Public Relations and Marketing Workshop for Centers for Independent Living

**Web-Based & Social Media Marketing**

September 18, 2013
2:45 P.M. – 4:15 P.M.

Presenter:
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Overview

• The 411 on Social Media
• Tools You Can Use
  – What is it?
  – What is it good for?
  – Do’s and Don’ts
• On the Horizon. . .
What Do We Mean by “Social Media?”

Ways for people to create and share information and/or interact with one another online.

- **Social networks** (e.g. Facebook, LinkedIn, Twitter)
- **Multimedia sharing tools** (e.g. YouTube, Slideshare, Pinterest, Instagram)
- **Blogs** (Blogger, Wordpress)
- **Google Tools** (Docs, Hangouts, Calendars, etc.)
- **E-Mail Marketing Tools** (Mailchimp, Constant Contact)
Social Media Value Proposition

Think carefully about how you can add value by:

• **Creating community**
  - Connect people and groups
  - Foster sense of shared values and purpose
  - Facilitate conversations

• **Curating content**
  - Find and share the best, most relevant content
  - Put information into context for your audience
  - Use content to frame issues/discussion
More Social Media Value Propositions

- **Creating and sharing original content**
  - Make sure no one else is doing it better! If they are, then share and promote that, adding your own twist.
  - Make it relevant and unique
  - Tie it to audience needs/wants—engage the audience emotionally
  - Use format that is most engaging for the target audience
  - Integrate call to action—what next?
Key Points

• Social media is a **TOOL** for achieving your goals, not an end in itself.

• Social media is a **tool for getting things done**—integrate appropriately.

• Use **strategically**—where/how can you best engage your target audience(s)?

• Free as in “free kittens,” not “free beer”

• Think “instead of” rather than “and”

• Remember **mobile**!
Social Media and Organizational Culture

Social media forces organizations to address issues:

• How **open** are we? What are we willing to share?

• How **controlling** are we? How much power are we willing to relinquish?

• How well do we **listen**?

• How **authentic** are we willing to be?

• How **responsive** are we?

• How willing are we to **embrace risk, uncertainty and failure**?
As we look at the tools. . .

- Is our **intended audience** here?
- What does our **intended audience expect** here?
- What do we **want to accomplish** with this tool?
- How could we **add value** here?
- What do we **currently have** that would work well here?
- What **could we create**?
- How might this **change how we do our work**?
Social Networks

- Facebook, LinkedIn, Twitter
- Each network has a **culture of engagement**
- Each network has **specific conventions** (e.g. hashtags on Twitter, status updates on Facebook)
- Conversations and interactions already occurring
  - Where can you join in?
  - Where do you need to start something?
- **Broad and Diverse** vs. **Tight and Targeted**—what do you need when?
Facebook Basics

• Personal and professional
• Profiles vs. Pages
• Groups
• Newsfeed
• Interactions
  - Status updates
  - Links & uploads
  - Liking, commenting & sharing
Works Best For. . .

• Generating conversations
• Sharing information/resources with people who are there
• Sharing multimedia content
• Encouraging/building community (mostly through Groups)
Facebook Fan Pages

• For organizations, individual causes, etc.
• It’s all about the “Like”!
  • Gets your info in their newsfeed
  • Lets you access Insights
• Share information, resources, links
• Post Events
• Ask questions
• Respond to Fan questions, comments
• Post polls, surveys
Fan Page Insights

- **Page Likes**—number and trends
- **Reach**
  - Number who saw your posts
  - Number of Likes, Comments and Shares
- **When your fans are online** (tells you best times to post)
- **Types of posts they most respond to**
- **How engaged they are** (Likes, comments, shares)
- **Referrers**—where are they coming from?
- **Age, gender, geography** of your fans
Using Fan Pages

- Consider **multiple Fan Pages** depending on audience/purpose
- Be clear about the **purpose of your Page and post to achieve that purpose**.
- **Respond!**
- Use **Insights to plan your strategy**
  - Track types of posts that engage people and do more of those
  - Post when your audience is most likely to be online
  - Consider demographics—how might these impact what you post?
Facebook Groups

• Public or Private
• Direct add to the Group or invite via email
• Easily create Polls (“Ask a Question” tab)
• Upload Documents (“Add File” tab)
• Can “Pin” posts to the top (e.g. community guidelines, important info)
• Use in conjunction with Pages
Some Final Thoughts on Facebook

• Have **fun and show a personality**—don’t be too serious!
• Post on things that are **useful/interesting to your audience**, even if not directly related to your cause.
• Depending on audience, **use lots of video and graphics**.
• Know your memes (www.knowyourmeme.com)
LinkedIn Basics

- Professional networking and individual/company research
- Profiles
- Company Pages
- Connections
  - 1st, 2nd, 3rd
  - Contact management
- Endorsements & Recommendations
- Newsfeed
- LinkedIn Groups
Works Best For...

• Building your network

• Visualizing and leveraging your network
  • Who do I know at that target organization?
  • Who do I know who knows someone I want to know?

• Managing your network
  • Email targeted groups or entire network
  • “Start your day by staying in touch with contacts”
  • Take notes on conversations
  • Create reminders for follow-up
LinkedIn Connections

- Make your network **broad and diverse**!
- Have a **regular schedule** for outreach and the “care and feeding” of your network
- Look at **contacts of new connections**
  - Who could you reach out to?
  - Can you get an introduction?
- Regularly **review “People You May Know”**
- **Pay it Forward**
  - Endorsements
  - Recommendations
  - Info/Resource sharing
LinkedIn Company Pages

- For companies and organizations
- Profile, Products and Services
- Updates
- “How You’re Connected”—Shows who works there
- Followers (for updates, employee changes)
Using Company Pages

• Your Page
  • Set it up
  • Post updates, events, etc.
• Research Others
LinkedIn Groups

• Join others or create your own
• Discussion threads
• Likes and commenting
• Polls
• “Manager’s Choice”
• “Most Popular Discussions”
Final Thoughts on LinkedIn

• Best for strategic networking
• Use it to easily reach out and maintain connections.
• Accept requests to connect.
• Make thoughtful requests to connect (research and personalize!)
• The right Groups can be good source of info and resources.
Twitter Basics

- **@Profile**—individual vs. organizational
- 140 Character “Tweets”—public messages
- **Feed**—messages of all the people you are following
- **Followers**—People who get your tweets in their feed
- **Following**—People you follow so their tweets show up in your feed
- **Hashtags**—way to organize conversations cross users, e.g. #accessibility
- **Direct messages** (DMs)
- **RTs and MTs**
Twitter is good for . . .

- Finding/ sharing breaking news/information
- Sharing links (use Bit.ly to shorten)
- Quotes and quick thoughts
- Calls to Action
- Hashtag chats—stand-alone or supplementing events
Following

• **Find good people/ organizations** to follow
• **Interact** with them by sending an @message—
  ”@michelemmartin, love your blog!”
• **Follow back**
• **Monitor your feed** (where you will get their messages) and look for info to share
Followers

- Outreach
  - Cross-promote off-line and through other channels
  - Follow to be followed
  - Send @messages
- Thank them for following you
- Tweet and RT info/resources that are useful to your followers.
- RT messages from followers
- Respond to follower’s tweets—“Congratulations” or “Great news!”
Hashtags

- **Anything can be a hashtag**—often used as commentary on a tweet. (e.g. “Working on several things at once! #NotEnoughHoursInTheDay!”)
- **Structured vs. Spontaneous**
- Look for the **hashtag trends**
- Participate in or start **hashtag chats**
- Can search for tweets by hashtag to see the conversation
- Can aggregate tweets by hashtag to post transcript of tweets.
Using Twitter

- You are **drinking from a fire hose!**
- Use a **3rd party management tool** like HootSuite or TweetDeck.
- Use **combo of scheduled tweets and responding to live tweets** to engage.
- **Combine with other channels/messaging**
- Conversation works best—don’t just broadcast.
- Have a **personality!**
YouTube Basics

• Upload and find videos
• Create your own YouTube Channel
• Create Playlists—your own videos or videos you recommend
• Share and embed in other platforms.
• Commenting & Liking
• Integrated with Hangouts on Air
YouTube Channel

- **Use to** upload your own videos, get code to embed in other sites.
- **Create playlists** of videos that you can group by theme.
- People can subscribe to your channel.
- Customize with logo
- Manage comments
- Some **editing** of video
- Manage **privacy settings** (public vs. people with link)
Using YouTube

- Make and upload video that will resonate with audience.
  - Emotional connection
  - Tied to “memes” (Call Me, Maybe)
  - Educate, but in a fun/interesting way
  - Music!
- Share across all channels
- Look for and share videos from other users
- Monitor/manage comments
- Accessible YouTube
YouTube and Hangouts on Air

- **Hangouts on Air**—broadcast live through your YouTube channel!
- Video-conferencing with up to 10 devices
- Automatically records and uploads to your YouTube channel
- No time limit for videos recorded through Hangouts on Air.
- Interact through YouTube contacts
- Great for broadcasting meetings, events, educational content, etc.
Blog Basics

- Online publishing platform
- **Posts**—most recent info first
- **Pages**—more control over where it appears
- Comments
- Wordpress.org vs. Wordpress.com vs. Blogger
Blogs are good for . . .

• Sharing time-sensitive information
• Publishing longer articles
• Curating content—bringing together the best content related to a topic and putting it in context.
Using a Blog

• **Content**
  - Combo of original content and links/resources from others
  - Use multimedia where appropriate
  - Guest Posts and Blog Carnivals
  - Try themes

• **Management**
  - Commit to a schedule
  - Write and schedule posts
  - Monitor/respond to comments
Other Tools

• Instagram
• Pinterest
• Google Hangouts
• Slideshare
• Google Drive
Putting it All Together

- **Website**—for static info
- **Blog**—for timely info, longer posts
- **Facebook**—to build community, drive advocacy and share relevant content
- **Twitter**—to connect with others and find good info, to build community and drive advocacy
- **LinkedIn**—to network strategically
- **YouTube**—to share video and broadcast live through Hangouts on Air
- **Email**—use to supplement social media, drive people to social media channels
Cross Promoting Social Media

- Promote social media channels in **off-line materials**
- **Use each platform to drive traffic to other platforms**
  - Facebook, Twitter links in your Email campaigns
  - Tweet “Like us on Facebook”
  - Remind on Facebook to follow you on Twitter
  - Include links to social media on blog
  - Links to social media in email signatures
Final Thoughts

• Stay in **perpetual beta**—Experiment!
• Let **social media** replace old ways of working
• **Learn the analytics for each tool**—what can you track and what does it tell you? How can you use this information to improve?
Final Questions to Ponder . . .

- Where is your audience?
- How can you join existing conversations?
- How can you add the value your audience is looking for?
- How is social media going to help you achieve your objectives?
- What is your capacity to handle social media?
- What can you build on that exists already?
A Note About Accessibility

• Accessibility of technology varies and fluctuates.
• To stay abreast of current state of the art: http://webaim.org a program of Utah State University Center for Persons with Disabilities
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