

# IL-NET

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## Public Relations and Marketing Workshop for Centers for Independent Living

### *Web-Based & Social Media Marketing*

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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 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](http://www.knowyourmeme.com))

# LinkedIn Basics

- Professional networking and individual/company research
- Profiles
- Company Pages
- Connections
  - 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>
  - 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 **3<sup>rd</sup> 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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