



## Strategically Social – Building Your Social Network

You've learned the ins and outs of social media. You know all there is to know about having the best Facebook page. But, before you can promote the latest seasonal offerings via your social platforms, you need to build your social network.

Join Venture Portland and hear from Jennie Day-Burget and Lori Howell of Mac's List and Prichard Communications to learn the art of the virtual handshake and begin growing your social network today!

November 9, 2011

Jennie Day-Burget has more than a decade of communications experience in health care and government. At Prichard Communications, she manages social media support for five non-profit organizations across the United States. Before joining the Prichard team, Jennie served as a public information officer at the City of Portland, Oregon, where she ran the award-winning Water Blog. Jennie also created and led a nationally recognized effort that taught City employees how to use social media to communicate with rate payers and citizens. Outside the office, Jennie helps small, upstart businesses integrate social media into business plans and writes for the weekly e-newsletter, Portland Picks. Jennie has a B.A. in English and a B.S. in Journalism, Strategic Communications from the University of Kansas.

Lori Howell is a seasoned public affairs practitioner with a background in public policy, fundraising, and education. Lori helps clients with online editorial services, media relations, and publications. Before joining Prichard Communications, she served as chief of staff for Greg Macpherson, a former Oregon state legislator, an account executive for the Northwest Evaluation Association, a nonprofit educational testing consortium, and once taught English in Choshi, Japan. She has a bachelor of arts in psychology, French minor, from Seattle University and studies at the University of Oregon Professional Masters in Strategic Communications workshops.



## Building Your Social Network:

Venture Portland (APNBA)

November 9, 2011

Jennie Day-Burget and Lori Howell

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## Agenda

12:00-1:30 PM

- |             |                      |
|-------------|----------------------|
| 12:00-12:15 | Get Settled!         |
| 12:15-12:30 | Ice Breaker Exercise |
| 12:30-1:15  | Presentation         |
| 1:15-1:30   | Questions            |



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## ICE BREAKER

12:15-12:30

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## Directions



- Choose a social media icon slip
- Find your fellow icons, form group



- Designate a recorder/presenter
- Have discussion about your social network (5-7 minutes); record



- Present to larger group (5-7 mins/group) + discuss
- Questions?



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# Building Your Social Network

12:30-1:15

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## Goals for Today

How to Build Your Network

How to Engage Your Network

Check List of Next Steps

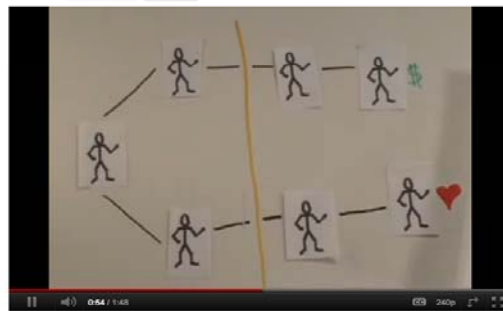


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## How Does it Work?

### Social Networking in Plain English

leelefever 61 videos  Subscribe



Like  Add to  Share

951,952

Uploaded by leelefever on Jun 27, 2007  
<http://commoncraft.com>

1,392 likes, 99 dislikes

[http://www.youtube.com/watch?v=6a\\_KF7TYKvc&feature=relmfu](http://www.youtube.com/watch?v=6a_KF7TYKvc&feature=relmfu)



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Social media platforms help facilitate conversations between individuals – not companies.

Find your voice.

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## Be Ready To...

Reach a niche audience on a defined topic.

Welcome two-way interaction.

Accept negative feedback.

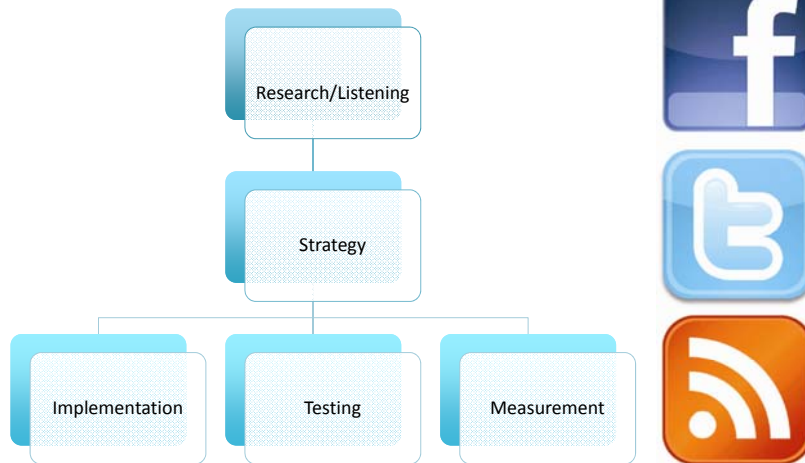
Commit the resources needed to be successful.

Have a solid strategy to attract and retain an audience.



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## Implementation Basics



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## Research/Listening

- Where is the party?
- Who is at the table?
- What are they saying?
- What are they not saying?



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## Research/Listening

- Where does your brand overlap with your target audiences?
- What are people at other, similar parties talking about? Can YOU talk about that too?



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## Ways to Listen

### Cheap

- Google Reader/Alerts
- Twitter
- IceRocket

### Less Cheap

- Radian 6
- ScoutLabs
- Agencies



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Your goals for using social media should drive your tactics – and not the other way around.

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## Strategy

- **Overall goals/objectives?**
  - What is your need?
  - Why are you choosing social media?
- **Who are you trying to reach?**
  - Insert 'listening' research here.
- **How will you reach them?**
  - Blog over FB? Twitter or LinkedIn? Why?
- **Measurement**
  - Establish metrics so you know your work is paying off. (or not)



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## Setting Metrics

See Metrics

Say Metrics

Feel Metrics

Do Metrics



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## Implementation and Testing

- Implement your campaign.
- Reassess –is it working?
- Readjust your strategy as needed.
- Reassess again.
- Readjust (again) as needed.



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## Measurement

- Monitor your metrics and assess the value of your work?
- Not working? Why? How will you fix it?
- Reassess and strategize



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## Best Practices

...optimizing your efforts.



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## Frequency

**It varies.** What's important is that you're engaging your consumer and engaging *with* your consumer. Use the 80%:20% rule.

### Facebook

- No more than 3/day

### Twitter

- Optimal is 22/day

### Blog

- At LEAST 1/day



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## Prime Time

Depends on your audience.

- **Do your research/listening.** When are they using the medium most?

Depends on the medium.

- Facebook rules may not apply to blogging (and vice-versa)



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## Quality

Facebook	Twitter	Blogging
Use a visual and end with a question	Learn the jargon and rules of the community; ie: what is a hashtag and how do you use one?	Follow standard SEO best practices
80 characters or shorter	Shorten links	Shorter is better

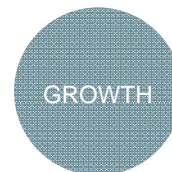


**BE ENGAGING!**

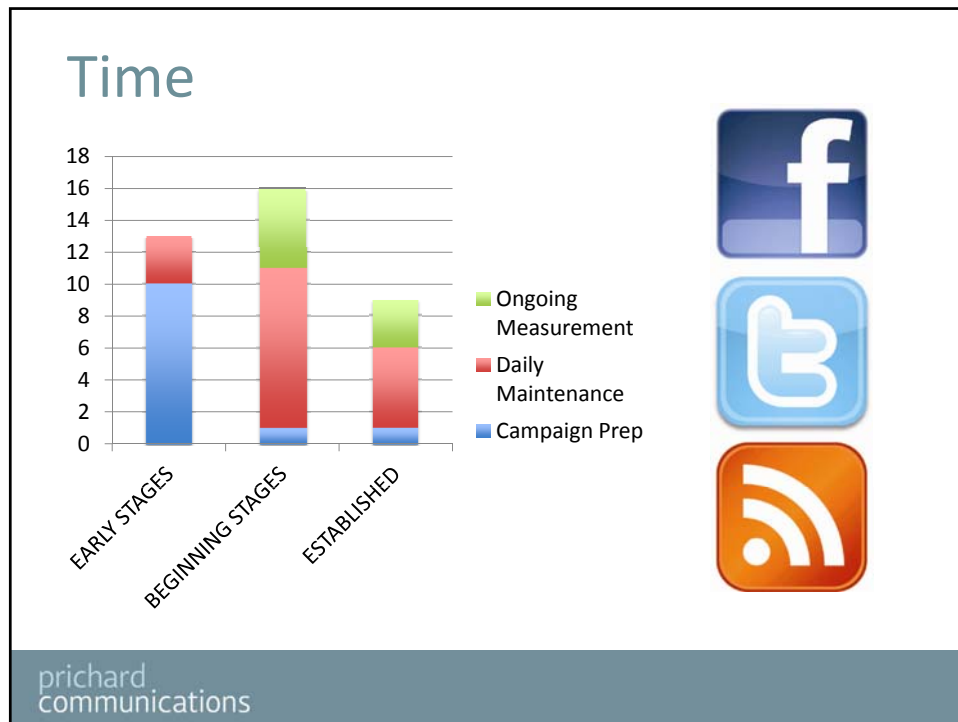
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## Measuring Expectations

Check yourself before you wreck yourself.



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## Possible Costs

- STRATEGY
  - Agency
- WEBSITE TIE-INS
  - Developer, designer, strategist
- LISTENING COSTS
  - For paid services
- ADVERTISING
  - Myth: If you build it, they will come.
- FREE (with trade-offs)
  - Your time/staff time
  - Contract signing
  - Corporate/HR issues

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Growth (doesn't happen overnight)



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## Tips for Diving in and Growing Your Social Network

- Be strategic about your business' social presence.
- Identify your audience, find out where they hang out online and engage with them.
- Offer value.
- Implement a social media plan that you can manage. Choose carefully among these tactics:
  - E-newsletter
  - Blog
  - Twitter
  - Facebook
  - Website
  - YouTube
  - LinkedIn
  - Google+
- Monitor your channels. Engage!
- Meet potential new followers by participating in the conversation elsewhere – not just on your own channels.
- Be consistent and reliable; make valuable posts that keep the conversation alive. Remember...you are an authority.
- Evaluate your results every six months.