

Social Media

Communications for the 21st Century
Daniel Hatlestad

Social Media is not a Technology
Social Media is a Conversation

A dark background featuring a faint world map. A large orange wave graphic curves across the bottom. Several small orange circular icons with arrows are scattered across the map and wave. A copyright notice "© TemplatesWise.com" is visible in the bottom right corner.

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Social Media

Goals and Objectives:

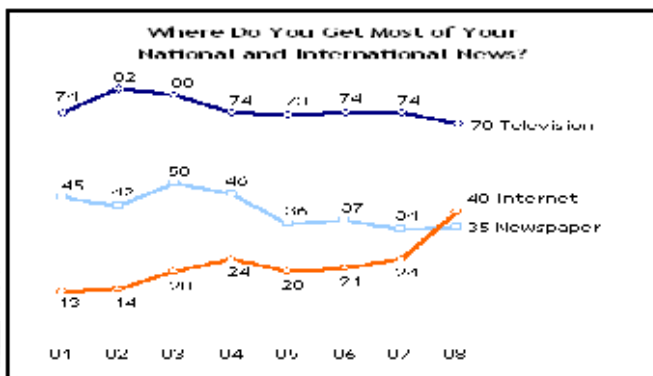
- The Changing Face of Media
- Current Social Media
- Social Media Goals, Policies and Internal Issues

Two small rectangular images are positioned side-by-side. The left image shows a residential area with several houses that have been severely damaged or destroyed, with debris scattered around. The right image shows a large fire with thick white smoke billowing upwards, and a fire truck is visible in the distance against the smoke.Three small orange circular icons with arrows are located in the top right corner of the slide, arranged in a slight curve.

New Audience, New Media

Traditional Media losing readers:


- U.S. Newspaper readership down 10%
- Internationally, newspaper circulation grows 3% annually
- More people cite internet than newspapers as primary source of news Pew Research Center for the People & the Press



Diminishing Audiences



- Network ratings have been declining for the past three decades
- The average rating for the “big three” in 2010 was less than half of what it was in 1980
- Network viewing by the top 6 networks dropped to 37.6 per cent of households



Explosive Growth in Digital

Who's reading newspapers?


- Sunday: In 1998, 56% of 18 – 24 year olds (9M). Today, 40% (7.7M)
- Sunday: In 1998, 71% of 35 – 54 year olds (38M). Today, 56% (34M)

Who's on Facebook?

- 2009: US Males – 17.7 million; US Females – 23.4 Million
- 2010: US Males – 43.9 million; US Females – 56.0 Million

Who's using mobile?

- Facebook: more than 25 million US mobile users
- Twitter: almost 5 million US mobile users

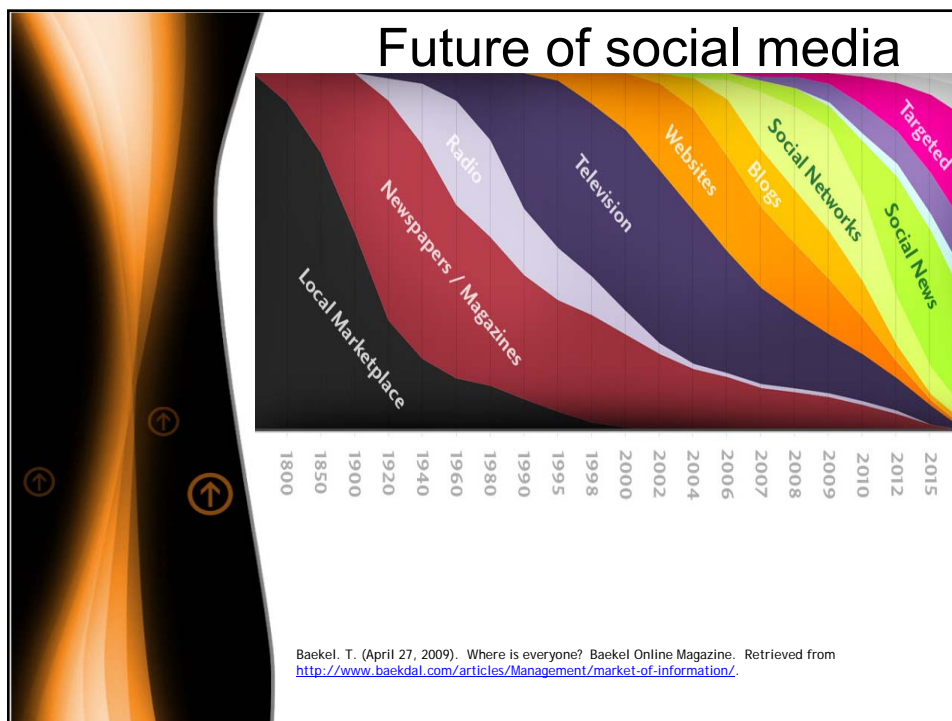


Digital Demographics

Social Media Demographics*	Internet User Demographics*																								
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→ Social Networking is not a fad
 → Part of the social fabric as population ages

Source: beresfordresearch.com, webmetro.com



What Is Social Media?

Social media combines “a wide range of online, word-of-mouth forums including blogs, company sponsored discussion boards and chat rooms, consumer-to-consumer e-mail, consumer product or service ratings websites and forums, Internet discussion boards and forums, microblogs” (Mangold & Faulds, 2009, p.358).

Users are able to:

- Create, edit and contribute content
- Participate in online communities
- Create and participate in collaborative projects



Characteristics of Social Media



- Open
- Conversations & Dialogue
- Relationship Development
- Multiple voices
- Getting the message to stakeholders
 - Social media press release
 - Video news release
 - Internet
 - Social networking communities / influencers
 - Live steaming



What is the purpose of social media?

- Establishing online identity
- Launching event & creating awareness of an issue
- Using media relations practices in reaching both traditional and non-traditional media
- Communications with External & Internal Audiences
- Crisis Communications & Crisis Management
- Reputation Management







Current Social Media

Goals and Objectives:

- The Changing Face of Media
- Current Social Media
- Social Media Goals, Policies and Internal Issues



Features

-  **Facebook** – largest online community
-  **Twitter** – short, quick, focused, searchable
-  **RSS Feeds** – get / put snippets where you want them
-  **YouTube** – visual, mobile, government channel
-  **Flickr** – stills, share, embed, FB tab
-  **Ping FM** – distribution to social media sites



The Face of Facebook

400 million users, with another 5 five million new users a week. 137 million in US.

The 18- to 24-year old demographic now represents <25% users.

Fastest growth rate = 40-55 year old women



Components of Facebook

Pages – Individual profiles



Groups - Agencies



Events - Pages for specific happening, events.





Facebook Owns It...



Have you ever read Facebook's "Statement of Rights and Responsibilities" regarding "Sharing Your Content and Information"? Interesting, yet frequently overlooked.

Facebook owns your content. All of it. Forever. . .



Hootsuite

Social Media Dashboard for Teams using Twitter. With **HootSuite**, you can monitor keywords, manage multiple Twitter, Facebook, LinkedIn, Foursquare, Ping.fm and WordPress.



Twitter



Micro-blogging service
 Maximum post = 140 characters
 Twitter posts are known as Tweets
 Twitter's logo is a small bird
 Registered twitter users can follow any other user and be followed by any registered user.
 Used extensively as a social 'friends' tool initially
 Growing business use

USES:



- Breaking news
- Information source (send sms to autobot & receive info reply)
- Collaboration tool (teaching, writing)

Twitter Feed Search Function



Twitter - Posting



Tweets can be posted from computers, cell phone text messages, iPhones/Blackberries, etc.

Tweets can be RECEIVED as text messages, email alerts, etc.

www.tweetgrid.com/grid

Tweetgrid is a great way to review things being said on twitter. You can search multiple words and see side-by-side what was posted on that topic.



The screenshot shows the TweetGrid interface with a search bar and a grid of tweets. The tweets are organized into columns based on search terms: 'healthcare reform', 'HCAHPS', 'HPIA', and 'breast cancer awareness'. Each tweet includes the user's profile picture, name, and the text of the tweet, along with a timestamp.



Facebook Flickr Tab

Morris County Government 

WallInfoFlickrEvents+


[Collections](#) > **Morris County Park Commission**



Morris County Park Commission

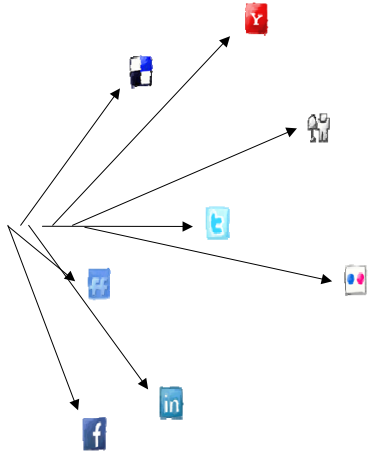
The Morris County Park Commission is the largest county park system in New Jersey based on acreage. The Commissioners are stewards to over 18,000 acres of parkland. Our parks are visited by more than 3.5 million visitors each year. Parks include 38 facilities: historic sites, golf courses, outdoor educational and recreational facilities, arboreta, conservation areas, 150 miles of trails, and ice skating arena. A staff of 229 full-time, 392 seasonal and part-time employees, plus hundreds of volunteers who contribute more than 13,000 hours annually, care for our parks and plan award-winning programs, special events, and activities for all ages.

 Central Park of Morris County 5 Photos	 Winter's Day on the Farm 2010 27 Photos	 Bamboo Brook Outdoor Education Center 10 Photos	 Columbia Trail 9 Photos	 Cooper Gristmill 14 Photos
 Fosterfields Living Historical Farm 31 Photos	 The Frelinghuysen Arboretum 30 Photos	 Great Swamp Outdoor Education Center 20 Photos	 Hedden Park 14 Photos	 Loantaka Brook 11 Photos

Ping.fm: Broadcast Connect



 → 



Government YouTube Channel

- Email to government@youtube.com
Include:
Name of Government:
.Gov URL:
YouTube Account Name:
Email address:
Plans for the channel:
- Must use official government url
- Email address used to sign up must be official government email
- Removes ads
- Eliminates 10 minute limit. Limit is 1GB per video

Social Media Policies

Goals and Objectives:

- The Changing Face of Media
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Before Policies - Goals

What are your organization's key strengths and resources that will influence its social media efforts?

- With which platforms are your staff members already familiar?
- How much time can be allocated to social media?
- What assets does your organization have access to?
- What are your key messages?

Before Policies - Goals

Who are your key audiences for social media?

- Who is a member of your key audience? How old are they? Do you have a geographic focus?

Social Media Landscape

FredCavazza.net

Before Policies - Goals

- How comfortable is your organization with the “social” aspect of social media?
- What will your organization’s policy be towards negative comments?
- What is your organization’s privacy policy and does it cover social media?
- How does your organization feel about your content being redistributed through social media channels?
- Once your organization has answered the questions above, the next step is to select social media platforms that best suit its strengths and goals.

“Selling” Social Media Use Internally – The Benefits



Extends the reach of information

Expands public participation

Provides for immediate response

Creates Community

Builds Trust

Can be done with free or cheap tools



Social Networking Policy

The purpose of a policy is to provide employees, volunteers, and contract staff the requirements for participation in social media, both hosted and Non-employer hosted, in which the participating individual's affiliation with employer is **known, defined, or presumed**. Employer respects your right to communicate in the public arena, but reminds you of the need to always act in a responsible and professional manner.



Evolution of Social Media Policy

Influencing Factors:

Increased access to desktop computers and smart phones, becoming increasingly "wired" with other systems

At the All Hazards Incident:

Staff members most likely carry and use internet capable devices

Information posted to personal pages citing events at incident or referring to incident


Questionable postings by a few staff members

Media actively search these pages for information



Consider

- Use a consistent, generic email address for all SMS
- Use a consistent “vanity” name
- Have multiple administrators for each application – allows for 24/7 posting on prolonged incidents
- Have “Use” and “Commenting” policies
- Don’t post original material on Facebook.
- BACK UP - EVERYTHING is subject to records retention laws



Things to Consider

- Organizations create a Facebook FAN page
- Seriously consider having a single Social Media presence online (1 FB page, 1 Twitter acct, etc)
- Decide on a “communications tone”
- Secure your FB profile so no one can see it
- Never let fans / followers upload photos or videos
- Always let fans / followers comment
- Assign a team member to monitor comments



Prepare to Respond

- Learn in advance how to contact social media outlets
- Have policies in place to deal with internal issues
- Develop scenarios
- Develop internal and external messages for rapid distribution
- Create Social Media communication response plan




Issues and Concerns

Employee use of social media

- Managing Risks**
 - HIPAA, copyrights and other legal
 - “Friending” contacts
 - Live events
- Managing Time**
 - Employee productivity
 - Patient perception
- Managing Reputation**
 - Guidelines for appropriate content
 - Transparency and disclaimers
 - Rules of engagement
- Managing Resources**
 - Staff time
 - Bandwidth concerns

Handling the Objections



We can't do this!

- We have no money in the budget.
- We don't have enough staff.
- No one understands it.


We don't want to do this!

- We can't control it
- People will say awful things
- Everyone will see those awful things
- It's not secure.
- What if confidential stuff is leaked?

Should we keep our employees off this stuff?

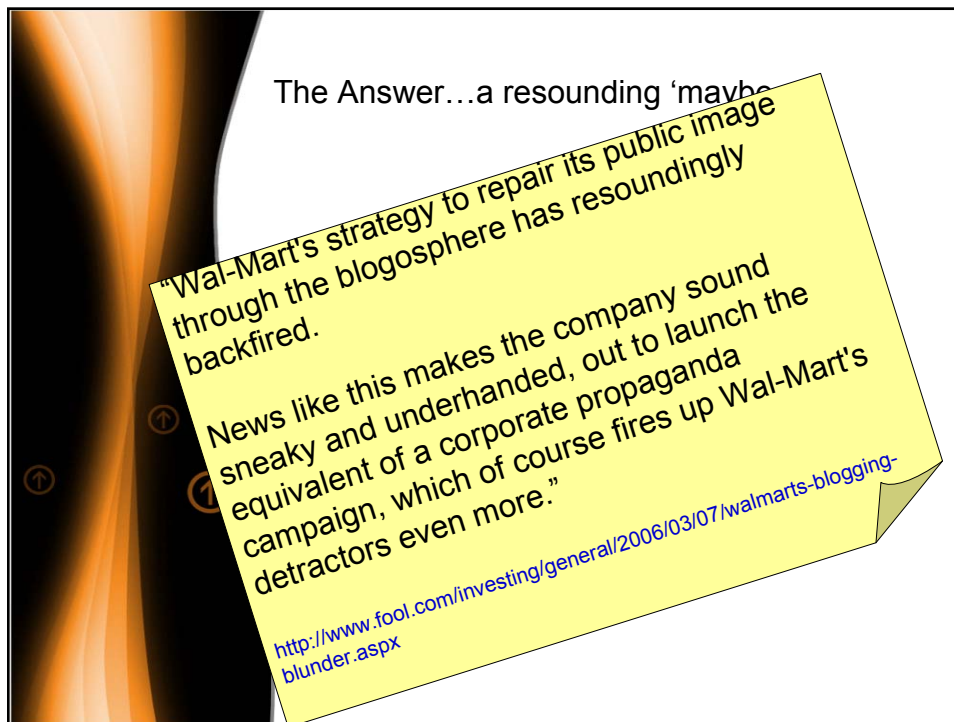
- Who's liable for what they say?
- Who's going to respond for us?
- Taxpayers will go nuts if they see employees playing with this

"Oh my gosh! I need to..."



Start blogging!
Seed those message boards!
Demonstrate team capability!
Find unhappy citizens, make them feel better!

... right!?!



The Answer...a resounding 'maybe'

“Wal-Mart's strategy to repair its public image through the blogosphere has resoundingly backfired.

News like this makes the company sound sneaky and underhanded, out to launch the equivalent of a corporate propaganda campaign, which of course fires up Wal-Mart's detractors even more.”

<http://www.fool.com/investing/general/2006/03/07/walmarts-blogging-blunder.aspx>



Stake Your Claim

- Discover what is already out there
- Create social media guidelines
- Educate staff
- Designate a person in charge
- Protect your name
- Create your own accounts

No News is Bad News – If you are not talking about it, someone else will

Social Media Summary

Goals and Objectives:

- The Changing Face of Media
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Stake your claim - Secure your identity online

Watch and listen - Tools available to help

Prepare to respond - Plan ahead

Questions?

Last Word

"We can't solve problems using the same thinking we used when we created them." --Albert Einstein

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