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LCI's Backtalk



landis communications inc.

News and views from
Landis Communications, Inc.
(LCI)
San Francisco, California

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LCI is the 2011 Gold Bulldog Award Winner for Best Education/Public Service Campaign and the 2010 Bronze Bulldog Award Winner for Social Media

We're pleased to announce three new clients to the LCI roster:

[Jack London Square](#)

[Exploratorium](#)

[French American International School](#)

Meet the Newest Members of the LCI Team

LCI is pleased to announce the addition of **Erin Hunt Moore** as Director and **Keely Garibaldi** and **Tarah Beaven** as Account Executives. The three PR professionals bring a combined 30 years of experience and talent to the LCI

October 2011



How To Keep Your Social Media House in Order

All of our clients ask about social media. Some out of general curiosity, others out of a genuine interest. Most are engaged, others reluctant. But the commonality is that they all know they should at least be asking. We counsel our clients straightforwardly: social media is here to stay. And you must pay attention to it. Social media must be a part of every communications plan. But from a strategic standpoint, there's far more involved.

team. "I am extremely pleased to welcome Erin, Keely and Tarah to LCI," says [LCI President David Landis](#). "Their breadth of public relations experience is impressive and spans numerous industries, including: consumer brands, hospitality, technology, food/ beverage and businesses focusing on sustainability and green initiatives. This expansion not only strengthens LCI's existing account teams, but also ideally aligns with LCI's core company philosophy."

New LCI Certifications

LCI is now a certified Local Business Enterprise in San Francisco. Find us in the directory of LBE-certified businesses on the [SF Human Rights Commission website](#).



When it comes to social media for companies and organizations, the shopworn old adage rings true. If you fail to plan, you should plan to fail. Like any (and all) effective communications plans, a sound strategy and far-reaching map for success is critical.

The worst kind of Facebook page is the one that sits untended. Like the overgrown yard of a neighbor down the street, Facebook pages can become the eyesore of your corporate street. A blog that fails to engage your audience - or that fails to update regularly - can quickly become the chipped paint on the front door to your organizational house.

Following are a few top-line strategies to keep your social media house in good repair.

- **Plan:** Before you begin a social media campaign, build a plan for sustaining it. Map out a strategy for your Facebook status updates, your Tweeting objectives and your blog content. Have at least a month's worth of content built (or at least planned) before launch.
- **Set Goals:** As with traditional media plans, be clear about what your goals and metrics are. This will not only help in the planning, but also in measuring the effectiveness of the campaign along the way. Goals can include everything from elevating awareness and building an audience to increasing traffic to a website or improving sales. At the outset, determine what your metric of success is and make sure to measure it during the campaign and at its conclusion.
- **Understand the audience:** Although social media campaigns should be closely aligned to traditional media campaigns, the audiences can differ. This is why social media is so important - because, although there is overlap, it does represent a distinct audience. You must speak to your social media audience in a way that's appropriate to the medium.
- **Understand the medium:** As stated above, to effectively communicate with the audience, you must understand the medium. Status updates, Tweets, blog entries are each unique channels for communication. Identify and respect the mediums, know their tendencies and traditions and

LCI also is now a certified member of the [National Gay and Lesbian Chamber of Commerce](#).



[LCI is part of the Public Relations Global Network](#)

LCI welcomes new Florida agency to our global PR family (see below)

Quick Links

[LCI's Blog "Backtalk"](#)

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- communicate accordingly.
- **Be Engaging:** Each social media channel is intensely competitive. The rapid-fire nature by which information is viewed and ideally shared means you MUST stand out. If you plan well, understand the audience and the medium, you should have no problem engaging your audience. Offer compelling, provocative information that will prompt your audience to take notice, care and share.
 - **Be True and Transparent:** There is a tendency when using social media - whether individually or organizationally - to try and be somebody you are not. Being overly cool, or cute, edgy or cynical is not the way to engage or increase fans or followers. If it's off message, you're off the mark. Be yourself and be transparent about who you are and your message will resonate. Just be careful not to blatantly sell or overtly market to your social media audience.
 - **Be Current and Dependable:** Your social media plan campaign should be something your users rely on for information about your company or product. Whether via a blog or on YouTube, your audience should be able to find accurate, up-to-date information about you through social media channels. If they've read about something happening at your company in the newspaper and they visit your Facebook page to find weeds growing, they'll never come back.

Social media is an important, effective means for engaging and educating your audience - an audience to whom you can speak directly and honestly. With the right plan in place and a strategy for sustainability, you'll easily maintain the curb appeal at your social media house.

We're proud that LCI won a Bulldog Award last year for social media, but it doesn't mean we're not still learning.

Engagement is key in the world of Web 3.0. Please join LCI on [Facebook](#), [Twitter](#), [YouTube](#) and [LinkedIn](#). And be sure to sign up for LCI's blog, [Backtalk](#). Or email us at david@landispr.com. We look forward to hearing from you.

PRGN News

LCI Welcomes Miami to the Global Family



Public Relations Global Network

Connected Thinking. Globally.

LCI is pleased to welcome [The Conroy Martinez Group](#) in Miami, Florida as its newest affiliate PR agency in the **PRGN** family. Headed by President and CEO C.L. Conroy alongside Vice President Jorge Martinez, The Conroy Martinez Group is a bilingual, full-service public relations, marketing and social media agency. They are a welcome addition to the PRGN global network of 41 independently owned and operated agencies throughout the world. LCI is proud to be PRGN's San Francisco affiliate.

[Landis Communications, Inc. \(LCI\)](#)

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