

Understanding social media strategy: opportunities and challenges for emerging professionals

- objectives: what is social media strategy
- challenges and opp. w/ social media
- summary points to note about social media
- final thoughts
- q and a

- strategy : a plan of action to achieve a major goal
- the conversation prism: different dynamics and types of social media platforms
- social media: open dynamic, engages online community, share concepts stories online
 - lots of opportunities
 - where do you want to get your voice heard as a brand: personally and professionally
 - make sure interconnected, established message linked back to overall message
 - spin sucks: gini dietrich : how do journalists look at the new media environment
 - earned, shared, owned, paid media

7 opportunities/ challenges for emerging professionals:

1. you are on the front line: if you are a reporter, public relations manager, if crisis happens, you are the face of your news organization, your magazine agency, look at position, addressing multiple voices on social media, digital footprint: whatever you post: tracked for later use
2. social media has layers:we see platforms on circle, but lot of depth w/ understanding what social media is, audience analysis: more info about audience, important to know what audience projecting to
 - a. asking people what they are looking for, what they want to hear
 - b. having a conversation to establish relationships
 - c. moving at a timely pace
 - d. crisis history:social media and crises : need to understand
3. everyone under a digital microscope: having consistent integrated presence is important
 - a. digital footprint ton organization
 - b. what would be the possible reactions before people read this
4. Survival of the fittest at times- lots of sharks out there: lots of pple who may/ may not like what you are posting, lots of challenges involved
5. social data can help guide strategies and innovation
 - a. what's being shares, focus on audience, who does your audience influence, interpret what you are able to collect

Real- time Marketing:(RTM)

- means reacting in real, or near -real times
- looking at right messages at the right times: relevant messaging in the right platform at the right time
- social media composed of tools/ platforms while real - time marketing is a mindset
- chris kerns: trendology: ex. katy perry at the superbowl, brands trying to interject themselves w/ newsworthy stories, interjecting conversations

6. There is a time and place for engaging on social media: ethical practices, what are those challenges, when to join the conversation, consequences for interjecting inappropriately

- Fear of missing out: brands sometimes trying too hard, interjecting but organizational goals not aligned w/ that particular strategy, does it have a meaning behind it
- its not things to be part of the conversation where it's appropriate but its another to interject self into a conversation
- oreo effect: you can still dunk in the dark, cases where did make an impact, there is a time and place for this
 - ex. Robin Williams death: need to be aware of emotional state of pple
 - sesame street: happy quote for robin williams: did work
- Types of RTM applications
 - planned and proactive: spontaneous, conferences media events, customer events , advances prep
 - few surprises: need a rational reason to interject
 - other examples:

7. Embrace and acknowledge the unexpected in social media

- social media crises : zombie
 - spread like a virus rapidly, from one person to another
 - network : rise in buz, discussion
 - eats reputations both for organization and individual
- zombies: spreads like a virus, eats brains
- traditional crises vs. social media crises
 - traditional: speed of info ,
 - media- print , broadcast , sorry angles presented in one format , unbiased , objective info
 - time to get back to info and feedback
 - social media: spread in a matter of seconds
 - key influencers, community members are the voices in crisis
 - story angles are revived and multimedia focuses
 - emotion and personal connections
 - rapid fire feedback :addressing negative feedback is crucial
- why use social media crises info?
 - info
 - real- life/ witness accounts of events
 - real time sharing info , minimize the impact for an organization
 - tailored and focused to direct info in personalized manner
 - bypass gatekeepers of info w/ user generated context
 - diff b/t and statements, and personal statements
- Generic?
 - saying something for the sake of saying something
 - ex. Boston bombing : epicurious: suggesting scones, not a message you want to hear during this crisis
- personalized?tailored to the situation

- always search hashtag, or you can create your own crisis
- responded in a personal way
- 5 points to remember for social media strategy
 - having a strategic mindset: so many opportunities to connect the dots, understanding how to achieve your goals
 - share stories that strike an emotional cord : tell them their stories, but ask for stories, ask what they are looking for
 - ignite creative spark
 - how can we apply this, how can we be creative
 - offering a helping hand to formulate networking relationships
 - building relationships, establishing a human connection
 - measurement for the future: looking at impact, reach, relevance and sentiment
 - what do we want to gain in the future in the realm
- social media(world) full of opportunities and challenges
 - cyber attacks, false info, rumors
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