship programme, which is an in depth journey of Johnnie Walker through stories of heritage and production, followed by a tasting led by one of our Johnnie Walker Mentors; Waweru Njoroge: <http://www.facebook.com/album.php?aid=29118&id=111999862198301>



Johnnie Walker Ugandan Mentorship Event

By: Johnnie Walker Africa
Photos: 12

3,212 Impressions · 0.22% Feedback

📅 February 9 at 5:47pm · Like · Comment · Share

👍 3 people like this.

💬 View all 4 comments



Michael Kiarie Darn ! I missed it. Though thanks for the info.
February 9 at 9:03pm · Like · Flag



Ryan Majiwa There will be a couple more coming up in the next couple of weeks. The page will be giving more info as the event comes closer.
February 10 at 11:07am · Unlike · 👍 1 person · Flag

Write a comment...



Johnnie Walker Africa

This Next Step was submitted by Kimani Thomas "I want to start my own company which will provide jobs to those from poorer backgrounds, I also want to provide educational scholarships for orphans because I believe education is the greatest engine of personal development." To submit your Next Step click here:<http://ow.ly/3L7u0>

Welcome to Facebook

ow.ly

Facebook is a social utility that connects people with friends and others who work, study and live around them. People use Facebook to keep up with friends, upload an unlimited number of photos, post links and videos, and learn more about the people they meet.

3,590 Impressions · 0.19% Feedback

📅 January 27 at 12:35pm · Like · Comment · Share · Promote

👍 7 people like this.

Write a comment...

Johnnie Walker – Walk With Giants content



Johnnie Walker Africa

Here is the highlights video from the live chat we had with our African Giant Haile Gebrselassie at the end of last year. Watch as Haile shares his answers to some of your questions here:<http://www.youtube.com/watch?v=Ze95PrSbDfA>



Haile Gebrselassie Q & A

www.youtube.com

Here is the video of the highlights from the great live chat we had with Haile Gebrselassie at the end of last year.

4,159 Impressions · 0.31% Feedback

January 31 at 3:14pm · [Unlike](#) · [Comment](#) · [Share](#) · [Promote](#)

You and 9 others like this.



Hagere Ethiopia Good Bless you Haile. you are our hero.

January 31 at 3:49pm · [Like](#) · [Flag](#)



Zerihun Tesfaye keep walking, haile

January 31 at 4:10pm · [Like](#) · [Flag](#)



Ademola Morakinyo Ogunshola llegendery..

January 31 at 10:42pm · [Like](#) · [Flag](#)

Write a comment...



Johnnie Walker Africa

Here's a glimpse behind the scenes in the making of the Walk with Haile Gebrselassie video:<http://www.youtube.com/watch?v=cckI63JPsv8>



Walk With Giants - Haile Gebrselassie "Making Of"

www.youtube.com

6,588 Impressions · 0.27% Feedback

December 23, 2010 at 8:51am · [Like](#) · [Comment](#) · [Share](#) · [Promote](#)

16 people like this.



Eleni Hailu Maf This is Just Inspiring... Im proud of this man.

December 23, 2010 at 4:42pm · [Like](#) · [Flag](#)



Balew Cheru peoples complain on his new contract but i am not just like this Haile u r our hero pls Go gogogogogogo keep walking.....

December 23, 2010 at 5:30pm · [Like](#) · [Flag](#)

Write a comment...

Social media checklist

- Understand your audience and where they are online
- Commit to a long term strategy
- Decide what the brand has authority to talk about
- Identify who is going to produce material
- Find the right tone of voice
- Choose your platforms carefully
- Make sure you understand their etiquette
- Integrate social media campaigns with all marketing and the wider business
- React quickly and consistently
- Measure everything
- Adapt rapidly

For more visit us at www.plus-one.co.za

And follow us on twitter
[@plusonesa](https://twitter.com/plusonesa)