NationalJournalCommunicationsCouncil

**Media
University**

AMU 411

Social Media Fundamentals—Part 2

July 24, 2015

Our Time Together

Mapping today's (changing) channel landscape

Linking social objectives to business objectives

Writing on social: finding your voice, increasing engagement

Embracing a conversation mentality

Monitoring on social

Curating and sharing user-generated content

When Bilateral Tools are Used Unilaterally

Key Missed Opportunities for Reaping the Full Benefits of Social Media

#1 Listening	#2 Responding	#3 Asking for Content
✓ Conversations can serve as informal focus groups and feedback mechanisms from members	✓ Real-time reactions contribute to a more open, transparent brand	✓ 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
✓ Trending issues are more easily spotted and acted upon	✓ Conversations humanize the organization and can deepen relationships with supporters—or soften relationships with detractors	✓ Contributed content is often more authentic, compelling, and trusted by the community
✓ Early warning system can alert you if influencers, terminology or sentiment is changing	? **Challenge:** *What about the trolls?*	✓ **Challenge:** *What if the content we get back isn't usable?*
? **Challenge:** *How do we know what to tune out?*		

From the Biggest Mouth to the Biggest Ears

Social Media Influence Largely Built by Listening Today, Rather Than by Talking

The Experts Have Spoken...

Mashable Business ✓
@mashbusiness

Follow

Q1. What qualities make up an influential brand or individual?
#BizChats

2:05 PM - 15 Jul 2015

↩   ↻ 6   ★ 8

Glen Gilmore #SocBiz
@GlenGilmore

Follow

@mashbusiness An influential brand or individual is nearly always an exceptional and responsive listener. #BizChats A1 #CX

2:09 PM - 15 Jul 2015

↩   ↻ 2   ★ 5

...and the "*Ears*" Have It!

Glen Gilmore #SocBiz
@GlenGilmore

Follow

@mashbusiness The greatest conversationalists are always the best listeners. Start by sharing the community's story. #BizChats A3 #UGC

2:21 PM - 15 Jul 2015

↩   ↻ 1   ★ 1

Renata Magurdumov
@RMagurdumov

Follow

A3: I think the feeling that brands listen and are reachable goes a long ways toward authenticity. I (& most) dislike automation.. #bizchats

2:22 PM - 15 Jul 2015

↩   ↻ 2   ★ 5

LeadPath
@LeadPath

Follow

A3: Engage with their audiences. Show that their feedback and opinions really play a role with your brand! #BizChats @mashbusiness

2:21 PM - 15 Jul 2015

↩   ↻ 1   ★ 3

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
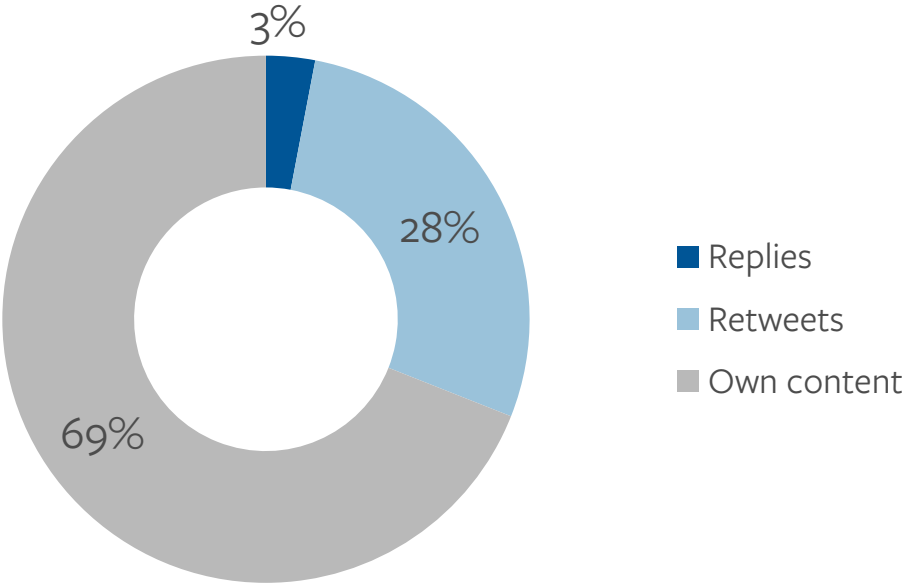
How We Currently Stack Up

Most Association Accounts Are Far from the Ideal Conversationalist on Twitter

Twitter Conversation Ratios

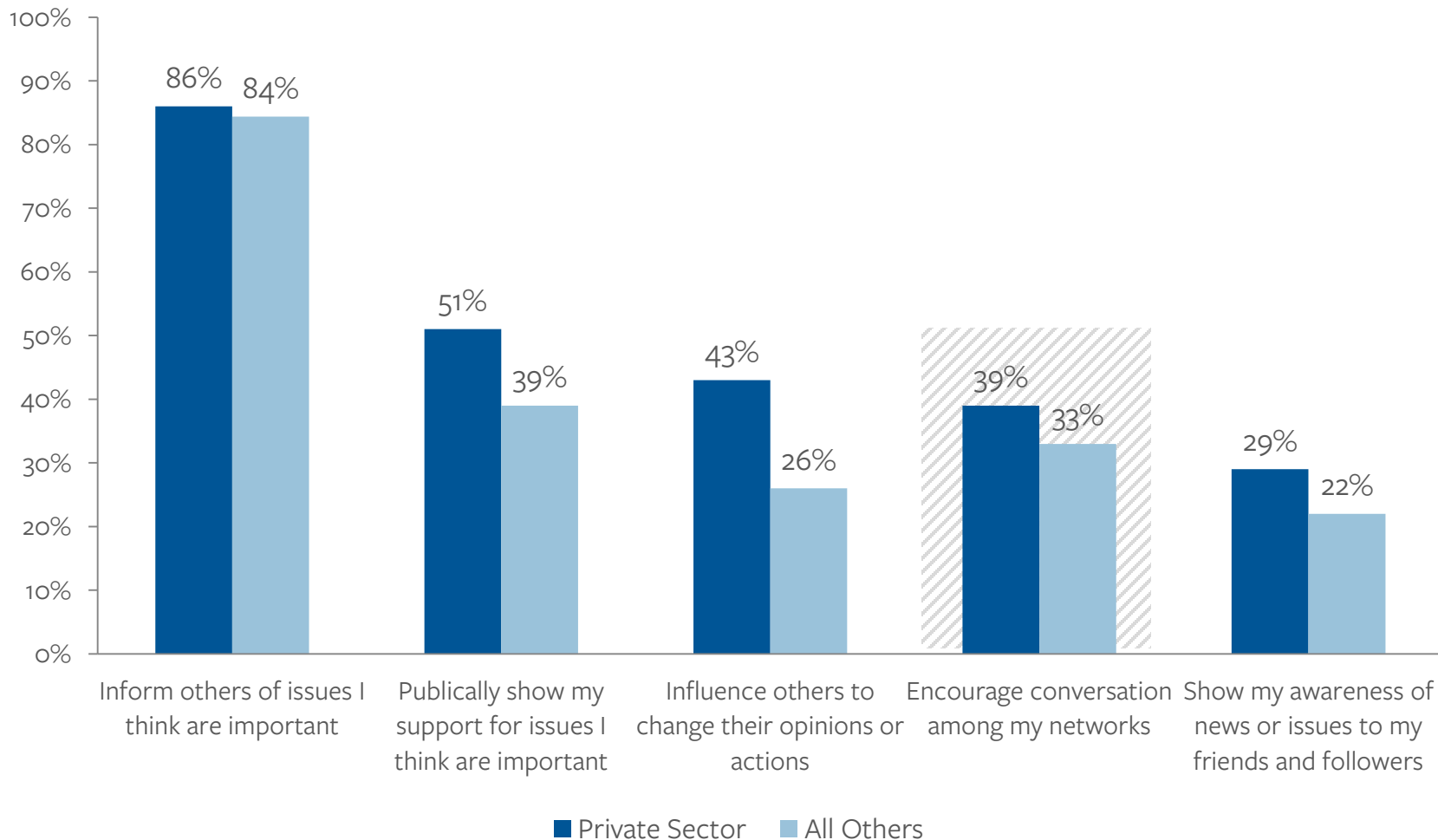*Categorization of Last 100 Tweets by Select Associations, vs. Idealized Ratio*

Legend: ■ Own Content   ■ Content from Others   ■ Personal Interactions
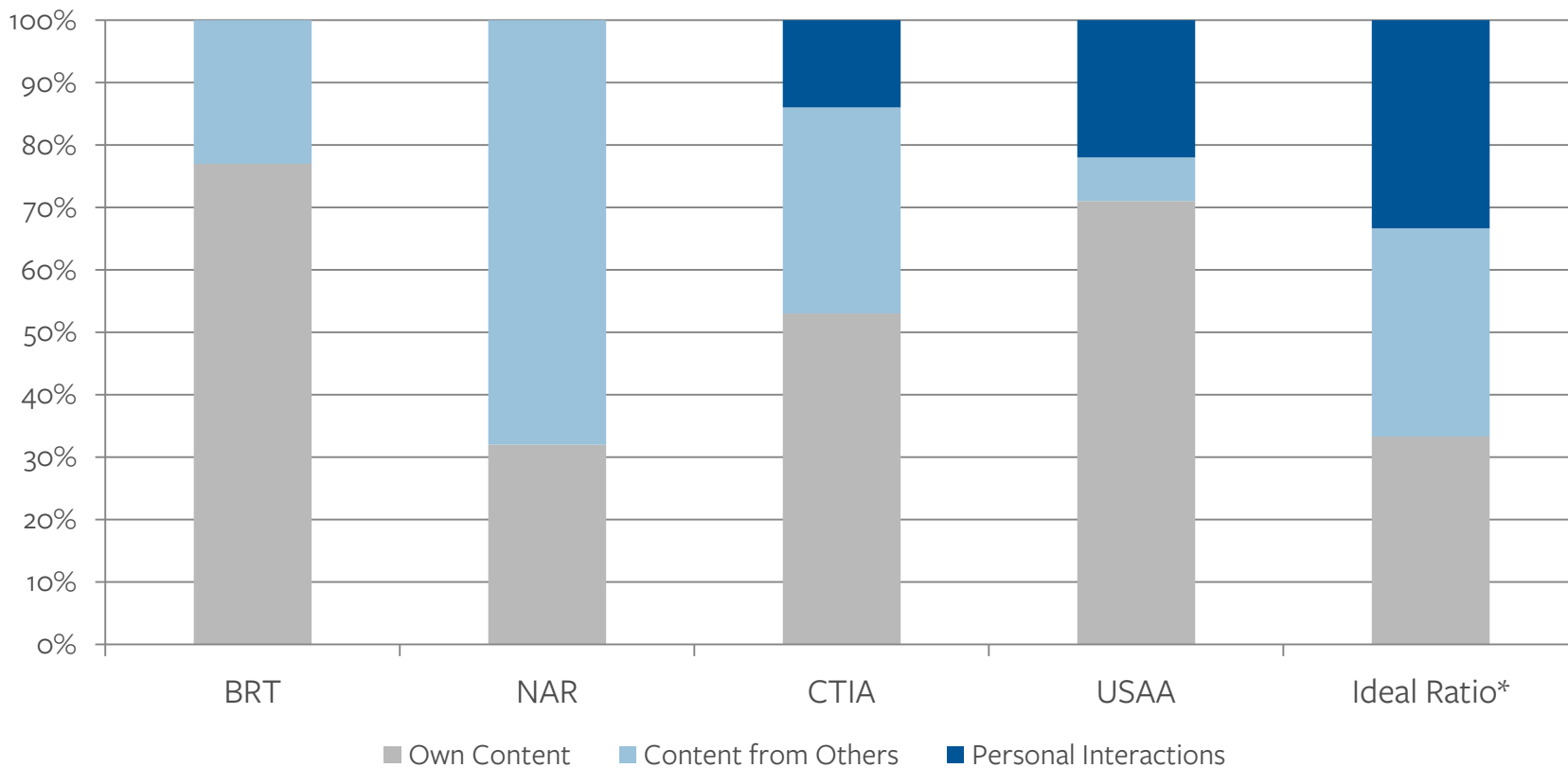
* Per Hootsuite's "Rule of Thirds"

But Behind Every Organization is an Individual

Washington's Private Sector Insiders Also Driven to Share By Desire to Inform, Not to Engage

Reasons for Sharing Washington Related News and Information with Friends and Followers
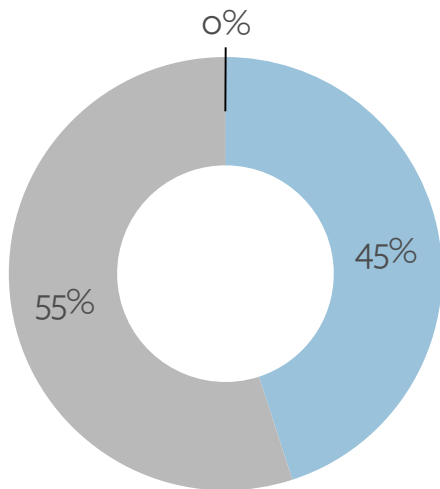*Percentage of 2015 WIA Respondents, Private Sector vs. All Others*

Reason	Private Sector	All Others
Inform others of issues I think are important	86%	84%
Publically show my support for issues I think are important	51%	39%
Influence others to change their opinions or actions	43%	26%
Encourage conversation among my networks	39%	33%
Show my awareness of news or issues to my friends and followers	29%	22%

■ Private Sector   ■ All Others

If A Tree Falls on Social…

Just Because the Target Organization Doesn't Notice and Respond Doesn't Mean Others Won't

Whether Acknowledged Or Not…

…Conversations are Still Occurring

Twitter Conversation Ratio
NAB Tweets During Period of June 16 – July 15, 2015

Missed Opportunities for Engagement
490 @replies During the Same Period, per Topsy Data

0%

45%

55%

■ Replies ■ Retweets ■ Own content

Kris Ketz @KrisKetzKMBC · Jul 17
Congratulations to @KRMGtulsa & @KRMGDan on being finalists for this year's

Alex Byers @byersalex · Jul 15
Curtis "Too Legeyt to quit" Legeyt just got promoted to @nabtweets' head of

Mass Broadcasters @MABroadcasters · Jul 15
As few as ten social media mentions on an issue can be enough to get attention

Michael Calabrese @MCalabreseNAF · Jul 8
.@FCC needs to protect "Super Wi-Fi" & broadcast news in 2016 Incentive

New America @NewAmerica · Jul 8
.@OTI joins @nabtweets & coalition asking @FCC to protect unlicensed &

Toronto OTA @TorontoOTA · Jul 7
@nabtweets same with local TV. Who else can give breaking/emergency

The Media Institute @TheMediaInst · Jul 6
Appreciative of the work of @FreeSpeechWeek Advisory Council incl. Gordon
Smith @nabtweets @chairmanpowell @NPPAExec tinyurl.com/n9sv7uy
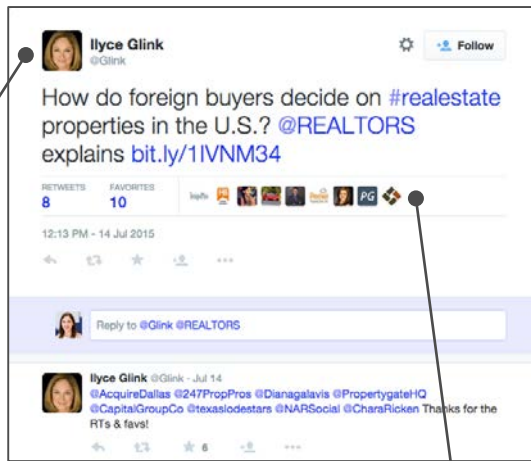↩ ♻ ★ 3 +👤 •••

A Missed Opportunity, Illustrated

Easy Engagement Wins Often Present Around Shared Resources, Events

Initial Conversation Chances Not Fully Exploited

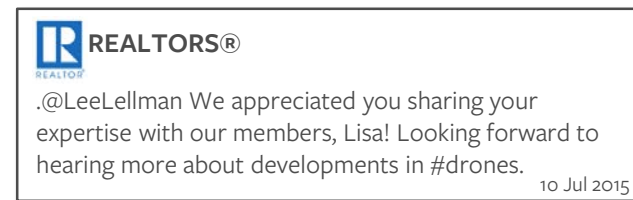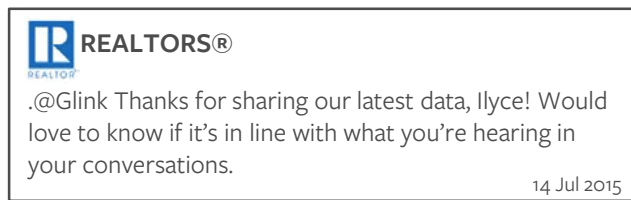Tweeter is an influential blogger and media personality in the real estate/personal finance space

NAR's handle contributed one of the RTs

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

The Good News: Some Are Willing to Respond

NCTA Engages a Critic While Maintaining Twitter Brevity and Poise

Disagreement Over a Visual...

Stop the Cap! @stopthecap · Jun 29
NCTA Misleading Cherry Picking. Same report shows US ranked #19 globally in avg broadband speed, #22 in peak speed.

NCTA Cable @NCTACable
Of the top 20 fastest broadband regions on Earth, 11 are US States. None are European countries. FWIW Sweden is #23.

★ 1

NCTA Cable ✓
@NCTACable

☆ Follow

@stopthecap Yes, but states have more in common with other top regions than entire country does. More apples-to-apples than say USA v HK.

2:35 PM - 29 Jun 2015

...Leads to an Exchange of Sources...

Stop the Cap! @stopthecap · Jun 29
@NCTACable Also, what is the source of your Sweden is #23 claim.

NCTA Cable @NCTACable · Jun 29
@stopthecap Again - All Akamai data.

Stop the Cap! @stopthecap · Jun 29
@NCTACable This is not an answer. Nowhere in the 1Q 2015 report is Sweden ranked #23 for anything. Link to the source of your claim.

View other replies

NCTA Cable @NCTACable · Jun 29
@stopthecap cble.co/1LR2rv6

View summary

Stop the Cap! @stopthecap · Jun 29
@NCTACable You are quoting a Washington Post article about the report, not the report itself. That chart was created by them, not Akamai.

NCTA Cable @NCTACable · Jun 29
@stopthecap They didn't make it up. They cite Akamai data from the Q1 2015 report.

...and a Positive Resolution

Stop the Cap! @stopthecap · Jun 29
@NCTACable Anyway, thanks for sending the link the WaPo. I was tearing my hair out looking for what you were showing. At least I know now.

NCTA Cable ✓
@NCTACable

☆ Follow

@stopthecap No problem. Have a good day!

3:58 PM - 29 Jun 2015

Personality and Humor Invite Conversation

NEI Proves That On Twitter, Hip-Hop References and Nuclear Policy Can Go Together After All

Anatomy of a Lighthearted Conversation on a Serious Topic

Experiments with pairing a previously-shared blog post with a pop culture reference

NEI **Nuclear Energy Inst.** ✔
@NEI
⚙ +👤 Follow

MY DEFINITION IS THIS: NIMBY = Nuclear in my back yard.bit.ly/1BMvyjd

RETWEETS 7   FAVORITES 3

10:45 AM - 1 Jul 2015

Atoms for California @A_G_Benson · 22h
@NEI This is an image of Canadian hip hop duo Dream Warriors from the music video of their song "My Definition of a Boombastic Jazz Style."
1

Atoms for California @A_G_Benson · 22h
@NEI What exactly does it have to do with this blog post???
1

NEI **Nuclear Energy Inst.** @NEI · 21h
@A_G_Benson We cribbed from the lyrics of the song for the text of the tweet.
1   ★ 2

Atoms for California @A_G_Benson · 21h
@NEI ahhhhhhhhhhhhhh got it

Katherin Goluoglu @klgoluoglu · 18h
@NEI all the more reason to get out there national nuclear science week and get vocal!!!
1

Responds quickly, keeping tone consistent with original post

"Cribs" an image (in addition to the lyrics) to stand out in users' cluttered timelines

By the Numbers

Compared to when NEI shared the same link in a text-only tweet (without the buzzy pop culture reference) two weeks later, this tweet outperformed on retweets (7 vs. 4) but underperformed on favorites (3 vs. 4).
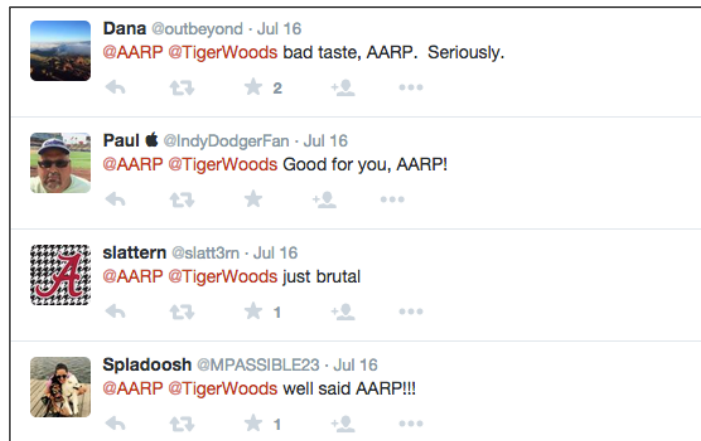
But Can Humor Go Too Far?

AARP Seizes an Opportunity to Respond to a Public Slight

AARP Takes a Responsive Risk...

> **AARP** @AARP · Jul 16
> .@TigerWoods It's better to be over 50, than it is to be over par. #DisruptAging #TheOpen
>
> ↩   ⇄ 3.9K   ★ 2.6K   ⨂   ⋯

...Met by Both Cheers and Jeers...

> **Dana** @outbeyond · Jul 16
> @AARP @TigerWoods bad taste, AARP. Seriously.
> ↩   ⇄   ★ 2   ⨂   ⋯

> **Paul** @IndyDodgerFan · Jul 16
> @AARP @TigerWoods Good for you, AARP!
> ↩   ⇄   ★   ⨂   ⋯

> **slattern** @slatt3rn · Jul 16
> @AARP @TigerWoods just brutal
> ↩   ⇄   ★ 1   ⨂   ⋯

> **Spladoosh** @MPASSIBLE23 · Jul 16
> @AARP @TigerWoods well said AARP!!!
> ↩   ⇄   ★ 1   ⨂   ⋯

...and its Community Shoulders the Burden of Argument

> **Jake McDonald** @JMac_1776 · Jul 16
> @AARP A professional organization tweeting this is embarrassing. Their social media director should be fired immediately.
> ↩   ⇄ 8   ★ 52   ⨂   ⋯
> View other replies

> **Miguel** @xMichaelRob · Jul 18
> @JMac_1776 @AARP This is what's wrong with America! People have loss their thick skin and get offended by sophomoric banter.
> ↩   ⇄   ★   ⨂   ⋯

> **Kathy** @ksbedard · Jul 16
> .@getrockbottomed .@AARP I couldn't agree more. Considering canceling my membership & insurance.
> ↩   ⇄   ★ 4   ⨂   ⋯
> View other replies

> **Optimus Prime** @20__OP · Jul 17
> @ksbedard @getrockbottomed @AARP Over a joke? America is turning so soft
> ↩   ⇄   ★   ⨂   ⋯

The Numbers Don't Lie

AARP's 20 previous tweets average 24 interactions each (including favorites and retweets). At 6,500 interactions and counting, this simple text tweet **outperforms the average by nearly 27,000 percent.**

Forging Opportunities for Social Conversation

Strategies for Being Responsive on Social—Even When There's Nothing to Respond To

Approach	Sample Executions	Needs & Considerations
Appreciation	• Thanks for sharing, following, or attending an event • Thanks for tweeting, or contributing to a conversation during an event • Thanks for voicing support for our issue	✓ Don't rely on automated services; take time to personalize (even if it means only using sparingly or only on highly influential community members) ✓ Need to monitor relevant handles and hashtags so that gratitude is expressed quickly
Acknowledgement	• Great article or resource (recognize creator/source, don't just retweet) • Follow Friday (staff, members, influencers, media, supporters) • Welcome new members or congratulate on achievements (again, don't just retweet) • Ongoing "member of the month" series	✓ Need to keep a running list of organizational social handles handy ✓ Monitor for opportunities related to members; create member lists or other means for tracking ✓ Consider incorporating visuals into recognition (beyond logos, if possible; people, action shots, quotes, etc. work well) ✓ Integrate across channels and/or with offline ones
Assistance	• Respond to questions posed on social with helpful resources, links or other answers • Participate in others' Twitter chats without a promotional agenda • Combine with above approaches; thank hosts or acknowledge resources shared	✓ Need to monitor relevant hashtags for conversation and questions ✓ Have trackable shortlinks (bit.ly, owl.ly, tinyurl) prepared so that shared resources can be easily measured
Anticipation	• Looking forward to @speaker sharing expertise at conference or event • Hosting members, Members of Congress in offices	✓ Need to keep a running list of speaker, organizational or personal handles handy ✓ Gather multimedia (photos, videos) that can be shared along with speaker/guest handles ✓ Share social strategy with speakers offline and encourage cross-promotion ✓ Combine with appreciation approach to thank (preferably with visuals) after the event/meeting

Source: Images from the Noun Project, National Journal Communications Council research and analysis.

Appreciation in Action

NEI Builds Goodwill with Members of Congress by Giving Credit Where Credit is Due

Personalizes the "thank you" by adding an extra line that explains why this matters
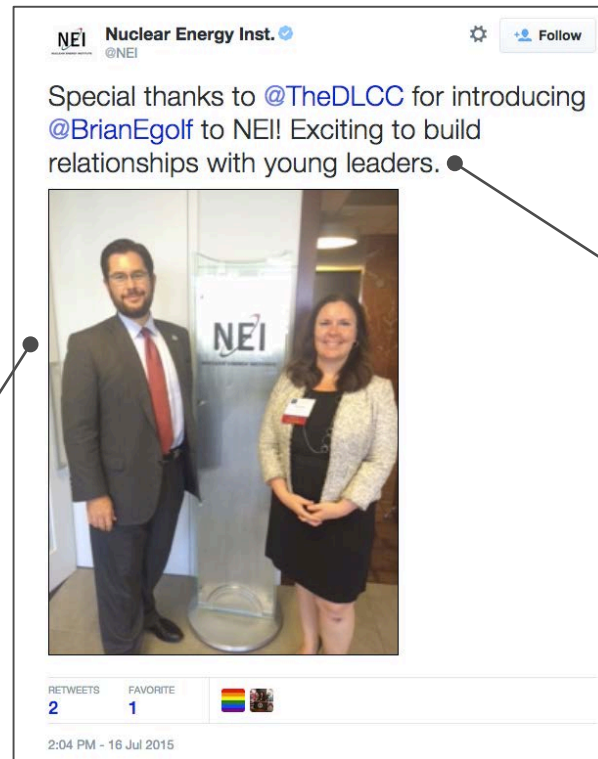
Takes followers behind the scenes by sharing an image from the meeting (with a strategically placed logo)

Case in Brief

Profiled Company: Nuclear Energy Institute
Organization Type: Industry Association

Acknowledgement in Action

Ford's Theatre Creates Healthy Competition By Rewarding Engagement

Creates a custom image template that is easily updated each month, and is scaled appropriately for the platform

Typically results in higher than average engagement, as recognized individuals comment and share (thus, reaching their networks as well)

Recognizes fans of both platforms on Facebook, increasing opportunities for cross-platform engagement

Case in Brief

Profiled Company: Ford's Theatre
Organization Type: Performing Arts Nonprofit

Anticipation in Action

AIA Builds Excitement and Gives a Glimpse of Conference Content

ARCHITECT Magazine @architectmag · Apr 2

#AIACon15 keynoter @jdldixon gives passionate TedxChange speech on the power of social media to support global causes ow.ly/L2huw

View media

↩ ⇄ 3 ★ 5 ＋👤 •••

Surfaces and shares relevant multimedia ahead of time, building speaker's brand and giving attendees a sneak preview

AIA National @AIANational · Feb 24

'Find the courage to innovate' at #AIAcon15 with keynote speakers @welbyaltidor & Julie Dixon: ht.ly/JAVIP

↩ ⇄ 2 ★ 2 ＋👤 •••

Begins building excitement a full three months before the event

Tags speakers to give attendees a way to interact ahead of time

---

Case in Brief

THE AMERICAN INSTITUTE OF ARCHITECTS

Profiled Company: The American Institute of Architects
Organization Type: Industry Association

For Responses to Web Posts, Create a Plan of Attack
Co-Opt the Air Force Public Affairs Agency's Web Posting Response Assessment

1. Discover

WEB POSTING
Has someone discovered a post about the organization?
Is it positive or balanced?

2. Evaluate

"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 it stand or provide a positive review. Do you want to respond?

"TROLLS"
Is this a site dedicated to bashing and degrading others?

"MONITOR ONLY"
Avoid responding to specific posts, monitor site for relevant information and comments. Notify HQ.

"RAGER"
Is the posting a rant, rage, joke or satirical in nature?

"FIX THE FACTS"
Do you wish to respond with factual information directly on the comment board?

"MISGUIDED"
Are there erroneous facts in the posting?

"LET STAND"
Let the post stand – no response.

"UNHAPPY CUSTOMER"
Is the posting a result of a negative experience?

"RESTORATION"
Do you wish to rectify the situation and act upon a reasonable solution?

3. Respond

"SHARE SUCCESS"
Do you wish to proactively share your success and your mission?

"FINAL EVALUATION"
Write response for current circumstances only. Will you respond?

Response Considerations

"TRANSPARENCY"
Disclose your [organizational] connection.

"SOURCING"
Cite your sources by including hyperlinks, images, video 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 the [organization].

"INFLUENCE"
Focus on the most used sites related to the [organization].

The Heart (And Ears) of the Matter

Assessing the Health of Social Monitoring Efforts

What are our social listening objectives?

❑ To track positive/negative mentions or interactions
❑ To gather industry intel
❑ To gauge traction on issues
❑ Other? _____

What Are We Monitoring?

❑ *Engagement*: mentions, comments, shares
❑ *Key names*: organization, sub-brands, competitors, members, executives/staff, policymakers, media personalities, influencers (names and handles of each)
❑ *Key words*: industry terminology, issue-specific, acronyms (hashtags and natural language)
❑ *Messaging*: campaign taglines, talking points, organization/executive statements and quotes

Looking for changes in:

❑ Volume?
❑ Sentiment?
❑ Share of conversation?

How Are We Getting Our Data?

❑ *Native social platforms*: Facebook, Twitter, LinkedIn, Instagram, etc.
❑ *Social media management dashboard*: Hootsuite, SocialReport, SproutSocial
❑ *Enterprise monitoring and analytics tool*: Brandwatch, Sysomos, KeyHole.co, Radian6
❑ *General trend tracker*: Google Trends, WhatTheTrend
❑ Other? _____

And How Much Time Do We Spend?

❑ 2+ hours per day
❑ 0-1 hours per day
❑ A few hours per week
❑ Once a week
❑ Less than once a week

Regularly scheduled, or ad hoc?

What Are We Doing With Our Data?

❑ Internal updates
❑ Logging engagement with influencers, members
❑ Aggregating metrics toward measurement efforts
❑ Other? _____

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	#2	#3
Unique and Creative	*Genuine, Worthy of Trust*	*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

Source: Images from the Noun Project, National Journal Communications Council research interviews and analysis.

The Numbers Don't Lie

Metrics Illustrate Success of User-Generated Content Across Online Media

UGC Growth Encapsulated in Recent Social Media Statistics…

Curated Stories Winning Big for Snapchat
Number of Live Story Views in 24 Hours, 2014-15 (millions)

- Coachella: 13
- Winter X-Games: 30
- New Year's Eve: 37
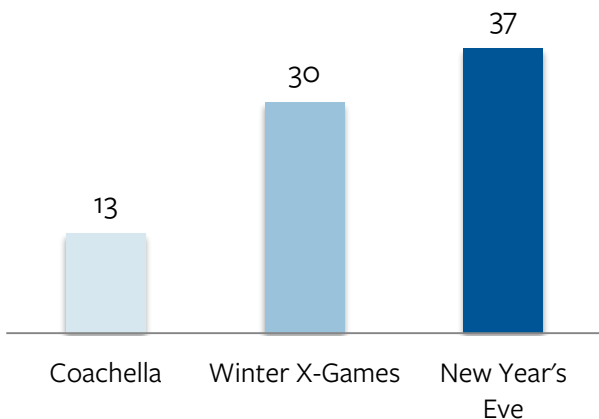
User-Shared Video Dominating Facebook
Average Number of Daily User-Generated Video Views (billions)

- Q3 2014: 1B
- Q4 2014: 3B
- Q5 2015: 4B
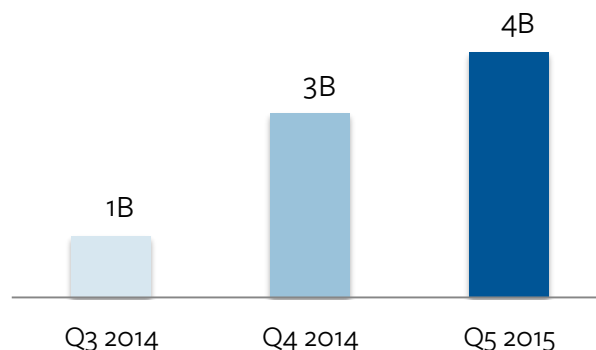
News Posted By Users Consuming YouTube
Average Number of Daily User-Generated Video Views (millions)

5 million daily

✓ Led to creation of YouTube Newswire, an offshoot of YouTube devoted to user-generated news and content
✓ Will have own Twitter feed and newsletter

…And Curation Beats Self-Promotion
Average Number of Clicks per Social Media Post

- Curated: 47.8
- Balanced: 38.4
- Self-Promoted: 17.0
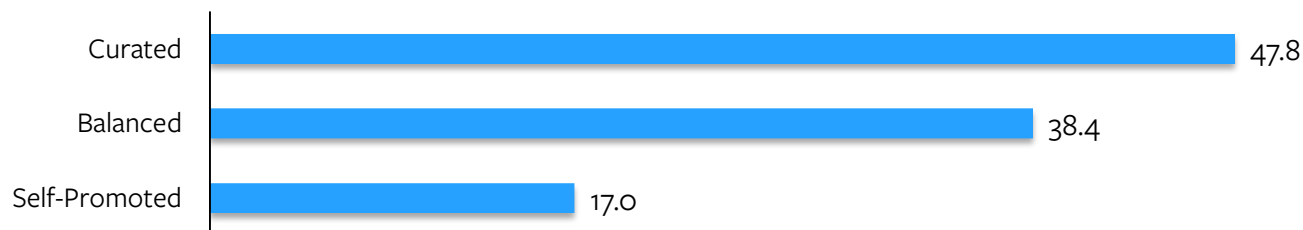
Win Friends and Influence People Online

Take Advantage of Diverse Strategies for Cultivating Organic User-Generated Content

Key UGC Cultivation Tools	Benefits	Practical Applications
Fora / Chatrooms	• Create a backlog of material that lives on the organization's website • Cultivate goodwill with users and casual surfers seeking an outlet for their thoughts • May inspire other means of engagement	✓ Develop chatroom addressing particular hot-button legislation on the Hill ✓ Adopt a forum for connecting like-minded users to aid data collection / monitor public opinion ✓ Spark one-off discussions around complex topics
Reviews / Testimonials	• Present honest perspective on organizational activities and end results • Allows institutions to indirectly self-promote for their own benefit • Creates potential for niche communities	✓ Host "Testimonials" page to aggregate user feedback (good or bad) ✓ Use Google Forms to solicit feedback that can be more easily vetted internally before posting ✓ Pull out and leverage relevant third-party reviews
Contests	• Raise stakes for engagement with prizes, gifts and other benefits • Catalyze competition among users in a friendly, low-impact fashion • Increase possibility campaign goes viral	✓ Ask for engaging user videos that could be picked up by a popular third-party (e.g., BuzzFeed) ✓ Solicit creative tweets connected to an organizational hashtag with trending potential ✓ Accept and post theme-appropriate user photos
Case Studies / Stories	• Package best examples of user exposure to an issue in compelling narrative • Unite five senses to paint strong portrait of organizational success with key audiences • Make strong narratives readily accessible	✓ Create multimedia graphic describing how association benefits member organizations ✓ Offer user videos of relevant industry experiences on central page ✓ Reserve Instagram for snapshots of strong stories

Commonalities of Successful UGC Campaigns

Three-Step Approach to Leveraging Content Ensures All Bases Covered

Ask	Recognize	Extend
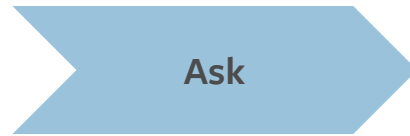
Know your audience

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*

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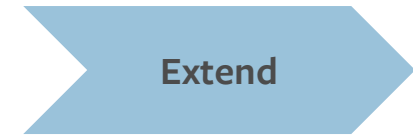
Follow through
- *Use the content the way participants expect it to be used*
- *Announce outcomes across platforms*

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*

Seize the Day

Associations Can Effectively Co-Opt Member Activities for UGC Purposes

AIA

ICBA Independent Community Bankers of America

1. Establish Primary Platform for Aggregating Compelling User-Generated Content

Offer compelling statistic and image as call-to-action for members and organizational friendlies alike
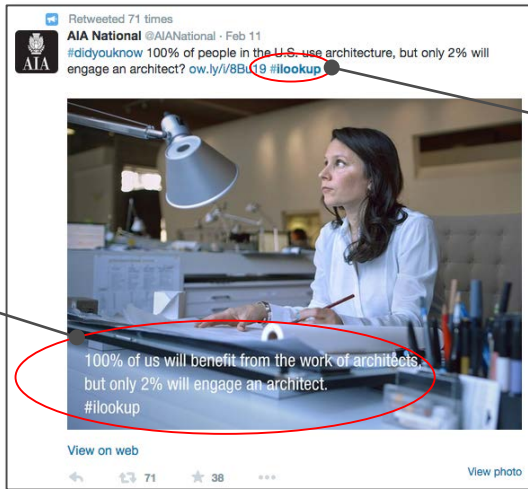
Ground campaign in social to more efficiently aggregate associated content

2. Leverage Social Media Accounts to Collect and Amplify Best User-Generated Material

Quickly introduces relevant organizational hashtag

Imbues post with personal touch, making it more relatable

3. Highlight Member Success Stories and Accomplishments to Build Organizational Goodwill

NAHB

Video tagline praises supporters and includes campaign hashtag for curious parties to unearth campaign footage on social

Compilation of stills from member videos demonstrates scale of user generated content and extent of buy-in from interested participants

Discover Inspiration from Outside Sources
Robust Examples of UGC Campaigns Exist Beyond the Association Landscape

Best Practice Approaches from Successful Not-For-Profit UGC Efforts

Jump on Viral Content to Spark Engaging Organizational Campaigns	Compile Excellent Case Studies and Give Stories Room to Breathe	Offer Users Easy Framework for Participating in Planned Campaign
• Requires attentiveness to social media and related user / member activities • Show willingness to quickly co-opt externally created campaigns if they will positively enhance organizational brand exposure	• Encourage users to pass along unique tales to be posted on prime online real estate (e.g., dedicated page) • Convert user tales into easy-to-share and easy-to-digest pieces of content	• Taps into fans' well-documented behaviors and habits (e.g., taking artsy Instagram photos) • Asks for additional data beyond social handles, giving Warby an actionable set of intelligence on current and future customers
ALS "Ice Bucket Challenge"	*Care.org, "Our Stories"*	*Warby Parker, "Warby Walk"*
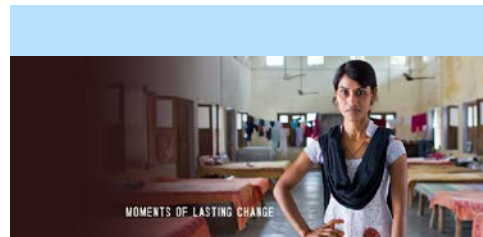
In Their Own Words

Competition Breeds Opportunity: "As the initial discussion of the Internet and its impacts made increasingly clear, the Net is in some fundamental ways different from previous media. Whereas virtually all existing mass media have concentrated control in the hands of a relatively small group of professional producers who are skilled in informing or entertaining vast audiences, **the Internet has put the means of production in the hands of virtually every user...As a result of this decentralized architecture, the Internet breaks down the distinction between producers and consumers."** – *The Aspen Institute*

A Cautionary Tale: The Curious Case of Cole Haan

Contests Must Avoid Encouraging Hashtag Use Without Proper Attribution to Promotional Campaign

An FTC Violation in Three Steps

① User takes seemingly candid photo of sandals while out on the town

② Clever hashtag appropriately accompanies the sandals; further searches reveal hashtag is part of a branded campaign

③ Unprompted, commenting user reveals that hashtag use isn't simply part of a desire to jump onto organizational campaign; promise of potential transaction from originator encourages participation

Love hitting up the farmers markets #wanderingsole More

⤒ 19   ♥ 4   💬 1

Pinned by
Jennifer Chong | See and Savour

Laurie Hayes
Have the winners been notified yet? Thanks.

Main Issues with Campaign

#1	#2
Failure to Clearly Disclose Campaign	*Promise of Financial Reward*
• Consumer hashtags did not easily trace back to Cole Haan's paid promotion; seemed more natural	• Users were most compelled to use hashtag out of desire to win cash prize of $1000

Avoid Overconfident UGC Campaigns

Measure User Appetite for Proposed Activity and Plan Accordingly

#SSAFail and the Importance of Appropriately Hedging UGC Campaigns

Organization Assumes Campaign Will Galvanize Target Audiences Into Action...

...And Outcome Falls Well Short of Projections...

SSA Chief Information Officer Forced to Acknowledge Failure of Campaign to Capture Significant Number of Responses

> We anticipated selecting the winner – or even several – from a sizeable collection of contest entries. Well, we didn't get as much participation as we'd hoped. Fewer than ten solid entries came in. We're pleased with the winning selection, though: Congratulations to winners Erica Solway, Lindsay Trapnell, Laura Hunt, Alex Butterwick, and Kate Schriver, on an excellent job producing "Social Security: Real Stories."
>
> We learned a lot in the process, from lessons about structure and content to new ideas and practices in outreach via social media. We've also thought a lot recently about the dialogue between Social Security and the American people; after all, the point of this and subsequent challenges is to inspire and engage Americans in a conversation with their Government. Through this dialogue, we hope to make Social Security more responsive to the American People, and more effective in delivering services to them.

...But Offers Key Takeaways for Future Campaigns

1 Find Initial Champions

- Reach out to organizational friendlies to secure participation
- Target users who would provide diverse, useful perspectives

2 Incubate Content Pre-Launch

- Aggregate content through submission screen versus immediate posting
- Affirm submissions cohere with internal standards for quality content

3 Hold Until Reaching Critical Mass

- Do not go live until hitting goal number for participation and engagement
- Be willing to scrap campaign if clearly will not hit desired outcomes