

# **SOCIAL MEDIA TIPS**

**TEAM D CREATIVE**

# **TWITTER**



Home Notifications Messages



Search Twitter



Tweet



TWEETS  
1,219

FOLLOWING  
1,588

FOLLOWERS  
1,104

FAVORITES  
1

LISTS  
1



Follow

## Gaylord Security

@GaylordSecurity

Gaylord Security specializes in selling and installing ADT monitored alarm systems. Helping you protect what matters most. Contact us at (866) 362-7928

United States

gaylordsecurity.com

Joined January 2011

Tweet to Gaylord Security

Tweets

Tweets & replies

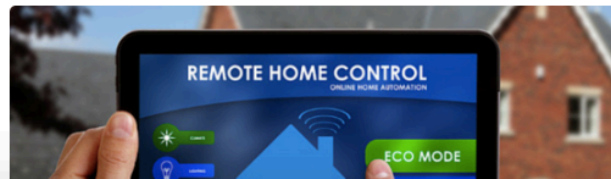
Photos & videos

Gaylord Security retweeted



A Secure Life @ASecureLife · May 22

Make Your Home Better, Safer & Smarter With @frontpoint  
@VivintHome @ADT bit.ly/1IRU8Ov #smarthome #security



Who to follow · Refresh · View all



Nick Chubb @NickChubb21

Follow



Demi Lovato @ddlovato

Follow



Emma Watson @EmWat...

Follow

Find friends



- Has only a few Retweets and Favorites
- They Can improve their follower to following ratio
- Most activity was from a post they retweeted that used hashtags and tagged certain companies






# KEY TAKEAWAY

Tweets that use multiple hashtags have more interaction


Tweets that are directed @ the company talked about have the potential for more views by those companies followers.

# Protect Your Home

[Home](#) [Notifications](#) [Messages](#)    [Tweet](#)



Feel at Home  
NO MATTER WHERE YOU GO, WITH A SMART HOME



**Protect Your Home** ✓  
@ProtectYourHome

Protect Your Home helps nearly 200,000 people each year find peace of mind through home security.  
[homedefenders.com](http://homedefenders.com)

Indianapolis, Indiana  
[twittercounter.com/ProtectYourHome](https://twittercounter.com/ProtectYourHome)  
Joined January 2010


[Tweet to](#) [Message](#)

TWEETS 4,496 FOLLOWING 3,016 FOLLOWERS 7,360 FAVORITES 77 LISTS 7


[Tweets](#) [Tweets & replies](#) [Photos & videos](#)

**Protect Your Home** @ProtectYourHome · 12h


Leaving for vacation? Use multiple or random light timers to make scene changes look more realistic. [#HomeSafety](#)



Who to follow · Refresh · View all

**Thad Hood** @thad\_hood2k15 ×  
Followed by [Bulldawg Illustr...](#)  
[Follow](#)

**Jason Dufner** @JasonDu... ×  
Followed by [Rory McIlroy an...](#)  
[Follow](#)

**Justin Scott-Wesley** @JSW... ×  
[Follow](#)

[Find friends](#)

# Protect Your Home

- There is activity and engagement on their twitter but it is limited.
- On average uses 1 hashtag per tweet.



Protect Your Home @ProtectYourHome · Jul 17

Hey Houston, there's a #SmartHome model coming to your area soon: [ow.ly/PCeUb](http://ow.ly/PCeUb)



RETWEET

1



7:10 PM - 17 Jul 2015 · Details



Hide photo

# KEY TAKEAWAY

Tweets that use multiple hashtags have more interaction especially when addressing a state or city.

They are improving on interacting with other companies on Twitter.



Home Notifications Messages



Search Twitter



Tweet



TWEETS 154 FOLLOWING 110 FOLLOWERS 89 FAVORITES 9



Follow

## SafeStreets USA

@SafeStreetsUSA1

One of the oldest, largest and most respected Authorized Dealers of ADT home security systems in the US.

Garner NC

[safestreetsusa.com](http://safestreetsusa.com)

Tweet to SafeStreets USA

Photos and videos

Tweets Tweets & replies Photos & videos



**SafeStreets USA** @SafeStreetsUSA1 · Jul 7  
It's a Throwback Tuesday photo of our Installation Consultants and Sales Center teams on National... [instagram.com/p/42pVAmMHu/](https://www.instagram.com/p/42pVAmMHu/)



**SafeStreets USA** @SafeStreetsUSA1 · Jul 4  
SafeStreets wishes everyone a safe and Happy Independence Day! We celebrated together on Thursday... [instagram.com/p/4uDp-6mMDU/](https://www.instagram.com/p/4uDp-6mMDU/)

Who to follow · Refresh · View all



**Emma Watson** @EmWat... X

Follow



**Golf Channel** @GolfCha... X

Followed by Rory McIlroy an...

Follow



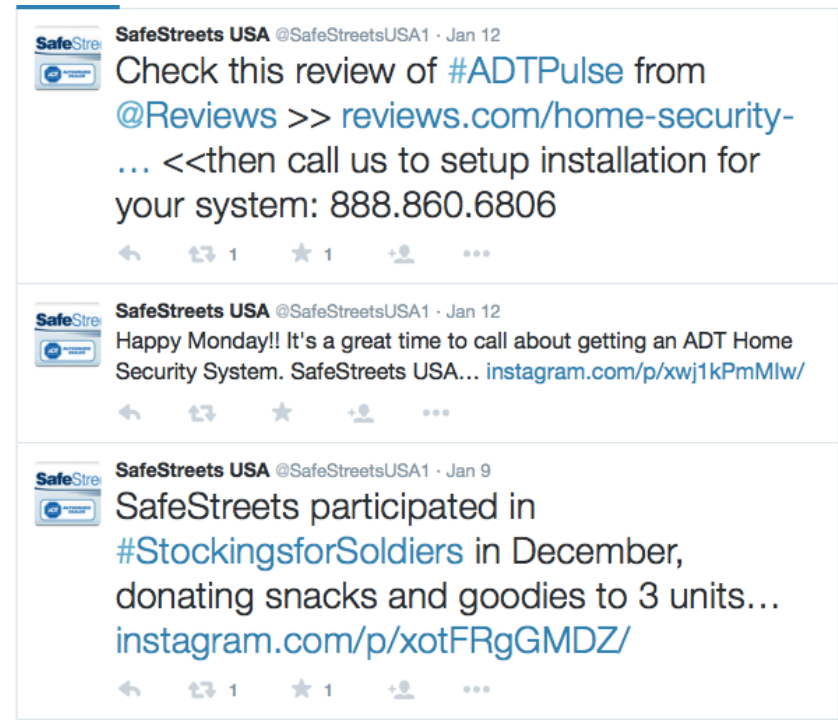
**Nick Chubb** @NickChubb21 X

Follow

Find friends



- Their tweeting pattern is fairly inconsistent.
- Their most favorited/retweeted tweet was when using a hashtag.



# KEY TAKEAWAY

Following more people could help to gain more recognition.

Having a schedule on when to tweet could create a more consistent flow.





[Home](#) [Notifications](#) [Messages](#)    [Tweet](#)



# AUTHORIZED DEALER



**SAFE HAVEN SECURITY**  
@SafeHavenADT

Make your home a Safe Haven

 Kansas City  
 [mysafehaven.com](http://mysafehaven.com)  
 Joined July 2013

 [Tweet to SAFE HAVEN SEC...](#)

 7 Photos and videos

TWEETS 142 FOLLOWING 36 FOLLOWERS 40

Tweets Tweets & replies Photos & videos



**SAFE HAVEN SECURITY** @SafeHavenADT · Jul 15



There are lots of new and exciting opportunities on our team. Come check them out! #jobs #hiring #workatsafehaven [jobsearch.monster.com/search/?co=xw2...](http://jobsearch.monster.com/search/?co=xw2...)



**SAFE HAVEN SECURITY** @SafeHavenADT · Jul 13

We're looking for top talent! Do you have what it takes to be a part of our team? #jobs #workatsafehaven [jobsearch.monster.com/search/?co=xw2...](http://jobsearch.monster.com/search/?co=xw2...)


    

Who to follow · Refresh · View all



**Jessie J** @JessieJ


 Follow



**Today In GA History** @2Day...

Followed by Georgia Footba...

 Follow



**Snoop Dogg** @SnoopDogg

 Follow

[Find friends](#)





- With all the ADT logos it looks like a mock ADT account instead of Safe Haven Security.
- Most tweets are about new hiring positions.
- They have a good schedule for tweeting.



**SAFE HAVEN SECURITY** @SafeHavenADT · Jan 23

We're looking for top talent! Do you have what it takes to be a part of our team?

[#jobs](#) [#workatsafehaven](#)

[jobsearch.monster.com/search/?co=xw2...](https://www.monster.com/search/?co=xw2...)



1



# KEY TAKEAWAY

Following more people could help to gain more recognition.

Content people can relate to will cause more engagement.



[Home](#) [Notifications](#) [Messages](#)    [Tweet](#)



**Millennium Security**  
@MillenniumSecu1  
Security Systems - Alarm Monitoring -  
Camera Systems - Card Access  
Grand Rapids, MI  
[millenniumsecuritysystems.com](http://millenniumsecuritysystems.com)  
[Tweet to Millennium Security](#)  
Photos and videos

TWEETS 22 FOLLOWING 41 FOLLOWERS 42 FAVORITES 1

[Tweets](#) [Tweets & replies](#) [Photos & videos](#)

**Millennium Security** @MillenniumSecu1 · Jun 4  
On site early for wireless access point upgrade. More than just security, Millennium offers IT integration and wiring.  
#TGIFridays

**Millennium Security** @MillenniumSecu1 · May 27  
Why are you paying over \$30 @ mth for alarm monitoring? Ditch the big guys & go local for less. Call us at 616-258-6566  
#localbusinesses

Who to follow · Refresh · View all

**ROBERT KARDASHIAN** ✓ ...  
Followed by Khloé and others  
[Follow](#)

**Emma Watson** ✓ @EmWat...  
[Follow](#)

**Today In GA History** @2Day...  
Followed by Georgia Footba...  
[Follow](#)

[Find friends](#)



- The last tweet that had a favorite was from 2013.
- Inconsistent tweeting habits.



**Millennium Security** @MillenniumSecu1 · 12 Sep 2013

Welcome to Millennium Security Systems of Grand Rapids, MI.  
[#millenniumsecuritysystems](#)



# KEY TAKEAWAY

Following more people could help to gain more recognition.

Having a schedule on when to tweet could create a more consistent flow.

Use images that are at least 72dpi for clarity.

Use your logo in the profile picture so followers can assure it is the right brand.

Use twitter's custom colors to give a unique look.



[Home](#) [Notifications](#) [Messages](#)    [Tweet](#)





TWEETS  
13.8K

FOLLOWING  
4,689

FOLLOWERS  
38.7K

FAVORITES  
1,248

LISTS  
4

 [Follow](#)

**ADT**   
@ADT  
Proudly serving US and Canada. Nearly 140-year heritage. Sharing news, safety & security tips to help you #staysafe.  
📍 Boca Raton, FL USA  
🌐 [adt.com/about-adt](https://adt.com/about-adt)  
🕒 Joined October 2009  
[Tweet to ADT](#)

Tweets Tweets & replies Photos & videos

 **Fortune** @FortuneMagazine · Jul 21  
ADT's deal with Nest includes a free thermostat for certain customers [for.tn/1CNMarh](https://for.tn/1CNMarh)  
🔁 12 ⭐ 11 ... [View summary](#)

 **ADT** @ADT · Jul 21  
Next time something disappears from your desk, I'll help show you how the trick was performed.

Who to follow · Refresh · View all

 **Bri Garrison** @bri\_garrison17  
Followed by Bulldawg Illustr...  
[Follow](#)

 **RAH'NIYAH F. COXX** @lash...  
Followed by Bulldawg Illustr...  
[Follow](#)

 **Andrew Stephenson** @Andr...  
Followed by Bulldawg Illustr...  
[Follow](#)



- ADT has a great twitter, with a large amount of favorites and retweets.
- They have topical and funny tweets that engage the consumers.



ADT @ADT · Jul 7

“Door Knockers” like to pretend they work for the best. If they can’t prove it, show them the door.



66 80

[View photo](#)

# KEY TAKEAWAY

For a clearer banner they should flatten their layers in Photoshop and make sure the image is at least 72 dpi.

Having a conversation with customers on twitter could cause a greater feeling of reliability.

Continue to use engaging images and humor to talk to the consumer.



# **TWITTER**

# **TIPS**

# USE MULTIPLE HASHTAGS

- Hashtag ADT and your company, but also common hashtags that consumers would be looking up, such as cities
- Drives more traffic to the page and leads to more viewers

# AVOID LINKS

- Twitter is for clear, concise and simple information
- While it is important to link posts from other sites, remember to have most of your content live on Twitter

# STRONG VISUALS

- Since Twitter moves quickly, people's attention must be captured immediately
- Tweets with the most favorites, retweets and responses have pictures and visuals

# DON'T TALK AT, TALK WITH

- Tweets should not be just relaying information to people
- Tweets should spark conversation and engagement

# INTERACT

- Follow users who use relevant hashtags, are interested in home security, or follow other company page
- Favorite all tweets that include relevant hashtags so that you are on people's radar
- Respond to people who tweet you

# LIVE YOUR BRAND

- Twitter gives a snapshot of your brand
- Have an identity
- Advertise being an ADT dealer without trying to be ADT

# TIME OF POSTING

- At least every other day
  - This does not have to be original content. Could be a response to someone or retweeting something!
- Think about when the target market is online



# **FACEBOOK**



## Gaylord Security Systems

Home Security · Security

Like

+ Follow

Message



Timeline

About

Leave a Review

Referral Rewards

More ▾

1,584 people like this

77 people have been here

Invite friends to like this Page

Post

Write something...

Post



- Cover photo includes ADT
- Visuals and links included in posts
- Poses a solution for problems

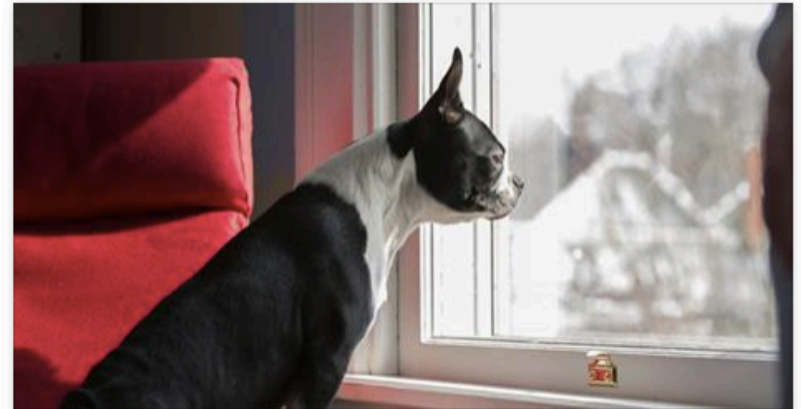


**Gaylord Security Systems**

July 17 at 6:56pm · 🌐

Want to keep an eye on your pets while you're away from home? We're here to help!

<http://www.gaylordsecurity.com/fretting-over-fido-a-home-s.../>



### Fretting Over Fido? A Home Security System Lets You Keep an Eye on Pets While Away at Work

When 65% of American households own a pet—which adds up to almost 80 million households—you know a lot of cats and dogs spend a lot of time home alone as...

[GAYLORDSECURITY.COM](http://GAYLORDSECURITY.COM)

👍 Like

💬 Comment

➦ Share

# KEY TAKEAWAY

- Do not use only links
- Posts should be dynamic and versatile

**Protect  
Your  
Home**

Feel at Home

NO MATTER WHERE YOU GO,  
WITH A SMART HOME

**Protect  
Your  
Home**

**Protect Your Home**

Product/Service

 Like

 Follow

 Message



**Timeline**

About

Photos

Likes

More ▾

# Protect Your Home

- Balance of evergreen and seasonal postings
- Many visuals to support text posts
- Sharing ADT's posts

**Protect Your Home**  
July 4 at 1:03pm · 🌐

Happy Independence Day!



👍 Like    💬 Comment    ➦ Share

3 people like this.

# KEY TAKEAWAY

- Good at sharing ADT's posts
- Colorful visuals
- Not many likes or interactions





**Safe Haven Security, ADT**  
**Authorized Dealer**  
Home Security

Contact Us

Like

Message



Timeline

About

Photos

Reviews

More ▾



611 people like this



114 people have been here



Invite friends to like this Page



Post



Photo / Video



Write something...

Post





- Themed days (ex: Meet the Team Monday, Technology Tuesday, What's Up Wednesday)
- Making it personal
- Showcasing products



# KEY TAKEAWAY

- Very personable page, showcases trusted employees
- However, be cautious of consumers feeling a disconnect
- Talk more to consumers, not just to the company



## Millennium Alarm Systems - David Anten

Professional Services

Like

+ Follow

Message



Timeline

About

Photos

Likes

Videos



35 people like this



Open always

Get additional info



Invite friends to like this Page



Post



Photo / Video

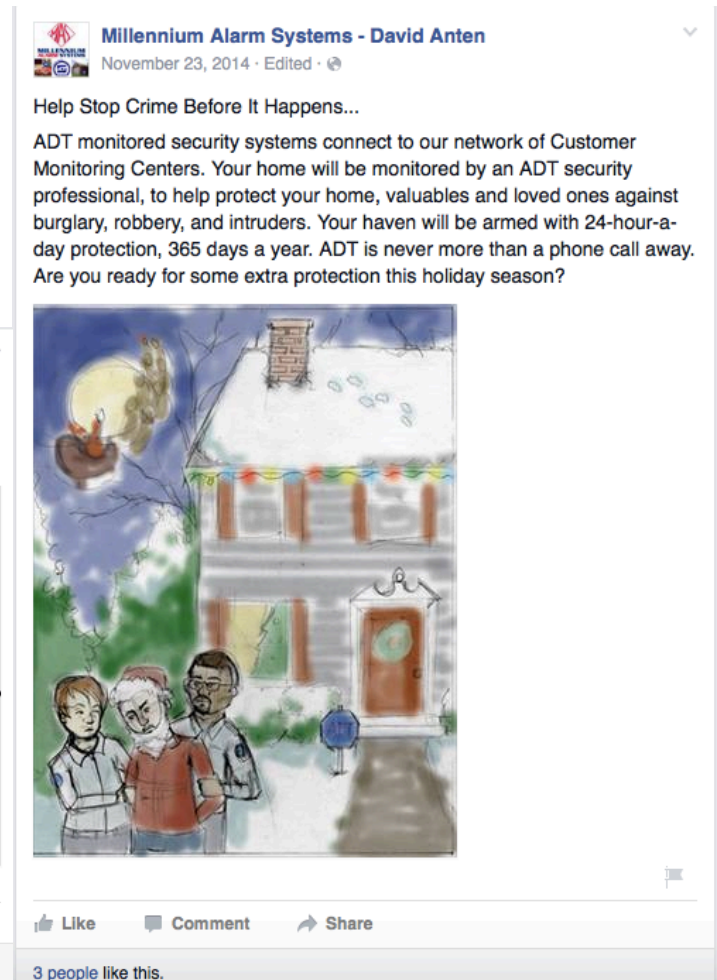


Write something...

Post



- Dynamic posts
- Including customers



# KEY TAKEAWAY

- Haven't posted since 2014
- Very few likes
- Should keep a schedule and be consistent





**American Home Alarms, Inc.**  
Company

Like Follow Message

Timeline

About

Photos

Likes

Videos



41 people like this



Invite friends to like this Page



Post



Photo / Video



Write something...



- ADT dealer in profile icon
- Deals advertised in posts (ex: save money with referrals)



**American Home Alarms, Inc.**

March 7, 2012 · 🌐

Need an ADT home security system? Contact me an I'll make sure you get the best deal. Got a friend who might be interested? You'll recieve \$75-\$100 per referral!

👍 Like

💬 Comment

➦ Share

# KEY TAKEAWAY

- Last post was in 2012
- Only 41 likes
- Should be on a consistent schedule
- More dynamic posts needed





I am **ADT**.  
And I'm always there.

**ADT**   
Product/Service

Like Follow Message

**Timeline**

About

ADT Job Search

Photos

More ▾



452k people like this  
Mital Kaminer



Invite friends to like this Page

ABOUT



Post



Write something...

Post



- Uses humor to connect with viewers
- Reoccurring posts: "We all compromise on some things. Don't compromise on security."
- Uses videos
- Good following



# **FACEBOOK TIPS**

# **ADD A CALL TO ACTION (CTA) BUTTON TO YOUR COVER PHOTO.**

- Facebook's feature- choose between "Sign Up" "Show Now" "Contact Us" "Book Now"
- URL can be customized with a destination URL of choice
- Drives traffic from Facebook page to their website
- Facebook's feature allows one to 'View Insights' to get data on how many people are clicking through

# PIN IMPORTANT POSTS

- Facebook's feature- "pin" post so that it is the first one people see
- Good idea to promote new offers, events or announcements

# AVOID LENGTHY POSTS

- Posts that generate the most likes, shares and comments are short and to the point
- People have short attention spans
- Think 100-300 characters

# **SPEAK TO THEM PERSONALLY, NOT LIKE A BUSINESSES**

- Facebook is a personal site
- Posts should be simple, fun and easy to understand
- Consumers should feel included in your community
- Shout out customers, celebrate milestones and ask for opinions/interactions

# DYNAMIC POSTS

- Balance between videos, texts, pictures and links
- Not all posts should look the same



# BALANCE BETWEEN INTERNAL AND EXTERNAL

- Showcase company events and employees to show that you are a trusted and valued source for customers
- However, don't leave your audience feeling on the outside
- Ultimately, everything should relate back to them

# SHARING ADT'S POSTS

- ADT's Facebook posts should be shared and link to dealer's page
- Drives traffic from ADT profile over to dealer pages
- Makes dealer's pages look more dynamic and legitimate
- Advertises ADT products

# FAIR SHARE OF EVERGREEN VS. SEASONAL POSTS

- Stay up to date with current events while resonating to consumer's lifestyles
- Relevant

# TIME OF POSTING

- 1-3 times a week
- Should be consistent
- Think about when the target market is online