are you ready for social media?
we waited
30 min
NO SERVICE

customer is the critic
the case for social media

• who is your audience and what networks do they use?

• what are your goals?

• what is your budget / resource?
your audience
your networks
business / campaign goals

Social objectives

Business objectives

These need to meet

Increased sales or reduce costs

New product ideas or new revenue streams
budget / resource
social media is not free!
defining your social media presence

Listen to conversations → Define your voice
Identify hot spots → Your contribution
Check out the competition → What can you learn?
Make your content awesome! → Add value - SHARED
ENGAGE! → Be social – not stingy!
A new campaign is out from today on TV and radio around Scotland - might also spot them online or in cinemas this weekend. It's about raising awareness of how often minor distractions and driving just a bit too fast on the road can cause serious accidents on country roads. You can see the campaign here.

It's all too easy to become distracted, but on the roads it's important to stay focused. What distracts you the most when driving?

- Your mates
- Mobile phone
- Other road users

What do you think causes some people to take risks on country roads?

- Familiar with the road
- Lack of perceived risk
- Less traffic around
- All of the above
Young Scot #changingperceptions
At the heart...

- be transparent
- be honest
- be credible
- be timely
- be human

...two way conversation