

Social Media Tips





Which social media platform is right for you?

Dunbar's Number

- Dunbar is an evolutionary psychologist from the U.K. – known for network theory
- He studied habits of humans through the ages
- This research landed on the finding of what is now called Dunbar's number.
- The number defines the number of social relationships that any one person can meaningfully maintain.
- 150! But as high as 230!


Owned, Earned, Paid and Dark Social Media



The Five P's of Social Media

- Profiles
- Propagate
- Produce
- Participate
- Progress





6 Steps to Kick Start Your Social Media Strategy

Social Media Strategy

1. Select Your Squad

- PR team is often at the forefront of using social media
- Many other areas of a business might also need to be involved, based on the following:
 - Customer complaints
 - Negative/slandorous content published and shared
 - Constructive suggestions (R&D)

Being active on social media requires input and collaboration with many other parts of the club.

Social Media Strategy

2. Choose a Goal

- “If you don’t know where you’re going, any road will get you there.”
(Lewis Carroll’s *Alice in Wonderland*)
- First, establish what your clear purpose is . . . what is the point of your social media activity?
- Goals should be measurable!

Social Media Strategy

3. Listen (To your customers, to your research, to your feedback)

‘Every market is a conversation’ (Cluetrain Manifesto)

- Social media listening means focusing on your entire online environment; not just what is being said about you
- Helps you uncover many interesting results (allows you to discover what’s being talked about before you join in)
- Listening Tools: Google Alerts, Social Mention, Tweetdeck, Hootsuite, etc.

Social Media Strategy

4. Think Character and Content

- Social media is about presenting the human side of your club
 - Engaging with your audience to build trust, understanding and brand loyalty (*“The Speed of Trust” by Stephen M.R. Covey*)
- Social media strives to reduce the distance between you and your audience – shows your club to be open, reliable, responsive, friendly, and engaging
- How can you reveal your club’s human side?
 - Blog or video posts featuring members
 - Relationship building with potential influencers
 - Focus on storytelling

Social Media Strategy

Plan a Content Strategy

- Map out the different types of content you will be creating and sharing
 - Months, weeks, and individual days

You must really know your audience before beginning: personas, where and when they consume content

- Content creators
 - Critics
 - Conversationalists
 - Passive consumers
- Helps you judge the type of content that will produce the best engagement

Social Media Strategy

What Constitutes High-Quality Content?

As you're creating your content—blog posts, articles, website copy, e-books, whitepapers, newsletters, podcasts, videos, brochures, case studies—ask yourself the following questions, suggested by the Google's search engine guidelines:

- If you received the information presented in the article, blog post, or email, would you trust it?
- Is this something you would bookmark and share with your friends, peers, and colleagues?
- Is the content written by an expert inside your organization, or is it written by someone without any
- experience or expertise?
- Do you respect the author's opinion—even if you disagree with it?
- Does your site have content that is similar? If so, is the new content so similar that Google won't be able to tell the difference?
- Has the content been edited? Is it free of typos and spelling and grammatical errors? Is it factually correct?

Social Media Strategy

- Is the topic interesting to your customers and prospects? Does it help them better understand how to use your product? Are you giving them something to help them in their jobs? Are you making their lives easier?
- Does the content provide original thinking? Even if you are using something in the news to tie back to what you do, does it have your own opinion included?
- Have you done a search for your topic or keywords? Does your content provide substantial value when compared with the content that comes up in search results?
- Does the content provide a complete description of the topic?
- Does the content provide insight, analysis, or other interesting information that is different than what others are producing?
- Would you expect to see this content in an encyclopedia, magazine, or book?
- Is it easy to read, with subheads, bullet points, or lists to help people easily scan?
- **A good rule of thumb is: If you don't want to bookmark it and share it, no one else will, either.**

Social Media Strategy

5. Integrate Your Outposts

- Consider as “embassies” or “outposts” that support your main website
- Aim is two-fold:
 - Direct traffic from the inside >> outward. Why?
 - So casual visitors can stay connected through an outpost
 - Direct traffic from the outside >> inward. Why?
 - Outpost engagers tempted to engage with your website

Social Media Strategy

Measure What You Treasure

- Whatever your strategy, you need to know if you're getting results
- *"Not everything that can be counted counts, and not everything that counts can be counted."* (Einstein)
 - **ROI, KPI's:** nothing is clear-cut
 - **Awareness goal:** look at increased brand mentions
 - **Sales goal:** website traffic data (visits, page views, conversations linked to social media)
 - **Loyalty goal (reputation, retention):** reduction in complaints on SM; increase in customer service queries; increased advocacy on forums and blogs; increased reach or engagement with Twitter users or on Facebook

Different Tools

- Graphic Designer
- Canva
- My Rotary
- Unsplash

A red brick wall with three arched windows. The leftmost window is partially covered by a mural of a person's face in shades of purple and pink. The other two windows are covered with white corrugated metal. A large mural of a person's arm and hand is on the left side of the wall, reaching towards the text. The text "Together, We Create!" is painted in a black, stylized font on a white background that looks like a torn piece of paper.

Together, We Create!