

# Websites & Social Media: The smart way

**Adam Fuller**

**Corporate Communication, SRP**

**Ed Baker**

**Internet Communications, SRP**

# Pitfall 1: Missing the freebies

- 1. Use free business listings (Google, Bing)**
- 2. Embrace review sites (i.e. Yelp)**
- 3. Take what they give you.**
- 4. Request advice**

# Pitfall 1: Missing the freebies

Overview Be found Connect with customers Manage easily FAQ [Get on Google](#)

## Get your business on Google for free

**New** – Google My Business connects you directly with customers, whether they're looking for you on Search, Maps or Google+.

[Get on Google](#)

The image shows a tablet on the left displaying the Google My Business mobile app interface with a 'g+' logo. To its right is a desktop browser window showing search results for 'Dunkin' Donuts' in San Francisco, CA, with a magnifying glass icon below it.

Google

Bing

bing places for business

## Get Online Customers for Your Business

Add your business to Bing for free and help online customers discover your business

[GET STARTED](#)


Add your business to Bing in 3 easy steps

The image shows a woman with short blonde hair, wearing a red floral shirt, smiling in a cafe or grocery store setting. She is holding a tablet. The background shows shelves with products and other people in the store.

# Pitfall 2: Overcomplicating it

- 1. Avoid “expert” shellshock**
- 2. Don’t get oversold**
- 3. Toss the “I can’t.” You can.**
- 4. Don’t create more than you need. Provide the basics**

# Pitfall 2: Overcomplicating it



ESTIMATED PRICE:  
**\$1875 to \$3750**

START YOUR PROJECT NOW

THE NEW WAY TO WATCH TV p.138  
THE COOLEST GADGET PROTOTYPES OF ALL TIME! p.128  
THE MOST TOXIC TOWN IN AMERICA p.152

# WIRED

# The Web is dead.

## Millennials and Their Money: Here Are the Factors That Drive Gen Y to Buy

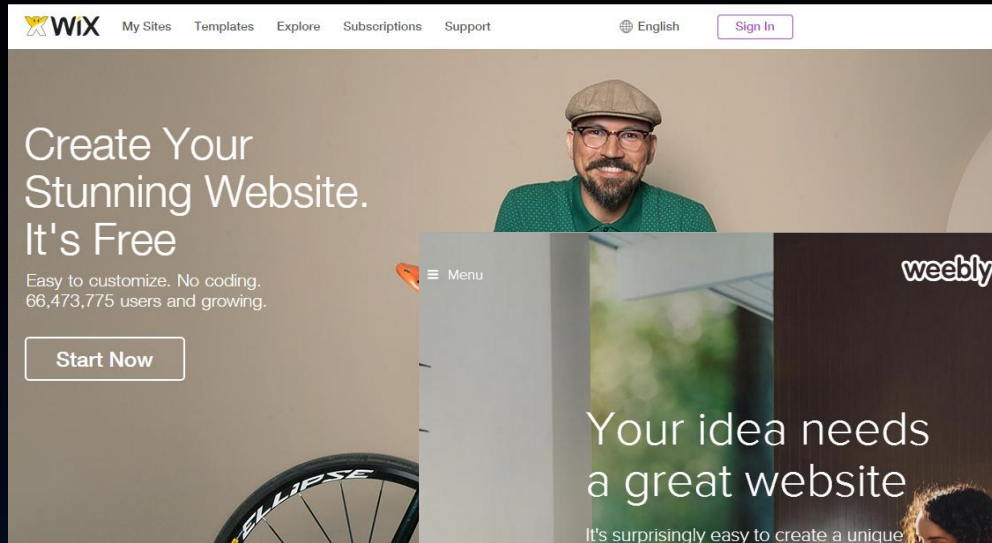
Hal Bunderick | \*Follow Jan 21, 2015 7:00 AM EST

Twitter Facebook LinkedIn Tumblr Email



NEW YORK (MainStreet) — Edging perilously close to their mid-30s, the oldest Millennials are getting dangerously close to joining "The Establishment." They are taking their rightful place in the workforce, no longer the young interns or fresh-faced rank-and-file, but increasingly taking charge as the boss. And though it seems that Gen Y is perhaps the most-researched demographic

# Pitfall 2: Overcomplicating it




Wix My Sites Templates Explore Subscriptions Support English Sign In

Create Your Stunning Website. It's Free

Easy to customize. No coding. 66,473,775 users and growing.

Start Now

The Wix homepage features a navigation bar with links for 'My Sites', 'Templates', 'Explore', 'Subscriptions', and 'Support', along with a language selector for 'English' and a 'Sign In' button. The main headline reads 'Create Your Stunning Website. It's Free' with a sub-headline 'Easy to customize. No coding. 66,473,775 users and growing.' and a prominent 'Start Now' button. The background shows a man in a green shirt and a bicycle wheel.



weebly

Menu

Your idea needs a great website

It's surprisingly easy to create a unique website, blog or online store

See how it works

The Weebly homepage has a dark background with a woman sitting on a chair. It includes a 'Menu' button, the Weebly logo, and the headline 'Your idea needs a great website'. Below this is the text 'It's surprisingly easy to create a unique website, blog or online store' and a play button icon with the text 'See how it works'. A 'Sign Up Free' button is visible at the top right of the main content area.



WordPress.com Log In

Sign Up Free

Create your new website for free

WordPress.com is the best place for your personal blog or business site.

Create Blog Create Website

Ready for mobile  
Download the iOS or Android app

Freshly Pressed  
Strong voices from around the world

Hundreds of designs  
Find your unique style

Need more reasons?

The WordPress.com homepage features a blue header with the WordPress logo and 'WordPress.com' text, and a 'Log In' button. The main headline is 'Create your new website for free' with the sub-headline 'WordPress.com is the best place for your personal blog or business site.' Below this are two large blue buttons: 'Create Blog' and 'Create Website'. At the bottom, there are three icons with text: 'Ready for mobile' (with a sub-link to download the app), 'Freshly Pressed' (with the text 'Strong voices from around the world'), and 'Hundreds of designs' (with the text 'Find your unique style'). A 'Need more reasons?' link with a downward arrow is at the very bottom.

# Pitfall 3: It's so generic ...

- 1. Invest in your photography**
- 2. Have a voice. Be you!**
- 3. Keep your writing succinct;  
have your work reviewed**
- 4. Make interacting with you easy**

# Pitfall 3: It's so generic ...



**SeanConnery.com** June 11, 2015

[biography](#) ▫ [filmography](#) ▫ [links](#) ▫ [micheline's gallery](#)

**Thank you for visiting my personal website**

Your [comments](#) and suggestions are greatly appreciated, and will be invaluable as we continue to develop and enhance the site.

I would like to [thank the many people](#) who have helped build the website, and I would especially like to thank my wife Micheline for sharing her artwork. I encourage you to spend some time in [Micheline's Gallery](#) and enjoy her work.

With your help and support, I will continue to develop this non-commercial website and provide you with electronic greeting cards, wallpapers, and insider information about my career. But I would like you to do something for me in return - I would request that you help me to help others. You can visit the [Patronage](#) section of this site to find out more about the charities that are very important to me: education, culture, and Scotland. Please help if you can.

**screen saver**  
Download your "Bond" theme screensaver for Windows 95 or above.  
  
[Click here to download](#)

**See if you can spot young Connery in this picture!**  
Click on the image to get a good close look and make your guess.  


**postcards**  
  
Got something to say?  
[Send an official Sean Connery ePostcard!](#)

[Link to This Site](#)

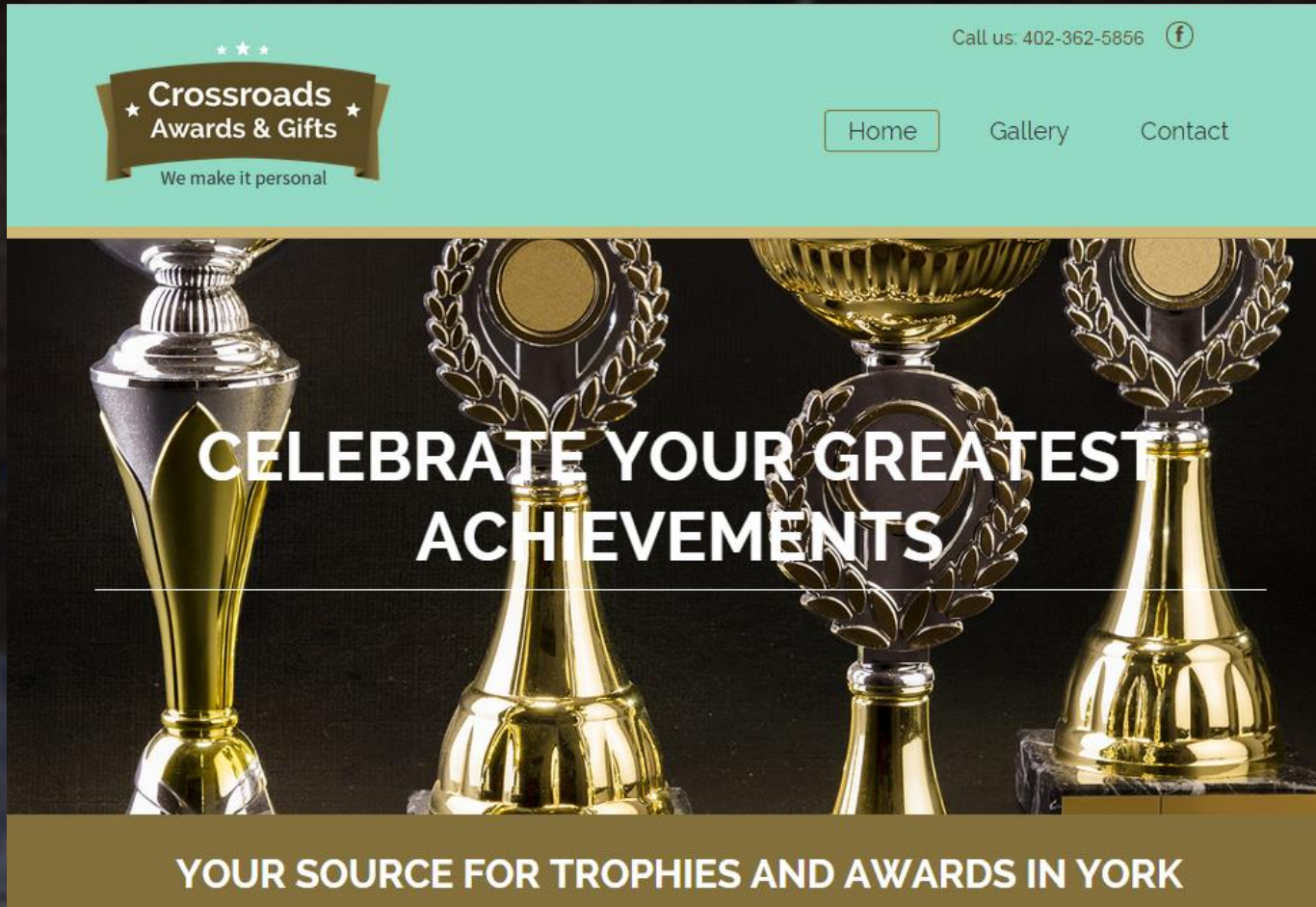
[Site Credit](#) | [Privacy Policy](#) | [Biography](#) | [Filmography](#) | [Patronage](#) | [Micheline's Gallery](#) | [Postcards](#)

© 2002 - 2015 SeanConnery.com. All rights reserved.

Past



# Pitfall 3: It's so generic ...



**Present**

SRP Marketing Summit – June 11, 2015

# Pitfall 3: It's so generic ...

**Gila River Water Storage**

ARIZONA WATER LAW ▾ GRWS ADVANTAGES ▾ GET WATER ▾ ABOUT ▾ CONTACT US 🔍

## WATER FOR HOMES

Planned subdivisions can lock in supplies now. [See how.](#)

Gila River Water Storage provides renewable water supplies for residential, commercial and industrial development, as well as municipalities seeking additional supplies, in central Arizona.

- RESIDENTIAL**  
Lock in water supplies for planned subdivisions in central Arizona. [Learn more +](#)
- INDUSTRIAL**  
Renewable supplies for commercial and industrial needs, ready where you are. [Learn more +](#)
- MUNICIPAL**  
Boost assured water supplies at the local level to meet expected growth. [Learn more +](#)
- ABOUT GRWS**  
Learn about this unique partnership for Arizona's future. [Learn more +](#)

**Gila River Water Storage**

## Water for residential developments

Gila River Water Storage provides renewable water supplies for residential, commercial and industrial development, as well as municipalities seeking additional supplies, in central Arizona.

What are you interested in?

- Water for residential developments
- Water for industrial developments
- Enhancing municipal water supplies
- More information about GRWS

Complex organizations use a similar approach

# Pitfall 4: Letting it be

1. Consider a blog component
2. Respond to comments
3. Don't let things get dated
4. Consider promotions or deals

# Four website takeaways

1. **Take what's given to you**
2. **K.I.S...S. – Keep it simple ... to start**
3. **Focus on what matters**
4. **Emulate what works**

# SM Pitfall 1: No strategy

1. Listen
2. Monitor competition
3. Create content buckets

# Tweetdeck and social searches


The screenshot displays a Twitter Tweetdeck interface with four columns of tweets. The interface includes a navigation sidebar on the left with icons for home, search, mentions, and direct messages. The main content area is divided into four columns, each with a header and a list of tweets.

- Column 1: @ Mentions**
  - Tory LaPrath @ToryLa...** 1d: Power is out! Good thing it's not over 100 or anything... @SRPconnect [pic.twitter.com/y1FvJfTkY0](http://pic.twitter.com/y1FvJfTkY0) Open
  - FOX 10 Phoenix @FO...** 2d: UPDATE: Power back on in Mesa, per @SRPconnect [myaccount.srpnet.com/MyAccount/Outa...](http://myaccount.srpnet.com/MyAccount/Outa...)
  - BiPoLaR BeAuTy :(** ... 2d: @SRPconnect @JRFox10 @FOX10Phoenix I just went grocery shopping yesterday, my fridge is already getting warm now! Any reimbursements????
- Column 2: SRP OR "Salt Riv..."**
  - Starburch @dougducey** @... 2h: Have you read his remarks? If not, I'd encourage you to before criticizing: [azgovernor.gov/governor/news/...](http://azgovernor.gov/governor/news/)
  - Social In Scottsdale ...** 2h: SRP to offer text, social media tools to alert customers [dld.bz/dGnhA](http://dld.bz/dGnhA) Open
  - PROTECT @PROTEC...** 2h: PROTECT co-sponsored the first Social Science-Environmental Health Interdisciplinary Collaborations Conference [ow.ly/O96SN](http://ow.ly/O96SN) Open
  - Anticipate Media @A...** 2h: @pjov ah you have the Rennaat! IR pollution but work well. SRP's has better color and a CP but heavier. I've tested them all except Polar
  - Anticipate Media @A...** 2h: ...
- Column 3: Utilities @SRPconnect**
  - Platts Power @PlattsP...** 8s: BBC News -- #BP: Demand for energy 'slowing' - [ow.ly/O9s1V](http://ow.ly/O9s1V) -- #BPStats Open
  - MLGW @MLGW** 1m: After Hours: You cannot report outages via Twitter. Call 544-6500 to report it. Check outage map or apps for status updates. Open
  - MLGW @MLGW** 5m: Have a great evening, everyone! Open
  - SWEPCO News @S...** 5m: Have an older parent who needs help remembering to pay electric bill? Sign up for text, email reminders. [ow.ly/O9qMz](http://ow.ly/O9qMz) Open
  - Platts Power @Platts...** 7m: BBC News -- #UN climate conference: Silence over #emissions targets - [ow.ly/O9r3d](http://ow.ly/O9r3d) Open
  - BC Hydro Power S...** 8m: We started with 32, and we're down to 16. Vote in
- Column 4: Phoenix Media @S...**
  - Arizona News @Ariz...** 53s: AP U.S. Headlines: The Latest on pool incident: Teen's lawyer considers options [apne.ws/1QN0wZR](http://apne.ws/1QN0wZR) Open
  - PBJ PHX Business Jour...** 1m: @GlendaleAZ may vote to ditch @ArizonaCoyotes arena deal -- [bizj.us/1hswyt](http://bizj.us/1hswyt) [pic.twitter.com/EzFsTqG18W](http://pic.twitter.com/EzFsTqG18W) Open
  - PhoenixNewTimes ...** 1m: Alien abductions could be all mental. But does that make them any less scary? [ow.ly/O91G1](http://ow.ly/O91G1) [pic.twitter.com/VH8OVxgnaX](http://pic.twitter.com/VH8OVxgnaX) Open
  - Arizona News @Ariz...** 1m: AP 45: Arizona Day

## SM Pitfall 2: Overdoing it


1. Don't force it
2. Big wins
3. Get creative and have fun

# Finding the fun




**Mike Moulton**  
@mmoulton

@SRPconnect what are these on the HV lines at Gilbert and Ocotillo?




**Salt River Project**  
@SRPconnect

Guessing game: What are these things hanging from our power lines?



**Salt River Project**  
@SRPconnect

@mmoulton Hey, Mike - We liked your question so much, we put together a blog post with more info: [srpconnect.com/bird-flight-di...](http://srpconnect.com/bird-flight-di...) Thanks again!




**WHAT'S THE DEAL WITH THOSE SMALL SQUARES ON POWER LINES?**

Posted on June 2, 2015 by SRPconnect



**Salt River Project**  
@SRPconnect

@mmoulton are bird flight diverters installed around lines in the area.



**Sarah Moulton**  
@MommaLostOne

Cool answer to an innocent question from our kids that @mmoulton couldn't answer.



They're called bird flight diverters, and they help birds steer clear of power lines.



## SM Pitfall 3: Always be selling

- 1. Focus on the audience**
- 2. Provide value**
- 3. Drive engagement**

# Caring is sharing...relevant content

 **Salt River Project** via **azcentral**  
May 7 · 🌐

Passing along this safety reminder as we head into summer. Please be safe when you're out in the heat, and never leave children or pets unattended in vehicles.



**Arizona warning: Double-check for kids in cars, things heat up quickly**  
The Child Safety Department urges a "double check" so kids aren't left in hot cars.  
[AZCENTRAL.COM](http://AZCENTRAL.COM)

Like · Comment · Share

👍 60 people like this.

➦ 41 shares

SRP Marketing Summit – June 11, 2015

# SM Pitfall 4: The wrong metrics

- 1. Set social media goals**
- 2. Quality > Quantity**
- 3. Track sentiment**

# FB Insights and engagement metrics

The image is a screenshot of the Facebook page for the Salt River Project. At the top, the page name "Salt River Project" is displayed twice. Below this, a navigation bar contains several tabs: "Page", "Messages", "Notifications", "Insights", and "Publishing Tools". The "Insights" tab is highlighted with a red rectangular box, and a red arrow points from the bottom of the box towards the center of the page. Below the navigation bar is a large banner image of a night sky with stars and trees. In the bottom left corner of the banner, there is a profile picture of a white hard hat with the SRP logo. To the right of the profile picture, the text "Salt River Project" and "Public Utility · Workplace & Office" is visible. Further right, there are buttons for "Create Call to Action", "Message", and a three-dot menu icon. At the bottom of the page, there is another navigation bar with tabs for "Timeline", "About", "Photos", "Likes", and "More".

# Three big social media takeaways

- 1. Take the time to listen**
- 2. Identify content buckets**
- 3. Be human, have fun**