

# Essentials of Social Media

Developing Core Knowledge of Social Media

Thursday, January 31, 2013

Chuck Hall

C Social Systems

# Details

- **Course # PRD739-001**
- **No. of Sessions: 6**
- **Day(s): Thursdays**
- **Dates: January 24-February 28**
- **Times: 6-9 p.m.**
- **Location: Allman 204**
- **Inclement Weather: Check College Website and Facebook Page**

# Course Outline

**January 24:** Develop core knowledge of the dominant social media platforms in use today: Facebook, Twitter, LinkedIn, Google+, YouTube, Foursquare, Pinterest, Instagram and blogs.

**January 31:** Connect social media management to social, communication and business strategies. Sign up and/or square away accounts

**February 7:** Visualizing your business, marketing and social systems and identifying social media opportunities. Preparing for integration and measurement.

**February 14:** Integrate multiple social media platforms and measurement practices through integrative tools including TweetDeck, Hootsuite, Google Analytics, Google Alerts, Klout and Facebook Admin Panel.

**February 21:** Develop a social media strategy for your organization with an emphasis on practical implementation.

**February 28:** Receive individual professional guidance from the course leader as well as peer feedback.



# Social Media Survey

Have

Want



One Thing Is Certain. . .

*The World  
Has Changed*















# the new normal



Or...

Has it?







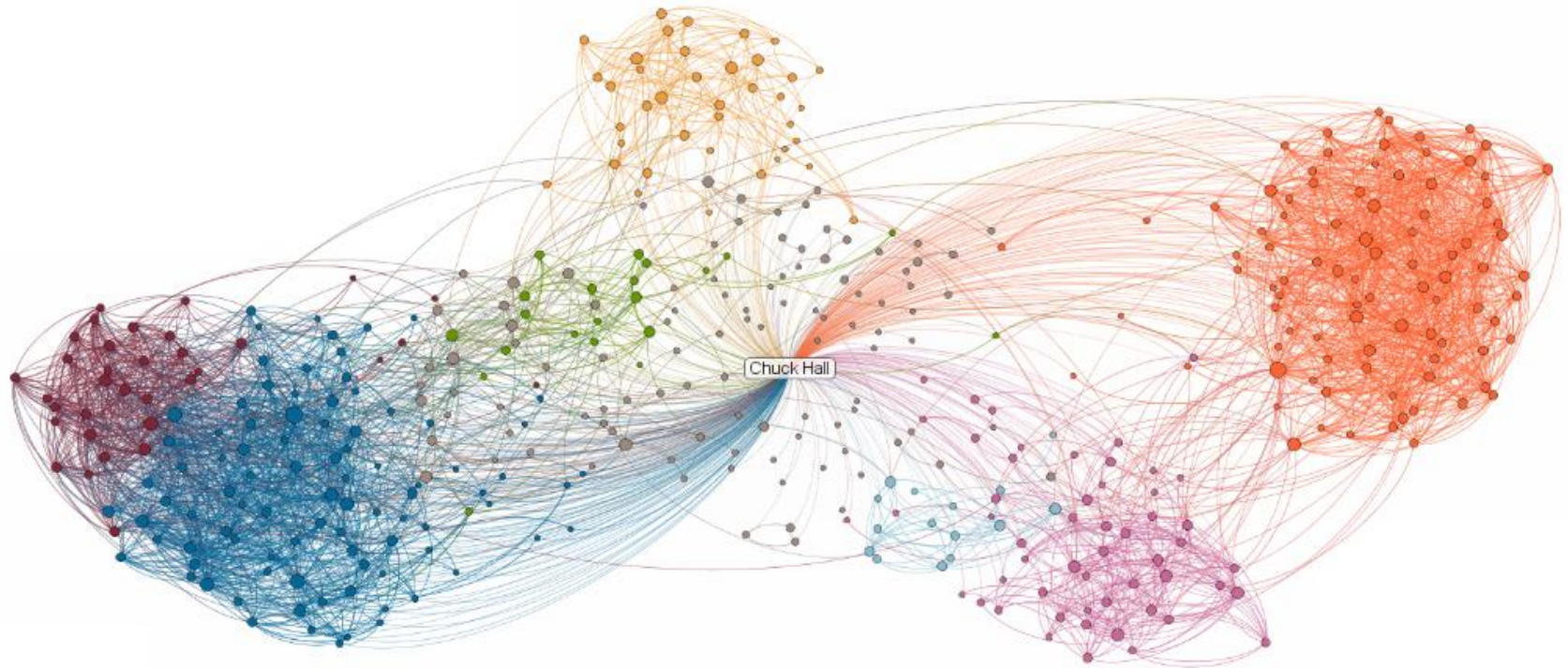


**What Do You Think?**



# Observations

# Let's Say We're In Transition



# Self Organizing Networks

Human Networks are created through dialogue and action. These networks challenge the relevancy of traditional institutions such as:

- Church
- Family
- Government
- Corporations

See Niklas Luhmann, *Social Systems*, ISBN 0-8047-2625-6)

# Where Do People Find Meaning in Their Lives?

Social relationships take on greater importance, and paradoxically can lead to stronger bonds as well as greater agility.

# The Reality of Business & Life

- People prefer to organize themselves based on communication & value.
- Traditional command & control organizations are less appealing.
- The Social, Interactive Revolution has changed our personal and professional lives.

**What Are You  
Experiencing?**



# Experiences



# Dynamics of Social Business

- Vision
- Framework
- Action

# Vision

# Vision

Social Business is not an option – it is the inevitable evolution of life in the 21<sup>st</sup> Century.

Social Business builds stronger relationships and increases value.

# Dynamics of Social Business

Engage employees and customers in collaborative & meaningful ways to create sustainable relationships based on mutual satisfaction & shared prosperity.

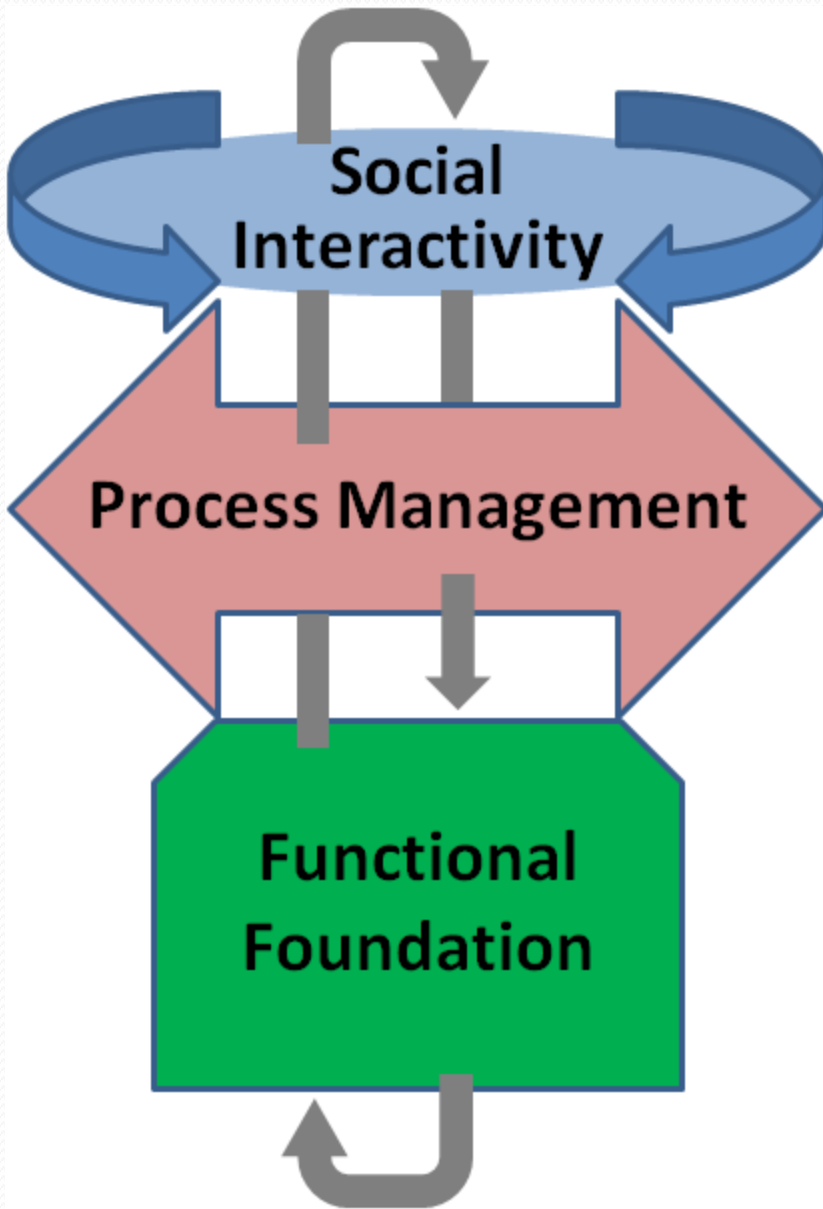
# Dynamics of Social Business

- collaborative & meaningful
  - sustainable relationships
  - mutual satisfaction
- shared prosperity

# So What's Different?

- Understanding of the Organization as a Complicated and Complex System
- Integration of *Inside* and *Outside* Are Becoming Extremely Important
- What Got You *Here* Won't Get You *There*

# Business Framework



## **Dialogue**

*Interest, Affiliation,  
Collaboration, Engagement,  
Brand, Value Recognition*

## **Action**

*Production / Value Creation,  
Integration, Project Mgmt.*

## **Structure**

*Departments, Policies,  
Systems*



# Functional Foundation

- Departments and Roles
- Financial & Organizational Accountability
- Management & Governance

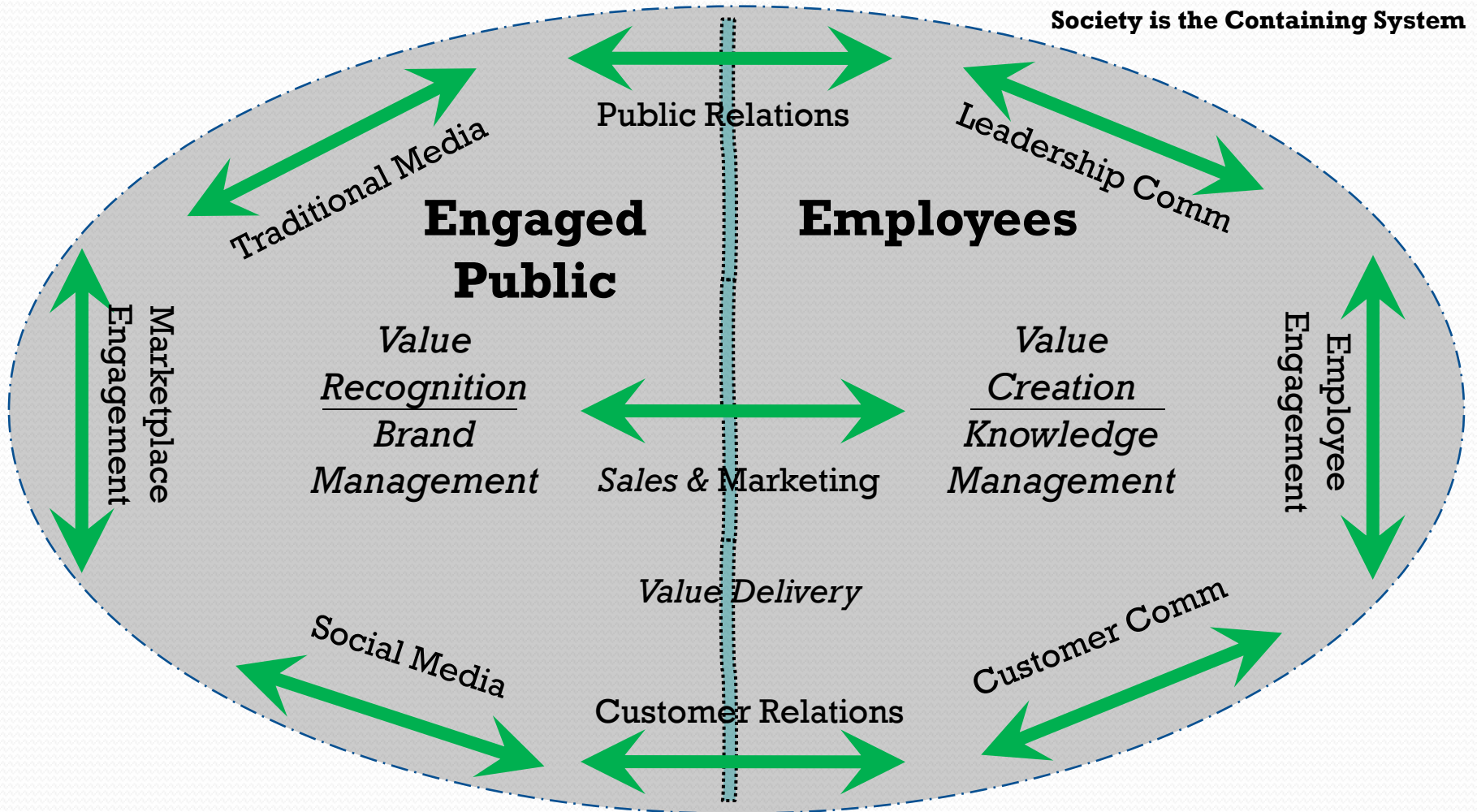
# Process Management

- Alignment
- Supply Chain and Value Chain
- Efficiency and Effectiveness

# Social Interactivity

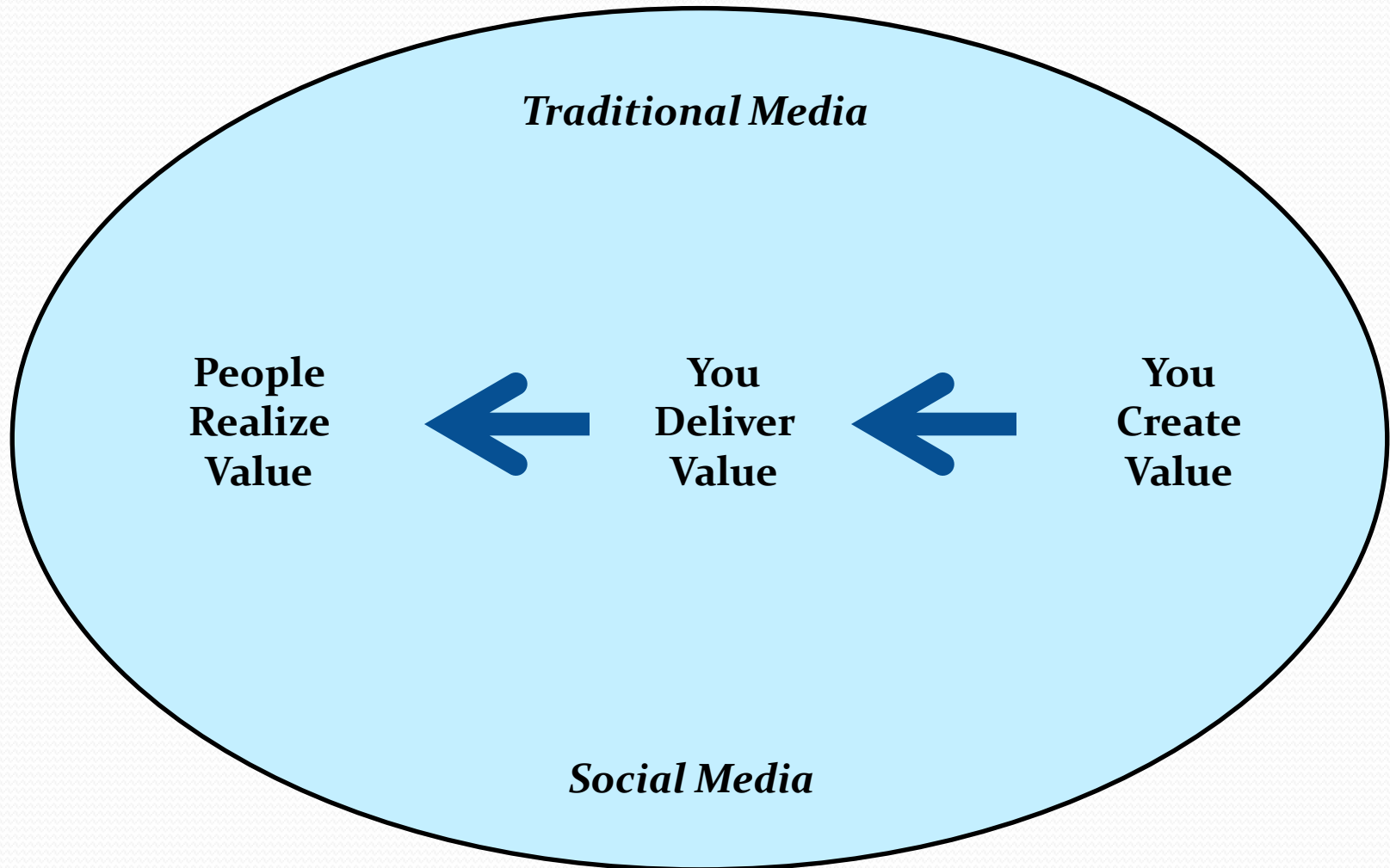
- Expectation of Participation
- Value of Collaboration
- Transparency & Authenticity

# Dialogue & Action in the New Org



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# A Simple Perspective



# Media

## Traditional

- Newspapers
- Mail
- Newsletters
- Fliers
- Conference Calls
- Radio
- TV

## Social

- Facebook
- Twitter
- Linked
- Google+
- YouTube
- Email
- Your Website

# Framework for Social Business

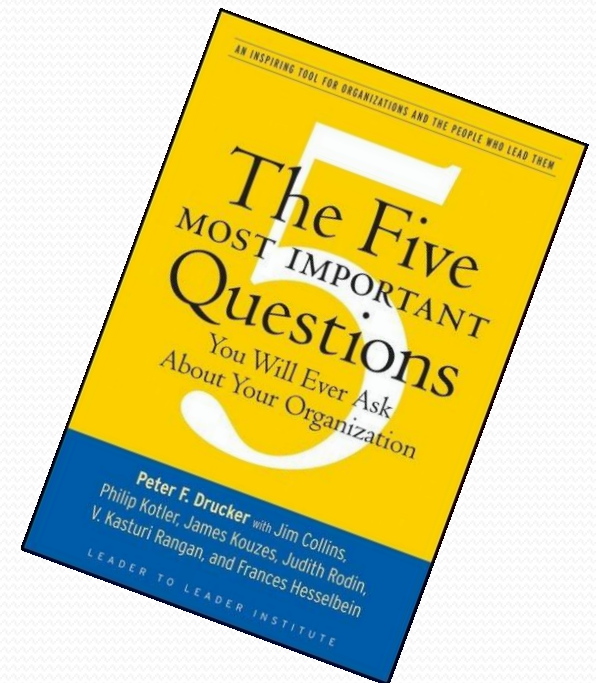
- ◎ Must Be Tied to the Fundamentals of Your Business
- ◎ Must Engage People and Technology: in a Productive Manner

# Fundamentals of Business

The purpose of business is to create a customer. – Peter Drucker

## Five Questions:

- ① What is our mission?
- ① Who is our customer?
- ① What does the customer value?
- ① What are our results?
- ① What is our plan?





# Your Businesses



# Business Case Points



## Resources

### Peter Drucker: Five Questions

- What is our mission?
- Who is our customer?
- What does the customer value?
- What are our results?
- What is our plan?

### The Four-Way Test (Rotary)

1. Is it the truth?
2. Is it fair to all concerned?
3. Will it build goodwill and better friendships?
4. Will it be beneficial to all concerned?



## Creating Your Strategic Social Business Plan

### Goals and Objectives

*Goals are general. Objectives are precise.*

*Goal example: We will be the top widget company by December 31, 2013. Objectives example: We will introduce the new xyz widget in January 2013 and will achieve \$### million dollars in sales in 2013.*

Goal 1 \_\_\_\_\_

Objective 1 \_\_\_\_\_

Objective 2 \_\_\_\_\_

Objective 3 \_\_\_\_\_

Goal 2 \_\_\_\_\_

Objective 1 \_\_\_\_\_

Objective 2 \_\_\_\_\_

Objective 3 \_\_\_\_\_

Goal 3 \_\_\_\_\_

Objective 1 \_\_\_\_\_

Objective 2 \_\_\_\_\_

Objective 3 \_\_\_\_\_



## Mapping Objectives to Communication Strategy

*Who? What? Where? When? Why? How?*

**Who?**

Who are the people inside your organization essential for achieving objectives?

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Who are the people outside of your organization essential for achieving objectives?

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Who are your prospects and customers?

---

Who do you need to monitor or listen to and engage?

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Who are the people who need to communicate with each other?

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**What?**

What content do you already have that you can share, such as articles, videos, photos, podcasts, manuals, studies, surveys, papers, press releases, events, causes, fun, etc.?

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What content should you create?

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What content can you discover and leverage?

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What can you do to create dialogue and engage others?

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### Where?

Where should you be in Social Media?

- |                                   |                                    |                                     |                                   |
|-----------------------------------|------------------------------------|-------------------------------------|-----------------------------------|
| <input type="checkbox"/> Facebook | <input type="checkbox"/> Google+   | <input type="checkbox"/> Foursquare | <input type="checkbox"/> Blogs    |
| <input type="checkbox"/> LinkedIn | <input type="checkbox"/> YouTube   | <input type="checkbox"/> Instagram  | <input type="checkbox"/> Internal |
| <input type="checkbox"/> Twitter  | <input type="checkbox"/> Pinterest | <input type="checkbox"/> Quora      | Platform                          |

### When?

When is the best time for you to post content?

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When is the best time for your audiences to engage with content?

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How often should you share content?

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### Why?

Are your actions tied to your goals and objectives? Does it support your mission? Does it engage and help others?

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### How?

How are you going to make this happen? Who can help?

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How will you measure your activities and results?

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Do you need enabling technology?

---

Goal \_\_\_\_\_

Objective \_\_\_\_\_



Who \_\_\_\_\_

What \_\_\_\_\_

Where \_\_\_\_\_

When \_\_\_\_\_

Why \_\_\_\_\_

How \_\_\_\_\_

Measurement \_\_\_\_\_

Notes \_\_\_\_\_

\_\_\_\_\_

## 30-Day Social Media Outline



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Questions? Email or call Chuck Hall, SoMeBizLife Conferences:

[chuck@SoMeBizLife.com](mailto:chuck@SoMeBizLife.com)

866-606-7686



# For Next Week

- Visualizing your business, marketing and social systems and identifying social media opportunities.
- Sign up for free
- Decide What your Goals Are