

Integrating Social Media into your Association



Who is this guy?

- President of Revelation PR, Advertising & Social Media
- EatDrinkMadison.com
- Social Media Instructor at Madison College
- Editor-in-Chief of Madison Startups



Outline

- Social media basics
- Evolving audience
- Social media/digital marketing uses
- Integrating SM into your campaign
- Digital marketing tools
- Using Facebook fan pages, Twitter, YouTube, LinkedIn and Email Marketing
- Measurement

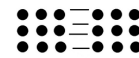


Social Media Basics

- Broadcast media (single → many)



- Social media (many → ← many)



Three Screens

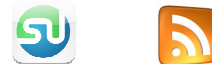


Evolving Audience

- Consumers have become the producers



- Customization and personalization



- Even more dependency on peers



Evolving Audience



Social Media/Digital Marketing Uses



Use: Branding

- Get your name out there
- Build and track reputation
- Humanize your brand
- **Personal branding**

How do people describe your association?



Use: Engagement

- Listen
- Join and lead the conversation
- Generate sales leads
- **Instant responses**
- Crowdsourcing

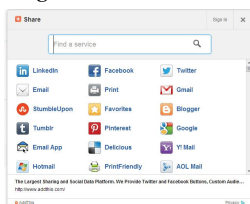
How do you reach your stakeholders?



Use: Spread message(s)

- Reach wider audience
- **Content easily shared and reposted; viral**
- Target the influencers

How do you share news?



Use: Tracking

- Who's clicking your link?
- Referrals
- Conversions
- **Other (demographic) data**

Whom are you actually reaching?



Integrating social media tools

- Should I use social media?



- Time commitment and cost
- Guidelines



Digital Marketing Tools

- pURLs and QR Codes

www.anysite.com/Brian.Lee



- **For your association:**

- Track marketing efforts
- Increase response rate
- Educate on use



Digital Marketing Tools



Digital Marketing Tools

- Pay-per-click (PPC) ads

- Google AdWords, Facebook Ads, LinkedIn Ads

Edible Madison

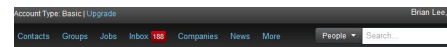


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Searchable list of every bar and restaurant in Madison, WI area
www.EatDrinkMadison.com



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- **For your association:**

- Sniper vs. shotgun approach
- Track conversions and efficacy (A/B test)

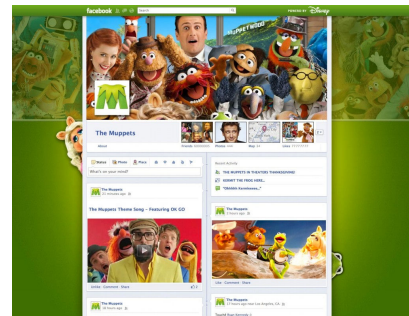


Facebook Fan Page Basics

- Humanize your brand
- Interactive
- Not for all associations
- Acquisition vs. Retention
- Customize (apps)



Facebook Fan Page Basics



Reasons NOT to be on Facebook

- It's free
- My competitors are on it
- It has 1 billion users
- My customers need my type of business



Identifying usage

- Customer retention
 - Up-sell and re-sell
 - Loyalty marketing
 - Referrals
 - Customer service
 - Research



Identifying usage

- Customer acquisition
 - Create brand awareness
 - Create brand positioning
 - Drive traffic to website
 - Market products or services
 - Sales leads



How to engage

- Frequency of types of posts
 - Interesting/topical note
 - (Someone else's post)
 - (Response to someone)
 - Photos, videos
 - Commentary on news
 - Announcements
 - Mundane happenings
- High frequency
- Low frequency



Facebook: Edgerank

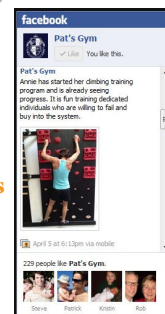
- How many fans actually see your posts, based on:

Engagement level	Time with status	Frequency of posts
No broadcasting	Post videos	Post no more than once every four hours
Ask questions	Post photos	Post during FB peak hours; or
Elicit emotions	Post links	Post during your audience's peak hours
Topical posts	(Items in first column)	



Attracting people to your page

- Good/exclusive content
- Facebook ads
- Contests, promos
- "Invite friends"
- Invite customers, clients
- Like button/links/**widgets**



Twitter Basics

- Micro-blogging
- Finding and following; lists
- Management tools:
 - HootSuite
 - TweetDeck
 - Tweetcaster
- **For your association:**
 - Engage others (pull, don't push)
 - Tweet daily
 - Be personable/helpful, not self-serving



Twitter Basics

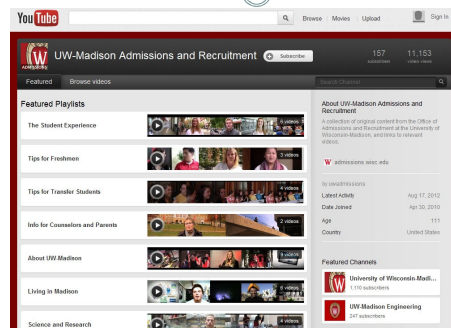


YouTube Basics

- Video sharing
- No. 2 search engine
- Branded channel
- Good for mobile
- **For your association:**
 - Describe, categorize and tag
 - Keep videos short (30 sec to 1 min)



YouTube Basics

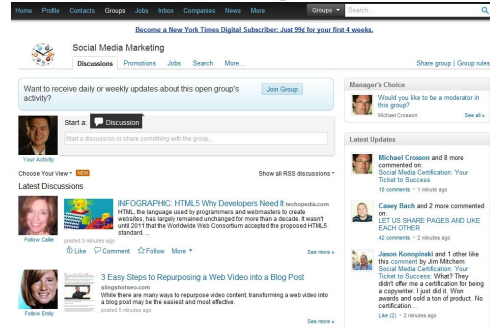


LinkedIn Basics

- Your online resume
- Networking
- Online Rolodex
- Finding jobs/candidates
- Research
- **For you:**
 - Position yourself
 - Be active in groups



LinkedIn Group Example



LinkedIn Group Example

- Please keep your posts to business-related topics and bring value to your discussions. No spam or direct sales are allowed. Some other guidelines:
 - All job listings must be posted under the “Jobs” tab.
 - Any post that requires clicking on a link to access information (i.e. blog or resource announcements); promotes a product/service (commercial, paid or free), website or event; and/or is self-promotional (e.g. awards, new hires, etc.) must be added to the “Promotions” tab.



Email Marketing Basics

- Good for tracking
- Unsubscribe
- Segregate contacts
- Avoid spam label from ISP
- Costs money
- **For your association:**
 - Use for member retention
 - Relevant/timely content matters



Measurement



Measurement

Goals

- Increase sales by X
- Win the election
- Get X passed or defeated
- Earn X referrals
- Increase attendance by X

Key Performance Indicators

- Web traffic
- Likes/Followers
- Reach
- Shares/RTs



Measurement

- Tools
 - **Insights**
 - Google Analytics, Google Alerts, socialmention, etc.
- Conversions (marketing funnel)



Putting it all together, pt 1

1. Determine goal, KPIs and need for social media
2. Create accounts; fill in “About” info
3. Add cover photo, logo, photos/videos, apps
4. Develop editorial calendar
5. Start posting content to accounts
6. Acquire followers/fans
7. Engage users
8. Measure
9. Revise or adjust, if necessary



Putting it all together, pt 2

Generate Awareness

- Media relations
- Twitter
- PPC ads



Educate

- Project website
- SlideShare
- YouTube



Engage, stay in contact

- Public meetings
- E-newsletter
- Blog



Call-to-action

- Phone calls
- Text message
- Facebook page



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Activity 1

Facebook, Twitter, Blog, MailChimp or YouTube?

1. Your organization writes a series of white papers and wants to publish them.
2. You host an unscientific poll in which people vote for the issue that's most important to them.
3. You want to demonstrate to your target audience how to register online.
4. You want to provide commentary on a news story.
5. You want to generate community commentary on a news story.



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Activity 1

Facebook, Twitter, Blog, MailChimp or YouTube?

6. Your organization wants to let a portion of your target audience know about a legislative event.
7. You want to build relationships with other constituents.
8. You have just one photo to share from an impromptu meeting.
9. You have an album to share from your charity gala.
10. Your organization wants to unveil its new direction.



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Activity 2

Convert these tweets:

- (I) = Interesting/helpful/self-branding
- (D) = Generate Dialogue
- 1A: Call us if you need accounting services. --> D
- 1B: Quick poll: do you do your own taxes, and if so, what software do you use?
- 2A: House for sale, Shorewood Hills, \$650K, 2BR, 1BATH, Detached. --> I
- 2B: Interest rates have dropped again! Now's a good time to consider refinancing.



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Activity 2

Convert these tweets:

- (I) = Interesting/helpful/self-branding
- (D) = Generate Dialogue
- 3A: Wanna learn how to make mobile applications? Take our class for \$200. Register: <http://someurl.com> --> D
- 3B: What's ur fav app 4 ur smartphone? We luv @SoundCloud
- 4A: From USA Today: "Dentistry is a fun profession." <http://someurl.com> --> I
- 4B: Have you whitened your teeth or considered it? Here are our tips for a good experience: <http://someurl.com>



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Activity 2

Convert these tweets:

- (I) = Interesting/helpful/self-branding
- (D) = Generate Dialogue
- 5A: Here's us at the #someexpo trade expo: [pic] --> I
- 5B: Stop by #someexpo booth 22 to win an iPad: [pic]
- 6A: We're at the WSAE Educational Program learning about social media from @CaptBNL --> D
- 6B: What do you think @CaptBNL's favorite cocktail is?



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