

40 SMART SOCIAL MEDIA STATUS UPDATES

TO MAKE FANS FALL IN LOVE WITH YOUR COMPANY

by THÉRÈSE CATOR AND THERESE MIU

THERESE²MEDIA

The next level of social engagement.

Note from the authors:

Dear Friend and Fellow Social Media Engager:

We're so happy that you're just as excited as we are about engaging with your community on social media!

Companies are spending more on social media than ever before. According to Mashable by 2013 companies will be spending over \$3.1 billion on their social media marketing efforts. Facebook alone has over 500 million active users. This just further confirms that social media isn't going anywhere. Companies and brands who are not leveraging the power of social media will simply get left behind.

To tap into social media's full potential companies and brands must become master engagers. But how can you engage your fans? This is what we've seen brands struggle with time and time again, and that's where this gift comes in.

I hope you enjoy these ideas and if you find value in this gift please let your friends and peers know. Here's the link for you to pass on:

<http://theresesquared.com/40-free-smart-status-updates/>

Wishing you much success,
Thérèse Cator & Therese Miu



Chief Social Engagers



5 Questions You Must Ask BEFORE You Engage With Fans

Before we get into engagement strategies we wanted to give you some food for thought. We know you're excited to jump right in but we've seen so many folks crash and burn so this is worth covering. No one is going to hang out on a page where there's no action going on. That's why CLARITY is key before setting up your engagement strategy. Here are 5 essential questions to ask yourself and answer before you engage.

QUESTION #1: WHAT'S MY INTENTION?

Without setting an intention for what you are hoping to accomplish in social media you might as well turn off the light switch. Instead of fumbling around in the dark, take a look at your company's mission statement and vision statement to give you a clue. Companies that have created compelling social media campaigns are crystal clear about their intention. So before you go on, take a few moments and jot down what you are hoping to accomplish. A few examples of possible intentions could be: To have better customer service or sell more products/services or even find out more about my customers. Whatever it is make sure you're crystal clear about what you want to do.

QUESTION #2: IS MY BRAND DESIGN AND IDENTITY CLEAR?

Take a quick look at your website, Facebook page, Twitter and YouTube accounts. Is your brand design compelling and consistent? Are you using every bit of real estate possible to convey your message? Do you have a compelling landing page? Remember first impressions count so having a consistent image of your brand across social media platforms counts.

QUESTION #3: IS MY COMPANY/BRAND A THOUGHT LEADER?

One of the easiest places to establish yourself as a thought leader is your website. Take a look at your website and go to your blog. Do you have one? If so, are you consistently adding new articles pertinent to your niche? If not, you're simply missing out on an opportunity to establish yourself as a thought leader in your community. The people who are considered thought leaders are the ones who are constantly providing value to their communities. It doesn't matter what industry you're in there are always ways to provide value. You just have to get creative. What you will find over and over again is that the people and companies who are providing an insane amount of value inevitably thrive.

QUESTION #4: AM I TURNING MY FANS INTO CUSTOMERS?

Social media has changed the way we do business. Now more than ever you have at your own disposal targeted customers and prospects that can help you spread information about your products and services virally. It is vital that as a business owner you maintain two-way communication with your fans by engaging them and providing value. This will increase likelihood of building long-term meaningful relationship with your fans and inevitably turn them into your own personal brand evangelist.

QUESTION #5: HOW AM I MEASURING MY COMPANY'S/BRAND'S SOCIAL MEDIA ROI?

The way you measure ROI should be built upon the consistent flow of communication you have with your fans. We suggest measuring your ROI in a different way - by how much you're engaging with your fans in a genuine way and how you're building your relationships with them everyday online. This should be the first priority. From there you can identify, monitor, and manage brand relationships and reputation by using key metrics.



How To Use These 40 Engagement Ideas

So now that you've answered the 5 essential questions you're ready to start the first part of your engagement strategy. This list contains some of the best status updates on Facebook. We scoured hundreds of brand and company pages to give you the best of the best.

So how do you want to use it? First go through the list and make note of the ideas that jump out at you. You can easily use the highlight/annotate feature if you're viewing this on Preview or Adobe Reader. Remember you don't want to copy these examples exactly. Remember they only serve as a guide for you and how you engage must be in your company's / brand's own unique voice.

Also, can you do us a favor? If this gift has helped you come up with additional unique ways of engagement for your brand/business head over to our [Facebook Page](#) and tell us about it our wall! Yes, we're giving you permission to brag! We may even feature you in our future social media engagement strategy reports!

We're looking forward to hearing about all your success!

1. Ask questions

Have you ever been on a date where all the person did was talk about themselves? I mean they could be the most interesting and intriguing person in the world but really who wants to hear someone go on an on about how great they are? [yTravel Blog](#) does a great job of engaging their fans with questions.



2. Use Photos.

Everybody loves pictures, but how to you use them? Pictures along with video garner the most responses so use them. Think about what your fans want to see and make a list of those photo ideas. Here [Prolific Living](#) makes eating fruits and veggies yummy in this post.



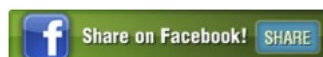
3. **Pick a Fan of the Week/Month.**

We love when brands show love to fans. Here [Zappos](#) not only picks a fan of the week but also showcases their picture as their profile picture too! How cool is that? And extra bonus points to them for also having their brand included in the fan's picture. Now that's smart engaging.



4. **Fill in the blank.**

This is a great interactive way to get valuable insight about your company. Imagine if [Bath & Body Works](#) plans to do a commercial about first time a young woman/man used their product. They now have over 3,000 ideas just like that.



5. **Talk like a real person.**

If it doesn't sound like you don't post. Your voice is based on audience. Although [Target](#) is a large corporation they talk to their fans as if they were talking to their best friends.



6. **Make them laugh.**

Everyone loves to laugh. So a fantastic way to engage is to get your fans to laugh. Jokes, quotes, comics related to your industry adds some pizzazz to any page. [Disney](#) who's brand is about making people feel like a kid again uses classic characters to get fans to feel just that.



7. **Record a special video message.**

Doing Facebook video messages just for fans that doesn't live anywhere else makes fans feel special. When the folks at [yTravel Blog](#) reached a milestone of getting their 1600th Fan that's exactly what they did. *If you click on the video below you can also watch it right now.*



8. **Ask them for help.**

Don't be afraid to ask for help even for something that may seem simple. We love how [Felicia Day](#) does just that on her fan page.



9. **Go behind the scenes.**

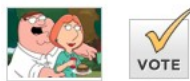
Let them see behind the scenes. You can show pictures/videos of your office or maybe your company participated in a special event. [Zappos](#) showed their company wide support when everyone wore red to fight heart disease, and they have a pic to prove it. Very cool!



10. **Run a poll / questionnaire.**

Polls can be serious and fun. [Family Guy](#) asked fans who'd make the best burger in this one. What poll can you create that would be fun and give you valuable insight to fans?

Family Guy created a new poll! Check it out:
Which FOX Animated Dad do you think would make the best burger?



Choices include:

- 1: Stan Smith
- 2: Homer Simpson
- 3: Bob Belcher
- 4: Peter Griffin
- 5: Cleveland Brown

on Jan 7 | [Report Abuse](#) | [Take this poll!](#)

11. Small prizes engage fans too.

You don't have to be giving away an iPad (although that's cool too) to get fan engagement going. Take a look at how [Funny or Die](#) engages their fans. Their prize is a status update, and look at the response. Just a reminder that small things count too.



12. Offer instant replays of online events.

If you had an event that's available online don't forget to share it with fans. Better yet give them the option to watch it again. [Jonathan Budd](#) does a good job of promoting his event below.



13. Chat with them LIVE.

Do you have a chat tab? [Debt Wise](#) is aware that people in their niche have many questions so they incorporated it on their page.



14. **Help them.**

Asking the simple question “How can we help you today?” can work wonders for your business. [Amanda Marie](#) periodically asks her fans what she can do for them.



15. **Say thank you.**

Taking time to say thank you is so important. Indie filmmakers, Dee Rees and Nekisa Cooper whose film [Pariah](#) went to Sundance took the time to make a special thank you video to supporters who helped them get to Sundance. *Click on the image below to watch the video.*



16. Every time something great happens to you make it about the fans too.

Here [SmugMug](#) shares a cool article about themselves, but they also divulge a secret.



A screenshot of a Facebook post from the page 'SmugMug'. The profile picture shows a green smiley face. The post text reads: 'Rumor has it SmugMug HQ is one of the top must-visit spots in Silicon Valley. One of the reasons? Chef Beth's cooking of course. What do you guys think? Is Beth the #BestChefEver or what? <http://smu.gs/dP2bKc>'. Below this is a note: 'Note: The "rumor" is actually this very nice article by The Business Insider <http://smu.gs/fwFRW8>'. There is a photo of a pizza. The caption for the photo is 'SmugMug Food - Smug Chef's Photos smu.gs'. The text below the photo says: 'Billions of happy photos, millions of passionate customers. Gorgeous online photo albums. Protect your priceless memories. Buy beautiful prints & gifts.' At the bottom of the post, it says '2 hours ago · Like · Comment · Share', '24 people like this.', and 'View all 8 comments'.

17. Give them an opportunity to do shameless Self Promotion.

Let your fans promote what they do too. [Ytravel Blog](#) does it again here.



A screenshot of a Facebook post from the page 'yTravel Blog'. The profile picture shows two women. The post text reads: 'yTravel Blog "Shameless Self Promotion"...Come and toot your horn or somebody else's!'. Below this is the text: 'Please share anything travel related: a great blog post, service you provide, tour you run, accommodation you manage, volunteer programs, product for sale, job offers, eBooks, photos, whatever...'. There is a photo of a woman swimming in a lake. At the bottom of the post, it says 'March 1 at 8:23pm · Like · Comment · Share', '8 people like this.', and 'View all 30 comments'.



18. **Wow them with reviews.**

This is great way to ask fans to do a review as well as reward them at the same time. Check out the very clever & creative way [Dell](#) does it.



19. **Have a tag party.**

Who are you a fan of? Give those people a shoutout on your page too. Added bonus if you link to their page too. [Positive World Travel](#) gives shoutouts below.



20. Give history/background of your company

Who are you? Let fans know your story. Be sure to keep interesting and maybe add little known facts. [Seattle's Best Coffee](#) does a good job of tooting their own horn in a casual way.



Seattle's Best Coffee Learn the story behind our new logo in this revealing Seattle Times piece. We're proud of our history and excited about where we're going!

Coffee City | Seattle's Best Coffee getting new logo, expanding | Seattle Times Newspaper
seattletimes.nwsourc.com

After years as Starbucks' little-mentioned shadow brand, Seattle's Best Coffee is stepping into the light with redesigned cups and signage, and a Facebook page to underscore its rapidly expanding presence in fast-food restaurants.

May 11, 2010 at 8:56pm · Share

26 people like this.

View all 18 comments

21. Have a Giveaway.

Even giving away a book away can cause some excitement on your page. [Think Simple Now](#) does cool weekly giveaways which always leads to tons on engagement on their page.



Think Simple Now Book Giveaway: "The Millionaire Fastlane". I have read and absolutely love this book. X

We have TWO SIGNED copies to giveaway. You want one? Leave a comment inside the photo before March 7th.

If you don't get a free one, check out the book on Amazon:
<http://amzn.to/hhw6Q4>

...

See More

Giveaways - Free Stuff



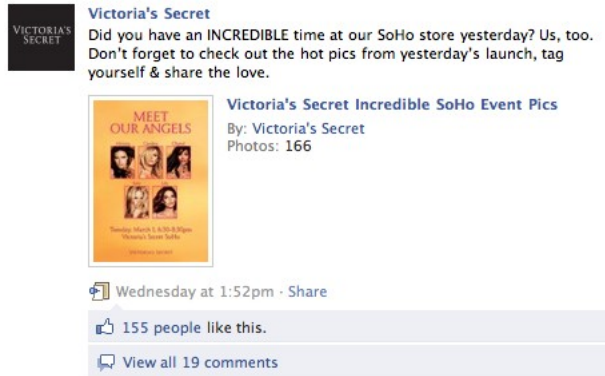
February 27 at 6:54pm · Like · Comment · Share

24 people like this.

View all 124 comments

22. Share your experience.

Encourage fans to write about their experiences while engaging with your product or service. Sometime's reviews for fans can be too time consuming so we love how [Victoria's Secret](#) makes it informal and easy.



Victoria's Secret
Did you have an INCREDIBLE time at our SoHo store yesterday? Us, too. Don't forget to check out the hot pics from yesterday's launch, tag yourself & share the love.

Victoria's Secret Incredible SoHo Event Pics
By: Victoria's Secret
Photos: 166

Wednesday at 1:52pm · Share

155 people like this.

View all 19 comments

23. Engage using themes.

[Darren Hardy](#) the Publisher of Success Magazine always has interesting updates and he uses themes as a way to diversify updates. He has Weekend Challenges, Morning Motivation among others. Come up with your own that are unique to your industry.



Darren Hardy
Morning Motivation: "The amount you laugh in your relationships with others is the true measure of the health of your personality." – Brian Tracy
*And the health of your relationships! How healthy are yours?

21 hours ago via HootSuite · Like · Comment

97 people like this.

View all 12 comments

24. Have your own charity event.

Fans love brands that give back to the community. Below [Google](#) asks fans to support and donate for Women's Day. Take time to ask yourself how can your brand/business give back?



Google
Join us on the bridge in support of International Women's Day on March 8th! Find a bridge event to attend and donate to a cause you care about.

Google
www.google.com
We invite you to join tens of thousands of people coming together on bridges all over the world to show your support for women's causes and celebrate women's achievements.

February 24 at 3:43pm · Share

735 people like this.

View all 189 comments

25. Find a way to celebrate every month.

What month is it? Find a way to incorporate great causes in your status updates and ask relevant questions. We love the organization [Girl Up](#) and how they keep their fans in the know.



26. Build curiosity.

Trivia is a great way to do that. Who doesn't like a good challenge? [Seattle's Best Coffee](#) loves asking fans to put on their thinking cap.



27. Ask them what's going on in a very unique way.

For example Starbucks doesn't simply ask their fans what's going on this weekend they ask them, "What's "brewing" this weekend." This is a way to imprint your brand in their minds.



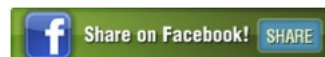
28. Promote the people who work for you.

If you have a great team promote them too. That could be sharing a team member's website, or even remembering someone's birthday. For example [Victoria Secret's](#) gave a shoutout to one of their models on her birthday!



29. Show your holiday spirit.

Make sure you put holidays into your calendar and reflect them in your status updates. [Victoria's Secret](#) takes it a step further and showcases their model in green undies for St. Patrick's Day.



30. Have a Product / Service of the Week.

We know you're in business to sell your product or service. So a great way to do that is to have a Product / Service of the Week. It's a great way to promote what you do and still make it about the fans. Here's how [Bath & Body Works](#) does it.



Bath & Body Works
The Perfect Gift of the Week: We LOVE Spring Break! Give your favorite beach-bound babe our 4 NEW Spring Break Sanitizer scents for on-the-go clean — Vanilla Fever, Poolside Passionfruit, Colada Craze and Coconut Beach. Tell us which one best fits YOUR Spring Break plans!

[The Perfect Gift of the Week: We LOVE Spring Break!](#)
www.bathandbodyworks.com

5 hours ago · Share

417 people like this.

View all 59 comments

31. Be bold!

Another great way to sell your product and service is being bold. [True Blood](#) teases fans into wanting the new season even more.



True Blood
You know you want to own it.

PRE-ORDER: True Blood: The Complete Third Season
Source: facebook.hbo.com

Exclusively for Truebies. Pre-order your copy of True Blood: The Complete Third Season on DVD or Blu-ray from the HBO Shop by May 31 and get a FREE Truebies vs. Newbies Bonus Disc shipped to you right away.

HBO Wednesday at 12:47pm via HBO · Like · Comment · Share

6,034 people like this.

View all 533 comments

Write a comment...

32. Encourage sharing media such as photos and videos.

Once you do that then use those photos in status updates! This is a great way that [Just My Size](#) not only encourages fan postings but they also give random shoutouts too.



33. Get them on Twitter.

Aren't you tired of people asking you if you're on Twitter? Some of your fans may be. We love the fun and engaging way that [MoMa](#) asks their fans to join them on twitter. They give them a direct benefit to start tweeting if they haven't started already.



34. **Post on your industries wall to generate buzz.**

In this post talented photographer [Gintas Korsakas](#) posted this amazing picture on Nikon's wall. This also appears in his fan's newsfeed so they also see what other people are saying about you. Not to mention you may get a few new fans in the process.

Social Media Manners: Make sure to be nice about this and add value to the page you're posting on.



Gintas Korsakas ▸ Nikon
Believe it or not this is a photo I took with my daughter's Coolpix S80 that I got her for xmas. To see it in it's full glory:
<http://gintaskorsakas.com/before-the-storm/>

Nikon

122 Impressions · 12.30% Feedback
February 23 at 3:42pm · Share

12 people like this.

William Chesney whoa, does this make a powerful statement!
February 23 at 8:33pm · 1 person

Camera Light & Lens Photography Forum great shot!!
February 23 at 8:36pm

35. **Is your industry hiring?**

Be of value and post about jobs in your industry. Your fans will appreciate to know if you or someone else in your industry is hiring. [AllFacebook.com](#) shares social media opportunities below.



af AllFacebook.com
Social Media Job of the Day: Time Out New York is hiring a Social Media and Publicity Lead. <http://mbist.ro/iffvWa>

medabistro.com Social Media and Publicity Lead
mbist.ro
Time Out New York in NY

7 hours ago · Like · Comment · Share

25 people like this.



36. Cultivate your own style

Even if you're a HUGE BRAND it's important to stay real. [Starbucks](#) talks to their customers like they talk to their friends. This immediately takes their "HUGENESS" out of the equation.



Starbucks If you're reading this at a Starbucks and you're looking at Facebook instead of "studying" or "working". It's cool, we won't tell anyone. Enjoy your coffee!

October 13, 2010 at 11:35am · Like · Comment

👍 Liv Yurko, Melissa N Neal Johnson, Jennifer DeShazo and 37,964 others like this.

💬 View all 2,025 comments

37. Build a sense of community.

Social media is all about community building. See your fans like your extended family and treat them as such. [Vin Diesel](#) does a wonderful job with this.



Vin Diesel

We got a BIG family!

/smile

Proud of our positive, non judgmental page...

P.s. This summer will be magical... pero tu sabe, tu sabe...

Haha...



📅 April 21, 2010 at 3:20pm · Like · Comment

👍 Stacey Hawley, Mayra Ledesma, Alejandra Borges and 111,102 others like this.

💬 View all 40,061 comments

38. Use a strong call to action.

Sometimes being direct is great. Having a very clear call to action such as “Click like” or “Comment” can stir fans into immediate action. Check out how [Dora The Explorer](#) page does it below.



39. Reposting works for Facebook too.

Just like twitter has a retweet feature that same principle can be used for Facebook. By reposting a person's information, quote, or message you are complimenting them and they will be more likely to pay attention to you. This adds value and builds relationships with fans and other brands. Check out how [Think Simple Now](#) uses this feature below.



40. Make photo tagging fun!

If you're somehow able to take pictures of your customers, tag them within the picture. Not only are you giving back by adding photos, you're also keeping your brand planted firmly in the fan's mind.



About THERESE²MEDIA

Therese Squared Media is a social media marketing firm that works with corporations, agencies, entrepreneurs, artist brands, and non-profits to develop social media engagement strategies that work. With extensive experience in sales, marketing, social media, creative services, eCommerce, and marketing communications, our firm can help all types of businesses and brands. Therese Squared Media can assist brands in developing a custom strategic marketing campaign that leverages social media solutions on platforms such as Twitter, Facebook, YouTube, blogs and other social community sites to achieve your goals. If you're looking for clear social media strategies and think we could help you email us at social@theresesquared.com

Like these ideas?

Got questions?

We'd love to hear from you.

Give us a "Like"

then Leave a Comment on

[Facebook!](#)

