LESSON TICKER: SOCIAL MEDIA MANAGEMENT

What is social media?
Any online tool that helps you connect and engage with your clients, students, or public. Social media enables organizations to maintain daily contact with their online audience, creates opportunities for conversations and collaborations with visitors and other organizations. In order to streamline outward-facing social networks, social media management should be employed, to see all your social networks in one place.

Before you begin to use social media you should ask the following questions:

- Do we already have one?
- Do we really need one?
- Who will manage and maintain it?
- Is there time to maintain it?
- What kind of account to use?

Why you need a social media policy and project plan?
Provide guidance for using social media to communicate about your organization, clarify the relationship between existing policies and contemporary uses of social media, provide a structure for future social media endeavors and clarify work-related and personal uses of social media.
How to develop a social media strategy?

- business mission
- business goals
- department goals
- social media goals
- social media tactics
- social media tactics

Goal setting

awareness - consideration - preference - visit - advocacy

Phase 1: now-3 months

- calls to action
- engagement vs. Narration
- cross-channel integration

Phase 2: 3–12 months

- uniform brand
- search optimization
- mobile optimization
- blog/content

Phase 3: 12 months on

- clear and direct customer journey
- audience optimized
- intuitive usability

What to consider?

What are the goals you hope to achieve by using social media? What are the reasons your social media use will complement our overall strategic plan? What are the types of content you’ll provide and the types of content you’ll solicit from your community? What are the performance outcomes? How will you know if it was worthwhile developing this? Who is/are the intended audience(s)? Age? Profession? Internal or external? Special interests? Who are the individuals authorized to speak on behalf of your organization?
How to create meaningful connections with audience?
Use a friendly voice in your posts, create and encourage conversations, ask your followers questions, respond to your followers, do not leave questions unanswered, prompt and friendly communication will result in audience members feeling a sense of importance and belonging to your organization, know your collections and subject matter, post what is relevant to the lives of your audience members.

Types of posts
Cross-Media Posting: Post important articles and news across all of your social networks simultaneously.
Schedule posts: Draft posts for the future.
Auto-Scheduling: Designates post upload time depending on when your social network receives highest volume of traffic.

Social media analytics
Understanding the popularity and outreach of your social networks is vital. Use this data when composing your future posts.

Social media strategies
Understand the value of social media
Develop your social media brand
Create a social media team
Employ a social media manager
Document social media goals
Use a brand strategy for social media
Determine your visuals
Establish and document repeatable, efficient social media processes
Establish and document standards regarding how content is published and monitored
Decide what and when to post on social media
Measure and evaluate (check metrics)

Social Media Marketing is an effective, free way to communicate with your members, and gain new members by advertising your group and your events online. This form of marketing allows you to cultivate
your outward-facing image and engage with your audience and your members. Not only is it effective, but it provides quantifiable data that explains why your marketing techniques and outreach attempts are/are not working.