

Social Media for Executive Directors

May 2014

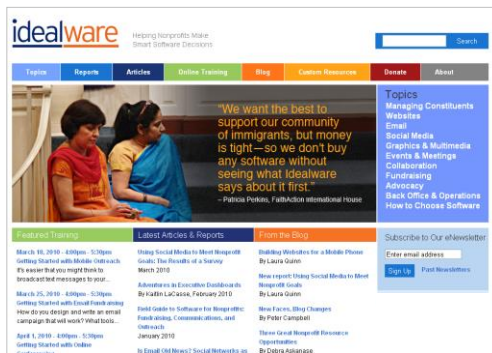


Introductions



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Introductions



What We'll Cover

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

What is Social Media?

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It's Online Media...



Words



Images

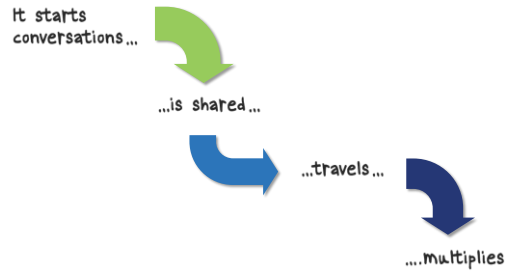


Messages

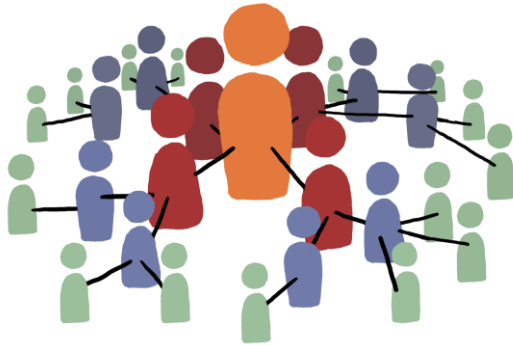


Video

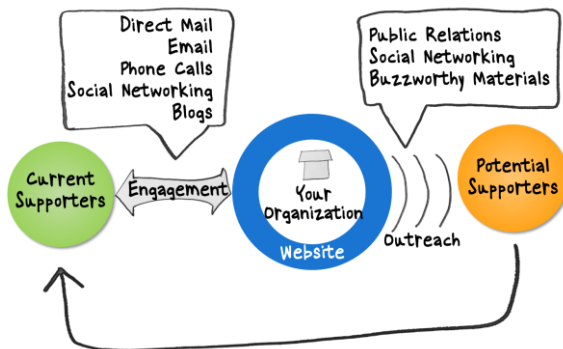
That Socializes



It's All About the "Network Effect"



It is Part of an Overall Communications Strategy



Deciding Which Tools To Use

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Define Your Goals



Evaluate the Options...



Ask the Important Questions...



Develop a Plan...

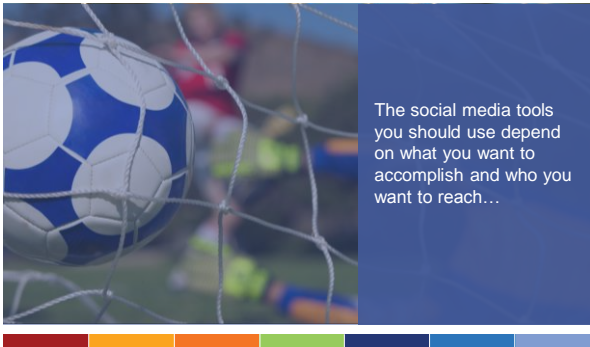


Setting Actionable Goals

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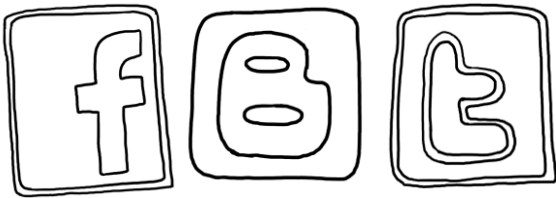
Start With The Fundamentals



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

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

Evaluating Your Options: The Tools



Facebook



Powerful networking tool to grow community interaction, drive website traffic and attract new constituents.

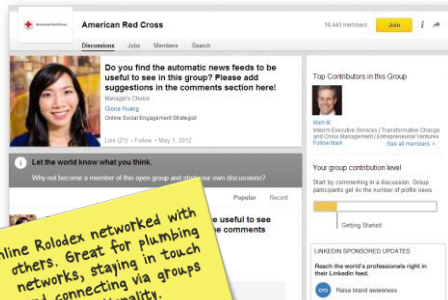
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Twitter



Broadcast your thoughts widely and frequently, to connect with supporters, organizations and the media.

LinkedIn

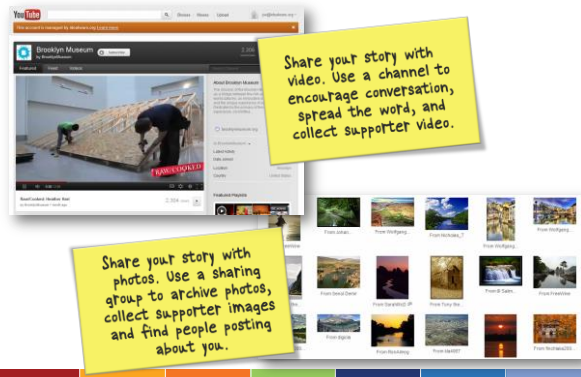


Online Rolodex networked with others. Great for plumbing networks, staying in touch and connecting via groups functionality.

Blogs



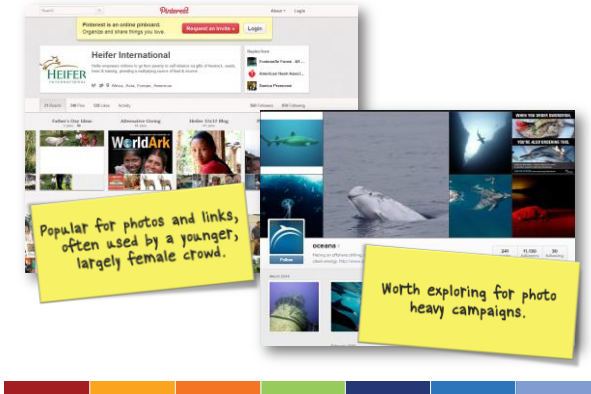
Content Sharing Sites: Photos and Videos



Google+ and Tumblr



Pinterest and Instagram

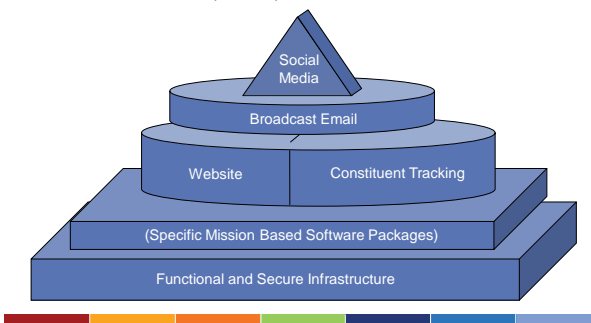


Key Questions to Consider



Is Your Tech Infrastructure in Order ?

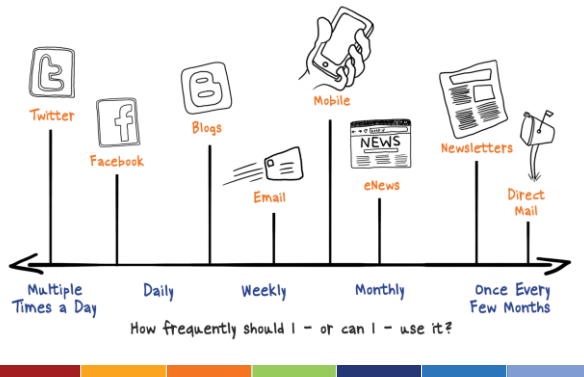
Social media tactics often have less bang-for-the-buck than core infrastructure like networks, websites, and email



How Much Time Can You Commit?

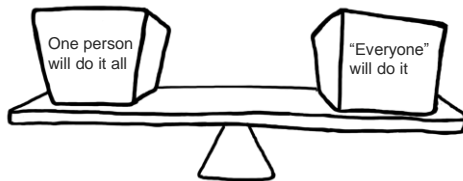


How Frequently Can You Post?



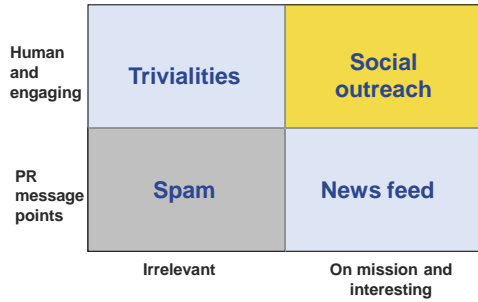
Who Will Do The Work?

Someone should be in charge...



...but they likely can't do it alone

Consider Your Organizational Voice



What Resources are Available?

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



<http://blogs.consumerreports.org/safety/>

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

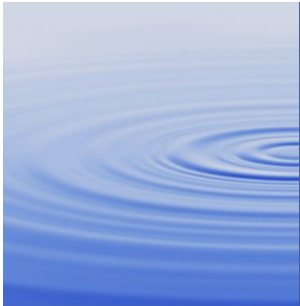


Building a Community

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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...

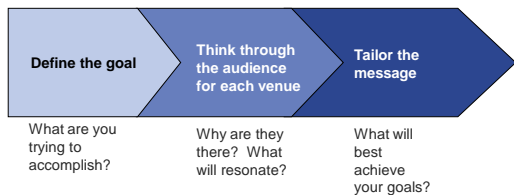


- Beginning & end
- Specific goals
- More tools & activities
- Specific success targets
- An evaluation plan



Coordinating Communications

How can you coordinate across different sites and mediums?



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



What if They Say Bad Things?

Should you limit or moderate discussion within your community?

? Will hurtful comments damage your community?

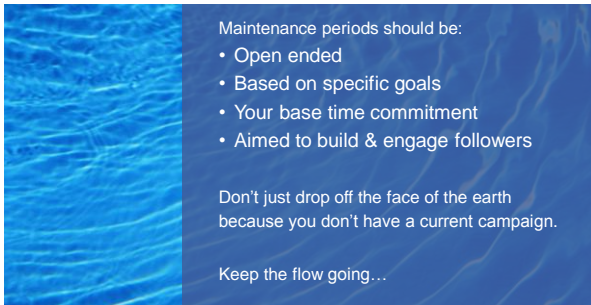
? Where might people say these things instead?

? Will it let you show how responsive you are?

Consider the actual damage that will be done



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...

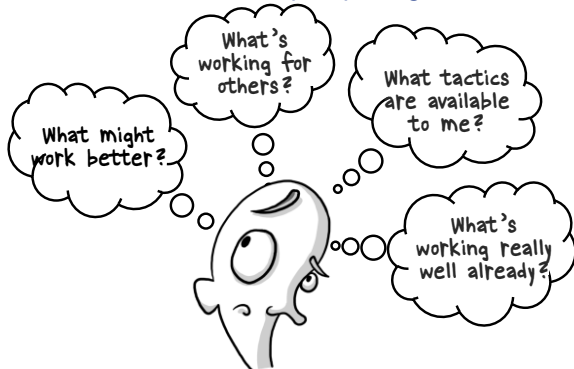


How do you keep things interesting?

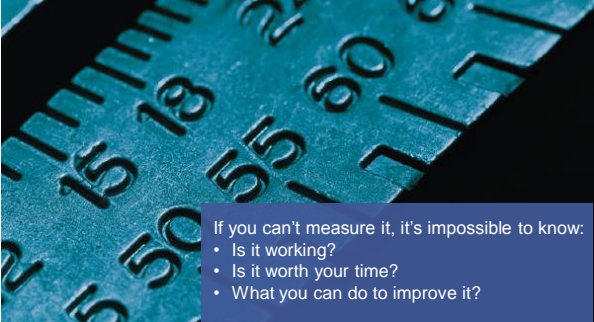
Measure To Improve Over Time



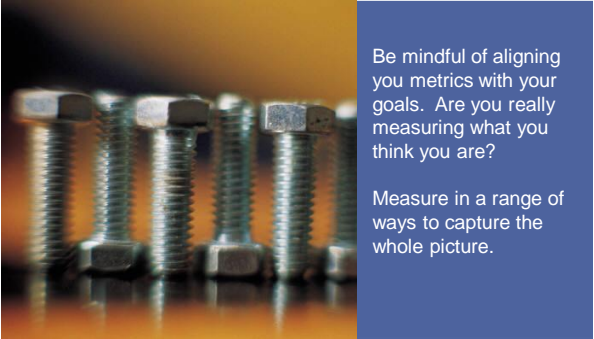
The Core Idea is to Keep Exploring...



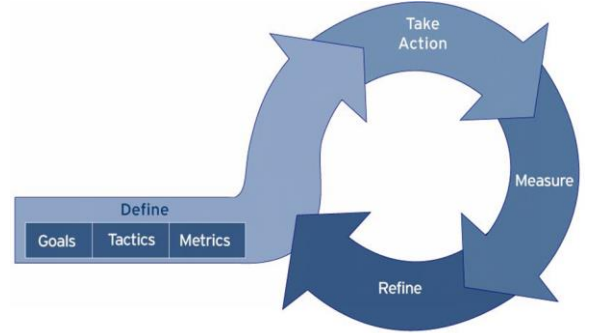
Measurement is Key



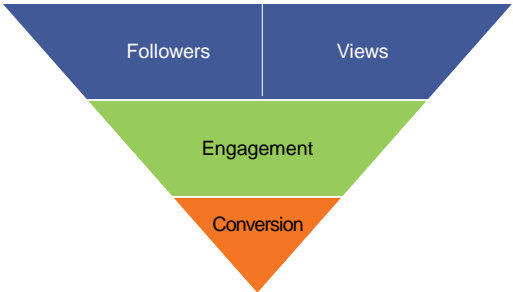
Aligning Metrics with Goals



Measuring Social Media



What Types of Things Can You Measure?



Measurement in Action: Boosting Attendance

Goal: Increase attendance at next week's event



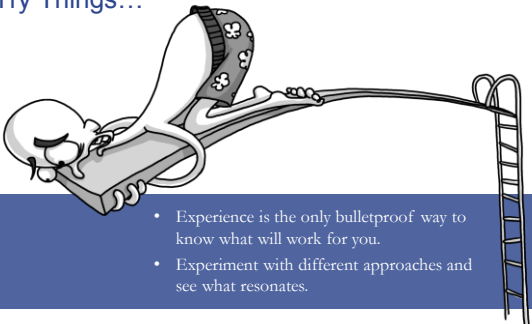
Tactic: Promote Event on Facebook

- 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!



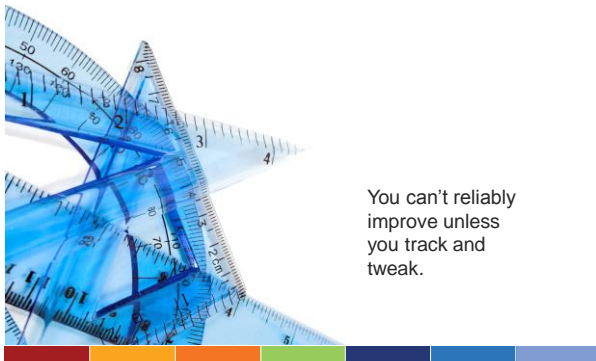
Try Things...



- 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?