



Social Media

What's social media?

All sources on the internet where people can interact and communicate with each other.

- Current soc. media sources are:**
- Facebook (1,4 billion accounts)
 - Twitter (550 million accounts)
 - LinkedIn (250 million accounts)

New rising sources:
Instagram, Pintarest, Reddit e.o.

These sources alter the way we find information on the internet. There's a shift going on from search-engines to social media in selecting information.

Trend:

**Plain marketing, advertising, is
NOT appreciated on social
media.**

Content is...!!

This leads to

"contentmarketing"

Contentmarketing is the 'new marketing'. Either for B2C as B2B. Just screaming that you are the best is not working anymore; You have to show it by sharing your expertise and opinion.

Contentmarketing is not a way to push your products or services, but a way for an organisation or brand to be recognised as a specialist. To become known for your expertise.

Contentmarketing is creating or publishing content with the goal to maintain a relationship with your clients or potential clients.

Main Goal:

**Become (or stay)
the specialist....!**

**Talk about your
work/business
with passion..!**

Add value..!

Corporate accounts will be managed by the marketing department.

Personal/work related account are managed by individuals/employees.

This company believes in open and transparent communication and encourages you to share your passion for your work with everybody. The online way/ social media source you choose, is up to you.

The new online media does however change the way we communicate with each other.

We provide you with some guidelines to give you the necessary skills to communicate on social media sources as an employee from Mabeno.

Where is the content?

- **Employees: Our ambassadors**
- **Monitoring: What is being said about us?**
- **In-company content- marketing departement**
- **Branche-news**

- **Share knowledge**
- **Add value**
- **Interact**