Social Media Best Practices

How To Create A Successful Program

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Introduction

- Social Media remains a mystery to many organizations, but actually, it just takes some planning.

- This slide deck will walk you through a highly simplified Social Media program example, using our proprietary Social Media Best Practices framework: **OASIS**.
Problem:
How To Start This Journey?
The biggest mistake....

...is picking tools *before* you know the job.

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Solution:

Use a process.

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Social Media Paradise: OASIS

This easy-to-remember framework applies to:

- For profit
- Non-profit
- Government
- Personal programs
- Special causes
- Special events
- Marketing, PR, Comms
- Sales
- Customer Service
- Recruitment & Retention
- Product Management
- Advocacy
- Awareness
- Fundraising
- Influence
SO LET’S GET STARTED.
Objectives – determine what you want to achieve first.

Audience – profile your audience.

Strategy – pick a path that fits.

Implementation – select the technologies.

Sustainment – nurture, measure, adjust.
Step 1

Objectives
What Do You Want To Achieve?

- The first step is deciding what you are trying to do:
  - Increase revenue? Gain more customers? Raise awareness? Develop new products?
- Create a S.M.A.R.T* Objective (or two)
- Make sure your Social Media objective contributes to at least one organizational objective

*Specific, Measureable, Attainable, Relevant, Timed
Example

- The Ugly Car Company
  
  “They’re not pretty, but they’re cheap and they work.”

- Corporate Objectives:
  
  - to increase sales by 15% this year.
  - To reduce operating expenses by 10% this year.

- Social Media Objective: for the next six months, use free technology to create customer champions who will recommend our products to new customers.
Step 2

Audience
The internet is populated by individuals who each have their own capability, behaviours, and desires.

Know your audience to know how to connect.
Who Is Your Audience?

 This is the most critical step.

Understanding audience is crucial to success.

 Determine from your available resources how you will:
  
  • segment your audience, and;
  
  • discover their online characteristics
Who Are They?

Part 1:

• Customers?
• Product reviewers/industry pundits?
• News content creators?
• Suppliers?
Who Are They?

Part 2:

• Gender?
• Age?
• Location?
Who Are They?

- What capabilities and behaviours do they have:
  - Use mobile? Web-only?
  - What sites do they visit?
  - What do they look for?
What Are They Saying Now?

❖ What are we hearing in our own world?
  • Feedback to us through email, online comments, telephone, paper...

❖ What are we hearing everywhere else?
  • Bloggers, discussion forums, online news feeds…
Put It All Together

- Use any recent existing research available
- Conduct secondary audience research to verify and validate
- Conduct primary audience research, if possible
- Research all online conversations
Primary Audience:

- Customers, aged 18-30, live in Northern USA and Canada, use our product during harsh winter months, generally tech-savvy and participatory online, high use of mobile devices, likely to have a profile in one or more social networks, high consumers of video, etc…
Example

- Secondary Audience:
  - Automobile reviewers, aged 30-50, mostly North American, some European and Asia Pacific, mostly print content but high degree of online replication, more limited use of online technologies, etc…
  - Dealer network, aged 40-64, all North American, tech-savvy, mostly lurkers, etc…
Step 3

Strategy
Select a “category” of tool (or two)

still growing (e.g: widgets, measuring, ..)

another dimension - “use” strategies (e.g: cross-posting, status donation, ...)

flickr.com/photos/briansolis
What Is The Best Path?

Before you pick a tool, pick a type of tool:

• Should we be blogging?
• Host a discussion forum?
• Create videos?
• Join a social network?
• Replicate content?
Example

❖ Primary Audience will likely use:
  • Social networks
  • Video content sharing
  • Product development/customer service network

❖ Secondary Audience will likely use:
  • Blog feeds
  • Specifications documents
Step 4
Implementation
Now, Pick The Right Tool(s)
A Fool With A Tool, Is Still A Fool

❖ We know. You’ve been dying to get your hands on the tools. Well, now is your chance.

❖ Find the type of tool that will most effectively connect to your audience.

❖ It will be a waste of time using any tool, if your audience does not use it, too. **That’s why your audience research is so important.**
Example

- Our World:

  - Gather/re-package/create required content
  - Add social tools to our web site (content in, content out)
  - Draft Social Media Press Release announcing the Ugly Car Network
  - People: determine and allocate internal resources/obtain external resources
Example

❖ Everywhere else:
  • Create presence in selected networks
  • Create accounts with selected tools
  • Begin content distribution
Step 5

Sustainment
keep the conversation going

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Nurture, Measure, Adjust

- You’ve launched the Ugly Car Network.
- Now what?
Nurture, Measure, Adjust

- You are the host of an ongoing conversation. Treat everyone you talk with as an important guest. Everyone is entitled to respect.

- Interact, gauge reaction, ask questions, give honest answers. Listen. Provide.

- Measure, measure, measure.

- Results not what you want? Do things differently.

- Results are good? Do more of the same!
Example

- RSS subscribers up 45% => increase article output
- Professionally-produced video not being viewed as many times as anticipated => create new strategy: ask customers to submit video of themselves using the product; establish new publication channels
- Product enhancement suggestions from customers increasing => bring engineering directly into conversations
- High number of dealership enquires from new international markets => engage VP Business Development
AND SO ON...
In Conclusion

Key Principles
TO REMEMBER
#1

Listen
Listening Dimensions

my blog, forum, external presence

other blog(s), forum(s), external presence(s)

You & I

Everyone else

Aggregation, Interpretation, Adjustment

“attention, participation”

“authority, influence”*

*beingpeterkim.com/2008/09/a-framework-for.html
#2
People trust people, not institutions.
Loose Lips Launch Ships

I trust “a person like me”.

Whom do you trust?

- In Brazil, Canada, Germany, the Netherlands, Spain, Sweden, and the United States, “a person like me” is considered the most credible source of information about a company.
- In France, India, Ireland, Mexico, Poland, South Korea, and the United Kingdom, a financial or industry expert comes in first on the list of credible spokespeople.
- In Italy, Japan, Russia, and Spain, academics are ranked most credible.
- Doctors or health care specialists are either the second- or third-most credible source of information about a company according to opinion elites in Brazil, Canada, France, Germany, Ireland, Italy, Japan, Mexico, the Netherlands, Russia, South Korea, and the United Kingdom.
- Non-profit or NGO representatives take second or third place in the credible spokesperson ranking in France, Italy, the Netherlands, Ireland, and South Korea.
#3

Bite Size
All content must now be created and packaged in small pieces for easy mixing, sharing, consuming.
Front page / what's percolating in blogs now

Rising blog posts by attention

- As Promised... Obama's First Move--Expand Abortion
  Do you remember Barack Obama's outrageous and dishonest mock "Pro-Life" websites paid for by George Soros? Yeah, they were all a lie. One of the first moves by the most radical pro-abortion and infanticide candidate in the last 35 years will be to swell the number of abortions both here and abroad. At least...
  22 hours ago by gatewaysund in Gateway Pundit
  Authority: 2,634
  Ratings: (2) Stop The ACLU - Pratee's Cove — Aved, Sea Dog
  Rated: (2) What happens to cable news without a campaign? — John Podesta, Obama's "wise" team

Rising news stories by attention

- Angelina: Twins' Personalities Are Starting to 'Shine'
  The actress says 4-month-old Knox and Vivienne are "starting to get very smiley"...
  11 hours ago in People Magazine
  Rating: (2) Flickrwatch.com, Brad Pitt & Angelina Jolie Gossip
  - Divided, Be Very Astray

Rights

- Free Mashups Composer
Learn to Integrate Systems & Design Workflows Without Writing Code
Serena.com/Mashups

- Need to Create a Blog?
An innovative new way to put your blog, and more, online
www.squarespace.com

Tags from what's rising

What bloggers are saying now

- barack obama business democracy economic economy education elections football media music news
- news obama politics

Contributing bloggers

- Successful Software
by AndyDude — Authority: 34
- A Child Chosen - Perspectives of an Adoptive Parent

flickr.com/photos/dantaylor
#4

Dip Your Toes
Organizations: Making The Leap

Geoffrey Moore’s ‘Crossing the Chasm’ diagram
circa 1991
“Crossing the Chasm:
Marketing and Selling High-Tech Products to Mainstream Customers”

start small => business case & pilot
#5
If you need help, ask for it.
Recap

Use a process:

**OASIS**

- Remember:
  - Listen
  - People trust people
  - Bite Sized
  - Start Small
  - Ask for help
what can we do for you…

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