

Tillamook®



SOCIAL MEDIA THE RIGHT WHEY

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Tastes better because it's made better.™

Tillamook Stats...

Facebook: 122,000+ fans

Twitter: 7,350+ followers

Flickr: 2,450+ images

YouTube: 22,497+ total upload views

Social Media the Right Whey

1. Build the right foundation
2. Identify who wants to interact with you and why
3. Develop strong partnerships
4. Thorough testing and constant recalibration = evolution

Where do I start?

Build the right foundation:

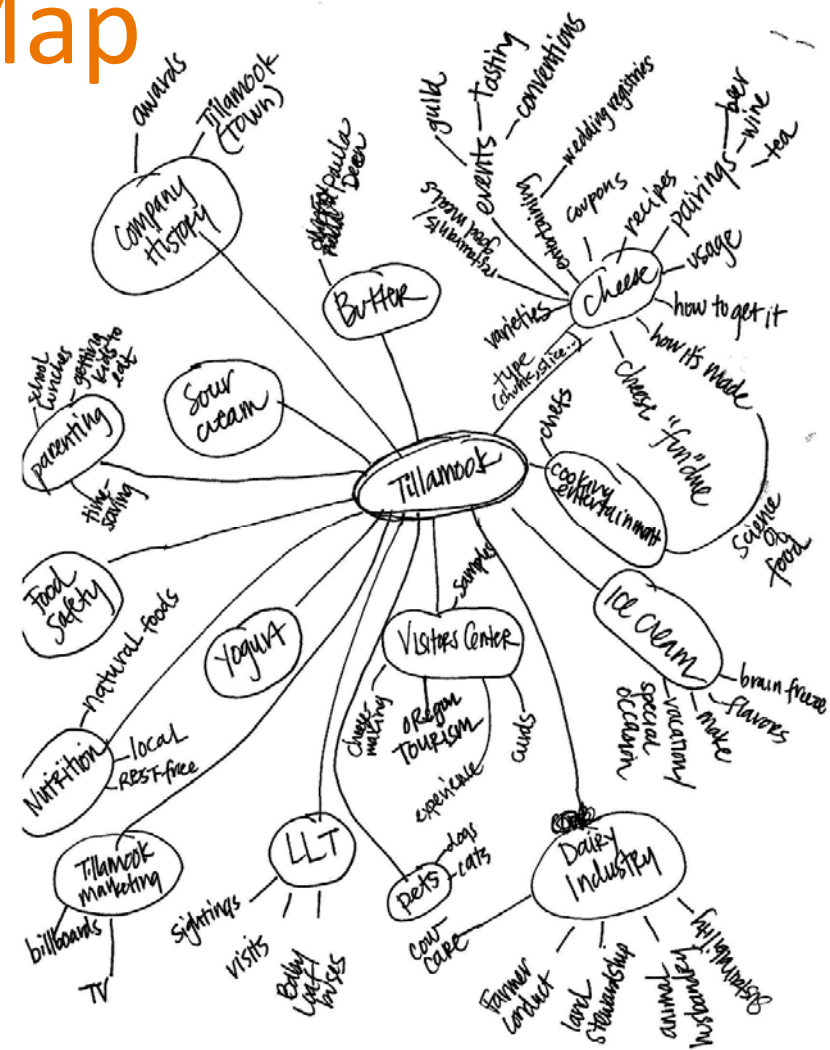
- Have the right resources
- Collaborate to build integrated marketing solutions
- Create channel strategies and social media guidelines

Who wants to talk to you?

Identify who wants to interact with you & why:

- Do your research
- Develop personas
- Social object theory

Social Object Map



Find your partner(s)

- Develop strong partnerships
 - Balance national awareness with local relevance
 - Find the *right* partners

Evolve

Thorough testing and constant recalibration
= evolution

- Be committed to trial and error
- Try 500 things
- Set big goals
- Measure and record

Questions?

Feel free to email me

at gkennedy@Tillamook.com or

connect via Twitter @gckennedy

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THANK YOU!