Social Media for Executive Directors

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Introductions

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What We’ll Cover

- Goal Setting
- An Overview of the Tools
- Key Considerations for Choosing
- Is it Working?

What is Social Media?

It’s Online Media…

Words  Images  Messages  Video
That Socializes

It starts conversations...

...is shared...

...travels...

...multiplies

It's All About the "Network Effect"

It is Part of an Overall Communications Strategy
Deciding Which Tools To Use

Define Your Goals

Evaluate the Options…
Ask the Important Questions…

Develop a Plan…

Setting Actionable Goals
Start With The Fundamentals

The social media tools you should use depend on what you want to accomplish and who you want to reach...

Goals should be S.M.A.R.T.

S: Specific
M: Measurable
A: Attainable
R: Realistic
T: Timely

Evaluating Your Options: The Tools
Facebook

[Image of Facebook page]

- Powerful networking tool to grow community interaction, drive website traffic and attract new constituents.
- Increasing feedback and discussion
- Driving traffic to your website – and thus spreading information
- Building your email list
- Attracting event attendees

Twitter

[Image of Twitter page]

- Broadcast your thoughts widely and frequently, to connect with supporters, organizations and the media.
- Connecting with like-minded organizations
- Connecting with the media
- Engaging people with frequent updates
- Providing near real-time updates
- Coordinating in real time

LinkedIn

[Image of LinkedIn page]

- Online Rolodex networked with others. Great for keeping in touch networks, staying in touch and connecting via group and individual functionality.
- Plumbing other people's networks
- "Staying in touch" with prospects and potential partners
- Joining conversations
- Managing a group around a topic
Blogs

Online home for prose, images and videos. Great to publicize your expertise, tell day-to-day stories or promote online information.

Use blogs to:
• Publicize your expertise
• Tell stories about your day-to-day work
• Promote online information

Content Sharing Sites: Photos and Videos

Share your story with video. Use a channel to encourage conversation, spread the word, and collect supporter video.

Share your story with photos. Use a sharing group to archive photos, collect supporter images and find people posting about you.

Google+ and Tumblr

Never social networking site with some unique features. Most popular with tech savvy men.

Simple blogging platform with some customization options.
Pinterest and Instagram

- New social networking site
- Much smaller community
- Hangouts are great, circles help with constituent organization
- Great learning community

Key Questions to Consider

- Is Your Tech Infrastructure in Order?

  Social media tactics often have less bang-for-the-buck than core infrastructure like networks, websites, and email
How Much Time Can You Commit?

Rule of thumb: 2 Hours per Channel

How Frequently Can You Post?

Who Will Do The Work?

Someone should be in charge...

...but they likely can't do it alone
Consider Your Organizational Voice

<table>
<thead>
<tr>
<th>Human and engaging</th>
<th>Trivialities</th>
<th>Social outreach</th>
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<tbody>
<tr>
<td>PR message points</td>
<td>Spam</td>
<td>News feed</td>
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Irrelevant | On mission and interesting

What Resources are Available?

Do you already have great videos? A staff of professional researchers? Deeply committed volunteers?

Build from your strengths - what is your staff using already?

Building a Community
The Ebb & Flow of Social Media Action

Don't heavily post to a channel in the heat of a campaign, abandon it for months, and then plan to pick it up again for the next campaign.

You should plan on targeted campaigns separated by maintenance periods.

Your Campaign Should Have…

• Beginning & end
• Specific goals
• More tools & activities
• Specific success targets
• An evaluation plan

Coordinating Communications

How can you coordinate across different sites and mediums?

- Define the goal
- Think through the audience for each venue
- Tailor the message

What are you trying to accomplish?

Why are they there? What will resonate?

What will best achieve your goals?

Don't just spam the same message through every channel.
Responding and Shepherding

Pay real attention and respond to what people are saying.

- Thank people
- Link to people
- Follow their lead, if they have a good idea
- Refine your communications according to what they say

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What if They Say Bad Things?

Should you limit or moderate discussion within your community?

- Will hurtful comments damage your community?
- Where might people say these things instead?
- Will it let you show how responsive you are?

Consider the actual damage that will be done

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Maintain Channels Between Campaigns

Maintenance periods should be:
- Open ended
- Based on specific goals
- Your base time commitment
- Aimed to build & engage followers

Don't just drop off the face of the earth because you don't have a current campaign.

Keep the flow going...
How do you keep things interesting?

Measure To Improve Over Time

The Core Idea is to Keep Exploring…

What’s working for others?

What’s working really well already?

What tactics are available to me?

What might work better?
Measurement is Key

If you can’t measure it, it’s impossible to know:
• Is it working?
• Is it worth your time?
• What you can do to improve it?

Aligning Metrics with Goals

Be mindful of aligning your metrics with your goals. Are you really measuring what you think you are?

Measure in a range of ways to capture the whole picture.

Measuring Social Media
What Types of Things Can You Measure?

<table>
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<tr>
<th>Followers</th>
<th>Views</th>
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<tr>
<td>Engagement</td>
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<tr>
<td>Conversion</td>
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Measurement in Action: Boosting Attendance

Goal: Increase attendance at next week’s event

Tactic: Promote Event on Facebook

Measures
- Number of views of Facebook events (Views)
- Number of positive RSVPs (Engagement)
- Lift in attendance numbers (conversion)
- Those who tell registration or the box office they heard about the event on Facebook (Conversion)

Cut out any one and you don’t get the full picture!

Try Things...

- Experience is the only bulletproof way to know what will work for you.
- Experiment with different approaches and see what resonates.
Measure and Refine…

You can't reliably improve unless you track and tweak.

Questions?