

To: Rebecca Hellwig of Fresno Chamber of Commerce

From: Marc Singh & Alan Gutierrez

Date: September 27, 2014

Subject: Social Media Evaluation

We (Marc and Alan) took a look at your social media sites and did a brief evaluation about your posts and efforts. The purpose of doing this evaluation is to attempt to assist your organization's social media by proposing more ideas regarding posts and interaction and hopefully point out some points you have overlooked.

#### A. Analysis of current efforts

- Current Facebook likes are at 1,923 and Twitter followers are at 4,039
- Strengths for Facebook and Twitter are both similar; there is content and information that benefits people.
- Improvements could include maybe adding content that includes more interaction with people.

#### B. Suggestions for moving forward

- Suggest creating an Instagram page, visuals work better sometimes.
- Making a Youtube page that uses the organizations name, you could upload short speeches that an individual gives during an event.
- Strategy for posts for Facebook & Twitter include posting informative but a little more cheerful posts. Posts that are cheerful generate more attention and more followers for your page.
- Current Twitter posts are great, but Facebook posts seem to be lacking something in it. Facebook posts seem to be in a twitter format, with tiny url's in them. Try using more links, eg. Posts with the small window at the bottom where people can see the links more easily.

- Strategy for getting more followers & interactions include posting more cheerful stuff. Pictures of Old ladies (Grandma's), puppies, big red fire trucks seem to always work and generate more attention and cheerfulness.
- Promote more about local businesses or partners, if they reposts your posts, your content gets more exposure.
- When dealing with negative comments, always stay calm & be professional. Always try to change the situation if possible and deal with the negativity with positivity. Do not be impulsive, it is easy to go wrong when one is not in the right mind
- When posting try to sculpt it towards the preference of your target crowd. Add humor or puns, it always generates more attention. Do not be too controversial with your posts.
- Try to be more visual, after uploading a whole album of the usual mixer and updating it, pick one picture that seemed like the most appropriate to describe the whole event, and put a short caption at the top describing it.

#### D. Theme

- Although I understand the FCC is a serious business organization, it has to be serious in facebook posts, but I believe occasional light heartedness is great and generates attention.

#### C. Possible sources for links to share.

- ❖ Understanding the Fresno Chamber of Commerce is more of a business orientated and related organization, posts for Facebook are usually more on the serious and informative side. We suggest going along with that, but adding a pinch of humor and lightheartedness to it, considering some posts on the page might get controversial sometimes, lightheartedness might help sooth tensions for a little bit.
- ❖ These are some sources you could consider looking for information

- <http://www.bloomberg.com/>
- <http://finance.yahoo.com/>
- <http://www.businessweek.com/>
- <http://www.businessinsider.com/>
- <http://www.forbes.com/>
- <http://www.huffingtonpost.com/business/>
- <http://www.buzzfeed.com/>

With these tips we hope to strengthen your social media network and widen it even more so it reaches more people.