Final Transcript

HUD-US DEPT OF HOUSING & URBAN DEVELOPMENT: Maintaining Your Social Media

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SPEAKERS

Virginia Holman
Jerrold Mayer
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PRESENTATION

Moderator   Ladies and gentlemen, thank you for standing by and welcome to

Maintaining Your Social Media. At this time, all participants are in a

listen-only mode. Later, we will conduct a question and answer session.

[Operator instructions]. As a reminder, this conference is being recorded.

I'd now like to turn the conference over to our host, Ms. Virginia Holman.

Please go ahead.

Virginia   Alright, thank you. Good morning or good afternoon, depending on where

you are, and welcome to the second webinar in the series on Learning

How to Use Social Media. Before I turn it over to our presenters, I would

like to go over some logistics.

As the operator said, the audio is being recorded. We will be providing a

playback number along with the PowerPoint and a written transcript. In

about a week, they'll be posted on HUD Exchange on our webinar

archives page, so watch for that.

All your lines are muted. This morning, I did send out the PowerPoint,

and it's also available in the Control Panel as a handout, if you want to go

ahead and download it now. But, as I said, it will also be available in our

archives.

There are going to be a few polling questions, so please respond to them

so that we get the important feedback from you on these questions.

At the end, we will have a question and answer session, and at that point

the operator will explain to you how to ask your questions. There's a

couple of other ways to ask your questions, as your questions are very

important to us. Again, on the panel on the right-hand side of your screen, there is a box labelled questions. If you would just write your question in there, we have staff that are monitoring those questions to try to get you the answers.

If after the webinar is over, or at any point in the future when you have a question on this or any other topic, just please send it to housing.counseling@HUD.gov, and put the topic in the subject line so that we can get it to the right person.

Should we open all the lines, please be sure and mute your phones. I don't think we're going to do that today, but it's always a possibility.

There's going to be a brief survey launched at the end of the webinar, so again, please answer those questions. We're always improving our delivery and our planning of our webinars, so your input is very important to us.

You will also be getting an email in about 24 to 48 hours from GoToWebinar, which is a thank you for attending, and it's going to say, "This is your Certificate of Training." Please realize that there is no

attachment. Your certificate is, in fact, just that email, so print it out and save it for your records.

As I said, this is going to be posted in our archives section, and you'll be able to get credit for viewing those webinars in the archives section. It's really easy to do, you just open the webinar you want to look at and click on the Get Credit, so go ahead and do that, or it's also useful for your staff.

At this point, I'd like to turn it over to Jerry Mayer, who's the Director of Outreach and Capacity Building for the Office of Housing Counseling. Jerry?

Jerry   Thank you, Ginger. Good morning to everyone, and welcome to today's webinar. Last week, we learned how housing counseling agencies can use social media to accomplish their missions and connect their clients in their communities. We also learned how important it is for housing counseling agencies to maintain their social media presence.

Today's training will provide an opportunity for a deeper dive into the social media conversation and introduce us to strategies and analytics that

housing counseling agencies can use to successfully communicate with clients on social media.

Today's webinar will also help counselors understand and navigate the world of social media and promote the important work that housing counselors do every day in communities around the nation.

I'm pleased to introduce, once again, Kevin Michaels of CMR, who will be leading today's webinar. Without further ado, take it away, Kevin.

Kevin   Alright. Thanks so much, Jerry, and thank you, everyone who is in attendance here at this webinar. First, I'd like to start with going over today's agenda.

The first thing we'll do is go over our goals and our desired outcomes for this webinar, then we'll do a brief review from last week's webinar in case any of you weren't in attendance. After that, we'll take a deeper dive into creating content for your agency's social channels. After that, we'll take a look at understanding your analytics to measure the effectiveness of that content you're creating. Then last, we'll open up the floor to any questions that you may have.

Our goals for today's webinar are to establish and strengthen our digital and social media presence for your agency. We'd also like to broaden our conversation to reach all consumer stakeholders that we provide services to. Last, we want to arm you all with the tools to win on social media.

In the end, what we want to do is help you increase consumer engagement and awareness of HCA services. We also want to increase consumer buy-in and trust for HCAs and HUD-approved housing counseling. Ultimately, we want to increase the number of consumers who use HUD-approved HCAs.

To whom will you all be talking to on social media? Consumers, of course. But specifically, we're talking to renters, first-time homebuyers, homeowners in default or facing foreclosure, reverse mortgagers, and also existing homeowners.

Why will social media be an effective communication tool? It'll be the tool for a number of reasons. First, it's a way to meet the consumers where they are. We all know that most, if not all consumers, engage on social media in some way, especially consumers that are currently renting and are looking to buy their first home.

Next, there are no barriers to enter with social media. Social media is one of the easiest communication channels to launch from scratch. It also builds relationships and trust with consumers. When you have more opportunities to connect and converse, trust and relationships are built and strengthened. Social also helps to increase recognition of HUD-approved housing counseling. It makes HCAs more accessible to consumers, and it also makes HCAs more familiar to existing clients.

Next, social media is a really cost-effective way to disseminate information. Social media is actually cheaper than any form of advertising today. It's one of the only channels that allows an organization to reach over 1,000 people for less than $3. It's also really nice because with social media you're able to share information more quickly than traditional forms of advertising. Last, homebuyers are searching online.

Let's go over a few ways to help you get the conversation started on social media. Overall, you want to work on creating content that will resonate with each of the housing consumer groups, from homeowners to renters. Be sure to give enough information to pique the consumer's interest and encourage them to contact your agency to learn more.

Some ideas to get you started include helping consumers know how to navigate the homebuying process. Sharing this type of content will help to solidify your agency as a trusted resource for homebuying decisions. You can also help consumers understand their rights as a renter; so you could reinforce the Fair Housing Act, you could help tenants understand their rights in your community, you can also help tenants understand their security deposit and the like.

You can also help consumers to better understand the reverse mortgage process and when to consider a reverse mortgage. What questions should they ask themselves? What will they need in place to begin the process?

You could also consider sharing solid practices that will help consumers avoid default, or worse, foreclosure. Encourage consumers to contact your agency before it's too late.

Next, you could post fun and informative money management tips and tricks. You could also outline everyday ways consumers can help improve their credit score rating. Be sure to share information, also, about upcoming workshops and events your agency is hosting or involved with.

Also, don't forget to think about your community. Some additional ideas to build on would be sharing information from partnering lenders or real estate professionals, and reiterate the collaboration and our vow to make home happen. You can also share about what's happening in your community, to show you're engaged and that the market is valuable. So you could talk about new parks opening up, any awards for local schools, new transportation options, new employers opening doors, etc.

Also, you can help keep the community abreast of current or seasonal events, such as around the New Year when consumers are making resolutions you can post frequently about budgeting, or around spring you can post about cleaning and general upkeep for homeowners.

Last, and this is a big one, creating and sharing user testimonials. Consumers are more engaged in stories that are relatable to their own lives.

In case you weren't in attendance in last week's webinar, we'll cover a quick recap of ways to share your ideas on social media. First and most impactful, you can create your own content. This could be anything from taking pictures of agency happenings, to crafting a consumer success

story. A great way to do this is to pull information from your existing

marketing materials as well. Not only is it easier than starting from

scratch, but will also keep your marketing consistent.

Second, you can curate content from like-minded and trusted

organizations. This is a great way to keep social channels current should

you not have the time to create your own content. Some examples include

community resources such as chambers of commerce and city hall, articles

and blogs from housing industry influences that aren't competitive, and

also articles from top news sources.

Lastly, a really great resource for finding content is HUD. HUD shares all

sorts of relevant to consumer information, such as videos, blog posts and

articles from *The Bridge,* and many more.

Last time, we reinforced the ways in which you can be effective on social

media. Both learning and listening are key to winning on social media.

Ensure you take the time to learn how social media works. Use it often,

and pay attention to new features and functionality.

Also, listen to what consumers are saying on social media. Follow other like-minded accounts and see what their followers are curious about. It's also important to ensure you're posting a good variety of content on your social channels. A good variety on a social media page helps keep things fresh, interesting, engaging, and ultimately attracts new followers. And, always, always, always track and measure everything. But more on social media analytics in a few slides.

Lastly, when creating content, be sure to establish a conversational and friendly tone. This tone will invite consumers into your social media presence and encourage them to join the conversation.

That brings us to our first polling question. True or false: It is okay to add humor into social media content. Okay, great. It's overwhelmingly true. You are all correct, for sure. So, we'll go right into the next slide here and help you understand how you can balance that humor with professionalism.

The key to establishing a conversational and friendly tone on social media is to blend personal and professional styles of writing. For example, sharing personal examples and interests from your agency staff will

always pique consumer interest. A strictly professional tone would read,

"Kevin is the Digital Manager for Creative Marketing Resources" with a

picture like you see here.

While a blended tone could read something like, "Kevin is the Digital

Manager for Creative Marketing Resources. He enjoys smelling fake

flowers. What he lacks in botany skills he makes up for in social media

webinars, you all hope." While this may be a little too personal, it should

help give you an idea. All in all, blending your unique personality with

professionalism builds trust and encourages consumers to engage with you

on social media.

Now that we've looked at a few ways to get the conversation started with

a friendly and conversational tone, it's time to explore how you measure

the effectiveness by understanding your analytics. We'll first look at

understanding your Facebook analytics, but let's start by defining a few

key terms. Some of you may know some of these, and some of these may

be new.

First off, we have fans, and those are the people that like your social media

page. We also have impressions, which is the number of times a post from

your page is displayed, whether the post is clicked or not, but please be

aware that people may see multiple impressions of the same post. For

example, seeing a post in your news feed and again when a friend shares

the same post.

Next, we'll talk about reach versus paid reach. Organic reach is the

number of unique people who saw activity about your page, and paid

reach is the number of unique individuals who saw a post through a paid

source like a promoted post.

Next, engagements and engagement rates. Engagement is the number of

unique people who liked, commented, shared, or clicked on your post.

Engagement rate is the percentage of people who liked, commented,

shared, or clicked on your post after seeing the post on Facebook.

Page admin and page roles. The admin is actually the highest role

possible on a page. Being an admin allows you to change how the page

looks and access all functionality. There's a few different roles when it

comes to Facebook management. There's five different roles for people

who help manage them. There's the admin, there's the editor, there's a

moderator, advertiser, and analyst.

Please note, roles are assigned to personal Facebook accounts. However, the person managing the page will not be made public unless that person chooses to do so.

Lastly, we'll talk about click-through rates, or CTRs. This is the percentage of times people saw your post and performed a click, such as a link click, a photo zoom, a video view, etc., and it's calculated as clicks divided by number of impressions.

Now we'll look at accessing your Facebook analytics. You can find your Facebook analytics by visiting your Facebook page. Once on your page, click on the Insights tab, as you'll see in the screenshot shown here. Once you're on your Facebook Insights page, there are a multitude of categorical analytics. You'll find each of these categories on the left-hand menu bar, as you see here.

There are many categories, but today we'll discuss a few key ones. We'll talk about Likes, Reach, Posts, and People. We'll also define what each of these categories are telling you in terms of Facebook comments, so let's jump right in.

Here you see the Likes or Fans tab of your Facebook Insights. This

category gives you a nice, holistic view, meaning you're able to step back

and take a broad view of your follower growth or decay over time. Pay

careful attention to search points and rapid changes, then look back at your

content during that time period and understand what caused these surges.

Then double down with the new content in the same realm.

You can also set a variable date range. That means that you're able to

select any date range and generate a graph of fan change. You can take a

look at a long date range and get a really broad view, which allows you to

analyze follower growth quarterly and annually, for example. You can

also look at a short date range and a really focused view, allowing you to

analyze follower growth perhaps surrounding an important event or

milestone for your agency.

Here you see the Reach tab of your Facebook Insights. Here you can learn

things such as your post-reach, or the number of people your post was

served to, broken down by paid and organic reach; your likes, comments,

and shares, or the positive engagement that helps you reach more people;

and also your total reach, or the number of people who were served any

activity from your page. This is similar to post-reach, but encompasses

everything from your post to mentions of your page to check-ins on your

page, and more.

Our next polling question. True or false: There is no way to check when

your Facebook followers are online the most. Okay, so it looks about like

93% of you said false. That's actually on the contrary, you are able to do

so, and we'll go ahead and show you here on this next slide.

Here you see the Posts tab of your Facebook Insights. This shows a

variety of things, from what times of day are best to post, to whether photo

or video performs better for your audience. My personal favorite, you can

also see when your fans are online. This shows when the people who like

your page are on Facebook most. Which brings us to our first pro tip:

make sure to schedule your posts to publish when your audience is most

often online.

Post types, as I mentioned, show the success of different post types, like

articles, photos, and videos based on average reach and engagement. An

especially useful feature is the "top post from pages you watch" feature.

Within your Insights tab, you can opt to watch certain pages, whether that

be another HCA or real estate company in your area. This gives you the

engagement of posts from pages you're watching. So, another pro-tip:

follow established real estate pages to understand what works among

consumers.

Here you see the People tab of your Facebook Insights. This category

helps you understand the demographic breakdown of the consumers that

like your page or have seen your content. Under the Your Fans section,

you can view the gender, age, location, and language of the people who

like your page. One more pro-tip: focus content based on this

information. For example, if many of your fans are between 25 and 34

years old, consider skewing content heavily towards first-time

homebuyers.

Under the People Reached tab, you can see the people your post was

served to in the past 28 days. Under People Engaged, you can find out the

demographics of those that have liked, commented on, shared, or engaged

with your page in any way.

That brings us to our next polling question: what is unique, if anything,

about Twitter account user names? Okay, it looks like about 71% of you

got the answer correct. It is that it is preceded by an @ symbol, but more

on that here on the next slide.

Let's talk about understanding your Twitter analytics. First, as with

Facebook, we'll define some key terms. First, is a Tweet. Now, this term

can be used as either a noun or a verb. As a noun, a Tweet is a shared post

on Twitter. It may contain photos, videos, links, and up to 180 characters

of text. As a verb, Tweet is the act of actually sending a post on Twitter.

Next, we'll talk about the @ symbol, and your @ user name. Your @ user

name is how you're identified on Twitter. The @ symbol itself is the sign

which is used to call out specific Twitter users within Tweets, for

example, @hudgov.

Next, we'll talk about the legend of social media, the hashtag. The most

basic definition of a hashtag is any word or phrase immediately preceded

by the pound symbol. Hashtags have become more popular as a way to

find, follow, and contribute to a conversation.

When you click on a hashtag, you'll see other Tweets containing the same

keyword or topic. So, another pro-tip: try going to Twitter after the

webinar and search the name of your city as the hashtag, and see what

comes up.

Next, we move on to follow and follower. Following is when you

subscribe to a Twitter account or user. Earning a follower is when another

Twitter user has chosen to follow you to receive your Tweets in their

timeline.

Like, similar to Tweet, can be used as a noun or a verb. As a verb, it's the

act of tapping the heart icon on Twitter to show the author you appreciate

their Tweet. As a noun, it's usually related to the number of people who

reacted to your Tweet by hitting the heart icon.

Next, a mention is when you call out other users in your Tweet by

including the @ sign followed directly by the user name. A Retweet,

similar to a share on Facebook, is the act of sharing another account's

Tweet to all of your own followers. Last, a trend or trending topic is a

topic or hashtag determined to be one of the most popular on Twitter at the

moment. Each user can tailor trends to be more relatable based on

location of who they follow.

Okay, so now that we're up to speed on the key terms of Twitter, let's jump right into the analytics. To find your Twitter analytics, simply log on to your agency's Twitter account, then click on your organization's icon in the top right of your screen, and click Analytics, as shown in the screenshot here. Once logged into your analytical portal, you'll be taken to your account home page. Here, you'll find a high-level overview of your top Tweets, top followers, and monthly breakdown.

Next, we'll dive into each tab on your account home. The Tweets tab breaks down the recent and top Tweet performance. On a regular basis, comb through recent Tweet activity and pay close attention to top Tweets. What was your engagement rate? Anything above 1% is good. Another pro-tip: make sure to check what type of Tweet it was. Was it a text, photo, link, or video?

Something to note, impressions higher than your total follower base are always considered good. Also, plan to double down on any high performing content you notice.

The Audience tab lets you get to know your followers on a deeper level. Here you'll find answers to questions like, are my audience members more

likely to be male or female? What are my audience's top interests? Has

my follower account changed over the past month? Always make sure to

create content that appeals to your followers' top interests, as you can see

here in the screenshot.

The Events tab helps you stay on top of social media holidays, peak

events, and reoccurring trends on Twitter. Here you'll find answers to

questions like, how many people Tweet about Black Friday? What age

group Tweets most about it? Also, you can find answers to a question

like, what's a good hashtag to use on a Wednesday.

Something to remember if you're at a loss for content ideas, you can

always capitalize on a reoccurring trend or upcoming event found within

this Events tab of your Twitter analytics. This brings us to our last pro-tip:

Twitter also allows you to export your analytic data to unlock a whole

fleet of new metrics. Why export data, you ask? You can get a very

enhanced and in-depth analytical view. For example, you can find

engagement rate of past Tweets based on time of day to find the best times

to Tweet.

You can also customize analytics based upon metrics of your choosing.

As a note, exported data from Twitter can be pretty intimidating. So, we

suggest only using exported data once you're comfortable using Twitter's

online analytical dashboard.

Okay, so what's next? Next, you can join us next Friday, May 4th at 12

p.m. eastern for the next webinar in the social media series. The next

webinar, titled Fun Tips and Tools, will take a step further on the path to

becoming social media superstars. We'll discuss things like finding the

hidden levers that experienced social media managers uncover over time.

We'll also discuss how to remain efficient in social media management,

and many more.

Last, operator, I think it's time we can open up to questions.

Moderator   [Operator instructions]. Currently no questions in queue.

Kevin   Okay.

Virginia   We also have no written questions.

Kevin   Okay. I know I threw a lot at all of you. Now is the time, if you have any

questions, I'm happy to answer anything.

Moderator   [Operator instructions].

Lauren   Kevin, this is Lauren with CMR. Hypothetical question, but maybe one

that folks maybe thinking about, what's a way that you could mix the

humorous and entertaining if you're trying to get folks to come out to a

workshop or an event?

Kevin   That's a great question, Lauren. I think one of the best ways to do that is

to give people a glimpse of what will happen at the event and also show

that there'll be some personality with the event, and it won't just be a

lecture. Anything that you're doing, any kind of fun activity during the

event, make sure to give sneak peeks of that on social media beforehand,

and even during the event, because there's a lot of things you can do with

live sharing on social media as well at an event. If you have something

going on that's fun and interesting and engaging, make posts about that

with a caption saying, "It's still not too late to join us here today."

Moderator   No questions on the phone lines currently.

Virginia   I see that someone has raised their hand. I think we have a question.

Kevin   Okay.

Virginia   "Is there a social media tool that is preferred that you may use to post

simultaneously to all platforms?"

Kevin   Yes, absolutely. There's many. I've used everything from a tool called

Hootsuite, to Sprout Social, to also Facebook actually allows you to

schedule things right through it. In terms of a content management

system, you really have to go to the different ones. We've included some

examples within the toolkit that will be posted on HUD Exchange shortly.

There's many different options, and it really comes down to your agency

and how much time and budget you're willing to allocate to using social

media.

There are some that are a little bit more affordable, but they might be

losing some of the features that say like a Sprout Social, that's a little bit

more expensive would have. So, I'd say after the webinar, when the

accompanying toolkit, Social Media 101 toolkit is posted, go check out the

platforms we've listed in there. Go ahead and look at their websites, and

see the features that they offer.

Virginia   Okay, then here's one that just asks about whether the new security

changes are allowing for better protection. These are the Facebook

changes.

Kevin   Absolutely, from what I'm noticing, it absolutely is. They've decreased

measures that lead to using third party apps and gathering your data. So,

it's making Facebook a little bit stronger in terms of all the interaction is

getting more to be happening just on Facebook rather than taking you to

partner sites, and I think that's where a lot of the data security issues came

into play.

Virginia   "Twitter is a challenge for me on how to create meaningful content. Can

you give me another example of an appropriate Tweet mixing humor and

professionalism?"

Kevin   Sure, I think a great way to do that is always with photos. Any social

media post, whether it be a Facebook post or a Tweet that includes a

visual element, will always get more engagement. I think you can show

something if you're having something at your agency that shows a little bit of humor, snap a picture that's not so serious, and you can share that. Make sure to have a caption that's just a little bit more human.

Sometimes you see social media posts and it feels like a robot is talking at you. That would never be fun, say, at a party or a phone conversation with your friend. So, one big tip that I would say is always treat social media almost as if you're talking with a friend or almost talking with someone. You want to let them know about yourselves but not be too robotic, so to speak.

Also with Twitter, there's some cool things you can do to keep people engaged, such as creating a poll. You could ask consumers in your area what things they're most interested in learning about, and then you can create content based on that to satisfy those desires.

Virginia   Okay, one of the questions was about the number of characters in a Twitter.

Kevin   Sure, sure. It used to be 140 characters. They've been messing around with it a little bit and changing. It's up to 180 now, and I've read that

some users can actually use 240 characters. It's something that Twitter is

constantly testing, so it is different for each user, but what I'm finding is

that the majority can use 180 characters. Something they also did was

make it where photos don't take up any character counts, so you're able to

attach a photo and use a full 180 characters as well.

Virginia   "We're going to start charging for our home buyer workshop. Is there a

way you would recommend messaging this on social media?"

Kevin   Sure, in terms of messaging, I suppose it would really depend based on

what the workshop involves, but my biggest recommendation would be to

give enough information about the workshop to pique consumer interest,

but leave most of it to be desired so that folks want to come and

understand what they're missing out on if they don't attend the workshop.

A great way you can promote workshops as well is with the sports

webinar in this social media series. We'll get into how you do paid social

and promoted content. There you can target consumers more directly

based on their interests that would also mix well with the workshop. So,

stay tuned for that.

Virginia   "How many photos do you recommend with a Tweet? Is a montage of

two or three better than just one?"

Kevin   It really depends. For me, on Twitter, I usually do just one really

engaging photo. On Facebook, I'll do two to three.

Virginia   "What is your rules of engagement for staff that use Twitter to advertise

their agency event or post articles about issues pertaining to their agency?

There seems to be a fine line between a professional Twitter account and a

personal account." It sounds like they're talking about the personal

account versus the agency account.

Kevin   Sure, sure, so this one's a tough one. It really depends on your agency,

but I always think that if you have employees that are willing to share

about your agency on their personal account, that's a tremendous resource

that you shouldn't look away from. You could consider creating a social

media policy in your office or in your agency, which in most corporations

is a list of don'ts, but I like to think about social media policy as a list of

dos, of things that your employees are able to share about you. You can

give them ideas on what you'd like to see when they're talking about

agency.

But I think that they're a tremendous resource and you should definitely encourage your employees to share on social media about your agency within certain parameters and [indiscernible].

Virginia   Here's one. "If you are providing a website link, which we do often, does that count toward the 180 characters?"

Kevin   Unfortunately, it does, absolutely. There's ways to get around that. Within the toolkit, we've highlighted a few. There's different websites that are called link shortening websites. Let's say you have a long link that's maybe 40 characters, you can put it into a link shortener such as Bitly, and then it'll shorten the link down by half or even three times less content. So, that's a way to watch your precious word count.

Virginia   "Can you direct us to a place to find a good sample of a social media policy?" This, I guess would be for the agency.

Kevin   Sure, not off the top of my head, but I'd be happy to include something in the toolkit. Just not off the top of my head, I guess, unfortunately, but we'd be able to follow up with that for sure.

Virginia   "Do you have examples of housing counseling agencies that do social

media well?"

Kevin   Once again, not off the top of my head, but we could definitely include

those in a second iteration of the toolkit, an addendum to it.

Virginia   Hopefully you'll understand this. It says, "Where can I access Bitly?"

Kevin   Yes, Bitly is a link shortener tool, just like I was saying before, and if you

actually just Google Bitly, B-I-T-L-Y, it will take you to the website,

which I believe is bit.ly. Then, once you're on the website, it's very

simple. You just paste a link right in there and click shorten, and a

shortened link comes up and you can just copy and paste that right into

your Tweet.

Virginia   Okay, and the comment that they do think that it's important to have

examples of agencies that have successful social media, and also to have

those examples be a variety of sizes of agencies so you're not just

focusing on the really big ones that have staff and experience, but see what

the smaller agencies with a small staff are doing.

Kevin   Okay. Yes, I think that's a great suggestion. I'll definitely follow up on that.

Virginia   That's the extent of our written in questions right now.

Kevin   Okay.

Virginia   Fred, do we have any on the phone?

Moderator   Not currently. [Operator instructions]. No parties are queuing up at this time.

Virginia   "I used to see a log of hashtags on Tweets, four or five for the whole Tweet. I'm not seeing that anymore."

Kevin   Okay, that's interesting. Hashtags are still I think extremely valuable on Twitter. In terms of Facebook, I've seen a change in my engagement rates on the channels that I manage when using hashtags, but I think either way hashtags are a still a great thing to use if you want to tap into a current conversation that's already happening. Or, if you're celebrating a certain event. It's a great way to try and build buzz around one single hashtag

over a period of time, say, an anniversary of the agency. You can start

promoting that months in advance with one hashtag and try and entice

consumers to use that hashtag within their Tweets as well. I would

definitely recommend to use hashtags still on Twitter. I still think they're

extremely valuable.

Virginia   There's another one that I assume you will know what it means. "What is

a thunder clap?"

Kevin   A thunder clap? That might be an emoji. Actually, you stumped me there

unless there might be a different terms for it. Let me see here. I'll have to

follow up on that one. You might have me there. It might be a third party

server maybe that promotes social media, but it's something that I don't

have personal experience with.

Virginia   Okay. Well, then that's the end of our written in comments. Apparently,

a thunder clap is when a lot of people post the same thing at the same

time.

Kevin   Got you, okay. So, I would call that a trending topic, but to each their

own, I suppose.

Virginia   Yes. Okay. It's like a flash mob, somebody said.

Kevin   Okay, got you.

Virginia   Okay. Well, unless we have any more questions, I guess we can call an end to the webinar. I think it's been very valuable. As I said, it will be posted, the presentation, the audio replay, and a written transcript probably in a week, so watch for that, and participate, as Kevin said, in the upcoming series. We have one next Friday that will be announced. Well, it's been announced, but we'll send a reminder out. Again, thank you for participating.

                Do you have anything else, Kevin?

Kevin   No, just yes, I appreciate everyone's time, and thanks for listening to me today.

Virginia   Okay, so we'll see many of you next week then. Thank you for participating.

Moderator   Thank you. That does conclude the conference for today. Thanks for

your participation and for using AT&T Executive TeleConference. You

may now disconnect.