

The Social Media Playbook

Carrier® Dealers Social Media Communications Guide



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OVERVIEW OF CARRIER CORPORATION

Carrier Brand

- The world's leading brand of heating and cooling systems.
- Trusted in more homes than any other brand.
- Inventors of modern air conditioning.

Our Mission

To be our customers' first choice for air conditioning, heating and refrigeration solutions everywhere around the world.

Our Values

Innovation

We are a company of ideas, committed to applying cutting-edge research and development techniques to create solutions that improve environments and enhance human comfort. Our founder inspires us to always reach for the next innovative, powerful and marketable idea.

Performance

Our performance is a vital reflection of who we are and a testament to our ability to deliver on promises to our customers. We are committed to achieving world-class performance, and we strive for continuous growth and improvement to reinforce our leadership position.

Customer Care

Providing optimal service to our customers is a top priority. In every vertical market we serve, across every continent on the globe, we aim to achieve 100% satisfaction, building a strong, loyal and ever-expanding customer base.

Business Practices

Our business is driven by a fundamental sense of global citizenship and responsibility. We maintain the highest ethical and environmental standards, and actively support the communities in which we do business.

Quality

We believe in the relentless pursuit of quality in everything we do. We are committed to creating innovative products with the durability and efficacy to exceed our customers' expectations.

History of the Brand



When Willis Carrier invented the first system for “manufactured weather” in 1902, he sparked an industry that revolutionized the way in which we live, work and play.

Willis Haviland Carrier was a humble but determined engineer who solved one of mankind’s most elusive challenges: controlling the indoor environment. Born in Angola, NY, in 1876, Carrier excelled in mathematics. His early aptitude for inventing helped him win a scholarship to Cornell University where he graduated in 1901 with a degree in mechanical engineering. Soon after going to work for the Buffalo Forge Company, he was named director of the company’s experimental engineering department at the age of 29. On January 2, 1906, he received a patent for his “apparatus for treating air.” The company eventually opened an air conditioning subsidiary which they named Carrier Air Conditioning Company in his honor. When World War I began, the Buffalo Forge Company was

forced to close this subsidiary. Carrier then founded Carrier Engineering Corporation with six colleagues – the first independent company devoted to the new art and science of air conditioning.

Over the years, Carrier’s air conditioning systems were used in aircraft factories, in munitions plants, on ships, in manufacturing facilities, public transportation and public buildings. The first indoor skating rink used a system specifically developed by Carrier. In 1928, Carrier began marketing the “Weathermaker,” a winter air conditioner designed to heat, humidify, clean and circulate air in the home during the winter. An optional cooling unit was available that used cold water for cooling the home.

Willis Carrier died in 1950, having forever changed the way people live, work and play, with improvements in healthcare, manufacturing, research, food preservation, art and historical conservation, general productivity, indoor comfort and much more.

From the defining moment of the invention of air conditioning – and through to the present day – Carrier has been a company built on a legacy of innovation. For more than

a century, our research, expertise and forethought have resulted in market-leading innovations and “firsts” that have shaped and defined the heating, air conditioning and refrigeration industry. Through our history of product excellence and committed customer service, we have evolved into a global company serving millions of people and businesses in 172 countries on six continents around the world.

Turn to the ExpertsSM

Turn to the Experts is much more than a phrase we use in our advertising. It is an absolute commitment to being the expert in everything we do. It’s a way of working that extends from the engineer focused on the leading edge of technology to the team members who assemble our products to the contractors who service our customers and everyone in between. We deliver expertise in everything we do. We strive every day to reach the highest standards, achieve excellence and ensure we are worthy of our customers’ trust.

Our every interaction is an opportunity to present the face of Carrier to the world. Carrier employees deliver unmatched expertise in their products. Carrier distributors build relationships with contractors who reflect Carrier’s standards of expertise and support them in effectively representing the Carrier brand to our customers. And Carrier contractors provide expert solutions for their customers’ home comfort needs. That’s why with Carrier, our customers get unmatched expertise at every level.

Brand Vocabulary

Advanced
Expert
Performance
Recognized
Sophisticated
Trusted
Visionary

Assurance
Innovative
Professional
Reliable
State-of-the-Art
Unique

Confidence
Leader
Quality
Respected
Trailblazer
Unmatched

THE PURPOSE AND OBJECTIVE OF THE PLAYBOOK

A good team is only as good as its plan and execution. With this Social Media Playbook, you'll be able to participate with confidence in the social media space by having a clear-cut communication strategy and an understanding of the best social media practices.

The overall objective is to increase dealer awareness and increase sales by supporting the customer through each phase of the decision-making process.

Awareness

Use social media to create awareness about your business, Carrier and the wide range of products and services that your dealership and Carrier offers.

Consideration

Develop content and strategic messaging in order to spark potential consumers' curiosity and lead them to consider Carrier products as their go-to HVAC system of choice.

Conversion

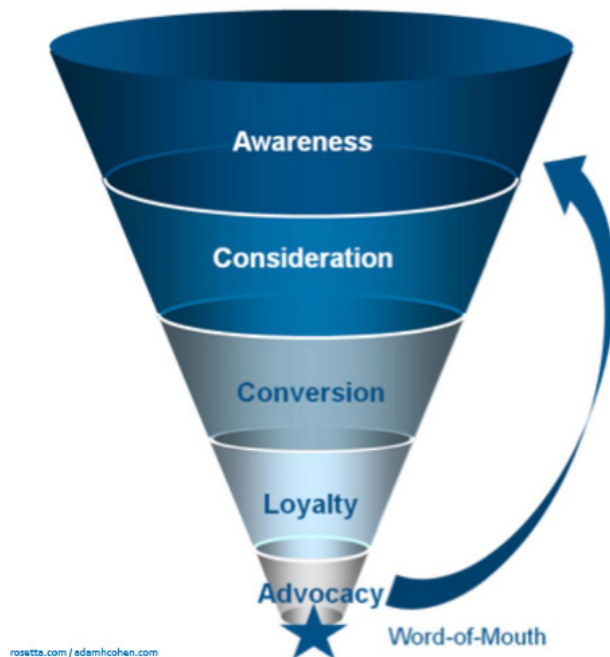
Leverage social media to drive customers to call, visit a website, schedule an appointment and ultimately purchase a Carrier product.

Loyalty

Create loyalty within the customer base to make additional Carrier purchases in the future.

Advocacy

To build a strong network of customers who are willing to encourage friends, family and colleagues to purchase Carrier products.



THE CARRIER TARGET CONSUMER

They went to college. Got jobs. Got married. Bought a house. Had children. Now they want to provide their families with the best, surrounding themselves with belongings that reflect their success, style and individuality. Carrier consumers are willing to spend a little more if a product will improve their quality of life, save them time or money long-term. They appreciate style, performance, innovation and quality. Function is important to them, but they demand more. Carrier consumers are progressive thinkers who are willing to try new products and technologies. Our customers want to be confident they are working with a reliable company who provides state-of-the-art, high-quality products that make their lives better.

WHO'S INFLUENCING YOUR CUSTOMERS?

People decide to follow brands, celebrities and local businesses on social media channels because they're fans of the brand or dealer, their products and services and their stories. With this knowledge, the purpose of the dealer is to provide content that drives engagement, creates conversation and stimulates word-of-mouth activities by sharing the dealer's messaging with friends. When you understand how your audience engages, you can begin to create content that will inform and entertain.

What are the primary drivers of the purchase cycle?

1. Friends, Colleagues and Family

Consumers in the buying cycle look to their friends, colleagues and family before making a purchase.

- Face-to-face
- Twitter
- Facebook
- Email

2. The Greater Community

Consumers sometimes go outside of their immediate network and look for additional guidance through user-generated content:

- Ratings and review websites and communities
- Blog sites and blog posts
- Forums
- eNewsletters

THE ART OF LISTENING

At the core of social media, the most effective “play” is not what you say, but what others are saying about you within the social media universe. Monitoring chatter and conversations about the Carrier brand and its products, the level of expertise and professionalism of your staff, as well as the level of service you provide can give you great insights from your customer base.

Insight and Learning

Listening gives you the ability to learn more about your target customers, their needs and what they’re looking for in an HVAC professional.

Engagement

Listening to what the customers are saying equips you and your team with a more strategic approach to answering their questions.

Customer Support

Listening to what your customers are saying on social media channels provides you with an opportunity to respond in a more timely fashion.

Decision Making

Listening also provides opportunities to answer questions when customers are considering purchasing a Carrier product or choosing a competitor.

Performance Management

Social media intelligence also helps you gauge the performance of your team and whether it’s awesome or didn’t meet the mark.



YOUR SOCIAL MEDIA CHANNEL GUIDE

Building awareness and creating community on social media channels is a process that requires time, patience and consistent dedication. Utilizing each channel effectively and following a list of best practices will increase the opportunity to build awareness about your products and services, reach the customers who would recommend you and generate conversation and sharing of your social content among your channel followers.



DESCRIPTION	INCREASE AWARENESS	REACH INFLUENCERS	DRIVE CONVERSATION	INSPIRE SHARING
Facebook is the largest social network in the world used to connect people on all personal levels.	Good	Fair	Good	Good
Twitter is a real-time publishing channel that uses 140 characters or less. Twitter functions as a two-way news and information outlet.	Good	Good	Good	Good
Pinterest is a pinboard-style photo-sharing website that allows users to create and manage theme-based image collections such as events, interests and hobbies.	Good	Poor	Poor	Good
Instagram is a mobile photo-sharing network used to share images and video from mobile photographers.	Good	Poor	Poor	Fair
YouTube is a video sharing website where videos are shared among friends, family and the world.	Good	Fair	Good	Good
LinkedIn is a social networking platform used by professionals and businesses.	Fair	Good	Poor	Poor

CARRIER DEALERS SOCIAL MEDIA STRATEGY

GOALS	To complement the overall sales and marketing goals of Carrier Corporation, as well as drive sales and awareness for your local dealership.
OBJECTIVES	<p>Marketing Increase brand awareness and foster word-of-mouth activity while creating triggers that drive online traffic, appointments and Carrier product purchases.</p> <p>Social Media Utilize social media channels to increase awareness and ignite conversation about Carrier, our history, our products and our commitment to state-of-the art technology.</p> <p>Develop and increase social media follower base on all social media channels.</p>

STRATEGIES	Create curiosity and awareness about Carrier's history, our products and events.	Utilize social media listening tools to gain insights about how consumers are talking about the Carrier brand and your dealership.	Become more conversational with current customers, Carrier ambassadors and potential new customers.	Optimize social media channels to drive traffic to owned web assets.
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TACTICS	Take audience behind the scenes to give an insider's look at the world of HVAC. Facebook Instagram YouTube	Use Q/As to gather intelligence about how the consumers want to engage.	Use Facebook as the social hub to share content and drive engagement about Carrier.	Optimize social media channels to link to website and all digital assets.
	Use Pinterest as a visual bulletin board for heating and cooling tips, as well as cost savings information.	Leverage Twitter to capitalize on real-time insights and engagement.	Use Twitter for conversations with consumers, advocates and potential leads.	Engage and encourage fans to create searchable and shareable content for all social media channels.
	Leverage Twitter as your real-time newsfeed for updates about new Carrier products, as well as dealer news.	Provide insights about mentions, volume of conversation and sentiment in monthly social media report.	Use Pinterest and Instagram to target specific categories and interests.	Provide engaging and searchable content on YouTube for all bloggers and influencers to share.
	Share Carrier news, dealer news and consumer resources on LinkedIn .			

FACEBOOK

Getting Started With Facebook

The largest social network in the world used to connect people on all personal levels.



Quick Steps:

1. Sign up or log in to your Facebook personal profile at <http://www.facebook.com>
2. Follow the step-by-step guide by first defining your business at: <https://www.facebook.com/pages/create/>
3. Choose your category and name your new Facebook business page (*should be your business name or closely related*).
4. Add your profile image (*your logo works best*).
5. Add the basic information about your business.
6. “Like” your own page.
7. Add a 851 x 315 pixel cover image (*the header or banner image*)
8. Under “Edit Page,” add company bio to your About Page.
9. Under “Edit Page,” review your permission.
10. Post your first piece of content welcoming others to your Facebook page.

Facebook Most Common Terms

Commenting

Facebook provides a comment field for fans to post a response and facilitate a conversation.

Like

The Like button provides a way for Facebook users to share their approval or endorsement with their network of friends. Users can Like a Page or they can Like an individual post, picture, or video.

Message

Messages are private notes sent between a Page and a follower of the Page. They are only viewable to the sender and the administrator of the page.

News Feed

The items that your friends and the businesses you Like have posted.

Page

A Business Page is the recommended platform for your business to connect with new people and engage with your existing customers in an open conversation.

Places

Facebook's geo-location feature allows users to check in wherever they are. Facebook Places allows users to tag their friends who are also at a location, giving businesses an indication of who is visiting their establishment.

Share

Sharing is synonymous with posting or publishing. You can publish text, links, photos, videos, and events on Facebook using the share box at the top of your Page.

Tabs

Along the top of a Facebook page, tabs separate out areas of content. Businesses can add additional tabs using pre-built applications or by developing your own.

Facebook Best Practices

Facebook is the largest social network in the world with over one billion users. Likes make up for around 79% of all engagement, 15% are comments and 6% of a community will share what you've posted.

1. Embrace images

Statistics have shown that most engagement with content on Facebook happens around compelling images. Use images as much as possible to visually tell the story of Carrier, our history and the culture of your dealership.

2. Keep it short

Focus on making content that is easy to consume. Your goal is to drive engagement.

3. Highlight or pin your best posts

By selecting the star icon in the right corner of your posts, it will display your content across the entire width of your page. By pinning your post, it remains at the top of the timeline for seven days.

4. Find your optimal time to post

Insights have provided data that most engagement on Facebook takes place during evening and weekend hours. However, it does change by community. Know what works best for you and leverage those times.

5. Post consistently

Post at least once a day and at least five days a week.

6. Provide a call-to-action

Don't expect your community to know what action you would like them to take. Ask them a question, invite them to comment or ask them to share your content with their friends.

7. Leverage your cover image; it's prime real estate

The cover image is usually the first thing people see when they come to your page. Use it to tell your story and create curiosity about your business.

8. Pay attention to Facebook insights

Watch your numbers. Know how your posts drive engagement, reach and virality and who's talking about this. These insights will allow you to know what types of content to leverage with your community.

9. Engage with your community

Don't forget to engage with your community. Answer their questions. Like their comments and reshare the photos they have shared on your page.

TWITTER

Getting Started With Twitter

A real-time publishing channel that uses 140 characters or less. Twitter functions as a two-way news and information outlet.



Quick Steps:

1. Choose the handle you'll use for your Twitter account
2. **Register** your chosen name at <http://www.twitter.com>. *(Note: Keep this in mind: Twitter only allows a maximum of 15 characters for a profile name. You may need to be creative when choosing your name)*
3. Upload your profile picture *(your logo works best here)*.
4. Add the link to your website.
5. Write a short bio (160 characters) that describes your business and services.
6. Launch your first Tweet.

Twitter Most Common Terms

DM/Direct Message

A private message between two users on Twitter.

Follow

When someone has decided to follow you on Twitter, they have decided to see your tweets in their timeline.

Following

By following another Twitter user, you have chosen to see someone's tweets in your own timeline.

Handle

Your Twitter username is referred to as your handle, and is identified with the @ symbol.

Hashtag

Words preceded by a # sign (i.e., #HVAC) can be used to tie tweets together and relate them to a topic. Also, Twitter automatically links all hashtags so users can search for other tweets using the same hashtag.

RT/Retweet

When someone posts something another user finds interesting, they can retweet it and share it with all the individuals who follow them.

Search

A search engine that searches information from Twitter so you can see the most recent updates related to any topic.

Timeline

The chronological listing of all tweets in a given feed, be it your own, in a list, or another user's.

Tweet

What posts are called on Twitter.

Twitter Best Practices

1. Create Tweets that resonate with your audience

Create content that informs and entertains and will drive engagement. Share images and videos when possible.

2. Keep tweets as short as possible

While Twitter allows 140 characters, try to use only 115 characters. This will make it easier for your content to be reTweeted.

3. Leverage real time

Take advantage of Twitter's real-time opportunity. Treat your channel as a newsfeed providing up-to-the-minute information on Carrier products, as well as your dealership's news and happenings.

4. Tweet often

The more Tweets you publish, the greater the reach and the more opportunity you have for others to engage with your content. Five to 15 Tweets, spaced out during a day will keep your community thriving and growing.

5. Follow others in your category – Trade and consumer publications

Category profiles will provide content that you can @reply, as well as reTweet. As you Tweet their content, they will naturally become extensions of your Tweets.

6. Simple @reply as much as possible

While Twitter is a distribution channel, don't forget to @reply to any questions and additional content where @yourtwitterhandle is referenced.

7. Leverage contests and giveaways

Hosting a creative contest or sweepstake is a great way to improve engagement on Twitter. Contests and sweepstakes on Twitter may offer prizes for Tweeting a particular update, for following a particular user or for posting updates with a specific hashtag.

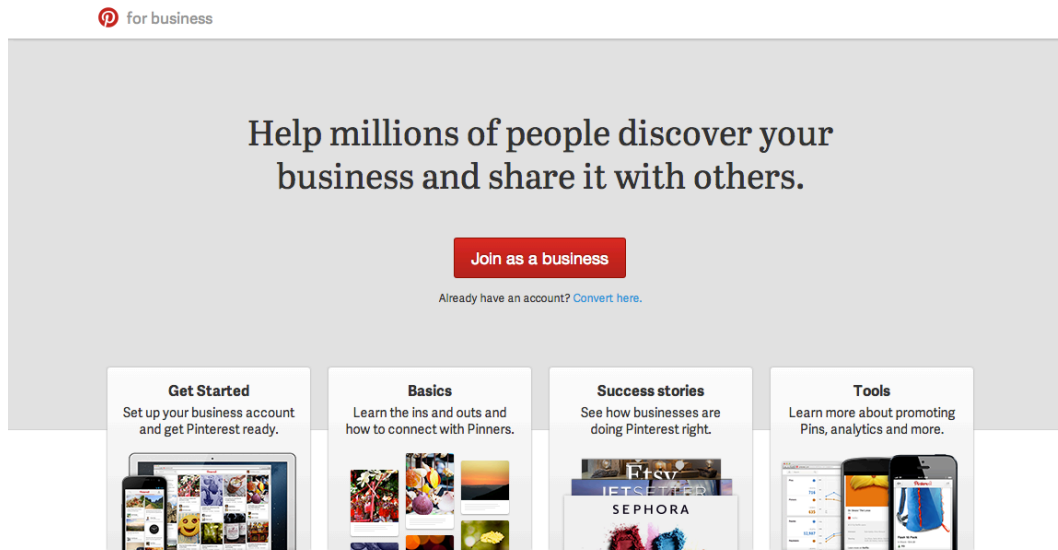
8. Use hashtags to extend your reach

Establish an official hashtag for #yourbrand. Also, use additional relevant hashtags (#Carrier, #CarrierProducts, #CoolingTips, etc.) to drive awareness to other Twitter profiles.

PINTEREST

Getting Started With Pinterest

A pinboard-style photo-sharing website that allows users to create and manage theme-based image collections such as events, interests and hobbies.



Quick Steps:

1. Begin by joining Pinterest as a business at: <http://business.pinterest.com/>
2. Choose the business type from the drop-down menu.
3. Enter your business name, your logo, a link to your website and a description about your business.
4. Read and accept the Terms of Service and then click Create Account.
5. Identify the pin boards that you begin to build with different types of content. (See *pg. 23 for content categories.*)
6. Begin adding/sharing pins to your boards.
7. For greater reach via search, find other boards and profiles within your category and lifestyle niches.

Pinterest Most Common Terms

Pins

An image uploaded (“pinned”) from any webpage or your own computer to a Pinterest board. All pins link back to their original source, so make sure you choose the right webpage.

Pinner

The individual behind the pins.

Repin

The act of sharing someone else’s pin.

Like

This functions just as a Facebook Like. It tells the pinner you enjoyed what they pinned.

Board

A grouping of pins under a category you’ve created. It allows you to organize your thoughts, images, and websites.

Mention

Just like on Twitter, Facebook, and LinkedIn, you can mention another pinner in a post. They will also get a notification about the pin.

Follow

The act of following other pinners or just a couple of their boards. They do not have to follow you back for you to be able to follow them.

Pinterest Best Practices

1. Update your boards on a regular basis

Most brands update their Pinterest boards once or twice a day when content is available. Don't pin all your content at once. Space it out over your predetermined pinning schedule.

2. Use eye-catching images

Pinterest is all about the pictures. Make sure your images tell the story and create the curiosity to engage.

3. Add links to your images

When pinning images directly to Pinterest, make sure you add links to your images, especially if you want to drive customers back to your website.

4. Make pins and boards searchable

Don't forget to add creative descriptions to your pins and boards. This will allow your content to be found via search from individuals who discover—and follow—pins and boards from search terms.

5. Pin informative and engaging content

Use pins to highlight photos that expand the story of your dealership beyond just what people normally think. Think about what you want your fans to see. In addition to just highlighting products, pin content that provides information: how to save money, home efficiency and behind the scenes etc.

6. Engage with your community

Don't forget to engage with your community. Comment and like their pins. Repin relevant images to your boards.

7. Respect your community and their work

Give credit to your community by acknowledging the source of the image you use. Use the @symbol along with the Pinterest user's name or the URL of the source image in the description of the pin.

INSTAGRAM

Getting Started With Instagram

A mobile photo-sharing network used to share images and video from mobile photographers.



Quick Steps:

1. Download the application to your Apple or Android device.
2. Tap **Register**.
3. Create a username and password.
4. Fill out your account profile.
5. Tap **Done**.

Instagram Best Practices

1. Provide content that aids in telling the story of your brand

Instagram is a social media channel that leverages images to tell your story. Post images that create curiosity and awareness about Carrier and the HVAC business. Share images of new products, product installations, as well as images that visually show your expertise. Take your followers behind the scenes and provide an inside look.

2. Post consistently

The secret behind all social media channels is to stay consistent with sharing content with your community. Add Instagram to your editorial calendar just like you would with Facebook, Twitter and your blog.

3. Utilize hashtags to increase search results

Like Twitter, hashtagging is an important part of Instagram posts. Don't forget to add content tags and event tags, as well as any additional tags that would create exposure. (#Carrier, #season, #EnergyTip, #productname, etc.)

4. Engage with your followers

The core of all social media is allowing followers of a brand to connect with the brand on a one-to-one level. Don't bypass an opportunity to comment back on your photos, as well as like and comment on other related photos.

5. Cross-promote on other social media channels

Link your Instagram account to your Twitter account, and every time you post to Instagram it will Tweet it to your followers on Twitter. In addition to providing additional content to your Twitter followers, it generates awareness about your Instagram profile.

YOUTUBE

Getting Started With YouTube

A video sharing website where videos are shared among friends, family and the world.



Quick Steps:

1. Visit <http://www.youtube.com> and click **Sign In**. Since YouTube is a Google product, Google will require you to create a Google account before you finish the registration of your new YouTube channel.
2. After your Google account has been set up and you've returned to the YouTube main page, go to **All my channels**. http://www.youtube.com/channel_switcher.
3. Click **Create new channel**.
4. Fill out the step-by-step details to create your new channel.
5. Brand your page by uploading a profile image and a header image.

YouTube Most Common Terms

Channel

The home page for each account's own video collection (e.g., <http://www.youtube.com/yourusername>). You can customize a channel with your own logo, description, and colors.

YouTube Best Practices

1. Make content, not ads

Viewers come to YouTube on a daily basis to be entertained and educated. Make sure the content you create is informative, fun and engaging.

2. Add titles and descriptions to your videos

YouTube is the second largest search. Make sure you include compelling titles and video descriptions to increase your opportunity for discoverability.

3. For greater discovery, add tags.

When adding your title and description, make sure you include tags or keywords that defines your video and the content you are sharing.

3. Point viewers to your website

One way to do this is by including a link in your video description. The other is making sure you include it in the “about” section and in the header of your channel.

4. Include a call-to-action

Adding a call-to-action within your video, as well as in your video description, creates a greater opportunity for engagement.

5. Engage with comments

Don't forget to engage with your community in the comment section of your video. Customer service, leads and general questions are opportunities you don't want to walk away from.

6. Don't get sidetracked by overproduction.

Every video doesn't have to be fit for television or the big screen. Viewers enjoy the “behind the scenes” or the insider's view of your business and expertise.

7. One size video doesn't fit all

Every video is not created equally. Start by sharing a two-minute video and then, as you create more, experiment with total video length. If you create a five-minute video and no one watches or engages, you know you may be better off producing short video clips.

LINKEDIN

Getting Started With LinkedIn

A social networking platform used by professionals and businesses.

LinkedIn

Email address Password [Forgot your password?](#)

Be great at what you do.

Get started – it's free.
Registration takes less than 2 minutes.

First name Last name

Email address

Password (6 or more characters)

By clicking Join Now, you agree to LinkedIn's [User Agreement](#), [Privacy Policy](#) and [Cookie Policy](#).

Find a colleague: First name Last name

LinkedIn member directory: [a](#) [b](#) [c](#) [d](#) [e](#) [f](#) [g](#) [h](#) [i](#) [j](#) [k](#) [l](#) [m](#) [n](#) [o](#) [p](#) [q](#) [r](#) [s](#) [t](#) [u](#) [v](#) [w](#) [x](#) [y](#) [z](#) [more](#) [Browse members by country](#)

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[LinkedIn Updates](#) | [LinkedIn Influencers](#) | [LinkedIn Jobs](#) | [Jobs Directory](#) | [Pulse Directory](#) | [Company Directory](#) | [Groups Directory](#) | [Title Directory](#) |
LinkedIn © 2014 | [User Agreement](#) | [Privacy Policy](#) | [Community Guidelines](#) | [Cookie Policy](#) | [Copyright Policy](#) |

Quick Steps:

1. Sign in with your personal LinkedIn login credentials.
2. Move your cursor over **Interests** at the top of your homepage and select **Companies**.
3. Click the **Add a Company** link in the upper right.
4. Enter your company's official name and your work email address.
5. Click **Continue** and enter your company information.

LinkedIn Most Common Terms

Companies

Pages designed for businesses that want a presence on LinkedIn. Company pages can be used to list all employees of an organization with accounts on LinkedIn.

Groups

Groups connect people with a similar interest and include shared discussion threads and other tools. Some groups require verification to join, but you do not have to be connected to everyone in the group.

Job Posts

LinkedIn runs its own job board. Users can post or search for jobs on the site.

Status Update

Like with Twitter and Facebook, you can write a quick post to update your network of connections on what is happening.

LinkedIn Best Practices

Build Your Page

1. Write out a detailed company overview and use all fields provided.
2. Make sure the cover image showcases who you are as a brand.
3. List the various products and services that your business offers.
4. Change your cover image once every two months to keep your page looking fresh.

What to Share

1. Your company news and a link to where it can be found on your website.
2. Third-party news and reviews about your products and services.
3. Job opportunities with direct links to your company's website's career page.
4. Industry insights from cost savings to new technology.
5. Blog stories, news articles, infographics, Carrier brand news and videos.
6. Questions that allow you to examine customer's reactions to your products and services.

EDITORIAL PROCESS

Creating engaging content that is driven by your goals and maintains the voice and character of the brand is dependent upon working from a thought-out editorial calendar. Working from a strategic plan will make it more effective for your community manager to deploy content that is on target and on time.

Your Editorial System Should Include:

1. Defined content categories
 - a. Dealership culture and community participation
 - b. New Carrier products
 - c. Third-party content about your Dealership and Carrier (news outlets, trade pubs, other social media channels)
 - d. Turn to the Experts (content that showcases our expertise)
 - e. Weather fun facts
 - f. Carrier history
2. Reference guide to verify you're using Carrier vocabulary and tone (see Ad Kit on HVAC Partner)
3. An editorial and content deployment calendar.

Sample Posts:

Category: Turn to the Experts

Image: Close-up of Infinity Touch Control

Facebook Copy:

When leaving the house, save extra money by programming or turning your thermostat down by five degrees.

Twitter Copy:

Save money! Turn your thermostat down 5 degrees. #WinterSavings

Pinterest Copy:

When leaving the house, save extra money by programming or turning your thermostat down by five degrees. [link to Dealer Website]



HOW TO DESIGN A CONTENT CALENDAR

The effectiveness of social media marketing is dependent upon a content strategy that lines up with Carrier's new product and promotional schedule, as well as content that falls under each defined content category (*see pg. #23*). Below is a sample calendar for you to use as a model for your own calendar. Make sure your calendar includes all social media channels.

Social media calendar for: *Your Dealer Name*

Social media channel: Facebook

Monthly Themes: Winter and Savings

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1. CARRIER HISTORY PIC: Willis Carrier IN, TW, PN	2. DEALERSHIP CULTURE PIC: From inside the shop IN, TW, PN	3. TURN TO THE EXPERTS PIC: Lifestyle shot of inside a home IN, TW, PN	4. WEATHER FUN FACT PIC: Weather radar IN, TW	
	7. DEALER COMMUNITY ACTIVITY PIC: From community event IN, TW, PN	8. TURN TO THE EXPERTS PIC: Lifestyle photo outside the home IN, TW, PN	9. DEALERSHIP HISTORY PIC: Old photo of technician's truck IN, TW	10. CARRIER NEW PRODUCT REVEAL PIC: Product's promo image or video IN, TW, PN	11. WEEKEND WEATHER FORECAST PIC: Photo of a winter sport IN, TW	
	14. TURN TO THE EXPERTS PIC: Close-up of thermostat IN, TW, PN	15. DEALER NEWS TW, LK	16. 3rd PARTY NEWS STORY (Include link) LK, TW, PN	17. WEATHER FUN FACT PIC: Winter storm IN, TW	18. DEALER COMMUNITY ACTIVITY PIC: From community event IN, TW, PN	

IN = Instagram, LK = LinkedIn, TW = Twitter, PN = Pinterest

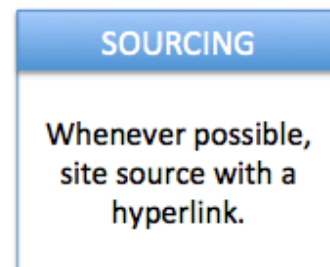
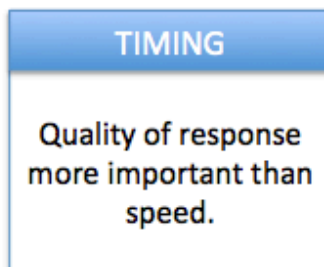
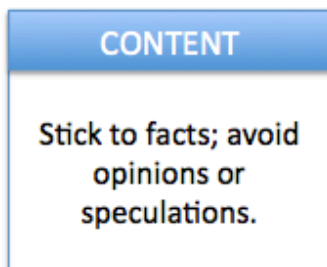
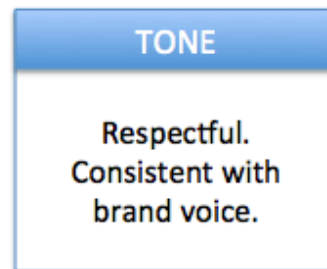
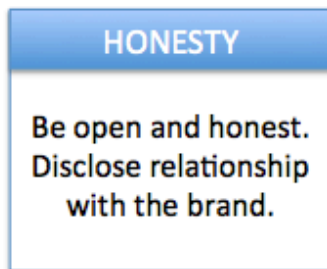
QUESTIONS TO ASK WHEN DEVELOPING CONTENT

- Is it fun?
- Will it drive engagement (likes, comments, reTweets, pins, etc.)?
- Will it be shared?
- Is there a strong call-to-action?
- Can it be cross-promoted on any other social media channel?

HOW TO RESPOND TO COMMENTS

Conversation Plays:

- Determine when it is appropriate to react.
- Establish response time standards.
- Create an escalation plan and rules for implementing.
- Develop an agreed-to response that establishes content/tone of responses based on the following principles:
 - Never delete posts because they are negative.
 - Address posts publicly and factually.
 - Avoid being drawn into an argument.



RESPONSE TIMING GUIDELINES – CRISIS COMMUNICATION 101

The purpose of a crisis communication plan is to guarantee that steps are in place in case of a crisis situation—during an event or in response to negativity on any social media channel.

Comment Classification	Public Post	Private Message
Positive	No response needed.	24–48 hrs. ("Thanks!")
Neutral/Questions	24–48 hrs. Respond to any questions.	24–48 hrs. Respond to any questions.
Negative	As soon as possible.	24 hrs.
Crisis	As soon as possible. Notify user that you have seen his/her post and are taking appropriate action.	As soon as possible. Notify user that you have seen his/her post and are taking appropriate action. Attempt to get contact information for follow-up.

Steps to Take

- Identify any potential “hot buttons” that could trigger negative conversations around your brand and business.
- Identify who in your organization should be part of your escalation process (*marketing manager, sales manager, public relations representative, legal council, community manager*).
- Craft responses in advance that take the conversation offline and either provide an email address or a phone number.
- In addition to messaging and before any action is take place, identify who would respond.
- Make sure your community manager has an email address and mobile contact details for all members of the escalation team.
- Direct all negative comments about Carrier Corporation to 1-800-CARRIER.

SOCIAL MEDIA TOOLBOX

To monitor and facilitate brand conversations, as well as publish content, having the right tools in place will make it easier for your community manager to manage all social activity.

CHANNELS TOOLS

Description	Facebook	Twitter	Instagram	Pinterest	LinkedIn	Mobile
Hootsuite is a social media management tool used to publish and schedule social media content.	★	★	★			★
BufferApp is a social media publishing and analytics tool used to space out multiple daily schedule posts.	★	★			★	★
Facebook is the world's largest social media channel used to tell the brand's story and engage its consumers and advocates.	★					★
Twitter is a real-time social media publishing and distribution channel.	★					★
LinkedIn is a social networking platform used by professionals and businesses.					★	★
Facebook Pages is the official mobile application for community managers to publish content, engage in conversations and monitor brand page insights.	★					★
Pinterest is a social network built around sharing and collecting pictures of the things that you like.				★		★
Instagram is a mobile photo-sharing network used to share images by mobile photographers.			★			★
Tweetbot is an iOS application used for publishing, engaging and monitoring conversations and hashtags on Twitter.		★				★
Falcon Pro is an Android app used for publishing and monitoring conversations on Twitter.		★				★

BRAND LISTENING TOOLS

Free:

1. Google Alerts – <http://www.google.com/alerts>
2. Social Mention – <http://socialmention.com>
3. Twitter Search – <https://twitter.com/search-home>
4. IceRocket – <http://www.icerocket.com>
5. Hootsuite – <https://hootsuite.com>

Premium:

1. Brandwatch – <http://www.brandwatch.com>
2. Radian6 – <http://www.salesforcemarketingcloud.com>
3. Meltwater Buzz – <http://www.meltwater.com/solutions/social-media-marketing-solutions/social-media-monitoring-solutions>
4. Netbase – <http://www.netbase.com>

TOP 5 SOCIAL MEDIA PLAYS

1. Include images in social content that drive engagement.
2. Quick response to questions and issues generates praise from your fans and softens the blow from customers who have had bad experiences.
3. Think before you hit publish – A quick post or reply outside of your strategy can be a sure-fire set-up for social media disaster.
4. Social media doesn't shut down when you go home for the night. Opportunities for engagement and leads are available during nonbusiness hours.
5. Contests and sweepstakes are great opportunities to build your social media channels, and introduce others to your brand.

NEXT STEPS

1. Set up your listening tools.
2. Identify any potential negative hot buttons around your dealership and craft responses for each potential issue.
3. Identify representatives that any issue would be escalated to in case of an emergency or negative event.
4. Develop and launch all social media channels with the latest creative for 2014.
5. Schedule an editorial meeting and begin brainstorming content that create curiosity, conversation and fosters community.
6. Develop a publishing schedule for each social media channel.
7. Deploy content according to schedule.
8. Monitor your social media channels for comments and questions.

