

Before ordering, please consider:

1. The message
2. The audience
3. What is the best way(s) to tell the story
4. Why should your audience care?

The Digital Diner

where content is king

Dessert (social)

Facebook

- Entertainment
- Marketing
- Two-way
 - Interactive comments
- Promote public newsletter headlines
- Use influential followers
- Recruit others to promote and repeat your message
- Customer service tool
- Feedback tool
- Examples
 - Bob talker
 - Meet our employees (photos)
 - DA at social events (photos)
- Contests and give-aways
- * Metrics, are you measuring what matters?

Twitter

- Immediate news
- Use to drive audience to Facebook, newsletter, website
- Build curiosity, interest
- Two-way with staff

YouTube

- Show what you can't tell
- Compelling
- Create media archive
- Explain complex operations and systems
- Be your own TV station (interviews)

Others?

- Instagram
- Tumblr
- Pinterest
- Reddit

Entrée (website)

External

- Public
- Emphasis on ease of finding info
- Self service info, task oriented
- Is priority marketing or info repository?
- Ways to connect (contact us) throughout site
- Make responsive
- Archive for social campaigns (re-purpose content)
- Galleries and video collections
- Add ways readers can share content
- Metrics, are you measuring what matters?

Internal

- Employees
- Reinforce policies and procedures
- Forms and corporate documents
- Self service info, task oriented
- Collaboration tools
- Access to third-party tools
- Metrics, are you measuring what matters?

Beverage (E-news)

External

- In-depth
- Drive to website
- Marketing tool
- Inform
- Reinforce messages
- Promote events
- Be vigilant in promoting subscriptions
- Valuable content not found elsewhere
- Encourage media to come here for corporate news
- Make responsive
- Metrics, are you measuring what matters?

Internal

- Targeted
- Reinforce messages
- Make responsive

“ We serve only the finest content that is useful, valuable, meaningful and compelling.”

Please note that our menu changes frequently.
Return often to see what's new.

Be agile, the digital world changes rapidly.