

Quality Content for Social Media Engagement

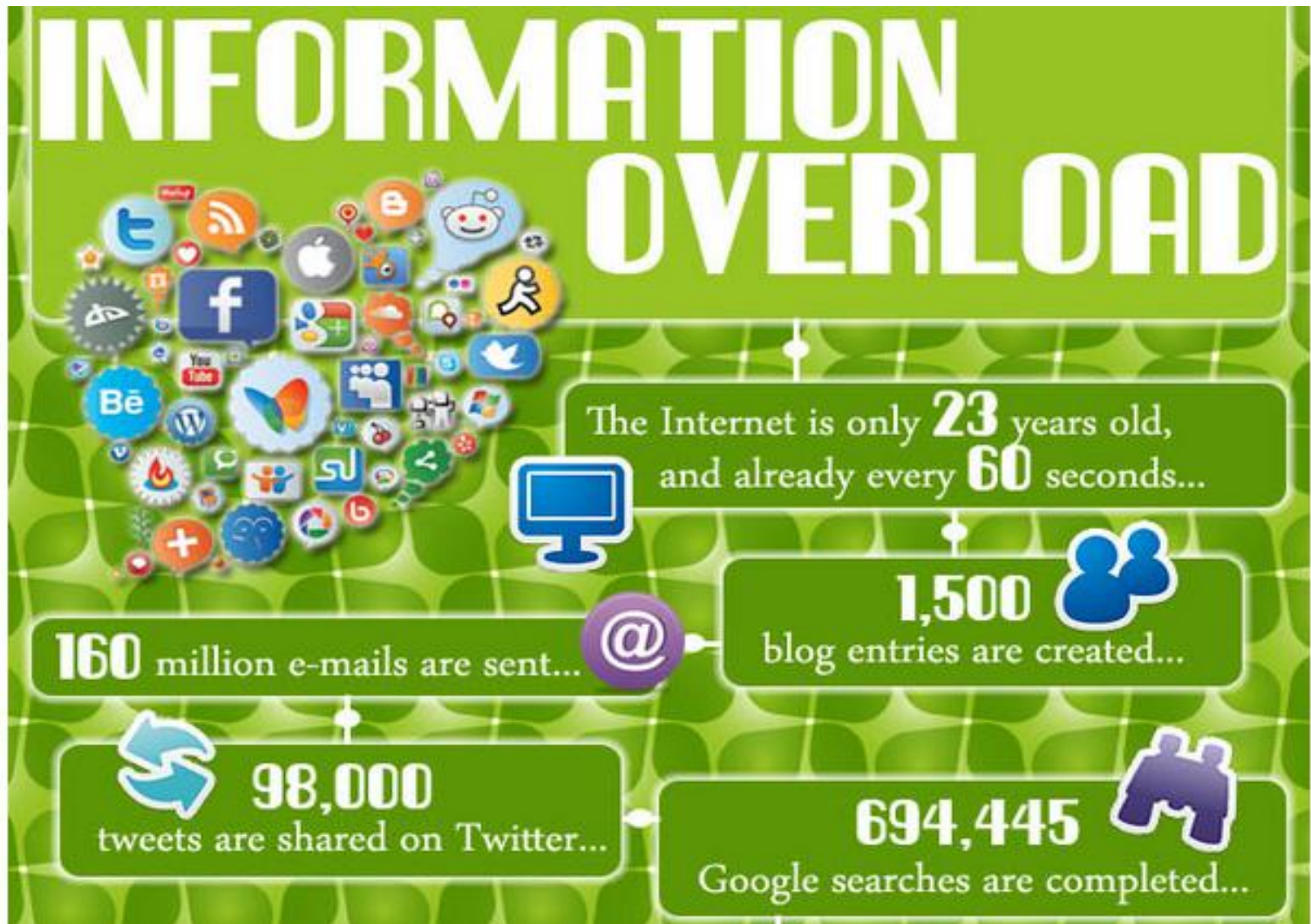


Presented by

Sridhar Sunkara



Is Social Media an



NO - It's Filter failure



Technical filter can help sort through the unwanted info so you can find the valuable info

That's easy Part



Learning to **filter your content** is the most difficult part

[12 Most Obvious Signs You're Addicted to Social Media](#)

[12most.com](#) > Blog ▾

Jun 23, 2011 – **Social Media** is everywhere; it is integrated in every platform and, let's face it, it's here to stay. Nearly 20 years ago, the Blackberry came to ...

[12 signs you're addicted to social media | Articles | Home - PR Daily](#)

[www.prdaily.com/.../12_signs_youre_addicted_to_social_media_12449....](#) ▾

Aug 20, 2012 – The first step is admitting **you** have a problem. Take this quiz to determine the severity of your **addiction**, and how to recover.

[Social Media Addiction: Symptoms and Treatment - Yahoo! Voices ...](#)

[voices.yahoo.com/social-media-addiction-symptoms-treatment-1204508...](#) ▾

Mar 6, 2013 – **Social media addiction** is the latest type of **addiction** that mental ... Checking websites as soon as **you** wake up and just before going to bed ...

[10 Signs You're Addicted To Social Media | Edudemic](#)

[edudemic.com/2012/10/social-media-addiction/](#) ▾

Oct 16, 2012 – Whether **you're** a Facebook fan, Twitter lover, Stumbleupon ... uh ... stumbler, **you** know there's something **addictive** to sharing things online.

[5 Signs You're Addicted to Social Media | Communicators ...](#)

[www.communicatorsintl.com/blog/?p=211](#) ▾

Dec 10, 2012 – We're spending more time on **social media** than ever before, and it accounts for 18% of the time we spend online, according to a new ...

[Nine Signs You May Be Addicted To Social Media | Perry Noble](#)

[www.perrynoble.com/.../nine-signs-you-may-be-addicted-to-social-medi...](#) ▾

Nov 8, 2012 – #4 - **You** know more about the people **you** say **you** love the most because of what **you** read on **social media** rather than because **you** have ...

[Are You Addicted To Social Media? \(I Was\) - MindBodyGreen.com](#)

[www.mindbodygreen.com/0.../are-you-addicted-to-social-media-i-was.ht...](#) ▾

Apr 29, 2013 – While it may seem like a **sign** of the times, it's actually just another way we reinforce a desperate need to feel good enough. **Social media** has ...

[10 sure signs you're addicted to social media - Social Media.Sean](#)



[www.socmedsean.com/10-sure-signs-youre-addicted-to-social-...](#) ▾

by Sean R. Nicholson - in 470 Google+ circles

Nearly all of us have made the reasonable realization that **social media** is here to stay and it's not just a passing fad. Some of us, on the other had, have gone to ...

Think Social Media as a time saver



Time Waster	Time Saver
Compiling duplicate or competing inputs from multiple teammates collaborating on a document	Put information on a wiki and have members make changes in one spot so the latest version is always readily available
Laying out and distributing online newsletters	Post newsletters as blog posts. Content is king; formatting wastes valuable time.
Checking websites each day for new content	Subscribe via RSS feeds so you receive automatic notifications when new content is posted
WAY too many staff meetings	Post daily updates to an internal team blog to minimize group emails and make in-person meetings more efficient.
Emailing a few photos or videos at a time so they don't exceed file size limits	Post to a photo-sharing website then email the site's URL
Emailing URLs to teammates or to yourself (to access them from different computers)	Save favorite websites through social bookmarking sites (e.g., Delicious) and subscribe to teammates' bookmarks
Recreating work from employees who leave the organization	Post work to a shared document library or wiki
Emailing teammates or stakeholders for feedback or inputs	Create a wiki or a blog where people can post edits, comments or questions
Collecting RSVPs through emails and pasting to a spreadsheet	Use an online invitation tool (e.g., Eventbrite) to collect RSVPs and automatically compile responses.
Traveling to and from disparate locations for regular meetings	Use a free live meeting tool like OoVoo to enable real-time conversation and collaboration without the travel

What is missing?





STRATEGY

Strategy is choice

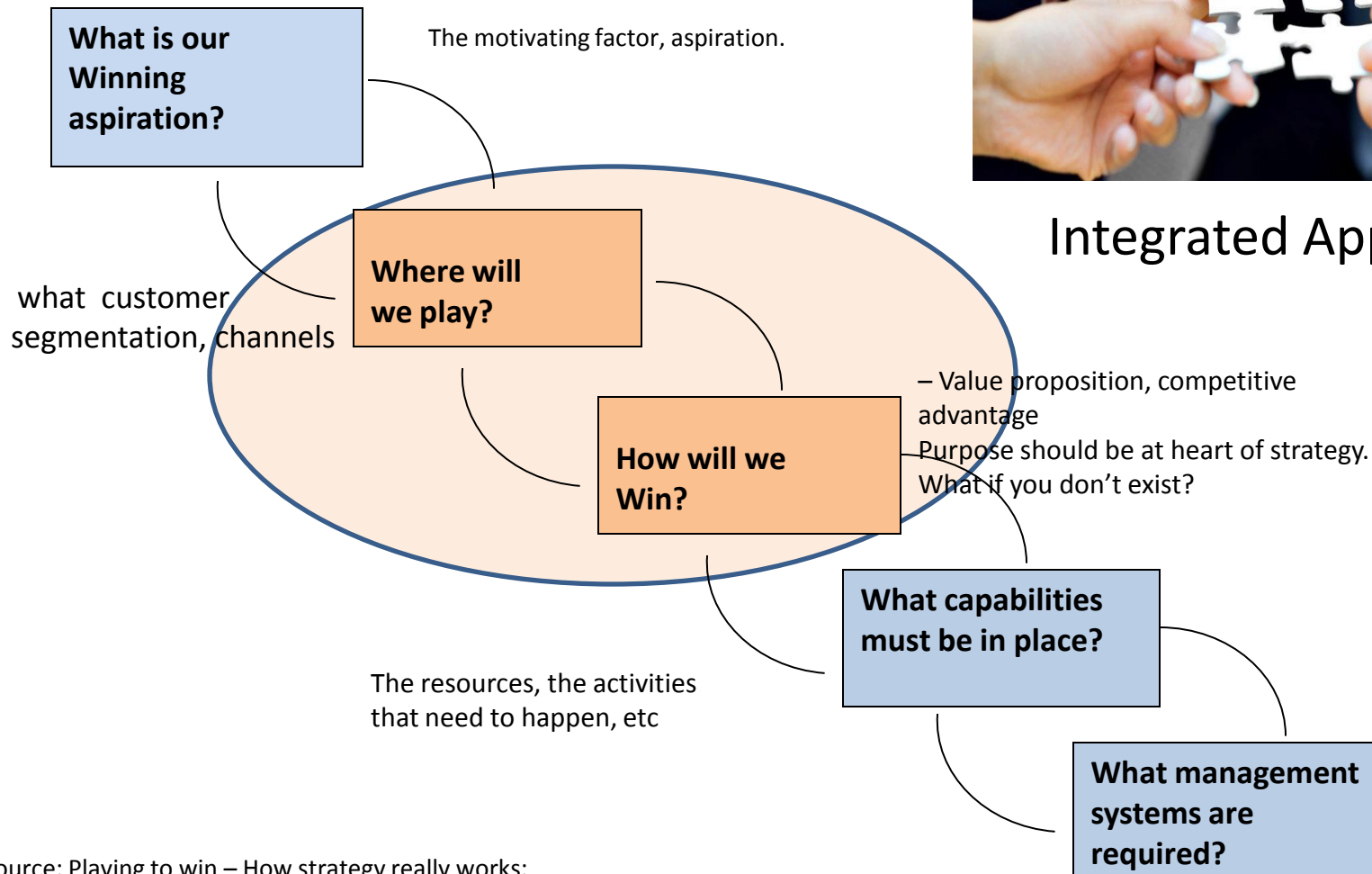


The challenge is to pick the **right game** to play and play to **win**

5 important questions to build a strategy



Integrated Approach



All **5 Questions** need to be answered

Strategy is Iterative process

Organization has Multiple levels of nested cascades

No one perfect strategy; find the distinctive choices that work for you

Strategy should be dynamic



Social Media – Need to know

- Social Media Marketing
- Renting a platform
- Everything is controlled by the platform owner
- The platforms will determine what you can do
- For most part they own the data about your circles/likes, and in many ways the relationships too
- BE** SOCIAL FIRST then **DO** SOCIAL



What is your existing Social Media Strategy?



Vaseline Timeline 2013

Good-bye callouses
Hello soft,
beautiful feet.

Vaseline foot cream
Vaseline foot cream
Vaseline foot cream

Seventh Generation Timeline Now

Seventh Generation
Yesterday

Join us in our mission to inspire and create a toxin-free generation. Enter the @EarthEcho video contest before May 25:
<http://7gen.us/10z6oLs>

Like · Comment · Share 16

201 people like this.

Write a comment...

Seventh Generation
Yesterday

Our condolences go out to all those affected by tragedy in Oklahoma. Please pass this along to those who may need it for emergency services or help locating loved ones:
<http://7gen.us/125qin0>

Like · Comment · Share 122

seventh generation

GET A PLANT AND IMPROVE
YOUR INDOOR AIR QUALITY.

TIP #9 THE CAMPAIGN FOR A TOXIN-FREE GENERATION

Like · Comment · Share 167

Before you start

Listen

- About your brand
- Your customers needs
- Your competitors
- What is being said about you
- What is being said about your topics of interest or industry
- Who is saying it?
- How is your competition responding
- Where are they saying it?



Who is the owner of Social Media Strategy?



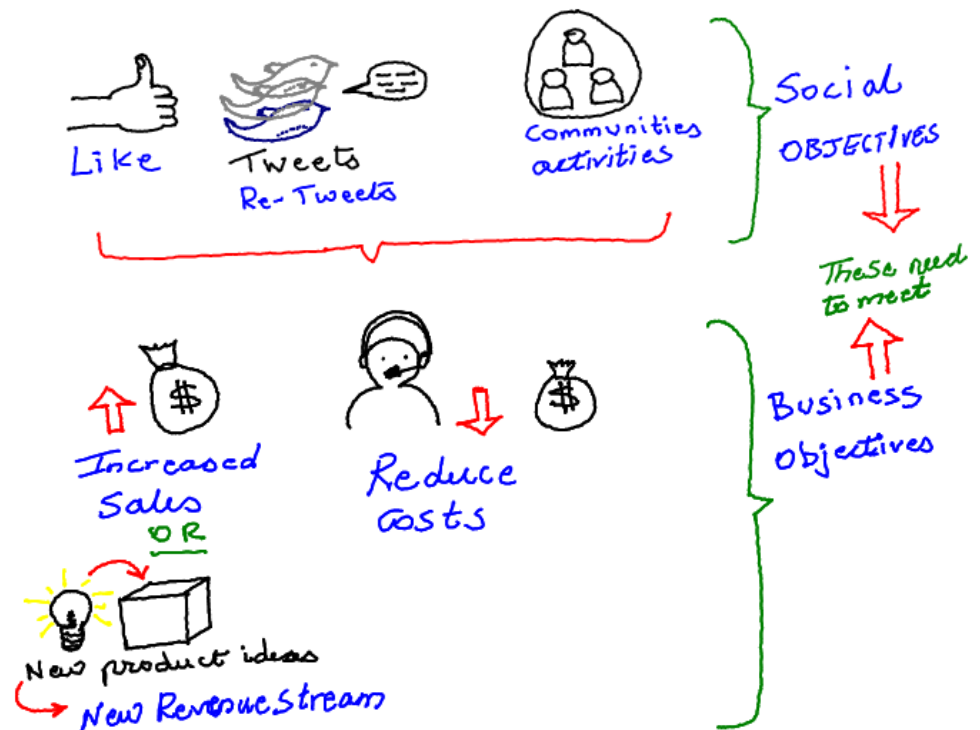
Content marketing should help achieve **business objectives**, not content objectives

The end goal is **ACTION** and not eyeballs

Start Lean

Build Cross Functional Team

Social impacts all corners of the company



Content Goals



Content marketing isn't just about writing blog posts and hoping that's [effective for search engine optimization](#). Content marketing is about actively creating and distributing work that's intended to lead consumers toward some predefined goal.

Sharable (Viral):



Lead Generation

Get B2B Leads using an eBook Campaign

PDF Guide  + Planner Web App 

Discussion

[Instructions](#)

Monday, November 23, 2009

Global Warming and CO2

Posted by *Chris Casper* at Monday, November 23, 2009 2:40:43 PM EST

The Earth has been warming since 1910, with a temperature maximum reached in the 1990s. (The year 2001 is now the second warmest year on record, according to the World Meteorological Organization.)

The scientific conclusion reached is that warming is real.

But is this warming man-made? Carbon dioxide has been rising since the time of James Watt (1736 - 1819), inventor of the auto-controlled steam engine that helped jump-start the industrial revolution. Since then, coal, oil and natural gas have powered our economies. Hydro-power and nuclear power are comparatively minor contributors to energy needs (excepting certain countries such as Norway and France).

Comment

Carbon dioxide levels rising and why will be our main investigation. There can be no global warming discussion without including what man has developed to use for energy. Please investigate this topic further for our Chat session.

Conversion



Sharable (Viral):

Content that is designed to spread organically.

Characteristics of Viral content:

hilarious, cute, heartwarming, controversial, or scary.

Has little substance beyond the initial spark that makes viral content unique.

A fairly short shelf life.

The **main goal** with viral content is to get your consumer to click the **social share** buttons

Helps with **Brand name**



Discussion:

Content that is designed to spark conversation.

Characteristics of Discussion Content:

hilarious, cute, heartwarming, controversial, or scary.

Thought provoking beyond the initial spark that makes content shelf life much longer.

The **main goal** with discussion content is to get consumers, community to comment, engage with each other and the brand

Helps **Brands and community to engage with each other. Help to understand the behavior**



Lead:

Content that is designed to draw people into some sort of opt-in.

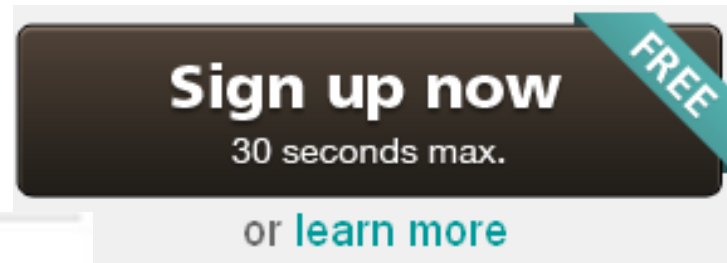
Characteristics of Lead based content:

This content exposes a gap in the consumer's knowledge and hints at a promise of closing that gap if the user acts by entering their email address or fills out a lead form or Download info.

Content follows more slow thinking that fast thinking

The Goal is to make the user feel that they need help

Helps brands or companies to get data of a potential customer as they have already shown interest in your brand.



Sales:

Content that is designed to create urgency in people to buy the product or service NOW.

Characteristics of Sale based content:

Sales:

This content exposes a gap in the consumer's knowledge and convinces to buy or sign up for their service Right away.

People feel the urgency in getting this product or service

Helps the brands aligning their content goals with business goals



Creating Adaptive Content

Put more effort into creating content in such a way that it can be reused effectively.

Create Once,
Publish Everywhere

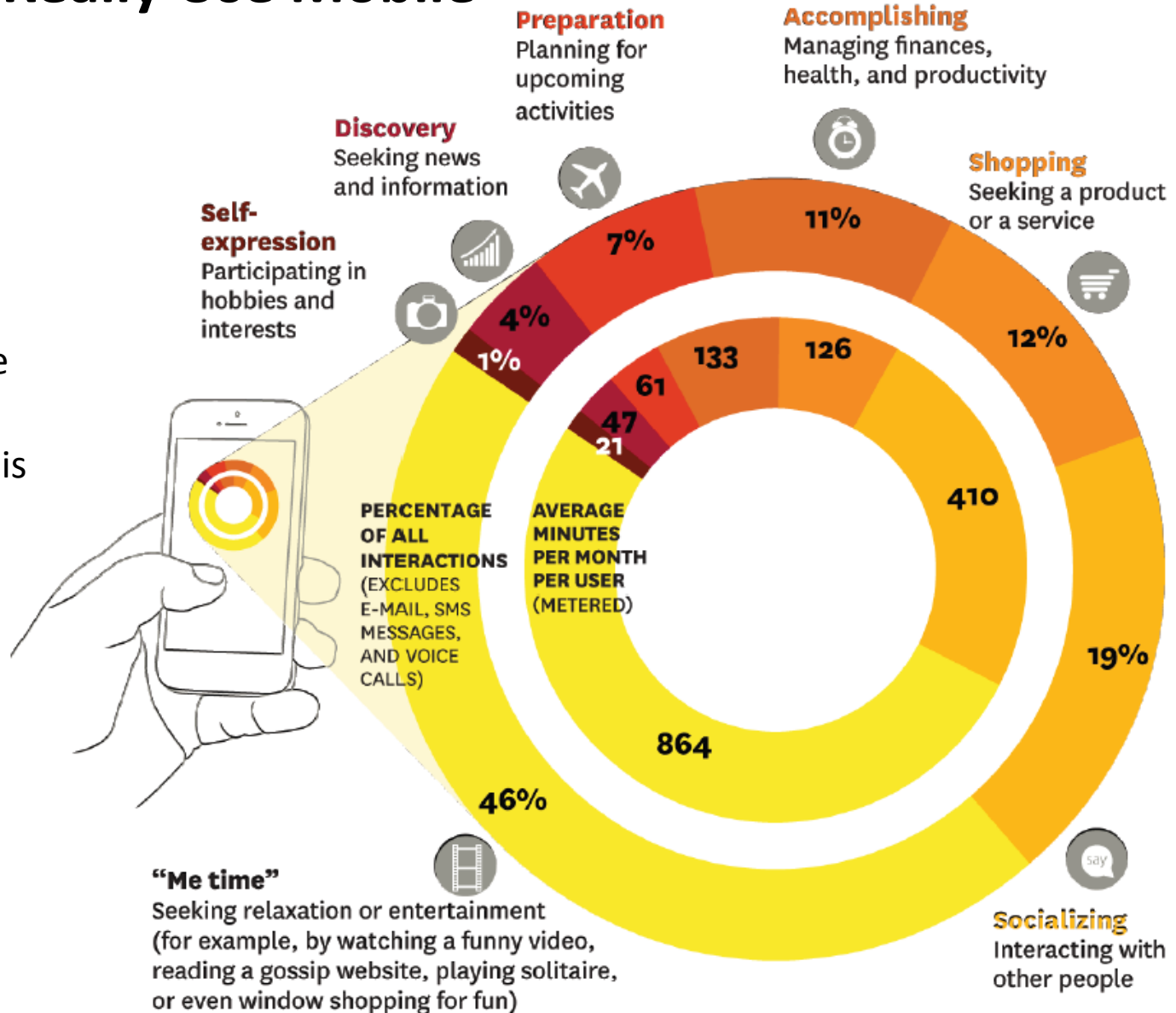


How people Really Use Mobile

Mobile does **not** mean **on the go**

68% use at home

Most common use is **ME TIME**



Pick a Primary Goal



Awareness

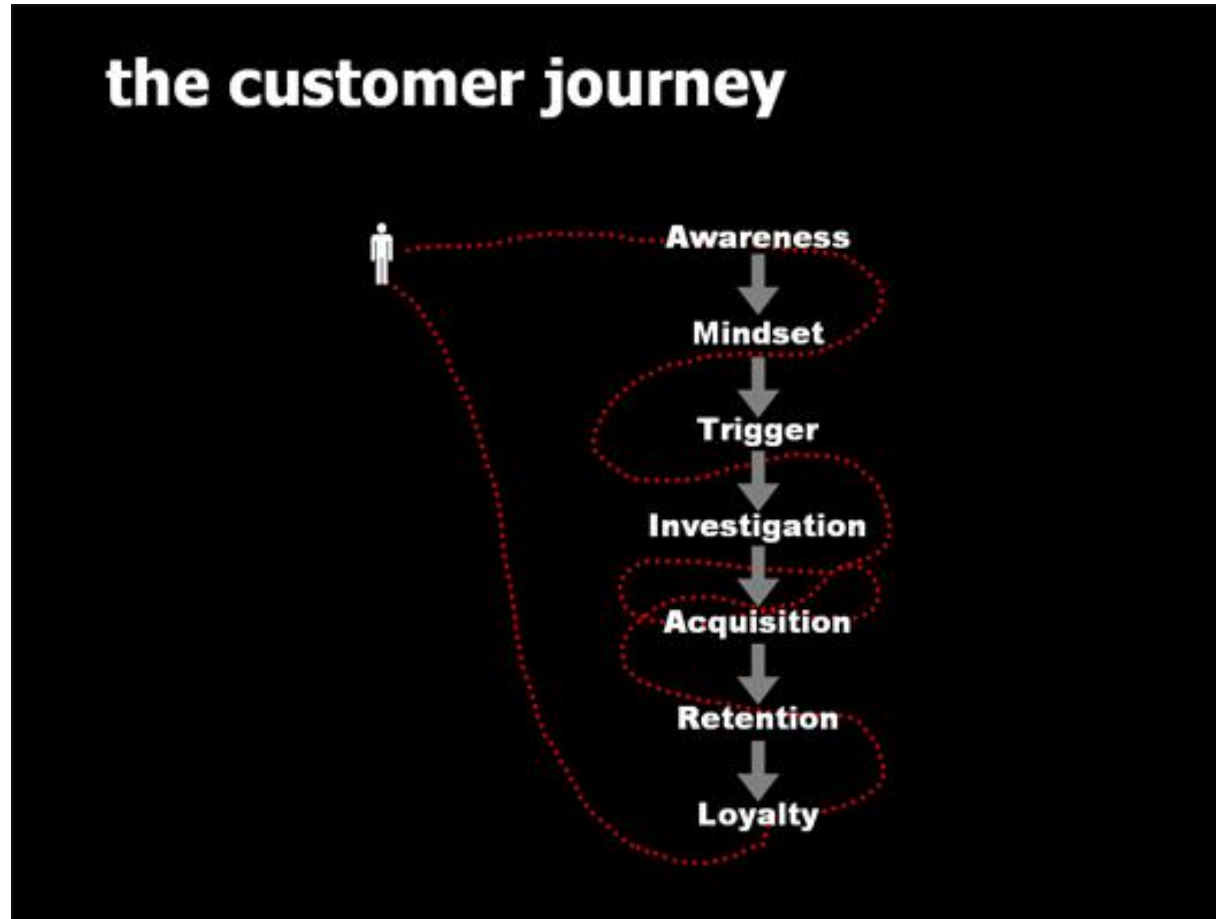


Sales



Loyalty

Which part of customer journey you want to target



the customer journey

Considering
Joining

awareness (ATL, Online display, PR, Online PR)



investigation
(SEO, PPC, Websites, Retail)

triggers (Direct Mail, Email, Call)

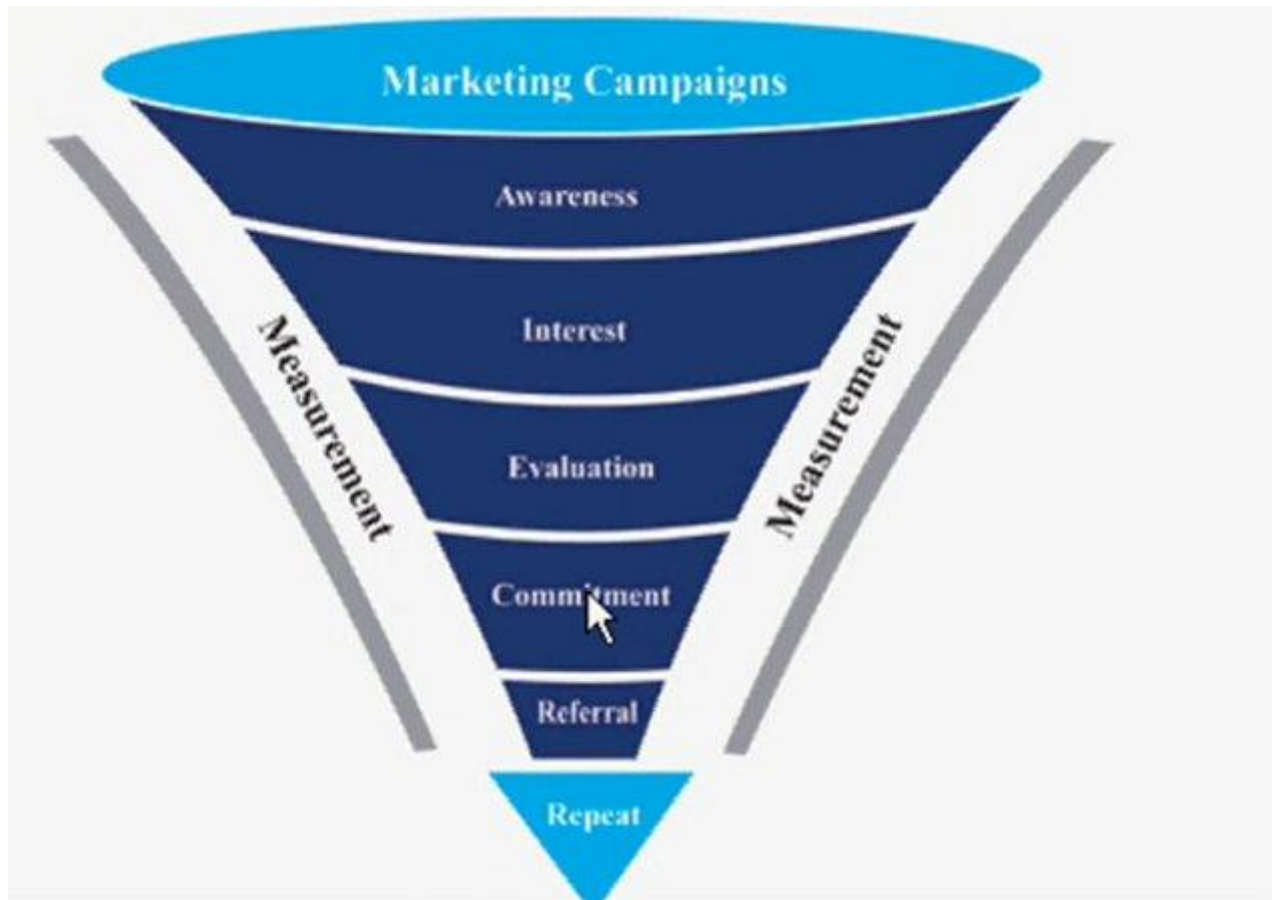
acquisition (Website, 3rd Party, Retail)

Considering
Leaving

loyalty
(DM, Email, Web Services)

retention (DM, Email, PR, ATL)

Primary Goal – Awareness



Who are you trying to reach?

- With whom will you be interacting in social media?
- What are the demographic and psychographic characteristics of your current or prospective customers?**
- How does that impact what you can and should attempt in social media?



What is your value proposition?

- It doesn't matter who you are, or what you sell, **your product features and benefits aren't enough to create a passion-worthy stir.**
- How will you or your organization **appeal** to the **heart of your audience**, rather than the head?



Motivation



Magic



What are you in your customers Heart?

How do you do it right



First - make the time

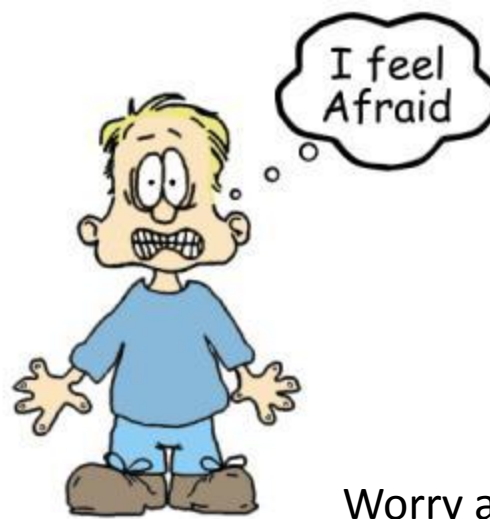


We did not have email 20 years – But now it is part of life and we make time for it.

Same with Social Media

Perform a **serious audit** of how you're spending every minute of every day and use that new found time vacuum to fit in daily social media participation.

Plan for



Fear of Missing Out

- You never definitely say “no, I can’t make it” but “maybe I’ll stop by
- You check your email EVERY time a notification pops up
- You have Tweetdeck running all day
- You regularly spend hours reading blog posts, tweets, and FB updates
- You constantly feel like you should be doing/reading something you’re not
- You can’t “unplug”

Worry about Losing Information

- You are the one to move a threaded email discussion to a blog/wiki
- You meet with everyone who wants to talk about social media
- You become THE community manager for every group you’re a part of
- You bookmark hundreds of blog posts and articles even though there’s no possible way to read them all

Pick what matter to you the most



Tools Allow you to Filter what matters to you



Team? - You?

Social media tasks are difficult to outsource – It's your voice

Think?

Couldn't you have a lot more people in your company creating content?

Maybe they aren't great writers.

But video blog posts?

Consider your **fans** – your **advocates** – your **volunteer marketing army**. Couldn't you use them more effectively?



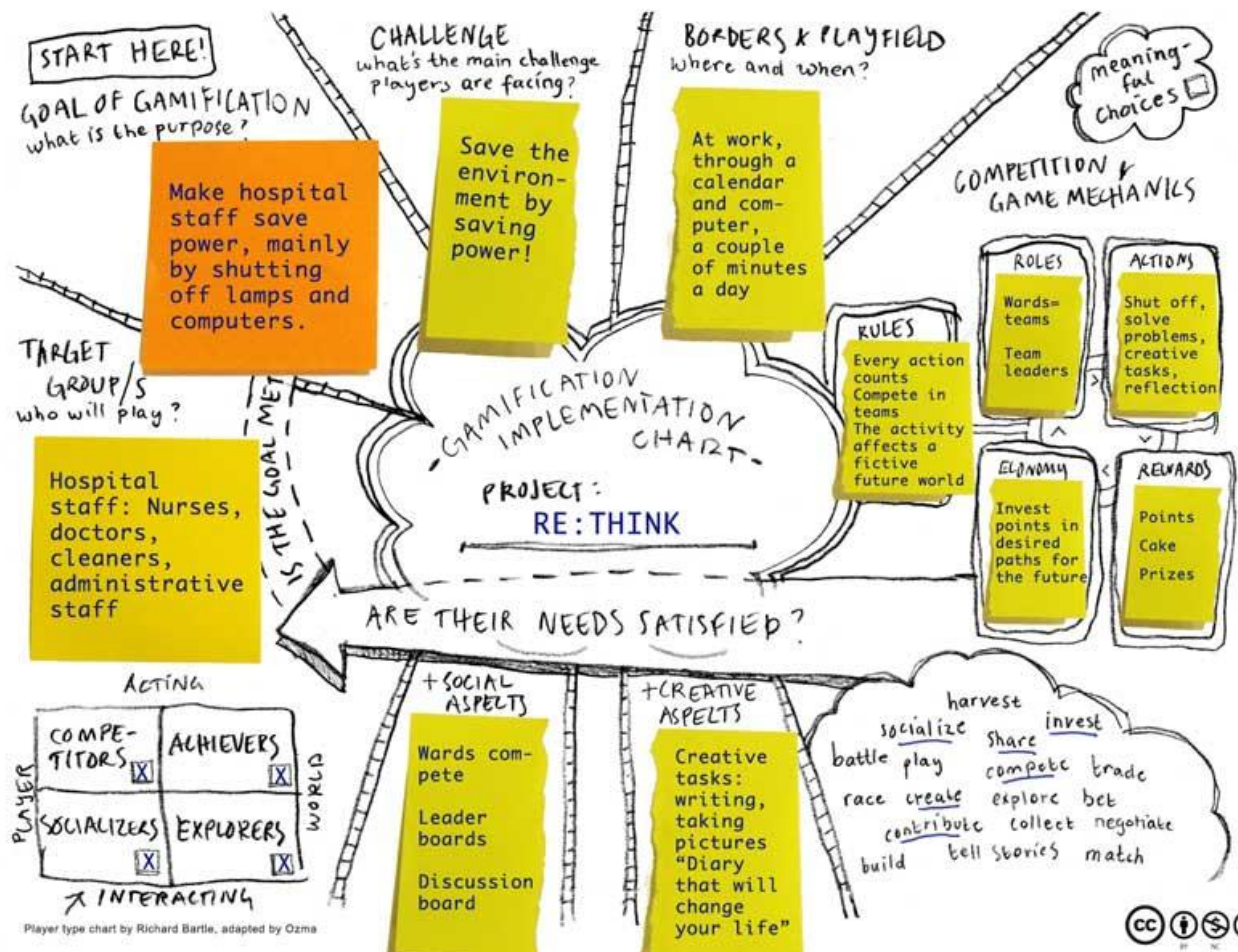
Brand
Fans



That concept of fan promotion, of “leveling up” gives you access to a tremendous amount of free labor, and simultaneously strengthens bonds between your brand and its biggest fans.

Gamify the **experience** – Engaging and Sustaining

Social Media as Gamification Tool



Building the Right Tools



Subscribe to RSS Feeds

CNN.com - Top Stories

syndicated content powered by FeedBurner



FeedBurner makes it easy to receive content updates in My Yahoo!, Newsgator, Bloglines, and other news readers.

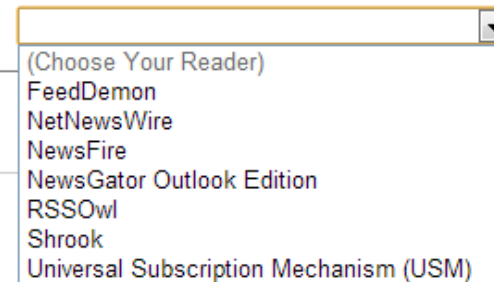
[Learn more about syndication and FeedBurner...](#)

Subscribe Now!

...with web-based news readers. Click your choice below:



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Current Feed Content

Throw the book at baseball cheaters

Posted: Wed, 05 Jun 2013 21:47:34 EDT

Mike Downey says ESPN reports as many as 20 baseball players could get suspended for PED use. If they're guilty, no slaps on wrist--this time they gotta go

[Email this](#) [Add to del.icio.us](#) [Digg This!](#) [Share on Facebook](#) [Stumble It!](#)

LZ: Michelle paying for Barack's sins

Posted: Wed, 05 Jun 2013 17:29:23 EDT

LZ Granderson says maybe it was unfair to heckle the first lady, but gays are tired of Democrats throwing them under the bus for political expediency.

[Email this](#) [Add to del.icio.us](#) [Digg This!](#) [Share on Facebook](#) [Stumble It!](#)

Set up Google Alerts



Alerts

Search query:

Result type:

How often:

How many:

Deliver to:

Monitor the Web for interesting new content

Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your queries.

Enter a search query you wish to monitor. You will see a preview of the type of results you'll receive. Some handy uses of Google Alerts include:

- monitoring a developing news story
- keeping current on a competitor or industry
- getting the latest on a celebrity or event
- keeping tabs on your favorite sports teams

Create an Bookmarking account

delicious from **YAHOO!** Home Bookmarks People Tags

Hi, **rhooker1236** | [Inbox](#) | [Settings](#) | [Help](#) | [Sign Out](#)

Search Delicious

rhooker1236's Bookmarks

Bookmarks | [Network](#) | [Tags](#) | [Subscriptions](#) | [Inbox](#)

See more bookmarks in [Popular](#), [Recent](#), or [look up a URL](#).

rhooker1236 Type a tag Bookmarks **150** [Display options](#)

- 06 OCT 09** [Share the Point](#)
SharePoint and Office Live related information
EDIT | SHARE | DELETE Linux SharePoint
- 26 JUL 09** [Butler, Materialisatoin and Second Life - Google Docs](#)
EDIT | SHARE | DELETE
- 11 MAR 09** [The Oliver Twist Project](#)
Trying to get in to Dickens I have decided to act out a character inspire by Oliver Twist.
EDIT | SHARE | DELETE Dickens, Victorian, steampunk, Second+Life
- 01 MAR 09** <http://www.telegraph.co.uk/news/newsttopics/celebritynews/4902847/Slumdog-Millionaire-star-falls-ill.html> **8**
EDIT | SHARE | DELETE movie india culture
- 18 FEB 09** [Tara Stiles: Help! I'm Addicted to FaceBook!](#) **44**
Tara Stiltles addicted to face book
EDIT | SHARE | DELETE facebook blog Internet social addiction networking socialnetworking
- 20 JAN 09** [What's with Google's new mini icon?](#) **44**
EDIT | SHARE | DELETE Google
- [MoD probes virus security breach](#) **4**
EDIT | SHARE | DELETE cyberwar cyber-terrorism MOD
- 24 JUL 08** [The Second Life Great Expedition: SL Shakespeare Company's Open Mic Weekend](#)
EDIT | SHARE | DELETE Shakespeare, Secon
- [The Second Life Great Expedition: Note Card from Al Andalus SL Community](#)
Islam in Second Life
EDIT | SHARE | DELETE Islam, Second+Life
- [The Second Life Great Expedition: Don't I have a life?](#)
Don't I have a real life since I am in Second Life

Tags Options


▼ **Top 10 Tags**

Second+Life	17
Gail+Orenstein	16
moss	16
microsoft	8
sl,	8
blog	6
MOSS2007	6
secondlife	5
Censorship	4
sharepoint	4

► **All Tags** 204

Setup a Social Media Management Tool






"The new Friend Finder feature is brilliant and really integrated as always, we wonder you broke the 100,000 mark," *Kathie Peterson* writes.


[Login](#) or [Register](#)

- Login
- Register
- Access Issues?
- Read Our Blog
- What's New
- Help
- Follow On Twitter
- Fan Us On Facebook
- Affiliate Program
- DM Opt-Out
- Contact Us

Join hundreds of thousands of satisfied users today!




Base Features	Free	Professional
Schedule tweets — Plan, set & forget [more]	✔	✔
Track keywords — Empower yourself [more]	✔	✔
Extended Twitter profiles — Promote yourself [more]	✔	✔
Save and reuse drafts — Save hours of typing [more]	✔	✔
did.bz URL shortening — Track your clicks [more]	✔	✔
View @Mentions & Retweets — Efficiency [more]	✔	✔
Purge your DM Inbox — Keep it tidy [more]	✔	✔
Purge your Twitter Tweets — Start over [more]	✔	✔
Secure Twitter access — No passwords [more]	✔	✔
Personal status feed — Your own tweet engine [more]	✔	✔





Apps & Extras | Our

A Smarter Way to Share.

Be awesome on social media. Easily add great articles, pictures and videos to your Buffer and we automatically share them for you through the day!

 [Sign In with Twitter](#)

 [Sign In with Facebook](#)

 [Sign In with LinkedIn](#)

If you want to sign in using your ex Buffer account.

[Sign in as Sign up!](#)

[Use Buffer Account](#)

Multiple Accounts

Post to your Facebook, Twitter, LinkedIn and App.net accounts easily and quickly from wherever you find great content!

Analytics & Insights

Get free, detailed analytics on all your posts to every social network. See how many likes, shares and retweets you get at a glance!

Team Members

Invite your whole team to make consistent sharing easier. Anyone can manage the account from all our apps

Clean up of your network: Annoying Friends, Farmville, MafiaWars, candy crush



Create a Social Media Calendar

<i>SOCIAL MEDIA & BLOGGING EDITORIAL CALENDAR</i>						
MONTH:			TARGET CLIENTS:			
MONTHLY FOCUS:						
GOALS:						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Day #     NOTES:	Day #     NOTES:	Day #     NOTES:	Day #     NOTES:	Day #     NOTES:	Day #     NOTES:	Day #     NOTES:
Day #     NOTES:	Day #     NOTES:	Day #     NOTES:	Day #     NOTES:	Day #     NOTES:	Day #     NOTES:	Day #     NOTES:
Day #     NOTES:	Day #     NOTES:	Day #     NOTES:	Day #     NOTES:	Day #     NOTES:	Day #     NOTES:	Day #     NOTES:

Measure

It is not just what you do to attract traffic, but also what types of experiences you create (something people rarely think is marketing) and how good you are at delivering (only the rarest of marketers think with this lens on).

Sharing Metrics

Social Metrics

Likes, shares, tweets, +1s, pins, etc
Forwards, Inbound Links, Embeds, RSS feeds,
Video Views, Document Views, Downloads
Social mentions

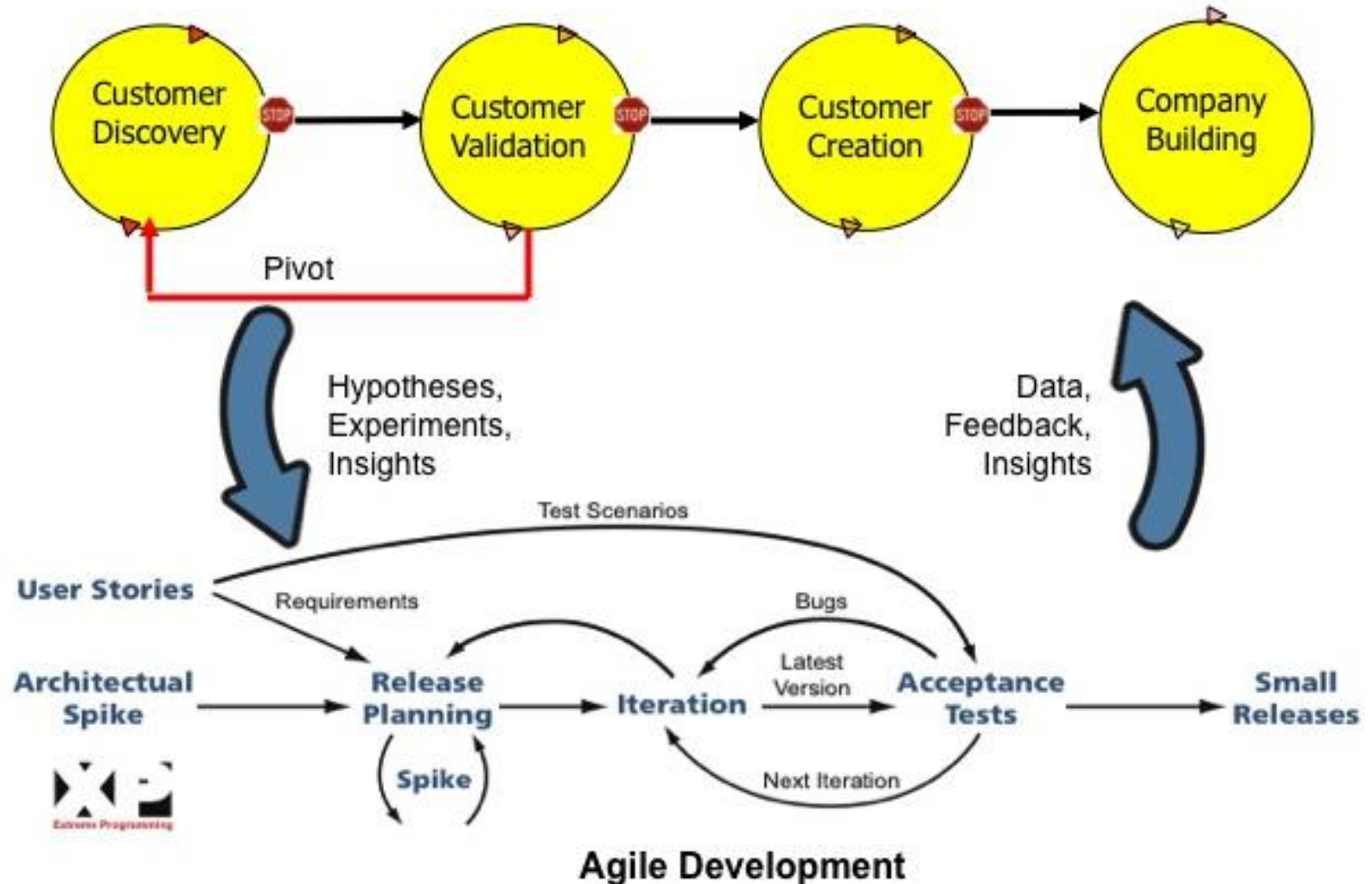


Business Metrics

Increased Sales, New Ideas,
New Behavior, reduced costs, etc.

Important: Are these people engaging in other areas on the site. Are their behavior different from direct site visitors.

Lean Startup Model



Each component contains a series of hypotheses that you need to test

Experiment – The Lean Way

To Win – **Set Metrics >> Build Hypothesis >> Experiment >> Action**

Step 1 – Pick what key metrics you want to improve

Step 2 – Form assumptions by

1. With existing data
2. Without Data

Step 3 – Create an experiment

- Who is your audience?
- What do you want them to do?
- Why should they do it?

Step 4 – Measure



Results

If

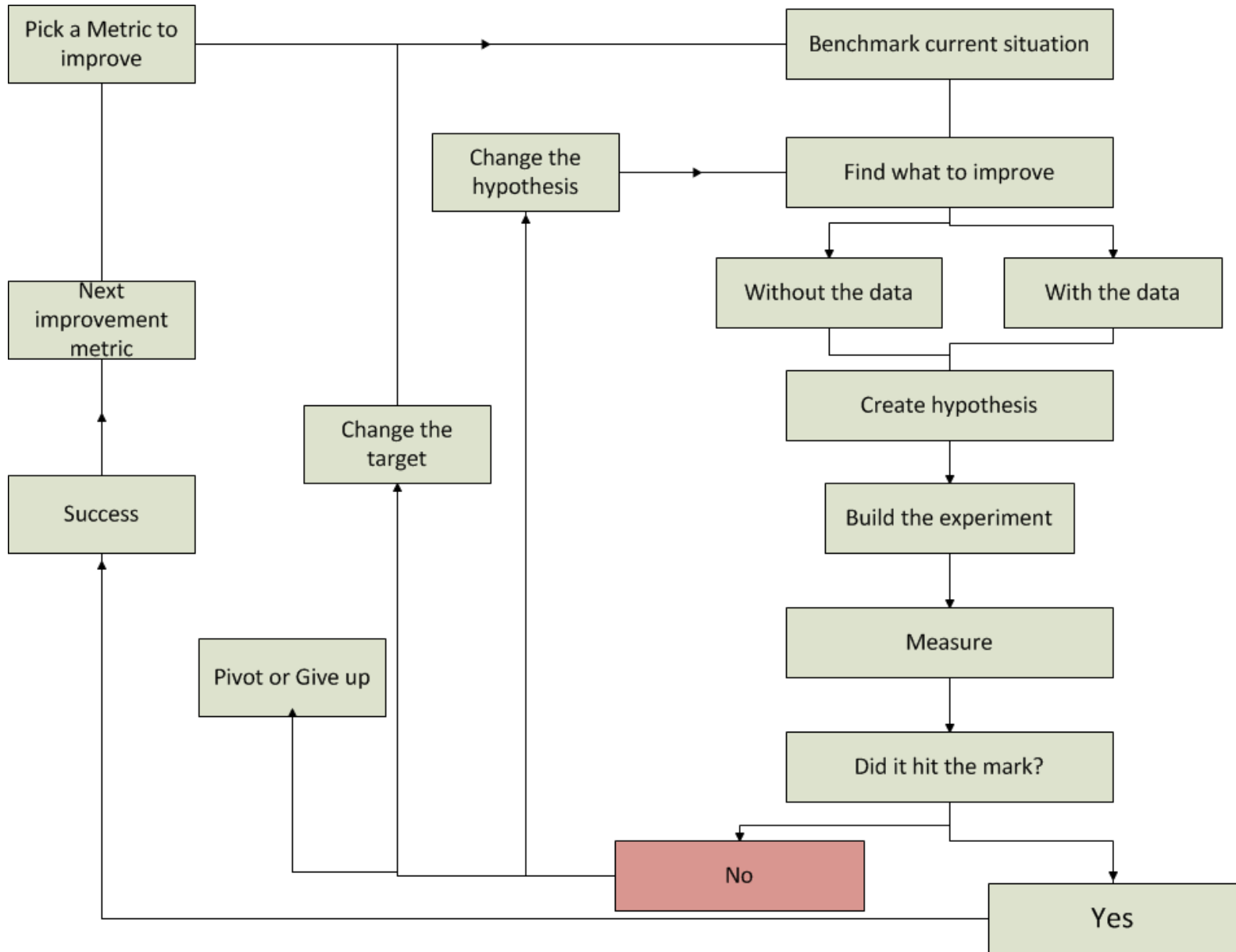


1. **Success** >> Next Metric to improve

2. **Failed spectacularly** - revisit hypothesis. It's time to identify a new who, what, and why, based on what we've learned.

3. **Marginal success** - but not close enough, try another experiment. The hypothesis might still be valid, and we can try again, adjusting based on what we've learned.

Experiment – The Lean Way



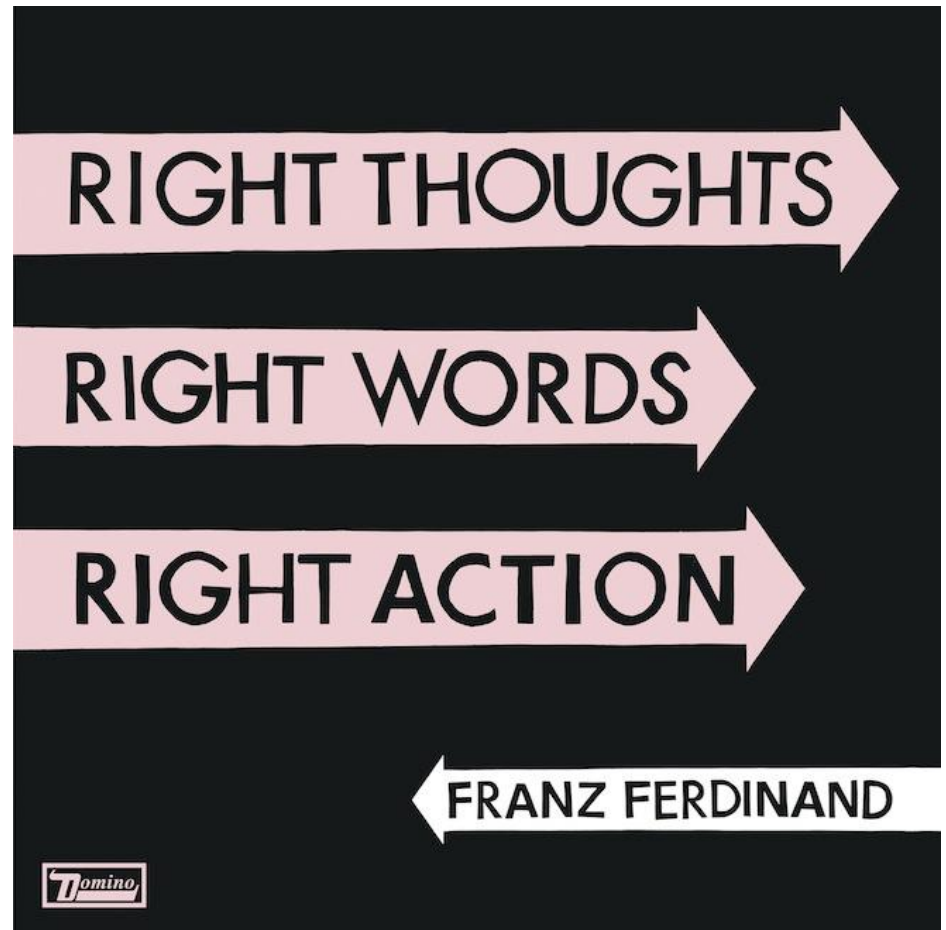
Final Thoughts

Create a strategy

- What is your goal
- What audience you want to reach
- What do you want to tell them
- Build the Social Media Toolbox
- Measure & Management

The Team

Run an Experiment



It's Not about technology – It's about you – THE HUMAN



Sridhar Sunkara

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