



Social Media March 2012

Monthly Snapshot Surveys provide ISPA members with a valuable look into the state of the spa industry, spa industry trends and also help to identify the needs of spa professionals. Snapshot Surveys are conducted on the third Friday of each month, with full results provided only to respondents two weeks from the release date of the survey. Knowledge is a valuable tool and these quick surveys provide a wealth of information shared by ISPA's members. The March 2012 Snapshot Survey requested information on social media.

From the responses received, social media is very much a part of the mix for most spa and resource partner members. Only five percent of spas said they were not using social media. Facebook leads the way as the most used social media tool for business with 93 percent of spa respondents using it. A majority of spas (67 percent) are also using Twitter. In terms of who is managing social media, 38 percent of spas said their public relations or marketing departments are responsible; however, this number varies greatly when broken down between day spas and resort/hotel spas. Forty-seven percent of resort/hotel spas have their public relations/marketing department take the lead on social media compared to only 23 percent of day spas.

In terms of average posts per day, spas prefer one to two posts on both Facebook and Twitter. When asked if they use social media to monitor feedback, 79 percent of spas said they do. Eighty-four percent of resort/hotel spas monitor feedback via social media compared to 65 percent of day spas.

In terms of what social media networks ISPA resource partner members use, Facebook leads the way at 83 percent followed by LinkedIn and Twitter, both at 63 percent. Only nine percent of resource partners said they are not using social media. In regards to who manages their social media, 32 percent of resource partners have a part-time employee taking on the responsibility. When asked whether they've produced measurable results through social media, the responses were very mixed. Thirty-seven percent of resource partners did have measurable results while 31 percent did not and 32 percent said they do not measure results. The majority of resource partners (64 percent) do use social media to monitor feedback.

The results analysis includes answers from all respondents who took the Snapshot Survey in an eight-day period from Friday, March 16, 2012 to Monday, March 23, 2012. During this time, 367 ISPA members responded to the survey. The category "all spas" referred to within the charts includes data from all spa respondents (day, resort/hotel, medical, destination spas, spas under development and corporate spa headquarters). The resource partner category includes spa consultants.

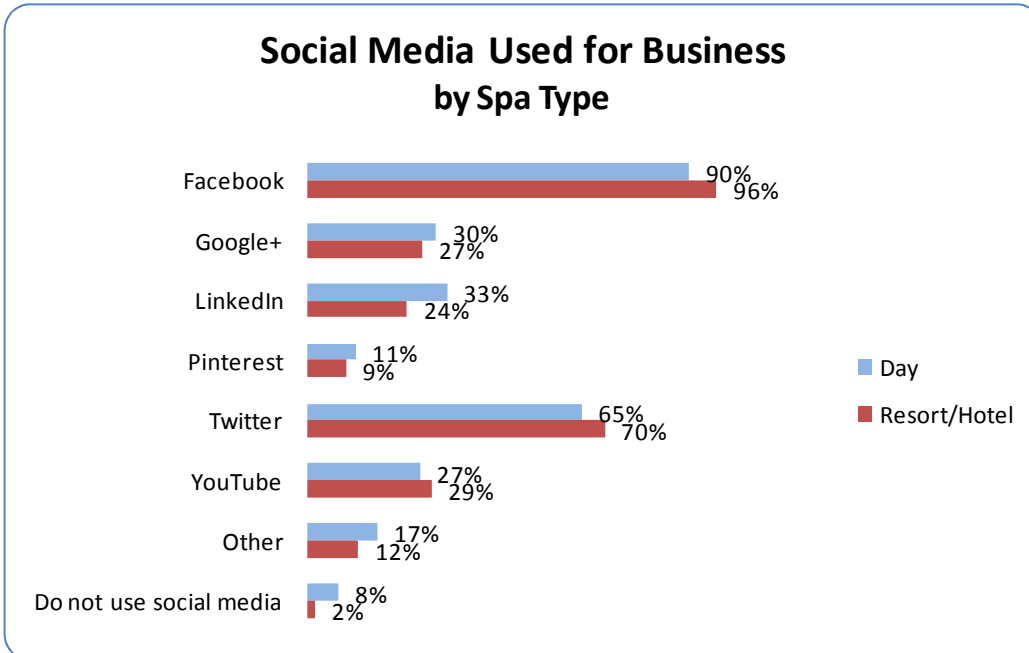
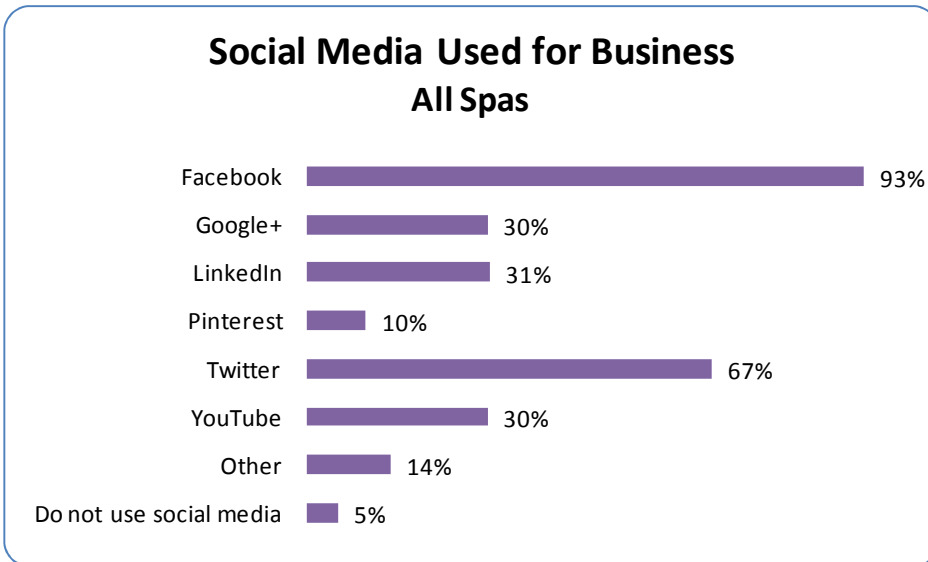
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SPA MEMBERS

Which of the following social media networks does your company use as a business tool? (Select all that apply)

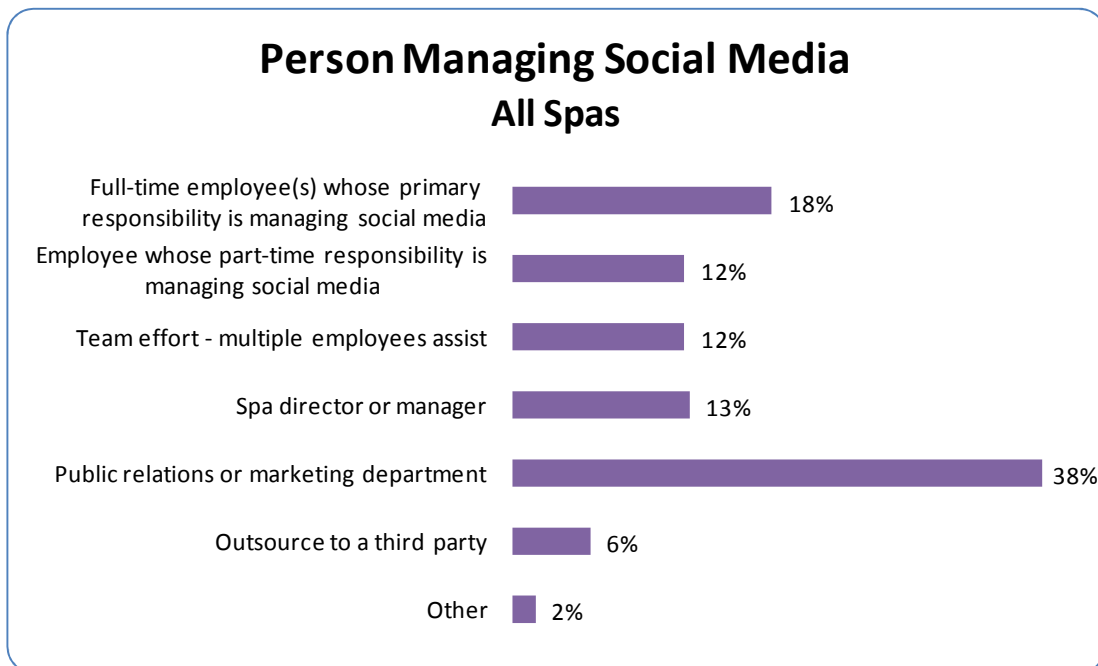




Respondents who indicated that they do not use social media were asked to describe why their company elected not to use social media networks as a business tool. Below is a sample of responses.

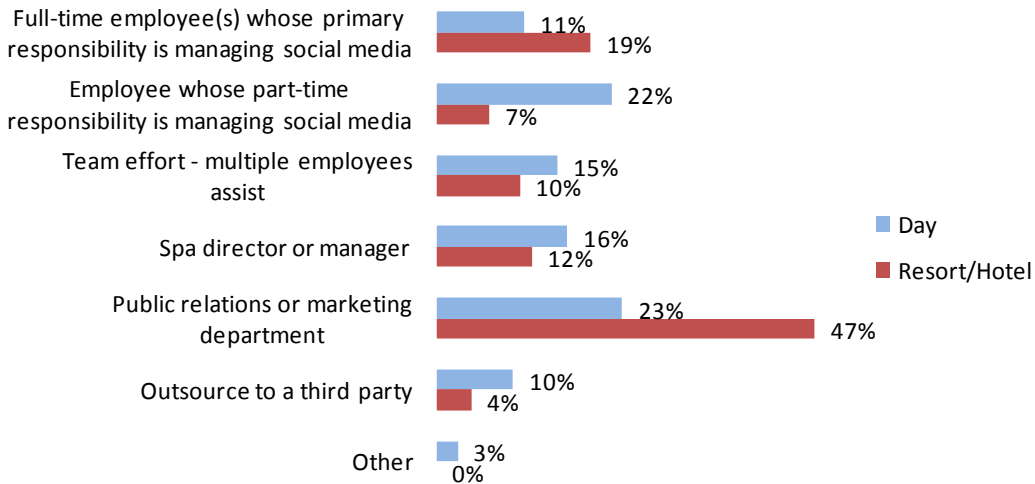
- We are a franchise. Our corporate office does use social media networks.
- The nature of being a private and limited membership based facility does not allow us to reach the public.
- We use the Internet through various marketing strategies; however, we do not use Facebook or any other social media, due to corporate standards.
- We are working on getting a Facebook page implemented.
- The concept of social media seems to be a smart tool in business; however, I have not seen the full impact, both good and bad, that social media has on a business. Until I am more comfortable with the companies out there that offer social media, I will continue to stick to a website that is also available in mobile form.
- Our clientele is middle-aged with higher income. They are not very active in social media. We think other ways of communications reach our clients better. We've not made a decision to stay out permanently, just for now.
- No real reason - just have not explored that possibility.

Who is responsible for managing your company's social media presence?



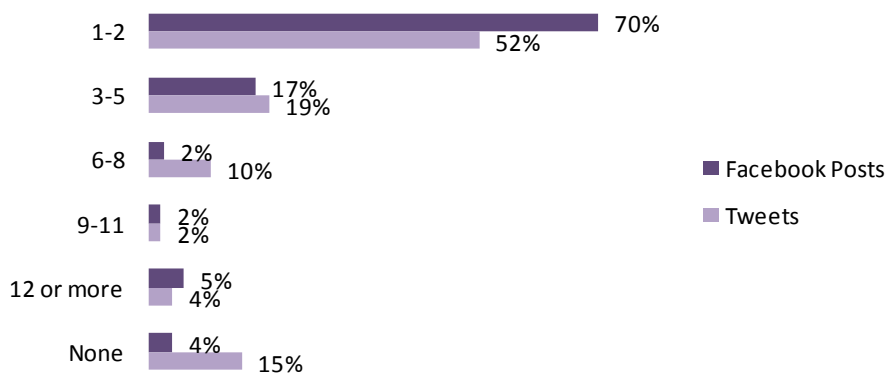


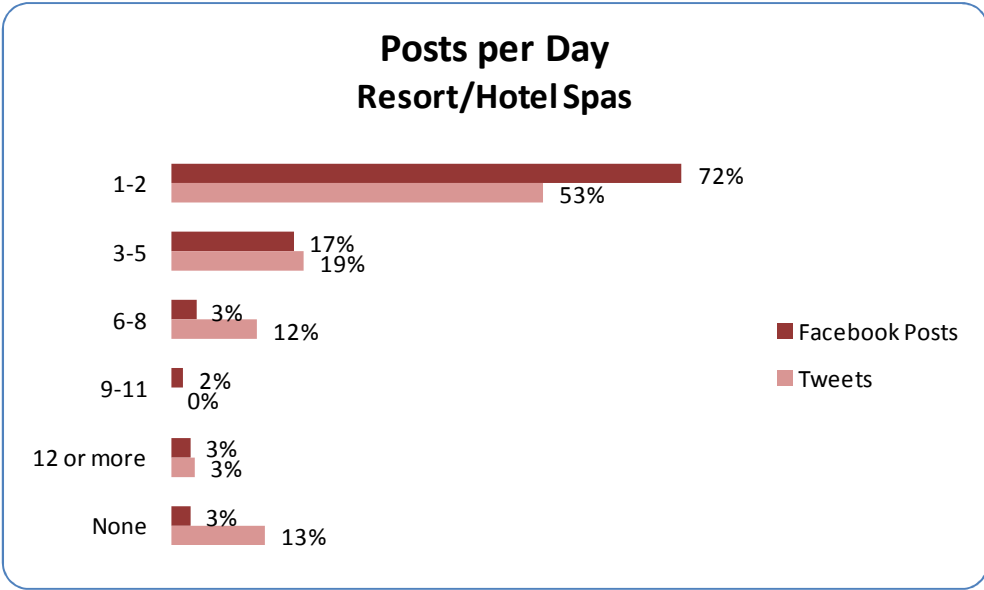
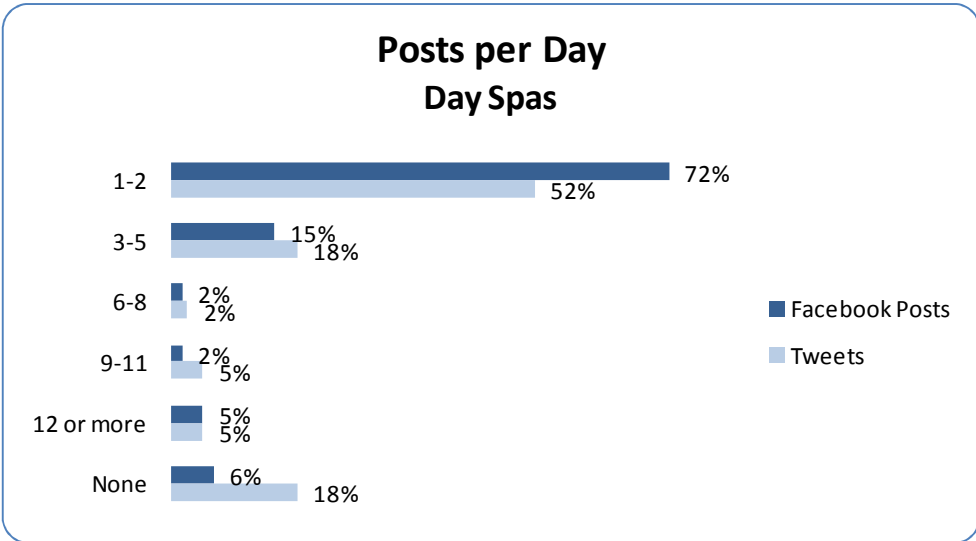
Person Managing Social Media by Spa Type



On average, how many tweets or Facebook messages does your company post per day?

Posts per Day All Spas





Respondents were asked to describe any effective campaigns your company implemented to increase the number of followers/likes. Below is a sample of responses.

- Giveaway promotions and refer a friend offers.
- Contest, new treatments and services, new openings, and events.
- Partnering with Spa Week - nutrition 911 giveaway drawing. Company drawing for spa stay when a certain number of fans is reached - all current fans automatically entered to win.
- Partnerships with airlines for spa and hotel sweepstakes/giveaways. We post spa specials and links to vendors and product lines used in spa.

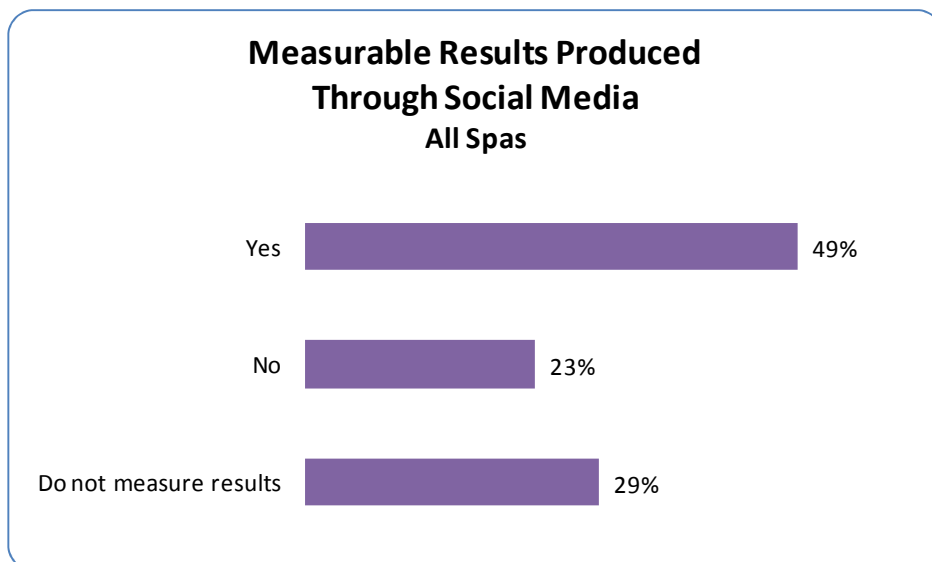


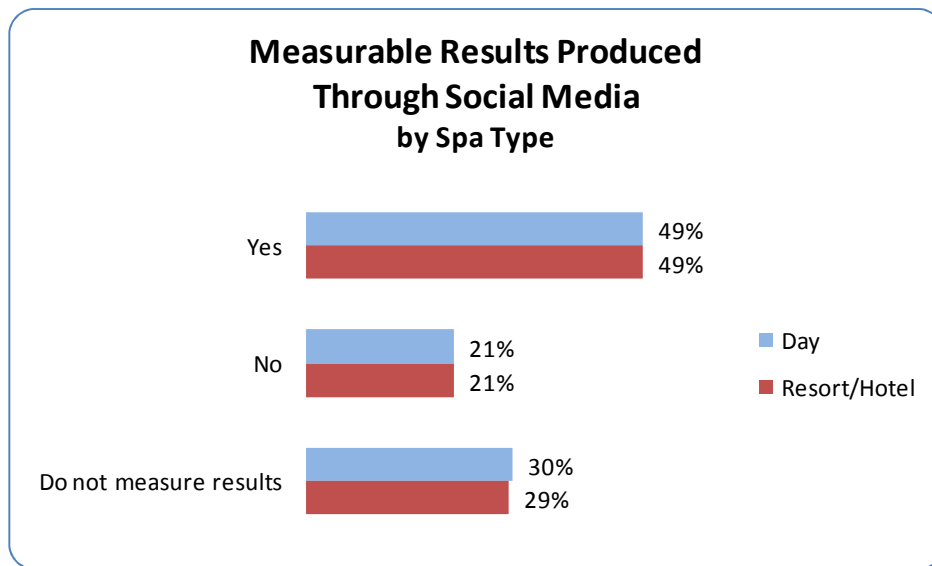
- We've done several campaigns where we introduce new products and services by holding a contest where fans can enter or answer a trivia question for a chance to win that product or service. We introduce the contests via email blast to encourage already loyal customers to follow us on Facebook and engage with us on a daily basis. Each time we do this we've seen our fans increase by 200 new followers a week.
- Contests and interactive posts.
- Discounts, tips, and contests.
- We post information on community events we are sponsoring.
- Giving away a free 90-minute massage.
- We offer a contest; for example, write a poem for Valentine's Day, then we pick the top three and our Facebook fans vote to pick the winner. Drives a lot of new fans to your page and they stay fans of your site.
- Questions on history of our estate in which we give complimentary dinner as a prize.
- Prizes for answering quiz questions.
- We share good health knowledge and promotions to people.
- Wellness questions, promotions with a referral, mommy bloggers with incentive for likes.
- Spa-ty event where we invited journalists for treatments and healthy food snacks. They tweeted about their experience. We also held a global Twitter event.
- Text a code to receive special incentives.
- Sparty for ladies and gentlemen and a Mother's Day package.
- For new people that liked us, the 400th like received a free cup of coffee.
- Promotion, get a friend to like us and get a gift.
- Location check-ins and discounts or special offers.
- Give away products or services if they like our page.
- We are a private club, so we use our account as an informational site and for employment recruiting. We have only been doing it for about two months.
- We did have a contest and gave spa treatments away to see who could get the most people to friend us on Facebook. That was very effective.
- We have learned that it's better to try and get things out in advance rather than offering last-minute deals, especially on weekdays since most of our clientele works then.
- Printed on the bottom of receipts and a \$25 gift card giveaway for likes, etc.
- Special offers for either spa or guest rooms or a combination of both.
- Enter to win free massage if you are a new like.
- For each like in a certain period, we donated \$2 to the local food bank. We donated over \$2,000 in one month at end of 2011.
- Reminding clients as they check out. Offering a special deal for Facebook fans only.
- We have created Facebook contests to name the barnyard animals, submit photos of the property to be used on marketing pieces, and we create stories about our property that people like to follow.
- We post "spur of the moment" specials to fill in appointments when business levels are low.
- We have outsourced our social marketing, and have seen a huge improvement with followers.
- We have just begun our social media program. So far, we have started a Friday trivia question in which the first caller with the right answer wins a spa prize that they have to pick up at the spa. A lot of excitement is being generated with our clients through this program.
- Liking groups on LinkedIn and asking for a like on Facebook.
- Join us and participate in a raffle for a one-week free stay at our place.
- We created a discount card and offer daily specials on Facebook.



- Like us if you like us, share us if you love us campaign - one share per month was the winner of a day at the spa.
- We put the link on our e-newsletters.
- We had a welcome landing page that gave a 10 percent discount if they liked us. As of March 31, Facebook is removing that ability.
- Last-minute discount specials.
- We advertise our packages and promotions through updates on these sites.
- Followers on Twitter get news and updates about promotions, packages and any new services or products in the spa.
- We did a Valentine's campaign where we asked couples to share their engagement/proposal story via email along with a picture. We then took the 10 stories and posted them to a Facebook album. From February 1-13, people could vote for their favorite story by liking the picture. We had incredible participation and the winning story had about 80 likes with the next two to three stories fairly close behind. It drove our page views and likes up. The winner received a couples massage and package from a local winery.
- Email campaigns, giveaways, contests, sharing posts, events, and cross promotions.
- Once we hit 1,000 likes, we offered all our followers a 40 percent off a single service coupon.
- We are approaching 20,000 Facebook friends - it is a terrific outlet for us. Our PR rep normally monitors Twitter for us, so that has less impact. Facebook friends know they can receive specials and info faster than our regular eblasts. The Facebook growth has been via word-of-mouth.
- Sweepstakes and eblast offers.
- Special offers, limited discounting.

Has your company produced measurable results by increasing its client base and revenue through social media?





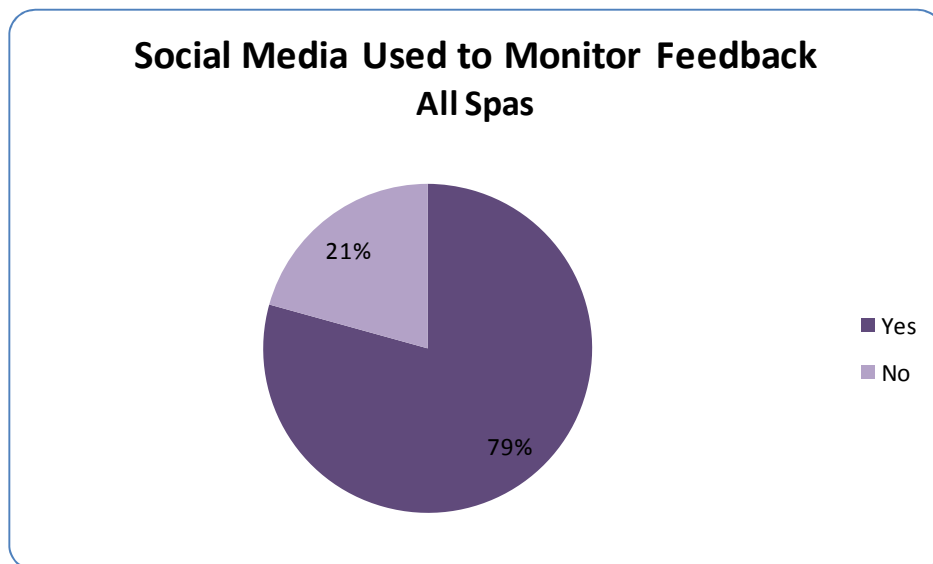
Respondents who answered “yes” to the previous question were asked to share a social media success story that produced measurable results and identify what those results were. Below is a sample of responses.

- Share a story about your Valentine and win a couples massage.
- Promoted our spa products on social media with a call-to-action to drive people to purchase online.
- Guests who "check-in" at the spa using foursquare during a certain period receive a discount on spa services. Increased business.
- We communicate directly with our technicians using social media to ensure information reaches the staff. It has improved our communication.
- Mother's Day & Valentine's Day promotions had great success with the number of treatments during the promotion period.
- Big snow storm which was causing cancellations of treatments. Used Facebook and Twitter to have a “winter warm up” special in the spa. This drove business to fill in the canceled appointments.
- We held an event for mommy bloggers at the spa which included mini services, a spa tour, and refreshments. They each blogged about us. We added an incentive for their readers to like us on Facebook for a chance to win a spa day. We saw a 50 percent increase in followers!
- Posted an offering on Facebook and received a great response.
- Post a picture of a local venue/attraction and respondents with the correct answer won a mini-treatment which brought 50 new followers.
- Goal to get a total of 1,000 likes; we did a campaign for breast cancer awareness and another campaign during the holidays where we raised money for a local charity. We were able to get 202 likes without offering anything besides what we already do.
- We offered a great deal on massages for just two days at the end of the month to try and boost our revenues and we did 39 extra massages in those two days.
- On slow days we occasionally offer a discount to our followers and track the revenue.
- We have a deal posted once a week for the next day which has brought in a tremendous amount of business.

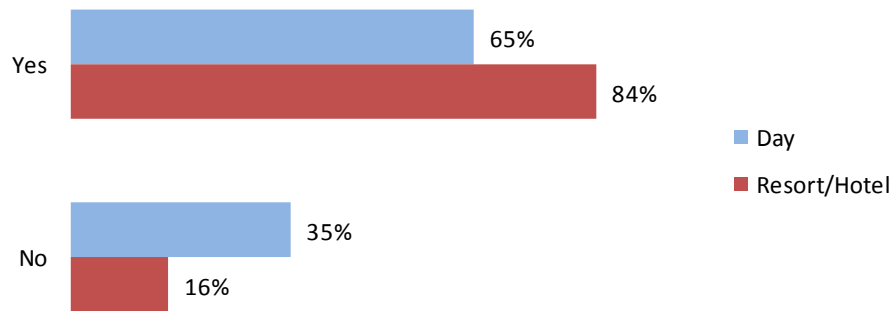


- We couponed through Facebook. The number of fans increased that month as well as the number of coupons brought in that week.
- Join us and participate in a raffle for a one week free stay at our place; the result was many people liking us on Facebook to participate.
- We created a \$5 gift card to print out during the holidays on Facebook. We saw our likes go up along with more friend shares. We also saw a lot of these walking through the door!
- Our latest Mother's Day package was exclusively marketed through Twitter. The first day we tweeted about it we sold more than 20 packages.
- We had a fundraiser for a local animal charity. We had promoted the event via print advertising and Facebook and Twitter. Not one guest mentioned the print ads, but the other guests (we had about 30-40) all heard about it through the social media campaigns that the animal charity and our spa had. The night of the party, it was tweeted about six times and people were posting pictures to Facebook from the party and tagging our business. After the party, people were commenting on our Facebook page about the event.
- Items we promote on Facebook always increase sales.
- Spa specials with direct tracking to Facebook; our overnight hotel sales office also tracks Facebook as a source code.
- We held a Facebook-only online sale of rooms and earned thousands.
- We sell short-term discounted spa services, last-minute with deep discounts; sometimes we get several bites, and other times none.
- Increased our signature drink specials by posting pictures.

Does your company use social media to monitor consumer feedback/comments?



Social Media Used to Monitor Feedback by Spa Type



Respondents who answered “yes” to the previous question were asked to share how their company handles negative feedback/comments posted via social media. Below is a sample of responses.

- Person is contacted immediately and invited back for another experience.
- We post all reviews positive or negative on our websites, but we do verify the reviews are from actual customers.
- Respond back to the guest within 24 hours and resolve the issue.
- Immediate response every time. Many times our fans will address issues for us.
- Take it offline and handle through direct messaging.
- We apologize for whatever gave rise to the negative comment, and we invite the individual to contact us directly and we provide a direct phone number.
- We call the customer and try and resolve the issue.
- Has not been as issue. Plan is to respond (as we do to positive comments or retweets, etc.) and explain our position on the matter in a non-confrontational way. We would also be prepared to take down the post if it is totally inappropriate.
- We post, connect with the guest and get their contact information to reply to their comment. Usually, if negative, we remove post from site.
- We handle all situations right away with a phone call or email to the customer directly from the GM. We don't delete post unless they're inappropriate and/or offensive.
- One specific associate responds to all concerns.
- By making a meeting with the department concerned.
- They contact the guest and ask for more information, and we also follow up and assist where we need to.
- Direct response from gm or hotel manager on that media site.
- We reach out to the individual directly and post an apology through the social media site.
- By response directly with the unhappy guest.
- We personally connect with anyone that was dissatisfied and address their issues accordingly.
- Our guest relations department reaches out to those guests.



- Thanking them for the comments and clarifying specific points.
- Return a comment if appropriate or invite the fan to call you so you can connect in person to address their concerns. We rarely have any negative feedback or comments posted; maybe one time in the past few years.
- Provide a professional response along with an invite to contact hotel /spa management for further conversation.
- We reach out to the guest to show our concern for their expectations not being met.
- We respond immediately to the critique.
- Follow up via electronic media.
- Designated resort responder gathers information about comments and replies to any misinformation or bad experience.
- Hotel manager directly answers to the negative feedback.
- Reply to each one with a personal note.
- We address each submission and inquire further. Most people just want to be acknowledged and respond positively to the follow-up.
- We follow guest comments closely and adjust our efforts based on this information.
- Spa director reaches out to guest.
- PR and hotel manager actively answer all feedback.
- Marketing responds to the guests and then involves the GM of the location of concern.
- We respond to genuine guest concerns; however, delete unprofessional posts that are not relative or conducive to positive social media.
- Promptly, sincerely and pro-actively.
- Respond publicly to any negative feedback online in a non-defensive manner.
- Response within 24 hours; ask to contact spa manager directly.
- Direct response whenever possible to learn more about the issue/incident and win back their business.
- Shared by employees and management.
- We acknowledge the post and take the discussion offline in order to get further info about the complaint and find a solution. Then we take the discussion online to share how the negative was turned into a positive.
- Our director of operations responds to all negative comments - some himself and others he delegates to the department under attack.
- Our marketing team attempts to collect as much information as possible about negative experiences, and forwards the info to the spa management team for corrective action.
- This is a rarity but when it does happen, we respond immediately via social media and directly with the consumer as well. Often they will go back and post again once we have resolved the problem.
- In such cases we act promptly by contacting the client to know what went wrong and if possible apologize to him/her.
- We immediately respond to the feedback online and if the consumer identifies who they are, we respond to them directly as well.
- If it's true we will call and give them a voucher to come back and try again.
- We respond to any negative feedback by acknowledging and offering a reason or apology along with a solution or offer for a free service.
- We address the concerns by apologizing, and then ask them to call us so we can speak more in detail and rectify the situation.
- Whenever possible, we have responded privately to the negative comments. If not possible to respond directly to the poster, we have simply posted an apology for the experience.



- Answer them publicly and truly (do not erase them).
- Our director of PR constructs a reply. Thankfully we haven't had any issues with this.
- Immediate response with attempt at service recovery or clarification of issue.
- We respond through the media as well as personally (if the info is available); this is true for positive or negative feedback.
- We've had none on standard social media, but with Trip Advisor, I always follow up, thank the writer for their time, and give any polite apology and explanation necessary.
- We remove the post and then follow up with the client posting the complaint.
- Immediate response and apology, if warranted, and ways to fix or guarantee for next visit.
- Humbly respond with a solution or correction, express gratitude for leaving feedback whether it's positive or negative.
- Acknowledge within two hours and offer to connect off-line.
- We have a marketing manager that responds to those comments.
- The managers in the respective departments will answer the negative feedback and if we can, we will contact them in person and see what it would take to make them happy and bring them back.
- I use a product to alert me when there is a mention. If it is negative (or super positive), I reply in the public forum, if appropriate or contact the guest privately, if necessary.
- We respond to that person privately and ask more questions about why they feel that way.
- Post genuine responses to concerns online so visibility is ensured.
- Posted public, dealt with in public.
- We have had few negative comments on social media. When we do, we ask them to contact us directly through email and we have someone privately resolve the issue with them.
- We have found that on Twitter, people are generally only positive. The negativity stems from people wanting in on either a Monday (when we're closed) or when we're too booked to accommodate them. We had one person post an angry remark on our Facebook page that there was a map with horrible directions linked to our Facebook information page. She said it was because of the map that she missed an appointment. We had no idea the map was there as we didn't post it. We figured out how to remove it and I thanked her for her feedback and let her know what steps we took.
- Comments are not typically removed. The social media manager responds after consulting the department involved. The appropriate department head will contact the guest if warranted.
- We respond to all negative comments, even just to acknowledge. We respond to a percentage of our positive comments, especially the ones that are quite lengthy and go into great detail.
- Our staff person gives an immediate response - via direct message if possible. Our goal is immediate, meaningful response to someone who is unhappy.
- All comments (positive and negative) are replied to in a timely manner. All feedback is shared with staff so they can fully understand the impact, and importance of, exceptional customer service and addressing guests' needs.



Respondents were asked to share one lesson they've learned from using social media. Below is a sample of responses.

- Always spell-check.
- Make sure you have sufficient time and human resources to keep it up.
- Consistency is the most important thing. Don't start what you can't maintain.
- Great way to reach a wide range of people.
- Take it seriously, be transparent with messaging, proactive in managing it and engaged with your commitment.
- Stay engaged and give your fans/followers a voice.
- You need someone dedicated to managing it in order to stay relevant and current.
- Pictures are typically more valuable than words.
- Good tool to create buzz/awareness about issues and your business but can't ensure you are targeting your client base.
- Continue to post stories not just related to specials, but related to wellness and beauty. Link to stories from other health/wellness sites.
- Short and sweet posts that promote easy interaction are key to engaging customers. If you're too flagrant, wordy and sales-like you'll lose fans.
- Don't friend your co-workers.
- Do not over saturate yourselves - let one or two people be responsible rather than having multiple independent accounts.
- Not sure it really helps.
- Make sure you are posting content at least once a day.
- Less is more.
- To be short and brief.
- Don't stop tweeting or uploading content, but you must be interesting for others and not only trying to sell.
- Takes up a lot of time!
- Get people interactively involved to share stories, memories, photos, etc. Run contests that select the top three entries and the one that gets the most likes wins. Grow your friends and your reach.
- We shouldn't bother people by tagging them.
- Social media is huge right now. We have to be better than ever so we do not have negative comments posted.
- Consistency is key.
- Regular posts keep the followers interested. Varying the posts between questions and interesting facts also keeps them interested. Stop posting and they fall off easily.
- Focus only on one thing at a time; for example, just treatments not food.
- It works in moderation.
- Need to have someone responsible for social media and focused on it every day.
- It takes a lot of time and energy.
- You have to keep up with the times and it can't be ignored as a communication channel that consumers, especially the younger demographic, are using.
- Monitor constantly!
- Don't hard sell. Use social media as an information or entertainment source.



- Transparency and accuracy in the shared information.
- The deal that is being offered needs to have a significant discount attached to it.
- It's a great real-time tool to market your spa, spa events and specials and to create an instant buzz. The response from our guests is positive!
- It requires regular focus to see any results. Identify a young member of the staff who loves social media and let them run with it.
- Stay consistent and interactive. Don't try to always sell something to your followers.
- It's all about engagement, providing the right content for a very subjective group.
- Need to have one person specifically designated with a clear outline of expectations.
- It helps in connecting and sharing ideas.
- Have a social media policy for your staff.
- Sometimes you can spend a lot of time on Facebook and Twitter and it can mean better communication but not always better dollars.
- Purely social; do not utilize for revenue-generating efforts. Also, less is better. We are finding that the average consumer is getting bombarded with too much sm.
- Reviews are crucial to a new customer; it is also important to be proactive in responding to those reviews.
- I would say that the most important thing is to always have something new and respond quickly to your followers.
- Be careful it because it can use a lot of time. We are still not sure if this is our market. Many of them want Groupon deals and will not pay full price.
- Keep it interesting and keep it focused on what you represent. Do it frequently.
- Blog frequently. Post meaningful items.
- So far it has been somewhat successful in recruiting.
- Getting current clients to friend or like us on Facebook needs to be a continual process. It is often forgotten by front desk because they have so much else they are concerned about, and rightly so.
- Get someone who knows what they're doing. This is now becoming the way in which guests view everything. It will pay off to have a professional manage your accounts
- Too early to tell. But you've got to be there.
- Don't be so salesy! Be personal , helpful and informative
- Include any dates and times for promos, so that clients don't present when offer is expired. Be clear on any restrictions or qualifiers for promo.
- That you need to be using social media and it needs to be monitored fairly constantly.
- Don't use it for just marketing. Make it conversational.
- The more tagging you can do in your posts the more people you reach.
- The more posts, the better.
- There is a fine line between too many posts and not enough. Finding that place can be challenging. We have found that less coupons and educating people more is a good balance.
- Punctuation matters.
- Keep it fresh, informative, and very low-key in regards to sales.
- Be consistent and devote enough personnel to handle it properly.
- Social media allows you to see that people are watching but has not impacted our bottom line by increasing revenue.
- Each time, after we added an important message on Facebook, the number of new fans increases.

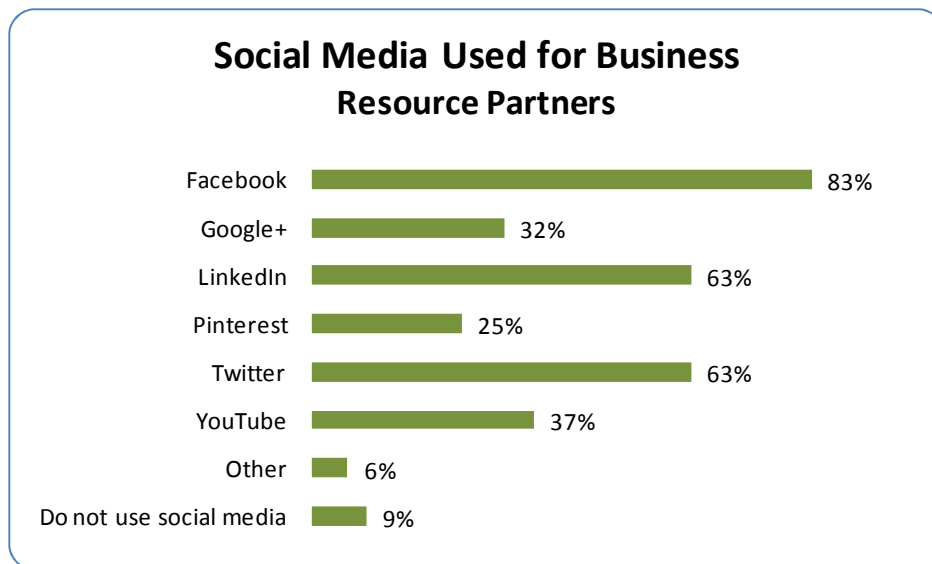


- It is imperative to have a designated person coordinating it daily and constantly focusing on creative ways to enhance it and get more people looking at our page.
- Respond to negative comments immediately.
- It's a great idea but needs continual updating.
- When doing a contest, you have to use an outside source to monitor results.
- The more social forums you join, the more people know your business.
- The response we have seen is incredible and how quickly people respond is amazing! We have implemented contests that went viral, and have learned clients' likes and dislikes. It has certainly helped us improve our business.
- Ensure your marketing/PR department is fully responsible for this.
- Informing and entertaining your followers is more important than selling to them. Develop a relationship with them and they will become a loyal customer.
- It is here to stay, must embrace, learn, and keep up with new trends. We are getting into Pinterest and are looking at strategy changes in number of Facebook posts and tweets as well as "our voice," etc.
- Keep your message interesting and create a resource rather than posting offers all the time.
- It's never too late to start.
- Help others and they will help you in turn. Share another business' event and they will help to share yours. Compliment another business' staff or write a good review on Facebook for others. What goes around comes around in social media!
- Videos work but make them short in duration and fun regardless of how serious you think your business is.
- Plan just like you do with marketing.
- Don't overdo it - keep Facebook posts minimal. Set up tracking source codes in your system to get the measurable results to justify doing it.
- Plan your tweets and posts out in advance, include quotes, highlights on treatments, and pose questions to your followers to help give you positive feedback on your spa.
- I am hoping to use social media to promote quiet times with special on-the-spot promotions. I have been pursuing the ability to use social media for a long time; it is an essential element of today's lifestyle.
- Invest early in hiring a staff person, once you have the fan base they will contribute to your content. Don't delete bad posts, it reduces your credibility.
- Be sure to communicate what has been posted to avoid confusion when speaking to guests that are inquiring based on social media posts.
- If you have a personal profile and a business profile - represent yourself well in your personal profile.
- Don't take it as an easy way out to cut PR and marketing costs. Social media is a top marketing tool; however, it needs to be managed by a person who does have the skills and knowledge to make it work and useful, if not it is a waste of time and money.



RESOURCE PARTNERS

Which of the following social media networks does your company use as a business tool? (Select all that apply)



Respondents who indicated that they do not use social media were asked to describe why their company elected not to use social media networks as a business tool. Below is a sample of responses.

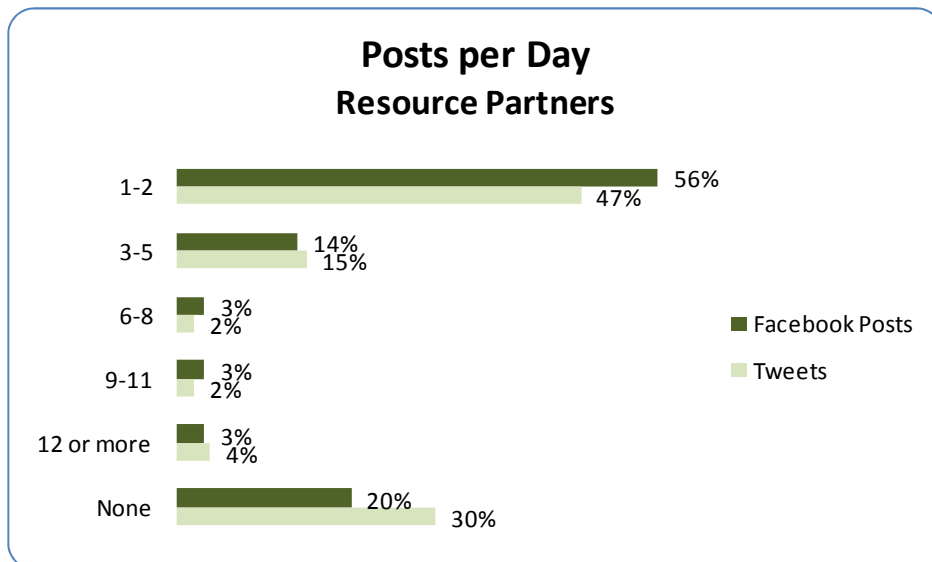
- We feel it is wasteful and causes us to sit behind a screen instead of having and encouraging personal relationships. We believe in hands-on.
- We are trying to find more effective mediums to reach our specific target audience which is men.
- Our customers are not retail customers.
- It is not on our list of priorities at this time.
- It is being planned.



Who is responsible for managing your company's social media presence?



On average, how many tweets or Facebook messages does your company post per day?

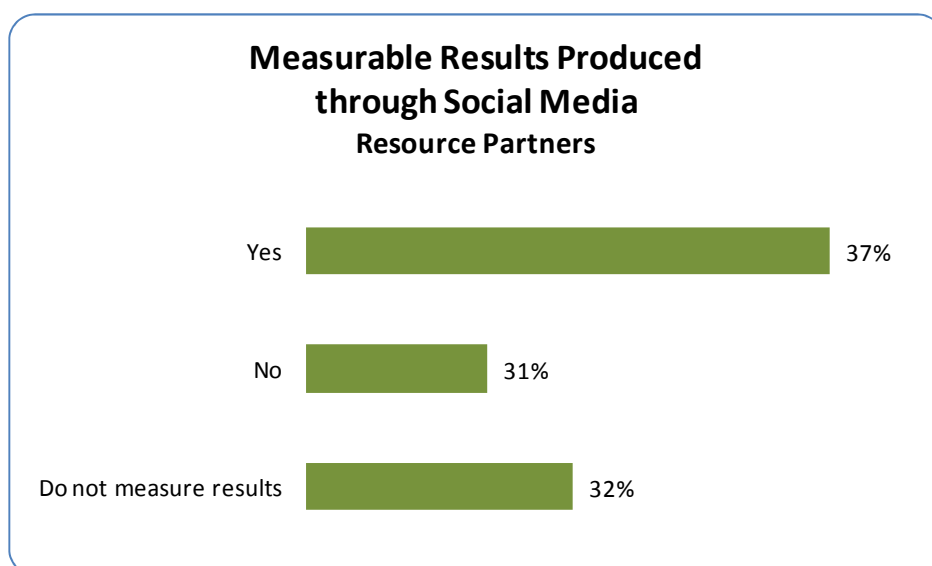




Respondents were asked to describe any effective campaigns your company implemented to increase the number of followers/likes. Below is a sample of responses.

- Contests or questions seem to work the best.
- Polls, surveys, contests, testimonials, happy birthday messages, and exclusive specials for specific social media sites.
- Testimonials.
- Liking all of our retail stores, plus following them on Twitter, also, posting personal favorites about other companies.
- Facebook ads - bidirectional contest with e-commerce.
- Contests - one effective campaign involved having fans upload a photo pertaining to a topic. The photo with the most likes at the end of the week won a gift set. We encouraged them to get their friends to join and like their photo.
- Email blasts, use of social media logos on marketing materials, word-of-mouth.
- Sweepstakes and partnerships with outside companies.
- Facebook advertising, incentives for social media followers (i.e. first to shop sales, special discounts), encouraging followers to share content, and posting things that elicit a response (either comment or like).
- Our posts via Facebook/Twitter are designed to drive awareness about our brand partners. In turn, we strive to increase our account base (targeting spa owners/estheticians) as well as traffic to our existing accounts. Recently, we developed a campaign around one of our brands. While I won't go into the "nuts & bolts," I will say we had a very successful campaign. We were able to open 15 accounts in two months and increase sales within our account base, effectively reaching out to our accounts and end users.
- The best way to get more followers and likes is by offering interesting content, not just promoting. Social media is a dialogue, so it's not just posting, but interacting with other Facebook pages or with your followers on Twitter.

Has your company produced measurable results by increasing its client base and revenue through social media?

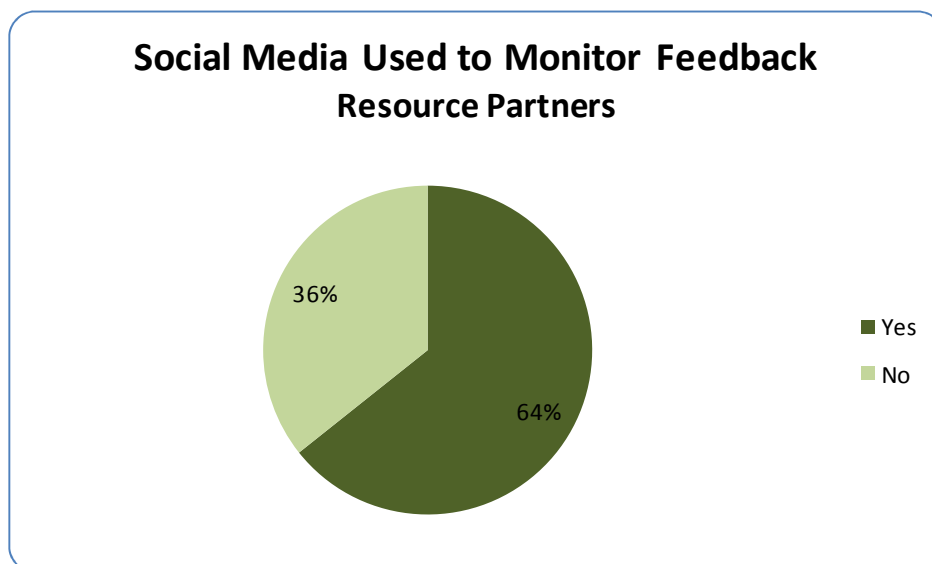




Respondents who answered “yes” to the previous question were asked to share a social media success story that produced measurable results and identify what those results were. Below is a sample of responses.

- Announcing that if you sign up for our mailing list, you could receive special offers, promotions, and hear about new products. Just from one tweet and post on Facebook, we received over 70 new emails to add to our client list!
- We released a sale in our company and did all of the advertising through Facebook. It encouraged people to like our page.
- We were contacting via Facebook to obtain information to open a new account.
- Promoted last year’s Christmas special to all our friends on Facebook and our followers on Twitter. It was a huge success.
- Our number of daily active users (on Facebook) has had a positive correlation with our daily online retail revenue. By identifying activities that increase daily active users, we are able to replicate successes by creating similar content.
- Since we engaged in a new social media strategy by sharing customer success stories and valuable whitepapers and info, our sales are up 40 percent over last year.
- We have seen a great interaction between our customers thus building a community that started to work as a team with Q&A responses coming direct from customers to customers - so that they also become the stakeholders in this online dynamic community and share their experience.

Does your company use social media to monitor consumer feedback/comments?





Respondents who answered “yes” to the previous question were asked to share how their company handles negative feedback/comments posted via social media. Below is a sample of responses.

- Address them immediately.
- We contact the client directly, if possible.
- Direct messaging and proactive monitoring work best to defuse any frustration or problems.
- We rarely have negative feedback on social media sites. Yelp has been the only problematic site with real reviews that get filtered which does not reflect the actual reputation of the business.
- Positive response.
- Respond directly to negative feedback. We use it as a tool to improve.
- Respond privately and possibly publicly.
- Usually thank them for the inquiry and send them a personal message in inbox to speak with them directly on the phone. Email and Facebook can be vague on passion and positivity towards customer service.
- We always acknowledge their comments and ask them to contact us directly on our toll free line or email us directly.
- We respond to the issue immediately and sometimes delete.
- Transparent - we keep them on our page and answer their questions.
- Take it as constructive and respond positively.
- Depends on the type of comment; sometimes we respond with an answer to clarify a concern or complaint. In one instance, we removed the comment.
- Usually acknowledge and respond.
- Respond immediately and offer a solution publicly.
- We fully review and respond as quickly as possible.
- We haven't had any negative feedback, fortunately. If we did, we would post a response, and very likely provide a special offer to the customer to try an alternative product.
- The salesperson in the area calls ASAP.
- Respond immediately and provide a remedy to the situation. This is customer service that is on display for all to see - so be sure to deliver and do so promptly.
- Be authentic. Address it publicly and privately. Be humble, positive and constructive.
- We always contact them personally to see how we can rectify a situation.
- We thank them for their feedback, give an honest answer and try to rectify the situation and point them in the right direction.
- We always respond quickly to any/all comments. If negative, we try to offer a solution and contact. We will respond to the Facebook/Twitter comment and then also follow up with them personally via email or phone.
- Address concern directly and immediately with person responsible.
- Respond as quickly as possible. Be open and honest always.
- We acknowledge the good and bad of social media and also it gives us direct feedback to issues that had not been raised previously so that we can take the issues on board and respond for all to see (as appropriate), it's a blessing and a curse! As it's a live media with instant feedback, the admin needs to keep an eye on all posts as to ensure a damage limitation if a customer chooses to use social media as a soapbox. You also need to watch for sleepers and ensure that your community is policed to protect all members.



Respondents were asked to share one lesson they've learned from using social media. Below is a sample of responses.

- We have a limited number of hours in the day to work. Use your time wisely in ways that will provide a return on your time investment. Social media works better for some companies than others based upon who your clients are and how they find your business. It's okay to spend part of your time working on social media but not at the expense of proven revenue generators.
- Don't have too many posts. It would be like spam.
- Be consistent with all of your postings and offers.
- Be consistent, have a plan!
- Do not try to manage your own social media marketing, you still need marketing specialists.
- You need a dedicated person to update on a frequent basis. I have not had time to do so, but feel it would be more harmful to shut the Facebook page down since I am still getting traffic.
- If at first you do not see immediate results, keep trying. Sometimes it may take a while to get results in your social media campaigns but you have to keep trying. Keep posting!
- Consistency and post only one to two times a day.
- Follow everyone that follows you.
- Especially on Facebook, it's not that much about the quantity, but more about the quality of the post, as well as the timing.
- That depending on the age demographic that you are trying to reach, it is a necessity.
- Use as a tool to share resources, not as a revenue generating resource.
- Post multiple times per day.
- Another good source for your PR department is to develop relationships with the top beauty bloggers.
- Just getting wound up to do a big push, blogging is a great way to drive people to our sites.
- Add value for your followers and audience. Don't just blast out specials or tell them to buy all of the time. For every one post promoting the company, do 10 posts to educate or add value for them.
- LinkedIn is a phenomenal resource to reach out to people.
- Monitor it carefully.
- We use our fan base to test new product ideas and requests. It's fabulous!
- Do use social media on a consistent basis and never more than a few times a day. Too much will hurt you.
- Content is king. Do not use these platforms to sell, use them to connect and create value.
- Social media cannot be done on a whim or without a clear strategy. We recommend using a third party if you cannot allocate a full-time staff member to the project. No matter what, an effective social media campaign requires: set goals and make sure your staff is aware of them and buys into the campaign; measurable results; seek feedback from your staff and customers; and, analyze, adapt and adjust.
- For every one thing you want to share about your company, share 10 things about others. Be relevant and add value.
- Be consistent, offer value, and don't focus on promotions. Offer interesting articles and write a blog.
- Offer information that is valuable and engaging for your audience. Don't spam them!
- For most engagement, don't be too promotional. Give followers content and useful advice, especially from other resources as well as our own.
- Be authentic!
- Keep control, do not allow the tail to wag the dog, social media can be dangerous if it is not policed, delete unsolicited feeds as this can be dangerous and malicious particularly bad language.