

**Social Media Campaign
- 5 Steps**

Step 1: Monitoring and Listening (Research & Crisis Comms)

When first considering developing a social media campaign, enter into the community and listen to the discussions there. See if you can find a list of top people who you would want to engage with, understand the popular times of day for engagement on the topics you want to discuss, how best to present yourself to the group.

Monitoring will give you a more focussed campaign than one created in isolation and dropped on the community. Consider creating campaigns from complaints (education), questions (education), jokes (entertainment), thank you's (influencer rewards) to deepen engagement.

Step 2: Creating & Prepare your social media assets (Content Marketing)

Members create their Identity through their content. Ensure that you have filled out your profile, are filling up your Facebook Page or Twitter stream with relevant and interesting information. Your hubsite (linking back to your deep content) should explain in depth who you are and what you stand for if (for example) Twitter does not give you enough room to do that. The hub site should be built from Content Social Media sites (YouTube for video, Scribd for whitepapers and industry eBooks, Flickr for photos, Visually for infographics) and then connect to the Distribution Social Media sites.

Your hub site will support your Voice in social spaces as well as offer your own channel with deep content to refer and link to in the community.

For the campaign, collect social objects for network distribution – status updates, photos, videos, infographics, statistics, quotes, powerpoint slides, eBook PDFs.

Step 3: Discussion & Engagement of Key Influencers & Groups

Now that you have listened and understood the customer community online and developed a profile and content relevant to the discussions online, choose some influencers to engage in discussion. Retweet (Twitter) and Share(Facebook) their material, comment and offer other information on their status update and social objects and otherwise become known to them. Simply forwarding a press release into the community will do nothing, becoming connected ensures a greater take up of promotional material.

Create a Conversation Diary to start discussions around THEIR topics

Step 4: Promotion and CTA (Call to Actions)

Create a social media press release. Create a ritual around introducing the social objects into the community e.g. invite top bloggers to an event, create a competition, have a podcast or live event to market the launch.

Even soft promotional tools such as iPhone apps, Facebook games, QR codes and others need a ritual to introduce them to the community. The biggest uptake of technology and apps and widgets is through campaigns focusing on tribes and influencers.

Step 5: Measurement & Analytics

During the campaign it is well worth running secondary metrics and KPIs to see the take-up of the activities in the campaign. Each campaign should track

- Circulation/Subscribers/Followers
- Engagement/Commenters/Their Channels
- Receivers/Exposure/Reach
- Velocity
- Sentiment
- Eco-system development, content creation

And secondary measurements such as Influencer ratings, FBO, SMO and so on.

Qualified Discussions

- Questions asked
- Products mentioned
- Top complaints
- Top preferences
- Leader discussions

The 5 Step Social Media Campaign framework is *step 7* of the 9 Step Social Media Strategy framework, developed by Laurel Papworth.

Facebook Target Audiences

FBO Facebook Optimisation - FBO

Facebook looks at a social object (status update, photo, video, etc) and determines a score based on how many of your close friends liked, shared, commented, clicked or visited that person or that Page. Engagement drives traffic. Lexicon (keyword clusters) are also important. Create a Conversation Diary and make sure you update regularly with links, images and other social objects to attract attention and EdgeRank.

- Lexicon - keyword clusters semantic engine. #hashtags Tip: Stay on keyword topic.
- Social Graph - if your friends like this, you will. Tip: Know your tribes interests.
- Lookalike Audience - strangers similar to your customers. Stay on topic.
- Content Type - Facebook gives videos to those that like videos. Choose a type.
- Last Actor 50 - be in the customers last 50 engagements on Facebook that day. Post more often.
- Cover Photo - magazine cover. Change often.
- Rituals - use community rituals like #TBT or create one like Fan Fotos Friday. (/seeaustralia)
- Posting - ask a question, share generously (links in, links out),
-

9 Steps of a Social Media Strategy

Step 1: Why are you on Social Media Why would your stakeholder want to engage with you on social media?

Purpose is a united goal e.g. stop world hunger, raise awareness on gender diversity, educate on health issues. Values could be how one goes about it and the different issues various tribes have.

Step 2: Which tribes?

It helps to define various stakeholder avatars, mixing up demographics with psychographics and buyer behaviours (trackable activities). Facebook delivers content based on “lookalike audience” with “keywords/Lexicon”.

Step 3: Where should we be? (social spaces)

Once you know your tribe and why you are connecting, choosing the platform becomes easier. LinkedIn for high net worth individuals, separate Facebook Pages for Youth Support vs Fundraising.

Step 4: Influencers and Gamification

Who are the key people in each tribe’s space? If a politician retweets you do you get more Reach? If an activist Facebook Page tags you, do you get more engagement? Does your traditional media PR improve through Twitter discussions? Who are the top bloggers/Instagrammers for each tribes space?

Step 5: Voice and Etiquette

How do you balance promotions and content marketing? Are you shock jock voice, educational or entertaining? What does each tribe expect on the different platforms? (spaces)?

Step 6: Campaign and Activities

How will you use Voice on an ongoing basis? Do you have campaigns that last more than one tweet or one Facebook status update. Planning out your campaign steps (see 5 Step course) of monitoring/observing, then creating campaign outline, getting into discussion with Key Influencers, moving into promotions and goals, finally measuring to confirm impact.

Step 6: Rituals, Rites of Passage and Conversation Diary

What is your social media programming looking like? Days of the weeks, weeks of the year, International Observance Day (International Womens Day) or fun days (Talk Like a Pirate Day). Depends on tribe, voice, key influencers etc. Develop a diary of content and conversations.

Online Course and Bio

Bio of Laurel Papworth (@SilkCharm)

Laurel Papworth aka SilkCharm personally connects with 6.8 million people through social media each month. Laurel was named by Forbes magazine in the Top 50 Social Media Influencers globally, and Marketing Magazine named her "Head of Industry, Social Media". Laurel's blog laurelpapworth.com has been named by AdAge in the Power150 media blogs worldwide and she is in the top 10 bloggers for Australia. Author of Social Media Revenue, Laurel has consulted globally including with Singapore Government and Middle East Broadcasting, and in Australia, with Westpac, Sony, local, State and Federal Government. Laurel manages massive gaming and online communities including millions of Fans on Facebook and forums for reality TV shows such as Junior Masterchef, Idol and Big Brother. Since 2005, Laurel has been teaching social media at the University of Sydney and she has been managing virtual communities since 1989. Laurel has 7,000 online students and education is a key passion of hers.

Find Laurel: laurelpapworth.com @SilkCharm +LaurelPapworth

If you are participating in the online course for Not for Profits please ask questions in Discussion forum at laurelpapworthtraining.com/courses/nfp

General enquires pa@laurelpapworth.com