Did Social Media Hijack My Communications Strategy?
How to Survive in a Post–Facebook World
Contact Information

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Overview

1. Did social media steal my control over communications?
2. If you build it, will they come?
3. Engage your constituents where they live
4. Where does email fit?
5. Going mobile
6. So how do we do it?
Social media has claimed its role as an integral part of Web 2.0

Has your “broadcast only” communications model been turned upside down?

Have you been removed from the communications equation?

The Reality: You have a powerful new medium to connect with your audience.
Tackling Social Networking...the wrong way

- Creating the location and content
Tackling Social Networking... the wrong way

Not shown: LinkedIn group, Aggie Networking with 14,000+ members. Currently not affiliated with The Association, but we are working to build a relationship.
Engage Your Constituents Where They “Live”

WORLD MAP OF SOCIAL NETWORKS

Created on Many Eyes (http://many-eyes.com) © IBM
Engage Your Constituents Where They “Live”

- Outside of Facebook “arena”
  - Blogs
  - Video sharing
  - Photo sharing
  - Twitter

It’s about becoming a part of the dialogue, without the impetus to control it.
Email: Death by Spam

- Email sent in 2009: 90T
  - 95% is SPAM

- Reputation matters:
  - 20% of emails do NOT reach the inbox
  - Complaints of .4% can severely damage delivery

Frequency, message, & audience must be on target

Spam complaints
Source: ReturnPath study 2009
Going Mobile

Mobile Users > Desktop Internet Users Within 5 Years


Source: Morgan Stanley Research.
Going Mobile

- **Apps:**
  - Written specifically for a particular device
  - Doesn’t require web access
  - Can take advantage of all the features of the device

- **Mobile site:**
  - A version of your site optimized for a mobile device
  - Doesn’t rely on the mobile OS
  - Viewable on any smart phone

Establish your mobile site first to increase your brand’s reach
So How Do I Do It?

- There are no social media magic bullets
  - Best practices, while providing good instruction, may not work for you

- Examples
  - How other organizations have utilized social media
  - Where social media can exist on your website
  - How to start getting involved in their networks
  - How to manage your mass email strategy
  - Examples of mobile sites
  - Watching trends
Using Social Media Tools

- **SeaWorld**: Following the tragic attack by a killer whale, they had a rapid and appropriate response
  - Blogs
  - Twitter
  - Facebook
  - YouTube

- **Nestle**: Environmental activists pressured Nestle about palm oil purchases on their FB page.

- Nestle’s replies were followed by a negative social media response even though they addressed the palm oil issue
Is your site social?

Welcome to the Community!
Join the conversation, collaborate with others, and get valuable information you won't find anywhere else. We're glad you're here!

Support Forums
Laptops, Desktops, Disk Drives, more

Blogs
Direct2Dell, Inside Enterprise IT, more

IdeaStorm
Where your ideas reign

Featured Content

Dell TechCenter
Hello VMworld 2010.
30 Apr 2010 10:50 AM
The Dell TechCenter is running a Caption Contest to see if you have the winning combination of comedic flair and technical wit. You can submit up to 5 entries and all entries must be received by May 15, 2010. The top 20 finalists from public voting will proceed to the final round. The grand prize winner will Read More...

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Posted to Direct2Dell on 29 Apr 2010 1:45 PM

The Week The Earth Stood Still
Posted to Direct2Dell on 26 Apr 2010 5:06 PM

Dell Facebook Fans “Plant a Tree For a Friend”
Posted to Direct2Dell on 21 Apr 2010 2:47 PM
Is your site social?
Monitor your brand

- TweetBeep.com
  - Twitter brand alerts

- BackTweets.com
  - Link backtracking

- Google Alerts [www.google.com/alerts](http://www.google.com/alerts)
  - Search notifications

- Radian6.com
  - Integrated monitoring

- SocialMention.com
  - Real time social media search

- Technorati.com
  - Blogs / search
Engage Your Constituents Where They “Live”

- When you are ready to get involved, remember:
  - Social media is a two-way conversation
  - Be genuine
  - More casual dialogue
  - Promote your users
  - Don’t broadcast all of the time: discuss relevant content (to your brand/industry) that isn’t your own
  - Respond to criticism as needed, in a positive way
Establish an Email Strategy

- Ensure you can effectively measure campaign success and adjust strategy accordingly
  - Opens
  - Bounces
  - Clickthroughs
  - A/B tests

- Companies:
  - Convio – [www.convio.com](http://www.convio.com)
  - Bronto – [www.bronto.com](http://www.bronto.com)
  - Constant Contact – [www.constantcontact.com](http://www.constantcontact.com)
  - MailChimp – [www.mailchimp.com](http://www.mailchimp.com)
Establish a Mobile Presence

- Pick the most important aspect of your site, and design it for a smart phone
  - Over time, add more to your mobile functionality
  - Harness the benefits, like location data
Stay Atop Trends

- **Mashable** – [www.mashable.com](http://www.mashable.com)
  - Social media news and tips
- **MediaPost** – [www.mediapost.com](http://www.mediapost.com)
  - SocialMediaInsider blog
- **Smart Brief** – [www.smartbrief.com](http://www.smartbrief.com)
  - Industry-specific email newsletters
- **eMarketer** – [www.emarketer.com](http://www.emarketer.com)
  - Digital marketing intelligence
Key Takeaways

- Create a social media & content strategy first, as this will determine the tools you need
- Get involved
- Don’t be overly reliant on a 3rd party social network or tools
- Integrate your website, mobile, social, and email strategies
- Social media isn’t free

QUESTIONS?