



# SISTEM OPERASI MEDIA SOSIAL (Facebook)

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Aryan Eka Prastya Nugraha

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**Customer service** is the process of ensuring customer satisfaction, often while performing a transaction, taking a sale, providing post-purchase support, or returning a product or service

**Operations** are jobs tasked with converting inputs such as materials, labor, and information into outputs such as goods, services, and value-added products that can be sold for a profit



**Figure 5.1. Social media impact all business units.**

Figure 5.1. Social media impact all business units.

Operations

Marketing

Service

# Examples of Different Types of Social Media

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# Are You Ready to Use Social Media Marketing Techniques?

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Checklist: Are You Ready for Social Media Marketing?	Yes	No
Have you assessed your business and marketing needs? Have you prioritized these needs?		
Have you considered whether social media is appropriate for your business? For your target audience? Is your target audience online?		
Have you identified the goals you are trying to accomplish by engaging in social media marketing?		
Have you considered how social media marketing fits with your other marketing strategies – both offline and online?		
Do you have a plan in place to help guide your use of social media marketing? Do you have a timeframe and budget in place? <b>The plan does not have to be elaborate. You can start small.</b> For example, you can start your own blog for free using such sites as <a href="http://www.Wordpress.com">www.Wordpress.com</a> and <a href="http://www.Blogger.com">www.Blogger.com</a> . Visit some of the social and or business networking sites to see how they work.		

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# Tips for Using Social Media Sites to Promote your Business

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**Contribute, collaborate, inform, educate but do not sell.** Social Media marketing is different from paid advertising.

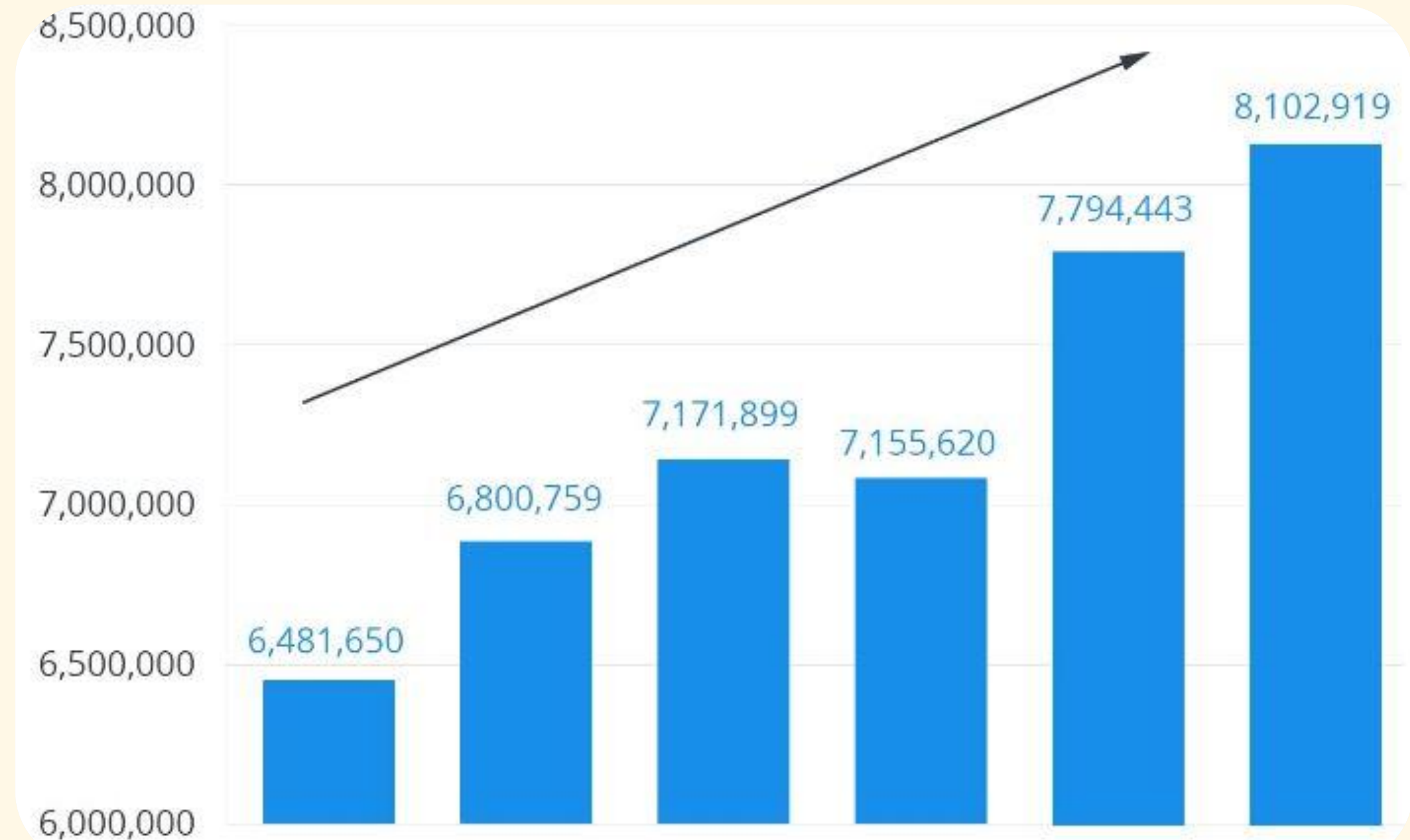
Rather than taking a sales approach (i.e. directly promoting your product), instead consider how you can help and inform your target audience. For example, try to deliver useful and credible information that will help build your reputation and customer relationships.

**Create high quality content.** Whether you are part of a social networking site, have established your own blog, or are contributing to a blog, you need to develop interesting and high quality content. What information will your target audience find helpful?

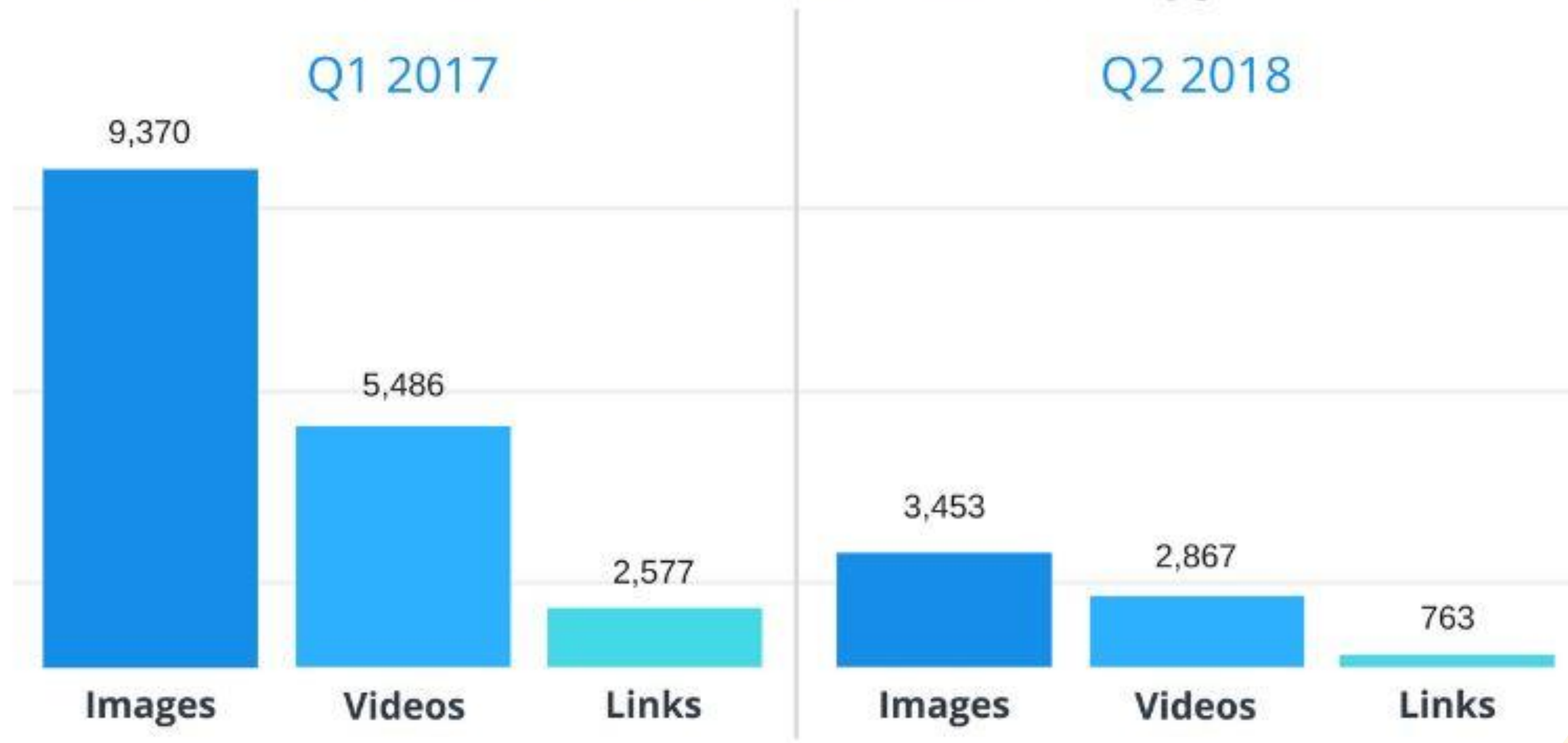


# 3 Million Facebook Posts From the Top 20,000 Brands

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## Performance Per Facebook Post Type



**One thing that doesn't get talked about enough when it comes to your Facebook marketing strategy is the ROI of each Facebook post. In looking at the data above, it's clear that the success of each post dramatically decreases after posting 5 (or more) times per week.**

## quality vs. quantity

- **Quality:** Focused on posting fewer, quality Facebook posts that reach a *higher number of people per post*

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- **Quantity:** Focused on posting more Facebook posts that reach a *higher number of people overall*



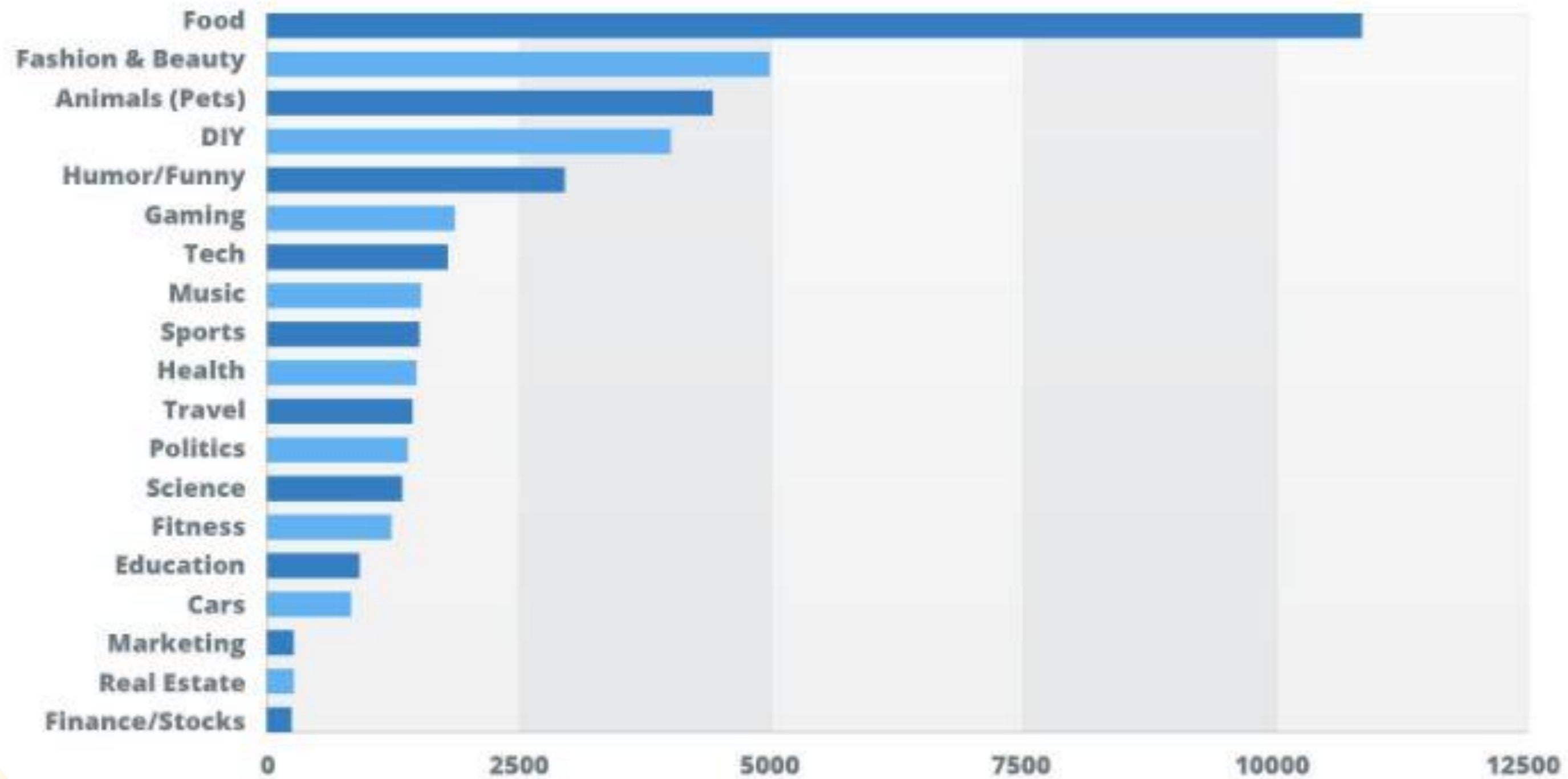
**In 2011, the New York Times published an [intriguing article](#) on the science behind why people share online. More than seven years later, the lessons learned in that research are still as relevant as ever for your Facebook marketing strategy.**

**They found that the top 5 reasons why people share online is to:**

- 1. Delight others with valuable & entertaining content**
- 2. Identify and present ourselves to others**
- 3. Foster relationships**
- 4. Self-fulfillment**
- 5. Spreading the word about issues, products, and brands**

### Facebook Videos: Average Interactions By Topic

Buzzsumo



# Optimize your content for mobile consumption

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**More than 95% of Facebook users access the social network from their mobile device, meaning that it's time for us to start consider the implications of mobile and how we might evolve our Facebook marketing strategies moving forward.**

**The other major factors to consider when optimizing your content for mobile are video length and caption length.**

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**BuzzSumo found that the optimal video length on Facebook is anywhere between 30-120 seconds. In other words, your videos should be no longer than 2 minutes.**



**When it comes to caption length, we did a bit of subjective analysis within the BuzzSumo tool and came up with a way to think about captions: *show, not tell.***

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BI BusinessInsider

20 Aug 2017 | Video | English

A 'beer sommelier' explains how pouring a beer the wrong way can give you a stomach ache.



128.7K 98.7K 364.9K 592.3K

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TheGuardian

8 Mar 2018 | Video | English

'So much plastic': Diver Rich Horner captures video of himself swimming through a deluge of waste off the coast of Bali, Indonesia.

Rich Horner



16K 12.2K 350.6K 378.8K

👍 💬 🔗 ⚡

BI BusinessInsider

20 Dec 2017 | Video | English

The right way to eat sushi, according to renowned Japanese chef Nobu Matsuhisa.



153.2K 44.5K 153K 350.6K

👍 💬 🔗 ⚡

BI BusinessInsider

12 Oct 2017 | Video | English

We tried Jollibee — the Filipino fast-food restaurant with thousands of locations around the world.



162.3K 24.5K 111.3K 298.1K

👍 💬 🔗 ⚡







# Thank You!

Any Questions?