

Information and Communication

How Social Media Trumps Marketing

www.TobyElwin.com

Presented for Project Management Institute

Agenda

Information and communication – How social media trumps marketing

1. Social part of social media

- Identify where
- Listening in

2. Planning

- Identify who and why
- Designing the plan
- Get Found, Be Sticky, Call to Action

3. Contributing

- Hearing
- Adding
- Collaborating

4. Monitoring and measuring

- Tools – j.mp, TweetDeck, Technorati, keyword search
- What to measure, what to tweak
- Resources to manage your identity

Nice little gathering – the cocktail crowd, many smiles.
Marketing 2.0: social media, multi-point engagement



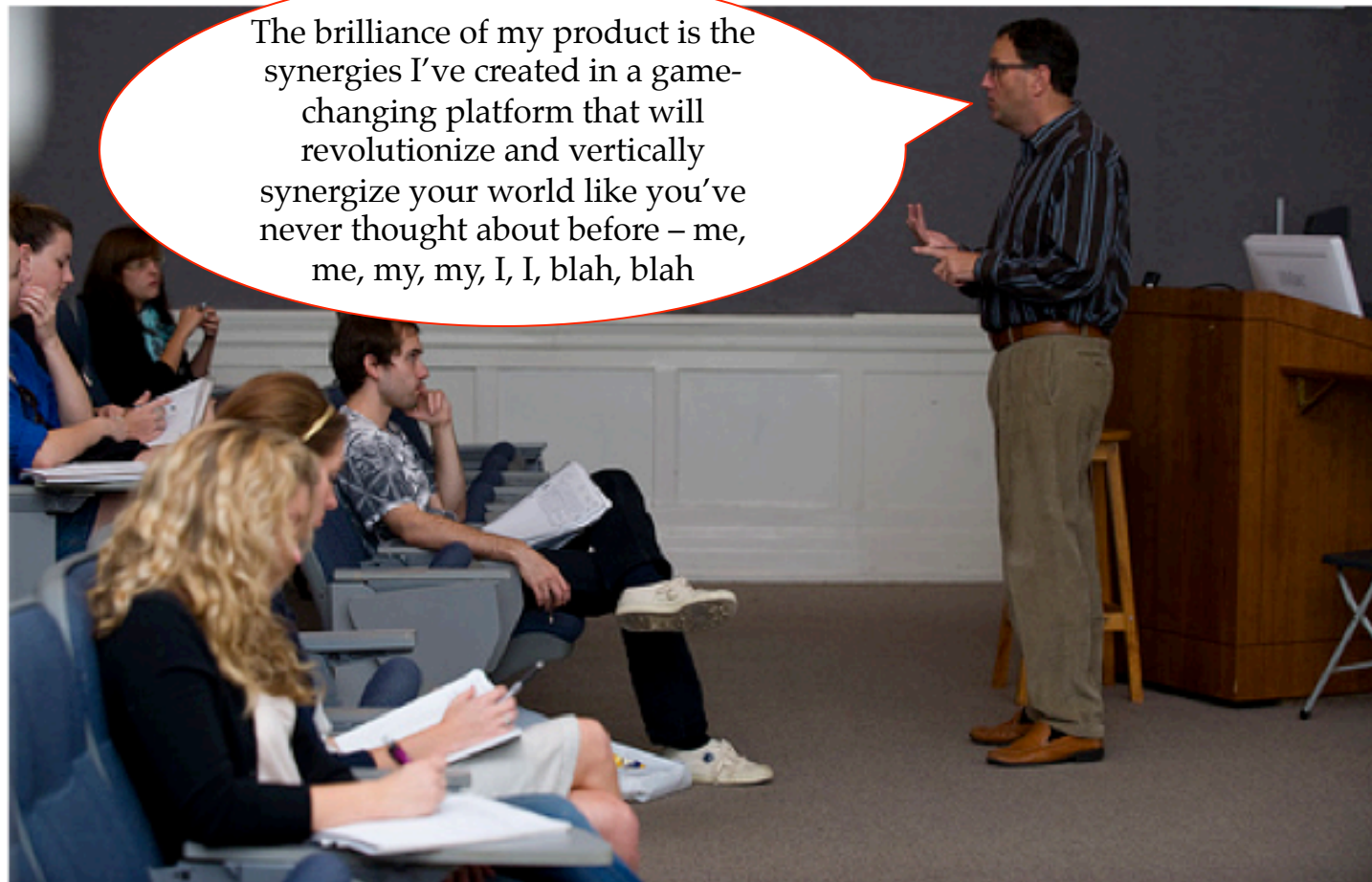
source: <http://www.inc.com/magazine/20100301/ceo-passions-hosting-benefit-concerts.html>

Not a terribly exciting place to be, but wait ... he's about to talk ...



source: http://www.flickr.com/photos/pburch_tulane/4195280723/
© 9/22/12

What? He lost me at “The brilliance of **my** ... Marketing 1.0 – one-way, outbound, speaker-centric



Communication saturation and the filters we built

Marketing 1.0 – one-way - outbound

Advertising



Filter



Direct Marketing



Filter



source: hubspot.com

Marketing 2.0 – two-way, inbound



Marketing 2.0 (inbound) and the tools

Aggregators

TechCrunch



You Tube

Technorati™

Search Engine Optimization

Google™



Live Search

YAHOO!

Ask.com

Social Media

facebook

twitter

Linked in

delicious
social bookmarking

digg

source: *hubspot.com*

From: command/control To: contribute/collaborate

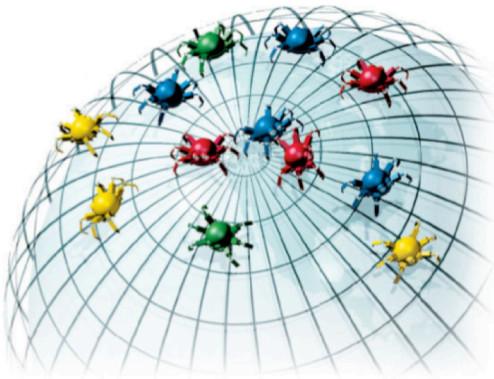
Marketing 1.0 the distribution is the value; command and control

- + Community
- + Transparency
 - only 14% of people trust advertisements
 - 78% trust the recommendations of other customers

Marketing 2.0 the content is the value; contribute and collaborate

- + Get found
- + Be sticky
- + Call to action

1 - Get found



2 – Be sticky



3 – Call to action



Which would you rather be?



What is Web 2.0

- Visitors can contribute content or comments.
- Visitors can subscribe to your content.
- Visitors can share your content easily with others.
- Visitors can rate your content.
- Visitors can form communities and collaborate with each other.
- Visitors can influence the opinions of others positively or negatively.
- Visitors can get engaged in productive ways before they are ready to buy your widget.
- Visitors are not limited to your company website but can also link to other destinations on the web that interest them.

Agenda

Information and communication – How social media trumps marketing

1. Social part of social media

- Identify where
- Listening in

2. Planning

- Identify who and why
- Designing the plan
- Get Found, Be Sticky, Call to Action

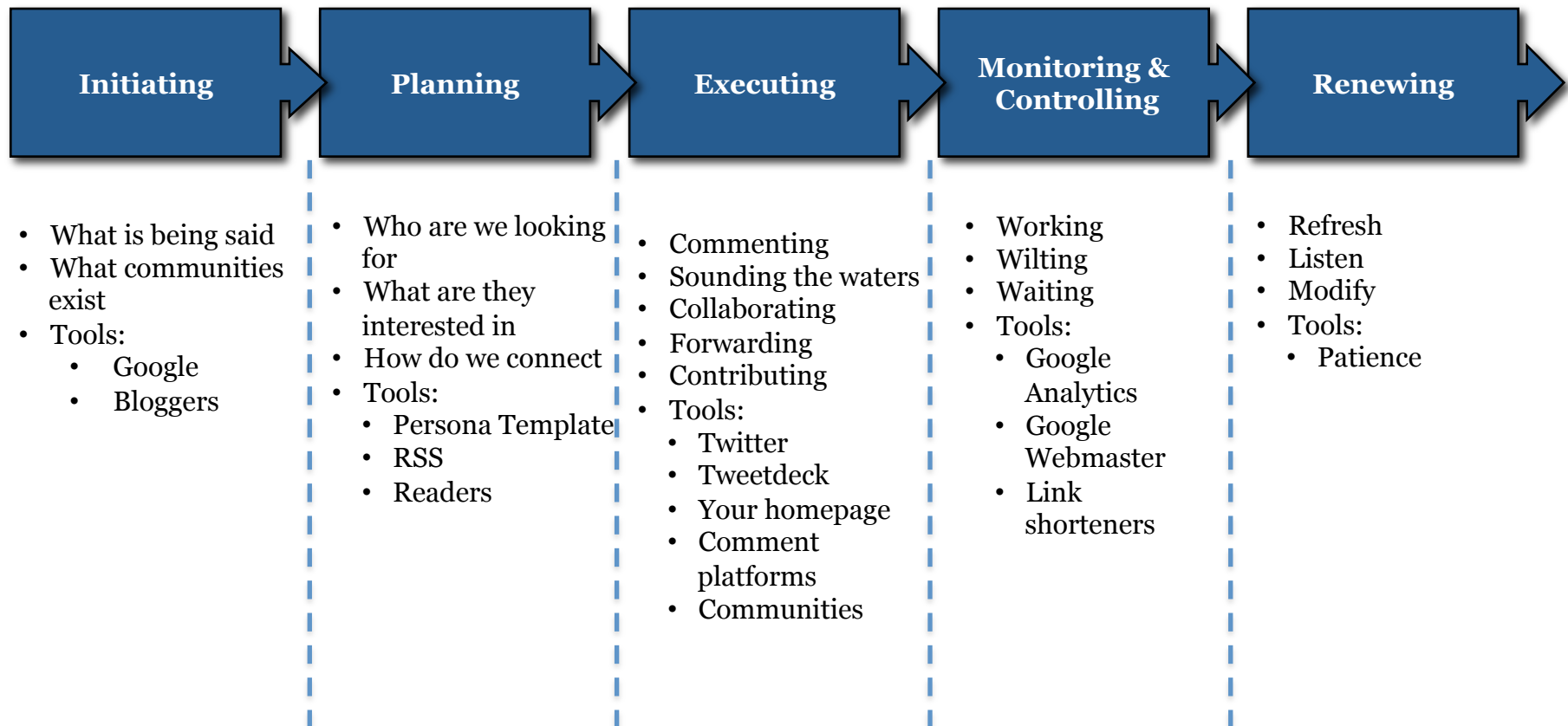
3. Contributing

- Hearing
- Adding
- Collaborating

4. Monitoring and measuring

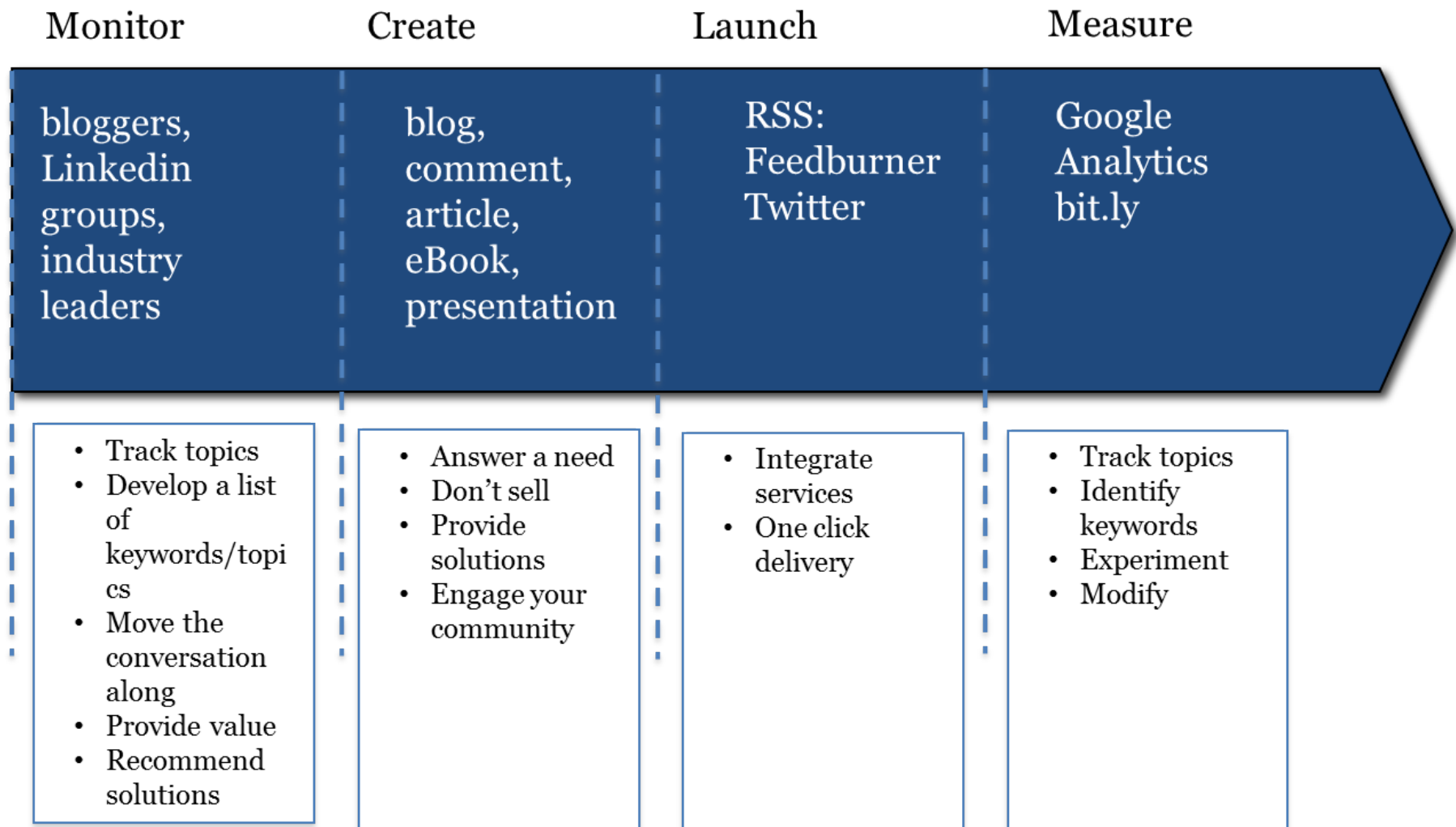
- Tools – j.mp, TweetDeck, Technorati, keyword search
- What to measure, what to tweak
- Resources to manage your identity

Social media ROI plan – Return on Involvement



Do you develop communication that clearly answers: **What's in it for me?**

Your social media managed phases



The grand rule of communication: know your audience

Always filtered through WIIFM? (**What's in it for me!**)

Information versus Communication

- Information is one-way (display)
- Communication is two-way (feedback, adjust)

WIIFM solution: Offer something

- Show off your expertise
- Link content to the place where action occurs
- Think like a publisher
- Go to GoogleKeywordTool.com*:
 1. Enter a keyword you want to be ranking for.
 2. Find out synonymous keyword combinations.
 3. Choose one low on competition & with decent monthly traffic.
 4. Write a blog post around it.

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

What Can You Say? Keywords and Phrases

- Search – by keyword on Technorati, BlogSearch.Google.com
- Read – learn the language, read daily (aggregators)
- Subscribe – via RSS feed, READ DAILY
- Choose and commit – build a top 10 list
- Comments – add useful/informative comments, link backs
- Write – start your own blog
- Blogrolls
- Guest Blog

>70% of Marketing Strategy is Offsite



Persona (Non) Grata

Community Persona

- Identity
- Who are you talking to
- What interests them
- Think like a publisher

The community persona design strategy

- Who is your community? Prospects?
- What are they interested in?
- What do you want to hear from them?
- What do you want to talk to them about?
- Segmentation
- What value can you offer?
- What are your goals?

Focus on the Keywords and Phrases That Your Community Use

- What are their problems?
- What keeps them awake at night?
- What do they want to know?
- What words and phrases do they use to describe these problems?

Your buyer is faced with problems, develop topics that appeal to them:

“Turn strangers into friends,

Turn friends into customers,

Turn customers into salespeople...” *Seth Godin*

To get found, find out about persona

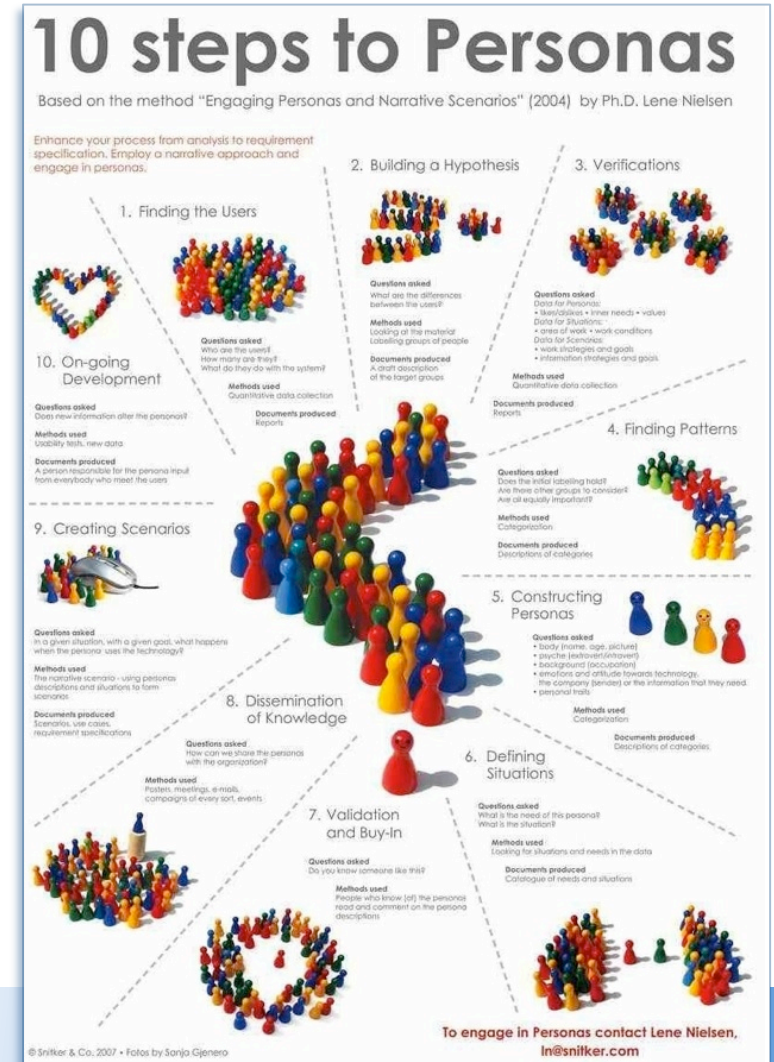


Your buyer is faced with problems, develop topics that appeal to them

- Measurable ROI (Return on Involvement)
- ~~What's in it for Me?~~
What's in it for Them? *WIIFT?*

Answer WIIFM? with WIIFT?

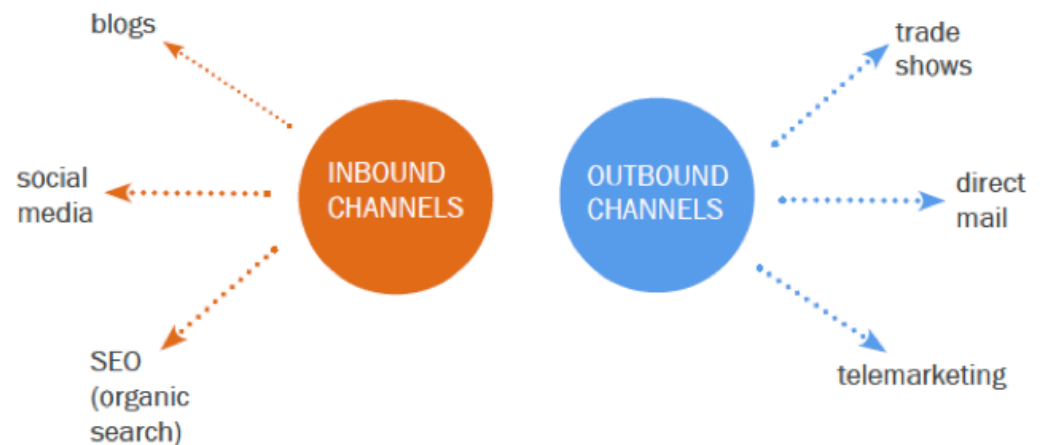
- Create an archetype of your buyer persona with all the details you can provide:
 - what the user does,
 - is motivated professionally by,
 - reads, works, is interested in
- The goal is to understand this person's motivation and need.
- What's in it for them now provides answers to What's in it for me



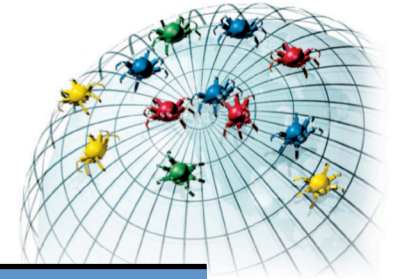
The engagement strategy - People search for answers to their questions, not your content

Persona design

1. What answers can you provide for what they search for
2. Keywords
3. Keyphrases
4. Think like a publisher – compelling content, unique to them
5. Think like a publisher – compelling content, unique to their community



Community persona identification



Persona matrix worksheet

The Person

Who are they?

Why are they interested?

Hypothesis

+ Work conditions
+ Work strategies and goals?

Information strategies and needs

Verification

+ Likes/Dislikes
+ Inner Needs
+ Values

+ Area of Work
+ Work Conditions

Defining

What is the need of this person

Validation

+ Goals
+ What engages this persona
+ Feeling about industry

+ Feeling about networking
+ Feeling about learning
+ What are the differences between personas

Persona design template 1 of 3

I have modified this effort from the following source: Ten Steps to User Persona By Dr. Lene Nielsen
<http://bit.ly/66kTa>

Instructions:

- The idea is to create an archetype of an PMI-interested Persona with all the details you can provide: what the user does, is motivated professionally by, reads, works, is interested in, etc...
- Help us understand this person's community motivation to value PMI.

Note: You will have multiple community personas, add as you go.

Quality	Questions	Description
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	


Persona design template 2 of 3

Quality	Questions	Description
	Area of Work	
	Work Conditions	
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	

Quality	Questions	Description
	What are the differences between them	
Presentations/Opportunities that might interest		

Persona design template 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

Insert key phrases

Agenda

Information and communication – How social media trumps marketing

1. Social part of social media

- Identify where
- Listening in

2. Planning

- Identify who and why
- Designing the plan
- Get Found, Be Sticky, Call to Action

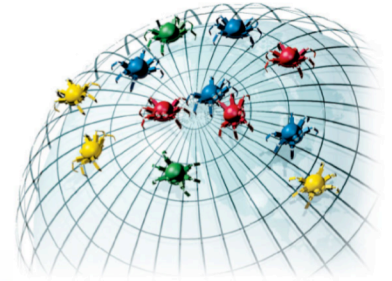
3. Contributing

- Hearing
- Adding
- Collaborating

4. Monitoring and measuring

- Tools – j.mp, TweetDeck, Technorati, keyword search
- What to measure, what to tweak
- Resources to manage your identity

Persona – think like a publisher



From leading to contributing

1. Identify the persona(s) of who needs your solution?
2. Investigate words and phrases they use to describe problems?
 - Search engines answer questions
 - 3 and 7
3. Develop content that describes issues and problems they have faced and then provides details on how to solve these problems
 - What are their problems?
 - What keeps them awake at night?
 - What do they want to know?

Onsite Tactics – Action

1. Create multiple places for others to share
2. Create integration (with tools like Feedburner and your RSS feed) to your social media when you update your blog will automatically post to social media sites and communities



©2009 TopRank® Online Marketing. All rights reserved.


Offsite Tactics - Twitter

- A relationship building tool
- 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



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





Toby Elwin

@TobyElwin

Sacred Cow Tipper; views on all that motivates organization talent, change, and leadership: design to delivery; enjoy music, economics, & history; A is A.

Hoboken, NJ · <http://TobyElwin.com>

Edit your profile

9,725 TWEETS

1,092 FOLLOWING

1,127 FOLLOWERS

Tweets

Following


Followers

Favorites

Lists


Recent images

Similar to you




Kristy Dominguez @KristyDominguez

Follow



Bernhard Schulte @dozykraut

Follow




kristinacalas @kristinacalas

Follow

© 2012 Twitter About Help Terms Privacy Blog Status Apps Resources Jobs Advertisers Businesses Media Developers


Tweets



Project Management @ProManagement24

Antonoil and Schlumberger Sign Joint Venture Contract to Offer Integrated ... - Sacramento Bee bit.ly/QoNhRd


Expand



Ankit @AnkitTheLeanWay

Ty @flinchbaugh @lansf80789 for the RT: Climbing the Mountain of Change ht.ly/dGRqF


Expand



Velopi @velopi

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

Facebook rolls out social business initiative for local firms – including €100 ... dlvr.it/28Mgpg


Expand



PM Hut @pmhut

Requirements Gathering in Project Management: Not Enough If Not Prioritized and Ranked pmhut.com/requirements-g...


Expand



Project Smart News @ProjectSmart

PRINCE2 and PMP • Re: Responsibilities - Clarification bit.ly/OnRWKq #pm #pmot

Expand

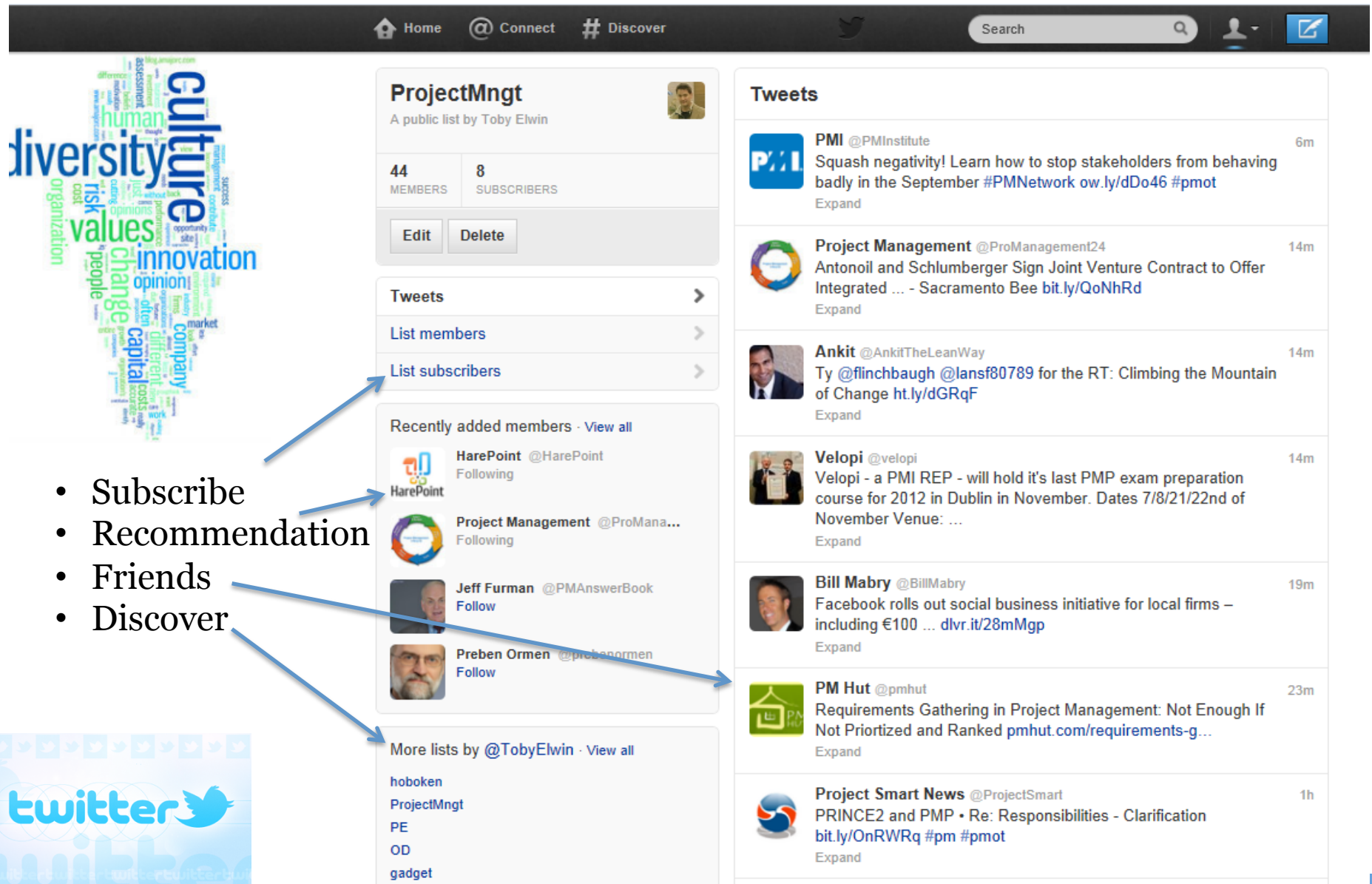


Mark Graban @MarkGraban

New #LeanMeme! It's a "matter" of opinion [#leanstartup](http://bit.ly/TSseer)

Expand

Twitter – Lists



The screenshot shows a Twitter interface with a dark header bar containing 'Home', 'Connect', and 'Discover' tabs, a search bar, and user avatars. On the left, a word cloud features terms like 'culture', 'diversity', 'values', 'innovation', 'change', 'risk', 'organization', 'people', 'capital', 'company', 'different', 'often', 'costs', 'market', 'opinion', 'performance', 'without', 'back', 'management', 'assessment', 'blog', 'amazon.com', 'difference', 'level', 'new', 'project', 'management', 'blog', 'amazon.com', 'difference', 'level', 'new', 'project', 'management', 'blog', 'amazon.com'. The main content area displays the 'ProjectMngt' list, a public list by Toby Elwin, with 44 members and 8 subscribers. It includes buttons for 'Edit' and 'Delete', and links for 'Tweets', 'List members', and 'List subscribers'. Below these are 'Recently added members' including HarePoint, Project Management, Jeff Furman, and Preben Ormen. At the bottom, there's a section for 'More lists by @TobyElwin' listing 'hoboken', 'ProjectMngt', 'PE', 'OD', and 'gadget'. On the right, a 'Tweets' column shows several tweets from users like PMI, Project Management, Ankit, Velopi, Bill Mabry, PM Hut, and Project Smart News. Blue arrows point from a list of actions to specific elements: 'Subscribe' points to the 'List subscribers' link; 'Recommendation' points to the 'Project Management' member; 'Friends' points to the 'Jeff Furman' member; and 'Discover' points to the 'More lists by @TobyElwin' section. A small Twitter logo is in the bottom left corner.

- Subscribe
- Recommendation
- Friends
- Discover

Twitter – Manage all the Tweeting: TweetDeck

The screenshot shows the TweetDeck v0.33.2 interface with five columns of tweets. The top bar includes a search bar, a 'What's happening?' section, and a 'DRAG PHOTOS AND LINKS HERE' area. The columns are labeled 'All Friends', 'Mentions', 'Mentions', 'All Friends', and 'All Friends'. The first column (All Friends) shows tweets from @correlationist, @Jabaldaia, and @novalab24. The second column (Mentions) shows tweets from @correlationist, @Jabaldaia, and @novalab24. The third column (Mentions) shows tweets from @correlationist, @Jabaldaia, and @novalab24. The fourth column (All Friends) shows tweets from @correlationist, @Jabaldaia, and @novalab24. The fifth column (All Friends) shows tweets from @correlationist, @Jabaldaia, and @novalab24. Red circles highlight specific tweets in the first three columns.

©

www.TobyElwin.com

Agenda

Information and communication – How social media trumps marketing

1. Social part of social media

- Identify where
- Listening in

2. Planning

- Identify who and why
- Designing the plan
- Get Found, Be Sticky, Call to Action

3. Contributing

- Hearing
- Adding
- Collaborating

4. **Monitoring and measuring**

- Tools – j.mp, TweetDeck, Technorati, keyword search
- What to measure, what to tweak
- Resources to manage your identity

Toby Elwin blog

Google feedburner

  [Edit Feed Details...](#) | [Delete Feed...](#) | [Transfer Feed...](#)

Analyze

Optimize

Publicize

Monetize

Troubleshootize

 My Feeds

Sign up with a Google Account

1. add your RSS feed
2. automatically publicize through email subscriptions
3. automatically publicize through social media feeds

↓ VIEW

Feed Stats

[Subscribers](#)

[Item Use](#)

[Uncommon Uses](#)

Map Overlay:

[Moved to NEW location](#)

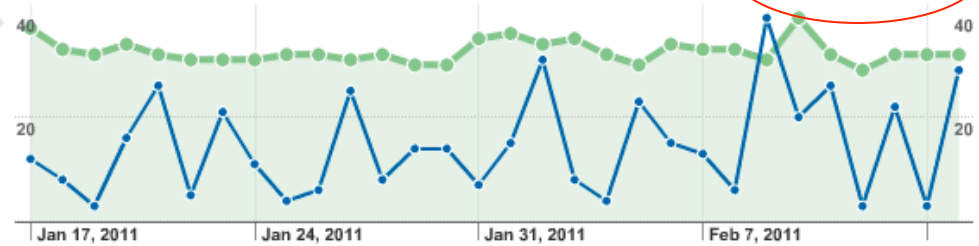
Export: [Excel](#) • [CSV](#)

↓ SERVICES

[Configure Stats](#)


Feed Stats Dashboard

Show stats for



Monday, January 17 – Tuesday, February 15

♦ **32** subscribers (on average) 

♦ **14** reach (on average) 

[See more about your subscribers »](#)

Popular Feed Items

NAME	VIEWS	CLICKS
Total	1,158	400
Fistful of beans 01/26/2011	31	32
Technical ability does little to mitigate risk	46	15
Fistful of beans 02/02/2011	20	32

[See more about your feed items »](#)

Connect FeedBurner to Twitter or other accounts

FeedBurner interface showing the 'Socialize' service selected in the left sidebar. The main content area displays the 'Socialize' configuration options.

SERVICES

- Headline Animator
- ✓ BuzzBoost
- ✓ Email Subscriptions
- ✓ PingShot
- ✓ Socialize** (highlighted)
- Chicklet Chooser
- ✓ Awareness API
- ✓ Creative Commons
- Password Protector
- ✓ NoIndex

Socialize

Connect your feed to the real-time social web! With Socialize, FeedBurner will automatically post updates from your feed to your social media account. [Learn more about Socialize](#)

Select Account

Twitter account: [telwin](#) [Add a Twitter account](#)

Formatting Options

Post content:

☒ Include link

☒ Leave room for retweets

Hash tags:

☐ Use inline hash tags

Additional text: Add

at the

Item Selection

Item limit: Post up to new items per feed update

Item order: Order items by

Keyword filter:

e.g. toast, purple cow

Only post items containing a keyword in

Add other announcements for FeedBurner to coordinate

Google FeedBurner

Edit Feed Details... | Delete Feed... | Transfer Feed...

Analyze Optimize Publicize Monetize Troubleshootize My Feeds

VIEW

Your Feed

XML Source

SERVICES

✓ BrowserFriendly
Make subscribing simpler

SmartCast
Podcasting and iTunes settings

✓ SmartFeed
Ensure maximum compatibility

✓ FeedFlare
Build interactivity into each post

Link Splicer

Photo Splicer

Geotag Your Feed

Feed Image Burner

✓ Title/Description Burner

Convert Format Burner

Summary Burner

FeedFlare

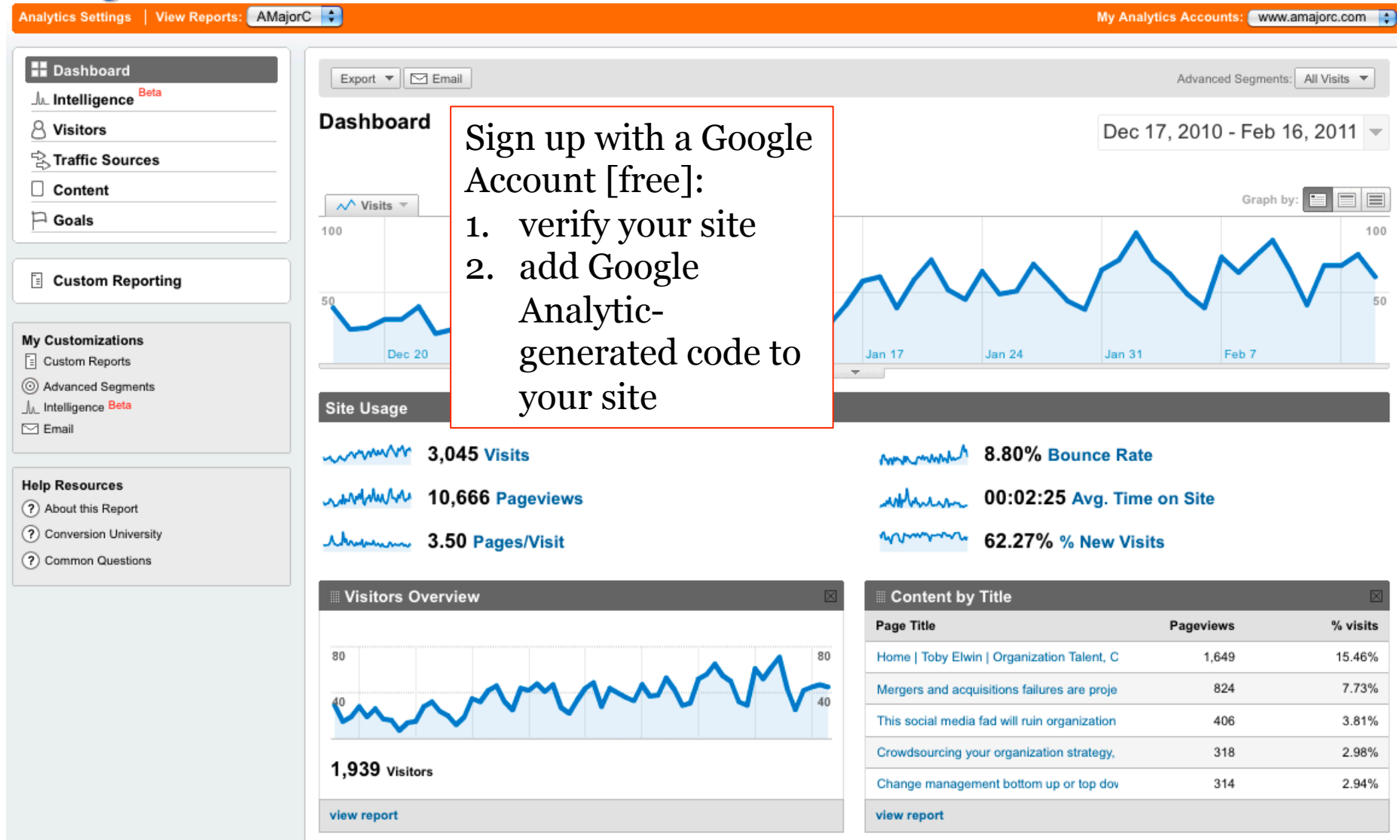
Give your subscribers easy ways to email, tag, share, and act on the content you publish by including as many or few of the services listed below. FeedFlare places a simple footer at the bottom of each content item, helping you to distribute, inform and create a community around your content.

Official FeedFlare

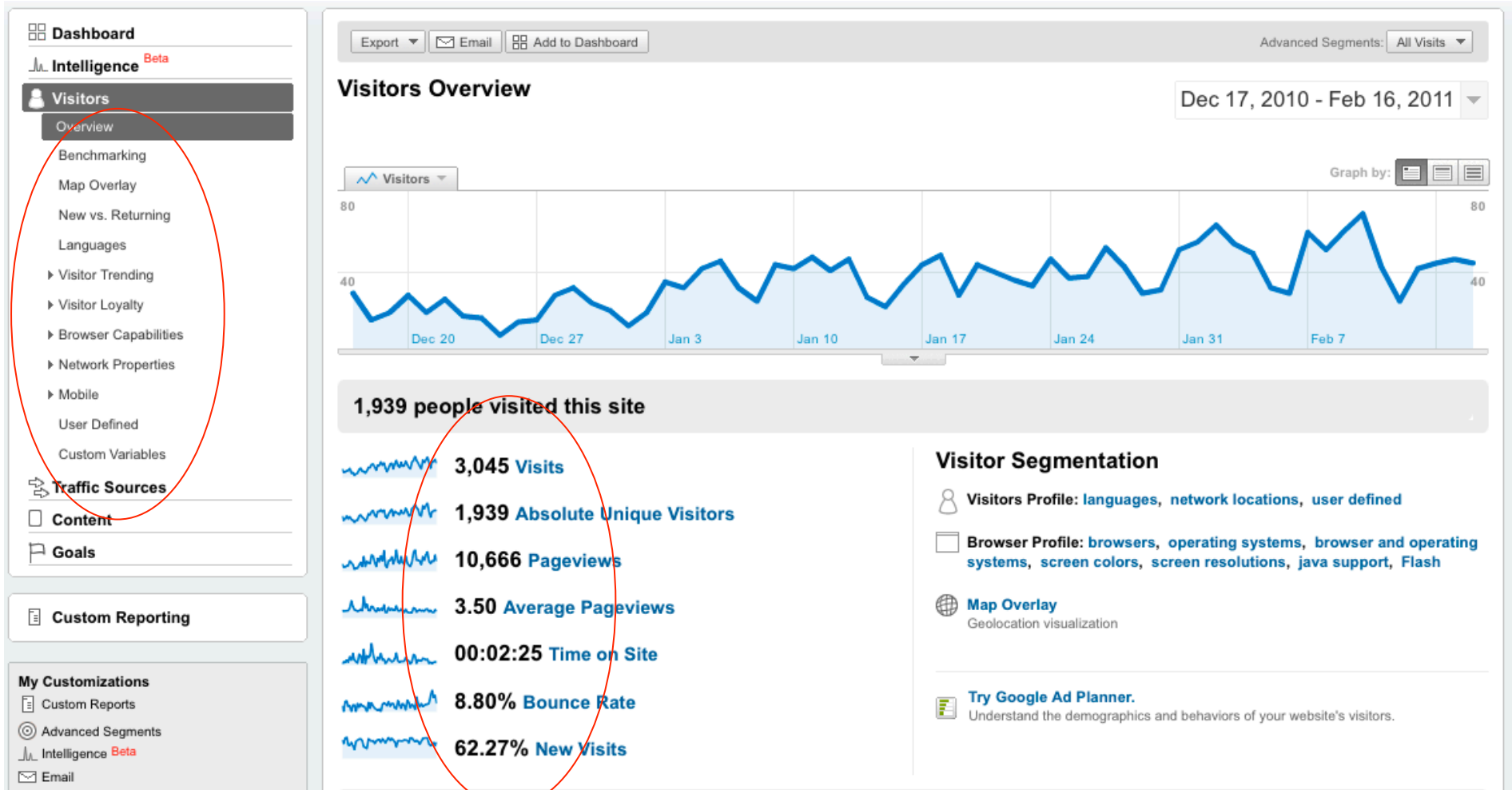
Feed	Site
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> Email This ▼
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> Email The Author ▼
<input type="checkbox"/>	<input type="checkbox"/> Comments Count (Blogger) ▼
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> Technorati Cosmos Links ▼
<input type="checkbox"/>	<input type="checkbox"/> Comments Count ▼
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> View Creative Commons License ▼
	<input checked="" type="checkbox"/> Subscribe to this feed ▼
	<input type="checkbox"/> Sphere: Related Content ▼
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> Save to del.icio.us ▼
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> Add to del.icio.us (static) ▼
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> Digg This! ▼
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> Share on Facebook ▼
<input type="checkbox"/>	<input type="checkbox"/> outside.in: geotag this post ▼
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> Discuss on Newsvine ▼
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> Stumble It! ▼
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> Add to Mixx! ▼

Monitor, measure, and improve engagement

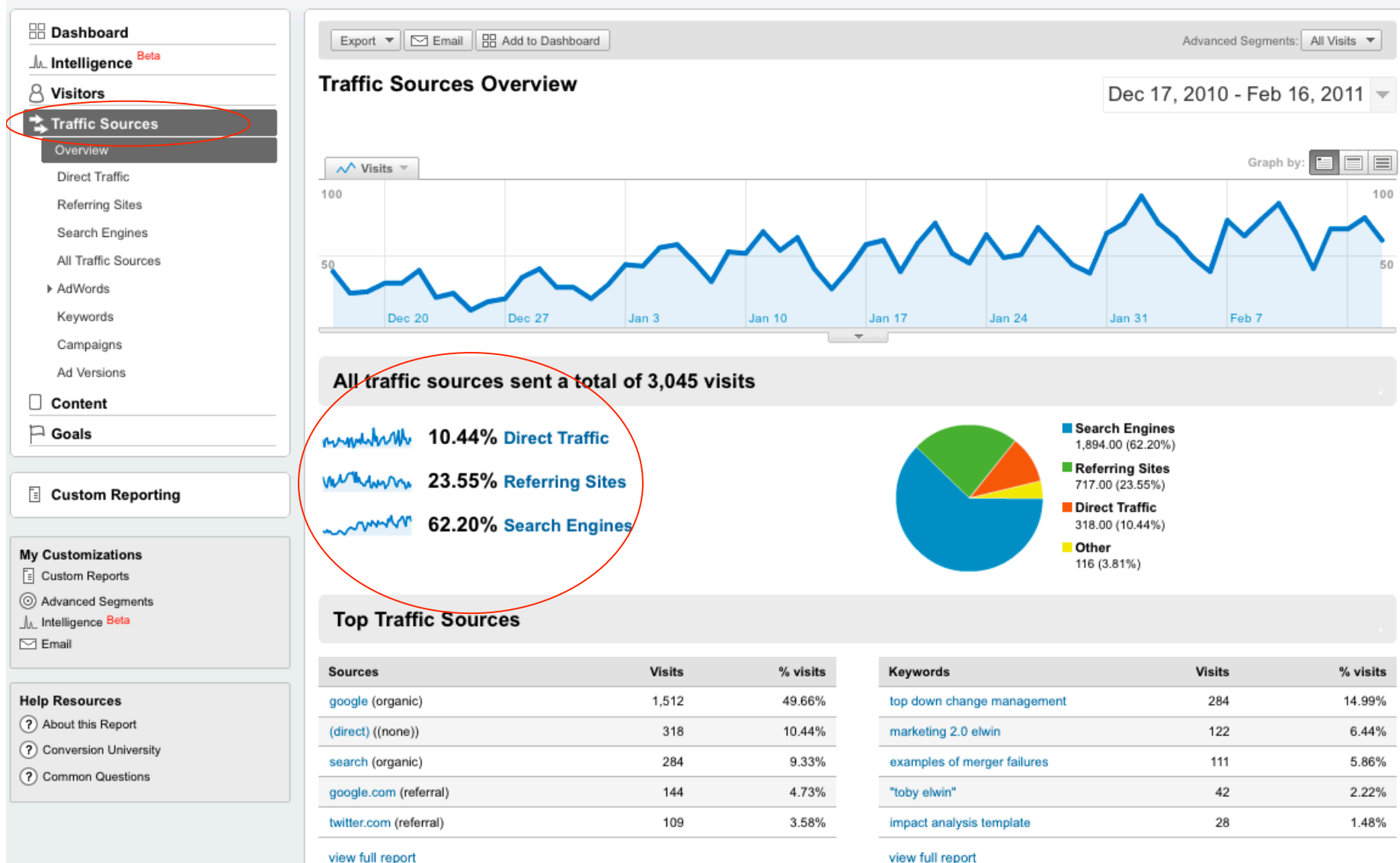
| [Settings](#) | [My Account](#) | [Help](#) | [Sign Out](#)

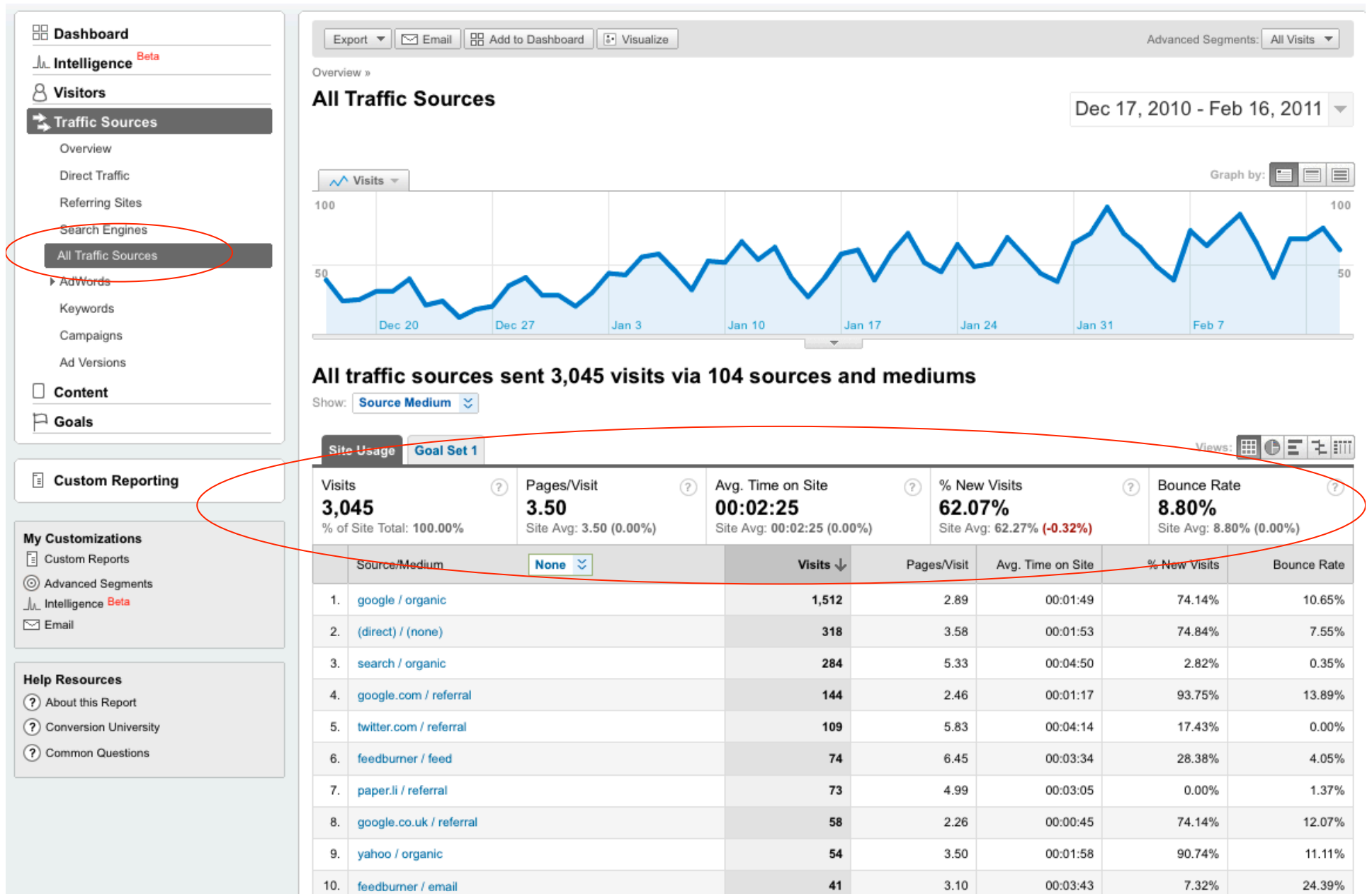


Drilldown, data mine, and develop



Find out your traffic sources and how they found you





2 – Google Analytics

293 pages were viewed a total of 10,666 times

Dashboard

Intelligence Beta

Visitors

Traffic Sources

Content

Overview

Top Content

Content by Title

Content Drilldown

Top Landing Pages

Top Exit Pages

Site Overlay

Site Search

Event Tracking

Goals

Content Performance

Pageviews
10,666
% of Site Total: 100.00%

Unique Pageviews
4,578
% of Site Total: 100.00%

Avg. Time on Page
00:00:58
Site Avg: 00:00:58 (0.00%)

Bounce Rate
8.81%
Site Avg: 8.81% (0.00%)

% Exit
28.53%
Site Avg: 28.53% (0.00%)

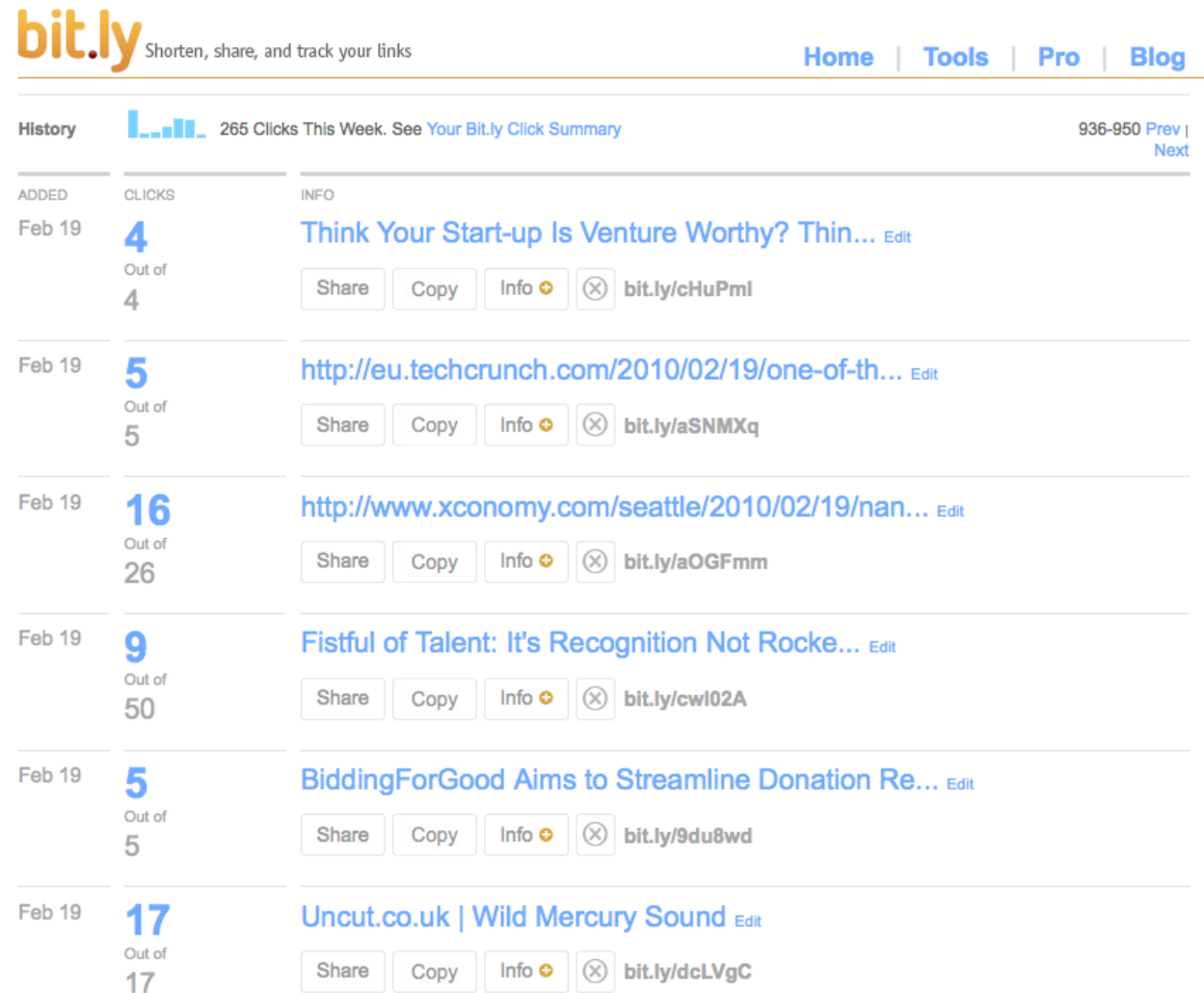
\$ Index
\$0.00
Site Avg:

	Page	Pageviews ↓	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
1.	/	1,872	766	00:00:49	9.39%	20.83%
2.	/blog/mergers-and-acquisitions-failures-are-project-ma	813	390	00:01:02	4.26%	42.19%
3.	/blog/this-social-media-fad-will-ruin-organization-devel	407	178	00:00:44	10.56%	40.29%
4.	/blog/crowdsourcing-your-organization-strategy-whats	331	159	00:00:52	2.97%	28.10%
5.	/blog/change-management-bottom-up-or-top-down	317	132	00:01:09	5.08%	35.02%
6.	/blog/category/blog	287	125	00:00:41	7.94%	14.29%
7.	/blog/impact-analysis-template	278	139	00:02:23	12.50%	43.17%
8.	/blog/fistful-of-beans-12292010	268	128	00:01:36	0.00%	23.13%
9.	/about-us	241	97	00:01:14	5.88%	26.56%
10.	/blog/organization-development-party-like-it-s-1969	223	26	00:00:18	18.75%	8.52%

Shorten links to make them easier, of better benefit: track time, day, and activity

Sign up for a bit.ly account [free]:

1. use bit.ly to shorten web address or create custom addresses
2. add bit.ly account to Twitter and other social media sites to automatically convert addresses



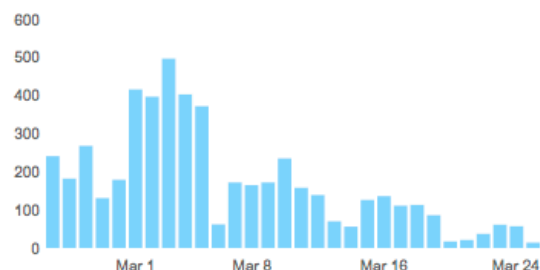
Your Bit.ly Click Summary

Clicks

Past Hour

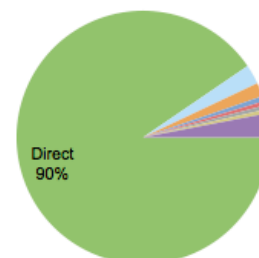
7 Days

30 Days



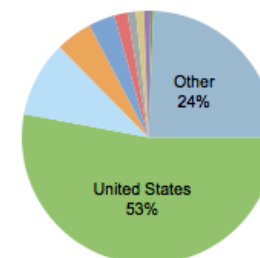
4,974 Clicks on Your Bit.ly Links

Top Referrers



44 Referring Domains
From 92 Total Pages

Locations



40 Countries

Referrers Detail

Referring Site	Click(s)
Email Clients, IM, AIR Apps, and Direct +	4,500
twitter.com +	124
99designs.com +	87
real-url.org +	33
Registered Applications +	27
bit.ly +	26
untiny.me +	26
www.amajorc.com +	18
www.facebook.com +	15
search.twitter.com +	15
www.linkedin.com +	13
TrendAl.com +	13
www.google.com +	11
www.blogcatalog.com +	7
realurl.org +	6
hootsuite.com +	6
www.eventbrite.com +	6

Locations Detail

Country	Click(s)
United States	2,634
Other	1,088
Russian Federation	481
France	231
Korea, Republic of	167
Switzerland	84
Germany	54
United Kingdom	52
Japan	41
India	18
Canada	15
Portugal	13
Poland	11
Ireland	9
Netherlands	8
Indonesia	8
Turkey	6

Info +

Blog

1,147

Clicks

The bit.ly link bit.ly/AMajCb

1,149

Total Clicks

All clicks on the aggregate link

Long Link: <http://www.amajorc.com/bic>

Conversations: [Tweets 0](#); [Shares 1](#);

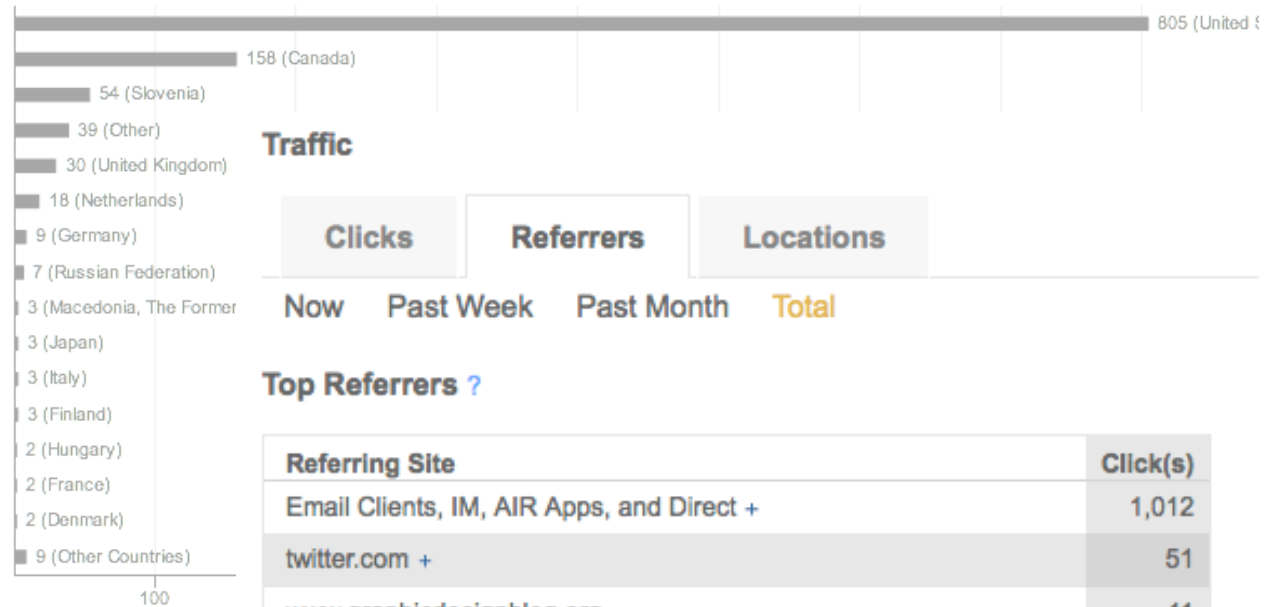
Locations: **United States 805; Canada**

Share / Copy Link:

Share

Copy

Locations ?



Traffic

Clicks

Referrers

Locations

Now

Past Week

Past Month

Total

Top Referrers ?

Referring Site	Click(s)
Email Clients, IM, AIR Apps, and Direct +	1,012
twitter.com +	51
www.graphicdesignblog.org +	11
www.worio.com +	11
Registered Applications +	10
www.boston.com +	7
bit.ly +	6
www.facebook.com +	6
hootsuite.com +	4
noweurope.com +	4
powertwitter.me +	4
untiny.me +	4

Traffic

Clicks

Referrers

Locations

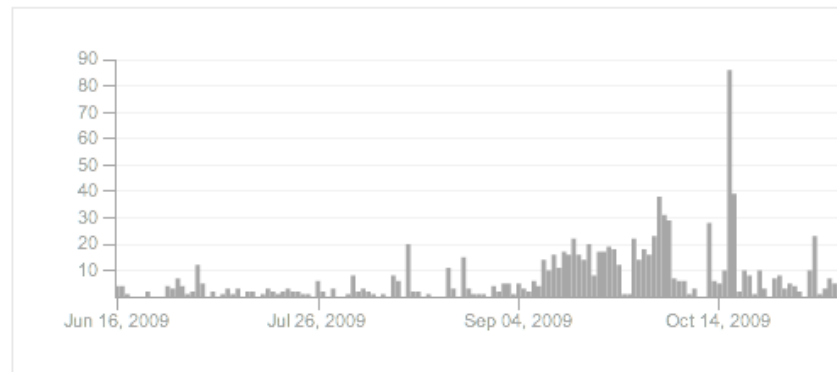
Now

Past Week

Past Month

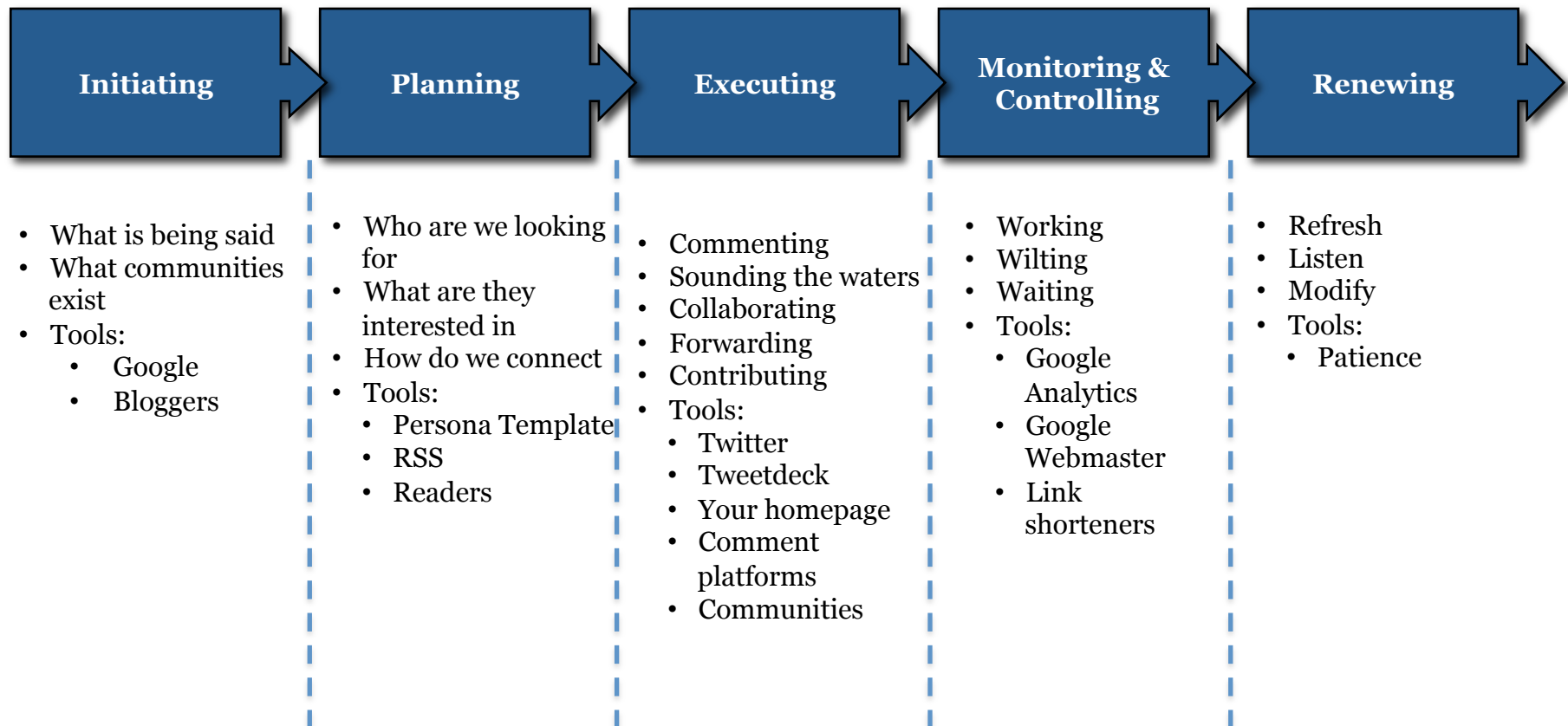
Total

Click(s) 1,147 Since Jun 16, 2009 EST



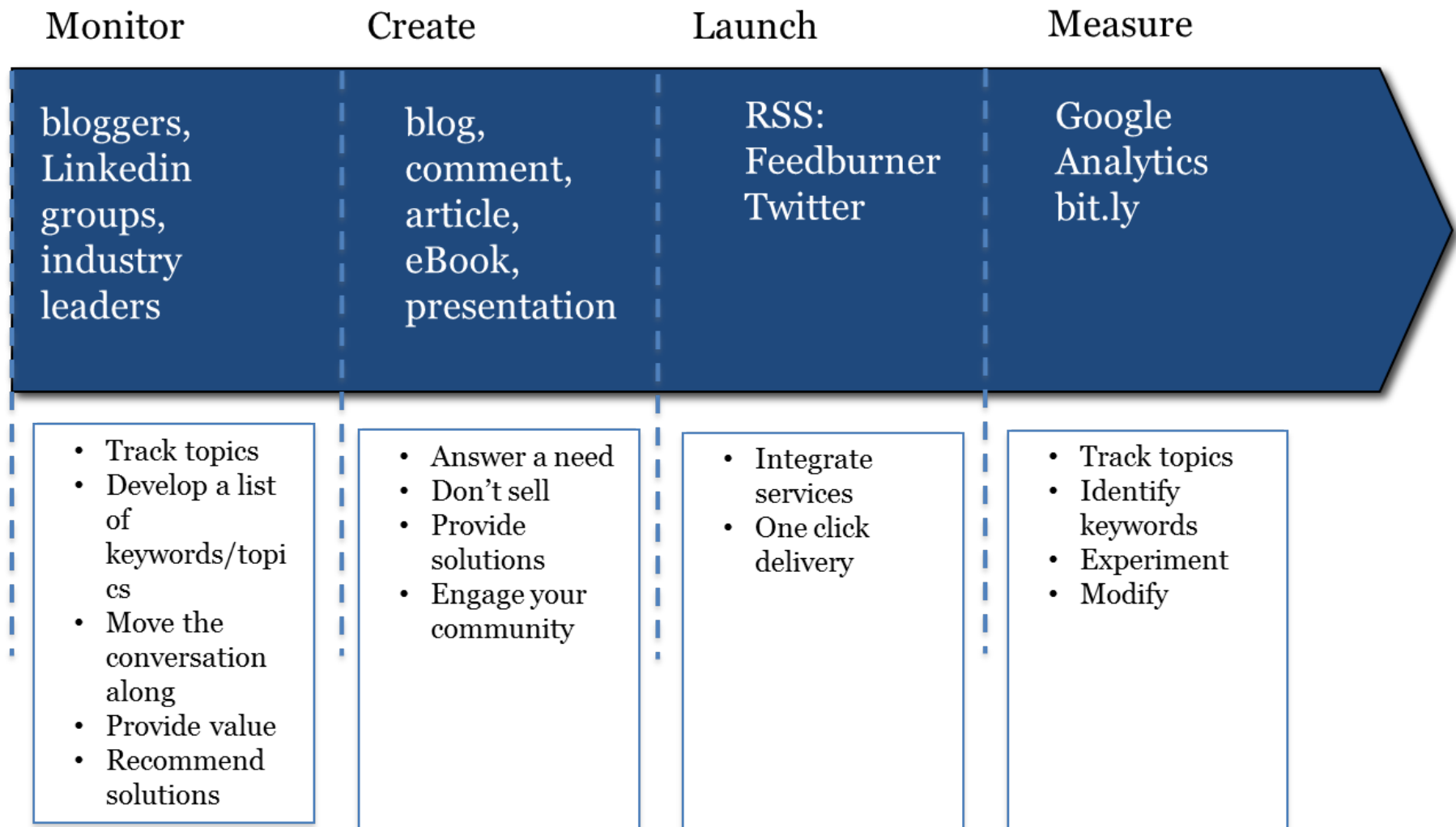
Click + to see aggregate bit.ly traffic for this long link.

Social media ROI plan – Return on Involvement



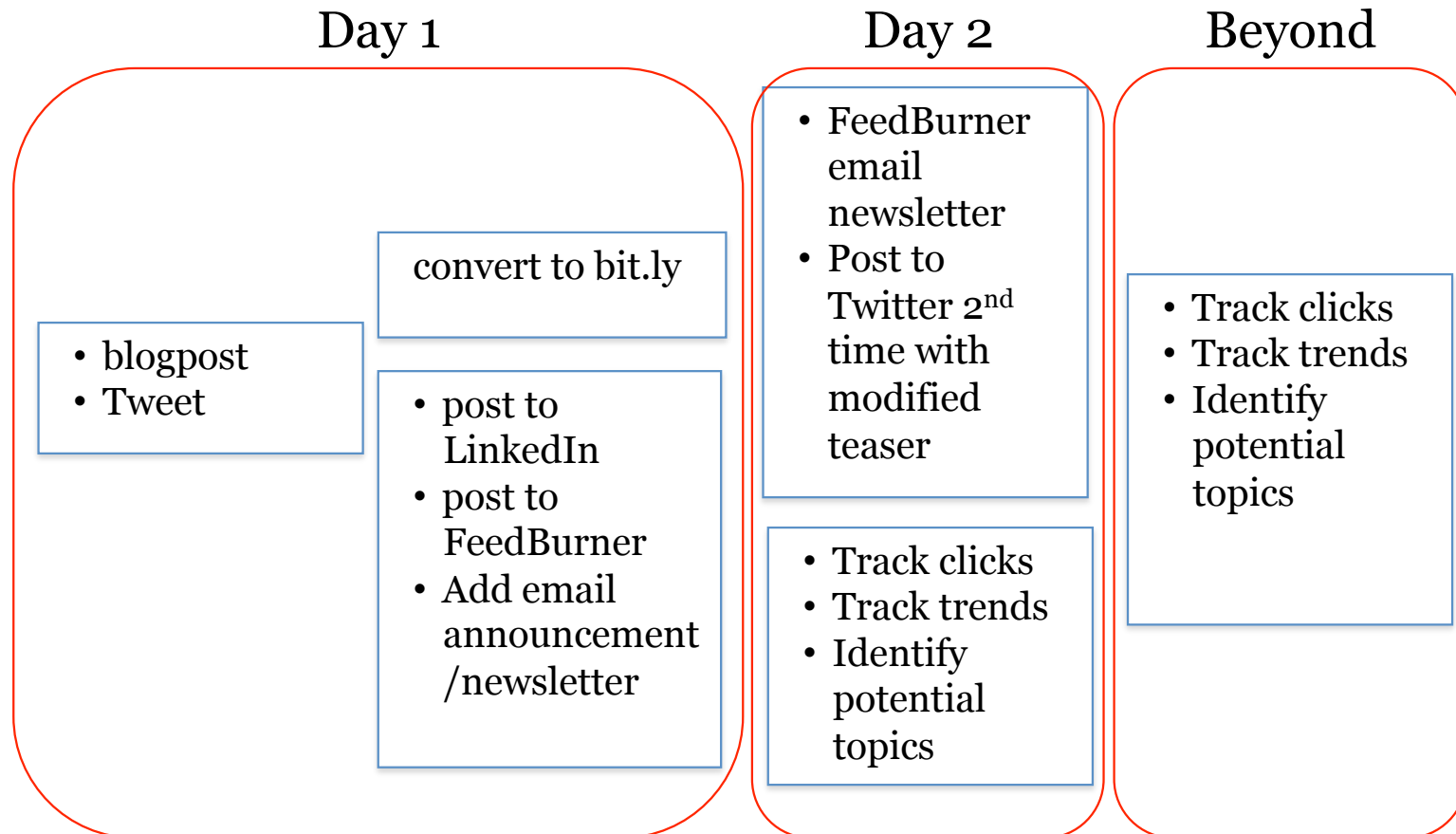
Do you develop communication that clearly answers: **What's in it for me?**

Your social media managed phases



Example event triggers communication, tracking, trending, and tweaking

New event to announce and socialize



People don't care what you say until you care about what they say



- 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.

Start Monitoring

Appendix

- **Case Study**
- Data and detail
- Other tips
- Resources

*Massachusetts Bay Organization Development
Learning Group*

Strategic Intent Business Case

Situation

- Leadership transition
- Annual membership decline
- Highly cumbersome administration of events
- Event attendance decline
- Lack of involvement
- Out-dated web presence
 - Getting found
- Community disconnect

Alignment

- Stabilize
- Shared vision of what works and does not
- Community persona
- Planning, not reacting
- Invite participation

Roadmap

Strategic *Community Persona Goals* to drive end of '10 paid membership goals of **400** and community participation of **2000**:

1. College Degree in OD, recent Graduate:

- Looking to learn and develop OD competencies. Ability to list and define theories, but lacking experience and application. This person has an education (BA/BS MA/MS in OD related field) and may have 2-3 years experience in OD/HR work.
- Looking to develop relationships and gain recognition with OD professionals in the greater Boston area. Searching for role models and mentors. Desire to find opportunities to work with OD professionals across various industries and sectors. Preference for networking through social media.

2. Mid-level Career in OD:

- Confident, hard-working individuals who have steadily climbed the ladder internally or started their own business external. Forward looking, new to OD career.
- Possibilities for new challenges (more education; teaching; collaborating; exciting projects) that will bring opportunities for using what knowledge and experience has been acquired into a new context and/or re-energizing the work.

3. C-Level, Executive, Senior-level, Advanced Career in OD

4. Professional - unaware of OD

5. Transition or 2nd Career in OD

Immediate Operational Goals:

- Go live with Hubspot May 20th, 2010
- Announce June event with Constant Contact May 20th, 2010
- Develop keyword strategy
- Develop 2-3 blogs for May event
- Develop 2-3 blogs on June event (Positive Deviance) by May 20
- Begin creating calendar for newsletters and pieces that should be included in each newsletter
- Update and post program request form
- Export database
- Update and post community “rules of engagement”

Transition

HOME:

- 1-2 paragraph blurb overview paragraph, containing links to different areas
- Twitter feed / newsfeed
- Spotlight blog post

WHO WE ARE:

- Blurb on community
- A bit about members – industries (companies?), cross-level etc.
- Forum for discussion, learning, networking
- Mission, Vision & Values:
- Take content from old site

FAQ:

- Take content from old site

WHAT WE DO:

- Blurb on events (round tables, speaker series, etc)
- Hot topics
- Upcoming Events
- Calendar of events
- What's New
- Pictures, summary of recent events
- Thought leadership – new whitepapers etc
-

BLOG:

- Penned by one person? Member-driven?
- Feed from several member blogs?

JOIN US:

- Short paragraph on joining (can join anytime, year membership, access to resources, events etc)
- Link to more comprehensive membership benefits page
- Membership Benefits
- Membership Benefits broken down by category:
- Events, Networking, Resources
- Sign up page – online form

MEMBERS:

- Login page for Members
- Member Directory:
 - User-created individual profiles, similar to LinkedIn profile
 - Join industry-specific or career-stage-specific groups
- Forum:
 - 1 main forum, plus industry-specific & career-stage-specific forums
- Professional Development:
 - Certifications and programs, listed and linked
 - Capability for members to review / comment on all
- Project & Proposal Connections:
 - Use content from old site
 - Form for users to add proposals / projects
 - Worcester Local Group:
 - Use content from old site

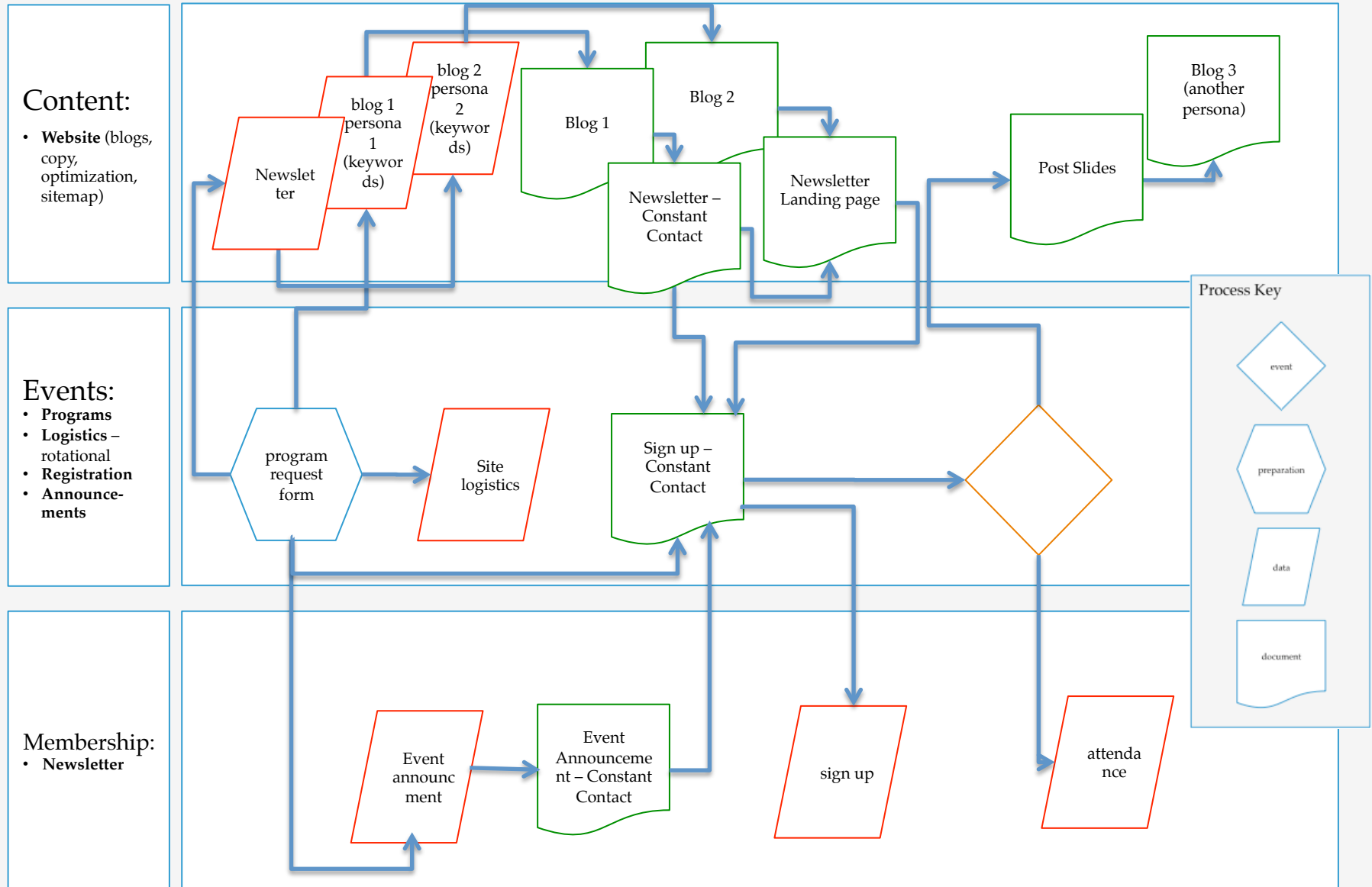
LINKS:

- Link to other sites of interests , grouped
- News (Talent Management mag, HR executive magazine etc)
- Social Media (LinkedIn MBODLG group, MBODLG Twitter, Slideshare etc)

Coordinating Swimlanes

Programs – <i>Name</i>	
Communication – <i>Name</i> Site (blogs, copy, optimization, sitemap)	
Events – <i>Name</i> <ul style="list-style-type: none">• Programs• Logistics – rotational• Registration• Announcements	
Membership – <i>Name</i> <ul style="list-style-type: none">• Newsletter• Renewals	

Monthly Meeting Communication Process



1. South Bay OD Network (SBODN) contact Rossella Dericson, rossella@SBODN.com sends affiliate link that tracks all clicks from MassBayODLG
 - example: <http://www.eventbrite.com/affiliatereg?eid=644008246&affid=1028193>
2. Open MassBay ODLG link shortening site bit.ly to shorten the affiliate link and allow us to track clicks
 - a) <http://bit.ly>
 - b) User name: MassBayOLDG
 - c) Password: MassBayOLDG09
 - d) paste affiliate link
 - e) copy new link
3. Save new link for newsletters, LinkedIn, Twitter, and calendar announcements
4. Review SBODN invitation for copy to use in our newsletters/ announcements:
 - a) Who
 - b) What
 - c) When
 - d) Where
 - e) Why (compelling reason webinar is of interest)
5. Modify or cut and paste webinar copy into our weekly Constant Contact newsletter
6. Modify copy to make it interesting to persona
7. Create webinar newsletter mailed 2 times per month
8. Announce on LinkedIn, 2 weeks ahead and again 1 week ahead
9. Announce on Twitter 2 weeks ahead, 1 week ahead, then every day including day of event – schedule Tweets using Tweet Deck, a program you can download to manage Twitter accounts
 - a) MassBayODLD Twitter user name: MassBayODLG
 - b) Password: MassBayODLG09

Note: We usually co-sponsor one webinar per month, but if we create a webinar calendar we could benefit with a more reliable communication channel to our community.

Can't see this email? [View it in a browser](#)



You are invited to attend ...

SBODN Wisdom Webinar: Leading from Within

Speaker: Andi Lothian, Founder, Insights Learning & Development

Leading from Within - Helping Leaders Discover Their Full Potential



Thursday, June 3 - 8 am PT, 9 am MT, 10 am CT, 11 am ET and 4-5 p.m. in Scotland

Registration includes a complimentary Insights Discovery Preferences Evaluator (valued at \$200). To register, click the attend event button at the bottom of this page.

"As we experience the defining moments in our life, sometimes it appears that we have seemingly successfully scaled the ladder of success, only to find ourselves on an inappropriate roof, often desperately needing to find another!"

Description: To seek to become all one is destined to be is the task of the mature, integrated, leader. Inspired by the work of Carl G Jung, Andi Lothian, Scottish founder of Insights Learning & Development and Creator of the Insights Discovery System, will share his groundbreaking advances in analytical typology – the energy of archetype and attitudinal function—offering leaders an opportunity to journey towards

Page 1 of 2

Scottish jazz champions; the hosting of a TV music series; and the promoting of varied concerts with rock stars including, among others, the Beatles; the Rolling Stones; David Bowie; Eric Clapton, and Billy Connolly. Andi and his wife Sheila diversified into insurance and investment broking in 1970, gaining chartered status in 1985, while building a thriving network of financial service centers throughout Scotland. In 1990 Andi and Sheila's network of high street service centers was acquired by a national insurer, facilitating a desire to change career direction. The result was the creation of Insights Learning and Development - a business he founded with son Andy, Insights CEO, in 1993. The Insights Discovery System first evolved in 1997 with the incorporation of the pioneering personality theories of the eminent Swiss psychologist Dr Carl G Jung. Insights Discovery offers participants heightened individual and organizational self-awareness through Insights' team of practitioners qualified to coach and facilitate Discovery interventions around the

Page 2 of 2

Macintosh(R)-based attendees Required. Mac OS(R) X 10.4.11 (Tiger(R)) or newer

Affiliate Sponsors for this event -

OD Network of N/A at MassBayODLG, Bay ODLG Network.

Appendix

- Case Study
- **Data and detail**
- Other tips
- Resources

Bloggging – What's all the Hub-bub Bub?

In the **2008** Technorati Report: State of the Blogosphere, Technorati surveyed 1.2 million bloggers around the world who had registered with its service. Here are some summary statistics:

- 133 million blogs are registered with Technorati
- These blogs are from sixty-six countries in eighty-one languages
- Blogs have representation in top 10 website lists in all key categories Blogs are now a part of mainstream media
- Bloggers are savvy and sophisticated in driving traffic to their blog
- Bloggers are meticulous about tracking statistics about their blog
- Bloggers are successful—they are achieving career enhancement opportunities including speaking engagements
- The majority of bloggers are advertising on their blog, producing an income stream for themselves
- 90 percent of bloggers say they write about the products and services they love or hate **(take note of this!)**

Source: Technorati: The State of the Blogosphere: <http://technorati.com/bloggging/state-of-the-blogosphere/>

Onsite Tactics – Host the Party

Blogs

- Achieve expert status in your field
- Promote your name, brand, service
- Deliver traffic to your website
- Increase your SEO rankings
- Develop a community of prospects and brand ambassadors

Onsite Tactics – Host the Party

Blogs

- SEO – Title tags
- SEO – Headings
- SEO – 1st Paragraph
- SEO – Keywords in body
- SEO – Anchor text in links

Focus on the keywords and phrases that your buyers use

What are their problems? What keeps them awake at night? What do they want to know? What words and phrases do they use to describe these problems?

Appendix

- Case Study
- Data and detail
- **Other tips**
- Resources

Onsite Tactics – Link

- Links build traffic
- Links can provide meaning based on the text used in the link
- Internal links are important
- Links from relevant, authoritative web sites show other sources and alternatives to state your case
- Create links using keywords in anchor text
 - ❑ trend in turnover (yes)
 - ❑ click here (no)
- Creating compelling content will lead others to link to you

Onsite/Offsite Tactics – Keep the Party Going

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

Appendix

- Case Study
- Data and detail
- Other tips
- **Resources**

Resources



Resources

Blogs

- + Seth Godin - sethgodin.typepad.com
- + Mike Volpe - mikevolpe.com
- + Corvida Raven - shegeeks.net
- + Chris Brogan - chrisbrogan.com

Introduction: Search Engine, Web Strategy, and Technology

- + HubSpot.com
- + InboundMarketing.com
- + NewSiteMediaGroup.com
- + HubSpot.tv
- + SEOmoz.org
- + SearchEngineWatch.com
- + TopRankMarketing.com

User Interface

- + User Interface Engineering - uie.com/brainsparks (*brilliant OD angle*)

Marketing

- + DavidMeermanScott.com
- + BrianSolis.com

Human Resources

- + FistfulofTalent.com
- + HRCapitalist.com

Twitter:

- @[HubSpot](https://twitter.com/HubSpot)
- @[incentintel](https://twitter.com/incentintel)
- @[socialmedia247](https://twitter.com/socialmedia247)
- @[socialmedia630](https://twitter.com/socialmedia630)
- @[BrianSolis](https://twitter.com/BrianSolis)
- @[cydtetro](https://twitter.com/cydtetro)
- @[SocialMediaClub](https://twitter.com/SocialMediaClub)
- @[KarenRubin](https://twitter.com/KarenRubin)
- @[SteinarKnutsen](https://twitter.com/SteinarKnutsen)
- @[mvolpe](https://twitter.com/mvolpe)
- @[jblossom](https://twitter.com/jblossom)

Thank You

@TobyElwin

email@TobyElwin.com

<http://TobyElwin.com>