MANAJEMEN MEDSOSDALAM DIGITAL MARKETING

TELKOM PCC

BANDUNG 21-23 AGUSTUS 2017





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- S3 Kajian Budaya dan Media UGM
- Konsultan Media dan Digital Content Provider
- Jurnalis : Kelompok Kompas
 Gramedia, Majalah Gatra, Majalah
 Ummi, dll



KANG ARUL

BLOGGER
DIGITAL CONTENT PROVIDER















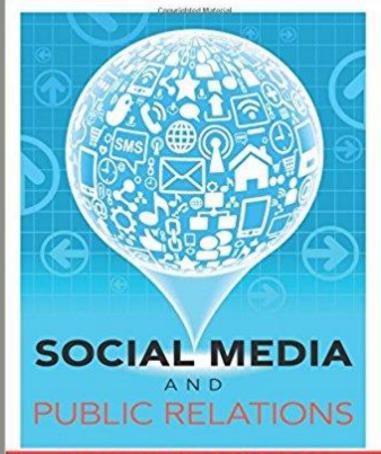


TOBUILD A GOOD REPUTATION, AND ONLY ONE BADONE TO LOSE IT.

Benjamin Franklin

Deidre
Breakenridge's
(2012) "Social
Media PR Strategy
Wheel" outlines all of
the critical
components of a
social media





FOR THE PR PROFESSIONAL

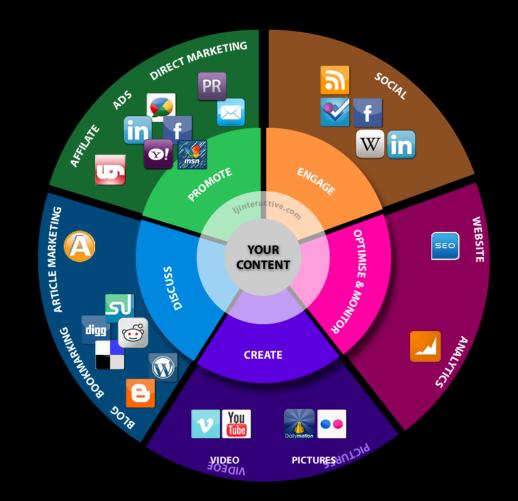
DEIRDRE K. BREAKENRIDGE

MANAJEMENSTRATEGY SOCMED-PR

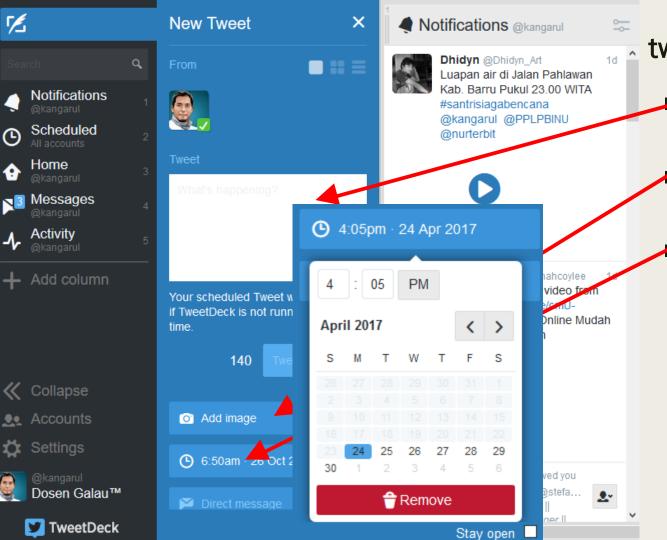
- Tracking & Monitoring Strategy
- Distribution/Channel Strategy
- Communications/Content Optimization Strategy
- Engagement Strategy
- Measurement Strategy

(Breakenridge, 2012:157-158)

PUBLIKASI KONTEN?

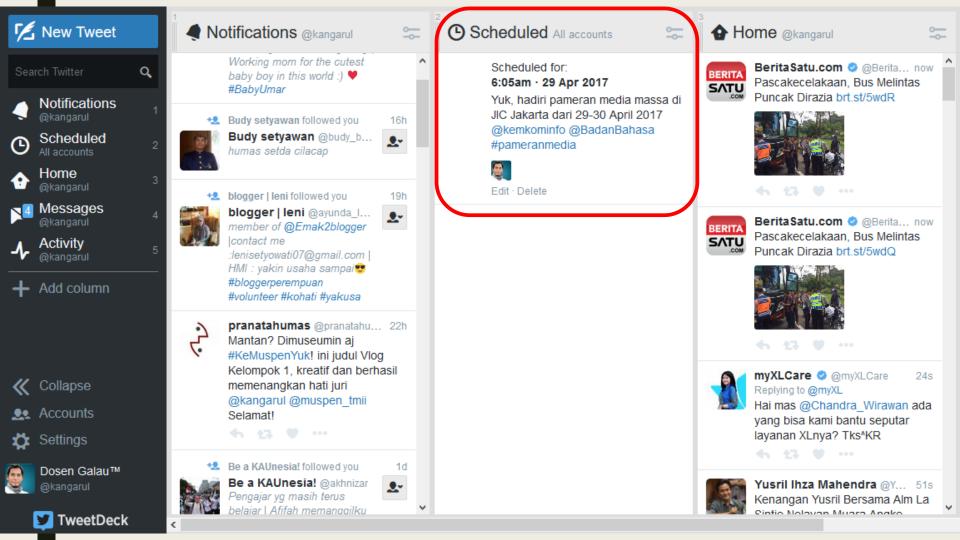


	S trengths	Weaknesses
Tactical	1. Creating article/blog post content 2. Administering branded social networks 3. Creating video/audio content 4. Using social sharing buttons 5. Creating research/whitepaper content	Most Difficult Tactics to Execute 1. Creating video/audio content 2. Creating article/blog post content 3. Creating research/whitepaper content 4. Advertising on social networks 5. Administering content sharing sites
	Opportunities	Threats
Strategic	Most Important Objectives to Achieve 1. Increase content reach 2. Improve customer engagement 3. Increase sales revenue 4. Increase website traffic 5. Increase lead quality	Most Challenging Obstacles to Overcome 1. Staff limitations 2. Budget limitations 3. Inability to measure social ROI 4. Lack of organizational commitment 5. Lack of social marketing integration



tweetdeck.twitter.com

- Tulis konten (informasi)
- Bisa memasukkan gambar
- Buat penjadwalan kapan tweet akan muncul





SOSIALISASI DI MEDIA SOSIAL

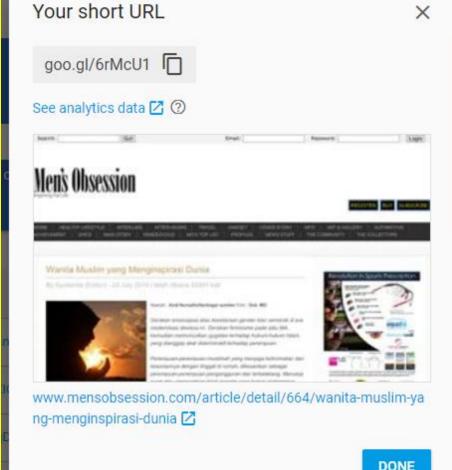
- PERGUNAKAN HASTAG #
- HASTAG ATAU TAGAR UNTUK
 MENANDAKAN KATA KUNCI DALAM
 PENYEBARAN KONTEN DI MEDIA
 SOSIAL
- TAGAR BISA DITARUH DI AWAL, TENGAH, DAN AKHIR SEBUAH KONTEN

PRAKTIK

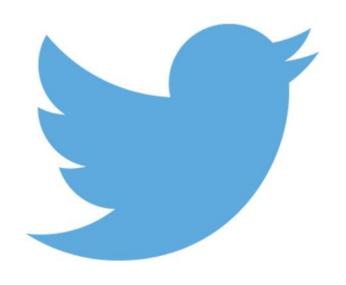
http://www.mensobsession.com/article/detail/664/wanita-muslim-yang-menginspirasi-dunia

HTTPS://GOO.GL/

https://goo.gl/6rMcU 1



PRAKTIK KAMPANYE



- 1. Tweet minimal 50 tweet per orang
- 2. Pergunakan hastag **#perempuanislam**
- 3. Mention ke minimal 100 akun
- 4. Berbalas komen dengan akun lain

hashtag

/'hastag/

noun

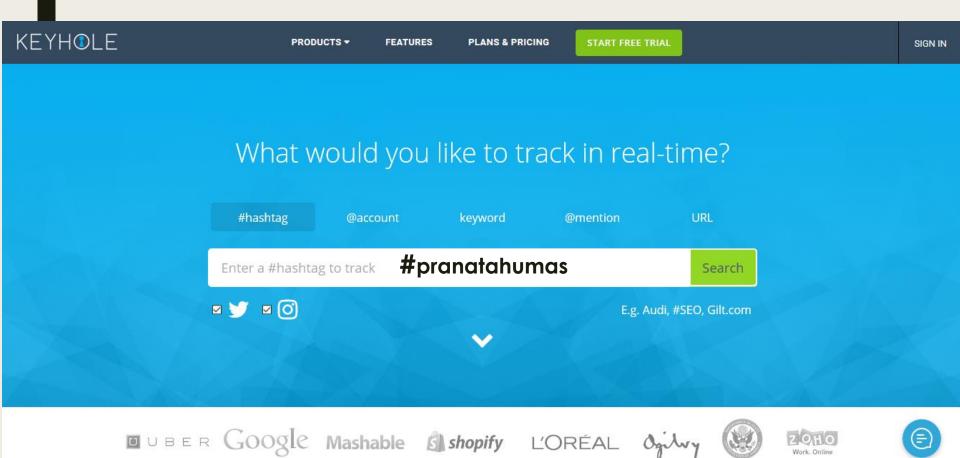
a word or phrase preceded by a hash sign (#), used on social media sites such as Twitter to identify messages on a specific topic.

"spammers often broadcast tweets with popular hashtags even if the tweet has nothing to do with them"

• the hash sign (#).

"Hunt mistook an @ for a hashtag while tweeting derogatory thoughts about him"

MELAKUKANANALISIS SOSIALISASIINFORMASI



DASHBOARD

POSTS

INFLUENCERS

MEDIA

24

POSTS

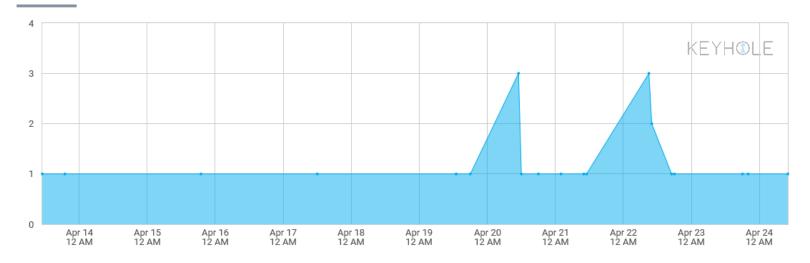
2

13

USERS

Reach and Impressions are still being collected. Please 'Save this tracker' and return later today for the latest data.

Timeline



Top Posts

RT / Likes

Klout

Recent



Rommy Perdana Putra @rommyroperta Apr 20

Rangking 3 besar peserta diklat fungsional pranata humas #pranatahumas 🔻



Museum Penerangan @museumpenerangan Apr 22

1,026 ♥

Selfie bareng bu Niken!! #muspenkeren #muspentmii #vlogpranatahumas #vlogkeren #iprahumas #pranatahumas #humaspemerintah 🕝



ELYA 🙍 @thisiswulanjarii Apr 20

64 **•**

70 ♥

(2) tapi katakan, "sampai jumpa lagi, sampai jumpa di diklat2 berikutnya 😊 " . . #diklat #pranatahumas 🧖





Photographer @kang.dudi Apr 13



Engagement

Klout

Frequency





















Related Topics

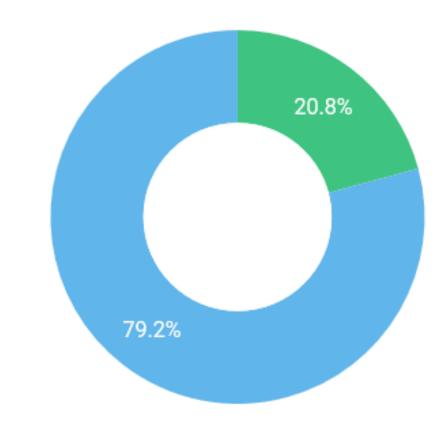


Sentiment



Negative 🔳

Neutral 🔃



https://tweepsmap.com/



PLANS

CONTACT

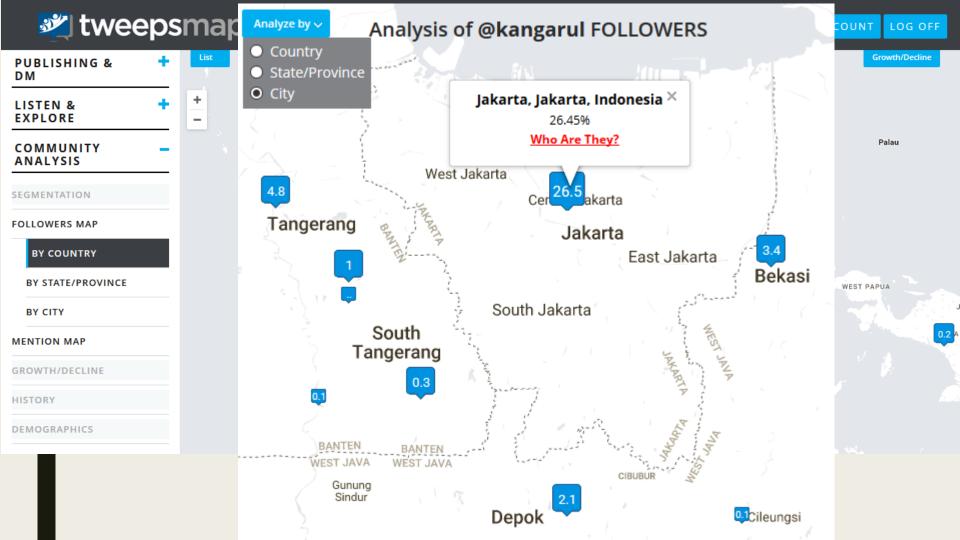
SOLUTIONS





Save time and increase fan involvement with location focused, straightforward actionable





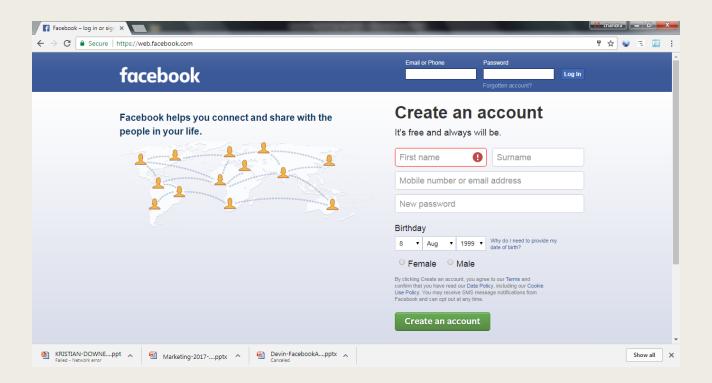
THANKS

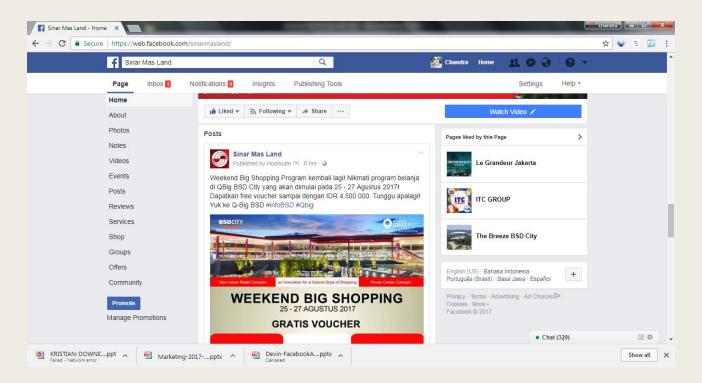
ANY QUESTIONS?

You can find me at @kangarul kangarul@gmail.com www.dosengalau.com

FACEBOOK MARKETING

Facebook Personal







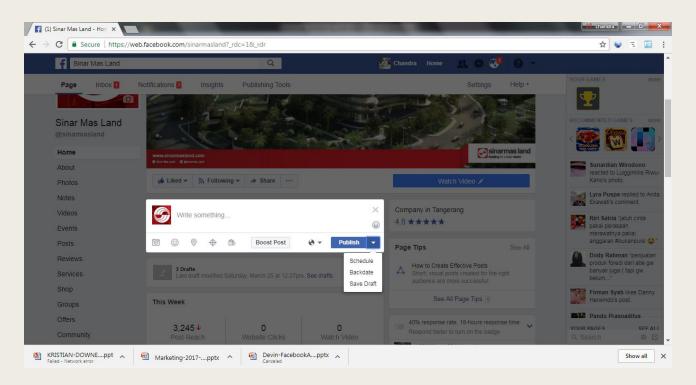


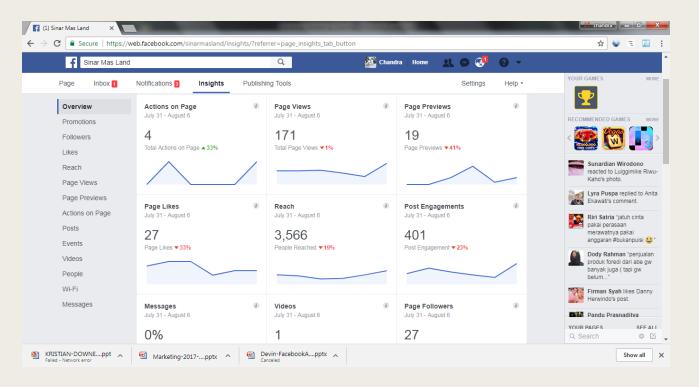


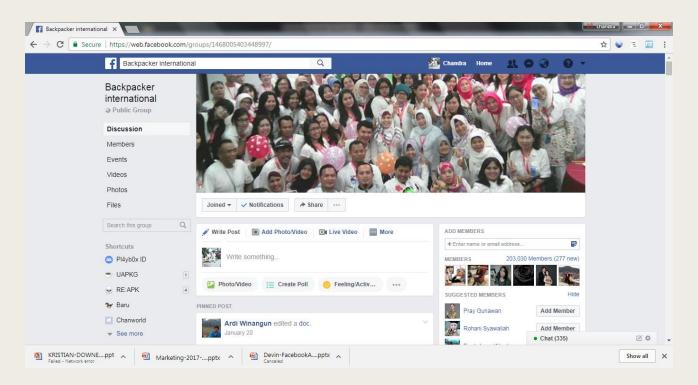












Facebook Tips

1. Buatlah Ringkas dan To The Point

Berdasarkan hasil penelitian, konten dengan panjang kata antara 100 – 250 kata, 60% lebih menarik perhatian dibanding konten yang panjang. Selain itu lebih banyak mendapat LIKE, SHARE dan Komentar.

Facebook Tips

2. Posting secara Teratur dan Konsisten

Posting secara teratur dan konsisten, keduanya sama-sama penting di Facebook. Posting secara teratur membantu membangun fan base Anda dan membuat Anda diperhatikan. Para ahli merekomendasikan untuk posting setidaknya 5 sampai 7 kali seminggu. Pada saat yang sama, jangan posting berlebihan dalam satu hari karena memungkinkan terjadinya respon negatif.

Konsistensi adalah sama pentingnya. Maksudnya adalah lebih baik anda posting 1 kali sehari selama seminggu daripada anda posting 7 kali dalam 1 hari lalu minggu depan baru posting lagi. Cobalah untuk posting promosi pada hari yang sama setiap minggu.

3. Menentukan Kapan Waktu Posting Yang Tepat

Terkadang dalam satu hari anda harus memilih waktu yang tepat kapan anda harus posting. Carilah waktu yang fans anda paling aktif dengan cara melihat facebook insight yang sudah disediakan oleh facebook. Lihat interaksi yang terjadi di insight.

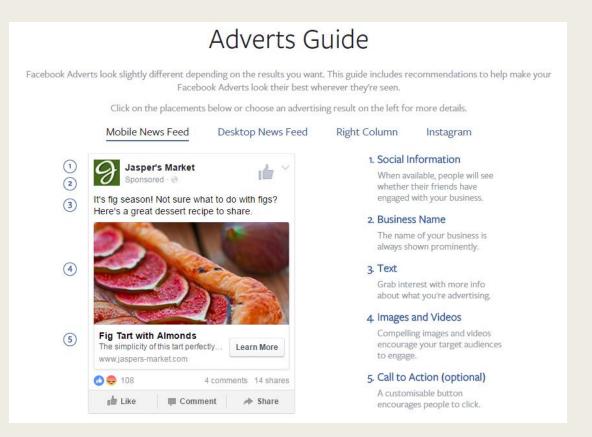
4. Posting Konten Yang Relevan

Selalu posting lah konten yang relevan untuk fans anda, misalkan anda membuat facebook pages mengenai peluang bisnis, jadi postinglah konten yang berhubungan dengan peluang bisnis jangan justru tentang kesehatan.

5. Berikan Berita HOT atau Terbaru

Selalu berikan update berita yang sedang HOT dan Terbaru. Biasanya topik yang berhubungan dengan Tahun baru dan Idul Fitri.

Sangat mudah untuk menyebutkan ini dalam konten Anda apapun niche Anda. misalnya jika niche Anda adalah desain web, selama musim liburan Anda dapat menulis posting seperti "Tips Design Web untuk Tahun Baru" atau "5 Hal yang dapat anda lakukan pada situs anda untuk menarik perhatian pada saat Idul Fitri".





Adverts Guide

Facebook Adverts look slightly different depending on the results you want. This guide includes recommendations to help make your Facebook Adverts look their best wherever they're seen.

Click on the placements below or choose an advertising result on the left for more details.

Mobile News Feed

Desktop News Feed

Right Column

Instagram

1. Images and Videos

Compelling images and videos encourage your target audiences to engage.



Fig Tart with Almonds www.jaspers-market.com It's fig season! Not sure what to do with figs? Here's a great dessert recipe to share.

2. Text

Grab interest with more info about what you're advertising.

Adverts Guide

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Right Column Instagram

1. Instagram Handle

Your Instagram handle is always shown prominently.

2. Images and Videos

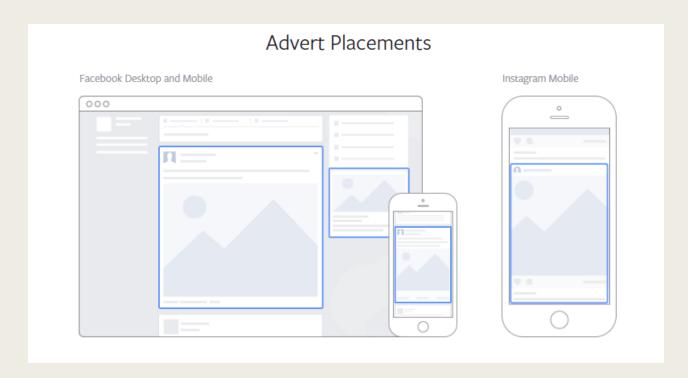
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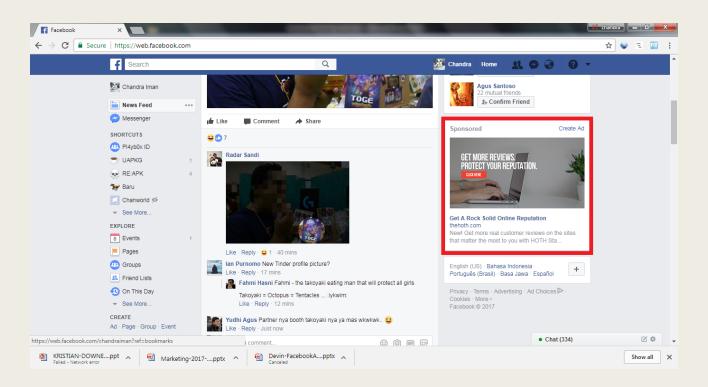
3. Call to Action (optional)

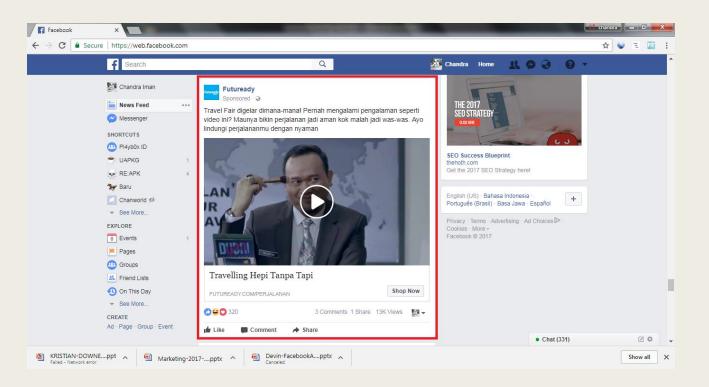
A customisable button encourages people to click.

4. Text

Grab interest with more info about what you're advertising.







Facebook Tools

■ Fb Social Toolkit (Chrome)

THANK YOU



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