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利用社交網及在線媒體 宣傳你的產品

The Way to Market your Products
through Online & Social Media





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1 INTRODUCTION 引言

There's a lot of buzz around social media right now, as many companies are using social media tools with success.

現在社交網站百花齊放，很多公司都憑藉善用社交網站優化業務。

This guide is intended to help you:

這本小冊子能幫助你：

1. Define a social media strategy
2. Choose the right social media tools to use
3. Follow accepted best practices
4. Get started using social media effectively

1. 制訂社交網站推廣策略
2. 選用合適的社交網站
3. 沿用廣受認同的最佳實務
4. 有效地運用社交網站

We have deliberately opted for a business-driven approach. Clarifying relevant business objectives first and understanding how social media can support achieving these objectives is more practical than jumping straight into using social media tools. In other words, we support an experimental approach where you “learn by doing” to discover what works best.

我們特別採納以業務為本的方針。你要先辨認相關的業務發展目標和明白社交網站如何令你達致這些目標，這樣比直接使用社交網站工具更能令你用得其所。換句話說，「透過實踐來學習」的這種體驗，能夠幫助你找出最合適的方案。

Finally, social media is clearly global. Social media platforms such as Facebook and Twitter can be accessed in the same way from any country. This means there are values in taking a global approach.

社交網站例如Facebook和Twitter皆全球通用，無論你身在何方都可以享用網上社交平台，所以這個全球通用的方案甚具價值。

The content of this booklet is contributed by GS1® Hong Kong. It is developed for the training workshop of Consumer Connect project which is sponsored by the Office of the Government Chief Information Officer (OGCIO) under **2011/12 Sector-specific Programme for the Wholesale/Retail Sector**.

本教材內容由香港貨品編碼協會提供給「物密嘢」項目的工作坊，並得到政府資訊科技總監辦公室旗下**2011/12年度「電子商務推廣計劃」**專注批發/零售業的贊助。

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2 STRATEGIES 策略

Focus on organisation objectives

We encourage you to take a strategic approach to social media by using your organisation's corporate objectives for the next 1 – 3 years as a starting point. Some examples are as follows:

1. Develop a closer relationship with loyal customers
2. Become a thought leader driven by senior industry figures
3. Launch a new service
4. Capture 30% new customers from your competitors

We believe that a social media strategy that supports your organisation's main objectives will lead to more engagement from within your organisation and more successful results. We think this is preferable to starting using social media platforms directly.

Understand opportunities and risks

Starting a social media program offers a unique combination of opportunities and risks as follows:

Opportunities 機會	Risks 風險
<ul style="list-style-type: none"> Cost-effective/cheap 具成本效益 Possibility to get closer to your customers 能拉近與顧客的距離 Gaining new customers 增加新客戶 Improving search engine rankings 改善互聯網搜尋引擎的排名 Building corporate/ brand image 建立企業或品牌形象 	<ul style="list-style-type: none"> High expenditure of time 消耗很多時間 Negative comments of customers are possible 可能會出現顧客的負面評價 Not easily controllable 難以控制成效 Everyone has the chance to read it 每個人都有機會讀取資訊 You have to react on comments 你要回應顧客的評價

專注於機構目標

我們鼓勵你就機構未來1至3年的發展目標，訂下你的社交網站策略，例子如下：

1. 與忠實客戶建立緊密關係
2. 成為獲資深業界人士支持的思想領袖
3. 推出嶄新的服務
4. 於競爭對手中搶佔其30%的客戶群

一個協助推動貴機構主要目標的社交網站策略，能夠促進機構拓展業務和改善業績，這是建立社交網站平台的好開始。

認識社交網站的「機會」與「風險」

當你應用社交網站項目時，會出現以下的「機會」與「風險」：

Spending time evaluating opportunities and risks will give you a more realistic approach to using social media.

Develop a communication strategy

You are recommended to develop a communication strategy based on one or two of your organisation's corporate objectives. Please refer to the following framework:

1. **Define your audience**
Examples: demographic profile, lifestyle, consumption habits
2. **Define your goals**
Examples: generating leads and new members, improving customers service, building relationships
3. **Formulate your message style**
Examples: inform, educate, connect, position, call to action
4. **Identify the platforms most relevant to your audience**
Examples: Twitter, LinkedIn, Facebook (see "Tools" section for more details)
5. **Craft your content**
Examples: internal news, external news, event invitations
6. **Measure results**
Examples: number of new customers, number of comments on posts

權衡應用社交網站的「機會」與「風險」，有助你訂立更踏實的應用方針。

制訂溝通策略

建議按企業其中一至兩項目標來制訂溝通策略，可參閱以下大要：

7. **界定你的對象**
例如人口背景、生活方式、消費習慣等
8. **界定你的目標**
例如創造商機、吸引新客戶、改善顧客服務、建立關係
9. **建立你發佈消息的風格**
例如通知、教導、聯繫、定位、行動呼籲
10. **認定與你的對象最有關連的溝通平台**
例如Twitter, LinkedIn, Facebook (詳情可見於「媒體工具」部份)
11. **構思內容**
例如機構內部訊息、對外通訊、活動邀請
12. **計算成效**
例如新顧客的數目、回應訊息的數目



Keys to success

Most companies that are working with social media today started with an experimental phase. Here are their tips for success:

- **Define measurable communication goals**

You can't manage what you don't measure. Make sure you set up communication goals that are measurable. Make sure the measures you choose are not just "noise" and they really support your overall corporate objectives.

- **Communicate with others in the organisation**

When you share what you are doing with others in the organisation, other departments will normally provide the content you need to communicate. Make sure they understand what you are doing and why you are doing it.

- **Find champions**

Identify a few people within your organisation who are willing to champion your work in social media and contribute relevant content. These people will support you as you go forward.

成功之道

很多應用社交網站的公司皆由試驗性階段起步，以下是他們的成功之道：

- **認定可量度的溝通目標**

你不能管理無從量度的事，所以建立可量度的溝通目標是十分重要的。你所採用的措施必須合乎整體企業目標，而非無關痛癢的事。

- **與機構的同事溝通**

當你與機構內的同事分享工作進度，其他部門會提供你所需要的內容。要確保他們明白你所做的事和背後的原因。

- **找支持者**

找出機構內一些願意支持你應用社交網站、並且提供相關資訊的同事。這些人會幫助你繼續向前邁進。

- **Make time**

Success is best achieved by working "little and often". Social media requires significant maintenance activity over time. When you choose which tools to use, make sure you are realistic about how much time you need to maintain them.

- **Build on success**

When you reach some of the communication goals, make sure you share your results with others. Evaluate whether the results are worth the effort you put in and start to define a longer-term plan.

- **預留時間**

若你能夠時常一點一點地做，成功就離你不遠。社交網站需要有人持續花時間管理。你無論選擇哪一種媒體工具，都必須按實際情況運用時間管理這些工具。

- **分享成功經驗**

當你達到一些媒體溝通目標後，就要與別人分享。要評估該成果是否值得你繼續投放資源，還要開始訂立一個長遠的計劃。

3 TOOLS 媒體工具

To help you navigate the social media landscape, we introduce 3 key types of social media tool as follows. We recommend you to focus on one or two tools to get started. That way you can build up expertise step by step. A useful question to ask is: “Which tools does audience use the most?” For example, supply chain professionals in the retail sector may use LinkedIn whereas small business owners may use other social media tools, like Facebook.

Social Networking

Social networking sites allow users to add friends, send messages and share content. People on social networking sites group in like-minded communities. Examples are:

為了幫助您有效應用社交網站，我們介紹以下三種主要的社交網站工具。開始時專注於一個或兩個社交網站工具，有助你逐步建立專業知識。你要問：「我的主要對象比較多用哪些社交網站工具？」例如，零售業界的供應鏈專業人員，可以用LinkedIn，而小企業僱主可使用其他社交網站工具，如Facebook。

社交網絡

社交網站允許用戶新增朋友、發送郵件和共享內容。網友在社交網站往往加入志同道合的社區。例子如下：

LinkedIn

Operates the world’s largest professional network on the Internet. LinkedIn allows business contacts to exchange knowledge, ideas, and opportunities. 經營世界上最大的互聯網專業人士網絡。LinkedIn讓業界人士交流知識、思想和商機。

Users: around 100 million
用戶：約一億

Main focus: professionals
主要對象：專業人士

LinkedIn in Plain English
<http://www.youtube.com/watch?v=IzT3JVUGzMM>

Facebook

Millions of people use Facebook everyday to keep up with friends, upload an unlimited number of photos, share links and videos, and learn more about the people they meet. 數以億計的用戶每天使用Facebook跟朋友聯繫、上載大量照片、共享網絡連接和影片，並且了解他們的朋友。

Users: around 500 million
用戶：約五億

Main focus: consumers
主要對象：消費者

Facebook in plain English
<http://www.youtube.com/watch?v=GJJNM2KWYtc>

360renren.com

China’s largest and most influential social networking site which allows users to share instant messages, photos, and blogs. It is equipped with a variety of entertainment, social networking and information exchange features to meet the needs of various users. It is now at a leading position among young users and the networks for white-collar users and schools have been opened as well. 360人人網是中國最大、最具影響力的社交網站，為用戶提供即時通訊、相片及日誌。集合娛樂功能及應用體驗，滿足用戶對社交、資訊、娛樂、交易多方面需求。在年輕人用戶中擁有絕對領先地位，並已延伸到白領和學生群體網絡。

Users: around 170 million
用戶：約一億七千萬

Main focus: youth
主要對象：年輕人



These tools are widely used globally. On a local level, other tools may be dominant. For example, in China, Tencent’s QQ.com is more widely used than Facebook and in Germany XING is more widely used than LinkedIn. Make sure your selected platforms are most relevant to your audience.

這些媒體工具於全球廣為採用。在地區層面，其他工具可能會佔主導地位。例如，在中國，應用騰訊的QQ.com用戶比用Facebook還要多；在德國，XING比LinkedIn更廣泛地使用。請確保你選用的溝通平台是最廣為受眾採用的。

Twitter and Weibo

Twitter與微博

	Twitter Twitter is “micro-blogging” platform that allows you to communicate and connect to information you find interesting. It enables its users to send and read text-based posts of up to 140 characters. Twitter是一個「微網誌」平台，讓你與他人溝通，並且把你連接到有趣的資訊。Twitter讓網友傳送或閱讀最多140字(英文)的留言。 Users: around 200 million 用戶：約二億 Main focus: consumers 主要對象：消費者
	Weibo Weibo is the Chinese word for “microblog(ging)”. It usually refers to one or all of the China-based microblogging services. 微博有「微型博客」的意思，是以中國為本的微型博客服務。 Users: around 250 million 用戶：約二億五千萬 Main focus: consumers 主要對象：消費者

Apart from Twitter and Weibo, blogging also allows you to share news and opinions easily and for readers to share their views through comments. With the popularity of Facebook and Twitter, there are fewer users on blogging platforms nowadays.

除了Twitter和微博，博客也能讓您輕易分享資訊和意見，並且讓讀者通過留言分享他們的意見。但隨著Facebook和Twitter愈來愈普及，現在的博客平台也少了用戶量。

Media Sharing

Media sharing sites help you share photos, videos and other types of media. Visitors can express their views through comments and votes. Examples are:

媒介分享

媒體共享網站能幫助你分享照片、影片和其他類型的媒體。瀏覽者可以通過留言和投票表達他們的意見。舉例如下：

	YouTube videos 影片 Tips for Increasing Video Views: 增加影片瀏覽量的提示: Go to : YouTube > Help articles > Getting Started Guide > Promoting and Optimizing your content > Increasing video views 去: YouTube > Help articles > 入門指南 > 推廣及優化你的內容 > 增加影片瀏覽量
	Tudou videos 土豆網影片 Tips for sharing videos with friends: 與好友分享影片: (Chinese Only 只有中文) 去: 土豆網 > 土豆推
	Flickr photos 相片 Tips to get most popular tags: 獲得最受歡迎標籤的提示: Go to: Flickr > Explore > Tags 去Flickr > 搜尋 > 標籤
	Slideshare presentation slides 簡報投影片 Linking Slideshare with External Applications 把SlideShare連接到外置應用程式 Go to: Slideshare > Forums > External Applications 去: Slideshare > 論壇 > 外置應用程式



Other useful tools

Social bookmarking applications allow users to share their favourite online content with each other. Examples are Delicious, StumbleUpon, Digg and Reddit.

Wikipedia is a key information source that is generated by a network of volunteer editors. Wikipedia is often a key source of traffic to local websites, so make sure the keywords of your company websites stay up-to-date in local Wikipedia.

Google Alerts are email updates of the latest relevant Google results. They are a great way to stay up-to-date with what and how your organisation is being discussed on the web and in social media.

其他有用的媒體工具

社交書籤應用程式可讓用戶彼此分享他們最喜愛的網上內容，例如 Delicious、StumbleUpon、Digg 和 Reddit。

維基百科是一個重要的資訊來源，由一群義務編輯製作。維基百科經常把瀏覽者連接到地區網站，因此，在維基百科上與貴機構有關的關鍵字必須定期更新。

Google 提示服務是電子郵件提示服務，定期提示用戶最新的 Google 資訊。這項服務有效幫助你了解在網絡上和社交網站的網民如何評論貴機構。

4 BEST PRACTICES 最佳實務

The following best practices are used by organisations already active in Social Media.

- **Lead with the strategy, not the platform**

Twitter, Facebook, YouTube, LinkedIn and the other platforms are all just tools. Start with a business objective or a content strategy and determine which social media tools would be most effective at driving the initiative.

- **Integrate with existing marketing campaigns**

Don't treat social media as a separate marketing activity. Part of the strength of social media comes from its ability to extend the reach of what you are already doing. A great way to experiment is to add a social media dimension to existing marketing campaigns.

- **Keep content relevant and brief**

Like all web content, content used in social media needs to be relevant and brief. Make sure you develop expertise needed to develop content that will be effective at engaging your target audience.

以下的最佳實務出自活躍於社交網站的機構。

- **以策略致勝，而非溝通平台本身**

Twitter、Facebook、YouTube、LinkedIn 和其他網上平台都只是社交網站工具。定立業務目標或內容策略，以及決定選用哪些社會媒體工具，才是推動項目最有效的方法。

- **與現時的市務推廣活動整合**

不要把社交網站定為單獨的推廣活動。社交網站其中優越的原素是能把你的工作延伸至無遠弗屆，你現在可以嘗試把社交網站應用到現時的市務推廣活動。

- **內容務必與主題相關和簡潔**

像所有的網頁內容一樣，在社交網站上載的內容需要是相關和簡潔的。要確保你上載的社交網站內容能夠有效吸引你的目標對象。



- **Clear rules of engagement**

Social media involves dialogue between you and your stakeholders. Make sure you have clear rules about who in the organisation participates in this dialogue and ensure that adequate time is allocated not just from initiating conversations with new content, but responding to comments on existing content. The time and resource you invest in developing dialogue is normally where the real value of social media activities is generated.

- **Have realistic expectations**

By definition, engaging in social media means that you don't have full control of conversations about your organisations. Be prepared for dialogue to be sometimes critical. Critical views may drive your organisation to change to meet clients' needs better, so it can ultimately be positive.

- **Plan your content**

You can make your life easier by writing content such as tweets or blog posts in advance. This is particularly appropriate when you have a specific campaign such as promoting an event or a new service.

- **訂立清晰的參與準則**

社交網站涉及到你和持分者之間的對話。請確保你有清晰的社交網站參與準則，清楚釐定機構哪一位同事需要參與這對話，並且確保他們有足夠的時間去回應現有的留言，而不只是在留言欄不斷開新的話題。你投放在社交網站上對話的時間和資源，將會為你帶來重要的價值。

- **有合理的期望**

眾所周知，參與社交網站意味你不能夠對機構的留言有完全的控制。有時社交網站可能會有批評的留言，但這些批評可能讓你的機構更有效滿足顧客的需要，所以這類意見總是具建設性的。

- **規劃社交網站內容**

若果你提前寫好tweets或博客文章等內容，就能有效運用你的時間。這在一些特別的市務推廣活動尤其合適，例如推廣一個市務活動或新的服務。

- **Make it easy for people to share**

Using "social sharing" buttons at appropriate places on your website makes it easier for website visitors to share your content in their preferred social media tools. If you want people to comment, make sure the topics you share are engaging and posting a comment is easy.

- **Measure results**

Without measurable results, it will be difficult to sustain your activities in social media. Be clear about what you want to measure and how you will measure it. By measuring the number of enquiries received from social media channels, you will be able to prove the effectiveness of its efforts.

- **更容易與他人分享社交網站內容**

在你的社交網站適當的地方裝上「內容共享」按鈕，就能讓網站的瀏覽者更容易在他們喜歡的社交網站工具分享你的內容。如果你想有人留言，就要確保他們可以輕易在你分享的主題下留言。

- **可量度的成果**

沒有可量度的成果，就會難以維持在社交網站的活動。要清楚你想要什麼和如何來量度社交網站的成效。只要收集到社交網站的瀏覽數據，就能夠證明該網站的成效。