LISTENING LEARNING LEVERAGING WEBINAR
CALIFORNIA YOUTH ADOVACY NETWORK (CYAN)
MAY 31ST 2012

Strategy Through Listening, Learning and Leveraging
California Youth Advocacy Network
Amelia Silbert-Geiger

FIRST... WHY?
• Why do you want to use Social Media?
• Does your target audience utilize this medium?
• Discuss how it fits in with your CURRENT objectives!
• It is A TACTIC to achieve your objective, NOT the objective itself!

Principles of Social Media Strategy

For more information on Social Media or CYAN, contact:
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PRINCIPLES - LISTENING, LEARNING AND LEVERAGING

BUILD YOUR STRATEGY FIRST
Before delving into listening, learning and leveraging – you need a PLAN/STRATEGY!

4 STEPS TO SOCIAL MEDIA STRATEGY
1. Identify Target Audience and what they’re doing online (who)
2. Goals (what)
   - Long Term
   - Intermediate Term
   - Short Term
3. Organizational Considerations (where is org at?)
   - Strengths
   - Weaknesses
   - Opportunities
   - Threats
4. Tactics/Plan Next
   - Write Social
   - Guidelines/Policy Setting
   - Messaging
   - Storytelling Messages
   - Audience Specific Messages
   - Deadline/Timeline Creation
   - Throughout Step 1-4: Evaluation & Discussion

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Listen

- Who is your target audience—specifically?
  - What do you know about them?
- Conduct research and needs assessments about them
- What are their online habits?
- Pew Internet [www.pewinternet.org/default.aspx]
- CDC [www.cdc.gov/healthcommunication/index.html]
  - Profile your target audience
- Listen and learn from your target audience
  - Keep spreadsheets (Excel is your friend)
  - Based on your strategy, what is important for you to listen to?
  - How does this information help your overall strategy?
  - Help with evaluation (Baseline)

Listen

- Create a Listening Hub (with these tools)
  - Facebook Advanced Search
  - Twitter Advanced Search
  - Hootsuite
  - SocialBro
  - Social Mention
  - Tweet Deck
  - RSS feeds
  - Google Alerts
  - Bit.ly
- KEEP RECORDS! Remember—Excel is your friend—this will help when you have to discuss the effectiveness of your campaigns and how it affected your community (and why Social Media is important!)
- Go back to strategy after some time listening—does it still make sense?
  - Did you hear something from your community that needs to be addressed (maybe an issue you didn’t even know existed)?

Learn

- Learn from your target audience!
  - Now you know what your target audience cares about! Learn from it!
- Go back to strategy—does it still make sense?
  - Maybe a strategy re-vamp is in order (this is okay!)

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Leverage

- Enhance, build, and motivate them!
  - They are a valuable resource to cater messaging to and receive feedback from
  - They are partners, friends, allies who will help in your campaign
  - You can discover your opponents and enemies
  - Keep your community motivated – come up with a SUSTAINABILITY PLAN
- What is in it for your target audience and partners to keep listening to your updates, sharing your content, and connecting with you?
- What do you have to offer them?
- How do you engage them offline? (this part is tricky)
- Your community will start to work on its own after awhile
  - A self-sustaining community = less work, tons of engagement, great promotion of your services, continued support and allies.

KEEP IN MIND...

SOCIAL MEDIA TOOLS ARE USUALLY FREE, BUT...

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**Some Final Words**

- Figure out WHY you need Social Media in your plan!
- Social Media is a tactic, not an objective!
- Social Media takes time (community isn’t formed over night)
- Social Media is not a replacement tool!
- Listening must always happen! – Set up your hub!
- Know your target audiences!

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**Thank You!**

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