Planning for Social Media

DEVELOPING CONTENT, USING THE TOOLS, AND TIMING IT RIGHT
What You’ll Learn

- How to Develop Content
- The Tools to Use
- Timing is Everything (not everything-everything, but very important)

- Good Practice – Do!
- Possible Fail – Don’t!
How to Develop Content

- Evergreen content
- COPE (Create Once, Publish Everywhere) via NPR
- Share related content
- Share what others have shared
- Have conversations
- Join live chats
- Avoid trying to boost vanity metrics
How to Develop Content

- Evergreen content
  - Keep a stock of content that can be used anytime
- COPE (Create Once, Publish Everywhere), via NPR
  - People probably aren’t watching your social media networks like a hawk
    - Share things on multiple channels
    - Share content multiple times, phrased differently, with space between postings
How to Develop Content

- Share related content that you find interesting
  - Mention your @source
- Reshare what others have shared
  - You’re helping to amplify their message
- Have conversations
  - Reply to other’s posts
  - Ask questions
  - Phrase posts that spark conversations
- Join live chats
  - Get an expert to give you the info beforehand
- Social media is a two-way street
  - Don’t push content and then not interact with audiences
Company: “Have you heard about our yummy new waffle sandwich? We think you’ll love it!”

Customer 1: “Sounds awesome! When does it come out?”

Company: “Who loves waffles?! We do! If you do, too, be sure to try our new waffle sandwich.”

Customer 2: “I had your waffle sandwich and it sucks.”

Company: “Waffles are the best thing since sliced bread. Try our new waffle sandwich!”

Customer 1: “I’d like to, but I have no idea where to find it or when.”

Customer 2: “Don’t bother, it’s gross.”

Customer 1: “Don’t worry. I was pretty excited but I’m over it.”

Company: “#WaffleWednesday!”
How to Develop Content

- Avoid trying to boost vanity metrics
  - Having lots of likes/share/followers/retweets/fans does not mean you have a successful organization
  - NOT having these numbers does not mean your organization is not successful
  - Large numbers do not necessarily mean quality interactions
  - Don’t take advantage of sensitive issues to boost vanity metrics
500 likes in one hour if you wish Cancer didn't exist.
The Tools to Use

- Editorial Calendar
- Planning platforms
- Analytics
The Tools to Use

- Editorial Calendar
  - Schedule content according to holidays and international days that relate to your organization
  - Check the calendar often
  - Be flexible
The Tools to Use

- Planning platform
  - You can schedule things for multiple social media accounts at a time, but make sure they are tailored for each community
    - A Facebook, Google+, or LinkedIn post is almost always too long for Twitter
    - How you link or mention to someone is not the same across platforms
  - Hootsuite
  - Tweetdeck
  - Klout
    - Klout has its own scheduling that does not integrate with other planning platforms. Be sure to keep this in mind while scheduling.
The Tools to Use

- Analytics
  - Facebook
  - Twitter
  - Hootsuite
- Use analytics as a guide to be more strategic
- Don’t get too hung up on numbers
Timing is Everything
(not everything-everything, but very important)

- Check social media throughout the day
- Check social media on weekends
- Be aware of the context of your posts
- Different platforms require different attention
Check social media throughout the day
  - Social media is happening all the time
  - Set reminders
  - See if there are any controversial conversations that you should be aware of
    - Have a prepared response/stance on the issue
Timing is Everything
(not everything-everything, but very important)

- Check social media platforms on weekends
  - Probably not necessary to check as often as during the week
  - Don’t want to let any emergencies go until Monday
#ContentIsKing but #ContextIsQueen

- Be aware of the context of your posts
- Check what hashtags mean BEFORE you use them
  - Hashtag-jacking is okay as long as it’s not irreverent to a sensitive issue
- If there is breaking news, especially tragedies, make sure that your scheduled posts aren’t insensitive to the issues

Timing is Everything
(not everything-everything, but very important)
Who's #notguilty about eating all the tasty treats they want?! 

9 minutes ago via web Favorite Retweet Reply

Sorry everyone, we weren't trying to reference the trial in our tweet! We should have checked the trending hashtag first.

18 minutes ago via web
Retweeted by 8 people

Reply Retweet

(Credit: The Daily What/Tumblr)
Good morning, shooters. Happy Friday! Weekend plans?

9:20 AM - 20 Jul 12 via HootSuite
Different platforms require different attention

Generally speaking:

- Twitter – tweet often
- Facebook – don’t clutter newsfeeds
  - Changes often
- LinkedIn – post occasionally

See what works best for your audiences on each platform

- use analytics to see what people click on most
- do people stop following you if you post too often or too infrequently?
Takeaways

- How to Develop Content
  - COPE (Create Once, Publish Everywhere)
  - Interact with your audience
  - Say no to vanity metrics

- The Tools to Use
  - Create an editorial calendar that will inform the use of your scheduling platform
  - Use analytics as a guide
  - Don't use a blanket approach for scheduling

- Timing is Everything *(not everything-everything, but very important)*
  - Check throughout the day
  - Be aware of context
  - Don't let urgent issues go until Monday
Thank you!

Charrose King
@charroseck