

# Harnessing the power of social media

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How do you view social media?

# How do you view social media?

- A necessary evil, with little benefit
- An unnecessary evil
- A vital part of your comms strategy

What's the plan?

# What's the plan?

Think of strategy before tactics

*Strategy*      The big picture. Your goals.

*Tactics*      Actions required to achieve those goals.

# What's the plan?

*Figure out your strategy.*

1. What are your organisation's goals? Can it be condensed to 1 sentence?
2. What would be your top 3 priorities?
3. How can you define success?

*Wanting 10,000 followers is not an end goal.*

# What's the plan?

## *Examples:*

“I’ve identified that attracting more teenage visitors to my museum is a priority.”

“This month a brand new exhibition launches at the museum, so the priority is to raise awareness of it within the local community.”



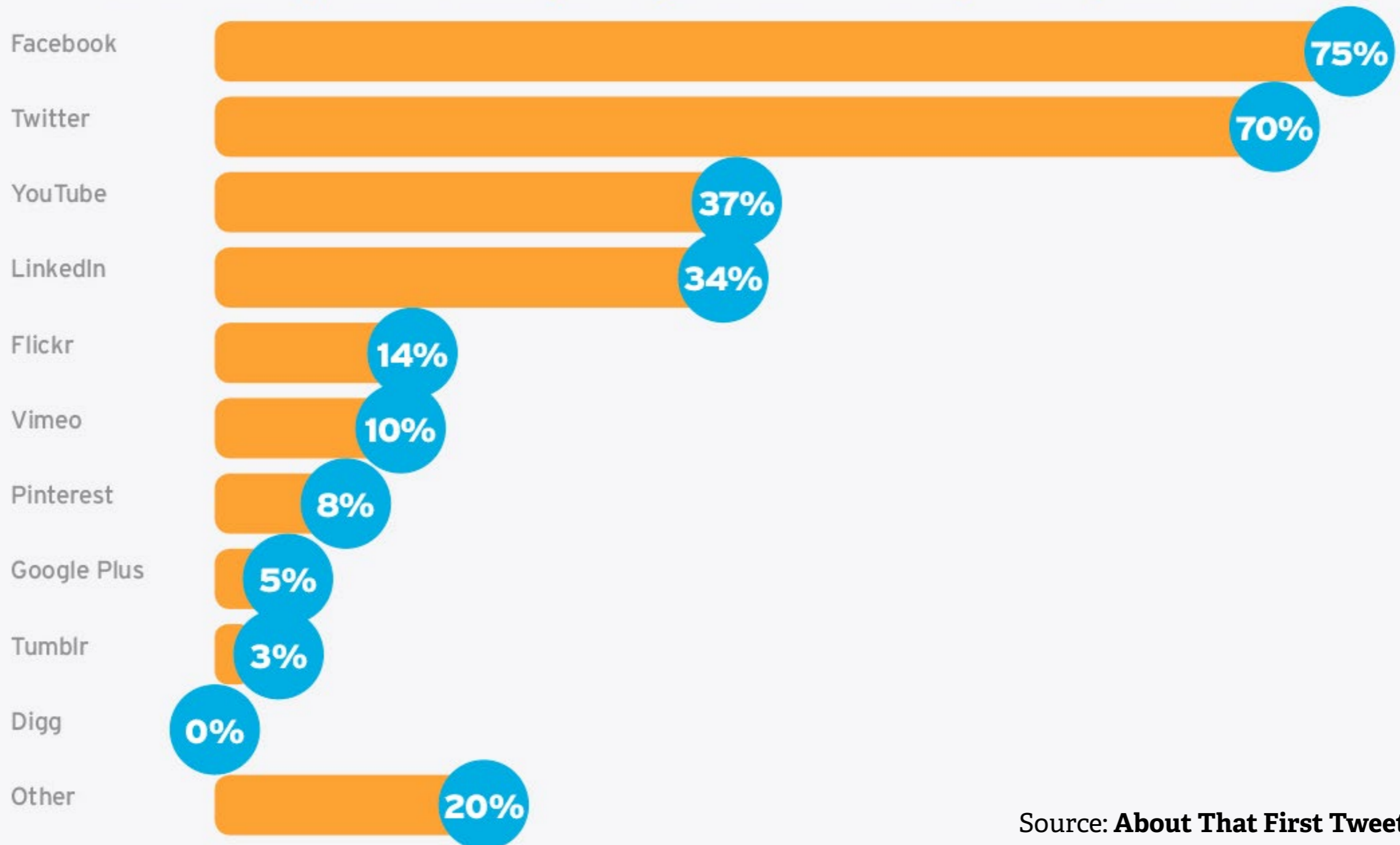
Where is everyone?

# Where is everyone?



# Where is everyone?

## What social media platforms does your organisation currently have a presence on?

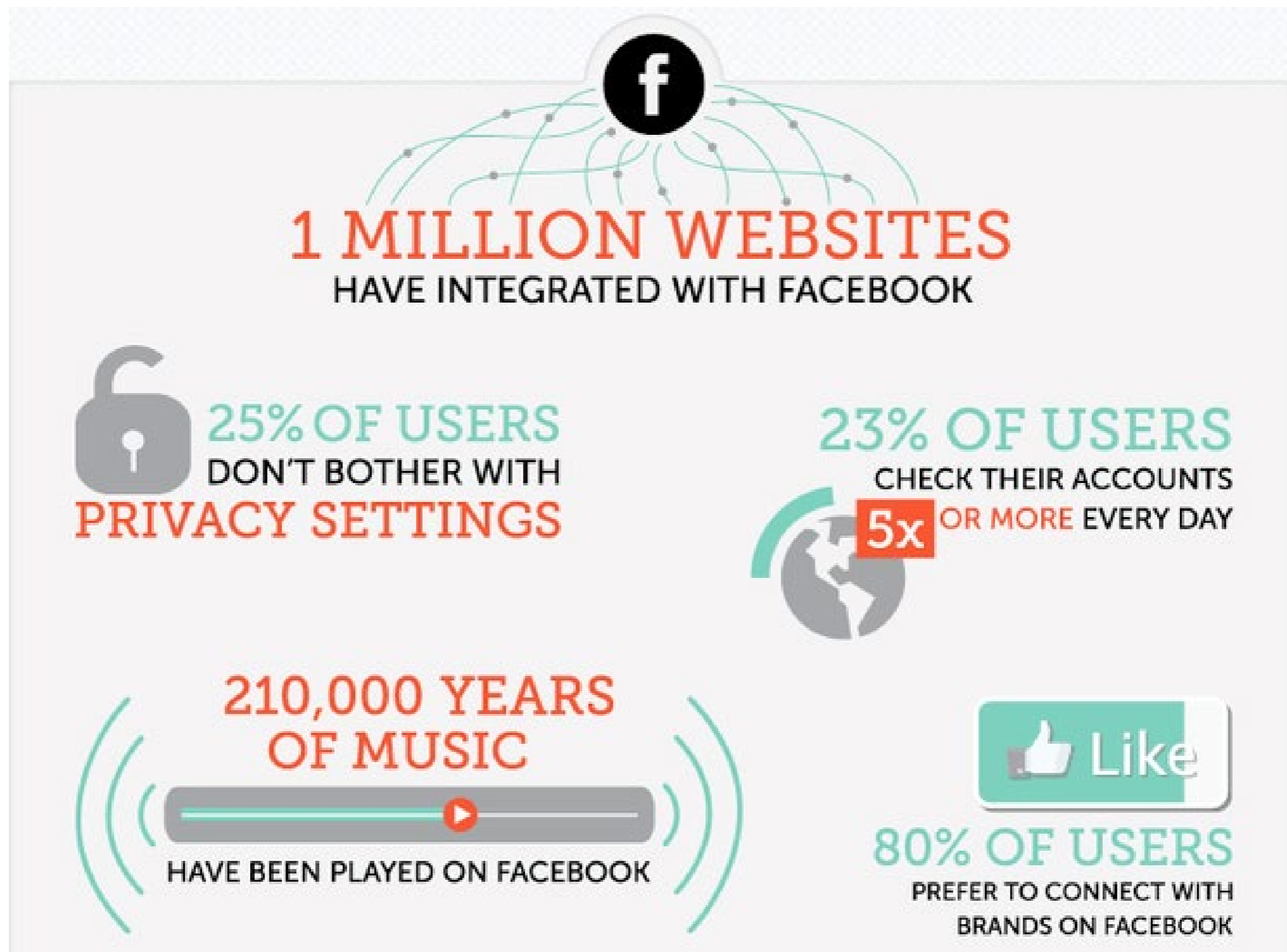


Source: **About That First Tweet**

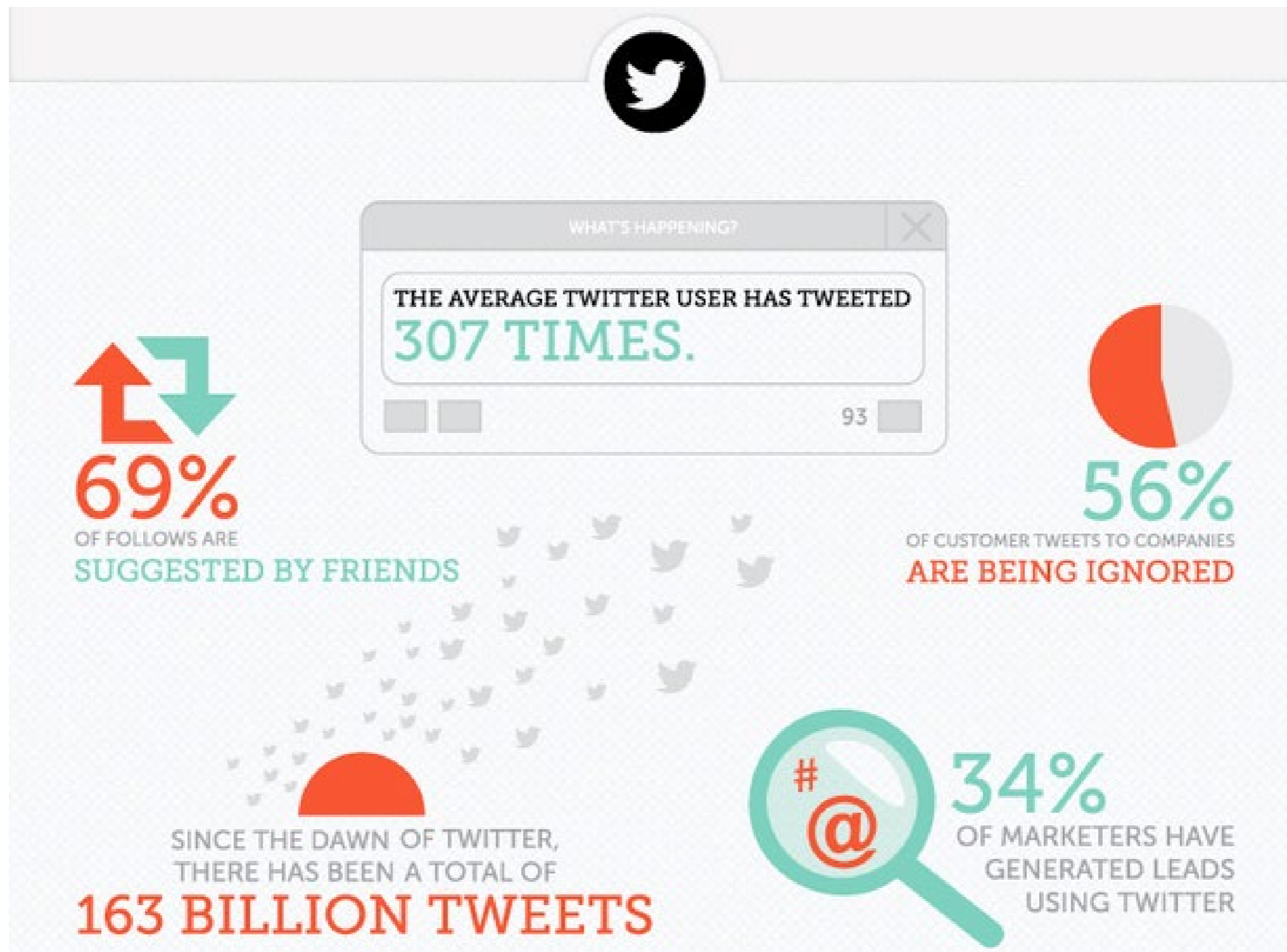
# Where is everyone?

iStrategyLabs produced a brilliant infographic of current social media...

# Where is everyone?



# Where is everyone?



# Where is everyone?



**625,000**   
JOIN GOOGLE + EVERY DAY 

**G** ACTIVE USERS SPEND OVER  
**60 MINUTES A DAY**  
ACROSS GOOGLE PRODUCTS



THE "+1" BUTTON IS USED  
**5 MILLION TIMES A DAY**

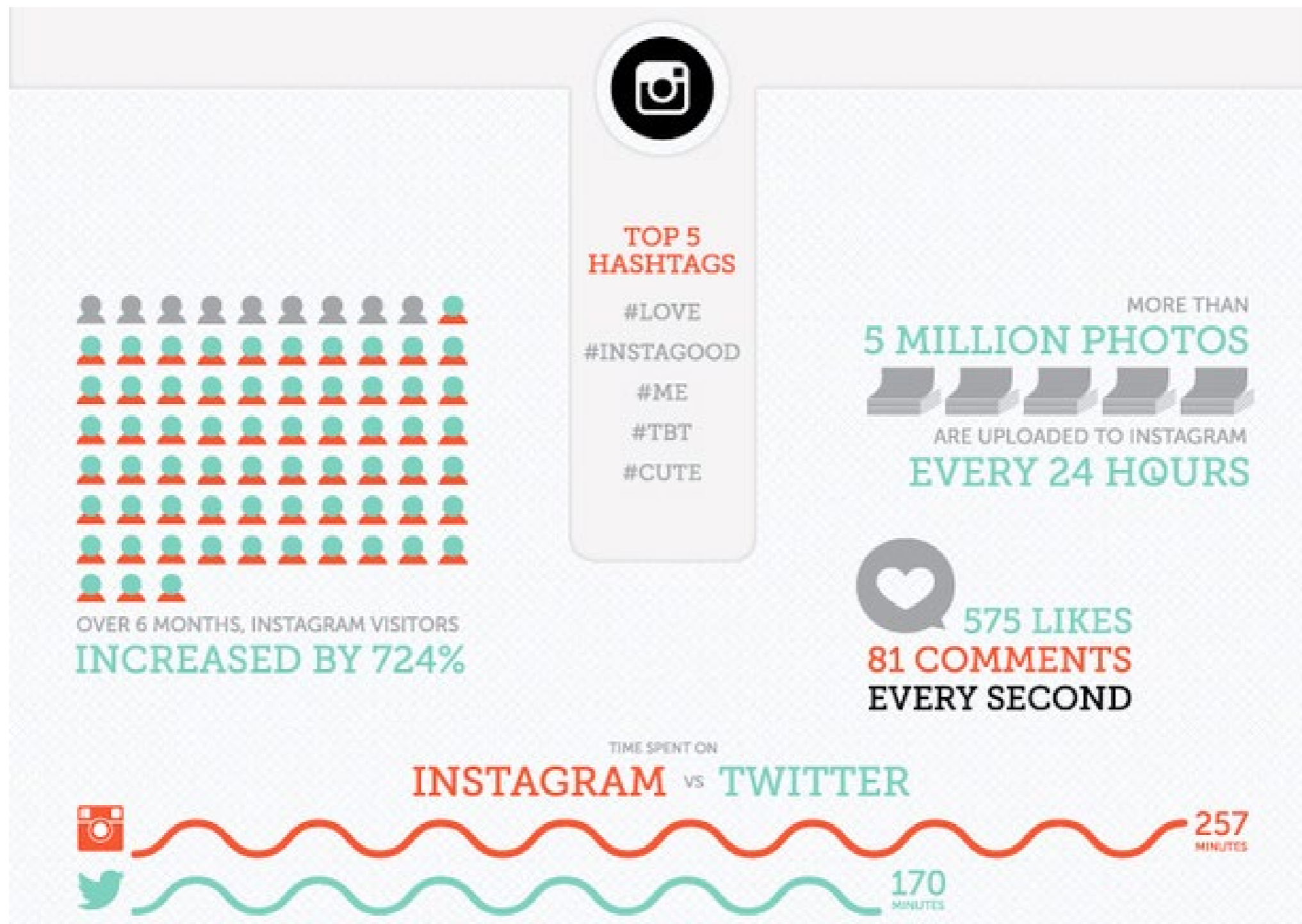


**40%** OF MARKETERS  
USE GOOGLE+  
**70%** WANT TO LEARN  
MORE ABOUT IT  
**67%** PLAN ON INCREASING  
GOOGLE+ ACTIVITIES

WEBSITES USING  
THE "+1" BUTTON  
INCREASE PAGE  
TRAFFIC BY

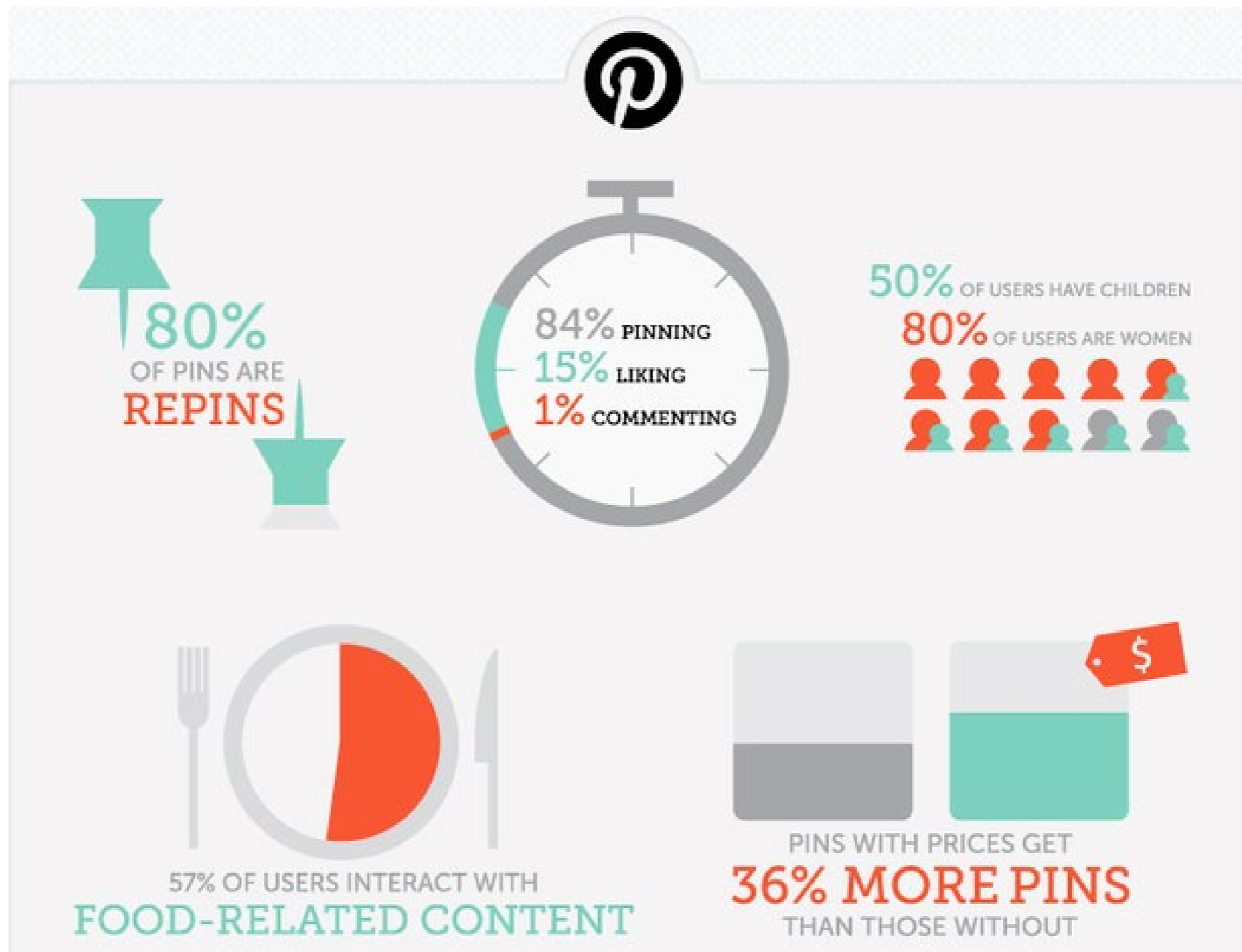
**350%** 

# Where is everyone?





# Where is everyone?



Why don't people 'like' me?

# Why don't people 'like' me?

*“Be honest, be open,  
be authentic”*

People want to connect with someone,  
rather than something.

Some good basic rules to follow are...

# Why don't people 'like' me?

## *Rule #1*

Don't be a robot.

“humans produce better tweets: they are more likely to drive engagement to get people interested in what you're saying, encouraging them to pass it on, to click-through, and to talk about you”

*Chris Hamilton,  
head of social media, BBC*

# Why don't people 'like' me?

## *Rule #1*

Don't be a robot.

*Automated tweets / FB posts means you want people to listen to you, but you're not listening to them.*

# Why don't people 'like' me?

## *Rule #2*

Don't post the same content in the same format on every social network.

# Why don't people 'like' me?

## *Rule #2*

Don't post the same content in the same format on every social network.

*Think about how best to interact with each network. Hashtags on twitter, events on FB, images on Pinterest...*

# Why don't people 'like' me?

## *Rule #3*

Do consider breaking content into  
bitesize chunks



# Why don't people 'like' me?

## *Rule #3*

Do consider breaking content into  
bitesize chunks

*Few people will watch (or share) an hour  
long video, but many will happily watch  
a 2 minute clip of relevant content.*

# Why don't people 'like' me?

## *Rule #4*

Do remember your audience.

# Why don't people 'like' me?

## *Rule #4*

Do remember your audience.

*Make sure whatever you post will be of interest to your audience, even if it's not directly related to what you do.*

# Why don't people 'like' me?

## *Rule #5*

Don't be bland.

# Why don't people 'like' me?

## *Rule #5*

Don't be bland.

*Don't be afraid to have an opinion.  
It's far more likely to trigger a  
conversation, or encourage sharing.*

# Why don't people 'like' me?

## *Rule #6*

Do offer connection points.

# Why don't people 'like' me?

## *Rule #6*

Do offer connection points.

*Where possible avoid dead-ends. Link to other accounts, back to your site, to external sites for more information.*

# Why don't people 'like' me?

## *Rule #7*

Do give credit where credit's due.



# Why don't people 'like' me?

## *Rule #7*

Do give credit where credit's due.

*A simple thanks, or accreditation, goes a long way towards building a network of more active followers.*

But... what to write about?

# But... what to write about?

*Here's just a few ideas:*

Awards, news stories, quotes from senior figures, retweets, photos from events, pose a question, interesting statistics, celebrate birthdays of famous figures, pages on your site...

Get the best out of...

# Get the best out of...

## ***Photos***

- Avoid pixellated, blurry photos
- Quality over quantity
- Encourage interaction in captions
- Tag or hashtag where possible
- Consider the platform

# Get the best out of...

## ***Events***

- Provide free wi-fi
- Have a presence on multiple platforms
- Set up a unique hashtag
- Have a live tweet-wall
- Post images & videos live
- Assign a team member to interact

When to moderate?

# When to moderate?

*The 'Do Not Delete' policy is usually the best approach*

Unless what someone has posted is obscene, profane, bigotted, or contains someone's personal info, then never delete it. Instead use it as open discussion.



# When to moderate?

*Censorship breeds distrust*

Equivalent of ripping up someone's comment card.

Am I winning?

# Am I winning?

- *Keep track of successes*  
Favourite tweets, Google analytics, screenshots etc...
- *Try A/B testing principals*  
Push alternate content to different groups and compare results
- *Re-evaluate goals every 3 months*

Summing up

# Summing up

- Define a clear strategy*
- Understand the platforms*
- Be 'like'-able*
- Produce great content*
- Encourage interaction*
- Measure your success*

Ideas!

Launch day

Tweet wall

Integrate existing  
media - newsletters

Downloadable  
asset packs

Twitter / FB  
competitions

QR codes for  
exhibits / events

Consistent #hashtag

Live Twitter chats  
with experts

Ask your audience  
what they want

Find the influencers

Reward your audience

Exploit your archive

Build a street team

Gamification

Get others to talk and  
link to you

Tie into zietgeist

# Any questions?

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