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Developing a Social Media Framework

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What is social media and how do we use it?

- 1. What is social media?**
- 2. How is it being used?**
- 3. What does this mean for my ministry/department/party/elected official?**
- 4. How do I start a program?**
- 5. Social media and government - examples**



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Trivia! And Prizes!

- **What two words were combined to form the word 'blog'?**
- **What original MTV VJ created the first podcast?**
- **What company did Robert Scoble, one of the world's best known bloggers, work for?**
- **Complete this sentence: A blog is created every xx seconds**
- **Complete this sentence: Over xx million people visit MySpace and Facebook (combined) every day.**

What is social media?

- **Complex subject and big buzzword**
- **Social media, web 2.0, RSS, emerging technologies**
 - **Variety of definitions**
- **Any media by which users can share information, comment, rank, vote or otherwise contribute**
- **Allows readers to participate in content and with each other**
- **Allows companies/organizations to understand what readers/users want**
 - **Tap into their propensities**



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The Evolution of Media

- **Traditional > 1990**
 - Developed and controlled by creator/producer
- **New Media 1990 – 2001**
 - Developed and deployed online but experience not controlled by creator/producer
- **Social Media 2002- today**
 - Co-developed, co-managed, co-produced online

SM Implications for Strategic Comms

Pluses

- **Higher level of engagement**
- **Greater knowledge of audience and needs**
- **Wider reach**
- **Immediacy**

Minuses

- **Perceived risk**
 - **Perceived lower control**
 - **Resources and experience**
-



The Social Media Tools landscape - 2008

- **Established**
 - **Blogs**
 - Opinion, news, expertise, updates, 'voice'
 - **Podcasts**
 - Education, series,
 - **Social networks**
 - Facebook groups
 - **Microblogging**
 - Downing St, Globe and Mail, Amber Alerts
 - **Wikis**
 - Collaboration, registration, multiparty authorship

Other online media to consider


- **Email**
 - 98% of internet users have and use email
- **Landing pages**
 - Customized search fulfillment experiences
- **Microsites**
 - Specialized sites for specific topics
- **Search**
 - We'll talk more about that later



Emerging Media Tools

- **Microblogging**
 - **Twitter, Jaiku, Pownce**
 - **140 characters or less**
- **Social aggregators**
 - **FriendFeed, Socialthing, Plurk**
 - **Bring all your social media together**
- **Social bookmarking**
 - **Delicious, Magnolia, Digg,**
 - **Sharing and rating of content**

Developing your Strategic Plan

- **Goals**
 - **Audience**
 - **Content**
 - **Media**
 - **Promotion**
 - **Policies**
 - **Measurement**
 - **Resources**
 - **Refinement and Iteration**
- 



1. What are your goals?

- **Engagement**
 - I want xx people reading this blog by 2009
- **Education**
 - I need to help x types of citizens understand y
- **Awareness**
 - I want xx people to be aware of yy initiative
- **Knowledge**
 - I want employees to be able to use our zzz to yyy
- **Areas of interest**
 - I want to understand what employees/citizens/xx group want from us
- **Leads/transactions**
 - I want xx residents renewing their passports online by 2011.



2. Who is your audience?

- **What content needs/interests do they have?**
 - Why would they engage?
 - Assess, then ask
- **How technically sophisticated are they?**
 - Are they on dial-up, mobile or broadband?
- **How are they finding you?**
 - Search
 - Advertising
 - PR
 - Links / other sites
- **What online communications tools are they accustomed to?**
 - Ask
- **How will new channels / media be introduced?**



3. Match Audience, Content and Media

- **What types of content do you have to communicate?**
 - Long form, short, detailed, technical, regulatory
 - Volume on a daily/weekly/monthly basis
- **Is timing a factor (ie does some information need to be delivered immediately?)**
- **How does your audience prefer to receive communications?**
 - Cover all the bases, including email opt-in, RSS, microblogging and then measure and test
- **Test with the audience**
 - Identify group of early adopters who will launch with you



4. Promotion: How will they find you?

- **Existing audiences**
 - Established media
- **New Audiences**
- **Search**
 - Organic
 - Pay per click
- **Word of mouth**
 - Online or offline
- **Search**
 - 80% of web traffic goes through search engines
- **Links**
- **Advertising/promotions**



5. Governance and Policies

- **Defining 'members'**
 - **Single or multiple levels**
 - **Subscribe to read, register to comment**
 - **Identified or anonymous**
 - **Degrees of privacy (eg Facebook)**
- **Comments**
 - **None, moderated, unmoderated**
 - **Resourcing**
- **Policies around use**
 - **Org defined or community defined**
- **Policing**
 - **Community or organization**



6. Measurement

- **How will you define success**
 - Go back to goals
- **How will you measure success**
 - Timelines
- **How will you measure content**
 - Most popular = most interesting
 - Website, email, blog traffic and comment data
- **How will you measure engagement**
 - Subscriptions, opt-ins, conversions, sources
- **How will you measure visibility**
 - Traffic, sources, mentions, trackbacks

7. Resources by Phase

- **Strategy and development**
 - Strategy, comms planning, creative, moderation
- **Acquisition and engagement**
 - Customer service, support, QA, production, comms planning, moderation
- **Growth**
 - Customer service, moderation, production
- **Retention**
 - Creative, moderation, planning
- **Management**
 - Moderation, production



8. Refinement and iteration

- **Review numbers quarterly**
 - Key indicators – content, media, search
- **Plan content for upcoming 3 months**
 - Needs, media and timing
- **Analyze results, recommend and iterate**
 - Expansions, spinoffs
- **Quarterly review meetings work very well**

Great Examples – Cutting Edge

- **10 Downing St on Twitter**
- **Privacy Commissioner's Blog**

Resources

- **Forrester – Groundswell – POST method**



Q&A



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About Sequentia | Environics

- **Founded Sequentia in 2002**
 - **Customer communications agency**
- **Recently formed an investment partnership with and became part of Environics Group**
- **Globe and Mail and BNN tech columnist and commentator**
- **Developing strategic online programs since 1998**
- **Worked with companies/orgs like Bell, HP, RIM, LPOC, CanadaHelps**



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