

First

A big **thanks** to:

Conservation Ontario &
the University of Guelph

For hosting this event.



Linked in

facebook

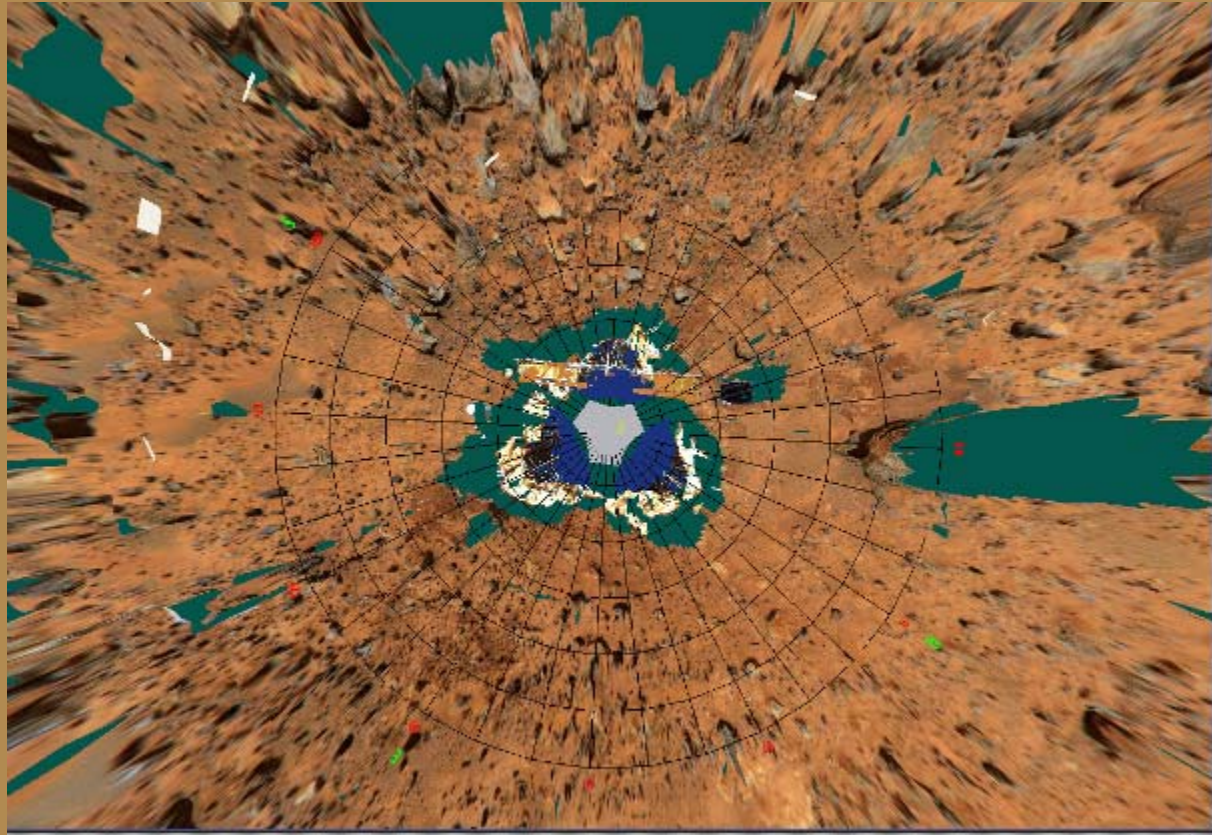
twitter

Social Media 2012: **S**top, **L**isten, **L**earn then **S***trategize*

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November 2011
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Stepping Back

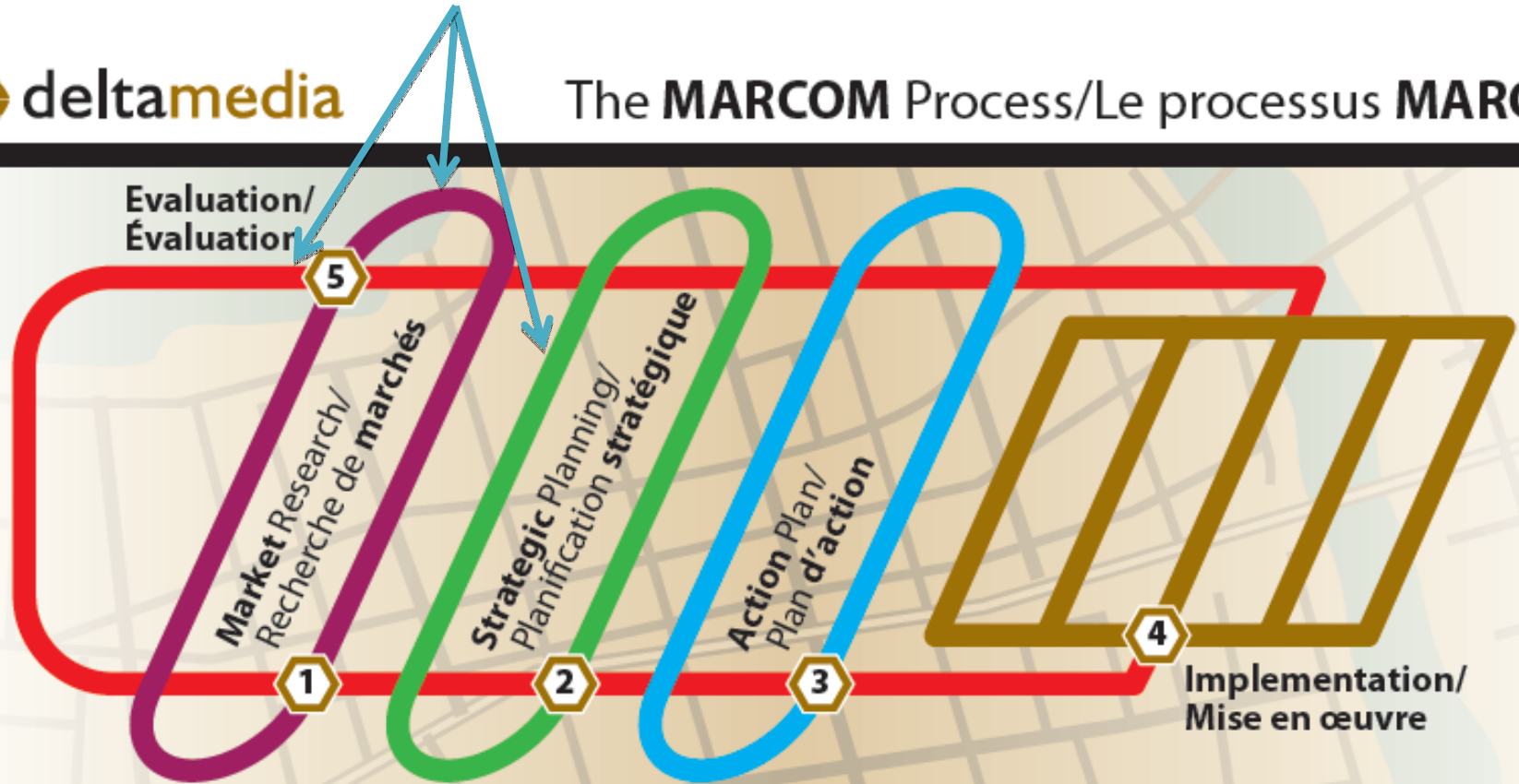


Social Media 2012: SLLS

TODAY



The **MARCOM** Process/Le processus **MARCOM**



Celebrating **20 years!**/Depuis déjà **20 ans!**

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SLLS

STOP

Listen

Learn

Strategize

Stop





Stop

To friend or not to friend?

To follow or not to follow?

To link in or not link in?

Social Media 2012: SLLS



Stop

But...

There are good questions...

Which lead to good thinking...

Thinking is the basis for good strategy!





Stop

Important Questions...

Why create a social media strategy?

Why are you using social media?

What do you want to do with it?

Social Media 2012: SLLS



Stop

Without a clear direction,
social media can pull you in all
directions.





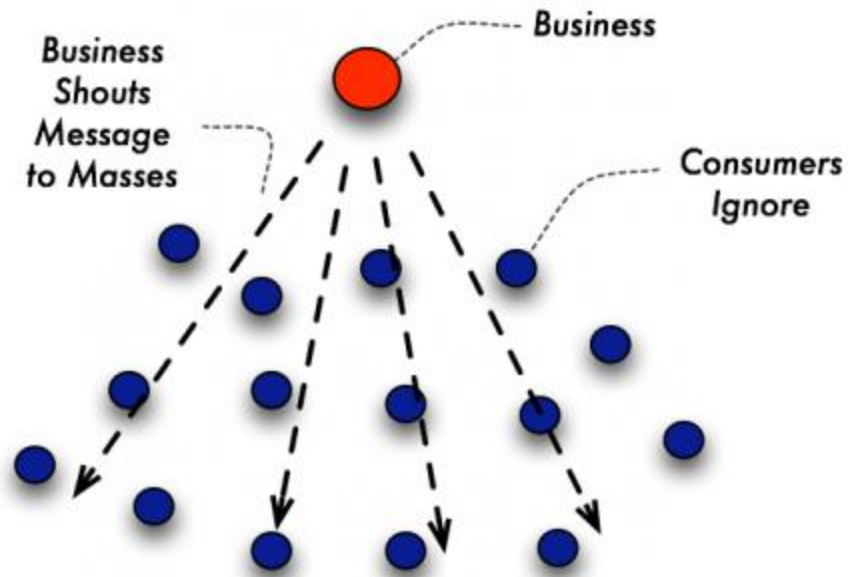
Stop

Remember Social Media is another tool in the communicator's tool kit.



Social Media 2012: SLLS

Traditional Marketing



Social Media Marketing



Listen





Listen

Audiences and Outcomes

Doers, Influencers, Enablers

Codes, Biases, Expectations,
Needs



Listen

Resources (tangible)

Time, Money, People,
Vehicles

Resources (less tangible)

Goodwill, Internal Cohesion,
Strategic Intelligence, Stories



Listen

Environment

Political, Economic, Social,
Technological, Demographic,
Media, Competitive

Learn





Learn

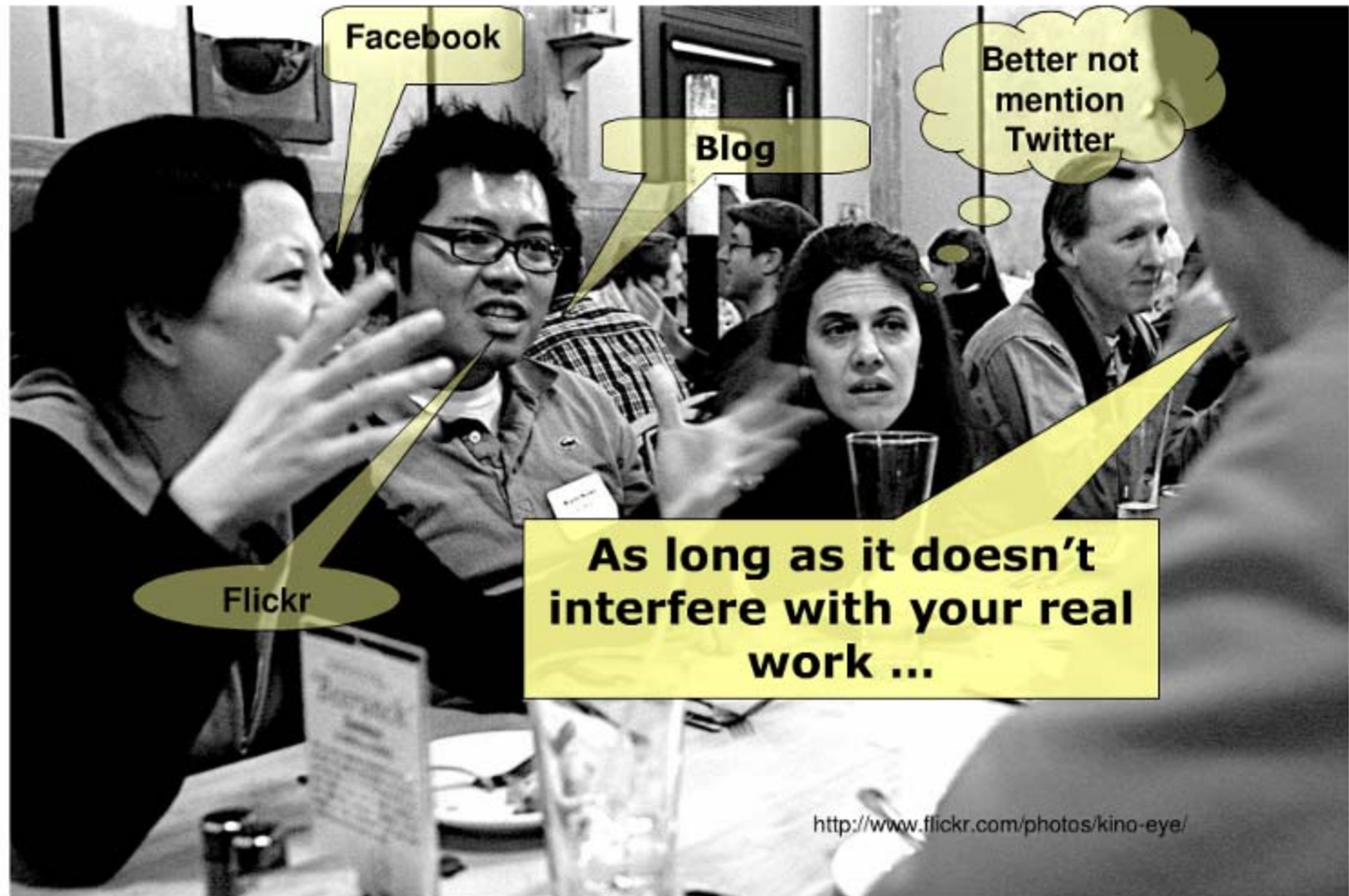
- Review your environmental scan - SWOT
- Determine if social media is the right tool, to deliver the right message, to the specific audience(s)
- Do you have resources?



Learn

- Can you focus on one audience?
- What is the ROI & measures?
- Do you have buy-in across the organization?

Social Media 2012: SLLS



He finally convinces executive director



Learn

- Success stories
- Best-practices (Policy)
- Competitors
- Tools
- Training

Now Decide:





Strategize

- Goals
- Objectives
- Messages
- Tactics
- Evaluation



Strategize

What are you after?

- Sales
- Client leads
- Awareness
- Thought leadership
- Buzz



Strategize

Clear goals and realistic objectives can help you avoid:

- Wasted time
- Wasted effort
- Social media fatigue
- Missed opportunities



Strategize

Goals

- The campaign philosophy
- Put your social media goal into one sentence?



Then Strategize

“Humanize the Ford brand and put customers in touch with Ford employees.”

-Scott Monty, Head of Social Media, Ford Motor Co.





Strategize

Audiences:

Is your target audience online?

What are they doing online?





Strategize

Messages

- Categorize
- Clear, simple, consistent

Some differences in tactics

COMMUNICATIONS

Brand in control

One way / Delivering a message

Repeating the message

Focused on the brand

Educating

Organization creates content



SOCIAL MEDIA

Audience in control

Two way / Being a part of a conversation

Adapting the message/ beta

Focused on the audience / Adding value

Influencing, involving

User created content / Co-creation



Strategize

The Social Media Champion?

- Try to make it everyone's job so it's no one's job.
- PR, Marketing, Customer Service, CEO etc.



Strategize

How can you measure ROI?

- Social media has built in measurement tools FREE
- PAID services such as Radian6

Things to keep in mind



Manage Actions



Don't Spam

Personalize



Be approachable!

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Social Media 2012: SLLS



STOP



Listen



Learn



Strategize

Thank you!

Karen Bennett

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