



SOCIAL MEDIA RESOURCE GUIDE

TOOLS AND TIPS TO ENGAGE

June 3, 2011

THE IMPACT OF SOCIAL MEDIA AND MOBILE

Today, consumers seek information that is portable, personalized, and participatory.

The last five years have seen a dramatic shift in the way we discover, read, and share information. According to a new survey conducted jointly by the Pew Research Center's Internet & American Life Project (Pew Research) and the Project for Excellence in Journalism, "the overwhelming majority of Americans (92%) use multiple platforms to get their daily news." The report also indicates that people are using social networking technology to filter, assess, and react to news and information.

These trends indicate that media consumption across all demographic segments is becoming more and more fractured. And as the social media spectrum continues to grow, online and mobile marketing will increasingly have a significant impact on the ability of organizations to intercept, engage, and motivate behavior. Consider that:

- ❖ 67% of Twitter users who become followers of a brand are more likely to buy that brand's products¹
- ❖ 60% of Facebook users who become a fan of a brand are more likely to recommend that brand to a friend²
- ❖ 74% of consumers are influenced on buying decisions by fellow socializers after soliciting input via social media³
- ❖ Journalists: 89% source stories from blogs; 65% use Facebook and LinkedIn for research; 52% use Twitter⁴

1. imoderate.com, "Engaging Consumers via Facebook, Twitter Makes Them More Likely to Buy, Recommend," 2010

2. Ibid, 2010

3. BusinessWeek, "Does Social Media Sway Online Shopping?" August 31, 2009

4. Cision/GSPM Media Survey, 2010



Social media is not only a great way to create awareness of a brand, but is also a powerful way to:

- ❖ build a sense of community around the brand and lay the foundation for a sustained conversation
- ❖ gather personal stories and identify brand advocates
- ❖ increase participation across platforms and drive traffic to informational web pages
- ❖ motivate audiences to take action (e.g. refer a friend, sign up for membership)

According to recent study published by The Nielsen Company, a global leader in research and reporting of consumer trends, U.S. consumers spent an average of 6 hours, 13 minutes a month using social networking websites in May 2010 with Facebook being the primary driver of this trend. Since early 2009, the Palo Alto company has increased membership from fewer than 200 million to more than 600 million, with the fastest growing demographic segment being women over 55-years-old.

In fact, Pew Research reported that while social media use has grown dramatically across all age groups:

"...older users have been especially enthusiastic over the past year about embracing new networking tools. Social networking use among internet users ages 50 and older nearly doubled—from 22% in April 2009 to 42% in May 2010. Between April 2009 and May 2010, social networking use among internet users ages 50-64 grew by 88%--from 25% to 47%. During the same period, use among those ages 65 and older grew 100%--from 13% to 26%."

At a time when consumers increasingly resent being marketed to, interactive social media and mobile campaigns are a form of marketing that consumers actually enjoy. And thanks to their inherent viral features (such as activity feeds, friend invites, notifications etc), social networks provide the ideal platform for spreading the word about your campaign and your brand.

AN OVERVIEW OF THE MOBILE LANDSCAPE

Mobile marketing has been steadily growing in popularity in recent years, with cell phones now outnumbering landlines in many countries. In the U.S. alone there are now more than 250 million cell phone subscribers. And, by the end of 2011, Nielsen predicts smartphones to overtake feature phones in the U.S. market.

A recent Pew Research report published in December 2010 found that 79 percent of all adults use the Internet, and that 82 percent of adults between the ages of 18 and 33 access the Web wirelessly either via laptops or cell phones. And as organizations must aggressively focus their efforts on cultivating the next generation of members and donors, mobile will become a critical component to any membership plan.



The mobile landscape can be categorized into four distinct channels:

1. **SMS/Text Messaging:** Ubiquitous and simple. Most importantly, it provides an easy way to communicate with your audiences to provide timely, relevant, and personalized content. SMS can also be used to provide alerts and updates as well as to build an opt-in database for future mobile marketing campaigns.
2. **Quick Response (or QR) Codes:** Customized symbols that store URLs or other information. These “barcodes” can be scanned using a free application to reveal hidden messages or web pages.
3. **Mobile Websites:** Offer users the ability to view and interact with your website on their mobile devices. Additionally, our platform offers custom-designed Wireless Application Protocol (WAP) sites that contain interactive forms and links to additional information.
4. **Mobile Apps:** Software programs that can be used on a mobile device. Apps can include everything from calendars to games to real-time information such as weather or sports stats. From a marketing perspective, mobile apps offer a way to keep your brand top of mind by providing valuable content in a convenient, easy-to-use, and portable package.

WHY IS MOBILE MARKETING SO EFFECTIVE?

Reach a targeted audience. Mobile marketing allows you to reach a highly targeted audience with the ability to personalize messages to different customer groups and even individuals.

Highly effective two-way communication tool. Cell phones are with users nearly 24/7 and are a highly trusted and personal device. Text messages are almost always opened and read, often immediately when received. The average open rate for text messages is over 90% compared with approximately 20% for email campaigns. Two-way communication allows you to engage your consumer on a personal level and build stronger relationships.

Cost effective customer service and marketing channel. Mobile marketing has a much lower cost than other marketing channels. Further, mobile provides an opportunity to enhance customer service as well as to build a rich database for future outreach initiatives.

HOW CAN MOBILE ENHANCE YOUR MARKETING EFFORTS?

Campaigns can be implemented quickly. Mobile marketing campaigns are quick and simple to create and can be deployed instantly. Additionally, mobile marketing can easily be integrated into your other marketing channels to add an element of interactivity and consumer participation to your marketing campaigns.

Customer data is relevant and accurate. Mobile is not only one of the best ways to acquire and maintain customer data, but once created, these databases remain accurate and relevant far



longer than traditional postal or email addresses because people generally do not change their mobile numbers and often keep them for life.

Campaigns are highly trackable. Mobile is highly trackable due to the ability for customers to respond directly and instantly. Thus, you can track the effectiveness of campaigns in real-time and quickly adjust your strategy to ensure the most effective message possible.

TIPS FOR EFFECTIVE SOCIAL MEDIA CAMPAIGNS

VANITY URLS AND USERNAMES

An important consideration should be the availability, consistency, and memorability of the username, handle, and vanity URL across all social media platforms.

HASHTAGS

Hashtags are words or phrases that are used to thread a conversation together online. Hashtags are created when placing the # symbol before a word or phrase. Social media campaigns are far more effective when hashtags are integrated into the strategy. Take time to research and devise keywords and phrases that would be applicable to your organization and campaign.

LINK SHRINKERS

Set up a free account with one of the “link shrinkers” below. Links generated from these sources contain embedded analytics tools to better track and measure the impact of your social media efforts.

- ❖ Bit.ly
- ❖ Ow.ly
- ❖ Tiny URL

SOCIAL MEDIA CONTENT CALENDAR

A Social Media Content Calendar can serve as an editorial guide to focus key messages and weekly communications themes throughout the campaign.

TOPE

Typically three types of tone are employed when posting on social media platforms:

1. *Informational*: Purpose will be to inform and share interesting content



2. *Promotional*: Purpose will be to build excitement
3. *Engagement*: Purpose will be to encourage engagement

POLICIES AND PROCEDURES

As with any community, the benefits of bringing people together are occasionally accompanied by inappropriate or unacceptable conduct by a few. Therefore, it is recommended to post a “community rules” or abuse/comment policy on your organization’s page.

SAMPLE ABUSE POLICY

Thank you for supporting the XYZ organization on Facebook. We participate on Facebook to engage individuals who are passionate about XYZ cause and the mission of our organization. Content posted on our Facebook page is intended to educate and encourage discussion about XYZ.

Disclaimer

Posted comments and images do not necessarily represent the views of XYZ or its staff members. External links on this page do not constitute our official endorsement. While we encourage community members to share thoughts and opinions on our Facebook page, we expect this will be done in a respectful manner.

XYZ does not agree with or endorse every comment that individuals post on our page. Our goal is to share ideas and information with as many individuals as possible, and our policy is to accept the majority of comments that may be posted by members of the Facebook community.

Therefore, a comment will be deleted only if it contains the following:

- Hate speech
- Profanity, obscenity or vulgarity
- Nudity in profile pictures
- Defamation to a person or people
- Name-calling and/or personal attacks
- Comments whose main purpose is to sell a product
- Comments that infringe on copyrights
- Spam comments, such as the same comment posted repeatedly



- Other comments that the Study’s social media team deems inappropriate

All links posted as comments on our Facebook page will be reviewed and may be deleted. Repeated violations of this comment policy may cause the author to be blocked from the Facebook page.

We understand that social media is a 24/7 medium; however, our monitoring capabilities are not. We may not see every inappropriate comment immediately, and we are trusting in the maturity of our community to ignore personal attacks and negative speech or respond politely.

Please e-mail XYZ@XYZ.com if you have any questions.

BEST PRACTICES

We recommend organizations launch their social media campaigns around a "big moment" – this could be a contest, event, or some other type of exciting news.

FACEBOOK

Engaging Other Pages and Communities

A great way to increase the awareness and exposure of your organization is to identify other like-minded or related organizations and “like” their page (as the page). Then you can post and “tag” the pages in your posts. Tagging is done by using the @ symbol before the page name and allows a person to publicly recognize a person or organization through a status update. (For example: @St. Judes Thank you for all of the great work you do on behalf of children’s health!)

Sharing, Commenting, and Posting

Another great way to engage audiences in social media is to regularly share and comment on posts made by the page and others. Additionally, you may want to ask questions, post links to related news stories, and share content posted from other organizations.

Also, studies have shown that using experiential words such as “why,” “most,” “world,” and “how” trigger more sharing of posts.

Facebook Places

If you’d like to use Facebook Places to engage with your local constituents, you need to first claim your organization’s spot on Facebook Places. The benefit of claiming your Facebook Place is having the ability to publish content to those who have checked into your Place – giving your cause and organization geo-location capabilities! <http://www.facebook.com/places/>

Here’s a great video on how to claim your place on Facebook places:



<http://www.youtube.com/watch?v=EykwgYJFilo>

TWITTER

Engaging On Twitter

To get started on Twitter, begin by searching for cause-related organizations and “twitterers”...and follow them! Also look for influencers in your space as well as journalists...follow them...and follow who they follow.

Use hashtags and share related news stories, links, and tips. Twitter can also be used to recognize other organizations that are doing good work. Tag them in tweets like you would in Facebook. One great way to publicly recognize a person or organization is to retweet their tweets using the letters “RT” before their post.

WIKIPEDIA

Your Organization’s Presence on Wikipedia

It’s important to monitor your organization’s page on Wikipedia to correct inaccuracies and ensure that your cause has a presence on this critical platform. Wikipedia will not accept articles submitted by people close to the organization. Therefore, organizations should seek out “subject matter experts” to write and submit objective articles about the cause and the organization.

YOUTUBE

Your Organization’s Presence on YouTube

YouTube is the world’s second largest search engine; so don’t overlook the potential for this powerful platform. Take advantage of the opportunities to create a branded channel, subscribe to like-minded channels with related content, and tag your videos with keywords to improve search optimization.

BLOGGING

How to Develop a Successful Blog

Use these five steps to build a successful blog:

1. Build a strategy (What topics will you discuss?)
2. Find your voice (How will you sound?)
3. Use keywords and tags (How my people search for your content?)



4. Post on a regular schedule (Will you post once a day or three times a week?)
5. Engage with readers (How will you monitor and respond to comments?)

Blogging for Reflective Learning

There are many opportunities to use blogging for reflective learning. The below video

<http://www.youtube.com/watch?v=vPAKvOwb64s>

DO'S AND DON'TS

- ❖ Do share personal opinions and stories
- ❖ Don't spam other pages or people's personal profiles
- ❖ Do thank contributors
- ❖ Don't sanitize content
- ❖ Do post pictures, video, and links
- ❖ Don't ignore questions
- ❖ Do encourage others to repost to their friends and followers
- ❖ Don't be disrespectful when responding to comments
- ❖ Do correct inaccuracies
- ❖ Don't repost content that you haven't vetted
- ❖ Do use keywords and hashtags

TOOLS TO MEASURE, TRACK, AND RESPOND

The following are can be helpful tools when engaging in social media:

- ❖ HootSuite
- ❖ Unique site visits
- ❖ Blog commenting
- ❖ Google alerts
- ❖ Search engine searches
- ❖ TweetDeck
- ❖ Search.Twitter.com



EFFECTIVELY MANAGING SOCIAL MEDIA

Organizations should plan to support social media efforts by allocating time resources of no less than 5 hours per week to content generation, moderation, and measurement. Further, we recommend allocating resources (both time and money) using Beth Kanter's "Rule of Thirds:" 1/3 Web, 1/3 One Way (e.g. Advertising, newsletters), and 1/3 Social. This equation should equal your total available online marketing resource.

FURTHER READING AND RESOURCES

- ❖ Mashable: The top source for news in social and digital media, technology and web culture <http://mashable.com/>
- ❖ Facebook App Directory: Find free and useful apps to plug into your Facebook page <http://www.facebook.com/apps/directory.php>
- ❖ Google Grants: A unique in-kind donation program awarding free AdWords advertising to select charitable organizations. Google supports organizations sharing a philosophy of community service to help the world in areas such as science and technology, education, global public health, the environment, youth advocacy, and the arts. <http://www.google.com/grants/>