

SOCIAL MEDIA

SELECTING & IMPLEMENTING SOCIAL MEDIA STRATEGIES



Agenda:

- Experiment
- Understanding Social Media
- Selecting Social Media channels
- Using Social Media
- Practical Assignment

Understanding Social Media



Even a Cavemen Can Do it?

- The concept of social media has been around for ages – even cavemen posted on each other's walls
- The internet just scaled this to a whole new level with more than 1.5 billion people on social networks increasing by more than half a million a day



Before you adopt, understand the tool

Common stages of social media adoption:

- Peer pressure. “Everyone’s doing it, let’s do it too!”
- Underestimating work. “Social media is easy. My nephew can do it. Set up a Facebook account and start tweeting!”
- Overestimating results. “We have some fans and followers, but we haven’t gained new donors, members, volunteers, etc.— what gives?”
- Disappointment. “This social media thing is a bust. It takes too much time and the return isn’t worth it.”

Social Media is ...

... Not a broadcast tool



It's more like a conversation



Initial planning

It is essential to establish a vision for your social media marketing strategy and determine desired outcomes in order to create an effective campaign and choose the correct outlets



What will you use social media for?

Will it be just another marketing channel?

Will you use it for real-time customer service?

Will the goal strictly be to directly generate revenues?

Focus of the Strategy

In order to have a successful strategy, it is important to not lose focus and aim to create a long-term social media strategy. If your strategy adds real value to the lives of customers then you will retain them.

People

Focus on the people and not the technology. Have a consultant who can create connections and manage an effective campaign to reach the customers.

Engagement

Build conversations instead of focusing on campaigns. By interacting with customers you build long-term relationships with them, which will eventually convert into higher and more consistent revenues.

Selecting Social Media Channels

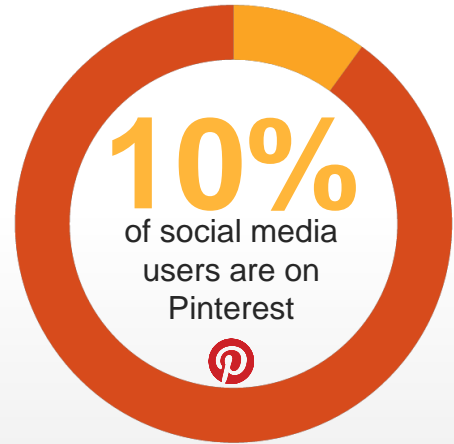
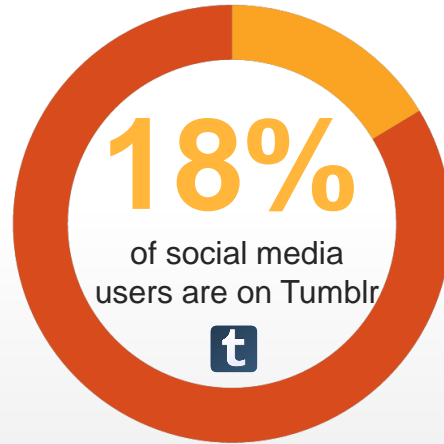
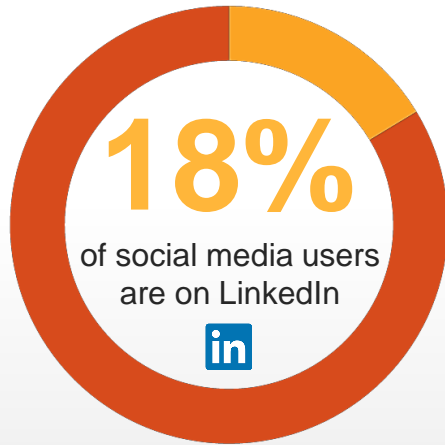
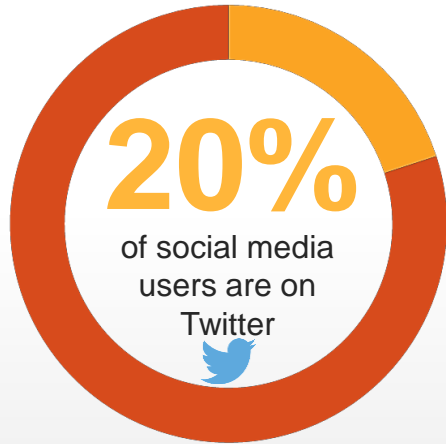


Understand the Channels & Tools

- Decide what channels to use and set goals
- More channels = more time & resources
- Optimal selection regarding the content



With Facebook in the lead ...



Guidelines & Best Practices

Facebook

- Ideal posts are 40 – 80 characters
- Post photos over links (& use optimal sizes)
- Individuals: Weekends, 12-7pm
- Organizations: Weekdays, 1-4pm

The image shows a Facebook business page for 'Centre Innovation and Development' (@centre4inno). The page layout includes a profile picture (1), a cover photo (2), a navigation menu on the left (5), a 'Contact Us' button (4), a status update area (3), and a reviews section (4.7 stars, 31 reviews).

1. Profile picture easily recognizable by potential fans
2. Engaging cover photo
3. Short & sweet bio with links
4. Create call-to-action button
5. Customize your app thumbnails

Guidelines & Best Practices Twitter

- Ideal tweets are 100 characters
- Max. two #hashtags
- Individuals: Midweek & weekends, noon & 6pm
- Organizations: Weekdays, 1-3pm



1. Recognizable profile picture
2. Branded Twitter handle
3. >160 character bio with URL & #hashtag to increase search ability
4. Pinned tweet
5. Visual & engaging cover photo

Guidelines & Best Practices LinkedIn

- Engage in groups (& be genuine!)
- Post jobs & events to increase your SEO
- Share valuable content (including offers)
- Tuesday-Thursday, 7-9am & 5-6pm

The screenshot shows the LinkedIn profile for The North Bay Symphony. Callout 1 points to the profile picture. Callout 2 points to the cover photo. Callout 3 points to the bio text. Callout 4 points to the 'How You're Connected' section.

1 The North Bay Symphony 24 followers Follow

Home

2

3 The North Bay Symphony's orchestra performs primarily a classical repertoire, choosing works which have stood the "test of time" and are familiar or feel new and refreshing to the Symphony's patrons. These works are frequently augmented with compositions by Canadian composers. Canadian musicians and artists are frequently featured, especially those from Northern Ontario.

The organization's mission is "Inspiring Community Through Music". The Symphony was incorporated in 1976 as a charitable organization and has been operating continuously for 36 years; it is managed by a Board of Directors.

55-60 musicians perform in each of the Symphony's four concerts each year. Roughly one-third come hail from North Bay, one-third from the North Bay region, and one-third from the larger surrounding region, including Mattawa, Ottawa, and Sudbury.

The Symphony is managed by 4 staff members, alongside 100-150 volunteers.

4 How You're Connected 5 Employees on LinkedIn See all ▶

Ads By LinkedIn Members

A Career in the Arts
Syracuse University - Masters in Arts Leadership
[Learn More ▶](#)

Free 'Dummies Guide'
Discover 'Email Signatures' - the comms channel you never knew you had!
[Learn More ▶](#)

1. Recognizable profile picture
2. Include a cover photo
3. Short & sweet bio with links
4. Have every employee, board member or volunteer on LinkedIn reference you – increase your reach

Guidelines & Best Practices

Tumblr

- Follow other blogs & like/reblog
- Keep posts short – one image/video/text update
- Use #hashtags to increase reach
- 7-10pm

1

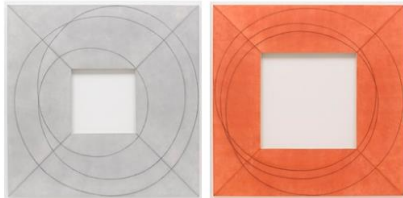
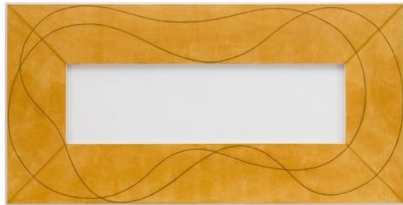
PACE

Archive Ask

2

The official blog of **Pace Gallery** and an insider's scoop on the happenings in modern and contemporary art in New York, Beijing, London and beyond.

Follow **Pace Gallery**:
[Facebook](#) / [Twitter](#) / [Pinterest](#)



Robert Mangold an exhibition featuring works by **Mangold** created over the past three years, is on view at 510 West 25th Street through Saturday, May 3, 2014. Check out the exhibition - which received a [rave review](#) from Roberta Smith in the *New York Times* - before it closes at the end of the week.

3

1. Choose a good, simple theme
2. Short & sweet bio with links
3. Know your post types (text, photo, quote, link, chat, audio & video) and keep it visually appealing

Guidelines & Best Practices Pinterest

- Pin good photos/images
- Add quality descriptions & use #hashtags
- Repin & follow other like-minded people
- Weekends, 2-4pm & 8pm-1am

1 Organization of Saskatchewan Arts Cou...
OSAC acts as an umbrella for community arts councils and schools across Saskatchewan. In more than 80 towns and cities, local arts councils and schools are keep
www.osac.ca ✓

2

8 Boards 125 Pins 3 Likes Follow All 19 Followers 30 Following

3

On Tour - Visual Arts 13 Pins

Lesson Plans - Visual Arts 21 Pins

On Tour - Performing Arts 9 Pins

Resources for Non Profits Social Media Explained

Art is Good for You

Art in Quotes "CREATIVITY IS

1. Easily recognizable profile picture
2. Short & sweet bio with links
3. Start with 5-10 pinboards with specific categories with min. 5 pins for each board

Using Social Media



How to get followers & engagement?

- Content Marketing
- It's not all about you – keep your own content and services to a minimum
- Participate in discussions and dialogues
- Be timely with your responses
- Focus on stories and engaging your supporters

How do you measure success?

Exposure

SEE



Engagement

SAY
FEEL



Conversion

DO

Example Metrics

SEE

- FB page likes & reach
- TW followers
- RSS or email subscriptions
- Youtube views
- Bit.ly clicks

SAY

- FB post likes & shares
- Retweets
- Email forwards
- Repins & board followers

FEEEL

- FB shares with message
- Retweet with message
- Comments
- Online mentions

DO

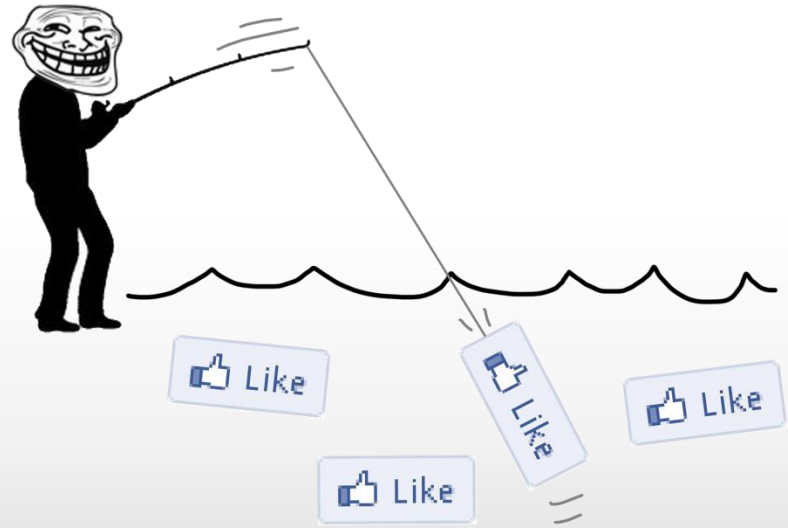
- Donations
- Advocacy actions
- Event attendance
- Membership
- Volunteerism

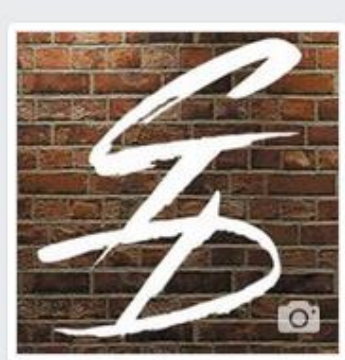
Facts about Measurement Tools

- Some tools are really expensive. Also they can overwhelm you with data
- There are lots of free & low cost tools. Use them only if they measure the metrics you want
- At the end of the day, it all comes back to your spreadsheet

Your task:

- Form teams (3-5 people)
- Come up with interesting and creative content for Facebook
- Target audience: students from UE – Varna
- Share your post and measure the results





SIM by CID
Students

@simbycid

Home

About

Likes

Notes

Posts

Photos

Videos

Events

Reviews

Interactive marketing




Liked ▾



Message ▾



More ▾

Send Message 



Status



Photo / Video



Offer, Event +



Write something...

This Week

See All

Community Organization
in Varna, Bulgaria

4.5 ★★★★★ Always Open

Page Tips

See All



Know Friends Who Might Like Your
Page?



Invite friends to like SIM by CID Students