



Twitter
An online social networking service that enables users to send and read short 140-character messages called "tweets".



Facebook
An online social networking service headquartered in Menlo Park, California.



YouTube
A video-sharing website headquartered in San Bruno, California.

Social Media



“ Social media spark a revelation that we, the people, have a voice, and through the democratization of content and ideas we can once again unite around common passions, inspire movements, and ignite change. ”



Improving Facebook

The Bookstore Facebook page is online and has a total of 1,020 followers. This is compared to a CU's 3,538 followers and UNC's 406. Our goal is to engage the community to follow our page, but to also engage our followers to read, comment, post, and even tag us.

Social interaction is key in this. To engage followers we must make sure to respond to comments, message, and encourage followers to engage with our page.



“ Social media is not about the exploitation of technology but service to community. ”

Tactics:

- Respond to all comments and messages
- Create interactive posts that include incentives
- Provide links to sales and events
- Post photos and video, these tend to get better traffic
- Share University-related information on our Facebook

Goals:

- Gain at least 400 new followers by the end of the semester
- Post at least every other day, and some days more than once.
- Incorporate social elements (not just statements) 2 times a week

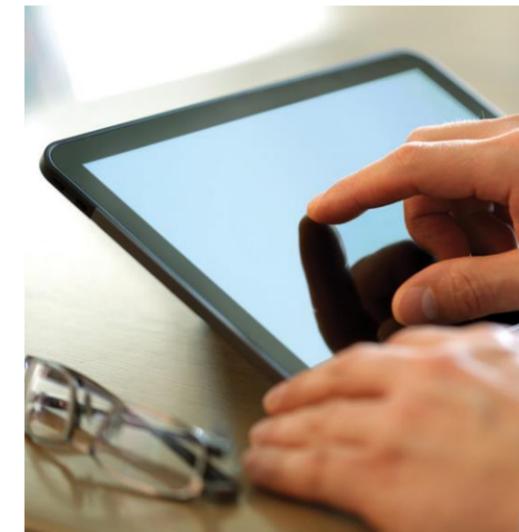
CREATING YouTube

YouTube is an interesting and powerful tool for business. It's interactive, allows the business to seem more approachable, and reliable.

It also creates the opportunity for unique promotional videos and interaction with the staff. This could be very good for any business.



Video topics could include: interviews with the staff, spotlights of event, and interacting pieces with costumers. This videos can be from :30-2:00 and can be made with simple equipment.



TACTICS

- Create fun videos that incorporate Bookstore events
- Involve employees and staff in the videos
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GOALS

- Gain at least 500 followers in this Fall semester
- Post, respond, or retweet every day

CREATING TWITTER

Twitter is an up-and-coming Social Media Platform that looks like it's here to stay. This works for businesses because it creates direct, 1:1 contact with costumers and potential followers.

TACTICS

- Follow University Twitters
- Interact and retweet with CSU twitter accounts
- Follow information going on in the community for future business opportunities

GOALS

- Gain at least 500 followers in this Fall semester
- Post, respond, or retweet every day



Integrating Social Media

NETWORKING

Make sure to like other CSU related Facebook pages, and follow them on Twitter. Make connections and tag them when we have incorporated them into our events.

SYNERGY

Make sure all messages are consistent, and the branding is similar. Make sure there is a link to our Facebook on the Bookstore official website. Create a community around these messages.

AWARENESS

Create better awareness by promoting other Facebook Pages, Retweet other events going on at CSU's campus. Comment and engage in the community.

