

Gemma Phelan “@alexpackham: Awesome #commschat this evening. Lots of interesting people and opinions!” >>> agreed, thanks all :)



Maxim @robertcgage @GemmaPhelan @commschat we collect those - going to make a collage one day :-) #commschat



Gemma Phelan @robertcgage @maxim_pr @commschat hahaha cc me in on that one. Always up for a good giggle! #commschat



Robert Gage @Maxim_PR @GemmaPhelan @commschat And I promise to find famous pic of councillors cllrs pointing into a pothole #commschat



Maxim Thanks @CommsChat - great chat. Facebook isn't our most successful SM page - feedback appreciated <http://www.facebook.com/MaximPR> #commschat



Allison @CommsChat Thank you! Enjoyed my first chat! #commschat



Alex Packham @CommsChat great #commschat this evening!



Ed Goodman @GemmaPhelan @JamesAldousPR @commschat @robertcgage Wow! I wasn't expecting that much angst towards it. Thanks guys #commschat



Gemma Phelan Thanks twas fabulous @CommsChat until next time all :) #commschat



Alex Packham Awesome #commschat this evening. Lots of interesting people and opinions!



Robert Gage #commschat has been good fun this evening. Thanks to everyone. Really enjoyed.



CommsChat Lots of food for thought in tomorrow's transcript. Night all! #commschat



CommsChat Right, I think that's all we have time for this evening! Thank you so much for all your interesting contributions [#commschat](#)



CommsChat [@GemmaPhelan](#) Thanks :)



Gemma Phelan [@CommsChat](#) Awww :(you're not missing a thing. Promise! :)[#commschat](#)



Robert Gage [@GemmaPhelan](#) [@edagoodman](#) [@commschat](#) I don't think you are wrong...! [#commschat](#)



Ed Goodman [@robertcgage](#) [@CommsChat](#) I thought that might have been it, but wasn't sure. Thank you though [#commschat](#)



Gemma Phelan [@JamesAldousPR](#) [@commschat](#) [@edagoodman](#) love that analogy James! And we all know how that turns out ;) [#commschat](#)



CommsChat [@GemmaPhelan](#) [@robertcgage](#) [@edagoodman](#) I've never been asked...feeling a bit left out now :([#commschat](#)



Alex Packham [@robertcgage](#) [@edagoodman](#) [@CommsChat](#) [#commschat](#) you really do. Love to share some examples but that wouldn't be a good idea haha!



CommsChat It's a pretty broad cross-section [@robertcgage!](#) [#commschat](#)



Matt LaCasse [@CommsChat](#) [@edagoodman](#) It's a LinkedIn wannabe Facebook app. I've chosen to block it as it seems WAY spammy to me.[#commschat](#)



Gemma Phelan [@robertcgage](#) [@edagoodman](#) [@commschat](#) I think most people feel this same. I could be wrong but I think it's a little pants ;) [#commschat](#)



Robert Gage @CommsChat Tough one this. You find some unusual people on FB#commschat



Robert Gage @edagoodman @CommsChat Might be wrong, but I think it's trying to be LinkedIn. Have never accepted one #commschat



Alex Packham Best audiences is a hard one. Your fan base is a audience with people who already want to engage with you so ideal to market to#commschat



CommsChat Any ideas? RT @edagoodman: @CommsChat I keep getting requests for Branch Out. Can anyone tell he what it is? #commschat



Maxim Totally agree >> RT @GemmaPhelan: @CommsChat @alexpachham engagement beats sales >> couldn't agree more #commschat



Ed Goodman @CommsChat I keep getting requests for Branch Out. Can anyone tell he what it is? #commschat



CommsChat Which are the best audiences to target on Facebook? Or is it audience-agnostic? #commschat



CommsChat Ok, with just ten minutes to go, we've got one last topic #commschat



Gemma Phelan @CommsChat @alexpachham engagement beats sales >> couldn't agree more #commschat



Alex Packham @CommsChat @gemmaphelan Not many companies senior management though unfortunately ;) #commschat



CommsChat @CommsChat I'd like to know! Circles back to regulation I suppose.#commschat



Amanda Coleman @alexpachham @CommsChat not sure we have a fanbase but lots of people like police pics cars, dogs, horses etc #commschat



CommsChat This crops up in almost every topic we discuss here @[gemmaphelan](#)@[alexpathham](#) - engagement beats sales every time [#commschat](#)



Alex Packham @[CommsChat](#) you'd be surprised at the amount of content on large brand pages which is arranged or 'sold' (media val) to partners [#commschat](#)



Allison @[CommsChat](#) @[OnlinePrPixie](#) I can't complain working on the fashion side- no lack of images. [#commschat](#)



Maxim @[alexpathham](#) good point - need to think more about how to make the most of images available [#commschat](#)



Gemma Phelan @[CommsChat](#) @[alexpathham](#) companies that understand its about engagemnt and not anthr channel to plug pr spiel are most successful [#commschat](#)



Alex Packham @[CommsChat](#) Absolutely. A % of content needs to be tailored to the Fanbase on the page to a certain extent as they are key! [#commschat](#)



CommsChat @[OnlinePrPixie](#) @[unefrancofille](#) Both good eggs. Are we back to fashion co.s being ahead of the game bc of focus on images? [#commschat](#)



Jessica Hodkinson [#commschat](#) Burberry have done an amazing job with their Timeline and have a nice theme running through it! Always mixing the content up



Allison @[CommsChat](#) @[Bonobos](#) (a US brand) is doing a fantastic job. [#commschat](#)



CommsChat Deserved @[alexpathham](#)! Is it companies that have a good grasp on their communities who are succeeding on FB? [#commschat](#)



Gemma Phelan @[Maxim_PR](#) @[alexpathham](#) indeed and that's where the experts step in STRATEGY ;) [#commschat](#)



Maxim @alexpathham @amandacomms true - although we often want pics we have to be suitable for press as well as social media. #commschat



Alex Packham ODEON Cinemas is a great Timeline on Facebook <http://Facebook.com/ODEON> *Ahem, Plug* #commschat



Gemma Phelan @alexpathham @maxim_pr focus should be in building a strong community where it works best - ya don't have to be everywhere :) #commschat



CommsChat That's an interesting example @JamesAldousPR. I've got a soft spot for Manchester United, I have to say. #commschat



Maxim Good point - same with video >> MT @teminamoledina: - the move to pro-am content appears to be a permanent paradigm shift #CommsChat



Robert Gage @CommsChat Being very silly for a moment, I like NewsThump. Visual without being staged photos. Good fun too. #commschat



James Aldous Some US media like @abc7 are using Facebook well, synch'ing news content, and input with user benefit #commschat



Alex Packham @Maxim_PR @amandacomms enter Instagram. Average picture turned into a professional shot at the click of a button #commschat



Maxim @alexpathham @GemmaPhelan no - definitely don't think it's right for everyone. It's just seen as the thing to do sometimes. #commschat



Amanda Coleman @Maxim_PR @alexpathham not always needed depending on what you are doing - but professional photography still required. #commschat



Temina Moledina Have to leave #CommsChat now, great discussion today.



Gemma Phelan @CommsChat @unefrancofille agreed an interesting instagram campaign can be a really great way to generate awesome images#commschat



Maxim @GemmaPhelan @robertcgage @commschat sometimes we're forced into those pictures! #commschat



Robert Gage @GemmaPhelan @Maxim_PR @commschat Agree! My heart sinks!#commschat



Allison @CommsChat I don't think it requires all professional photos tho. Followers want behind the scenes access.



CommsChat What are your favourite brand pages on Facebook? Who do you think handles its challenges and potential brilliantly? #commschat



CommsChat OK, time to move on to topic no.4 ... #commschat



CommsChat RT @GemmaPhelan: curation of images is powerful they dont have to be your own. Partners/affiliates sm promotes others #commschat



Gemma Phelan @Maxim_PR @robertcgage @commschat and we all cringe when we see them #whenwilltheylearn #commschat



James Aldous I'm late (as usual) but just joining #commschat



Amanda Coleman @Maxim_PR @alexpackham some of the best examples are getting people to give their pics done in the right way #commschat



CommsChat @UneFrancofille Everyone's wise to Instagram filters now surely? I'd rather see a company produce something unique #commschat



Temina Moledina @maxim_pr @alexpathham - the move to pro-am content appears to be a permanent paradigm shift #CommsChat



Robert Gage @CommsChat @maxim_pr Pictures aren't a silver bullet. Seen too many local council shots of suits shaking hands *yawns" #commschat



Maxim @amandacomms @alexpathham depends on the brand? Bigger ones need pro pics. Interesting point about creativity - any examples? #commschat



Gemma Phelan @Maxim_PR @alexpathham curation of images is powerful they don't have to be your own. Partners/affiliates sm promotes others #commschat



CommsChat @robertcgage @maxim_pr Good point, I hadn't considered that. But if the engagement is better then worth it? #commschat



Alex Packham @Maxim_PR Indeed they are. That's where a talented Social Media professional/community manager is needed to innovate #commschat



Allison @Maxim_PR @alexpathham That's the genius of instagram and other photo apps #commschat



Amanda Coleman @Maxim_PR @alexpathham they don't have to be expensive - people's expectations are less - everyone can do it -need to be creative #commschat



Jessica Hodkinson I think people are bored of words and engage more with images and videos #commschat



Emma O'Connor @CommsChat def. Timeline is all about images. Which is great, but it's about tying image and relevant content together. #commschat



CommsChat RT @robertcgage: Moving with the times. Extra expense for corporates who need pro-photos to maintain the image #commschat



Maxim @alexpackham agreed but what do the brands do that don't have cool pics to share? Images are expensive #commschat



Amanda Coleman @UneFrancofille @alexpackham images are so important - Flickr etc get millions of hits and can attract people



CommsChat I'd agree re Pinterest @Maxim_PR. I also think brands are rediscovering how imagery can convey a corporate message #commschat



Robert Gage @Maxim_PR @CommsChat Moving with the times. Extra expense for corporates who need pro-photos to maintain the image #commschat



CommsChat @GemmaPhelan Yep, pictures on FB mobile are a nightmare. So slow. #commschat



Gemma Phelan @CommsChat fb is all about photo sharing fb bought instagram as the fb mobile app isn't intuitive to photo sharing. #commschat



Allison @alexpackham Plus, images are a compelling way for a brand to tell its story #commschat



Maxim @CommsChat seems to be. A status update is very hard to notice amongst all the images now. Perhaps competing with Pinterest? #commschat



CommsChat @alexpackham Yep. I think influence of Tumblr (and to a lesser degree, Pinterest) also a factor #commschat



Jessica Hodkinson #commschat it depend what industry sector you are in. For fashion it's great because more people will share outfit posts and upload images



CommsChat @teminamoledina That's VERY interesting. I had assumed Vevo had a partnership locked in with YouTube. #commschat



Alex Packham ...and will be beneficial for brands. Whats more shareable, a cool picture or cool copy? No brainer. [#commschat](#)



Alex Packham What do most people use Facebook for? = stalking Pictures. Inevitable that they will want to push brands to do the same...[#commschat](#)



Temina Moledina Facebook is already trying to take Vevo [#commschat](#) (from [@mashable](#)) <http://mashable.com/2012/01/20/facebook-vevo-adoption/>



CommsChat ...Is Facebook moving towards a more image-centric model? How will the Instagram acquisition affect brands? Will it, at all? [#commschat](#)



Amelie They def dont disregard it... Lots use it as their main tool of coms. "Do brands still see Facebook as the "cool" platform?" [#commschat](#)



Robert Gage [@aimee1986](#) [@alexpachham](#) OK, but is that what you'd normally associate FB with? [#commschat](#)



CommsChat Ok I think we should move onto to topic no.3 which is already under discussion, sort of... [#commschat](#)



Gemma Phelan [@caitlindamani](#) [@commschat](#) oh indeed. Zuker has always known FB is about the photos and now he has mobile photos [#goodmove#commschat](#)



Aimee Carmichael [@robertcgage](#) [@alexpachham](#) disagree, accountants don't just have to talk accounts, can embrace the general business conversation [#commschat](#)



CommsChat Do brands still see Facebook as the "cool" platform [@AmelieMet?](#) [#commschat](#)



CommsChat [@alexpachham](#) Haha. There's definitely a gap in the market! [#commschat](#)



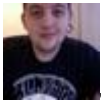
CommsChat RT @caitlindamani: @CommsChat - Its a conflict of interest if FB can sell you a product to reach your own fans. #commschat



Robert Gage @caitlindamani @CommsChat @alexpachham Tricky. Who holds the power? Fbers or Corporates? Who will FB respond to? #commschat



Amelie Do brands not want 2 follow what FB puts out there to remain cool hip? R they not paralysed by the thought of being left behind?#commschat



James Nichols @GemmaPhelan Good shout. RT: Timeline is more visual - 2012 is all about visual content & new FB supports that trend #CommsChat In to Gemma Phelan



Gemma Phelan The completion policies (esp.point 3 on regs) are seldom adhered to and seldom policed - unfair when some abide and some don't#commschat



Emily Turner It will move from visual to video content quickly now on FB brand pages #commschat



Caitlin Damani @CommsChat - It's a conflict of interest if FB can sell you a product to reach your own fans. #commschat



CommsChat And on the topic of regulation - has anyone seen NMA article predicting wave of alcohol advertising to come on FB? #commschat



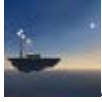
Alex Packham @CommsChat *runs to create business plan* #commschat



Robert Gage @alexpachham @CommsChat Thanks. No intention to undervalue. More to understand. #commschat



Caitlin Damani RT @CommsChat: I think youre right @alexpachham. Surely only a matter of time before brands demand some regulation? #commschat



Amelie The world is slowly being gamified. Everything has an app now... No surprise that FB wants to have part of that w/ instagram [#commschat](#)



Robert Gage [@CommsChat](#) [@alexpachham](#) Well there are the statutory regulators (e.g. ASA) who are supposed to watch over us. Not sure how good. [#commschat](#) In to [CommsChat](#)



Gemma Phelan [@alexpachham](#) OMG this is a major gripe of mine too. I have joked about becoming the FB police! [#commschat](#)



Aimee Carmichael the fact that apps cant be accessed via mobile should make brands think twice about the investment [#commschat](#)



CommsChat I think you're right [@alexpachham](#). Surely only a matter of time before brands demand some regulation? [#commschat](#)



Caitlin Damani Brands pay lots of \$ to acquire and engage fans, but FB controls who sees the posts, so brands clearly don't "own" their [#commschat](#)



Alex Packham [@robertcgage](#) [@CommsChat](#) It's incredibly complex in cinema - film distribution, retail, promotions, customer service [#commschat](#)



Gemma Phelan [@CommsChat](#) instagram had the monopoly over mobile-visual content. Look who owns it now [#commschat](#) but we'll cover this in a bit ;)



Alex Packham ..gets away without policing its own platform. The scale and size of marketing on FB justifies a team policing campaigns on there [#commschat](#)



Alex Packham Facebook has an incredible governance problem. Brands spend incredible amounts of \$\$ on their platform and its amazing that FB... [#commschat](#)



CommsChat Has anyone run into problems, on their own brand pages or managing those of others, wrt governance? [#commschat](#)



Temina Moledina Fb as visual platform vs ever increasing mobile / app based content consumption. Timeline on mobile not so visual [#CommsChat](#)



CommsChat [@aimee1986](#) Oops, sorry - that was the first question, we've moved on now to whether or not FB has a governance problem? [#commschat](#)



Robert Gage [@alexpackham](#) [@CommsChat](#) How do you find this in cinema? Is it all films or other stuff (will look up) [#commschat](#)



Maxim [@SDEIsden](#) hated it at first but growing to like some aspects - it's great for visual posts. [#commschat](#)



Caitlin Damani [@CommsChat](#) [@GemmaPhelan](#) especially with the purchase of Instagram, I think that FB is going visual [#commschat](#) [In](#) to [CommsChat](#)



Gemma Phelan [@alexpackham](#) I think this depends on how they are engaging their community too [#commschat](#) [In](#) to [Alex Packham](#)



Robert Gage [@Communicatomag](#) I know that folk get very excited when something changes, and not always for the better! [#commschat](#)



Stephen Elsdon [@Maxim_PR](#) Hate the timeline. Makes it almost impossible to see latest posts and comments [#CommsChat](#)



Aimee Carmichael [@Communicatomag](#) people still getting used to timeline, I am a bit late what is the question [#commschat](#)



Maxim True >> RT [@GemmaPhelan](#): Timeline is more visual - 2012 is all about visual content And the new FB supports that trend [#commschat](#)



CommsChat ...And it is: Does Facebook have a governance problem? [#commschat](#)



CommsChat Our next topic was suggested earlier by [@alexpachham](#)
<https://twitter.com/#!/alexpachham/status/191857601372356608#commschat>



Alex Packham [@CommsChat](#) [@robertcgage](#) Def, finding long term content for FB pages is hard graft! Not easy work at all [#commschat](#) In to [CommsChat](#)



CommsChat [@GemmaPhelan](#) Totally agree - in fact we'll be asking whether FB is becoming a visual platform in a bit. I think it is! [#commschat](#)



Robert Gage [@CommsChat](#) [@ameliemet](#) Only has real value if companies take +ve comments with -ve. [#commschat](#)



Amelie Agree! "[@robertcgage](#): [@alexpachham](#) [@CommsChat](#) You need to constantly have something to say though. [#commschat](#)"



CommsChat RT [@robertcgage](#): You need to constantly have something to say though. Difficult for e.g. accountants etc. [#commschat](#)



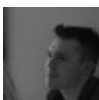
Andrew / Communicate Many people though who had only just mastered the art of tabs... or is that just me. [#commschat](#)



Amelie The fact that the insight tools come first now is a huge plus [#CommsChat](#)



Gemma Phelan Timeline is more visual - 2012 is all about visual content And the new FB supports that trend [#commschat](#)



Alex Packham Fact is, not many people actually visit pages (from experience) page with 100k likes gets very little actual hits on the Timeline [#commschat](#)



Robert Gage [@alexpachham](#) [@CommsChat](#) You need to constantly have something to say though. Difficult for e.g. accountants etc. [#commschat](#)



CommsChat @robertcgage @ameliemet Yep-it moves it up to "serious tool" status. Might help with acceptance in bigger, stuffer co.s#commschat



Alex Packham @CommsChat Agreed! But for an operational business the comments on FB pages are invaluable feedback tool and hold a lot of value #commschat



CommsChat RT @OnlinePrPixie: Timeline has made FB pages much easier to engage with customers and more attractive for the users eye!#commschat



CommsChat Particularly on a comms tool that is still quite new for a lot of communicators, compared with other media #commschat



Robert Gage @AmelieMet That's a good thing though. People can no longer just "play" with it #commschat



CommsChat But certainly the negative of getting to grips with the new system (cf.@ameliemet) are considerable #commschat



Jessica Hodkinson #commschat Timeline has made FB pages much easier to engage with customers and more attractive for the users eye!



Andrew / Communicate Short term harder. Reckon there's lots of folk updated there FB presence in a mediocre fashion #commschat



CommsChat @alexpackham I think that's where its positives lie - brand pages can be brought more in line with guides #commschat



Maxim After all the fuss about the timeline and the supposed importance of the cover photo, not sure it makes a huge difference. #commschat



CommsChat MT @AmelieMet: A1: Easier cause its new &ppl wanna experience it. Harder cause it comes w more work #commschat



CommsChat @OnlinePrPixie Hi! Thanks for joining us. #commschat



Amelie A1: it has made brand presence easier & harder. Easier cause its new & ppl wanna experience it. Harder cause it comes w more work #CommsChat



CommsChat From my POV, Timeline for brands is both +ve and -ve #commschat



Alex Packham Timeline has made FB pages much more of an outward brand communication tool. #commschat



Jessica Hodkinson Hi All I manage the social media for @danielfootwear #commschat



Kelly McVeigh @CommsChat change can only be positive as it looks to constantly improve #commschat In to CommsChat



CommsChat @Jamesnicholsfry Don't just watch! A) it's a bit creepy and B) we want to hear what you think! #commschat



James Nichols Watching over #CommsChat like a hawk, better than working in the library hey! #GetInvolved @CommsChat



CommsChat ...And is it a positive or a negative change? #commschat



CommsChat So, our first discussion point for tonight: How has the roll-out of Timeline affected brand presence on Facebook? #commschat



Maxim Are we all ready for #commschat? Follow the hashtag for a discussion about Facebook for the next hour.



CommsChat @AmelieMet @alexpachham Hi! Great to have you with us #commschat



CommsChat We don't have one particular guest on tonight, so we're very keen for the discussion to come from you [#commschat](#)



Amelie Yay to the [#CommsChat](#) starting now! Tonight we are talking about Facebook :)



CommsChat We want to talk about how it can still work for brands [#commschat](#)



CommsChat And has made several notable changes to its platform recently [#commschat](#)



CommsChat The world's largest social network is on the verge of a record-breaking IPO [#commschat](#)



CommsChat Tonight we're looking at Facebook for [#commschat](#)



CommsChat Ok, it's time... [#commschat](#)



Alex Packham Roll on [#commschat](#)...I look after Social Media for [@ODEONCinemas](#).



CommsChat We've got a lot to talk about tonight-Facebook and comms, starting in a few minutes [#commschat](#)