



## SOCIAL MEDIA & REGIONAL BRANDING

Sluis, 9 February 2011

Bianca Hamers

# WHAT IS SOCIAL MEDIA ABOUT?

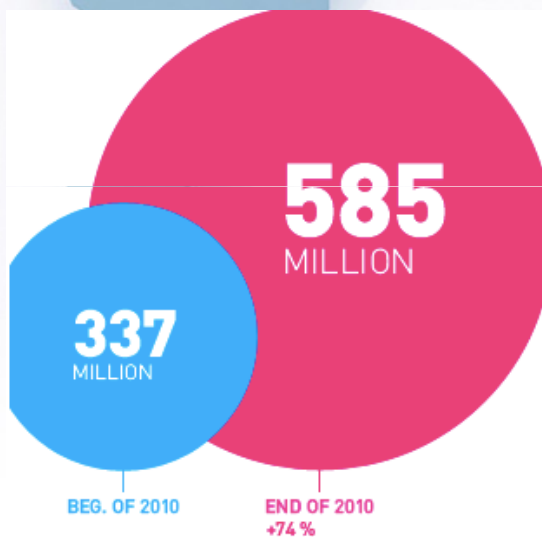
- Social Media is people having online conversations



- Success S.O.C.I.A.L =
- **Speed**
- **Organic**
- **Collaboration**
- **Intelligence**
- **Anti-structure**
- **Learning**

# WHY SHOULD WE CARE ABOUT SOCIAL MEDIA

## • POPULARITY



7,9 NEW REGISTRATIONS PER 1 SECOND!

Youtube exceeds  
2 billion views a day



30,000 people a day are  
signing up to tweet



39 % subscribe  
to an RSS feed

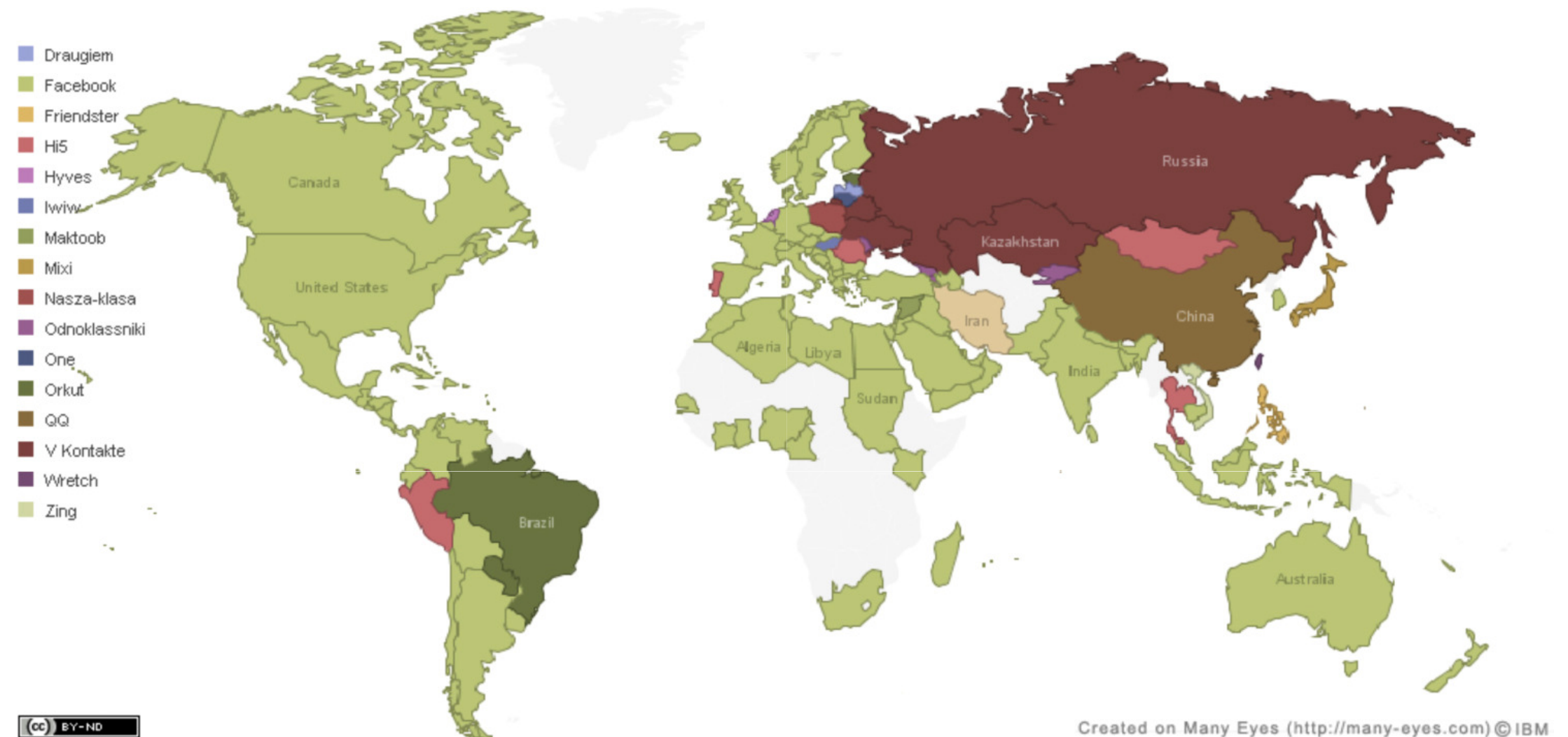


45.8 M  
monthly visitors





## WORLD MAP OF SOCIAL NETWORKS





# WHY SHOULD WE CARE ABOUT SOCIAL MEDIA

- **POWER OF SOCIAL NETWORKS**



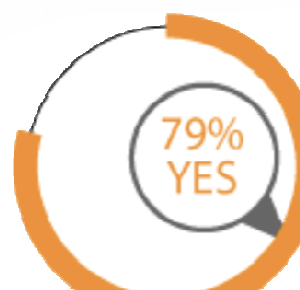
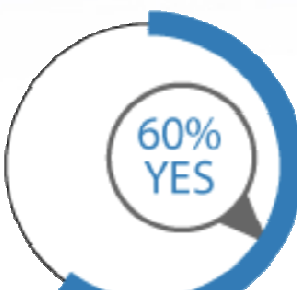
# WHY SHOULD WE CARE ABOUT SOCIAL MEDIA

- **POSITIVE REVIEWS OUTWEIGH NEGATIVE REVIEWS**

Are you more likely to buy after becoming a fan/follower?



Are you more likely to recommend after becoming a fan/follower?





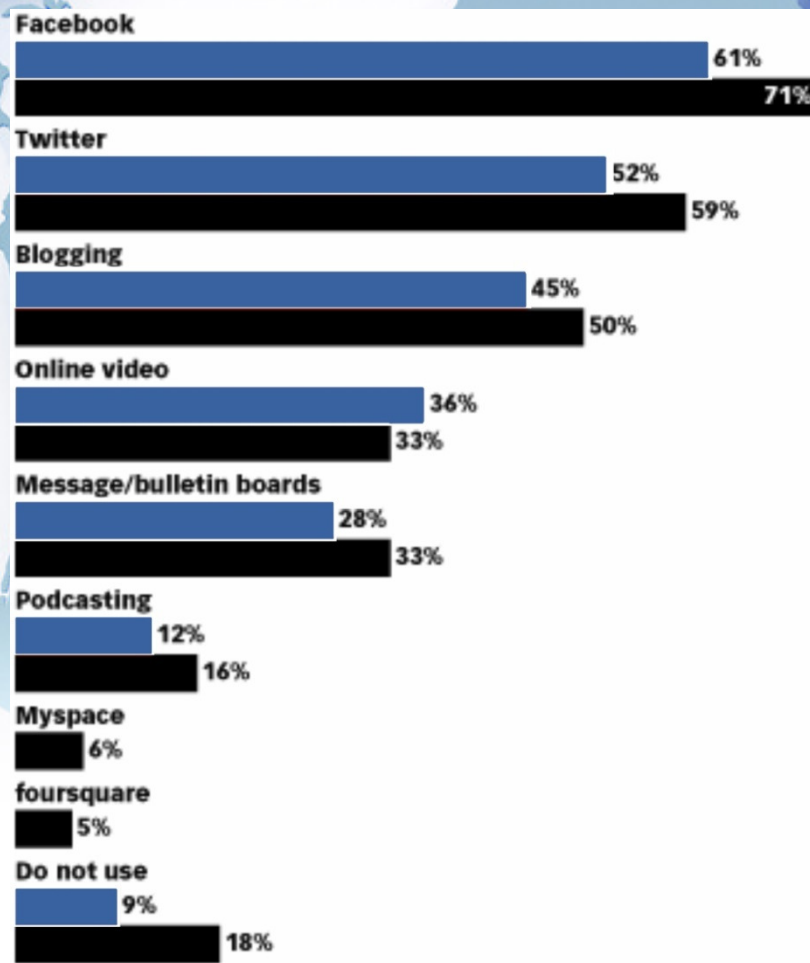
# WHY SHOULD WE CARE ABOUT SOCIAL MEDIA

- IT'S REALLY USEFUL

Try it out at  
[www.linkedin.com](http://www.linkedin.com)

# WHY SHOULD WE CARE ABOUT SOCIAL MEDIA

- **SUCCESSFUL MARKETING COCKTAIL**





# NEW MEDIA IN PRACTICE

- **AUGMENTED REALITY IN AMSTERDAM**



# NEW MEDIA IN PRACTICE

- CROWDSOURCED YOUTUBE INTERVIEW BY OBAMA



# NEW MEDIA IN PRACTICE

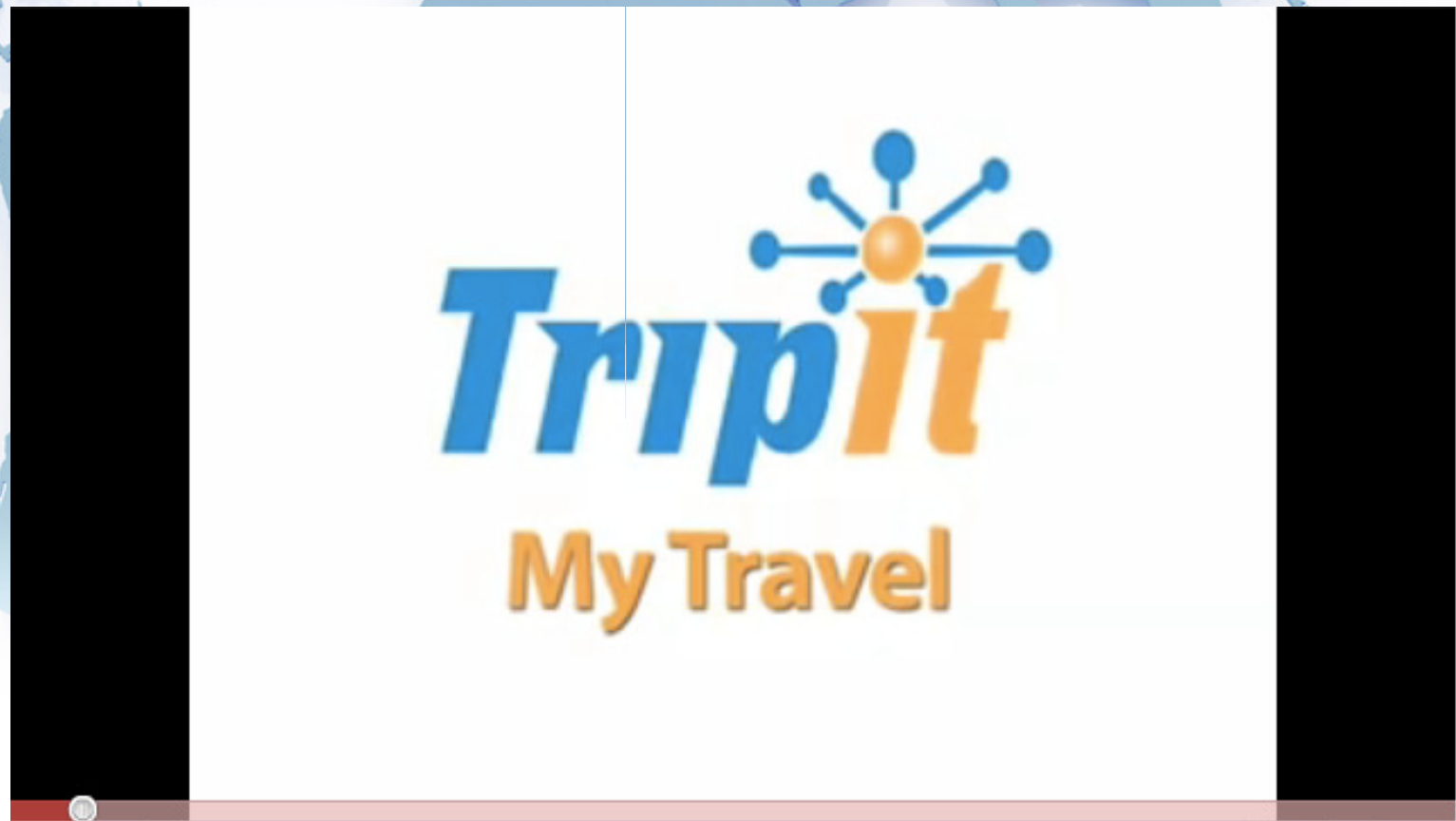
- VIRAL MARKETING ON YOUTUBE BY TIPP-EX





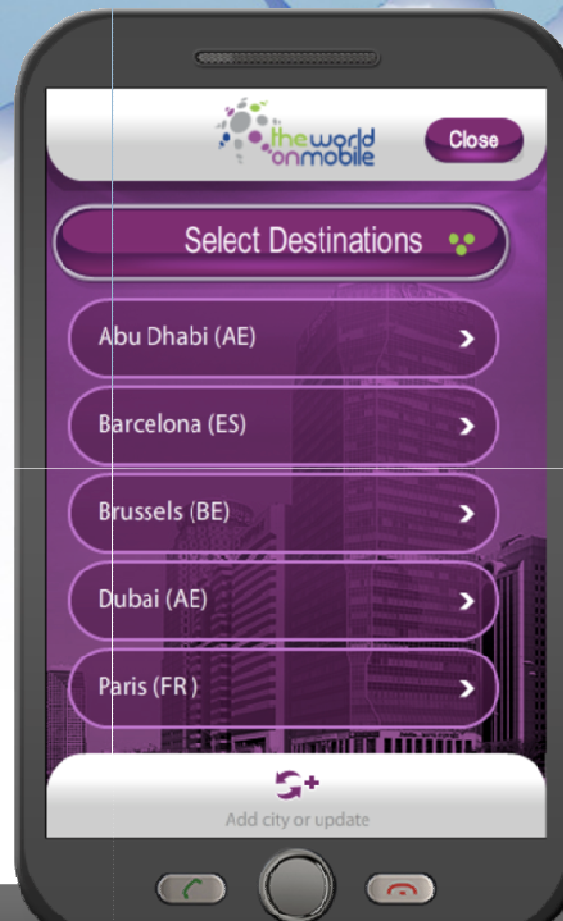
# NEW MEDIA IN PRACTICE

- TRIPIT FOR TRAVELERS & INTERNATIONAL ORGANIZATIONS



# NEW MEDIA IN PRACTICE

- MOBILE DEVICES FOR VISITORS & BUSINESS TRAVELERS



Close Demo >>



# NEW MEDIA IN PRACTICE

- QR CODE FOR BRANDING PRODUCTS, SERVICES, REGION



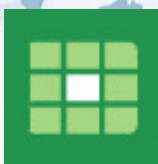
# NEW MEDIA IN PRACTICE

- **LOCATION BASED SERVICES WILL BOOM.  
INTEGRATE FOURSQUARE INTO YOUR WEBSITE.**



# NEW MEDIA IN PRACTICE

- LOCATION BASED GOVERNMENTAL PLATFORM



The screenshot displays the EveryBlock New York City website. The header includes the EveryBlock logo and navigation links: "Browse: Public records · Articles · More" and "Explore: Neighborhoods". The main content area is titled "EveryBlock New York City" and "A news feed for your block." It features a search bar with the placeholder "Enter your address, find news nearby" and a "Search New York City" button. Below the search bar, there are sections for "FEATURED NEIGHBORHOOD" (highlighting Chelsea with an "Art Battle tonight (Saturday) at the Ace Hotel" event) and "LOCAL MEDIA" (showing a map of New York City with red dots indicating news locations). The bottom section, "BROWSE CITYWIDE", lists various data points: 21,138 Photos, 7,782 Locations in the media, 3,451 Building permit actions, 475 Liquor licenses, 454 Local deals, and 112 Sign permit actions.

EveryBlock New York City

Browse: Public records · Articles · More Explore: Neighborhoods

EveryBlock New York City

A news feed for your block.

Enter your address, find news nearby

We gather all sorts of local info daily so you can follow news near you.

Address, ZIP or neighborhood Search New York City

New York City only, for now. Examples: 175 Fifth Ave., Manhattan / 10001 / Williamsburg

Explore the city

5 Boroughs  
205 Neighborhoods  
244 ZIP codes  
9,350 Streets

NEW HERE?  
READ OUR FAQ

FEATURED NEIGHBORHOOD Or, explore other neighborhoods...

Chelsea

Art Battle tonight (Saturday) at the Ace Hotel

Tonight at the Ace Hotel (20 West 29th Street), there will be a live real-time art battle where Yushi Naito (aka PESU) and Ben Angotti will paint in real-time and the audience will vote on a winner.

February 5 MadParkNews.com 20 West 29th Street

City Investing In Possible 7 Line Extension To New Jersey

The city is already paying \$2 billion to extend the 7 train to 34th Street and 11th Avenue.

February 4 NY1 34th Street and 11th Avenue

Why?

The city is paying \$2.1 billion to extend the 7 train to 34th St. and 11th Ave., where it will serve a massive office and housing development planned for the West Side rail yards.

February 5 Queens Crap 34th St. and 11th Ave.

LOCAL MEDIA Which neighborhoods are in the news?

7,782 more articles in the last 30 days.

BROWSE CITYWIDE In the past 30 days, we've added...

21,138 Photos 3,451 Building permit actions 454 Local deals

7,782 Locations in the media 475 Liquor licenses 112 Sign permit actions

More: Crime reports, Graffiti cleaned, Graffiti cleanup requests, Landmark building permits, Property sales, Street condition reports

# NEW MEDIA IN PRACTICE

## • SOCIAL NETWORKSITES



facebook

Provincie West-Vlaanderen

Door mensen gedreven

Add to My Page's Favorites

718 People Like This

Eline Vanwynsberghe, Jean Prinzie, Ingrid Vandamm, Yvonne Heslinga, Wouter Denolf, Rent A Guide

Photos

2 of 4 albums

Persconferentie POVLt kiest voor innovatie  
Created about 7 months ago

Ketnet-Shake  
Created about 11 months ago

No one has added fan photos.

Links

3 of 65 links

<http://www.west-vlaanderen.be/kwaliteit/Leefomgeving/weekvandeze/Documenten/folderk20zeexaminator.pdf>  
11:23am Feb 3

Deze zomer nieuw kitesurf reglement | Focus WTV  
11:18am Feb 3

Nieuwe levering stroozout | Focus WTV  
11:09am Feb 2

Provincie West-Vlaanderen

Wall Info Photos Discussions Boxes Links

Provincie West-Vlaanderen + Others Just Provincie West-Vlaanderen Just Others

Provincie West-Vlaanderen Nieuw reglement voor kitesurfen aan de Belgische kust.

Deze zomer nieuw kitesurf reglement | Focus WTV  
www.focus-wtv.tv  
Tegen deze zomer moet het nieuwe reglement over kitesurfen aan de kust van toepassing zijn. De gouverneur en de kustburgemeesters bereiken hierover een akkoord. Voortaan voorziet elke kustgemeente een plek waar mag gekite worden. In het nieuwe reglement is heel veel aandacht voor de veiligheid. De

February 3 at 11:18am · Share

Provincie West-Vlaanderen

Provincie West-Vlaanderen laat zich inspireren door de 'nieuwe vrouw'!

In het kader van internationale vrouwendag (8 maart) nodigen wij u uit voor een gemiddelde babbel over de vrouw anno 2011. Een unieke kans om mee aan tafel te zitten met een aantal uiterst boeiende en inspirerende vrouwen....

February 2 at 2:33pm · Share

Provincie West-Vlaanderen In Oostende is 5000 ton stroozout voor de Vlaamse wegen geleverd.

Nieuwe levering stroozout | Focus WTV  
www.focus-wtv.tv  
In haven van Oostende is een vrachtschip aangemeerd met 5000 ton stroozout voor de Vlaamse wegen. Twee transportfirma's hadden een kleine 200 vrachtwagenritten nodig om het zout naar Cistel te brengen. Volgens de provinciegouverneur gaat het om een belangrijke levering en moeten alle gemeenten er n

February 2 at 11:09am · Share

Provincie West-Vlaanderen Elke bezoeker die momenteel naar [www.west-vlaanderen.be](http://www.west-vlaanderen.be) surft, krijgt de mogelijkheid om zijn of haar opinie over de website te geven. Zeker doen, want dan maak je kans op een iPod Touch!

Dankzij jouw feedback kunnen wij de website verbeteren en je zo beter van dienst zijn.

Wat vind je van [www.west-vlaanderen.be?](http://www.west-vlaanderen.be?)  
[www.west-vlaanderen.be](http://www.west-vlaanderen.be)

January 28 at 10:06am · Share

Jim Feys likes this.



twitter

World Class Norfolk

@Team\_Norfolk

World Class - Normal for Norfolk  
<http://www.worldclassnorfolk.com>

1,295 Tweets 1,014 Following 1,295 Followers 60 Lists

Following 1,014

Similar to @Team\_Norfolk

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Scott MacLeod

mpwatts74 · Follow  
Martin Watts

kaoriking · Follow  
Kaori King

LucyInDisguise · Follow  
Lucy Wright

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Timeline Favorites Following Followers Lists

Team\_Norfolk World Class Norfolk  
Do you run a world class business in Norfolk? Take the EDP Top 75 test to find out <http://bit.ly/m5AFC>  
3 Feb

Team\_Norfolk World Class Norfolk  
It's not just Lotus that is world class here in Norfolk <http://bit.ly/hBxuzX>  
2 Feb

Team\_Norfolk World Class Norfolk  
And you can see some of last year's world class Norfolk & Norwich Festival here ... <http://bit.ly/5BCLcY>  
1 Feb

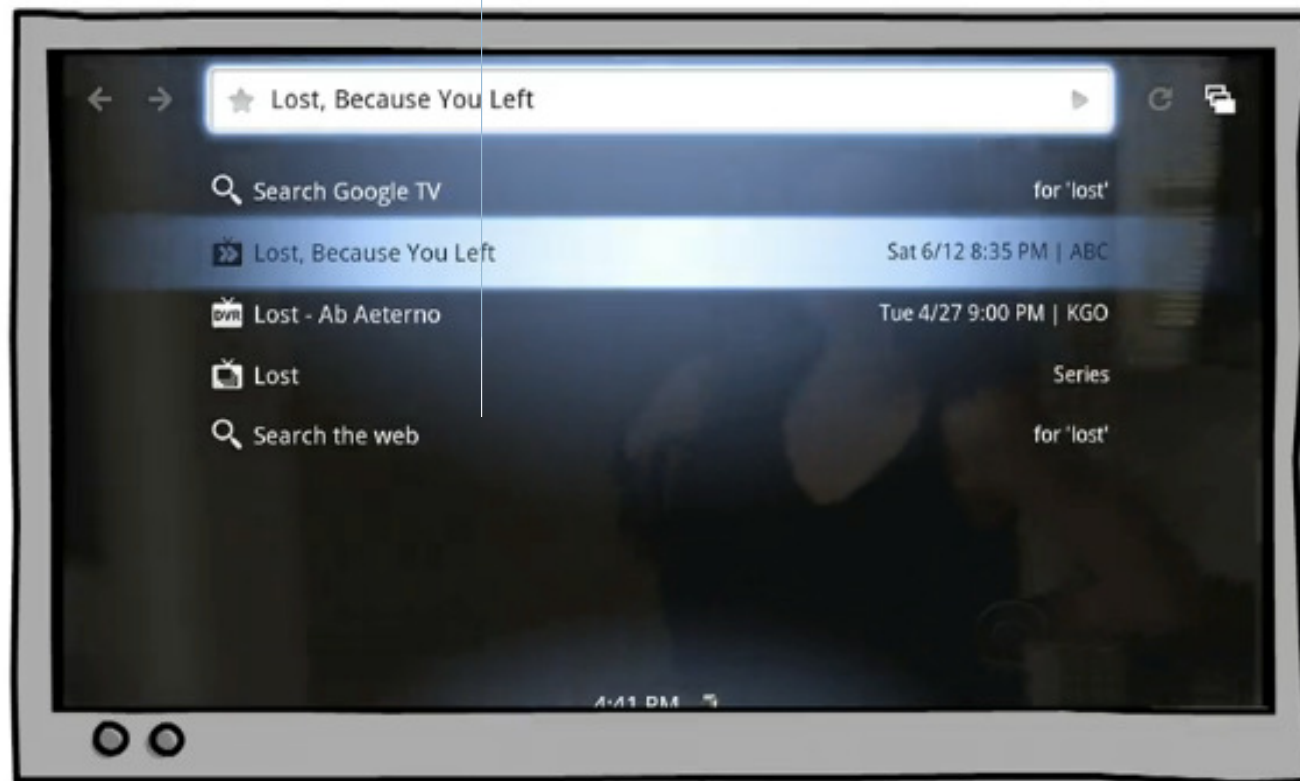
Team\_Norfolk World Class Norfolk  
Want to get involved in a world class festival in Norfolk? <http://bit.ly/igfNLI>  
1 Feb

Team\_Norfolk World Class Norfolk  
I mentioned a great Norfolk-produced film about the Afghan cricket team earlier. Here's a link to a trailer <http://bit.ly/2zQDS>  
31 Jan



# NEW MEDIA IN PRACTICE

- **INTERNET TV**



# HOW TO INTEGRATE THESE TOOLS IN REGIONAL BRANDING

- FIRST, HAVE A SOCIAL MEDIA STRATEGY



# HOW TO INTEGRATE THESE TOOLS IN REGIONAL BRANDING

## • EFFECTIVELY IMPLEMENT STRATEGY

1.

ESTABLISH GOALS

2.

CONNECT TO AUDIENCE VIA PROPER CHANNELS

3.

BUILD A NETWORK & SEGMENT

4.

LISTEN, PARTICIPATE, INSPIRE

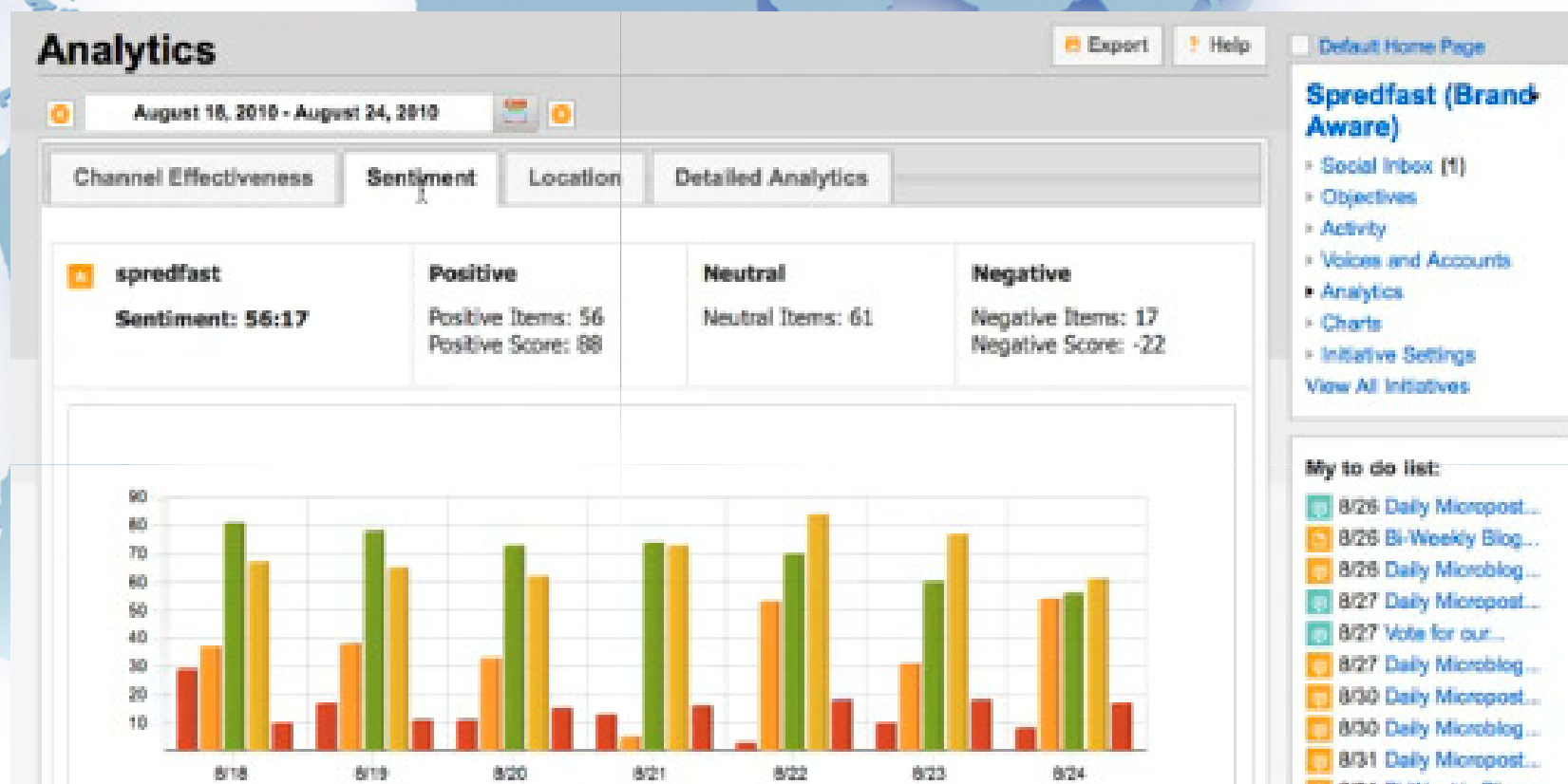
5.

REWARD, CREATE OWNERSHIP



# HOW TO INTEGRATE THESE TOOLS IN REGIONAL BRANDING

- Acquire social media monitoring tools



- Evaluate & accomodate online approach

# TIPS & TRICS

## Big six

Choosing the right social media channel can be overwhelming. The following 6 type of channels have proved to be the most efficient in reaching users, creating and sharing activity, and engaging. Ask yourself:

- which tools your target groups are using;
- if they are using different tools for different goals.

### 1. Social Networks

*Facebook, LinkedIn, MySpace*



### 4. Content Sharing

*YouTube, Vimeo, Flickr, SlideShare*



### 2. Blogs

*Wordpress, Typepad, Blogger, Tumblr*



### 5. Social Bookmarking

*Facebook Like, Digg, Reddit, StumbleUpon*



### 3. Microblogs

*Twitter*



### 6. Location/Geolocation Services

*Foursquare, Gowalla, Facebook Places*





## CONNECT WITH ME

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LinkedIn: <http://be.linkedin.com/in/biancahamers>