Social Media strategies.
Metrics.
Class 5, Decoding Social Media

1. News
2. SM strategies
3. Metrics
4. Break
5. Student presentations and discussion
6. Next steps

The perils of social media as a career

MSNBC Twitter Manager Fired for Saying 'the Rightwing' Will Hate Interracial Cheerios Ad

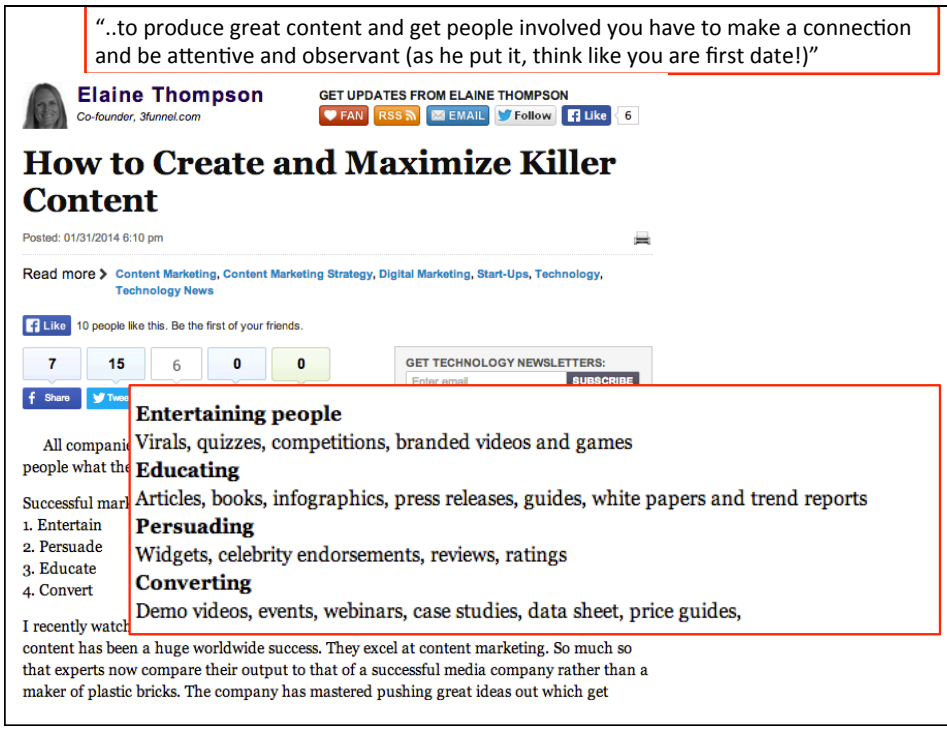
Apology barely accepted By Sam Thielman

January 30, 2014, 5:31 PM EST | Television

Content is king – inspiring bloggers

http://www.jonloomer.com/ FB focus
http://www.razorsocial.com/blog/ analytics
http://socialmouths.com/blog/ applied
http://www.postplanner.com/blog/ tactical
http://dustn.tv/ story-telling
http://dannybrown.me/blog/ content
http://kimgarst.com/blog/ tactical
http://jennstrends.com/ tools
http://topdogsocialmedia.com/blog/ news
http://simplymeasured.com/blog/ metrics

"..to produce great content and get people involved you have to make a connection and be attentive and observant (as he put it, think like you are first date!)"



Superbowl social media review

Best Real-Time Marketing, or Real-Time Marketingish...

The laundry detergent brand responded to almost every commercial aired during the game with a Vine that tied Tide to the other brand. Tide then sponsored the posts, keeping it high in feeds and beating the system of paying to sponsor the game. In what appeared to be the fastest real-time marketing of the night was **actually a carefully planned and very well executed strategy** to hijack Super Bowl buzz. The brand preemptively created and loaded the Vine videos to be responsive to leaked brand commercials. Overall, very smart and very successful.

- What worked, what didn't? From advertisers and non advertisers!
- Tide in focus:
  - Vine & Twitter combo

Not all commentators agree on what worked

The Stay Classy Award

After knocking it out of the park last year and creating an entire marketing movement known as the "Oreo Moment," Oreo embraced the fact that they could not top the epic real-time marketing win of Super Bowl XLVII. Instead of attempting the impossible, the brand gracefully stepped back rather than diminish their own marketing glow.

Ignitesocialmedia.com

Then there was **the biggest failure of Super Bowl XLVIII**, which was Oreo's fatal attempt to resurrect the blackout Tweet:

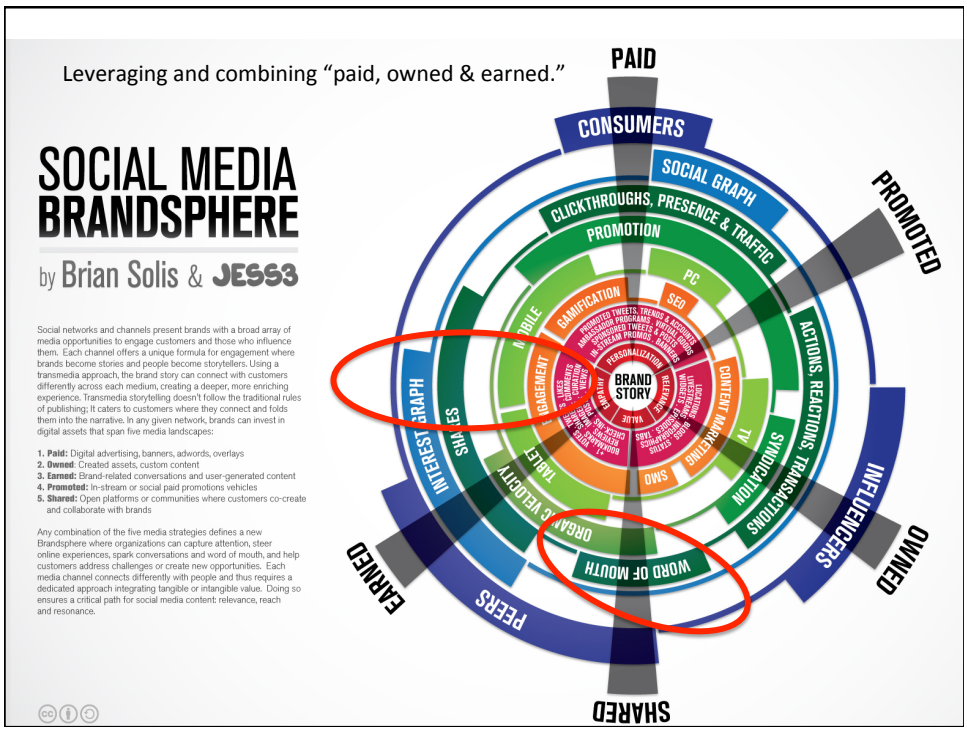
Firstwefeast.com

Context for strategies in SM

- In c3 we covered POST
  - Audience (people)
  - Objectives
- To-day: social media strategies

Social Media Strategies 1

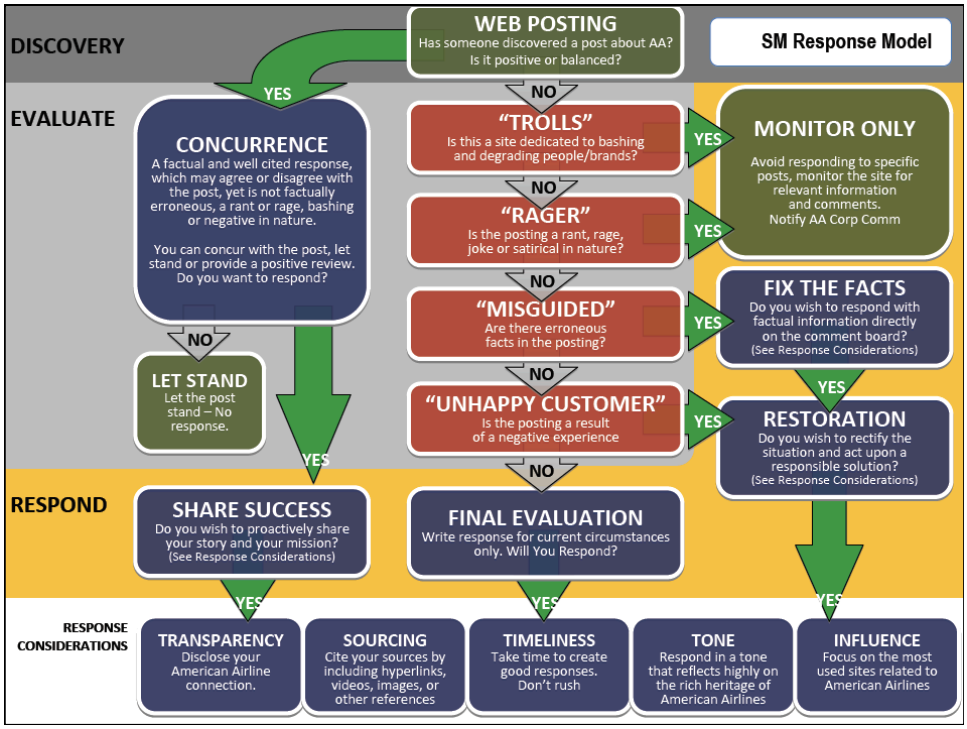
- Monitoring
- Responding
- Conversing
- Amplifying
- Building and sharing
  - Stimulating user generated content (UGC)
  - Helping the community to support itself

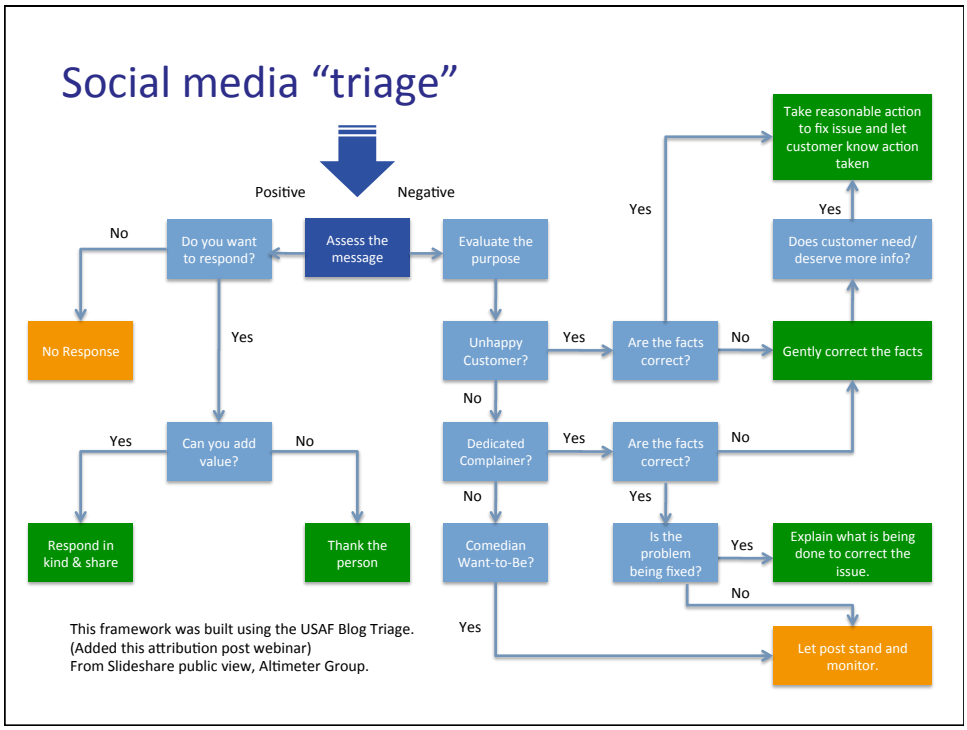


Monitoring

- Approaches to monitoring
- Reasons to monitor
- Possible outcomes
- Good and bad practice

- Triage methodology
- Manual vs. semi-automated


SM Response Model
DISCOVERY
WEB POSTING
Has someone discovered a post about AA? Is it positive or balanced?
EVALUATE
YES
NO
CONCURRENCE
A factual and well cited response, which may agree or disagree with the post, yet is not factually erroneous, a rant or rage, bashing or negative in nature.
You can concur with the post, let stand or provide a positive review. Do you want to respond?
"TROLLS"
Is this a site dedicated to bashing and degrading people/brands?
"RAGER"
Is the posting a rant, rage, joke or satirical in nature?
"MISGUIDED"
Are there erroneous facts in the posting?
"UNHAPPY CUSTOMER"
Is the posting a result of a negative experience
MONITOR ONLY
Avoid responding to specific posts, monitor the site for relevant information and comments.
Notify AA Corp Comm
FIX THE FACTS
Do you wish to respond with factual information directly on the comment board?
(See Response Considerations)
RESTORATION
Do you wish to rectify the situation and act upon a responsible solution?
(See Response Considerations)
LET STAND
Let the post stand – No response.
RESPOND
SHARE SUCCESS
Do you wish to proactively share your story and your mission?
(See Response Considerations)
FINAL EVALUATION
Write response for current circumstances only. Will You Respond?
RESPONSE CONSIDERATIONS
TRANSPARENCY
Disclose your American Airline connection.
SOURCING
Cite your sources by including hyperlinks, videos, images, or other references
TIMELINESS
Take time to create good responses. Don't rush
TONE
Respond in a tone that reflects highly on the rich heritage of American Airlines
INFLUENCE
Focus on the most used sites related to American Airlines


Social media "triage"
Positive
Negative
Assess the message
Do you want to respond?
No
No Response
Yes
Can you add value?
Yes
Respond in kind & share
No
Thank the person
Evaluate the purpose
Unhappy Customer?
Yes
Are the facts correct?
Yes
Take reasonable action to fix issue and let customer know action taken
No
Gently correct the facts
Does customer need/ deserve more info?
Yes
No
Dedicated Complainer?
Yes
Are the facts correct?
No
Yes
Is the problem being fixed?
Yes
Explain what is being done to correct the issue.
No
Let post stand and monitor.
No
Comedian Want-to-Be?
Yes
This framework was built using the USAF Blog Triage.
(Added this attribution post webinar)
From Slideshare public view, Altimeter Group.

Responding

- Types of response to audience comments
- Reasons to respond
- Possible outcomes
- Good and bad practice

- Tip: refer back to the “triage” monitoring chart which is the step before responding

Conversing

- Types of conversation – (multiple exchanges)
- Reasons to converse
- Possible outcomes
- Good and bad practice

Amplifying

- What do we mean by “amplifying” a user message?
- Why do it?
- When?
- How?
- Good and bad practice.

Building and Sharing

- How is “building and sharing” different from “amplifying?”
- Significance?
- Good examples.

Stimulating User Generated Content

- When might you want to do this?
- Why?
- How?
- Pitfalls?
- Good examples.

Engaging audiences in social conversations

- What are the similarities and differences in approaches from journalism and business in facilitating community content conversations – and what can they learn from each other?
  - Mixed student teams. 10 mins to work on this and then 10 mins of facilitated discussion.

Social Media Strategies 2 – a further dimension to aid planning

RaDaR

- Reach
- Depth
- Relationship

- Within your target audiences think about their loyalty or "stage in the journey" with you. This will influence the specific SM strategies that you choose to use.

Integrate Social into your Marketing RaDaR, Aug 7th 2013, Forrester

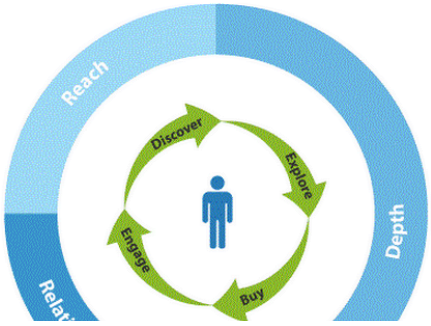
But Social Isn't Pulling Its Weight

Despite marketers' excitement about social media, many say the channel simply doesn't offer enough return on their investment (see Figure 3). The sobering reality is that nearly a decade into the era of social media, more social marketers are failing than succeeding. And, frighteningly, some companies fail with social media without even realizing it. In fact, many high-profile social "success stories" have turned out, on further examination, actually to be failures:

- **Best Buy's famous engagement levels couldn't save its business.** The electronics retailer encouraged its employees to engage on Twitter and heavily promoted its "Twelpforce" as a way for customers to get answers to their tech questions. Throughout 2009 and 2010, executives basked in praise from the likes of the Harvard Business Review (and yes, from Forrester too). (see endnote 5) But though the company's strategy generated lots of engagement, it generated too few sales. The result? While its employees were busy helping people on Twitter, the company was losing billions and stores were closing down. By 2012, Best Buy's CEO and CMO found themselves looking for new jobs. (see endnote 6)

- **Pepsi's bold move collected lots of votes but not enough sales.** In 2010, the No. 2 soft drink brand cut its Super Bowl ad budget and instead made social media the centerpiece of its marketing strategy. The Refresh Project let customers choose which community renewal programs should receive grant money and generated more than 80 million votes in its first year. The campaign was celebrated as an unqualified success for social-media-led marketing — until the sales numbers came in. Despite remarkable engagement rates, Pepsi was losing market share. By the end of 2010, Pepsi's sales had fallen behind those of Coca-Cola's Diet Coke for the first time ever. (see endnote 7)

If you want to support this life cycle, you'll need to start looking at the world the way your customers do: as an ongoing sequence of reach channels, depth channels, and relationship channels.



Forrester (link in Speaker notes)

- **Depth channels tell your product's story.** Your website, your stores and your salespeople serve a common purpose: to give your customers and prospects the detail they're seeking when they explore your product, and to guide them to a purchase.
- **Relationship channels serve your existing customers.** Most of the people who sign up for your mailing lists or follow you in social media are existing, satisfied customers. These channels aren't about attracting new audiences or directly driving sales — they're about staying in touch with your biggest fans.
- **Reach channels get you into the consideration set.** Word-of-mouth and unbranded searches are the two channels your customers use most to discover products — followed by traditional channels like TV ads and in-store displays. Your purpose for using these tools is to encourage customers to explore your offering in greater depth.

The Solution: Integrate Social Into Your Marketing RaDaR

To succeed with social media, marketers must understand how it supports each part of the customer journey — not just offering engagement but also enabling discovery and supporting exploration and purchase. In fact, social marketing tools and tactics can offer value at every stage of the customer life cycle and can support reach *and* depth *and* relationship — the three layers of what Forrester calls the marketing RaDaR (see Figure 4): (see endnote 11)

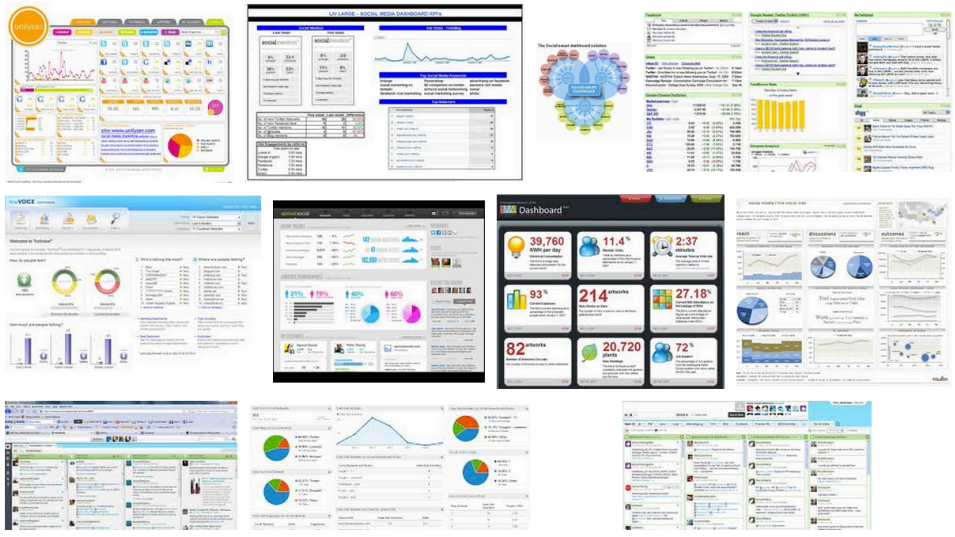
- **Social *reach* tactics help people discover your brands, products, and promotions.** People can't discover what you're selling if they're never exposed to it — and that requires you to use tactics that help your messages reach your target audience. Most people say the No. 1 way they learn about new brands, products, and services is from friends and family and that paid ads can create discovery as well. (see endnote 12) And there are social tactics that can help on those two fronts: Both word-of-mouth (WOM) marketing and paid social advertising can deliver reach for your marketing programs.
- **Social *depth* tactics help prospects explore and buy your products.** Your audience is looking for depth when they explore your offerings. And the place to which people most commonly turn for such detailed information is a brand's own website. Weaving social tools into your own site — including blogs and communities as well as ratings and reviews — can extend the site's value beyond run-of-the-mill product specifications by offering detail about what your brand stands for and exposing prospects to real customer experiences.
- **Social *relationship* tactics build stronger engagement with your best customers.** After people buy from a company, there are many ways they stay in touch — and they frequently prefer relationship channels such as email, postal mail, and loyalty programs. But social has a valuable role to play here, too: In particular, branded profiles on public social sites such as Facebook, LinkedIn, and Twitter can foster stronger relationships with the customers you've already acquired.

	Reach	Depth	Relationship
Monitoring			
Responding			
Conversing			
Amplifying			
Building & Sharing			

Exercise: although these concepts are presented from a commercial perspective they have high relevance to the media and non-profit SM situation.

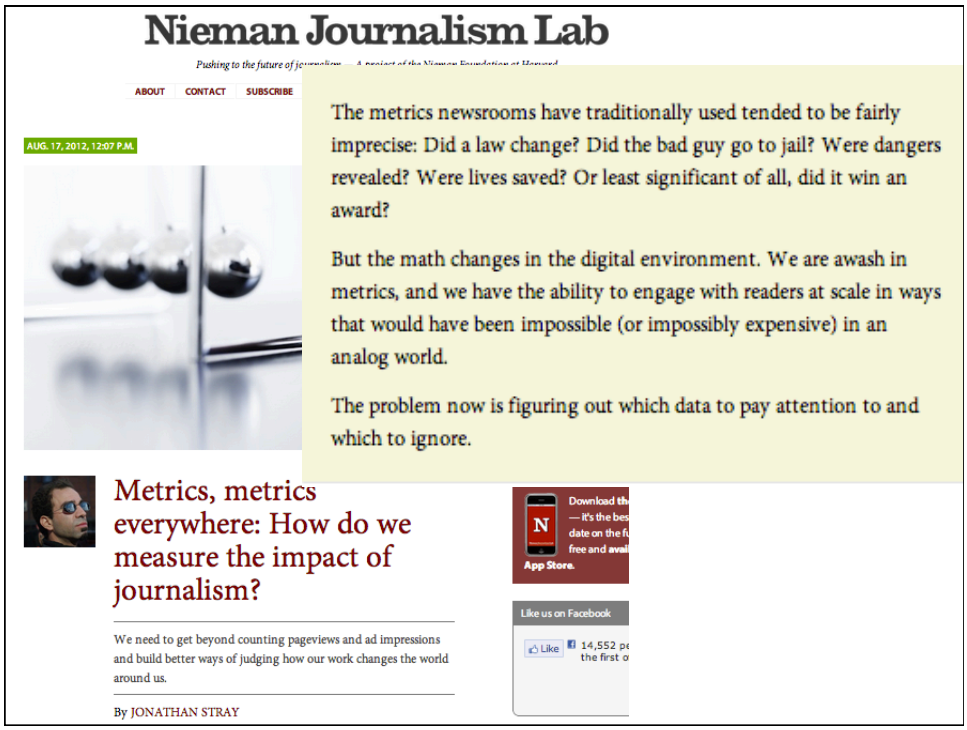
What are the implications for planning for your client?
Where will you focus and why?

Are these dashboards useful?



Metrics & Performance Dashboards

- What to measure?
- Easy versus useful.
- How to measure it?
- Direct and combination. Ratios & comparisons.
- How to report it to different stakeholders?
- Different people want different information. Who wants what and why?
- ROI vs. ROO.
- Return on investment ($) vs. Return on Objective.



Nieman Journalism Lab

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AUG. 17, 2012, 12:07 P.M.

The metrics newsrooms have traditionally used tended to be fairly imprecise: Did a law change? Did the bad guy go to jail? Were dangers revealed? Were lives saved? Or least significant of all, did it win an award?

But the math changes in the digital environment. We are awash in metrics, and we have the ability to engage with readers at scale in ways that would have been impossible (or impossibly expensive) in an analog world.

The problem now is figuring out which data to pay attention to and which to ignore.

Metrics, metrics everywhere: How do we measure the impact of journalism?

We need to get beyond counting pageviews and ad impressions and build better ways of judging how our work changes the world around us.

By JONATHAN STRAY

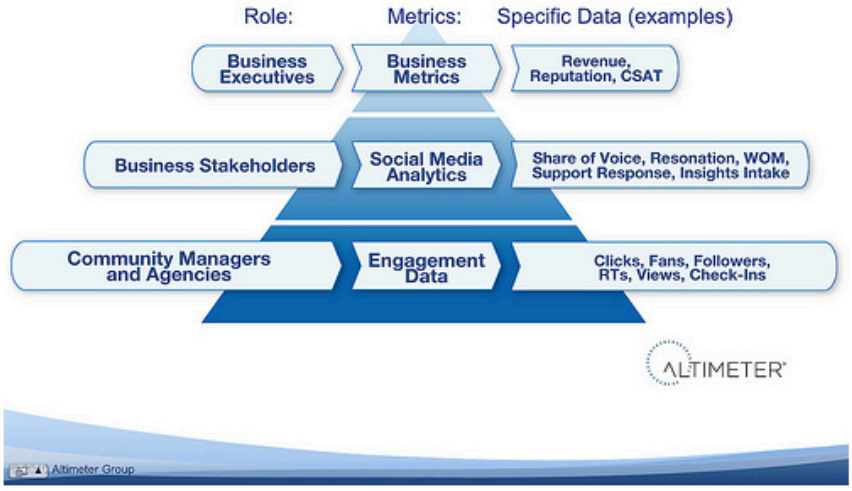
The Social Media Measurement Compass

Substitute "customer for "audience"

Which are most applicable to your client?

ALTIMETER

The ROI Pyramid



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Metrics and Performance Dashboards

- What will you measure and why?
- What will you choose not to measure?
- How will you use what you measure for reporting to different stakeholder groups?
  - Exercise in project teams: 10 mins to work on this and then 10 mins of facilitated discussion.

SM platform assessment- a continually growing list – get used to needing to review

The Branding Potential Behind Some of Mobile Messaging's Big Players Marketers, take note (before this message disappears)

February 2, 2014, 10:07 PM EST | Technology

Here's a look at a handful of the newest mobile messaging apps and their suitability—or hostility—to marketers.

Editor's Picks

The 10 Best Ads of Super Bowl XLVIII

The Branding Potential Behind Some of Mobile

Presentations on social tools

- Exercise based on initial 4 student presentations -
- Which audiences, objectives and strategies would these platforms work well for? And which would they work less well for? Why?

Next steps

- Client project proposals and feedback
- Class 6 (Feb 11th)
- Week 7 – no class – reading week
- Week 8: applied class on client projects