



*“Bringing to life
the unique story of each
community.”*

Beyond the Social Media Basics

Creating a customized, effective social media management plan that fits into your schedule and raises your community's visibility.

1. Welcome & Introduction

- a. Introductions – this seminar is social!
- b. What this seminar is not: A simple encouragement to use social media & how to; you’ve seen that seminar 163 times since 2007
- c. What this seminar is:
 - i. Now that everyone on the planet is utilizing social media, how can your voice be heard?
 - ii. Now that utilizing social media is a must, how do you fit it into your day *and* be successful?

2. The world of social media today

a. Picking the right social media

- i. Social Media is more than Facebook. It’s also...Twitter, Google+, Flickr, Tumblr, Wordpress, Blogger, Twitpic, Instagram, LinkedIn, FourSquare, MySpace, Digg, Reddit, Vimeo, YouTube, StumbleUpon, Slashdot, Delicious, Mailchimp, Constant Contact...you can’t be on all of these. At least, you can’t be on all of these and do a good job.

ii. How to pick what’s right for you

1. How much time do you have?
 - a. Schedule in posting time *and* interaction time?
2. Where is your audience?
 - a. If they’re on Facebook, so should you be. The same is true for Twitter, etc.
3. How much do you have to say?
 - a. Short message systems are great for information blasts; blogs and enews are better for sharing longer, more nuances messages





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4. What tools will you use for time maintenance?
 - a. Hootsuite and Tweetdeck are scheduling tools
5. Don't pick anything you don't have time for – even if you think it's going to be easy, like Twitter. It's better to do one network well than three poorly.

b. Being heard on social media

- i. How new Facebook has changed things – *interaction is imperative*
- ii. How to use stats
 1. Use them comparatively
 2. Use them with an eye on your audience, not that world-wide audience
- iii. Advertising
 1. Network ads (Facebook ads, specifically can be helpful for gathering followers, but not for publicizing events)
 2. Publicizing social media presence in the “real world”
- iv. Always be prepared to change

3. Creating your social media plan

- a. Pick your networks
- b. Consider:
 - i. Voice
 - ii. Frequency
 - iii. Types of posts
 - iv. When and how you'll interact
 - v. How do deal with negativity
- c. Create a detailed policy for shared
- d. Always be prepared to change

