# Social Media and Strategy

Project Management Institute
New York City Leadership
Spring Offsite

# Agenda

- Social media formula – 5 minutes
- University Community Persona case – 15 minutes
- Break out session - Project Management Community Persona – 30 minutes
  - Review
- An engagement strategy – 25 minutes
  - Multiple persona engagements
  - Working back from an event and working forward after an event
  - Communication integration
  - Communications calendar
- Actions items - 10
  - To follow
  - To do
  - To engage

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**sourced further in document*

# Question: Who broke marketing and sales?

**Answer**: We did.

- ❑ 86% skip TV ads
- ❑ 91% unsubscribe from email
- ❑ 44% of direct mail is never opened
- ❑ 200 million on the Do Not Call list
- ❑ SPAM is 68% of all mail

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*source: hubspot.com*

# Let me sell you something

You need to be in the relationship before the sale.

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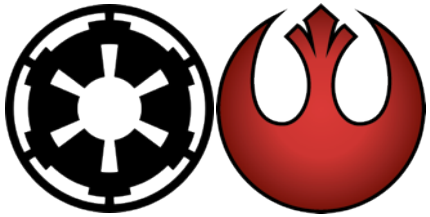
source: http://1.bp.blogspot.com/_hyVoJUEnNAc/S9dmihaYl9I/AAAAAAAABeg/T_wJRTqdvQw/s1600/0.jpg

# ~~Sell~~ Tell that to me again

Says who?



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*picture sources:* http://www.thinkgeek.com/product/d314/
http://images2.wikia.nocookie.net/__cb20080220004325/starwars/images/thumb/2/2e/Imperial_Emblem.svg/250px-Imperial_Emblem.svg.png
http://fc00.deviantart.net/fs71/f/2012/258/4/2/rebel_alliance_emblem_by_the_pyri-d5es44d.png

# This is very academic www.---.edu

A university appeals to whom?

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*picture source: http://www.waterbury.uconn.edu/images/campus_3.jpg*

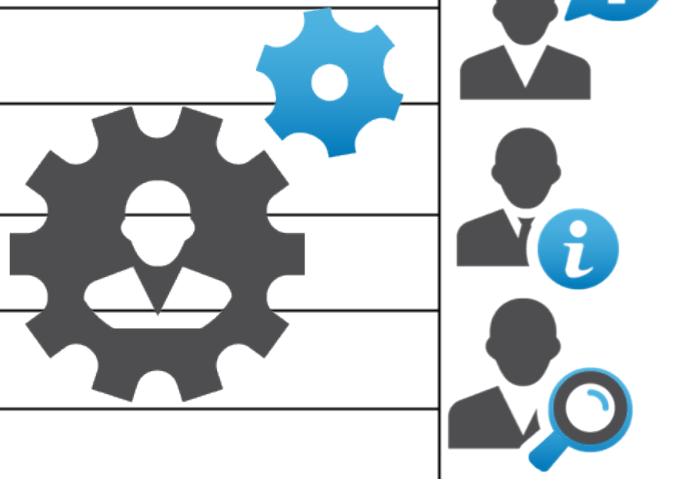
# Inflection – Breakout

# Persona and keyword breakout 1 of 3

Modified from Dr. Lene Nielsen's work on usability and buy-in. Suggested for social media by author David Meerman Scott

Instructions: The idea is to create an archetype of your buyer persona with all the details you can provide: what the user does, is motivated professionally by, reads, works, is interested in, etc. Try to understand this person's motivation and need.

| | |
|---|---|
| **The Person** | Who are they? |
| | Why are they interested? |
| **The Hypothesis** | Work conditions |
| | Work strategies and goals? |
| | Information strategies and needs |
| **Verification** | Likes / Dislikes |
| | Inner Needs |
| | Values |
| | Area of Work |
| | Work Conditions |



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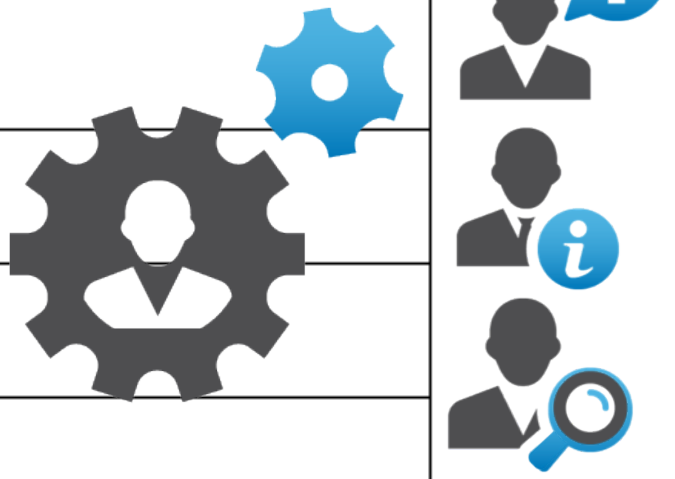
*Persona matrix worksheet modified from Lene Nielsen PhD http://www.hceye.org/HCInsight-Nielsen.htm*

# Persona and keyword breakout 2 of 3

Modified from **Dr. Lene Nielsen's** work on usability and buy-in. Suggested for social media by author David Meerman Scott

| | |
|---|---|
| **Defining** | What is the need of this person |
| **Validation** | Goals |
| | What engages this persona |
| | Feeling about the industry |
| | Feeling about technology |
| | Feeling about networking |
| | Feeling about learning |
| | What are the differences between them |



*Source: Modified this effort from the following source: Ten Steps to User Persona By Dr. Lene Nielsen*

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# Persona and keyword breakout 3 of 3

Modified from **Dr. Lene Nielsen's** work on usability and buy-in. Suggested for social media by author David Meerman Scott

**Insert keywords**

| | |
|---|---|
| | |
| | |
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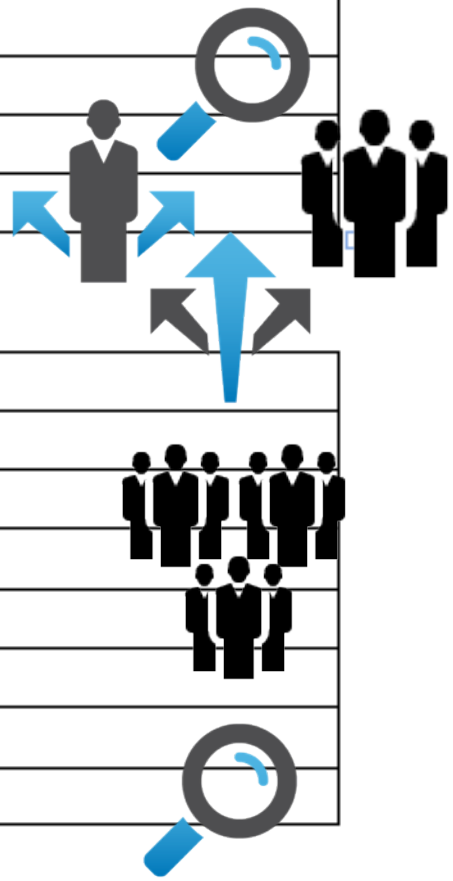
| | |
| | |



**Insert key phrases**

| |
|---|
| |
| |
| |
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| |
| |
| |

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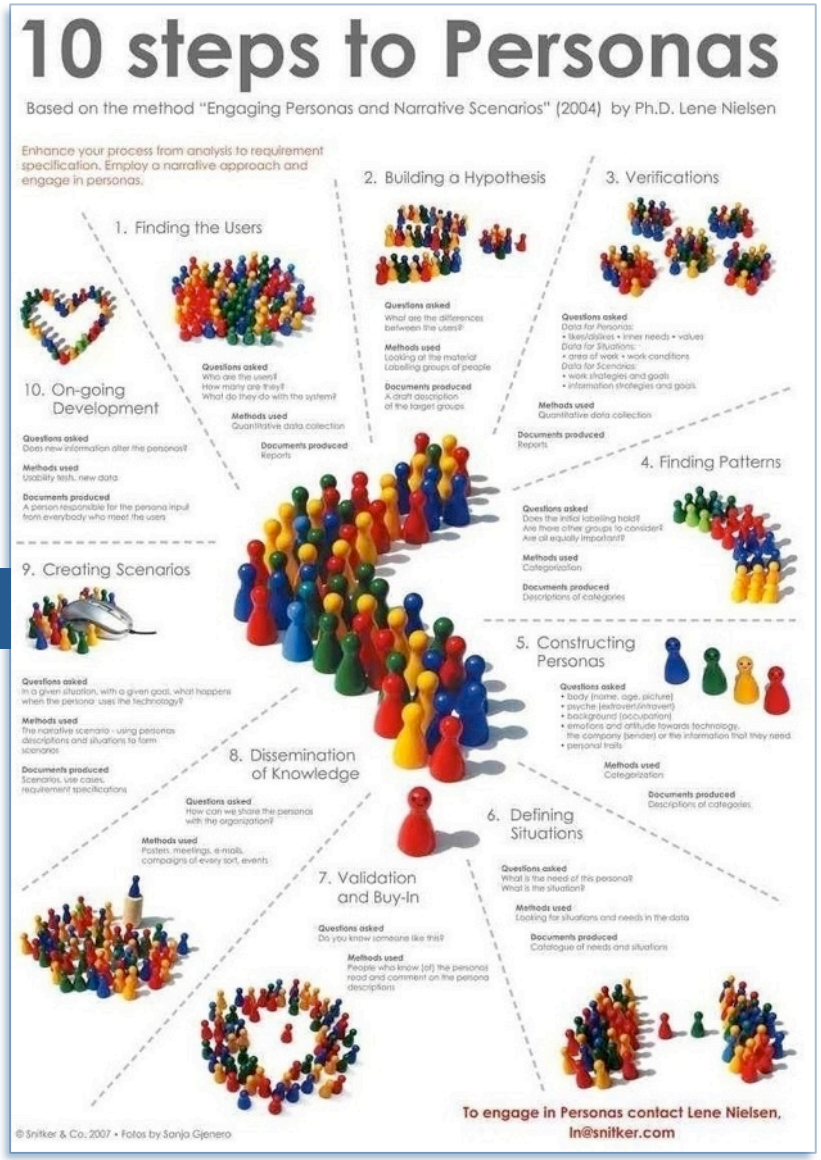
# To get found, find out about persona

- Create an archetype of your buyer persona with all the details you can provide:
  - ✓ What the user does
  - ✓ Is motivated professionally by
  - ✓ Reads, works, is interested in




## WIIFM? leads to WIIFT?

- The objective is to understand the persona's motivation and need.
  - ✓ What's in it for them now provides answers to **What's In It For Me? (WIIFM?)**

*Persona matrix worksheet modified from Lene Nielsen PhD http://www.hceye.org/HCInsight-Nielsen.htm*

# It really is about them

| Persona matrix | | |
|---|---|---|
| **The Person** | Who are they? | Why are they interested? |
| **The Hypothesis** | +Work conditions<br>+Work strategies and goals? | Information strategies and needs |
| **Verification** | +Likes/Dislikes<br>+Inner Needs<br>+Values | +Area of Work<br>+Work Conditions |
| **Defining** | What is the need of this person | |
| **Validation** | +Goals<br>+What engages this persona<br>+Feeling about industry | +Feeling about networking<br>+Feeling about learning<br>+What are the differences between personas |

> ***Turn strangers into friends,***
>
> ***turn friends into customers,***
>
> ***turn customers into salespeople.*** Seth Godin

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## Web 2.0 is about being social

The power of your blog or your hyperlink is about dialogue

- Social Media is pervasive and regenerates thoughts and ideas through a cyclical process of **listening**, **discovering**, **sharing**, and **contributing** personal or professional perspective
- Not a message, but a conversation. If you do not have anything to say, then listen

## The splinternet

- In the realm of social media, companies will earn the community of customers they deserve
- Customers have choices, and if you're not consistently vying for their attention, it's pretty easy to fall off their radar screen when they evaluate options
- Conversations are markets
- It is not about selling, it is about dialogue

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## Communication rule #1: know your audience

**What's In It For Me?** (WIIFM?) the #1 communication filter

- ❑ Search engines answer questions
  - ✓ 3 and 7
- ❑ Identify the persona(s) in need of your solution
  - ✓ What are their problems?
  - ✓ What keeps them awake at night?
  - ✓ What do they want to know?

## What's in it for Me? What's In It For Them? (WIIFT?)

- ❑ Write their story
  - ✓ Valued content describes issues and problems they have face and provides detail on how to solve these problems
- ❑ A source for their solution
  - ✓ Hang out where they hang out
  - ✓ Investigate words and phrases they use to describe problems?
  - ✓ Measure ROI (Return on Involvement)

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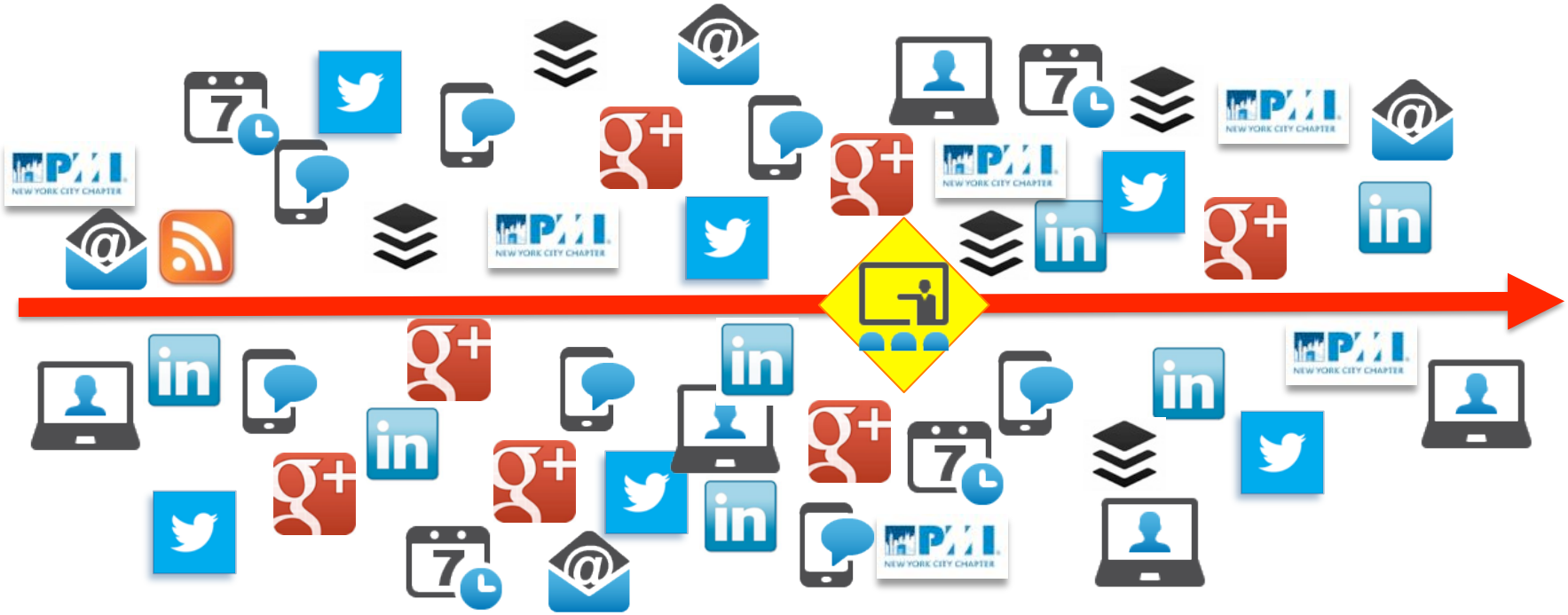
# Anatomy of a Peep

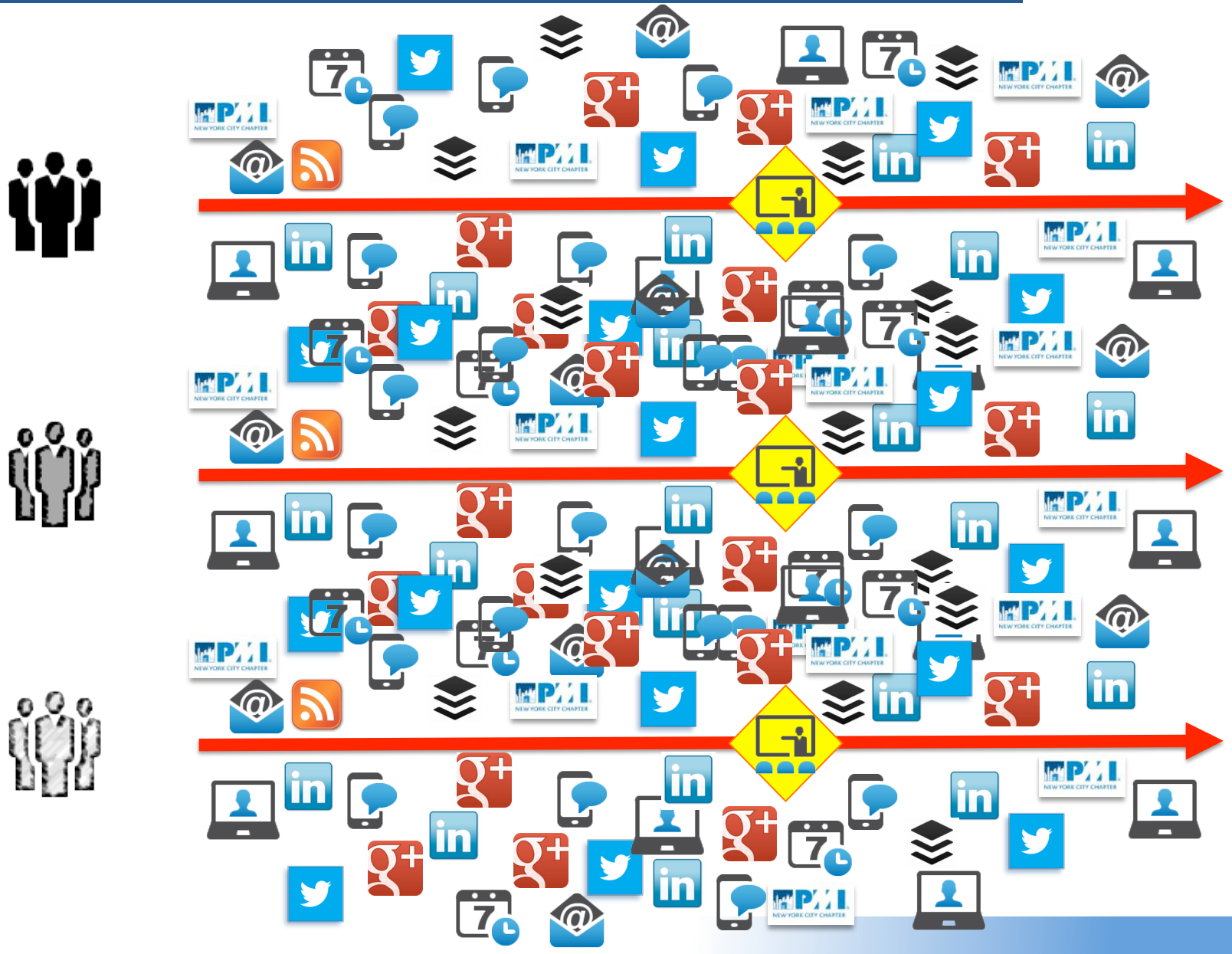
# If a twit tweets in the woods?

- ❑ 50 billion
- ❑ 3 billion
- ❑ 7 seconds
- ❑ 3 seconds

# If the flock flocks?



# How many flocks can a good flock flock?

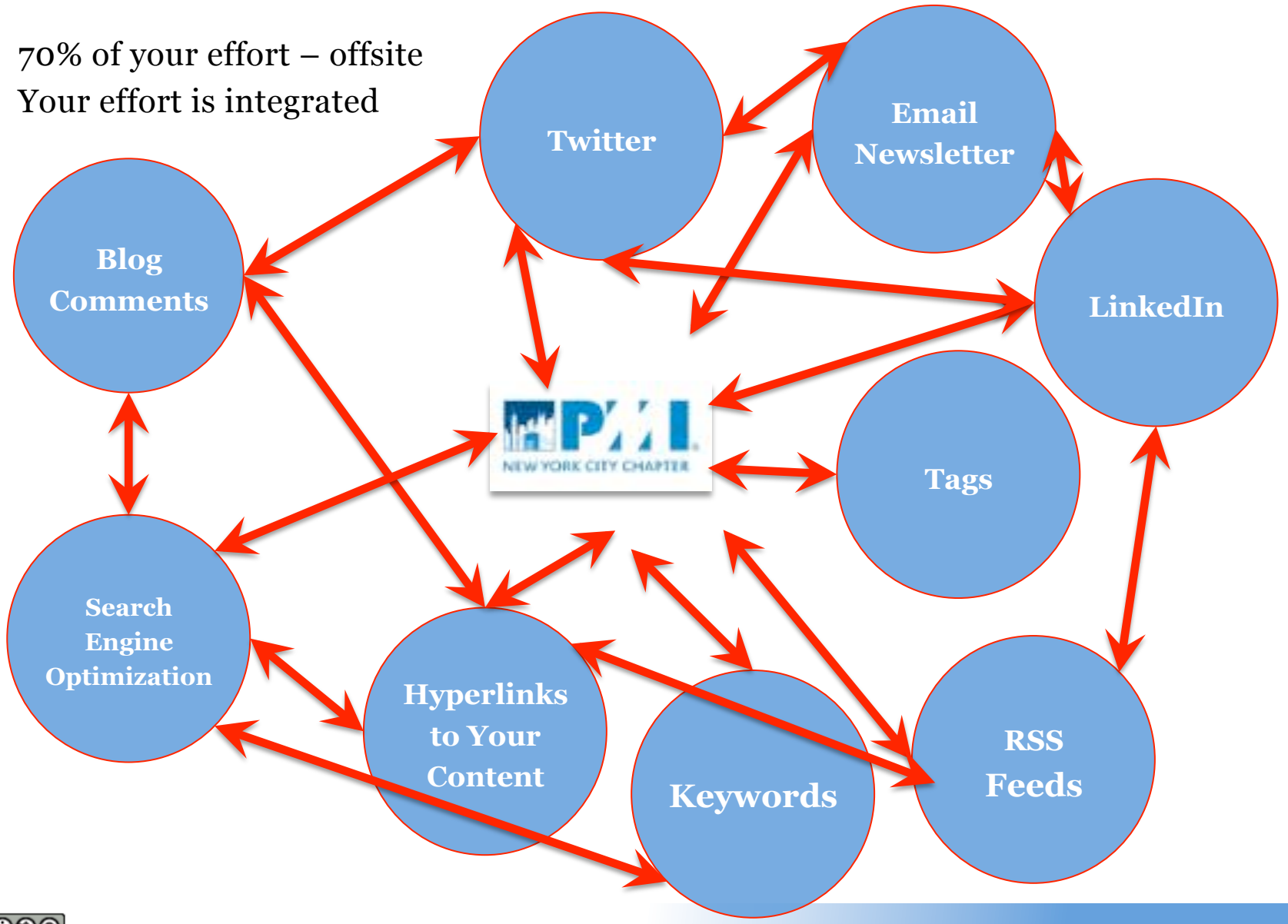


# Migration pattern

# Social media fieldtrip

③ Artifacts

- 70% of your effort – offsite
- Your effort is integrated

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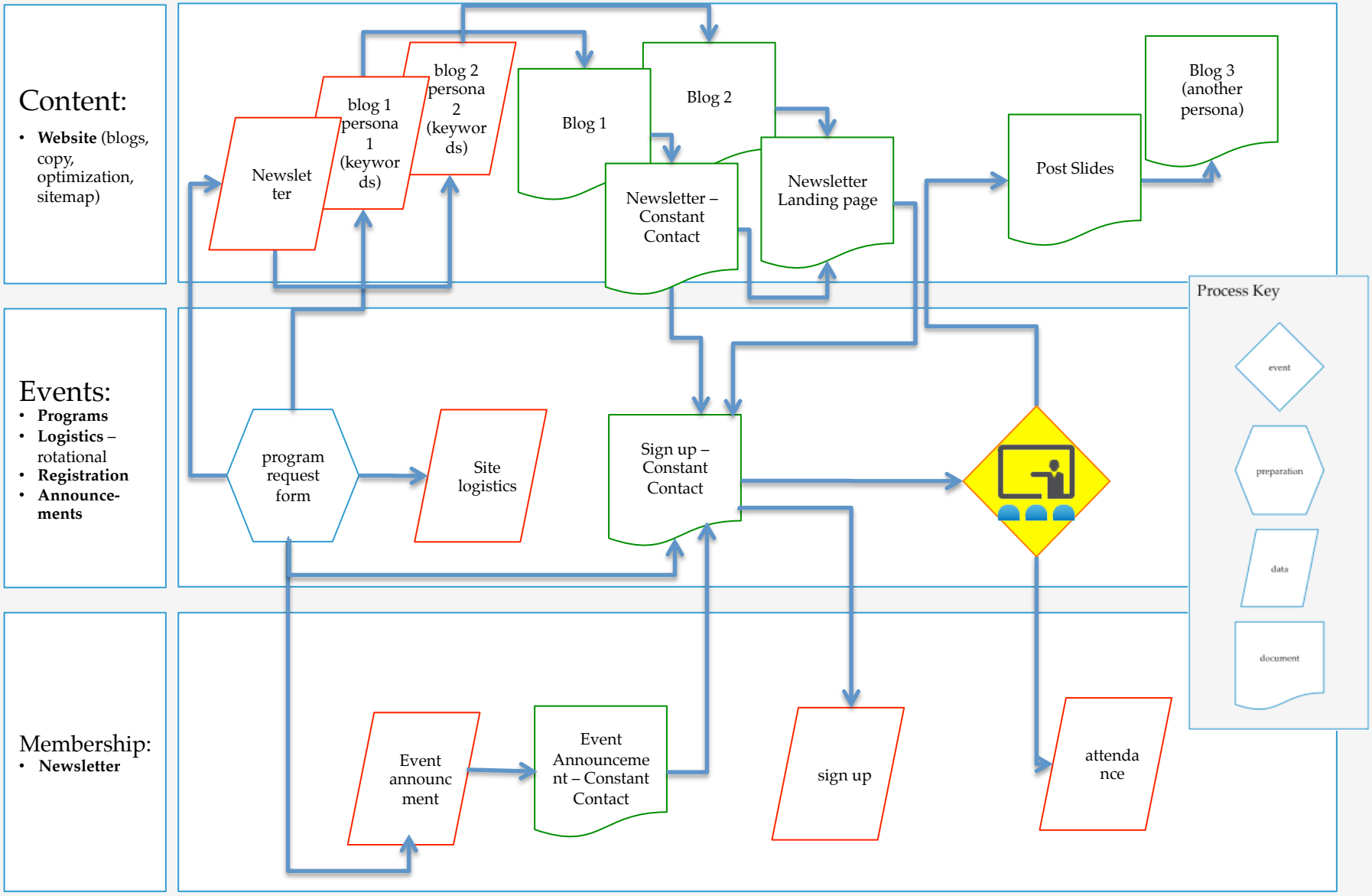
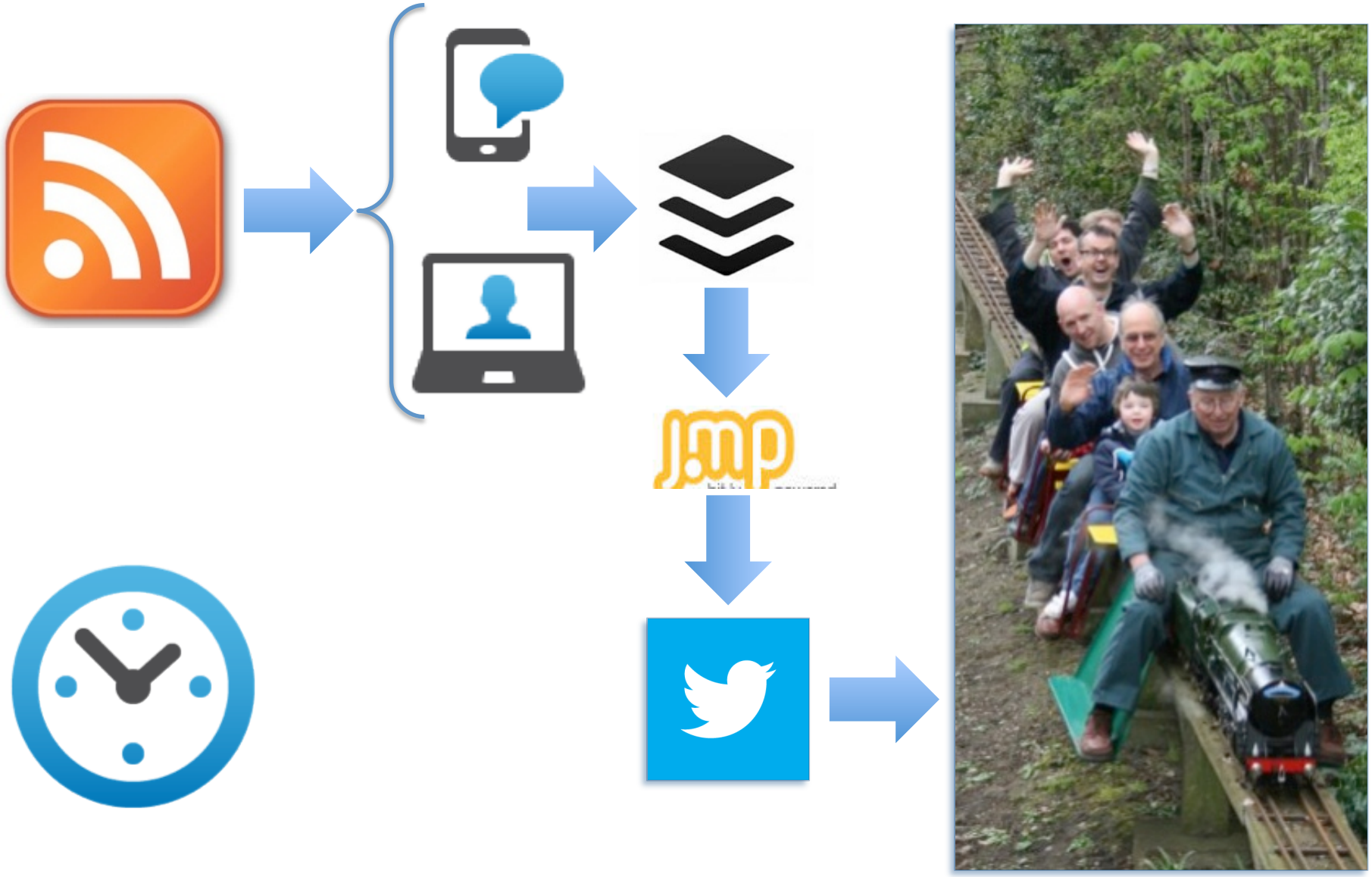
# Coordinating Swim Lanes

| | |
|---|---|
| Programs<br>– *Name* | |
| Communication – *Name*<br>**Site** (blogs, copy, optimization, sitemap) | |
| Events – *Name*<br>• **Programs**<br>• **Logistics** – rotational<br>• **Registration**<br>• **Announce-ments** | |
| Membership – *Name*<br>• **Newsletter**<br>• **Renewals** | |

# Monthly Meeting Communication Process - sample



# Measure ROI (Return on Involvement)



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# Current State

## Options

- [x] Gmail
- [x] Google Drive
- [ ] ~~Google reader~~ Feedly reader
- [x] RSS
- [x] j.mp
- [x] Twitter feeder

## Execution

- [x] Migrate to gmail MX servers to leverage robust Google tools
- [x] Store and manage documents within a single sign on
- [ ] Set up Feedly reader accounts to push new content to filter and manage information by role
- [ ] Category-specific subscription and social media ping services for auto-launch
- [x] Link shortener
- [x] Auto post to multiple social media sources

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## Options

- Commenters
- Cultivators
- Creators

## Execution

- Identify sites to monitor and comment from PMINYC account
- Look at conversations happening in community channels:
  - Google+ discussions
  - LinkedIn discussions
  - Twitter discussions
  - Bloggers
- Create new content and modify for channel

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## Options

- Monthly meetings
- Twice weekly Agile, stand-up meetings

## Execution

- Share learning and tools in a round-table format – save new technologies, tools, and options for this forum
- Maximize people's time and review challenges and opportunities

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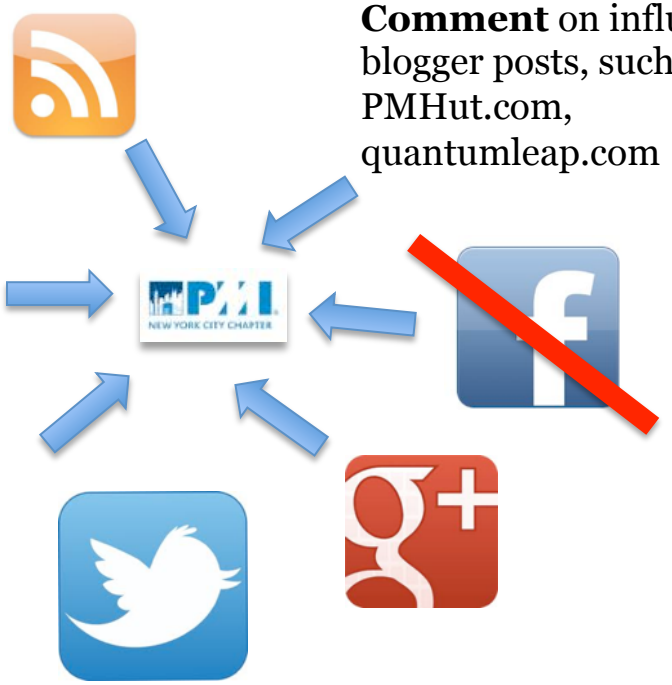
# Integration of message, medium, and frequency

*Iterate and modify for channel and for engagement*




**Observation**:

1. News and copy is not promoted
2. Events are not synched to release
3. Content creation is not leveraged
4. Engagement channels are cumbersome

**Recommendation**:

1. Use more RSS feeds broken down into sub-categories
2. Monitor a short-list of sites
3. Create content off site on select blogs and sites
4. Manage and monitor conversations
5. Promote conversations, replies, and comments – content over announcement

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# Current social media team

- *Name 1*
- *Name 2*
- *Name 3*
- *Name 4*

- *Name 1*
- *Name 2*
- *Name 3*

*Move to other community support*

- *Name 1*
- *Name 2*

- *Name 1*
- *Name 2*
- *Name 3*

**Willing and able:**

- *Name 1*
- *Name 2*
- *Name 3*
- *Name 4*
- *Name 5*

**Observation**:

1. Spread too thin
2. Lack of coordinated message
3. Inconsistent engagement

**Recommendation**:

1. Close Facebook
2. Rebuild teams to 1) find content 2) develop content and 3) cultivate conversation
3. Coordinate message, medium, and timeliness
4. Identify key sites to comment on
5. Assign communication liaison to filter news, events, calendar, article generation
6. Create communications triggers
7. Create communications calendar

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# Field Trip

# Tactics – Twitter 140 character microblog

A relationship building forum

- A way to increase your brand awareness
- To create a lead funnel of prospects to your business
- An un-ending resource for you and your company
- A way to meet others across the world in similar industries, likes and interests

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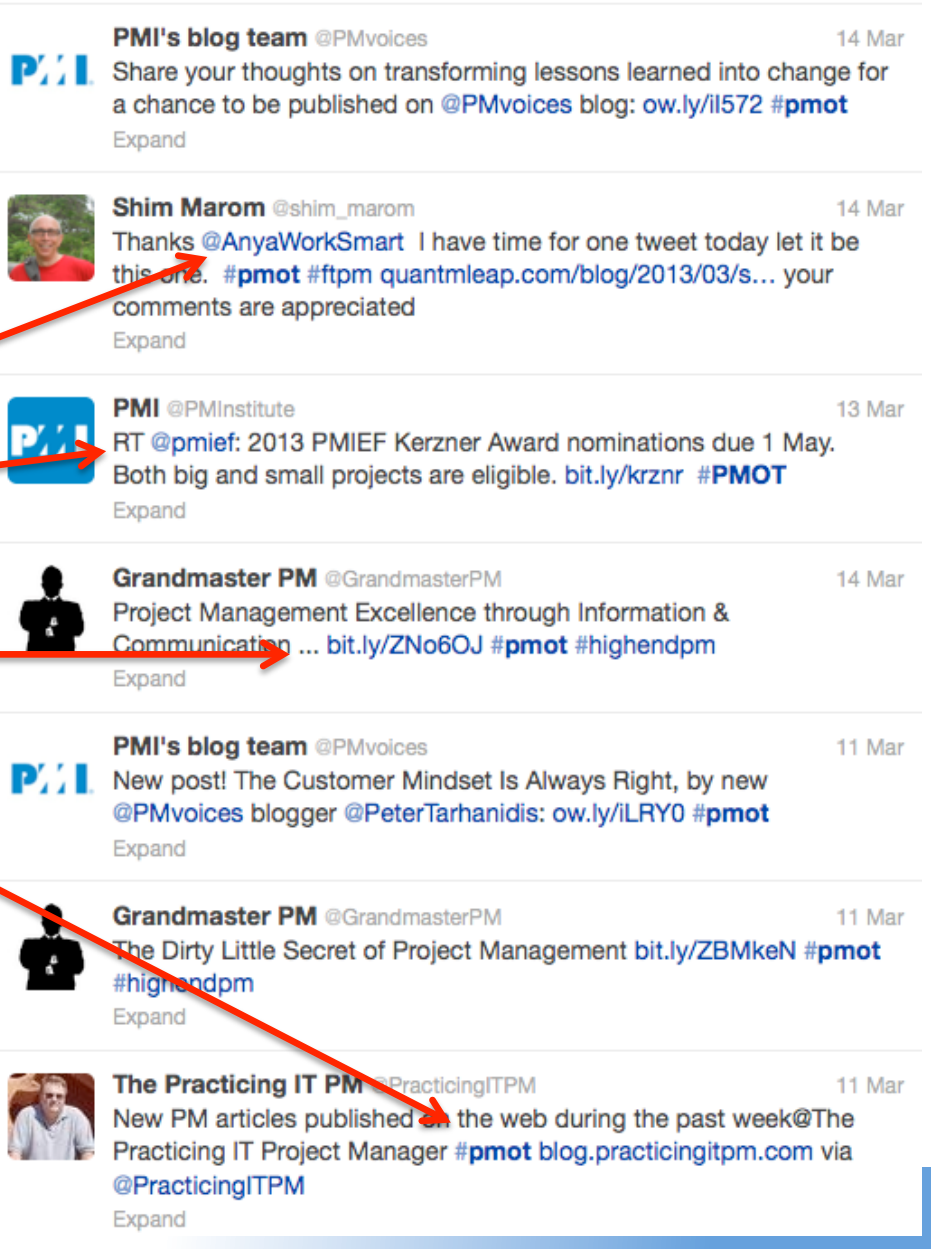
# Twitter – Manage the 140, manage thousands

- ❑ @
- ❑ RT
- ❑ link shortening services
- ❑ #
- ❑ FF

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# Twitter – Lists

- Subscribe
- Recommendation
- Friends
- Discover

Home | Connect | Discover | Search

**ProjectMngt**

A public list by Toby Elwin

44 MEMBERS | 8 SUBSCRIBERS

Edit | Delete

Tweets >

List members >

List subscribers >

Recently added members · View all

HarePoint @HarePoint
Following

Project Management @ProMana...
Following

Jeff Furman @PMAnswerBook
Follow

Preben Ormen @prebenormen
Follow

More lists by @TobyElwin · View all

hoboken
ProjectMngt
PE
OD
gadget

**Tweets**

**PMI** @PMInstitute 6m
Squash negativity! Learn how to stop stakeholders from behaving badly in the September #PMNetwork ow.ly/dDo46 #pmot
Expand

**Project Management** @ProManagement24 14m
Antonoil and Schlumberger Sign Joint Venture Contract to Offer Integrated ... - Sacramento Bee bit.ly/QoNhRd
Expand

**Ankit** @AnkitTheLeanWay 14m
Ty @flinchbaugh @lansf80789 for the RT: Climbing the Mountain of Change ht.ly/dGRqF
Expand

**Velopi** @velopi 14m
Velopi - a PMI REP - will hold it's last PMP exam preparation course for 2012 in Dublin in November. Dates 7/8/21/22nd of November Venue: ...
Expand

**Bill Mabry** @BillMabry 19m
Facebook rolls out social business initiative for local firms – including €100 ... dlvr.it/28mMgp
Expand

**PM Hut** @pmhut 23m
Requirements Gathering in Project Management: Not Enough If Not Priortized and Ranked pmhut.com/requirements-g...
Expand

**Project Smart News** @ProjectSmart 1h
PRINCE2 and PMP • Re: Responsibilities - Clarification bit.ly/OnRWRq #pm #pmot
Expand

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# Appendix

# Q: Where to start? A: By listening

The best social media strategy starts with ~3 to 6 months of listening:

- ❑ Start on other sites and seeing what they are talking about – then comment
- ❑ COMMENT on influential blogs in your community, industry, complementary industries, and prospective client's markets
- ❑ When you COMMENT, post informative, quality info to position yourself as an expert – this is not a sales pitch
- ❑ Develop a community – allow COMMENT and respond to them
- ❑ Incorporate subscription and user tracking tools

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# Share what solves problems, what answers questions

Create content worth linking to:

- Content is remarkable when someone defines it as remarkable, not when your marketing or product manager define it as remarkable. This is the greatest challenge in today's world of marketing
- You really have no control over your product's value, however, you do have control about hosting and socializing with people who will advocate, refer, and recommend your service or product
- Your strategy relies on enabling others

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# Thank You

@TobyElwin

email@TobyElwin.com

http://TobyElwin.com

***The secret of getting ahead is getting started. The secret of getting started is breaking your complex overwhelming tasks into small manageable tasks, and then starting on the first one.*** *Mark Twain*

## Blog Resources @TobyElwin.com

- Community Persona design
- Scope:  or how to manage projects for organization success
- How to launch and manage your social media identity

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