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FACEBOOK, TWITTER AND
YOUTUBE
A Social Media Guide for the City of
Ravensburg

Bachelor's thesis
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KUVAILULEHTI

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Nimike Facebook, Twitter ja YouTube. Sosiaalisen median opas Ravensburgin kaupungille		
Tiivistelmä <p>Tämän opinnäytetyön tavoite on opastaa Ravensburgin kaupunkia tekemään itselleen Facebook-, Twitter- ja YouTube- profiilin. Ravensburgin turisti-informaatio antoi minulle toimeksiannoksi selvittää, mitä kaikkea he voivat kyseisillä sosiaalisen median sivustoilla tehdä ja miten. Kehitin pienimuotoisen oppaan, jossa kaikkien keräämiäni lähteiden perusteella kirjoitin pääasiat Facebookista, Twitteristä ja YouTubesta.</p> <p>Keskeisimpiä asioita olivat tietysti Facebook, Twitter ja YouTube, mutta lisäsin opinnäytetyöhöni myös tietoa sosiaalisen median tärkeydestä, riskeistä, hyödyistä, historiasta sekä kuluttajista. Yhtenä osana on myös perustietoa Ravensburgin kaupungista, heidän markkinointistrategiastaan sekä tulevista aikeista sosiaalisessa mediassa.</p> <p>Opinnäytetyössä on käytetty laadullista tutkimusmenetelmää. Lähteinä käytin kirjoja englanniksi, saksaksi ja suomeksi, sekä nettisivuja ja henkilökohtaista tiedonantoa. Työ perustuu lähteiden tutkimiseen, vertailuun ja yhdistelemiseen.</p> <p>Tutkimuksesta käy ilmi, mitä yrityksiltä vaaditaan ja miten tärkeää yrityksille on nykyään olla sosiaalisessa mediassa internetin käytön yleistymisen myötä. Facebook-, Twitter- ja YouTubeprofiilin luominen on selitetty helposti ja tarkasti. Myös kyseisten sivujen hyödyt ja haitat yrityksen näkökulmasta on otettu työssä huomioon.</p>		
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DESCRIPTION


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<p>Name of bachelor's thesis</p> <p>Facebook, Twitter and YouTube. A Social Media Guide for the City of Ravensburg</p>		
<p>Abstract</p> <p>The aim of this thesis is to guide the city of Ravensburg to create a Facebook, Twitter and YouTube account for themselves. The Tourist Information of Ravensburg gave me an assignment to find out what they can do on these social media sites and how to do it. I created a small guide about the main points of Facebook, Twitter and YouTube, based on my material.</p> <p>Facebook, Twitter and YouTube are naturally of the centre at this thesis, although I have also added some information about the importance of social media, and the risks, the advantages, the history and the consumers of social media. In addition one chapter gives general information about the city of Ravensburg as well as about their marketing strategy and their future concerning in social media.</p> <p>This thesis was conducted using qualitative research. I used books in English, German and Finnish, as well as websites and personal communication as my source material. The work is based on analyzing, comparing and combining the material.</p> <p>This research shows how important it is for companies to be in the social media nowadays when the Internet is so popular and tells the companies, what is expected from them. Creating a Facebook, Twitter or YouTube account is explained carefully and in detail. The risks and advantages of using these websites have also been explained from the company's perspective.</p>		
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1 INTRODUCTION

I was doing my Erasmus exchange in Germany in autumn 2010. I stayed there for six months, and I liked it so much that I decided to write my thesis in Germany. I did not want to go too far from Ravensburg, the city where I was studying, because everything was familiar there, and because my friends and my apartment were there as well. My coordinator in Ravensburg helped me to find a company that I could write my thesis for. Then I found a company called the Ravensburg Tourist Information. The Ravensburg Tourist Information is a company which helps for example tourists and local inhabitants find information about the city or upcoming events.

1.1 The Subject and the goals of the thesis

The Ravensburg Tourist Information wanted to expand the marketing of the city of Ravensburg to social media. They wanted to start using Facebook, Twitter and YouTube, so they asked me to find out what they can do on these sites, and what are the risks and advantages of using them. My thesis is mostly like a guidebook on Facebook, Twitter and YouTube with all the basic information that they need to get started. Social media is very important today for companies that wish to get more attention and visibility. I have also added information about social media in general to show how important using social media is and why it is so. In addition I have explained about getting people to follow you in social media, and given some general information about the Ravensburg Tourist Information. The city of Ravensburg wanted to join social media and learn what other cities do with them. The cities that the Ravensburg Tourist Information wanted as an example are Biberach, Ulm/Neu-Ulm and Friedrichshafen.

My main study question is “What can the Ravensburg Tourist Information do in social media such, as Facebook, Twitter and YouTube?” To answer this question I searched for information in my material I collected and visited these web sites myself. I created an account for each of these pages to find out how they work and what can be done with them. The other study questions I have are: “What are the risks and advantages in social media?” “How do Biberach, Ulm/Neu-Ulm and Friedrichshafen use their social media sites?” and “Why is social media so important?” To answer these questions, I

also read my material and searched the Internet for more information. I visited the web sites and the social media account of the other cities to see what they were doing and compared them.

1.2 Study method

The type of my research is qualitative research. Qualitative research is a method, which is the opposite of quantitative research. Qualitative research concentrates on analyzing the material thoroughly as it is very important to truly understand the subject of the research. In short, qualitative research concentrates on the quality of the material, not on the amount of it. In qualitative research observation, fieldwork, interviews, enquiries, literature and documents are used as sources of information. Documents are for example e-mails, blogs, websites, magazines, photographs or people's own experiences. In addition also the researcher's own observations and opinions can be used as documents. (Myers 2009, 5–9, 153; Sarajärvi & Tuomi 2002, 70, 87-88.)

In this thesis I used literature and websites as my material. As my study concentrated on Facebook, Twitter and YouTube, I have the following words as keywords: facebook, twitter, youtube, internet marketing, new media and social media. I collected all the literature first, and then searched for the most important information I needed. I studied the web sites of Facebook, Twitter and YouTube to get more proper information, and to check whether the information in the literature was correct. To get information about the company itself, I send my contact person from the Ravensburg Tourist Information, Dana Gaudszun, questions via e-mail. I got the answers written on the free space I left for her on my thesis.

I wrote this thesis from the point of view of the company. The Tourist Information of Ravensburg gave me the topic, and I answered their questions in this research as well as I could. I found the information they needed, and wrote about it in a way that was easy for them to understand and use for their future business.

1.3 Thesis composition

The second chapter of the thesis begins with the basic information about social media and social networking. At first comes in general what social media is, and what it can be used for. Next is about the history of the Internet from the beginning till today, about what can be done there now and, what kind information can be shared. At the end of this chapter can be seen how and why the Internet and the social media have become so important. I compare the Internet to other media to give the importance of the Internet more credibility. I used American researches I read on the Internet as my resources.

The third chapter of this thesis is about the Ravensburg Tourist Information. I wrote a little about their marketing strategy, about what they are doing now and why, and what kind of goals they have concerning new media. There is listed the strengths and weaknesses they think they will have in a new media. In this chapter is used the information from Dana Gaudszun, my contact person in Ravensburg Tourist Information.

The fourth chapter is about the new media in tourism. This chapter is like an introduction for the next three chapters. At the beginning of this chapter I give some general advice on how to get started in social media and how to make a good first impression. I study how the other example cities informed everyone that they joined the social media and why Ravensburg should also do that. The chapter has also information about customer engaging in social media. I discuss what should be done to keep people interested on the social media, how to make the company interesting, and what people expect from the company. Finally I studied about the risks and advantages of social media. I discuss the results of my study, about what can be good or bad for the company when they join one of the social media sites.

Chapters five, six and seven discuss the main topic of my thesis. In those chapters I will talk about Facebook, Twitter, and YouTube; about the sites, about their features and how to get started. All three chapters contain the same kind of information so that the Ravensburg Tourist Information can see the differences between those three sites, and what they can and cannot be used for. At the end of each chapter I will tell what the other example cities do on these social media sites and then I will compare them.

2 SOCIAL MEDIA AND SOCIAL NETWORKING

2.1 What are they

Social media is a platform where people can express their opinions and ideas and communicate with other people from all over the world. Social media can receive text, audio, video and photo formats. A social network, on the other hand, is a website where people connect with their friends and share information and files with them. Social networking sites are a hot topic for marketers. They present a number of opportunities for interacting with customers via different applications, groups, and fan pages. Each social network page presents its own possibilities and challenges. (Scott Meerman 2010, 90-91; Zarrella 2010, 53.)

Social media marketing is a process that made it possible for companies to introduce their products and services in the Internet, and reach a community and customers which they could not reach with traditional marketing channels. There are many different sites in different forms with different users. The task of the companies is to find the right way to use the right social media channels for themselves. In social media marketing companies must listen to the need of the community and answer them the right way. (Weinberg 2010, 4.)

2.2 The history and the evolution of the Internet

In 1969 the first Internet project was made for military research. It was an experimental network called the ARPAnet. At the beginning Internet was not open for public but eventually it developed into the World Wide Web which we can use today. (History and the evolution of the internet, 2009.) The beginning of online social networking can be traced about to the 1980s bulletin board systems (BBSs). These systems allowed users to log in and to share software and data, as well as to send and post messages. After a while social networking moved to web-based applications. The use of the Internet grew rapidly in the 1980s and early 1990s, and it got its popular success in 1989 when the hyperlink was born. A year later Tim Berners-Lee created a “browser”

that allowed users to look at information on the network. (Cairncross 2001, 36-37; Hörner 2006, 22-23; Zarrella 2010, 53.)

Early in 1991 the World Wide Web was born, and it needed one more step to become more popular. In 1993, Marc Andreessen and his colleagues came up with the multi-media Web browser. For the first time there was a browser that could find web pages including images with the text. The World Wide Web made the Internet easily accessible and fun. In 1994 an online directory for the web sites Yahoo!, Classmates.com, and Match.com were created. People have been keeping journals for thousands of years, but they have been able to write them online only since 1994. A student, Justin Hall, was one of the first web diarists when he started writing about videogames in the mid-1990s. In December 1997, the world weblog, now shortened as blog, was born. Blogging did not begin to blossom until 1999, when LiveJournal and Blogger were launched. (Cairncross 2001, 36-37; Hörner 2006, 22-23; Zarrella 2010, 11.)

In the last decade of the twentieth century the revolution of the Internet took a significant step forward. The modern social networks began in 2002, when Jonathan Abrams started Friendster. Then, in 2003, Mark Zuckerberg created Facebook, which was finally in 2006 opened for everyone. Reaching a global audience of fifty million took thirteen years for television, thirty-eight for radio, seventy-four for the telephone, but only four years for the Web. The traffic on the Internet now doubles at least every hundred days. At the end of 2005 more than three million users were registered Internet users in Germany, whereas in 2006 the number was already more than ten million. (Cairncross 2001, 37; Hörner 2006, 23; Zarrella 2010, 53, 55.)

Any information that can be stored in digital form can be conveyed on the Internet. This does not only mean data, but also for example voice, video and photos. Anyone with Internet access can research, study, and investigate anything from Marshall's economics to Madonna's music. The Internet creates unlimited shelf space, which is good, but it can also cause some problems. Because it is free, the Internet offers so much information that it can be difficult to find the piece of information that one really needs. (Cairncross 2001, 80.)

2.3 The importance of the Internet

It is important to be a part of the Internet and social media nowadays. The popularity of the Internet has grown so fast during the past few years, and the Internet has become such a big part of people's lives, that it is almost impossible to avoid it. According to a research from the year 2003, (Hörner 2006, 2-3) 23% of people would not be able to stop using the Internet. When compared to other forms of media, only television got a higher rating of 44%, whereas 57% of the people interviewed for that research said that the Internet is the first media form they use for getting information every day.

The Internet and the TV are the most frequently used media. Additionally, the Internet usage is growing as of time spent for people, with 47% saying that they spend more time online now than they did a year before. The highest age group is the 18-24 year-olds at 52%. Videos or DVDs was the next biggest media with 24%. Watching TV got only 17% of increased time spent compared to a year ago. More American adults now consider the Internet their favourite and most reliable source for reading the news. Internet is now more popular than television, radio, and newspapers combined. (Warholc 2011.)

Because so many people today use Internet rather than other media, many companies have their business on the Internet. The Internet can be used for marketing research, to find the customers' needs and wants. On the Internet the customers can easily access information and make purchases. Internet can also archive customer satisfaction by asking questions or making enquiries. This kind of service can tell the company whether their site is easy to use, whether it performs adequately, what the customers like the most, and what should be improved. (Chaffey, Ellis-Chadwick, Mayer, & Johnston 2009, 10.)

Nowadays the fastest growing media tool is the mobile phone. For most people the mobile phone is now like "life-support tool", it is impossible to go anywhere out without it. From the 1983 till today, mobile phones have been developed to be all-knowing and all-doing machines. You can not only call or send messages, but you can also listen to music, watch movies, read books, go to the Internet, use Bluetooth, take photos

and much more. In other words, is not only for keeping in touch with friends and family, but also for getting information. Now that it is possible to connect the Internet with a mobile phone, so much information can be accessed with a mobile phone and with the help of mobile marketing. All these applications for the mobile phone are chargeable. (Bammel & Holland 2006, 1-3.)

Mobile marketing can be done with text messaging, mobile websites, mobile advertising, mobile email, applications, search, and phone calls. The most common form of these is normal text messaging. Because it is possible to use the Internet with mobile phones, the web had to be changed in order to be more suitable for mobile phones. Websites and emails are made to be easily visible on the small screen. Google, Yahoo, and Bing have specific versions of their search engines for mobile phones. Many applications can be downloaded onto a mobile phone, and can then be used either for entertainment or some useful purpose. (Meyerson 2010, 278-279.)

New web technologies have made social media sites easy for anyone to create. A blog post on tweet or a YouTube video can be created and viewed by millions a day virtually for free. Advertisers do not have to pay publishers or distributors to give their messages to people. Now the advertisers can make their own interesting content that viewers can see online for free. This is really important feature of social media. The social media is free and it enables fast feedback from the customers, which means that the products can quickly be improved according to their wishes. Companies can study who their most potential customers are, and perhaps even find a new group of people interested in their products. (Zarrella 2010, 3.)

3 THE RAVENSBURG TOURIST INFORMATION

Ravensburg, "The city of towers and gates" is situated between Lake Constance and Allgaeu in a beautiful landscape with a view of the Alps. In the past, the city was a major, medieval commercial centre. Today, with a population of 49,774 people and its 50,000 residents it is the lively, economic centre and an attractive holiday destination. Over the years Ravensburg has become intercultural city for German and international students with its several universities of Ravensburg and Weingarten. From the top of the Blaserturm tower visitors can enjoy breathtaking views of the surrounding coun-

tryside as far as Lake Constance and the Alps. Down on the town's main square Marienplatz, people stroll through the traffic-free square or relax in one of the many street cafés. Young and old meet for a chat at the fountains. In the warm months of the year, Ravensburg exudes a Mediterranean flair. Ravensburg offers a wide variety of cultural events, many of which can be enjoyed in the historical atmosphere of architectural monuments. (Stadt Ravensburg, 2011.)

Today the city of Ravensburg advertises actively in local and national newspapers and magazines. The city has had its own website and it has all the information from tourist attractions to economic matters. The city tries to stay modern and to attract more tourists. Ravensburg wants to become more important and improve its economy. In order to achieve this, it should attract more students, families and tourists. (Wirtschaftsforum Pro Ravensburg, 2010.) Their main goal in new media is to gain more customers and to attract more attention from young customers, such as students. These days students use the Internet more than before and for the students it is easier to check the information they need online. The Ravensburg Tourist Information wants to start to be visible in social media by following new trends, such as using Facebook. (Gaudszun, 2011.)

What the social media can offer for the city of Ravensburg are the possibilities of communication in media. With the help of social media they can get direct and honest feedback and communicate with the customers to find out what their customers think and want. It is very easy for anyone to join the company's group in Facebook or follow in Twitter and therefore the company can become more popular quickly. The possibilities of communication can, however, also be seen as weakness. People can post their comments to an Internet event too easily, and then it may become difficult for the company to read them all. In addition, Ravensburg does not yet have a person for this work which means that someone else at the moment has to check the company's pages whenever possible. Because of this it is possible that the company misses some important comments, or is not active enough. Free commenting can also cause many of so called "spam messages". Spam is explained later in chapter 4.3. (Gaudszun, 2011.)

I agree with the city of Ravensburg about gaining more tourists and students. The city is very attractive and it has a lot of universities and schools. I lived in Ravensburg for nine months and I say that students really need more entertainment. Most of the stu-

dents I talked with complained about the lack of events and possibilities to spend free time. In Facebook I am friends with Ravensburg Partykalender. This is the company who advertises and writes about all the upcoming party's of different clubs and it has 4966 friends now. The reason why it is so popular in my opinion is that so many people can easily read about the upcoming party on their Facebook wall and do not have to spend a lot of time searching themselves what to do. This way night clubs get more customers easily.

I do not say that there is nothing to do in Ravensburg. The city and the companies in the city have different events but it is hard especially for exchange students to find it. I think that if Ravensburg will join social media they can easily gain the same popularity than Ravensburg Partykalender. Students and tourists can get their information fast and events will have more participants. This will make the city more interesting for students and they find what to do. The information which the city of Ravensburg will post in the social media sites should be in my opinion in German and also in English. They do not have any person who will work only with social media but I think it is important to have. The more proper and interesting information posted, the more customers it is possible to have. Without a person working in social media the city will not have a change for getting feedback if the city will not be there answering the questions and requests.

4 NEW MEDIA IN TOURISM

4.1 Getting started

In the following chapters I am going to explain briefly how to get started and how to use the social media sites such as Facebook, Twitter and YouTube. The important part of the social media is to set up the goal first. The company should first find their target group and to find out what and how these people are ready to do in social media. The next step would be for the company to think their own goals, like what the company would like to accomplish in the social media. Setting up the goals should be done before the technical planning and realization. The last step before the technical realization would be for the company to think, what kind of differences the social media will

cause. For this kind of planning Forrester Research created the POST-method. (Li & Bernoff 2008, 67–68.)

First the company should get to know the sites, and then design their look. After this, the company should let the customers know that they are now a part of social media. It is also important to give a good first impression in the social media. When the social media site is ready, it is good to put a link on the company's web site. Friedrichshafen, Biberach and Ulm/Neu-Ulm have their links on the first page on the right side, along with all the other services they have to offer. Ulm/Neu-Ulm and Friedrichshafen both have their social media site links high enough on the page, so that the customer do not have to scroll the page down to find it. Biberach, on the other hand, has its social media site link at the bottom of the page. (Stadt Biberach 2011; Stadt Friedrichshafen 2011; Ulm/ Neu-Ulm 2011.)

I think that people will notice the link easier, if it can be seen right away after opening the page. Not everyone scrolls the page down if they are not interested in the whole page. I think the link should be easy to find, so that people can begin following the company as soon as they have joined the social media. For the city of Ravensburg I suggest to design these links to be on the main homepage on the right or left, but not on the bottom of the page.

4.2 Engage your customers

Engaging customers has been discussed by at least Meyerson (2010) and Sahlin and Zimmerman (2010). On their opinion one of the biggest mistakes that the companies using social media make nowadays is that they take old-time marketing methods into the new world of social media. Many companies see that social media is a place to market with sales letters and traditional strategies. The problem is that those strategies are not social. It is not enough to just show the products, people must be let get to know you. By doing this, people begin to trust the company and choose it over thousands of others in the same business. People begin to think that the company is the expert and become its customer. (Meyerson 2010, 108-110.)

It is often easier to sign up for an online community than to stay active in it. The customers will soon notice if the company's participation is missing and may decide it is not worth their time. Therefore the company should be an active participant, not only its salesman. In order to keep people interested and to follow the company in social media, they need to be engaged. Sometimes the best way to keep customers engaged is simply to give them a topic on which they have plenty of opinions. Sometimes it is not necessary to comment often, it is needed only just watch and observe. As people want everything to be fast, simple and effective, the web page should not be too difficult to use. (Meyerson 2010, 89; Sahlin & Zimmerman 2010, 94-95.)

At the end of each post, the opinions of the readers can be asked by posting open-ended questions. Simple yes-or-no answers should be avoided. A good way to get opinions is just by asking simple questions such as: What do you think about this topic? What ideas do you have for this topic? Sending a quiz to the pages can also be helpful. By giving the customers options where to go now or where they can find further information, there should not be too many options. It will only confuse them and for example a link saying "Click here to see more" is better option. (Meyerson 2010, 114-115; Sahlin & Zimmerman 2010, 94-95.)

Fans need to know that they are important. When answering the customers for the company, the important thing is to remember to stay professional. There is no need to answer every comment, but only the ones which are important and which can somehow create further conversation or be helpful. People who provide feedback need the answer, because they are looking for an acknowledgment. Sometimes negative comments also need an answer to fix a problem, or to make the products better. Inappropriate comment can be removed but removing negative or critical comments could end the conversation too quickly. Sometimes the simplest posts are the best. Sometimes readers need only straightforward information. (Sahlin & Zimmerman 2010, 95.)

4.3 Advantages and risks

One of the best things about Facebook, Twitter and YouTube is that they are free. Joining the sites and spending time there will not cost anything. However, some of the applications on Facebook, for example some better games may cost for the user. On

YouTube, advertising on other videos or downloading specific applications are chargeable. In addition to those, the only expenses can come from hiring someone to update these pages or from buying an Internet connection or a computer. These social media sites offer very good opportunities for marketing and getting more customers because they are free. However, in order to get new customers it needs to be learned how to use the social media. (Facebook © 2011; Twitter ©, 2011; YouTube LLC ©, 2011.)

Security is always an issue when it comes to storing information on the Internet. Because the Internet is a network open to everyone, the main threats it poses are hackers and viruses. Especially commercial users need privacy and security, two qualities that are difficult to be incorporated into an open network. Facebook, Twitter and YouTube have their own security systems. They are all good, and the personal information is well protected. It is always possible to choose who can see shared information. In addition, many outside applications ask for a permission to use the data. Any of these sites do not ask for any of the secret personal information, such as credit card numbers for example, so there is no need to be afraid of someone getting some of the personal information. It is possible to choose which information to share, which gives the possibility to leave out all the most personal and sensitive information. (Cairncross 2001, 81; Facebook © 2011; Twitter ©, 2011; YouTube LLC ©, 2011.)

The threats from hackers and viruses and the costs of keeping them away are both growing rapidly. Hackers can hack into any data and steal information. Viruses are programs that can disable a computer or destroy data. In Facebook, Twitter or YouTube hackers often steal a profile to make fun of it. Some people share personal information about themselves, which hackers then use for their own purposes. To avoid hackers, you should never open suspicious emails or messages you get on Facebook. Viruses can be caught basically anywhere. Even you can have a virus on your computer without knowing it, and if it gets to your social media web site, someone visiting it can also get the virus. Luckily, a good security system will save your computer from most viruses. (Facebook © 2011; Twitter ©, 2011; YouTube LLC ©, 2011.)

Flaming, *spams* and *trolls* are not exactly a threat, but they can become very annoying at some point. A *flame* is a post designed to do nothing else than incite hated reactions. They often cause emotional discussions about things that people are especially passionate about, such as sports, politics, or religion. A *spam* is a message sent to everyone, and it does not matter whether the receivers are interested in the topic or not. A spam is often some kind of advertisement, a sale offer, or a chain letter. A *troll* is a person, whose only intention on a forum is to annoy people. Trolls like it when people loose their temper, they need the attention and the emotion. The best way to defeat trolls is to ignore them. On Facebook, Twitter and YouTube it is possible to block the users that are annoying, or to report them to the authorities of the page. (Facebook © 2011; Twitter ©, 2011; YouTube ©, 2011; Zarrella 2010, 157.)

As social media has gained more popularity, it has also become more difficult to gain visibility among millions of users. The companies have to come up with something new and interesting all the time to get people's attention and to stand out. The biggest downside by far is the amount of time needed to invest in social media to see results. It is needed to review all the comments and respond to them, as well as to provide new material. To keep people interested, the company needs to be visible and active all the time. (Sahlin & Zimmerman 2010, 21.)

Being active in social media can take so much time that without self-discipline and a well-planned schedule that it is easily become so overbooked that other tasks remain undone. The challenges of Internet marketing are for example unclear responsibilities, especially without a clear plan, budget problems, without knowing where to invest money, or the lack of information when it simply is not clear what to do and how. (Chaffey, Ellis-Chadwick, Mayer & Johnston 2009, 23; Sahlin & Zimmerman 2010, 21.)

5 FACEBOOK

Facebook is the dominant social networking site and it has become very useful to the social media marketers (Zarrella 2010, 67). Mark Zuckerberg and his friends Dustin Moskovitz, Chris Hughes and Eduardo Saverin created Facebook in February 2004. For the first two years Facebook was available only to colleges. Later, Facebook was

opened for everyone and now, everyone over the age 13 may create one personal profile with his/her own first and last name. (Meyerson 2010, 182, 188.)

Since 2006, Facebook has continued to increase its popularity and with its hundreds of millions of active users and new users joining everyday, Facebook is the second most trafficked website in the world after Google (Meyerson 2010, 182). Facebook has a commanding percentage of college students as members. However, now its fastest growing segment has been users older than 35, and according to recent data, the 35-54 age group has become bigger than the 18-24 age group. (Zarrella 2010, 67.) At least 100 million people log on Facebook every day (Scott Meerman 2010, 282). Facebook appeals to all age groups, and it is used by rock musicians, school children, Army moms, and others who want an online presence to communicate with friends or to start a business in Facebook (Sahlin & Zimmerman 2010, 395).

Twitter is known for the possibility to post information that will find the followers fast. However, to post longer information it is needed to find something else. Facebook enables to do both, post fast and post a lot. In Facebook it is possible to create a personal Profile, a Fan Page, Groups and Events, as well as to post photos and videos. In addition, it gives for example the ability to sync them with a blog and Twitter. Facebook is the largest photo-sharing platform on the Internet. (Meyerson 2010, 183.) Many companies are on Facebook, and Facebook allows them to create public profiles that have many of the same features as a normal user's profile (Sahlin & Zimmerman 2010, 395; Zarrella 2010, 67). Now, it is also possible access Facebook via a mobile phone by using the Facebook Mobile application which allows sending the messages and uploading the photos and videos. It is also possible to use Facebook by just signing in on a mobile phone if you it has an Internet connection. (Facebook © 2011a. Zarrella & Zarrella 2011, 47)

5.1 How to build a large and loyal following

This chapter is based on the speculations of Meyerson (2010) about which are the best way to build a large and loyal following. His main point is that it is a good idea to choose the one profitable area of business that the company is passionate about, and to

lead with that. When focusing on the quality, the quantity will follow. (Meyerson 2010, 191, 193.)

Building a large and loyal following can be done in many different ways depending on the person's goals. Here are some of the basic rules or suggestions everyone can use when creating their own profile and reputation in Facebook. Every time when using Facebook, have to be careful, because it is unknown who might be observing the updates, posts and photos. It often takes only a nanosecond for people to see and decide, whether a person or company fit their network or not. (Meyerson 2010, 184.)

It is unknown how many users are looking at persons or company's Profile or Fan Page. It is ideally to update a Profile and Fan Page at last once a day. This way it is possible to get more authority and credibility in Facebook. However, overdoing the links and statuses on Facebook profile is not good. The posted information should be useful, not blatant advertisement of something completely outside the topic. It is essential to post actively on Facebook, and to have an attractive and active Fan Page. However, active participation on other social networks, such as Twitter and YouTube, is also needed. (Meyerson 2010, 184-187, 193.)

5.2 Facebook features

5.2.1 Profile

It is possible for everyone over the age 13 to create a free Facebook profile using their own first and last name. It is not allowed to use business names, fake names or duplicate accounts in the personal profile. The standard Facebook page is open only to friends approved by the user. The Facebook allows changing all the settings on the profile. In the Facebook it is possible to post personal information and invite friends to view the profile. Everyone can send messages privately or in public by posting something on a friend's wall. It is also possible to chat online. Whenever someone sends a message, Facebook will send an email, which says that you got a message. It is possible to turn this setting off. The user and his/her friends can comment on all the information on the walls. All the posts which appear on the wall can be removed by pressing a small "x" on the top right corner of the post. If someone disturbs you often with

their posts, you can report this person or post to Facebook keepers. (Haasio 2009, 17-20; Meyerson 2010, 188; Sahlin & Zimmerman 2010, 395.)

The compulsory information needed for creating a personal profile are first and last name, date of birth and an email address. After signing in, it is possible to fill in the information concerning for example your education and work, personal interests and activities, hobbies, contact information, (basic information, philosophy, sports, arts and entertainment,) as well as featured people. It is possible to make all this information visible to all your friends or a larger audience. It is also possible to post photos, notes, videos, links, and a new feature, questions, on your wall. You can also fill in “mini bio” box which is located right under your profile picture. There you can write a short introduction about yourself or post a link in that post. All the friends added to your friend list will be shown on the left side of the page, under the small “mini bio” box. You can separate family members and a relationship partner from other friends. (Facebook © 2011a.)

On the right side of the Profile Page you can see advertisements, upcoming events, pages recommended for you or people you might know. Facebook will suggest you people that it thinks you might know, or want to add as a friend. All the friend requests, messages and notifications you will receive, will be seen on the top left corner of the screen. On the News Feed page you can see all the posts and updates of your friends. You can choose to look at either Top News or Most Recent News. On the left side are all the recently used notifications, friends online, the joined groups, and all received messages, friend requests and events. (Facebook © 2011a; Haasio 2009, 23-26.)

If you have a Gmail, Yahoo! or another free email service, all you have to do is type in your email address and password on the Find Friends page. Then Facebook will find you all your friends in Facebook who are using email address added to your contacts. Click the “Add as Friend” link next to anyone you want to add as friend. It is possible to have up to 5,000 friends on a personal profile. After adding friends, it is also always possible to remove them. When you want make some of the information you share more personal, you can decide which of your friends can see it. For that purpose you should create some groups and add friends there. When you post something, add pho-

tos or write on your wall, you can select from your settings which groups can see the information. (Meyerson 2010, 188; Sahlin & Zimmerman 2010, 400; Zarella & Zarella 2011, 41.)

5.2.2 Fan Page and Groups

An attractive and active Facebook Fan Page is essential for all business. In Facebook it is possible to have an unlimited number of fans, and to send messages to all fans at once or only to a segment chosen by location, age, or gender. You do not have to approve every person who likes your page. Each time you publish an update such as status update, photos or videos, on your Fan Page, all these activities will be published in the News Feed of your fans. This way, more and more people can see these activities and interact with them. Any Facebook user can like your page. The downside of having a Fan Page is, however, that it is not possible to see the profile of the people who like it. (Meyerson 2010, 189-190; Sahlin & Zimmerman 2010, 397.)

You can create a Facebook page for a local business, brand, product, organization, artist, band or a public figure. First, you have to title your Fan Page. Often, the shorter title the better, because each time you add content to your Fan Page, a long title will append to each post. If you are creating a page for yourself, use your own name, but if you are creating a page for your company, use your company's name. After you get 100 fans, it is possible to register a unique username at [facebook.com/username](https://www.facebook.com/username). Then you can choose for example your brand name or your company name. At the beginning, you can get fans by sending them an invitation from your page. If you are too busy, you can create additional administrators for your page by choosing them from your fans. (Meyerson 2010, 185; Sahlin & Zimmerman 2010, 404, 437.)

It is always good to have a photo on a profile or a Fan Page. The ideal size for a Fan Page image is 200px wide by 600px high. There is a small text box area under the picture. This area should be used strategically to summarize what it is that the company does. The space is for adding a succinct sentence or two, and possibly to include a call to action or even a link. However, you should not add your whole history and all personal information in this box. There is a description area in everyone's information

settings designed for that purpose. (Meyerson 2010, 194; Sahlin & Zimmerman 2010, 404.)

By editing the settings you can limit the Fan Page to show only either your posts, or the posts by your fans, but it is highly recommended to set it to show both. This way anyone visiting the page can see the both sides of the interaction. If you have a great number of Fans, it can be easier to set the system to show only the Fan Page posts, which makes it is easier to view the page. All the comments, taggs, and photo uploads by the fans will be sent to your email. Using the “Notes” application every time you make a blog post, your Fan Page automatically updates itself and your fans can read and comment on the post. It is also possible to adjust the settings to restrict the countries from which users can like the page, or the user’s age. (Meyerson 2010, 196-197; Scott Meerman 2010, 283; Sahlin & Zimmerman 2010, 410.)

The fans can add their own photos, videos and comments on your wall. When allowing and encouraging the fans to do so, their own content will make them feel that they are an integral part of your online Facebook community. When you respond actively to your fans’ comments, questions and ideas, you show them that our company listens to their customers, takes action and is a part of the community. It is possible to have a conversation with the fans by using Discussion tab and creating topics to talk about. It might also be nice to create a special canvas page and a custom tab for anyone who is not yet a fan of the page. (Meyerson 2010, 196-197; Sahlin & Zimmerman 2010, 462.)

The Facebook Fan Page is at the moment the only feature fully indexed by Google. This means that: “By inserting keyword-rich text throughout your Fan Page and updating regularly, you can create tremendous search engine optimization.” After creating a Fan Page it is good to make your entire target market aware that they can find you in Facebook now. At first you should get the customers’ attention and make them feel that they are at the right place. You should also inspire them to become your fan and later try to engage them with your page. In addition, if you keep up their interest, then they keep coming back. (Meyerson 2010, 194; Scott Meerman 2010, 283.)

If you are also in Twitter, it might be a good idea to use the Twitter application for a Fan Page at facebook.com/twitter. After connecting this application to the Facebook

Fan Page, it is possible to write a post up to 420 characters only. It will automatically be truncated to around 120 characters and be posted to Twitter with a shortened link back to the Facebook Fan Page. In order to connect a Facebook account to Twitter, it is needed to write a Twitter username and password to the Twitter application. After that you may choose what kind of information from your Facebook page you would like to share on Twitter. (Meyerson 2010, 190; Sahlin & Zimmerman 2010, 406-407.)

The Facebook “Insights” provides with a method of tracking a business page activity. It tells how many people like it, and how much interaction they have had with the page. Insights box can be found on the left side of the page after pressing “Edit Page”. After that it can be seen how many subscribers the page has, the number of interactions per post, the breakdown of active fans and much more. (Sahlin & Zimmerman 2010, 474-475.)

The Groups in Facebook look somewhat the same as the Pages and the Profiles with the tabbed design wall. Groups have a less commercial spin and the members get together over shared interests, whereas a Fan Page is usually used for business purposes. Like Events, Groups can also be public, which means that anyone can see the group, who is in it, and what the members post. Groups can also be closed, which means that anyone can see the group and who is in it, but only members can see the posts. In addition groups can be secret, when only the members see the group, who is in it, and what the members post. Settings for Groups are the same, and you can add the same information to the Group Page as you can to your Fan Page. (Facebook © 2011a; Meyerson 2010, 191.)

5.2.3 Events

“Events” is a very good feature in Facebook for letting people know about upcoming events. Event can be created almost the same way as a Fan Page, but with less information. It needs only the information about the event, but it is also possible to add the time, the location, and other more detailed information about the event. The event can be public, or visible only to invited friends. It is possible to make events open to everyone or just to a selected group, and whenever someone from non-selected group wants to attend the event, he/she has to ask for promoter’s permission first. When

Events are public, everyone can invite their friends to attend them. (Facebook © 2011a.)

All the friends invited to an Event will get the invitation and they can choose, are they attending, not attending or maybe attending. This way it is seen who would like to attend the event, although the number of participants on the Facebook Events is probably not the same as the number of participants in reality. Facebook users can comment on as if it was an event like any other page, and they can also post videos, photos, and links to it. Whenever you need to inform all your guests about your event, it is possible to send a personal message to all guests. The event will look better with a picture. It can be done the same way as with any other page. (Facebook © 2011a.)

5.2.4 Photos and Videos

Facebook is the leading photo sharing platform in the world, and the more photos and videos are added to the profile and the Fan Page, the better. Fans should also be encouraged to add their own photos. Photo albums can be created and made visible only to the chosen friends. Uploaded images can be in GIF, JPEG, or PNG format. When uploading photos, the Facebook Photo Uploader allows uploading multiple images, but for that the user must have Java installed on his/her computer. If someone does not have Java, they need to click the link “Try the basic uploader”. After uploading the photos the cover, order of the photos, and add descriptions and tags to the photos can be changed. (Facebook © 2011a; Meyerson 2010, 191; Sahlin & Zimmerman 2010, 422, 425.)

The own videos on Facebook have to be smaller than 1024MB and less than 20 minutes long. Uploading a video can sometimes take some time. It is possible to add the names of people in the video and enter a title or a description. It is also possible to post own photos or videos from other web sites. However, for example not all videos from YouTube can visible to all the friends from other countries due to the copyright issues of the music on the video or the video itself. (Meyerson 2010, 191; Sahlin & Zimmerman 2010, 428; YouTube LLC ©, 2011a.)

5.2.5 News Feed

News Feed is one of the most powerful features in Facebook. All the activities which are shown in a News Feed are the activities of all the friends. In addition, all the activities on a profile will be shown in the News Feed of all hand-picked friends. News Feed is seen right after logging in Facebook. It will usually show the Top News first. These are news that all the friends have interacted with the most. After clicking a link “Most Recent” it will show all the activities of the friends. In Most Recent can be chosen to see, for example, only the status updates, the photos or the links. If something that some of the friends have posted on the News Feed is pleasing, it can be shared either on the own wall, on a friend’s wall or in a group, or send it as a private message by clicking a small link under the post. Then it will say on the own wall that it is published it via the friend who originally posted it on his/her wall. (Facebook © 2011a; Meyerson 2010, 194.)

5.2.6 Ads and Applications

When you promote a Page or Event you have created on Facebook, you have the opportunity to show social endorsements in your ad, making them more personally appealing and relevant to your audience. It is shown as an ad with information about the viewer’s friends, who have engaged with the Facebook Page, event, application or ad. For example, after creating a Facebook Event for a sale or promotion, customers will be able to get to the sale directly from an ad. If a viewer's friend has engaged with the event, the viewer will see which of his friends are attending. If someone likes the Facebook Page, a story will appear in the News Feed, where his/her friends will also see it. (Facebook © 2011a.)

Facebook presents four main steps to create an ad: First identify the goals. Second, define who will be searched with an ad. Third, create an ad and set a budget, and fourth, Facebook's advertising policies and an ad approval process needs to be accepted. The most effective ad campaigns focus on just one goal at a time. Depending on a marketing objective, Facebook Ads offer specific ad types to promote an external website, a Facebook Application, a Facebook Page or a Facebook Event. Many Facebook Ad types have a "Like" link. By clicking on the "Like" link, users are able to

express their opinion about the business or organization and share it with their friends. The "Like" button will only appear in the ad if Facebook Page, Application, or Event are promoted. The "X" in the top right corner of the ad allows users to give a quick and easy feedback about on ads they see. The Facebook administrators take this feedback into account as they continue to improve this advertising system. (Facebook © 2011a.)

Facebook offers a great selection of applications, which are very appealing and useful for both personal and professional use. Facebook has the following kinds of applications: business, education, entertainment, friends & family, friends, games, just for fun, lifestyle, sports, and utilities. Some of the applications are offered by Facebook, such as Photos and Notes, whereas some of them are made by users. Users can, for example, create tests or enquiries connected to those sectors or something simple, such as daily horoscopes. You can explore the applications to see which would be suited for your business page. It can be done by clicking "Edit Page", and then scrolling down to the bottom of the page. Then, after clicking Browse More in the More Applications section it is possible to find and add applications to the page. Everyone can create an application. Many applications can be posted to the profile without doing anything else, but some of them will ask for some of the information in order to work properly. (Facebook © 2011a; Meyerson 2010, 191; Sahlin & Zimmerman 2010, 465-466; Zarrella & Zarrella 2011, 43.)

5.2.7 Privacy

There is a widespread fear of privacy violations when it comes to using social networks. Fortunately, Facebook has the most granular privacy settings of all social networks. It says on Facebook (2011) that: "Facebook has been awarded TRUSTe's Privacy Seal signifying that this privacy policy and these practices have been reviewed by TRUSTe for compliance with TRUSTe's program." Facebook never shares personal information with its advertisers. Facebook's ad targeting is done completely anonymously. If advertisers choose demographic targeting for their ads, Facebook automatically matches those ads to the appropriate audience. Advertisers only receive anonymous data reports. (Facebook © 2011a.)

The privacy settings you choose allow you to control which people and applications can see your information. You can share your information with friends, friends of friends or everyone. The settings can be customized or it is possible to use recommended setting set up by Facebook. With "Everyone" you can share information with a larger audience, which means everyone who is registered in Facebook. "Friends of Friends" are all friends of the friends you have added. "Friends Only" are the people you interact with directly and are added as friends. (Facebook © 2011a.)

You can control who can see all the content you post on a day-to-day basis, such as status updates, photos and videos. This also includes some things you share about yourself, such as your birthday and contact information, and content others share about you, such comments on your posts, and the photos and videos you have been tagged in. The name, profile picture, gender, networks and username are available to everyone because this info is essential when connecting with your friends and family. (Facebook © 2011a.)

The Applications can only see the information already made visible to everyone. For more information, the applications have to ask for permission for each piece of information, and it can only be information that is needed for them to work. It is possible to view all applications, remove any of them, or turn off a platform completely. This however, means that it is not possible to use any platform applications or websites, and Facebook will not share your information with them. People can be blocked completely from interacting or seeing any information. The user can ignore application invites from friends, and see a list of the applications that the user have blocked from accessing his/her information and contacting him/her. (Facebook © 2011a; Haasio 2009, 65-67.)

5.3 Example cities

Friedrichshafen Stadtmarketing has only a little information about the city on its information page. It includes an address which acts as a link to the Bing search engine, where you can see the location of Friedrichshafen Stadtmarketing. The location is also shown as a map on the info page, and after clicking it, the whole map will become visible on the page. Other information on this page are websites, their phone number,

open hours, email address, and some information about the company itself. (Facebook © 2011b.)

Friedrichshafen Stadtmarketing has chosen not to allow its fans to post anything except comments on the wall. This strategy may work, if you only want to give away information about yourself and not have videos, photos, or notes posted on your wall. Whenever some of the city's fans want to find some information, they do not have to scroll through all the unrelated videos and notes. They only share information about what will happen and when. Friedrichshafen Stadtmarketing has several albums with photos of the city and events that have been held there. You can like and comment all of them. As a profile photo they have a photo of the city, which always works if you have a Facebook Page for a city. Under the profile photo, in the menu list, they have links to their wall, their Facebook info, friend activity, photos, events and notes. These are the basic links which everyone has, if they will not change their settings. (Facebook © 2011b.)

Friedrichshafen Stadtmarketing posts a link with every comment it writes. This gives the fans an option of where to go for further information. They have a few notes where they have for example written all the information about some upcoming event. This is one way to give the followers more information. Friedrichshafen Stadtmarketing has several pages it likes, and all of them are somehow related to the city. For example the Zeppelin Museum has its own page. Liking the pages of the companies in your city can make all of them visible more easily. (Facebook © 2011b.)

Stadt Biberach an der Riß has only some basic information about the city on their information page. The page also includes an address which acts as a link to the Bing search engine and a map where you can click to location better. Other information they have on their page is their telephone number, the address to their web site, their open hours, and email address. They do not have any information about the city on the information page or in the small mini-bio under the profile picture. You can find all the information about the city by clicking the small link on the left, under the profile picture. There they have a lot of basic information about the city and a photo, which you can turn into a video about the city by clicking it. Under the profile photo, in menu

list, they have links to their wall, Facebook info, friend activity, their own info, Twitter page, YouTube page, photos, discussions and events. (Facebook © 2011c.)

Stadt Biberach an der Riß allows posting comments, links and photos on the wall. All the comments are about upcoming events in the city. As a profile picture the city has its coat of arms. The city has one photo album where you can find photos of the city. So far it has no pages it likes, but a few events have been created. All the posts also include a direct link to further information. Stadt Biberach an der Riß joined Facebook only recently, which may be the reason why it does not have that many activities going on. (Facebook © 2011c.)

Ulm/Neu-Ulm Touristik GmbH also has the same basic information as the two other above-mentioned cities. Some basic information about the city is also included in there. The page allows posting comments, links, photos and videos on the wall. All the posts are about what will happen in the city, about where it will happen and when. The city has a few photo albums with photos of the city and events that have happened in there. Some of the fans have also tagged Ulm/Neu-Ulm Touristik GmbH in some of their photos. Under the profile photo, in menu list, they have links to their wall, Facebook info, friend activity, photos, discussions, reviews and events. (Facebook © 2011d.)

Ulm/Neu-Ulm Touristik GmbH likes several pages, and most of them are other companies from the same city. Some of the pages are events, opinions or the pages of other companies. All the posts also include direct links to more information, and they have also created a few events. You can like and comment all the posts and photos. (Facebook © 2011d.)

For the city of Ravensburg I think the best option will be to create a Fan Page, not a Profile. Profile is more for an individual person when a Fan Page is more for the companies and the marketing purposes. I recommend that the Ravensburg Tourist Information should let its fans to post on the Fan Page. Every time fans upload photos and videos to the Fan Page and tag themselves, that photo or video will be posted to the fans' profiles and their friends' News Feed, creating vital visibility for the Fan Page in the process. If Ravensburg will get so much popularity that it will become hard to fol-

low all the comments, the city can easily limit what their fans can post. I like the idea of the link to a Bing search engine. This way fans can see the location directly from the page and they do not have to try to find it themselves. The photos and information with a homepage link are for me really important features which should be in every Fan Page.

6 TWITTER

In 2004, a group of people created an organizational tool called the “TXTmob” that allowed communicating via short text messages, such as SMS, which you can send from mobile phones. Two years later, in 2006, the board members of Odeo decided to “reboot” their business, and Jack Dorsey proposed an SMS broadcast system similar to, and inspired by the TXTmob. This way Twitter was established in March 2006. Later the same year the service reached its first tipping point, as usage spiked from 20,000 messages per day up to 60,000 messages per day. Thousands of people used Twitter to find one another and to comment on panel sessions in real time. In May 2007, 111 microblogging systems were in operation, but Twitter is by far the most popular today. (Zarrella 2010, 33.)

Microblogging is a form of blogging that limits the size of each post. In Twitter, updates can contain only 140 characters. This limitation has created a set of features, protocols and behaviour that are unique to the medium. Twitter began to become popular in the first half of 2009 as a result of its high-profile celebrity members. Most companies should be in Twitter. It is easy, it requires only a little investment of time, and it can quickly prove worthwhile in increased sales and consumer insight. Twitter can be used to announce offers or an event, to promote new blog posts, or to keep readers updated with links to important new stories. (Zarrella 2010, 31.)

Twitter can facilitate customer relations because companies post information about their products, solve problems, provide customer service, and more, which can lead to increased sales. A Twitter presence can also be used also to squelch false rumours. This way it also helps the company to avoid bad customer relations. Take some time to watch the posts of the people or businesses you are following. This may give you an

idea of what people in your industry are saying. (Sahlin & Zimmerman 2010, 320, 332.)

6.1 Getting started

One of the best qualities at Twitter's is its simplicity even though the service now has several of additional tools and ads-ones, it still resembles nothing more than a way of describing what you are doing in no more than 140 characters. Another good quality is its speed. After sending one tweet to Twitter, all the followers will be able to read it at the same time. (Comm 2010, 22.)

Signing-up in Twitter is easy. On the Twitter homepage they only ask for a full name, email address and password. After signing in, you have to create a username, or use the one Twitter suggests. A given full name will be visible on a profile, with a username under it. However, the username will be a part of a URL, and it will be visible whenever the person promotes his/her Twitter page. The username should be one that is easy to remember and which is somehow related to the person. A random username or a phrase can be difficult for others to find. (Comm 2010, 33-34; Haavisto 2009, 12-13.)

When you search something with the Twitter search engine, use “#” in front of the word you use. This way Twitter will directly show all the tweets where someone has mentioned a searched word. This way it is easily to find out what people are talking about a company or its products. Moreover, when you want people to find your tweets more easily, use “#” in front of the topic you are talking about. (Sahlin & Zimmerman 2010, 342, 348.)

You should also put some information on your tweets and invite people to respond to them. Ask questions and give people useful information. Engage your followers. In order to keep them engaged, you need to keep up conversations and be useful and informative. It is not necessary to tweet only about business. You can also give your followers information about what is happening behind the scenes. Remember to be yourself. Make your tweets interesting and funny to follow, retweet messages, and talk to your followers. (Sahlin & Zimmerman 2010, 354.)

6.2 Twitter features

6.2.1 Profile

At first a personal profile will be empty. There will be no photo, no followers and no tweets. At the top right corner of the profile page, you can see information about you; how many tweets you have made, how many people you are following, how many people follow you, and all your listed followings. Under that section Twitter will suggest what to do next. Right next to a name there is a profile picture, and under it all the tweets. At the top of the page it is possible to search people, go to a home or profile page, send private messages or find someone to follow. The username is at the page on the right. By clicking it you can go to settings, get help, switch to old version of Twitter, or sign out. (Twitter © 2011a.)

When you create your username, use your own name without spaces. Do not create a too long username, because it will take much space on a tweet, which means that it will take away much of a allotted 140 characters per post. In addition, Twitter limits you to a username fewer than 15 characters. The given email address must be to an active account. Let people find you in Twitter by using your email address. This way all the contacts and customers you already have can easily find you. If there is more than one company, it is possible to set up a Twitter page for all of them. This, however, requires to have a unique email address for each of them. (Sahlin & Zimmerman 2010, 323-324, 336.)

In the settings email address and username can be changed. In addition, it is possible to enable geotagging, and much more. Entering a mobile phone number allows other users to find it and use it. On the applications settings, you can select when you want Twitter to send a message. For example when ever you get a new follower, Twitter will automatically send a message, unless this setting is turned off. Whenever you change these settings, Twitter will ask you for your password. (Sahlin & Zimmerman 2010, 328-329; Twitter © 2011a.)

The background image can be changed. Twitter gives a selection of 12 background images, but everyone can also create their own. TweetPages is a design firm that spe-

cializes in Twitter backgrounds. It is possible to order a good-looking background image from Tweet Pages, but naturally, you also have to pay for it. If you want to design your background image yourself just open Photoshop and start designing. Wayne Sutton has uploaded a free template that anyone can download and use as a foundation for their own backgrounds. You can download it from Box.net (www.box.net/shared/lgw2pz4gso). Natalie Jost is giving away many of beautiful background patterns at TwitterPatterns.com, so you have from where to choose. (Comm 2010, 55-56, 64-65.)

6.2.2 Tweeting

A tweet is like a status update. You can write up to 140 characters about what is going on into the text field. Tweets are supposed to describe what are you doing right now, but they can also include opinions, announcements, and conversations. Anyone who looks at someone's profile can see all the tweets. Followers can also see a list of tweets from everyone they follow. They will also see tweets sent from people they follow to other people they follow. This allows them to jump into conversations between friends. Twitter makes it also possible for mobile phone users to send and receive updates from their mobile phones. You can protect your tweets, which means that only your friends can see your tweets. If you are using Twitter for marketing, do not click this setting on. If people can not see your updates, they will not follow you. For building your brand and growing your business, you want anyone to see your page. (Comm 2010, 24-26, 52, 76.)

You can reply to someone's tweet to make a conversation, or retweet their tweets. Retweeting means copying someone's tweet and tweet it yourself, but you must give credit to the original Twitterer by adding "RT" or "Retweet" together with the username of the original Twitterer to a tweet. You can also add your own words to retweet or cut some parts out. People will follow the tweets only if they think that they have information that is worth reading. This is one reason why it is a good idea to answer questions about your subject, rather than just any question you happen to see. To see what other people have answered to a tweet of someone you follow, you need to click the arrow next to the tweet. Then it is possible to see all responses on the right. (Comm 2010, 107, 97; Sahlin & Zimmerman 2010, 351; Twitter ©, 2011a.)

While logged in Twitter, you have to refresh the page all the time to see new tweets coming to your page. If you want to follow all the tweets in real time, you need TweetDeck. It is possible to find it at www.tweetdeck.com, and it will show all the tweets which are coming up in real time. It can be downloaded onto your computer for free. It is also possible to upload photos, see people's profiles, and use many more applications via TweetDeck. (Sahlin & Zimmerman 2010, 363.)

Conversations on Twitter are made through "@" replies. When you are replying to a certain person, include "@username" in the tweet. The username is the name of the person you are talking to. This way an answer will show up in that person's Replies tab. If a tweet starts with an @ sign, only people who are following both you and the person you tweeted will see the tweet. If you forget the @ sign, the message will be seen only by your followers, but not by its intended receivers. (Sahlin & Zimmerman 2010, 348; Zarrella 2010, 41.)

You can also send a private message to someone you are following, but only if they are also following you. Direct messages were a very useful idea once, but now inboxes have become collections of automated and spam messages. A private message can also be only 140 characters long. (Comm 2010, 39.)

One of the rules in Twitter is not to spam. When you see someone following several thousand people but only being followed by a handful, that is a good sign that they are looking to spam. So if you send a wrong type of message on Twitter, your followers may stop following you. (Comm 2010, 106.)

You can see what other people are saying about you in Twitter by using the search engine on the page or TweetBeeb (www.tweetbeeb.com). There you can enter the keywords that you want to follow. TweetBeeb will search for them and send you an email every time it comes across a new mention of that term. If you find some bad press about your company by another Twitter user, you can respond him or her quickly to fix the problem. If you find some good things about you, retweet the message. (Comm 2010, 144; Sahlin & Zimmerman 2010, 336.)

6.2.3 Following and followers

After creating your account you need to find your followers. The first request Twitter will make, is to search for the online mail service that you use, such as Hotmail, Gmail or Yahoo! – to see if someone with the email addresses listed in an address book has already registered as Twitter account. To find someone to follow, you can click a link “Who To Follow”. It will show several suggestions and you can browse categories you are interested in. After finding someone interesting, click the “Follow” button. It is also possible search for someone by using the “Search engine” by typing names or email address. (Comm 2010, 35-36; Sahlin & Zimmerman 2010, 324.)

If you start following people in Twitter, or they will follow you, Twitter will send a message saying who the follower is. This application can be turned off at your application settings. Some of the people you follow will automatically follow you back. If there is a big gap between the number of people you are following, and the number who follows you, Twitter will stop you following any more people until you get more followers. (Comm 2010, 79; Haavisto 2009, 15-16, 40.)

Look at the number of followers who follow people you are following. If someone is followed by a large number of users, it often means that this person has something useful and interesting to say. At the beginning the profile will show that you are following many people but that no one is following you. You will want to have more followers than the number of people you are following. When you follow many more people than are following you, it looks like someone in search of party, but when more people are following you, you are the party. It is possible to “unfollow” the followers or block and remove them from the list. (Comm 2010, 36-37, 39; Sahlin & Zimmerman 2010, 323-333; Twitter ©, 2011a.)

6.2.4 Online bio and URL

A small online bio about you will appear on the right, under the information about you. There you should write a small description about yourself. (Twitter © 2011.) You have to find the things in your life that are interesting to others, and make yourself appear a professional. Twitter gives only 160 characters for writing an online bio. This

part should not be empty. There can be several users in Twitter with the same name as you. To make it clear to everyone that who you are and what you do, write a small introduction about yourself and what do you do in this online bio. (Comm 2010, 47; Scott Meerman 2010, 294.)

The downloaded picture to a Twitter profile will appear very small. The uploaded image can be in GIF, JPG, or PNG format, and the size of the image must be less than 700K. This means you should use a close-up of your face that makes you recognizable. If you want to upload a photo of yourself where you are shown fully, you will be hardly recognisable on your profile. Ideally, a face should fill most of the frame and nothing should be visible from behind. Think carefully about what kind of photo you post, about what kind of image of yourself you would like to give to everybody. (Comm 2010, 53-54; Scott Meerman 2010, 295; Sahlin & Zimmerman 2010, 330.)

Twitter's profile provides space to promote just one web site. It will appear beneath the name at the right side of the screen. People will click this link to find out who you are, so it will be a good idea to use your original web site. Do not use shortened URL in this space; it is more effective to use the whole address. When ever you talk about your products or try to sell something, it is really important that your followers can find out where to buy it and read more information about it. You can write only 140 characters on your tweet, so in order to get further information, your followers will need a place where to find it. (Comm 2010, 46-47.)

6.2.5 Applications and Twitter Analytics

Twitter has several different applications which are possible to add to a profile or download onto a computer. Some of them are free, whereas some of them cost a little. In Twitter applications it is possible, for example, to bookmark URLs, share music, photos and videos, as well as see who of your followers are following you. You can also connect your Twitter to other social media sites, such as Facebook. (Sahlin & Zimmerman 2010, 365-367.)

There are several good analytic applications on the Internet that are devoted to Twitter analytics. To find out what has been going on in your Twitter page, you need to enter

your username. Twitter Analyzer, at www.twitteranalyzer.com, tells about your activities on Twitter. You can see for example the number of tweets, the conversations you have been involved in, the number of times you have been mentioned by others and the links you tweeted. TweetStats, at <http://tweetstats.com>, gives graphs showing what you have been up to on Twitter. TwInfluence, at www.twinfluence.com, measures your influence on Twitter. Twiterrank is a service that uses the number of incoming replies to give each Twitterer a score that represents their popularity (Comm 2010, 102; Sahlin & Zimmerman 2010,384.)

6.2.6 Privacy

When you create a Twitter account, you provide some personal information, such as your name, username, password, and email address. Some of this information, for example your name and username, is listed publicly on Twitter's Services, including your profile page and search results. You can also make some additional information public, such as a short biography, your location, or a picture. You can also add information such as a mobile phone number for SMS messages, or the content of your address book, so that Twitter can help you find users you know. Twitter may use your contact information to send information about Services, or for marketing purposes. (Twitter ©, 2011a.)

Most of the information you provide will be made public. This includes the messages you Tweet and the metadata provided with Tweets, the lists you create, the people you follow, the Tweets you mark as favorites or Retweet, and many other bits of information. Twitter almost always makes the information you provide public, but they also have settings to make the information more private. Your public Tweets are searchable by many search engines and are immediately delivered via SMS and APIs to a wide range of users and services. (Twitter ©, 2011a.)

Twitter may share or disclose your information with your consent, for example when you use a third party web client to access your Twitter account. Twitter engages certain trusted third parties to perform functions and to provide services. They may share your personal information with these third parties, but only if necessary to make these functions work. Twitter does not knowingly collect personal information from chil-

dren under 13. If a child under 13 shares personal information, Twitter will take action to remove such information and terminate the child's account. (Twitter ©, 2011a.)

6.3 Example cities

The name of Friedrichshafen in Twitter is Stadtmarketing FN, and its username is @zeppelinstadt. They use a photo of the city as the background image of the page, and another photo of the city as a profile picture. Friedrichshafen has a short introduction of the city under the username. You can see the tweets from @zeppelinstadt quite often, and they are short and simple tweets about what is going to happen in the city. After every tweet they have put a link for additional information. All these who @zeppelinstadt is following are people living in those cities. (Twitter © 2011b.)

The name of Biberach in Twitter is Stadt Biberach, and its username is @stadtbiberach. They use a light coloured picture with their name on it, as the background image, and their coat of arms as their profile picture. They have included two web sites under their username. You can see tweets by @stadtbiberach almost every day, and they are also short and simple tweets about what is going to happen in the city. Almost after every tweet they have put a link for additional information. @stadtbiberach follows only other companies from Biberach. (Twitter © 2011c.)

The name of Ulm/Neu-Ulm in Twitter is Ulm/Neu-Ulm Touristik and its username is @Ulm_Touristik. They have a photo of Ulmer Münster on their page and they have put a few photos of the city to be seen at the background of their profile. Their page has a short introduction of what they are tweeting about, and the address of the city's web page under the username. You can see tweets from @Ulm_Touristik quite often, and they are short and simple tweets about what is going to happen in the city. After every tweet they have put a link for additional information. @Ulm_Touristik is following a great number of people. Many of them are other companies from Ulm or other cities and some people they have chosen to follow. (Twitter © 2011d.)

Twitter is really easy to use and follow. I think that Twitter will be the easiest social media site for Ravensburg to use from all I wrote about. Twitter is good if you can update your status often enough to keep the followers interested. One tweet can have

only 140 characters which will not allow posting too much information. For getting more information, followers need to click the link which should always be in the end of the tweet. I think it is good for followers, because they can decide which information is interesting for them and which not. Whenever they find something interesting they can click the link. If they have some questions it is always possible to send a tweet. If there are no events coming up in Ravensburg, the city can send a simple tweet about what they are doing or planning.

7 YOUTUBE

YouTube was established in 2005 by three PayPal employees, Chad Hurley, Steve Chen and Jawed Karim, and it has become the world's most popular video destination and third most visited site on the Internet. Over 40 % of all online videos are watched on YouTube. Its average number of videos viewed per person also comes in higher than any of the other video sharing sites. In 2006, Google bought YouTube for \$1.65 billion. This is why Google shows you videos in YouTube which match the topic you are searching for. Now it is also possible to access YouTube from your home entertainment systems via devices such as Apple TV, TiVo, Boxee TV, Wii, and PlayStation 3. You can also record and upload videos directly from your own mobile phone. It is now possible to link videos and YouTube links in forums and other social networking sites such as Facebook and Twitter. (Meyerson 2010, 231-234.)

YouTube is a trusted video destination where people can subscribe to your content, comment publicly on your content, and interact with others (Meyerson 2010, 234). It is possible to comment on other videos, comment on other channels, rate and favourite videos and create playlists. On a YouTube channel it is possible to see own personal information, some of which is visible to all, and some of which you can add if you want to. The channel shows all of your videos, recent activity, subscribers, subscriptions and comments. Here you also have the possibility to add friends, although you can also see their profile without adding them. (YouTube ©, 2011a.)

The homepage will show you the most popular videos of every category. By clicking the Browse link at the top, you can select the category you like. When you click on the Music category, you will see the most popular hits of different categories and music

charts. Look at the categories that are the type of the video you want to upload and the type of your business. This way you can find the most suitable category or categories for your video and then upload it there. (Sahlin & Zimmerman 2010, 290.)

7.1 How to create a good video for marketing

You will need to produce useful quality content in order to get subscribers and returning fans. Keep your videos short, under four minutes if possible. Attention spans are short nowadays. For effective marketing videos, simply tell who you are, what you have and then just give the call to action and be yourself. Plan what you are doing before doing it. “On the fly” seems more real but honestly, it is much better and affective to do it without dozens of “ums”, “likes”, and “you knows”. Do your audience a favour, give your message quick run-through before you start recording. If you plan to make videos without live human beings on camera, be sure to keep things visually stimulating. It is easy to find images to share without violating copyright, so take time to find them and use them on your videos. (Meyerson 2010, 238.)

If you want to create a videocast that grabs the attention of potential customers, you have to bring in your best. The uploaded videos to a hosting service must be in an approved format. The hosting service will compress the video for optimal Web delivery, so you must send the video in the best quality you can. (Sahlin & Zimmerman 2010, 281.) How to create a video that can meet all expectations and be at good quality? Here are some basic rules for success from Sahlin and Zimmerman (2010).

When you are filming your video, capture it to a flash memory card or hard drive rather than to a cassette tape. This makes it much easier to connect it to the computer. Capture your video in the MPEG-4 format, because it offers fairly high-quality video with a small size that is easily viewable also on portable devices. Many sites provide HD video options which are a bonus if you can capture your video in HD. Record the stereo sound at 48 Kbps, it also works well on mobile devices. (Sahlin & Zimmerman 2010, 282.)

You must consider the sound quality in your video. If it is possible, use an external microphone jack. It makes it sound more professional and it gives better quality. It is

definitely necessary when shooting video from a far distance. Built-in microphones easily capture the small sounds around the camera and also a motor noise of recording and zooming. To avoid unwanted noises, the videos should be recorded in a quiet area. If you hear a car approaching, stop speaking until the vehicle is gone. In a room, create a temporary soundproofing by covering windows and noisy equipment. Keep the microphone close to your lips to get a good sound quality, but not too close, because it will overmodulate. (Sahlin & Zimmerman 2010, 282, 284.)

If the video is recorded inside, the background should look good and appropriate. If someone else is recording the video for you, use a tripod. It will steady the camcorder. When you are speaking, speak as if to your best friend. You need to be relaxed and natural. Before you start speaking, drink a glass of water. It will keep the voice steady. Choose a position wisely and think how much you want to show of yourself on the video. Look directly at the camera. (Sahlin & Zimmerman 2010, 282, 284-285.)

Leave a few of seconds of silence at the beginning of the video. There you can add your logo and introduction. Put the logo before the introduction, and make them both the same length. When you finish filming, you need to edit the videocast and delete any mistakes. After this, render it in a format suitable for the service that will host your video. (Sahlin & Zimmerman 2010, 285-287.)

7.2 YouTube features

7.2.1 Profile

The username you select for yourself when you set up your YouTube account becomes your profile name. Your profile name is also your YouTube channel. So it means that your account name, username, profile name, and channel name all mean the same. The best username hints at and, even contains some of your main nice keywords in it. (Meyerson 2010, 235.)

YouTube offers some colour combinations for your channel background. You should customize and organize your channel so that it will grab the attention of your customers and build your reputation. Making your channel an inviting and informative hub will

allow you to gain subscribers via YouTube to your company's website. When choosing your photo, choose the one that is professional and gives the image you want it to give. (Meyerson 2010, 234, 236.)

All that you do in YouTube, will be shown in "Recent Activity" on your channel. You can control what to show. The most important activities you should show are: uploading a video, commenting on a video, rating or favoriting a video, and subscribing to another channel. These activities show that you are an active member, which will make a positive impression on the visitors. (Meyerson 2010, 236.)

By clicking the account name at the top right of the screen you can see several options where to go or what to do. You can subscribe someone whose videos you like. You can go to his/her channel and press the Subscribe button. This means that every time this person uploads new videos, you can see it on your Subscriptions- page. You can view your history at the History page, where you can see all the videos you have already watched. In "Inbox" you can see all your messages, comments, friend invites, and video responses. In "Settings" you can change your personal information, privacy settings, email options, and the information you are sharing. (YouTube ©, 2011a.)

7.2.2 Videos

You can upload videos that last no longer than ten minutes or are no larger than 2GB. If you upload a low-quality video on YouTube, it will look awful. To ensure that you upload a high-quality video, YouTube recommends HD video that measures 1920 x 1080 pixels. Use data rate of about 1200 Kbps using the MPEG-4 format. You should also use AAC audio option and render the audio as 2-channel stereo with a sampling rate of 44.1 kHz. (Sahlin & Zimmerman 2010, 292.)

Categorize your videos to match the type of the video you created. Ask for the subscription, the rating, or the act of favoriting or even commenting on your video. All these activities will tell how popular your video will become. It will not do any harm to ask, and this way you may get comments more easily. Just use simple phrases like: "Please, rate my video," or "Leave a comment to let me know what you think." When you get a comment, you will receive an email. Link your videos and YouTube channel

on Facebook and Twitter. Always tell your viewers where to go for more information. Add your homepage site, Facebook or Twitter page on your video or description. (Meyerson 2010, 239; Sahlin & Zimmerman 2010, 288-289.)

Analyze and try to find the keywords others use in their videos, titles, and tags. You will need to find keywords you would like to use in your videos and optimize them. Put your most important keywords in your video's title, at the front end of the title if possible. The title of each video should make sense and contain the most basic words that people are likely to type. Try not to waste tag space on words like "and", "the", and "to". (Meyerson 2010, 240.)

Insert your website URL in the video using for example video editing software or the YouTube Annotations tool. Your URL can be added to the beginning, middle, and the end of your videos, and this will make sure that the people watching your video know where to find more information about you. YouTube "Annotations" is a way to add interactive commentary onto your videos. It can be done after you have uploaded your video in YouTube. You should also hyperlink your URL as the first item in your video description. This way it will be always visible, even if visitors do not click on the "more info" link. (Meyerson 2010, 242-243.)

The more active you are the more it will increase your ranking. There are several factors which increase your video rankings. These are: how many subscribers, views and friends you have, how many comments you have made, how many videos you have uploaded, how many videos you have on your play lists, and how many inbound links you have pointing out. One more way to get more rankings is to share your video links. Share your videos on social networks such as Facebook and Twitter. You can use the "Share" feature to send a video directly from YouTube to social networks, or send your video directly to someone by email. (Meyerson 2010, 245-246.)

7.2.3 Ads

"YouTube Video Ads" shows a brand's YouTube-hosted videos. On YouTube, it is possible to create advertisements by using the Partner Watch tool, at http://www.youtube.com/t/advertising_partnerwatch, for the main front page, the front

page of each category, or in a video. All YouTube advertisements must follow Community Guidelines set by YouTube and the advertising content policies. All ad units must also conform to Technical Guidelines. Rich Media Mastheads are the largest ads on YouTube and some of the largest ads on the Internet. (YouTube ©, 2011a.)

7.2.4 YouTube analyses

“YouTube Insight” is a self-service analytics and reporting tool that enables to view detailed statistics about the audience of the videos. Use video-level data to understand your audience. You can see with an interactive graphical trend line and a heat map where your videos have been viewed. You can adjust the period of time display, the continent, country, or state. You can also see which search terms on YouTube or Google led the user to your video, which related videos led to your discovery, or which websites embed your videos. The tool will also show the age and gender of your audience. The "Hot Spot" feature tells you which parts of your video are hot and which are cold. In addition, you can see if there is a point in your video which makes viewers drop off. You will also see how many times viewers rate, favorite, or comment on your videos. (YouTube ©, 2011a.)

7.2.5 Privacy

The Privacy Policy in YouTube is the same as in Google, because YouTube is part of the Google service. Google has five privacy principles, which I found at the privacy page on YouTube (2011). They describe how they approach privacy and user information across all of their products:

1. Use information to provide our users with valuable products and services.
2. Develop products that reflect strong privacy standards and practices.
3. Make the collection of personal information transparent.
4. Give users meaningful choices to protect their privacy.
5. Be a responsible steward of the information we hold. (YouTube ©, 2011a.)

Google has also created some privacy settings specifically for YouTube. You can watch videos and contact YouTube Help Center on YouTube without having a YouTube or Google Account. For uploading videos, posting comments, flagging videos, or

watching restricted videos, you need a YouTube or Google Account. The information they ask when you create an account, including your email address and a password, is used for protecting your account from unauthorized access. When you use YouTube, it records information about your usage of the site, such as the channels, groups and favourites you subscribe to, the information you display about yourself and the information you click on in YouTube. Any personal information or video that you have submitted online, may be collected and used by others. (YouTube ©, 2011a.)

If you submit personal information to YouTube, it may use that information to operate, maintain, and improve the features and functionality of YouTube, as well as to process any flagging activity or other communication you send. YouTube do not use your email address or other personal information to send commercial or marketing messages without your consent, but they may use your email address without further consent for non-marketing or administrative purposes. You can also choose how often YouTube sends you email updates your YouTube Account. YouTube uses cookies, web beacons, and log file information for example to store information, so that you do not have to re-enter it during your visit or the next time you visit YouTube, or provide customized or personalized content or information. (YouTube ©, 2011a.)

When you create a YouTube Account, some information about your YouTube Account and your account activity will be seen by other users. Your YouTube Account name is displayed to other users when you engage in certain activities on YouTube. Other users can contact you by leaving a message or commenting on the site. Any videos that you add on YouTube may be seen via the Internet, other media channels or other user accounts. You may also choose which personal information you want to make visible, such as your name, gender, profile picture or other details. (YouTube ©, 2011a.)

7.3 Example cities

Only Stadt Biberach an der Riß has its own YouTube channel. They have posted two videos. One tells about the city itself, about the possibilities it has to offer, whereas the other is a video of the life of a white stork with its fledglings. They have used an exciting YouTube canvas as their background image and have only the basic information

about their channel visible to all users. The friends they have are mostly other companies in Biberach. They have a few subscribers, and most of them are as their friends. Their video about the city have been viewed over 3,000 times, and the other video over 400. The city does not let the viewers to comment on their videos, which in my opinion is bad. It is possible to get a feedback about the city and video itself by letting the viewers to comment them. If there is something missing, the city can do more videos which their viewers would like to see. (YouTube ©, 2011b.)

In my opinion Ravensburg should definitely join YouTube channel. I think it is not enough just to show photos and write some posts in Facebook and Twitter. For example if I would like to know a new city, I would like to see a video about it first. There is several events going on in Ravensburg around the year and I think that Ravensburg can easily post several videos about different topics on YouTube. I think it is also important to post all the videos in YouTube also in other social media sites.

8 DISCUSSION

The topic of this thesis was really interesting. The Tourist Information of Ravensburg let me to decide myself how to do my work. The main topics of my thesis were Facebook, Twitter and YouTube but for me it was also important that the company knows about customer engaging, importance of the Internet and how they should start with a social media. Luckily Ravensburg has a university with Media studies, because I found all the material I needed at the university library. I found books in German and in English, which made my work easier. I have been using Facebook and YouTube for a very long time so the topic was already familiar to me, and getting all the information I needed was easy. I only had to learn how to use Twitter, because I have never used it before.

I also agree that it is very important for companies to join these social media sites because so many people around the world use them every day. This way it is easy to reach the customers and information will spread extremely fast. While I was reading all my material, I realized how much all the experts are trying to get companies to join these sites. I was amazed about how every step at the process was explained in great detail. You were told what to do as well as why, and in which order to do it. I found a

lot of literature about the same topics. I carefully studied them and compared, if the information was the same. After I read all the literature I went to the websites to see myself, whether the information I read was correct or not. One or two time I found fail information. I took the information for the source which in my opinion had the information I think was important for the tourist information of Ravensburg.

As I already wrote, the biggest group of the Internet is the 18-24 age group but in the Facebook the 35-54 age group has become bigger than the 18-24 age group. The main goal of the city of Ravensburg is to attract more tourists and I see that the Internet can be really helpful. Not only students are using the Internet, but also older people and because of that Ravensburg can easily find new customers for example in Facebook.

In my opinion Facebook will get more visibility than Twitter. Facebook gives more possibilities and applications than Twitter. Facebook allows posting longer messages, more and bigger photos and gives the possibility to choose between Group, Fan Page or Profile. I see a Fan Page better option for Ravensburg because it is possible to have more people liking it than having friends in a Profile. Fan Page is also specially designed for companies and the companies can register their own name that no one else can use it. One advantage of the Profile in my opinion is that you have a profile, you can ask someone to be your friend. When you have a Fan Page, usually someone should suggest the page for others that they can like it. If it will seem to be hard to get fans, I can suggest that someone from the tourist information will make a Profile and suggest the Fan Page of the city to others or the city can have both, a Fan Page and Profile.

Even if I said that the Facebook can get more visibility than Twitter, I still think that having a Twitter account will be good. In Twitter you have to send short messages, but because of that only thing you need to do is to add a link on a tweet that the readers can get more information. In Twitter I like short tweets also because it is easy to write them and they reach so many readers in such a short time. In tweet it is easy to write some small fact or just to say what you are doing at the moment. It does not always have to be about the business. Also it does not have to be like that in Facebook, but I think in there people are used to read longer messages with more photos and links. I

think that students are using more Facebook than Twitter and to get the attention of the older people or the other companies, Twitter is a good option.

I think that Ravensburg can get a lot of viewers in YouTube because of their popular events, like Rutenfest. Making a quality video can be challenging and the city maybe do not have anyone to do it but I think that even a small videomaterial can be interesting. I have seen couple of videos in YouTube about the events in Ravensburg and maybe it can be possible for the tourist information to get them that they can post it on their own YouTube channel. Other option I can think of can be that when you like someone's video on YouTube, it appears on your own channel. This way Ravensburg can have some important videos on its channel.

I hope this work will be useful for the city of Ravensburg in the future. I tried to write everything as simple as I could and tell all the variations, so they could choose the ones suitable for them. I wanted this work to help them to join these social media sites easily and quickly. If you do not know much about them, or if you do not spend much time in the Internet, it can be really difficult to try doing everything by yourself. Even though I have been using Facebook for a long time, it can sometimes be difficult to find the information I am looking for, or to understand how something works.

My suggestions for the future researches are for example same kind of guide book about other social media tools, like mobile phones. Other suggestion I have will be that after the tourist information of Ravensburg will create its profiles and have them for a while, the next research can be about how well they succeeded in their mission and what they can change or do better. In this research can also be included interviews and some tests.

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