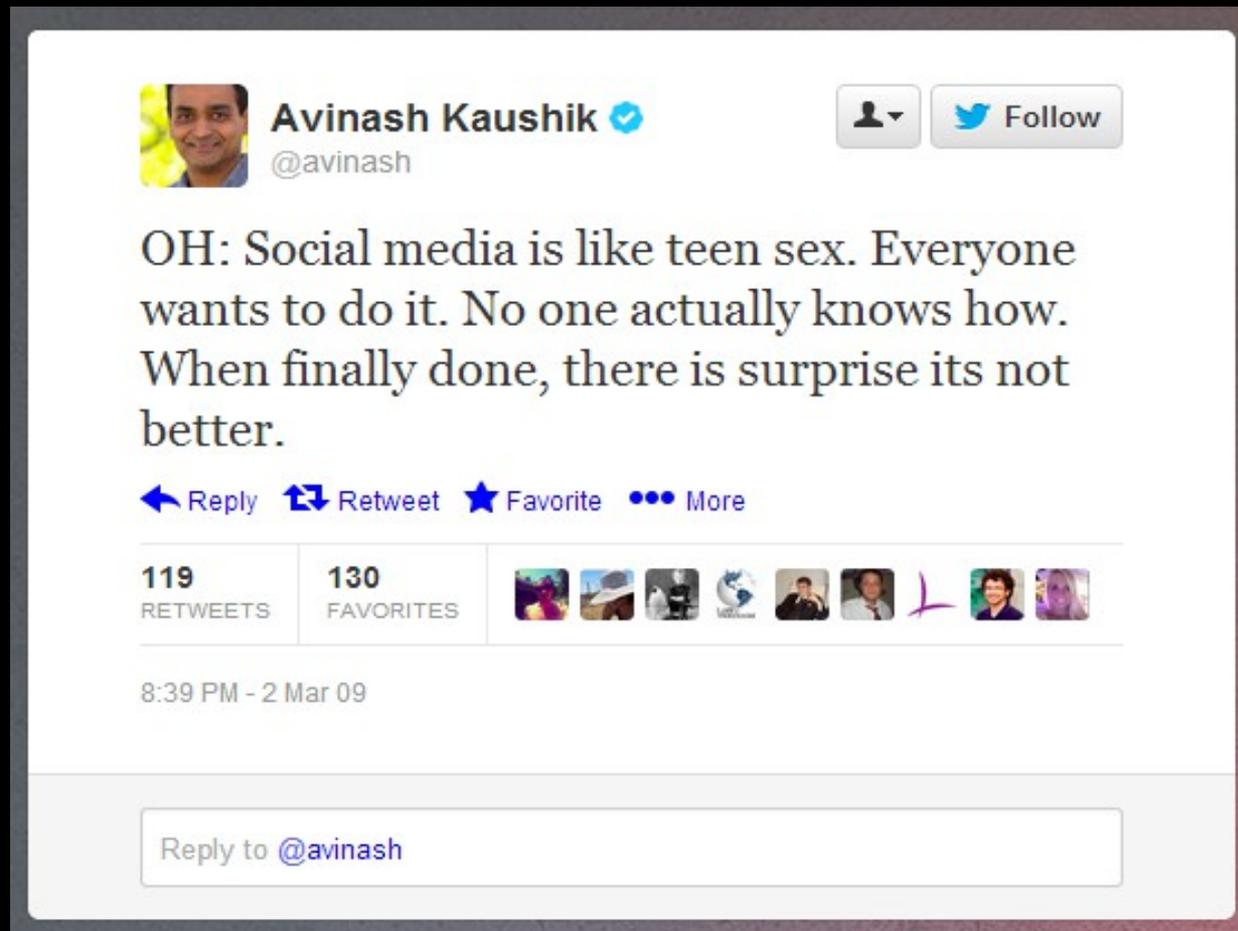


The Big Social Media Robbery



A screenshot of a tweet from Avinash Kaushik (@avinash) on Twitter. The tweet text reads: "OH: Social media is like teen sex. Everyone wants to do it. No one actually knows how. When finally done, there is surprise its not better." The tweet has 119 retweets and 130 favorites. The interface includes a profile picture, name, handle, a 'Follow' button, and interaction icons for Reply, Retweet, Favorite, and More. A row of user avatars is visible below the statistics. At the bottom, there is a text input field for replying to the tweet.

 **Avinash Kaushik** 
@avinash  

OH: Social media is like teen sex. Everyone wants to do it. No one actually knows how. When finally done, there is surprise its not better.

 Reply  Retweet  Favorite  More

119 RETWEETS **130** FAVORITES 

8:39 PM - 2 Mar 09

Reply to @avinash

Adam Zbieczuk (influencer.cz) 28.8.2015

Before we get started

- ▶ Most of the companies and organizations (big and small) somehow use social media already – mostly because „you should do that“
- ▶ Most of them suck at it
- ▶ The great examples are rather exceptions
- ▶ Social media is often not enough connected to all the other aspects of your businesses

- ▶ Social media is not „for free“: it takes time and it takes money. But it can definitely be ROI positive :)

Once upon a time ... 2004



login register about

Email:

Password:

[register](#)

[login](#)

Welcome to Thefacebook!

[Welcome to Thefacebook]

Thefacebook is an online directory that connects people through social networks at colleges.

We have opened up Thefacebook for popular consumption at **Harvard University**.

You can use Thefacebook to:

- Search for people at your school
- Find out who are in your classes
- Look up your friends' friends
- See a visualization of your social network

To get started, click below to register. If you have already registered, you can log in.

[Register](#) [Login](#)

[about](#) [contact](#) [faq](#) [terms](#) [privacy](#)
a Mark Zuckerberg production
Thefacebook © 2004

In just 10 years...



(obrázek via Tom Ollerton - @mrtomollerton)

Revolution?

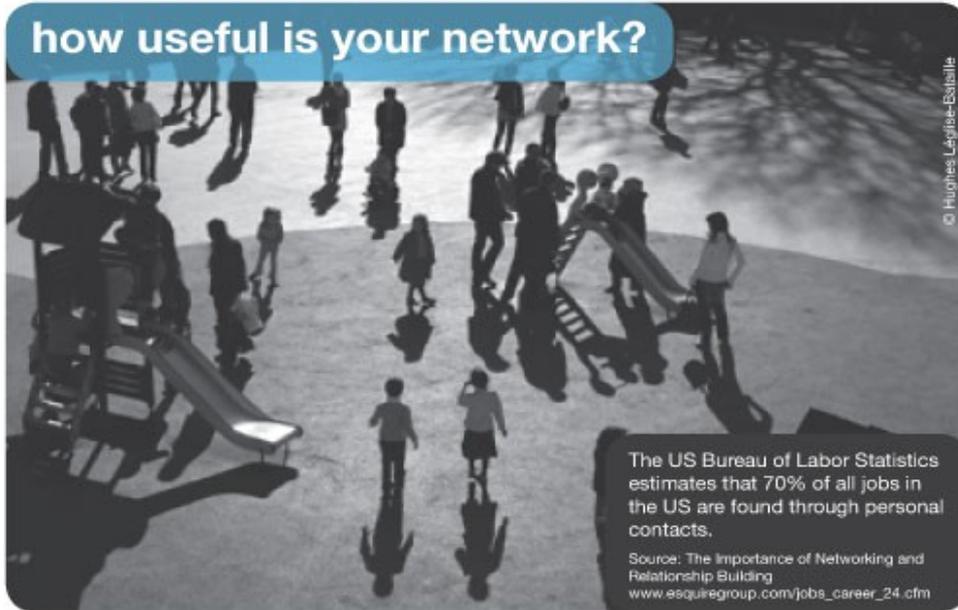
- ▶ Internet was different 10 years ago, one huge dating site of kinds; with you „on-line“ identity, avatars and nicknames. There is no „on-line“ space today. You are one person, constantly on-line...
- ▶ Social networks keep alive connections you already have, every like means „I know you and I still care“.



Social capital

poverty

social



social capital

ARUP

- ▶ FB saves time. Really. It allows a truly „many-to-many“ communication. Just keep the flow and you can keep a network of thousands alive.

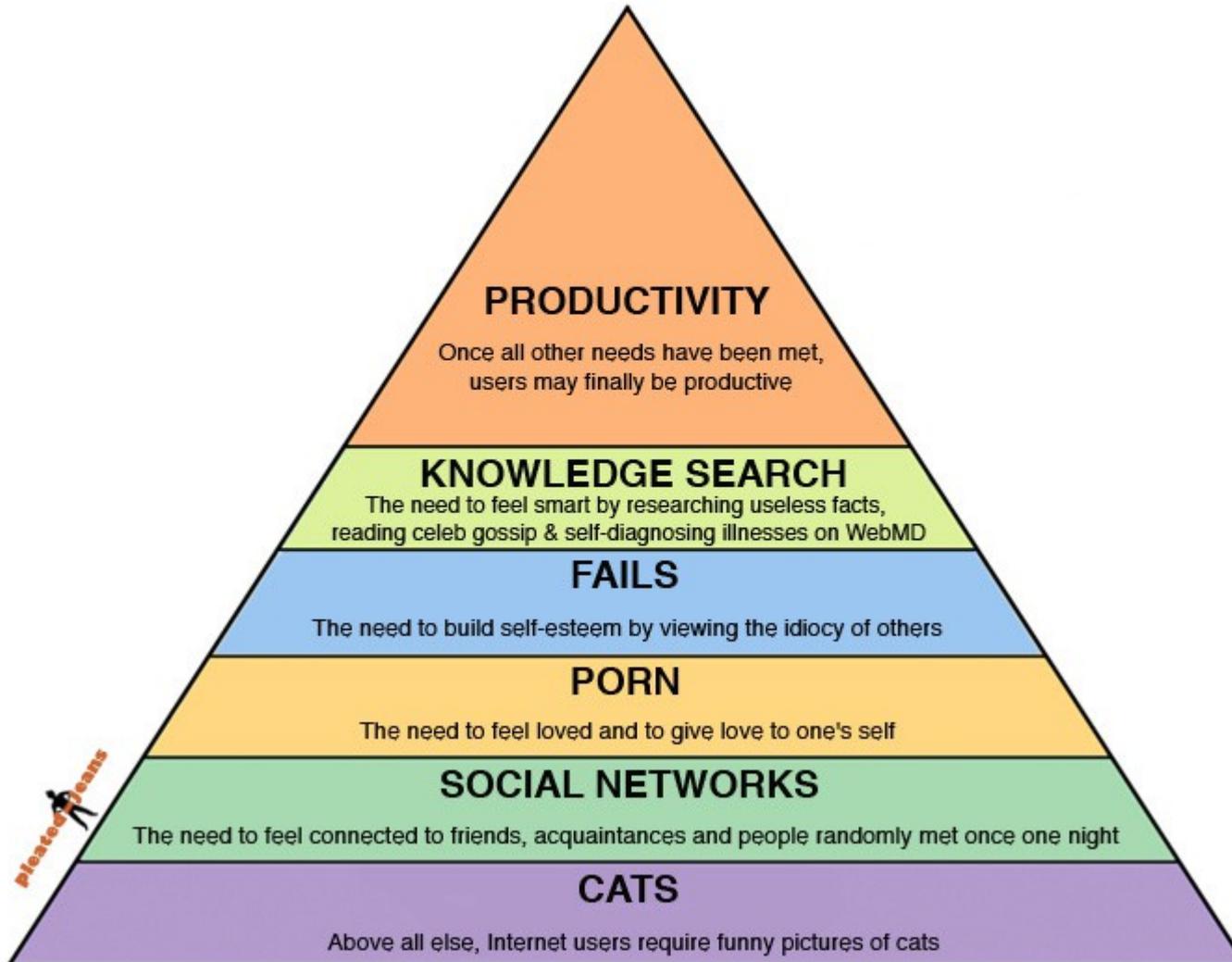
- ▶ Read
- ▶ Ads
- ▶ Speech
- ▶ Web pages
- ▶ Professionals
- ▶ Owning

Web 1.0

- ▶ Write
- ▶ Recommendations
- ▶ Conversation
- ▶ Web services
- ▶ Amateurs
- ▶ Sharing

Web 2.0

Maslow's Hierarchy of Internet Needs



▶ We use FB because of friends, fun, trivia, games... Everybody has their own FB. So which one is yours?

▶ And what about the way FB is used by your target audience?

Few Facebook facts



- ▶ Founded **2004**
- ▶ Translated in **80+** languages
- ▶ Around **1,5 billion active** users (more than 1,25 bilion on mobile)
- ▶ 936M logging **daily**
- ▶ Income Q4 2014: \$3,851 B
- ▶ Doubling the share on the on-line ads market every two years
- ▶ Share maximum price \$86

2004

1 million účtů

2007

50 milionů účtů

2010

500 milionů účtů

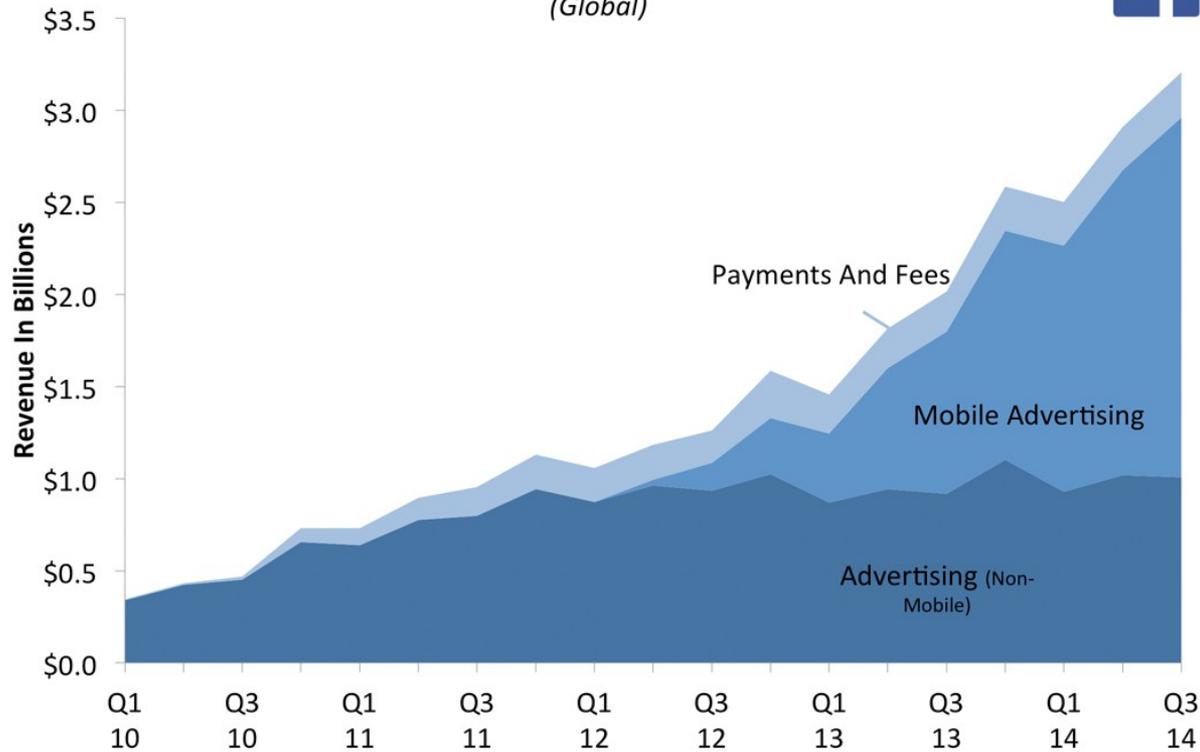
2013

>1 miliarda účtů

Says it all

Tech  Chart of the Day

Facebook Revenue By Segment (Global)



Source: Company Filings

BUSINESS INSIDER

BI INTELLIGENCE

Who is the FB user (CZ)

13 – 17 years: 9,4%

18 – 24 years: 25,4%

25 – 34 years: 28,2%

35 – 44 years: 19,9%

45 – 54 years: 9,2%

55+ years: 7,9%



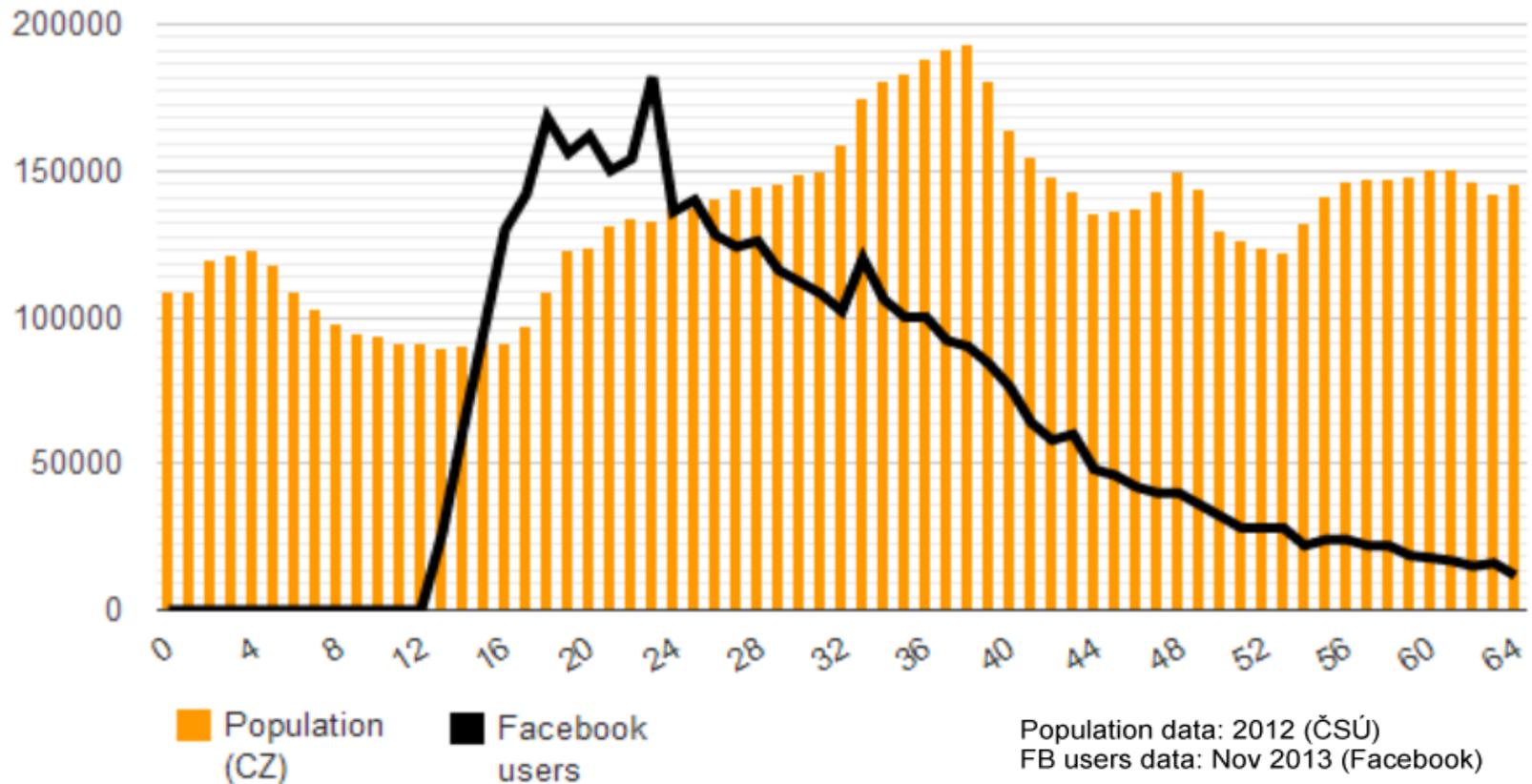
women : men

52,4 : 47,6

(source: SocialBakers, Dec 2014)

Facebook users, really?

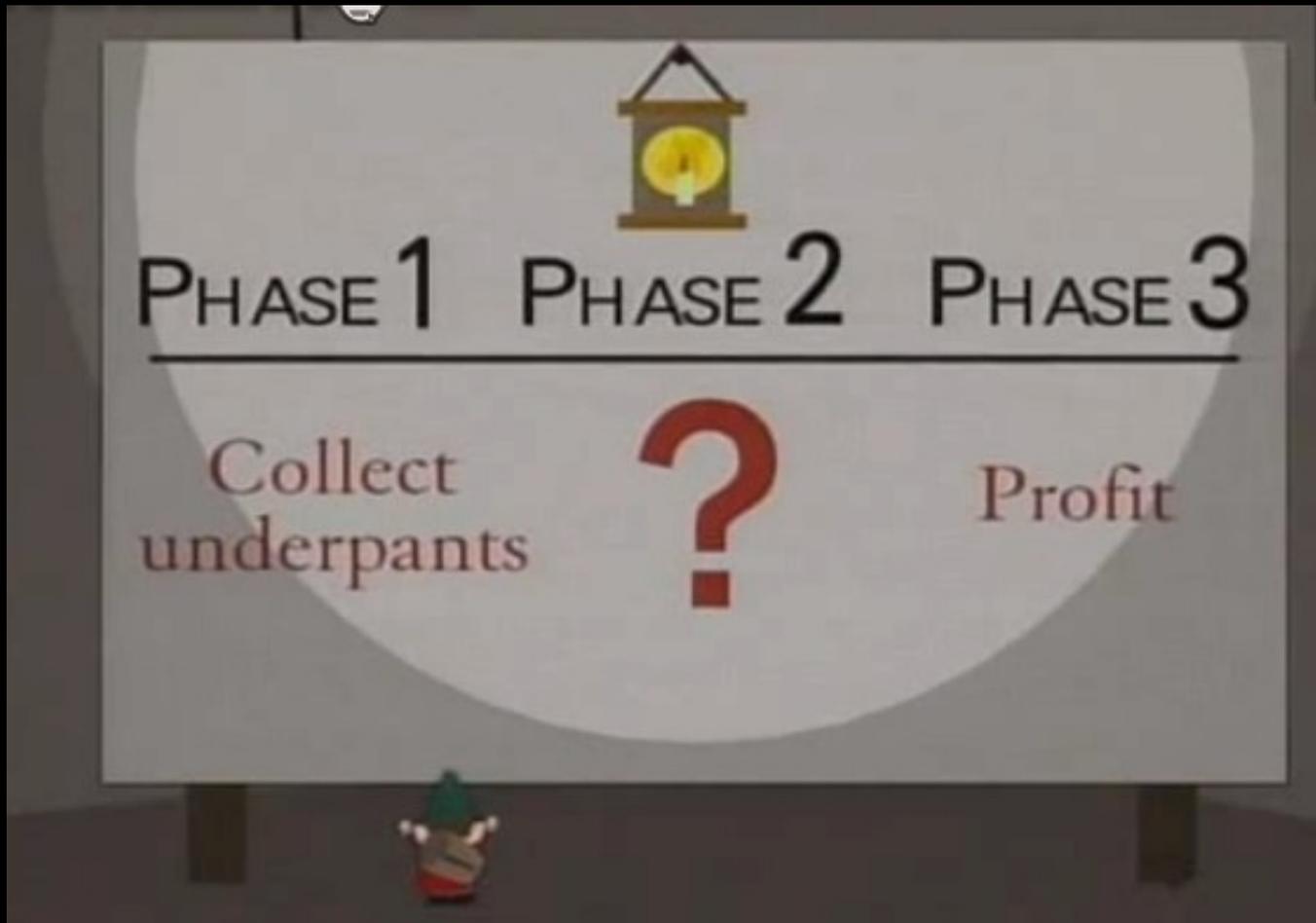
Facebook users vs. population (CZ)



Strategic thinking

- ▶ Define your **goals**
 - ▶ You want to **sell tickets**?
 - ▶ Pump up the **traffic** of your site?
 - ▶ Active **conversation**?
 - ▶ Hire **employees**?
- ▶ Look for “pirates” inside your inner circle and for influencers, people with wide existing social media following
- ▶ Settle the responsibility
- ▶ Do have a content plan that can be accessed / edited by everybody interested
- ▶ Think „presence“ not „campaign“





Way too many companies believe that social media = „collecting Facebook likes → profit“



Having external partners is not a crime, no! But...

Before you got bullshitted by self-proclaimed social media gurus, ask them:

- 1) How social media work for them?**
- 2) do they know your industry?**
- 3) what are their references?**
- 4) what would they do as a step one?**
- 5) what is their approach towards crisis communication?**

So called „zero variant“

- ▶ What happens when people look for you on FB?
 - ▶ Finding un-official pages?
 - ▶ Getting no replies?
 - ▶ Minimizing possible damages?
- ▶ Don't waste too much time with thinking about it. Basically anything will do. That's what most of you have anyway.
- ▶ Be fast to answer
- ▶ Doesn't make you really win, but the chances are you do not lose much.
- ▶ It's cheap.

2 basic options to win on FB

▶ 1) winning through **organic reach**

Takes a lot of time

You must know very well your target audience

You need Luck

In the end, it's not for free anyway

▶ 2) **performance model**

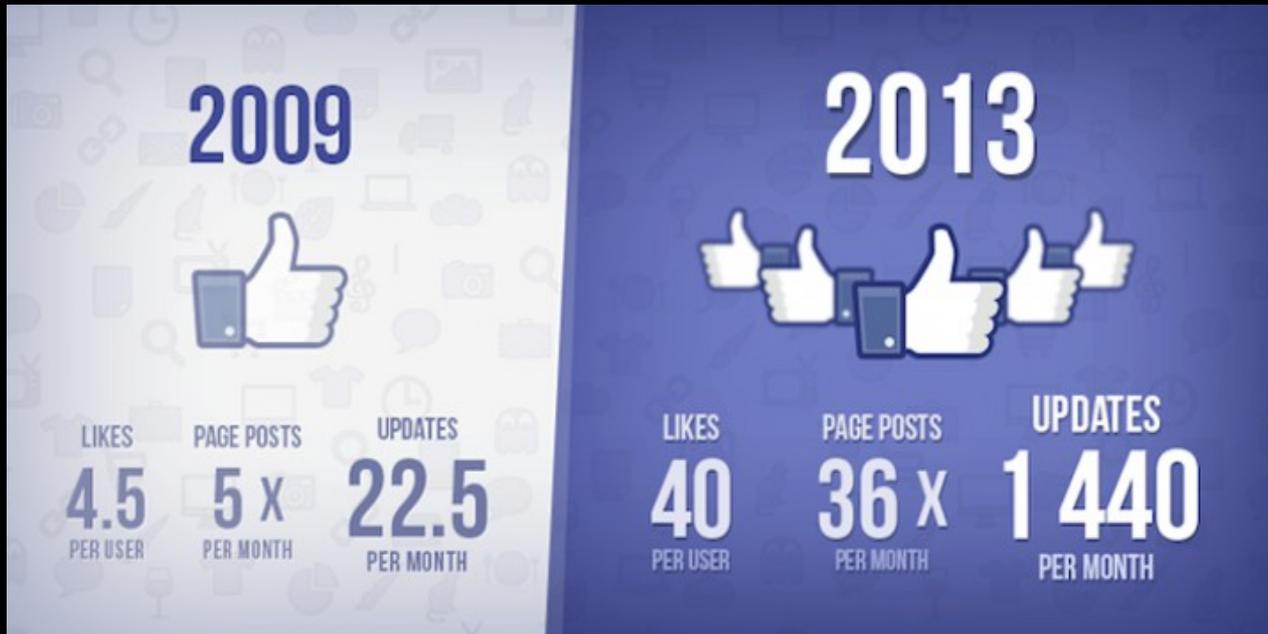
Based on paid reach

You have to learn about FB Ads & analytics

Outsourcing is less problem than in the organic way

It is harder to get noticed

- ▶ It is not because FB is evil



- ▶ How many pages YOU like?
- ▶ Do people see my posts?

4 organic reach ingredients

- ▶ Cool / humour part
- ▶ Care / useful part
- ▶ Trendsurfing
- ▶ Personality / uniqueness

Listen first – join the conversation – let people tell your story – promote and sell afterwards!



BMW Česká republika
Liked · 5 August

Fanoušci v Polsku poslali jednoduchý návod, jak si vypěstovat vlastní BMW – stačí pořádně zalévat 😊 (a zdá se, že v různých stádiích se mění i kola!)

Tag photo Add location Edit

Like · Comment · Share · Edit

2,157 people like this. Top Comments ·

770 shares

Jakub Žižka Jdu vyhrabat bednu ze starejma BMWčkama.. 2002 Turbo atd. 😊 Asi budu zahradník.
Unlike · Reply · 74 · 5 August at 12:55
4 Replies

Jakub Křenek KIA MOTORS Czech byla první 😊
<https://www.facebook.com/photo.php?fbid=10151708173933189&set=a.337404758188.156752.333677018188&type=1&theater>

Timeline Photos
Podívejte, jak si naše fanynka Kamila Hrubešová doma úspěšně vypěstovala Kiu Optimu 😊
bv: KIA MOTORS Czech

Write a comment...

Be cool – but connect it with your brand

Example: BMW – or Epic bus ad



Zachraňte Markétu



v sobotu
23. 11. 2013
UZAVŘENA



Moravská zemská knihovna

November 21, 2013

Zachraňte Markétu - sdílejte tento obrázek.

Markétin příběh:

Markéta přišla v sobotu 23. 11. 2013 do knihovny. Plánovala studovat jako každou sobotu ve 4. patře MZK. Když ale zabrala za dveře, zjistila, >>> že je knihovna zavřená <<<. To ji trochu naštvalo, nestačila se ale zlobit dlouho, protože v tu chvíli jí praštil do hlavy jeřáb, který zrovna vyměňoval prasklé okno v pátém poschodí knihovny.... [See More](#)

Like · Comment · Share

Soňa Příborská, Eva Víchová, [Top Comments](#) Jolana Navratilova and 68 others like this.

95 shares



Anna Ogrocká Tak to byste při té příležitosti na ta okna mohli konečně nalepit nějaké samolepky chránící ptáky před nárazem do skla. Abyste nemuseli odklízet z té červené stříšky mrtvé sýkorky.

[Like](#) · [Reply](#) · November 21, 2013 at 12:22pm · Edited



Write a comment...

Every status can be boring. Or not. This one says: Library is closed on Saturday.



KAPKY PROTI KAŠLI od nynějška k dispozici na pultu v 6. patře



Moravská zemská knihovna
November 22, 2013 · Edited ·

Dotaz čtenářky: Dnes, 14. 11. 2013 okolo 21. hodiny kašlal nějaký pán tak, že jsem to slyšela i přes špunty. Nešlo by s tím něco udělat? Děkuji.

Naše odpověď: Milá čtenářko, je nám moc líto, že Vám někdo takto narušil večerní studium v knihovně. Pokud se bude podobný příklad opakovat, tak od nynějška jsou v 6. patře u infopultu k dispozici kapky proti kašli, které si můžete zdarma vypůjčit v případě, že vás nebo někoho jiného trápí kašel. Doufáme, vám to v případě potíží pomůže.

<http://www.duha.mzk.cz/blog/splnena-prani-mzk>

Dodatek: Tak kapky se za pultem bohužel moc dlouho neohřály, ale na případné kašlaly tam čekají alespoň sladké hašlerky. — at Moravská zemská knihovna.

Like · Comment · Share

Hana Nemčičová and 281 others like this.

50 shares

Write a comment...



Having a great ad or contest is fine. Taking care of your clients 24/7 actually makes them satisfied.

Story: O2, KLM



Alza.cz

19 minutes ago

Porazíme dnes Slováky? Odpoveď budeme znáť již za pár hodin, ale pokud se nemáte jak do začátku zápasu zabavit, mrkněte sem <http://bit.ly/1cUZtn2> 😊

See translation



Alza.sk

4 minutes ago

Čo myslíte, porazíme dnes Čechov? Odpoveď sa dozvieme už za pár hodín. Ak by ste potrebovali predtým trošku rozptýlenia, kuknite sem: <http://bit.ly/1eMtUeS> 😊



Facebook is here and now – and this can be used for your own purpose. Memes? Hot news? Or just first snow in the city?

14. 2.

Tolik důvodů slavit!

1. koná se Mezinárodní den darování knih 
2. roku 1876 si Bell nechal patentovat telefon 
3. roku 1368 se narodil ZIKMUND (český král) 
4. roku 1919 se narodil ZIKMUND (český cestovatel) 
5. roku 2005 byl spuštěn You 

Vyberte si vy sami,
co chcete dnes oslavovat!



Moravská zemská knihovna

February 14

Je nám jasné, že na vás dnes ze všech stran tryskají srdíčka, ale my říkáme: VYBERTE SI VY SAMI, CO CHCETE DNES OSLAVOVAT! Důvodů je spousta:

14. 2. je International Book Giving Day - co takhle darovat knihu někomu blízkému, nebo zkrátka tomu, komu se bude hodit - více informací na: <https://tackk.com/ibgd>

14. 2. si Alexander Graham Bell nechal patentovat telefon - co si takhle v MZK půjčit nějak... [See More](#)

Like · Comment · Share

93 people like this.

Top Comments ▾

45 shares



Li Du Koukalová je tam chyba - to není Zikmund, ale Zmikund 😞

Like · Reply · 1 · February 14 at 8:32pm



Moravská zemská knihovna V opráscích určitě 😊

Like · February 14 at 9:27pm



Write a comment...



**You've heard 'think out of the box' thousand times.
But actually it does really work.**



Jaromír Jágr (Official)

Timeline

Now

✓ Liked



Jaromír Jágr (Official)

January 17

Ahoj HR. Dnes poprvé se hlásím z Dallasu a oficiálně už jako hráč místních STARS. Po 113 dnech nejistoty, dohadů a nespočetném množství mítinků jsme se konečně dočkali nové sezony NHL. A bude to úplně jiná než ty předchozí. Jen týden přípravy bez přípravného zápasu a zkrácená sezona na 48 zápasů bude podle mého více boj než hra. Nerozehranost a důležitost každého bodu to myslím ukáže. Po pohodě, kte...[See More](#)

[See Translation](#)

Like · Comment · Share

437

17,205 people like this.

[View previous comments](#)

2 of 3,146



Petr Jedlička Super nápad a super start v NHL . Jen tak dál

58 minutes ago · Like



Pettya Růžička Určitě je to skvělý nápad. spousta lidí nemá tu chuť o čem to je

58 minutes ago · Like



Write a comment...

People want to connect with other people. We have had enough of all the brand communication and we want something else.

Story: Makro Blogger, Vodafone Romania

People want to follow people

Ghita Ciobanul Timeline Recent Like

nu merea liftul o trebuit sa urc pe jos



Like · Comment · Share 10,906 232 39



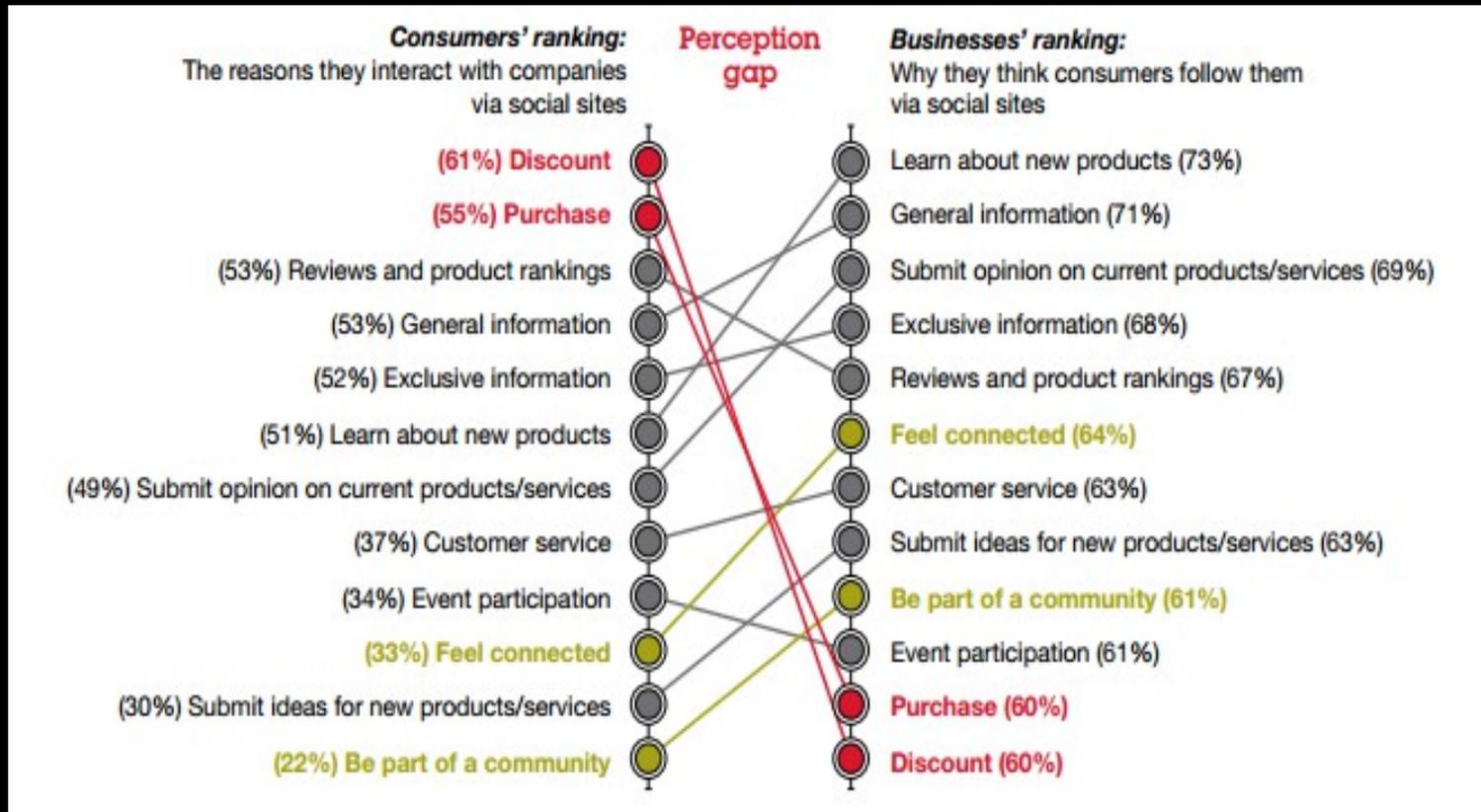
Like · Comment · Share 7,131 232 16

Ghita Ciobanul February 25

cine nu-i gata il iau cu lopata



What do they want?



Find out and deliver in time!

Personal profiles simply work

Jan Budař Timeline Recent

Add Friend Follow

Followed by 2,341 people

FRIENDS · 4,890 (23 Mutual)

Tento uživatel neodepisuje na zprávy.
Peter Pea

Jaroslav Faltus

Daniel Dočekal

Olga Zbránek Biernátová

Honza Šmikmátor

Jiri Honzirek

Ondřej Kobza

Jiri Hlavenka

Adéla Ježková

PHOTOS

Jan Budař
August 22 at 11:47am · Instagram · 🌐

Dnes solo koncert v #cafefara v Klentnici - krásná Pálava a krásný Budař. Od 20:00. [Www.cafefara.cz](http://www.cafefara.cz)

iPad 11:11
cafefara.cz

Kavárna Úbytování Kuchyně

CAFÉ FARA

JAN BUDAŘ

Osobitý umělec se představi v roli písničkáře, baviče a klaviristy.

Zobrazit mobilní verzi webu

5000 friends limit? So what. Turn on „Followers“. Much better reach than in case of Pages → Win

Groups can bring you A+ engagement

The screenshot shows the Facebook interface for a group named "Co čteme". The top navigation bar includes the Facebook logo, a search bar with "Co čteme", and user information for "Adam" with "Home 18". The left sidebar lists navigation options: "Adam Zbiejczuk", "Edit Profile", "FAVORITES" (News Feed, Messages, Events, Photos, Ads Manager, ROI Hunter, Saved), "PAGES" (BMW Česká rep..., Chci také Macl, Pages Feed, Like Pages, Create Page, Create Ad), and "GROUPS" (interni Business..., Staráme se o ma..., New Groups, Create Group). The main content area features a cover image with a quote: "We need to make books cool again. If you go home with somebody and they don't have books, don't fuck them." Below the cover is a navigation bar with "Discussion", "Members", "Events", "Photos", and "Files". A search bar for the group is also present. The post creation area includes "Write Post", "Add Photo / Video", "Ask Question", and "Add File". Below this is a "RECENT ACTIVITY" section with a post by "Jane Tejero" from 9 hours ago, asking for recommendations on film adaptations of books. The right sidebar shows "MEMBERS" (19,992 members, 397 new), "Add People to Group", "Invite by Email", "DESCRIPTION" (Zde můžete sdílet své čtenářské zážitky - co ...), and "CREATE NEW GROUPS".

Using Facebook for discussions? Not really on Pages. Groups give you the true discussion and there are surely many film groups out there, very active. Create your own or join existing.

Use money – use it wisely



Why FB Ads are super cool

- ▶ Not every ad is viral
- ▶ Most of them is not – and it doesn't mean it doesn't work
- ▶ Do not pay for fans – pay for real actions
- ▶ You don't invest in a channel because it's cheap, but because it's efficient

- ▶ You can target through interests, e-mails, phone numbers, website visitors, lookalike audience and more
- ▶ Create mobile ads, use local awareness (where possible)
- ▶ Use Power Editor

Youtubers – the Beatlemania of now

- ▶ 5 of 5 most influential celebrities for age group 13-18 in USA? Vloggers!
- ▶ Do you know people such as Bethany Mota, Smosh, Ryan Higa, PewDiePie?
- ▶ There are local stars too. The chance is they actually do like movies, don't they?
- ▶ Meet&Greet event that can bring thousands of fans? No problem. Check this – and we're a small country :)

- ▶ What are you waiting for?

Listen to Gary!



THE THANK YOU ECONOMY

gary vay•ner•chuk

Author of the New York Times Bestseller Crush It!

gary vay•ner•chuk

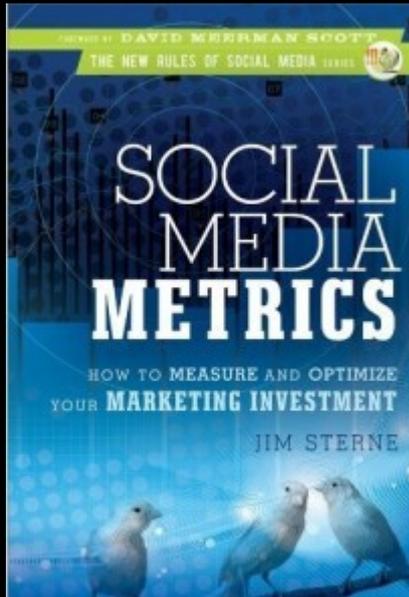
WHY NOW IS THE TIME TO

CRUSH IT!

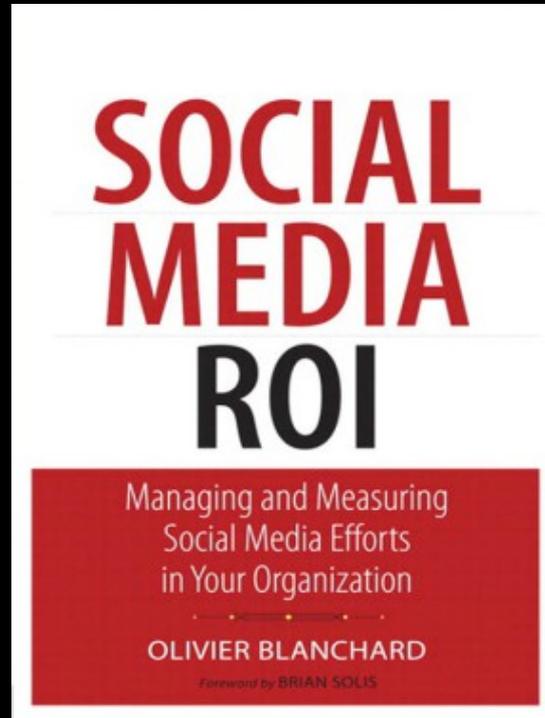
CASH IN ON YOUR PASSION

"Big, borrow, and steal to learn the hustle and techniques that helped him build a \$50-million business and reinvent the rules on his own terms." —TIM FERRISS, #1 New York Times best selling author of **THE 4-HOUR WORKWEEK**

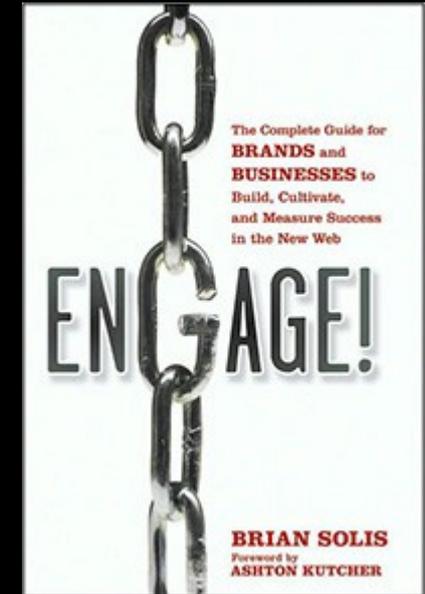
Books – feed your head



**Jim Sterne:
Social Media
Metrics**



**Olivier
Blanchard:
Social Media
ROI**



**Brian Solis:
Engage**

Thanks! Let me help you more :)

<http://www.zbiejczuk.com>

<http://www.influencer.cz>

<http://www.babelguide.com>

adam@zbiejczuk.com

Just look for „zbiejczuk“

