**Media
University**

AMU 411

Social Media Fundamentals—Part 2

July 24, 2015

When Bilateral Tools are Used Unilaterally

Key Missed Opportunities for Reaping the Full Benefits of Social Media

#1	#2	#3
Listening	**Responding**	**Asking for Content**

#1 Listening

- ✓ Conversations can serve as informal focus groups and feedback mechanisms from members
- ✓ Trending issues are more easily spotted and acted upon
- ✓ Early warning system can alert you if influencers, terminology or sentiment is changing
- ? **Challenge:** *How do we know what to tune out?*

#2 Responding

- ✓ Real-time reactions contribute to a more open, transparent brand
- ✓ Conversations humanize the organization and can deepen relationships with supporters—or soften relationships with detractors
- ? **Challenge:** *What about the trolls?*

#3 Asking for Content

- ✓ Members and other key audiences feel more buy-in for initiatives and campaigns when they're an active part of the decision-making and creation processes
- ✓ Contributed content is often more authentic, compelling, and trusted by the community
- ✓ **Challenge:** *What if the content we get back isn't usable?*

Accomplishing Change in Two Parts

Embracing Conversation on Social Requires Both a Shift in Mindset and an Investment in Capacity

|		**Broadcast**	**Conversation**
Approach	**Primary Objectives**	To inform To amplify	To engage To learn
	Most Time Spent	Creating content	Listening Refining content
Execution	**Sources of Content**	Ourselves	Our communities
	Key Metrics	Reach/shares Number of followers	Comments/replies Shares with commentary Loyalty

We're Not Quite There Yet

Top Associations Maintain Largely One-Directional Social Media Presences

Twitter Conversation Ratio
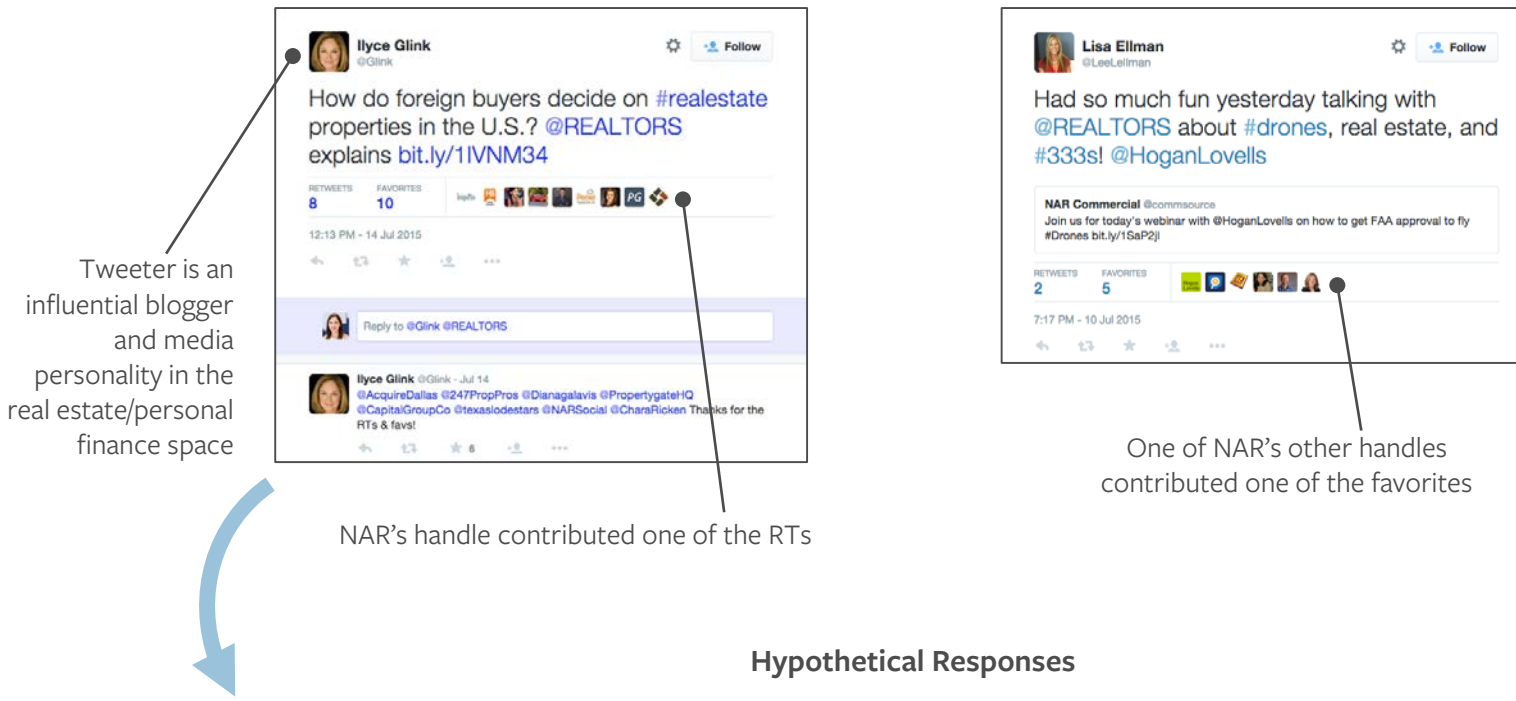*Last 100 Tweets by Top 20 Associations (as ranked by lobbying spend)*
n=2,000

3%

28%

69%

■ Replies

■ Retweets

■ Own content
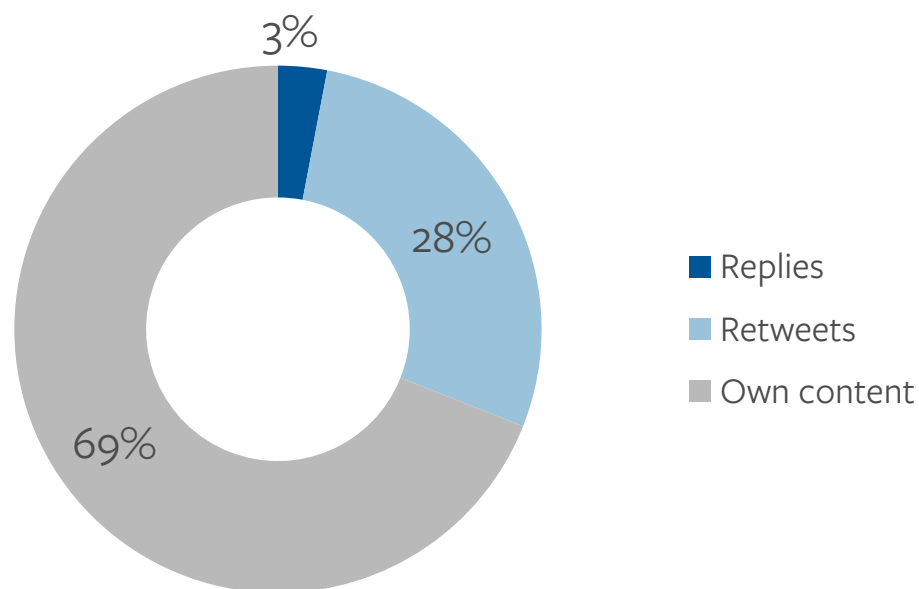
A Missed Opportunity, Illustrated

Easy Engagement Wins Often Present Around Shared Resources, Events

Initial Conversation Chances Not Fully Exploited

Ilyce Glink
@Glink

How do foreign buyers decide on #realestate properties in the U.S.? @REALTORS explains bit.ly/1IVNM34

RETWEETS 8   FAVORITES 10

12:13 PM - 14 Jul 2015

Reply to @Glink @REALTORS

Ilyce Glink @Glink · Jul 14
@AcquireDallas @247PropPros @Dianagalavis @PropertygateHQ @CapitalGroupCo @texaslodestars @NARSocial @CharaRicken Thanks for the RTs & favs!

Tweeter is an influential blogger and media personality in the real estate/personal finance space

NAR's handle contributed one of the RTs

Lisa Ellman
@LeeLellman

Had so much fun yesterday talking with @REALTORS about #drones, real estate, and #333s! @HoganLovells

NAR Commercial @commsource
Join us for today's webinar with @HoganLovells on how to get FAA approval to fly #Drones bit.ly/1SaP2jI

RETWEETS 2   FAVORITES 5

7:17 PM - 10 Jul 2015

One of NAR's other handles contributed one of the favorites

Hypothetical Responses

REALTORS®
.@Glink Thanks for sharing our latest data, Ilyce! Would love to know if it's in line with what you're hearing in your conversations.
14 Jul 2015

REALTORS®
.@LeeLellman We appreciated you sharing your expertise with our members, Lisa! Looking forward to hearing more about developments in #drones.
10 Jul 2015

User-Generated Content (UGC) Key to Future of Social Media

Organic Content Creation Fueling Next Wave of Online Engagement

Primary Benefits of User-Generated Content for Organizations

	#1 *Unique and Creative*	#2 *Genuine, Worthy of Trust*	#3 *Co-optable, Easy to Curate*

#1

Unique and Creative

✓ Posts fueled by independent communities and social-savvy individuals extend reach and inspire engagement

✓ Unique character of user base shines through most clearly through UGC campaigns and forums

✓ Carries highest potential for virality compared to organization-driven content

? **Challenge:** Lack of control poses risks to a coherent messaging strategy

#2

Genuine, Worthy of Trust

✓ Deepen relationships with important online constituencies and other primary stakeholders

✓ Embrace candid feedback loop and open-ended dialogue emblematic of honest conversation

✓ Consistent with increasing user appetite for instant gratification, transparency

? **Challenge:** Necessary to take strong steps that affirm credibility of user voices

#3

Co-optable, Easy to Curate

✓ Hosting UGC on-site creates an easy-to-leverage pool of rich, original content for repackaging and sharing

✓ Once created, evergreen potential of UGC promises to keep campaigns fresh long after they are launched

✓ Ancillary discussions beyond curation site foster community of broadly-engaged parties

? **Challenge:** Curation cannot come off as strategic filtering; diversity of user voices must remain pure and seemingly unvarnished

Commonalities of Successful UGC Campaigns

Three-Step Approach to Leveraging Content Ensures All Bases Covered

Ask

Know your audience

Ask the right questions:

- *Which platforms do they use?*
- *How mobile-savvy are they?*
- *How much time do they have to contribute?*
- *What are they comfortable sharing?*

Choose wisely

- *Match the scope of the ask to the capacity and preferences of respondents*

Frame it carefully

- *Consider "WIIFM?"*
- *Offer incentives*
- *Provide examples (but know that what you get back will mimic these)*
- *Integrate the ask across channels*

Recognize

Fan the flames

- *Highlight early contributors on- and off-platform*
- *Thank every user personally (publicly and privately) for submissions*
- *Provide updates on number of submissions*

Display in real-time

- *Pull content automatically into website for social proof of campaign momentum*

Make it competitive

- *Introduce social voting to drive urgency, encourage sharing*
- *Provide text/visual updates on the leaderboard to increase engagement*

Extend

Follow through

- *Use the content the way participants expect it to be used*
- *Announce outcomes across platforms*

Franchise content

- *Combine collected content into albums, collages, videos, etc. that can be shared on different platforms*
- *Use content on website, in newsletters and other channels*