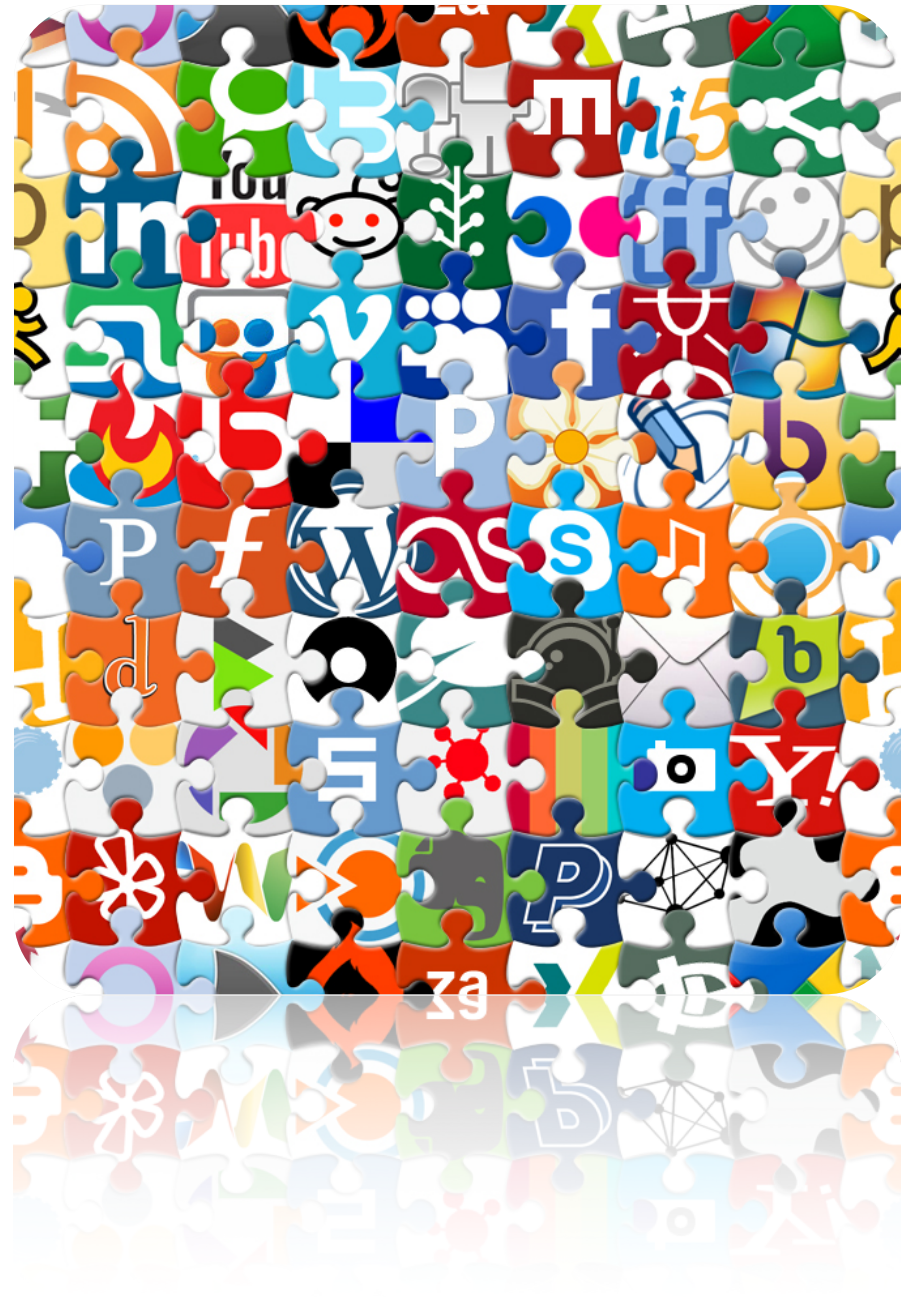


How to expand your Social Media reach

Karen
@computerzauber



Karen

- since 2003 self-employee at Computer-Zauber
- I started with IT-Technology e.g. with Linux - Server, Computer for small companies, IT education and round about 10 company websites
- 2006 I had to create the first TYPO3 website - everything has changed
- meanwhile I have more than 160 small websites - sometimes with Social Media, 10 clients with IT, education and 5 employees
















Social Media landscape 2017



FredCavazza.net



Social Media landscape 2017

															
SEO	x	xx	~	-	xx	~	~	x	xx	~	-	-	-	-	-
branding	x	x	~	x	x	x	x	x	x	x	~	~	~	x	~
business2customer	x	~	xx	xx	xx	x	x	x	x	x	x	x	~	x	~
business2business	~	~	xx	xx	xx	xx	xx	xx	~	~	~	~	~	x	~
communication	xx	~	x	x	~	x	x	x	x	x	x	x	x	x	x
traffic	x	~	~	-	x	~	~	x	x	~	-	-	-	-	-
content marketing - story telling	xx	x	x	x	x	~	x	x	x	x	-	-	~	x	~
reputation	x	~	x	x	x	x	x	x	x	~	x	x	~	x	~
influencer marketing	~	xx	-	xx	-	-	-	-	-	-	x	x	x	-	x

legend: xx very good | x fine | ~ goes, is ok | - not significant

communication strategy

1. Step:

Collect it - What would you like to convey?

1. statements of commitment, vision, values
2. For example: target TYPO3 enthusiasts and newcomers, sponsors
3. Contact person, the benefit of a camp, the benefit of sponsoring
4. Relationship - friends, business colleagues, entrepreneur ...
5. Channels - Website, Social Media Channels, partners ...

communication strategy

2. Step:

Pool it - Focus the content!

1. Bundle the content in four areas
2. External perception, friends, sponsors ...
3. Cooperation - marketing person, developer, clients/subscriber ...

communication strategy

3. Step:

Match it!

1. Main Topic
2. Target
3. Leadership
4. Relationship
5. Channels



Some advice for optimising your post/tweet/...

- #Hashtag - tag for your post
- @user - information for a user, reputation, ...
- link (SEO) - a way to call for action or as a support link: click - take a look - book
- retweet or share with your testimonial for your friends,
- Trends 2017: video first, photo, ... - use it!



The task for a camp participant

- Boost TYPO3 branding
- Camp advantage
- Reputation - Sponsors, Speaker and/or the theme, place/hotel/village ...
- Advertising for the camp - before / during / review
- Find new participants (education, handicap,...)

Welcome to Malmö, Sweden

TYPO3 Developer Days 2017

13th-16th July



TYPO3 Association

@TYPO3Assoc

Folge ich

Säg hej till TYPO3 Developer Days 2017
Malmö, Sweden
t3dd17.typo3.org #TYPO3 #T3DD17 ~Ølivier

Original (Dänisch) übersetzen

RETWEETS

3

GEFÄLLT

4



13:52 - 6. Apr. 2017



↻ 3



4



Twittere Deine Antwort

What is available

- **Attention!**
- **Theme with the three w**
what, where and when!
- **Link**
- **Hashtags/Tag**
- **Testimonial**



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Computer-Zauber @computerzauber · jetzt

A must have for a #developer: #Ticket #T3DD17 #TYPO3

TYPO3 Association @TYPO3Assoc

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t3dd17.typo3.org #TYPO3 #T3DD17 ~Ølivier

Original (Englisch) übersetzen



My retweet - what is available:

- **My Testimonial**
- **Information for my friends**
- **Other Hashtags/Tag**

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Well done

A man likes Oliver with so many friends and a very good reputation said with this post:

- Testimonial: Hi I'm there and meet me ...
- Information for his friends
- **Hashtag/Tag**

Optimising - something like this:

- who's joining (call to action ..)
- Link for tickets
- While I'll be there
- ...

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Computer-Zauber @computerzauber · 37 Min.

For your participation at #t3dd17 you must planing time for exploring #Malmö VästraHamnen TurningTorso GamleStaden.. visitsweden.de/malmo/

Original (Dänisch) übersetzen



limeboxIT, Osnabrück @limeboxIT · 3 Min.

Don't miss Kåseberga and the "Ales Stenar". And if you like Henning Mankell's Wallander, you should go to Ystad, too. #t3dd17

Computer-Zauber @computerzauber

For your participation at #t3dd17 you must planing time for exploring #Malmö VästraHamnen TurningTorso GamleStaden.. visitsweden.de/malmo/



Original (Englisch) übersetzen



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- **It is better to make a post or retweet without optimisation, than to post nothing.**