

AJEEP: Social Media Strategy

**John Delacruz
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Social Media Strategy

Course Overview

Social conversation is the most powerful form of communication. It's the duty of everyone working in the communications industries to be part of that conversation. Yet it's imperative to choose the right social channels to leverage, based on your intended communications, audience and prospects.

This course will help you make decisions about where to have a presence in the social sphere and what you can selectively ignore. You will engage with a number of social media channels, exploring their properties and applying them to a specific project.

An integral part of your learning will be a lecture program that introduces new technologies, ideas and approaches central to the evolution of non-traditional communications. These lectures and case studies will inform your thinking with regards the brief you are set for assignment, and will enable you to explore the possibilities offered by an ever-changing communications landscape.

Student Learning Objectives

1. To develop an awareness of the changing media landscape
2. To develop knowledge of consumers' relationship with digital and social channels
3. To understand how to create meaningful conversations through social media channels

Bibliography

Evans, D. *Social Media Marketing: An Hour A Day* (John Wiley and Sons:2012)
Kabani, S, *The Zen Of Social Media Marketing* (Benbella Books:2012)

<http://mashable.com/>

<http://www.socialtimes.com>

Course Structure

Session	Lecture	Preparatory Activity
1	Introduction and Managing Student Expectations	
2	The Foundations Of Social Media	Boyd, D <i>Social Network Sites: Definition, History and Scholarship</i>
3	Defining Your Target Audience	Maybus, A <i>Who Are You Trying To Reach?</i>
4	Social Media Planning	Maybus, A <i>Planning Your Social Media Goals</i>
5	Content And Storytelling	Clark, B <i>How To Create Compelling Content</i>
6	Social Media Strategy In Summary	

Assignment

Tell Their Story And Pass It On

Overview:

The aim of this assignment is for you to give a voice to a community or group of your choosing. You will identify a common theme and, through storytelling and a robust social media strategy, disseminate their experiences to a wider audience.

Target Audience:

Young people with an interest in current affairs on a global scale. They are technologically able and consider social media central to their identities, personalities and everyday life. Digital natives, they feel social media defines their generation.

Tone of Voice:

Inspirational and contemporary.

Proposition:

Tell their story and pass it on.

Considerations:

You need to identify a group of people with a story to tell. This could be a community within a particular geographical region, an organization within a community, a neighborhood group, a group with a unifying experience. You could, for example, focus on a charity providing relief to the urban poor, or upgrading the living conditions of a particular group of people, survivors of crime, war, violence, illness. You could focus

on a group of political activists, or supporters of a soccer team. Perhaps a group who share a passion for vintage cars, or a specific style of music. The choice is yours. Your task is to bring their stories to life via compelling storytelling and the use of social media as a way of communicating to a global audience.

In order to successfully accomplish this task you must:

1. Identify an interest group
2. Develop a relationship with them and record their stories
3. Define the characteristics of your target audience
4. Identify your target's digital touch-points
5. Create content
6. Devise a social media strategy that will bring these stories to life

Deadline:

To be determined.

General Introduction to Delivering Course Material

The first session sets the scene and it is very important to begin by introducing yourself in a few words. If the class size is manageable then also ask the students to introduce themselves, to say a few words about who they are and what they expect from the course

Each session should begin with a welcome and an introduction to the session:

1. Introduction to the topic
2. Aims
3. Structure

Follow the Powerpoint lecture and notes. Your presentation should run to 45 minutes allowing 5 minutes to begin, and 5 minutes to summarize.

I must point out at this stage that social media changes rapidly, new developments, advancements and applications appear daily. It is therefore important that instructors update the course material regularly with current examples and writings. As such, the basic structures suggested in this pack can be edited accordingly.

Index of Social Media Sites and Glossary

Social Media Services mentioned in the course (to be updated by Instructor as these evolve and new ones appear/gain popularity) :

Blogger: a blog-publishing service that allows private or multi-user blogs with time-stamped entries. It was developed by Pyra Labs, which was bought by Google in 2003. Generally, the blogs are hosted by Google at a subdomain of **blogspot.com**.

FaceBook: an online social networking service. Its name comes from a colloquialism for the directory given to students at some American universities. Facebook was founded in February 2004 by Mark Zuckerberg with his college roommates and fellow Harvard University students Eduardo Saverin, Andrew McCollum, Dustin Moskowitz and Chris Hughes. The founders had initially limited the website's membership to Harvard students, but later expanded it to colleges in the Boston area, the Ivy League, and Stanford University. It gradually added support for students at various other universities before it opened to high-school students, and eventually to anyone aged 13 and over. Facebook now allows anyone who claims to be at least 13 years old to become a registered user of the website.

Flickr: (stylized as **flickr** and pronounced "flicker") is an image hosting and video hosting website, and web services suite that was created by Ludicorp in 2004 and acquired by Yahoo in 2005. In addition to being a popular website for users to share and embed personal photographs, and effectively an online community, the service is widely used by photo researchers and by bloggers to host images that they embed in blogs and social media.

Google+: (pronounced and sometimes written as **Google Plus**) is a social networking and identity service that is owned and operated by Google Inc. Google has described Google+ as a "social layer" that enhances many of its online properties, and that it is not simply a social networking website, but also an authorship tool that associates web-content directly with its owner/author. It is the second-largest social networking site in the world after Facebook. 540 million monthly active users are part of the Identity service side, by interacting socially with Google+'s enhanced properties, like Gmail, +1 button, and YouTube comments. 300 million monthly active users are part of the Social Networking side by interacting with the Google+ social networking stream itself.

Instagram: an online photo-sharing, video-sharing and social networking service that enables its users to take pictures and videos, apply digital filters to them, and share them on a variety of social networking services, such as Facebook, Twitter, Tumblr and Flickr. A distinctive feature is that it confines photos to a square shape, similar to Kodak Instamatic and Polaroid images, in contrast to the 16:9 aspect ratio now typically used by mobile device cameras. Users are also able to record and share short videos lasting for up to 15 seconds.

LinkedIn: a social networking website for people in professional occupations. Founded in December 2002 and launched on May 5, 2003, it is mainly used for professional networking. In 2006, LinkedIn increased to 20 million viewers. As of June 2013, LinkedIn reports more than 259 million acquired users in more than 200 countries and territories.

Pinterest: a pinboard-style photo-sharing website that allows users to create and manage theme-based image collections such as events, interests, and hobbies. Users can browse other pinboards for images, "re-pin" images to their own pinboards, or "like" photos. The site was founded by Ben Silbermann, Paul Sciarra and Evan Sharp. It is managed by Cold Brew Labs and funded by a small group of entrepreneurs and investors.

Tumblr: a microblogging platform and social networking website founded by David Karp and owned by Yahoo! Inc. The service allows users to post multimedia and other content to a short-form blog. Users can follow other users' blogs, as well as make their blogs private. Much of the website's features are accessed from the "dashboard" interface, where the option to post content and posts of followed blogs appear.

Twitter: an online social networking and microblogging service that enables users to send and read "tweets", which are text messages limited to 140 characters. Registered users can read and post tweets, but unregistered users can only read them. Users access Twitter through the website interface, SMS, or mobile device app.

YouTube: a video-sharing website, created by three former PayPal employees in February 2005 and owned by Google since late 2006, on which users can upload, view and share videos. The company is based in San Bruno, California, and uses Adobe Flash Video and HTML5 technology to display a wide variety of user-generated video content, including video clips, TV clips, and music videos, and amateur content such as video blogging, short original videos, and educational videos.

Most of the content on YouTube has been uploaded by individuals, but media corporations including CBS, the BBC, Vevo, Hulu, and other organizations offer some of their material via YouTube, as part of the YouTube partnership program. Unregistered users can watch videos, and registered users can upload an unlimited number of videos. Videos considered to contain potentially offensive content are available only to registered users affirming themselves to be at least 18 years old. YouTube, LLC was bought by Google for US\$1.65 billion in November 2006 and now operates as a Google subsidiary.

Session 1: Introduction and Managing Student Expectations

Instruction Notes:

It is very important to set the scene and begin by introducing yourself in a few words. If the class size is manageable then also ask the students to introduce themselves, to say a few words about who they are and what they expect from the course. Begin this session proper by explaining the aims and intended outcomes of the course. Set the assignment brief and answer any questions your students may have. Because you are introducing the course the timings should be:

05 minutes: Getting started

45 minutes: Introduction to the course - explain what each session covers and how to prepare for each session by reading the set text.

Introduce the assignment and ensure students understand what is expected of them.

05 minutes: Q&A

05 minutes: Explain the Reading activity , ask them to start a blog specifically for this course and set reading task for the next session

This introductory session will set the scene for the course and will clarify how each session will work and what content will be covered.

The points you are covering in the course are:

- Social Media Defined
- How To Define Your Target Audience
- Social Media Planning
- The Elements of Social Media
- The Main Points

You will present the assignment brief and answer questions.

1

Introduction and Managing Student Expectations

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Instructor: (It is very important to set the scene and begin by introducing yourself in a few words. If the class size is manageable then also ask the students to introduce themselves, to say a few words about who they are and what they expect from the course)

What is social media
and what are we going
to learn on the course?

Instructor: (Welcome students to the course and ask the question on the slide - explain that the purpose of this session is to set the scene for the upcoming sessions and to answer any questions students may have at this stage)

“

Social media is today's most transparent, engaging and interactive form of public relations. It combines the true grit of real time content with the beauty of authentic peer-to-peer communication.

”

Lisa Buyer - The Buyer Group

Instructor: (explain this quote from Lisa Buyer, explain how it demonstrates how exciting the possibilities of communicating via social media are and how it has transformed the way that 1. brands hold a conversation with consumers rather than resorting to the transmission model of advertising, 2. how news organizations exploit social media due to the way we can communicate instantly and 3. explain how conversations and storytelling between people can help to mobilize groups and can bring people together on a global scale.)

**so what will we be
doing on the course?**

Instructor: (Explain how there will be a series of lectures that will help students to develop a social media project based around the idea of storytelling. Each week there will also be readings set to prepare for the following session. Ask students to create a blog specifically for the course where they will answer questions based on the texts each week. Lead from this slide to the next where you will look at the weekly schedule in more detail)

2

**The Foundations of
Social Media**

Instructor: (Introduce the title of the session for week 2)



Instructor: (Explain how we are now familiar with social networks like FaceBook, LinkedIn, Pinterest, Twitter, YouTube and Google+ and how in many countries they have become indispensable. We communicate and socialize and share our most precious moments through them, and they have become essential tools in the marketing process, for example. Explain that this session will contextualize social media by locating the historical evolution of the medium and how we rely on telling stories by engaging people with compelling content. This will be covered in more detail in this session.)

3

Defining Your Target Audience

Instructor: (Introduce the title of the session for week 3)



Instructor: (Explain how this session will focus on defining what a target audience is and why we need to know these things. Use this example to demonstrate how a chocolate brand identifies their target audience visually in this instance in order to successfully send the correct marketing messages out for their new product. this and how to define a target audience will be covered in detail then)

4

Social Media Planning

Instructor: (Introduce the title of the session for week 4 where the focus will be on understanding the ways we can plan our social media strategies once we've understood who we are talking to.)

6

Social Media Strategy in Summary

Instructor: (Introduce the title of the session for week 6 when the course will come to an end.)



Instructor: (Explain how this session will summarize the material learnt in the course, how the weekly sessions will be reflected upon in light of the assignment. This session will also see the assignment turned-in.)

So what do I turn-in?

Instructor: (Introduce the nature of the assignment, a body of social media communications that tell people's compelling stories.)

Tell Their Story And Pass It on

Instructor: (Introduce and explain the assignment: “The aim of this assignment is for you to give a voice to a community or group of your choosing. You will identify a common theme and, through storytelling and a robust social media strategy, disseminate their experiences to a wider audience.” and further: “You need to identify a group of people with a story to tell. This could be a community within a particular geographical region, an organization within a community, a neighborhood group, a group with a unifying experience. You could, for example, focus on a charity providing relief to the urban poor, or upgrading the living conditions of a particular group of people, survivors of crime, war, violence, illness. You could focus on a group of political activists, or supporters of a soccer team. Perhaps a group who share a passion for vintage cars, or a specific style of music. The choice is yours. Your task is to bring their stories to life via compelling storytelling and the use of social media as a way of communicating to a global audience.”)



Instructor: (Explain the target audience: “Young people with an interest in current affairs on a global scale. They are technologically able and consider social media central to their identities, personalities and everyday life. Digital natives, they feel social media defines their generation.” and the tone-of-voice - how you must make the communications look and feel - “Inspirational and Contemporary.”)



Instructor: (Explain what needs to be done to successfully complete the assignment: “In order to successfully accomplish this task you must:

1. Identify an interest group
2. Develop a relationship with them and record their stories
3. Define the characteristics of your target audience
4. Identify your target’s digital touch-points
5. Create content
6. Devise a social media strategy that will bring these stories to life.”)

How does the work get turned in?

Instructor: (Explain how you turn the work in depending on whether you are asking them to do a presentation or a submission. Presentations should be 10 minutes long, with powerpoint slides or other visual aids that explain who the target audience are, where the content is coming from, what the stories are, and how they will be told through the selected social media channels. If you are asking for a submission then this should be a 1000-2000 word (instructor discretion) analysis and evaluation of the project - a written version of the presentation with links to the social media channels and to their blog.)

Preparations

Instructor: (Present and pass round the reading for the next session.
Boyd, D *Social Network Sites: Definition, History and Scholarship*)

Ask the students to read through after class and, in their blog:

1. Identify 3 key points made
2. Describe their experience of 1 social network given with reference to storytelling (news stories, for example) and how their reading behavior has changed (by only reading stories via Twitter or FaceBook headlines, for example; or by combining videos on news channels and following up with reading actual newspapers, perhaps))

Summary

Instructor: (summarize the aims and outcomes of the course, how this has been presented and how the reading will be of value. Close the session.)

Activity

Distribute and introduce the reading for this week:

Boyd, D *Social Network Sites: Definition, History and Scholarship* (see attached PDF)

Ask the students to read through after class and, in their blog:

1. Identify 3 key points made
2. Describe their experience of 1 social network given with reference to storytelling (news stories, for example) and how their reading behavior has changed (by only reading stories via Twitter or FaceBook headlines, for example; or by combining videos on news channels and following up with reading actual newspapers, perhaps)

Summary

You should end the session by offering a summary of the main points:

1. What did you learn in the lecture: The aim of the lecture was to understand what the course will offer.
 2. Why will the reading be important: The readings support the content of the lectures and offer an extra perspective.
 3. Preparation for next week
-

Session 2: The Foundations Of Social Media

Instruction Notes:

Begin this session by explaining the aims and intended outcomes of the lecture. Your timings should be:

05 minutes: Getting started

45 minutes: Lecture

05 minutes: Q&A

05 minutes: Explaining the Reading activity, summarizing the session, setting work for the next session

This session will set the scene and develop an understanding of the substantial consumer attraction to social media and the causes of consumer frustration with traditional media. Your aim is to end up with a working definition of social media and a framework to help your students understand how to apply social media within a communications project.

The points you are covering in the course are:

- Social Media Defined
 - Social Media and Marketing
 - Social Media as a Guidepost
 - Content and Storytelling
-

2

The Foundations Of Social Media

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Instructor: (Welcome the class and introduce the session)

Let's find out more
about the evolution of
Social Media

Instructor: (Present the aims and outcomes: 1. to develop an understanding of how social media has evolved and developed over time, 2. to understand how social media channels converge, 3. to contextualize social media as a key communication tool in the present day))

**So, let's begin at the
very beginning
what is Social Media?**

Instructor: (Begin by asking the class the question "what is social media?". Take some responses, summarize them and move on to the next slide.)

1. Text, Words, Pictures, Video, created with sharing intention.
2. Thoughts and Experiences of Participants/Consumers
3. Relationships with Brands and Organizations
4. Sharing with the intention of making better choices/decisions

Instructor: (Explain these 4 key points that define what social media is and demonstrate how multifaceted an area of communication it is. Find an example for each one, for instance, 1. perhaps use the way that FaceBook is used to share pictures and videos from a birthday celebration and would be accompanied by some explanatory phrases, once shared others in the user’s network would add to the process by commenting, tagging and sharing further, 2. perhaps use a review site like Yelp to explain how consumers can use social media to recommend a product or service, or to air their disappointments. This action can then influence others who may join the conversation and, again, share further.)

1. Taps collective knowledge/wisdom of the crowd
2. Used most effectively through participation and influence
3. NOT command and control
4. Participation leads to influence

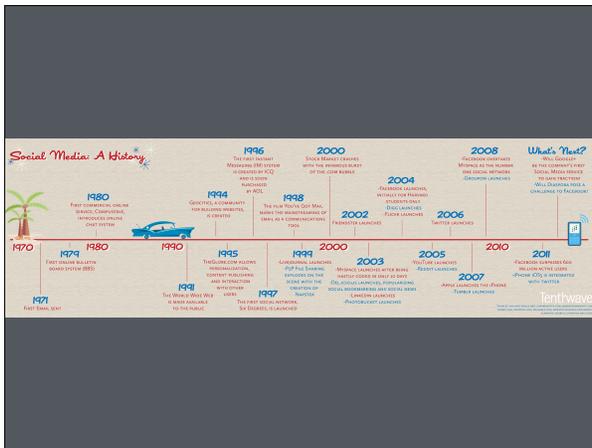
Instructor: (Explain these 4 key points that define what social media does and how it is an effective channel of communication. For example, 1. social media relies on crowdsourcing where information is shared by many people. Wikipedia works because many people have come together to share information on all manner of subjects from celebrities to historical events. 2, Social media is effective when users participate and are free to air views, freedom to speak put is important. 3. social media is not about a brand or organization controlling the message, the balance of media owners and consumers has changed. 4. Those who participate can influence behavior from political interventions to the success or failure of a product.)



Instructor: (Explain this, or a similar case study: “Lacta is a Greek chocolate/candy brand. They developed a campaign conducted solely over social media. The first part of the campaign used a FaceBook App that enabled users to write their lover/partner/boyfriend/girlfriend’s name on a picture of the candy bar. Users then shared them with that person as a “gift” and encouraged their friends to use the app too. What Lacta didn’t anticipate was that users would take this even further and users started posting their personalized candy bars as their profile pictures. This trend spread and users personalized the candy bar messages and the whole process went viral. Lacta became the candy bar associated with love because that was the way it was being shared. the second stage crowdsourced actors for the tv commercial. They invited applications for auditions via FaceBook and users were able to vote on their choices. The scripts were also voted on via FaceBook. So the tv commercial was created via crowdsourcing on FaceBook.”)

So where does it all begin?

Instructor: (Explain that where have arrived at in a short space of time began around the 1980s, so take a step back to see how we got the stage where Lacta, for example, were able to harness FaceBook so effectively in their advertising.)



Instructor: (Pick out some of the key moments so begin by quickly mentioning that the use of the computer for communication purposes can be seen happening with the introduction of Compuserve in 1980 but only really begins to commercialize when the Web becomes publicly available in 1991. Mention the rapid rise of eCommerce that crashes in 2000, and the beginning of social media as we know it today with the launch of Friendster in 2002, then a rapid stage where we see MySpace, LinkedIn, faceBook, YouTube and Twitter launching before Apple launches the iPhone and changes the face of mobile communications.)

Blogger and the rest is history

Instructor: (Explain that to understand where modern social networking came from from is the blog, and the first blog to receive mass market success was Blogger.)

Blogger allowed users to:
1. Publish
2. Share
3. Rally
without coding knowledge

Instructor: (Explain why Blogger was key to mass adoption of online communications because it enabled ordinary people to write their thoughts, share them with the world and be able to gather around interest groups. And importantly, it was intuitive rather than relying on technical knowledge.)

Popularity spreads from 1999 onwards ... what begins as an online diary for the few goes mainstream and becomes a major communications tool for the activist, the politician, the mom, the marketer, everyone

Instructor: (Explain how Blogger becomes a massive enterprise that gives voice to virtually everyone.)

What does Blogging evolve into?

the personal blog
microblogging
the corporate blog
by genre, media type, device

Instructor: (Propose that Blogger evolved in different ways. 1. it starts as the personal blog, the diary. 2. the microblog that evolves into Twitter, 3. the blog that many CEOs now write to humanize their corporation, 4. it is no longer restricted to a diary on a pc screen, it can now be grouped by genre (and there are many!), by the type of media used to communicate (video, photos (Tumblr), mobile or tablet or desktop - different types of blog apps for different purposes.)

Others come and go but Blogger remains the most popular engine, although WordPress and Tumblr also hold their own

Instructor: (Explain how Blogger remains the leader in blogging apps but how others have evolved the concept of the blog. Wordpress has become the platform behind many websites as it enables ordinary users to create interesting looking websites with no programming knowledge, and Tumblr that looks and feels like a social network by design.)



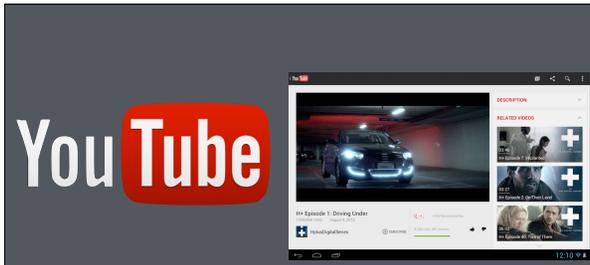
So Twitter ...
where does that
fit?

Instructor: (Explain how Twitter has evolved from the blog, it is in effect a microblog because it communicates predominantly with words as a blog does - but it only utilizes a limited number of characters (140), you can add photo and video, as with a blog, but principally it is text-led.)



Instructor: (Explain how Twitter has become a source of real time news updates and information. Both receiving and transmitting. Explain the images (or select similar relevant images) by presenting the fact you can have information constantly updated from sports to the news to the weather from anywhere in the world.)

Twitter is a microblogging tool used widely by individuals, corporations, organizations ... for business and pleasure, it is a real-time information network with a variety of uses. Twitter works in short bursts and integrates images and video too



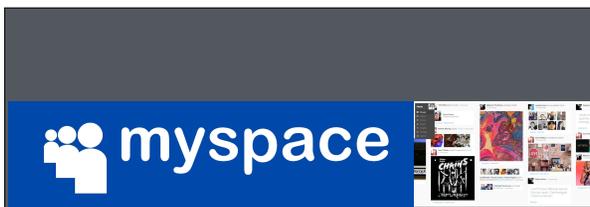
YouTube:
Video sharing website used by individuals and corporations.
Competitors are Vimeo and Metacafe.
Now a subsidiary of Google.

Instructor: (Explain how social media is not just about words but images too. YouTube specializes in sharing video content from user-generated uploads to organizations streaming trailers, clips, corporate messages. It is the leader in video sharing media. Explain the three points made in the slide too.)

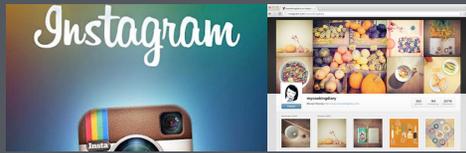


Friendster:
Evolves from a social network into a social gaming site.
Founded in 2002, quickly loses ground to MySpace and later FaceBook.
Remains popular in South-East Asia.
June 2011 repositions with gaming as its focal point.

Instructor: (Explain the significance of Friendster: it was the forerunner to FaceBook serving similar functions yet it lost ground in 2002. Now it specializes as a social network based around games.)



MySpace:
Strong music bias from the beginning.
Launches Zynga and Rock You.
Launches 2003, bought by News Corporation in 2005, then Justin Timberlake & SMG in 2011.
FaceBook officially overtakes in 2008.



Instagram:

Online and mobile photo editing and sharing app.
Launches in 2010.
Shares via FaceBook and Twitter.

Instructor: (Explain how Instagram has been the strongest of the photosharing apps that appear from 2005 onwards. A community has been created by smartphone users who capture moments and edit them with filters to give a unique twist and atmosphere to their images. Has now become mainstream. It is interesting because the sharing aspect of the app happens via FaceBook and Twitter predominantly. there is a community of friends on the app itself, but visibility is given via the leading social networks.)

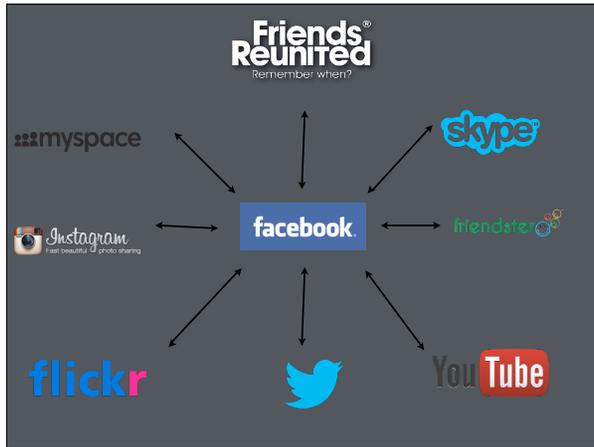
FaceBook

Most definitely the market leader

Instructor: (Explain how we now move to the definitive market leader of the social networks, FaceBook.)

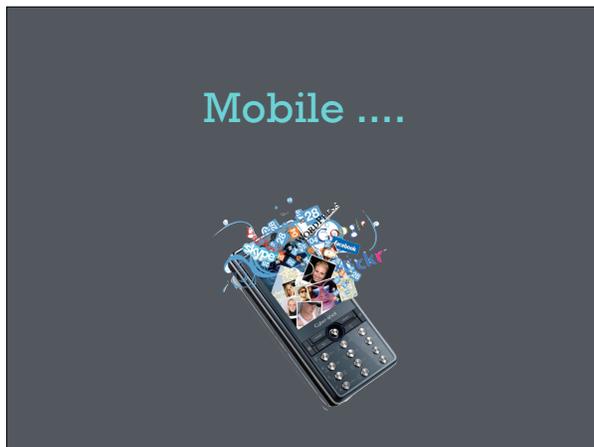
Emerges as a network only available to Harvard students ...
Now so ubiquitous that life before FaceBook does not seem real!

Instructor: (Briefly explain how Zuckerberg creates the network at Harvard for Harvard students, it then grows but relies on a closed network approach where only those with a university/education email address can join and communicate solely with others in that network. Rapid expansion occurs so it is now an integral part of most people's lives, connecting friends, family, colleagues in massive global networks. Communities and groups based around shared interests have grown up around it and is now being fully exploited as an advertising medium, remember the Lacta case study before.)



Instructor: (Explain how when we think of social media we think of sharing and growing a message. Facebook sits at the heart of most social media campaigns because of its facility to accommodate and link to other networks/channels. we can think of an integrated social media campaign where a brand will use FaceBook as the organizing hub where offerings on other channels come together. So, for instance, GoPro are makers of portable video cameras used by, mainly, extreme sports enthusiasts. You can attach them to your bike, or helmet, or board, whatever you like, to capture footage of you in action. Their campaign relies on users uploading their videos which are shared via their website and YouTube channel. Images are hosted on their website and on Flickr. Videos and images are shared via Twitter with addition of a hashtag (#) and everything comes together on FaceBook where users comment on each others contributions, GoPro joins the conversation, offers prizes and incentives and users share among their networks. What this does is that it locates GoPro at the center of a brand/consumer conversation where content is generated by those who use the product and invest their time in entering a dialogue with the brand they love because the brand values their contribution.(use other examples as appropriate))

New Directions
and Opportunities



Instructor: (Explain how mobile signals the future for social communications because this has become the device of choice for engaging with our social media. As the world increasingly adopts smartphones, the way we communicate is being led by the device we choose to use.)

“

What can we deduce from these evolutionary events?

”

Instructor: (In summary pose the question above.)

“

For one, FaceBook is central as a Social Networking Hubspot

”

Instructor: (recap using the statement above.)

“

Secondly, other social networks have had to focus on one unique point-of-difference to survive

”

Instructor: (recap using the statement above.)

“

Thirdly, integration with FaceBook has been a necessary step for other social entities to remain relevant

”

Instructor: (recap using the statement above.)

Activity

Distribute and introduce the reading for this week:

Maybus, A *Who Are You Trying To Reach?* (see attached PDF)

Ask the students to read through after class and, in their blog:

1. Identify 3 key points made
2. Describe their experience of how social networks present them with targeted advertising.

Summary

You should end the session by offering a summary of the main points:

1. What did you learn in the lecture: The aim of the lecture was to understand what Social Media is and how it has evolved - a working definition for Social Media needs to be reinforced at this point.
 2. Why was the reading from last week important: The reading is an academic survey of the history of Social Media, you should reinforce how, in a short space of time Social Media has become a serious discipline worthy of academic study. It is also deeply ingrained within contemporary culture on a global scale and therefore matters to us as individuals and communicators.
 3. Preparation for next week: For the next session students should blog their notes on the reading and they should have researched the group they will focus on for their assignment. An understanding of their target audience should also be encouraged.
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Reading # 2: Who are you trying to reach?

Maybus, A *How to develop a Social Media Strategy in 7 easy steps*. (2013)

2. Who are you trying to reach?

Who is your ideal client? If you've developed a business or marketing plan you should already have identified your ideal clients. If you haven't, it's time you started thinking about it.

Social media is all about the conversation. If you know exactly the kind of person you want as a client you will be able to work out the right words and topics to use to reach them. Don't try to appeal to everyone because it won't work. Your social content will be too general and no one will pay attention.

Depending on the nature of your business you might have different target clients. For example, wholesale buyers would need to be treated differently to your ordinary consumer. Come back to this section and repeat it for each of the different sectors of your target base.

Who is your ideal client?

What sex are they?

What age?

Are they married?

Do they have children?

How old are the children?

Where do they live? (e.g. city, rural)

Where do they work?

Where do they shop?

Do they shop online?

Where do they socialise?

What books or magazines do

they read?

What problems are they facing?

What sort of solutions are they looking for?

What makes them happy?

Why might they use your products or services?

What is going on around them?

What is happening in their industry?

What is important to them?

Ask yourself as many questions as necessary so you can flesh out a clear profile of the perfect client.

If you know exactly who your ideal client is, use that person as your base model.

Write your ideal client's profile

Now that you have worked out some of the statistics, habits and preferences of your ideal client, it's time to make them real.

Imagine you were asked to write a short biography of your ideal client, or to describe them to a stranger. Taking all of the data you have on hand, you should be able to create a profile of the person.

If you are wondering why you need to do this, just think of it as a tool to aid your social media communications. When you are framing your posts, it's much easier to speak to a "person" than it is to a set of data. When you talk to a "person" you can inject real feeling into what you are saying and that's very attractive to your followers.

Do you have a favourite client? Would this person be a typical representative of the ideal client whose habits you've just identified? If so, use him or her as the basis for your description.

Write as much or as little as you need, but be certain that the image and personality is clear in your head every time you go near your social media accounts. If you have a team helping you with your social media, they need to be as familiar with this fictional ideal client as you, so writing a thorough description will be important.

Here is an example of a client profile. Give your client a name so he or she starts to become real to you.

Meet Jan. Jan is looking for a social media manager.

Jan is operating her own small business in conjunction with running her family. Her time is limited but her commitment to the business is not. It's not a hobby. She has been in business for at least two years. She has been through the dip and survived.

She can see where she wants to be and understands the value of outsourcing her work to people who can share her vision and carry her towards it. Jan wants to be a success and to her that equates to sales and reputation.

Jan lives in the suburbs and her husband commutes to work. She values family time.

Her children are her priority. Her business was created to help fund the family lifestyle but she has found a mental stimulation in her business that she thrives on.

She worries about getting everything done, and done well. There are never enough hours in the day to finish everything on her list. She worries that she isn't spending enough time with her children or husband. Jan is way beyond worrying about keeping the house tidy!

Jan spends time on social media but can't be there as often as she likes. She loves the ease and fast pace of social media. She values connection and relationships as sales tools instead of cold calling or sales letters, so it's important to her

that she manages her social media posts with care.

She wants a steady plan for communicating with her market and understands that they are people and not 'targets.'

At 35+ Jan is her own person, and is happy to share her personality through her business.

She communicates usually via email because she is busy but sometimes it's easier to pick up the phone and have a quick chat.

Her purchasing decisions are influenced by value, timeliness and quality. If she was to work with a consultant or outsource her work, it would be important to her for us to clearly

understand her point of difference.

Now that you've met Jan and know something about what drives her, it's much easier to know what conversations you should be starting on social media to attract her attention. You can clearly see what is worrying her, so you can frame your posts carefully to highlight the benefits of your services, or to offer solutions. You can show your empathy and understanding through your comments.

When you know your ideal client really well it is much easier to build a strategy that will reach them.

If you have different ideal clients for your varying products or services you will need to do this for each of them.

Session 3: Defining Your Target Audience

Instruction Notes:

Begin this session by explaining the aims and intended outcomes of the lecture. Your timings should be:

05 minutes: Getting started

45 minutes: Lecture

05 minutes: Q&A

05 minutes: Explaining the Reading activity, summarizing the session, setting work for the next session

This session will clarify what we mean by a target audience. You will explore ways in which you can bring your target audience to life and how to create a target audience profile that works.

The points you are covering in the course are:

- What do we mean by Target Audience?
 - Why do we need to know our Target Audience?
 - How do we capture the key traits of a Target Audience?
 - Writing a Target Audience profile
-

3

Defining Your Target Audience

AJEEP: Social Media Strategy
Prof. John Delacruz 2013

Instructor: (Introduce this session by making the statement above and moving on to the next slide.)

Let's talk about the most important factor in our social media strategy

Instructor: (Explain how successful communications require an in-depth understanding of the people we are communicating to. It is crucial to know who we are communicating to because we can then tailor our media, tone-of-voice, content to them based on what we know about their likes, dislikes, interests and general lifestyle, employment, geography, behaviors.)

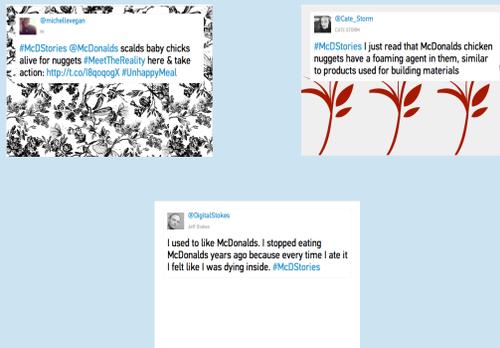
Your target audience

Social media is all about conversation

Instructor: (Explain that if you know exactly the kind of person you want to talk to you will be able to work out the right words and topics to use to reach them. Don't try to appeal to everyone because it won't work. Your social content will be too general and no one will pay attention.)



Instructor: (In January 2013 launched a hashtag campaign titled McDStories. They launched with a couple of tweets encouraging readers to share their McDonalds stories. They expected their target audience, who they believed thought highly of them, to share stories that would sing the praises of McDonalds.)



Instructor: (They misunderstood their target audience and were, instead, bombarded with stories like the ones above. stories that highlighted the negative aspects of McDonalds practices. In this instance we can see how misreading your audience can lead to negative PR and negative exposure. McDonalds is a strong brand and was able to bounce back unharmed, but a small enterprise would not have been so lucky.)

How to Define Your Target Audience

Instructor: (You will now focus on ways to define and determine a target audience.)

1

Demographics

Instructor: (There are several ways to do this. The most common, but also most incomplete, is demographics.)

- Age
- Location
- Gender
- Income level
- Education level
- Marital or family status
- Occupation
- Ethnic background

Instructor: (You need to consider the following questions. Usually you would conduct market research to identify who is buying your product or reading your newspaper. Then you would average your data out to work out the answers to these questions. We can also figure the answers out if we look at competitors and their data.)



Instructor: (To Class: Analyze this ad (or a similar one, instructor discretion) and work out the answers to the questions in the previous slide. Try to figure out who the intended target audience is based on what you know about the brand and the celebrity. 5 minutes
After 5 minutes: Ask class for their responses - select individuals to tell you what they worked out.
Reinforce these answers with your interpretation.)

2 Psychographics

Instructor: (The next and more effective method is psychographics.)

- Personality
- Attitudes
- Values
- Interests/hobbies
- Lifestyles
- Behavior

Instructor: (Psychographics addresses the personal qualities of the audience and help us to understand the person behind the statistic. Run through the points above. You need to determine how your product will fit into your audience's lifestyle. For example, what kind of features appeal to them? How do they receive their news - via a newspaper, a newspaper's website, Twitter? Are they city people, or do they enjoy the outdoors?)



Instructor: (To Class: Analyze this ad (or a similar one, instructor discretion) and work out the answers to the questions in the previous slide. Try to figure out who the intended target audience is based on what you know about the brand and the image. 5 minutes
After 5 minutes: Ask class for their responses - select individuals to tell you what they worked out.
Reinforce these answers with your interpretation.)

What sex are they? What age? Are they married? Do they have children? How old are the children? Where do they live? (e.g. city, rural) Where do they work? Where do they shop? Do they shop online? Where do they socialize? What books or magazines do they read? What problems are they facing? What sort of solutions are they looking for? What makes them happy? Why might they use your products or services? What is going on around them? What is happening in their industry?
What is important to them?

Instructor: (So we can combine both methods and ask these questions to ourselves based on whatever it is we are trying to do. In this course you will be telling people's stories, answer the questions in respect of the brief you are working on. Sometimes we may know somebody who fits the mould. It is useful to think about them when we create our profile.)

Creating a Profile

Instructor: (once we have answered the questions that help us identify our ideal target audience, we then write profiles. Not 1 but several, creating different characters and personas so we can see how different individuals all come together with a shared need or want or motivation.)

“

Imagine you were asked to write a short biography of your ideal client, or to describe them to a stranger. Taking all of the data you have on hand, you should be able to create a profile of the person.

”

Maybus, Anne (2013)

Instructor: (Explain the quote above. You need to make the person you are talking to “real”. This is because we can formulate our conversation easier and more successfully when we imagine a real person rather than a statistic.)



Instructor: (Let’s have an example, this one is taken from Anne Maybus’s guide: “Meet Jan. Jan is looking for a social media manager. Jan is operating her own small business in conjunction with running her family. Her time is limited but her commitment to the business is not. It’s not a hobby. She has been in business for at least two years. She has been through the dip and survived. She can see where she wants to be and understands the value of outsourcing her work to people. She manages her social media posts with care. She wants a steady plan for communicating with her market and understands that they are people and not ‘targets.’ At 35+ Jan is her own person, and is happy to share her personality through her business. She communicates usually via email because she is busy but sometimes it’s easier to pick up the phone and have a quick chat. Her purchasing decisions are influenced by value, timeliness and quality. If she was to work with a consultant or outsource her work, it would be important to her for us to clearly understand her point of difference.”

Maybus, Anne (2013-01-20). How To Develop A Social Media Strategy In 7 Easy Steps (Kindle Locations 83-86). . Kindle Edition.)

Now you know the person you can identify when and where you are likely to engage her in a conversation

You need to build a picture of at least 3 characters in your target audience

Go in deep, identify the brands they engage with and when they come into contact with them

Instructor: (Explain the points above. 1. It’s easier to talk to someone when you can see them, and you know what they do, when they are coming into contact with your product or service. For example, if you know they log into their FaceBook every evening when they are winding down, that may be a good time to show her updated statuses from your product or service FaceBook page. 2. Do the same exercise with at least 3 other diverse characters, a male, a female, a child, a grandparent, an accountant, a footballer whatever is appropriate. 3. Do more than itemize their activities, look at the brands they use. For example, if they drive to work, what car do they drive, clothes brands they wear for work/leisure, where do they buy their food - the person who buys from the market is different to the person who buys from the big warehouse discount retailer.)

So it becomes clear that people are the important elements in our social media strategy; seeing who we talk to is vital before we begin to design content and strategies to reach them.

Instructor: (Explain the points above and summarize the need to identify the target audience. Set work for the following session.)

Activity

Distribute and introduce the reading for this week:

Maybus, *A Planning Your Social Media Goals* (see attached PDF)

Ask the students to read through after class and, in their blog:

1. Identify 3 key points made
2. Write down 3 Target Audience Profiles for their assignment.

Summary

You should end the session by offering a summary of the main points:

1. What did you learn in the lecture: The aim of the lecture was to understand what we mean by a Target Audience, why we need to consider who we are communicating to and how we can create profiles/ definitions that will help us design communications aimed specifically at them.
 2. Why was the reading from last week important: The reading helps to demonstrate ways in which we can define and profile our target audience so we can create social media communications that are appropriate.
 3. Preparation for next week: For the next session students should blog their notes on the reading and they should also create target audience profiles as stated above. They should also be gathering stories for their assignment.
-

Reading # 3: Planning your social media goals

Maybus, A *How to develop a Social Media Strategy in 7 easy steps.* (2013)

3. Planning your social media goals.

If you don't set goals you will probably find social media is a waste of time for you. It's easy to spend all day posting and building connections but they may be leading you in the wrong direction.

eMarketer tells us that 80 percent of marketers approach social media in a back-to-front way. They start using social media before they identify their goals. If you start from the beginning and work out your goals you will be in the 20 percent who are likely to be successful in social media.

There are two steps to planning your goals, identifying what you want to achieve and working out how you'll know when you achieve them.

1. What do you want to achieve through your use of social media? You may have a series of goals.

- More leads?
- Build awareness of your brand?
- Bring traffic to your website or landing page?
- Boost sales?
- Develop long term client relationships?
- Will you use it for marketing or some other purpose, such as recruitment?

Make a note of your goals. You are now going to put some

metrics around them.

2. How will you know when you achieve them?

Are you familiar with the **SMART** technique for goal setting? This is the perfect place to use it.

The SMART principles tell us that all goals must be:

- Specific
- Measurable
- Achievable
- Realistic
- Timely

Specific – Quantify your goals. Does success equate with the sale of 10 widgets or 10,000?

Measurable – Set criteria that you can measure your progress against. Use numbers, dates

and so on. You can't measure emotion so goals that say "I will feel happy" aren't goals at all.

Achievable – Is it probable that you will reach the goal? Do you have the tools or skills needed? Have you allowed a practical amount of time? How will you do it?

Realistic – Is this goal relevant to the business? Is this the right time to take action? Do I have the support I need from others in the business? Will it lead us closer to our business goals? Does this goal really matter in the overall scheme of things?

Timely – All goals need to be set within a realistic time frame. This is your target date and it will help keep you focussed and on track.

Now, back to your goals. How can you apply the SMART principles to them to make them accurate and useful?

Fill in the details for each of your goals.

I want to:

By how much? How many? How often? How will I measure it?

Is it achievable? How will you do it?

Realistic? Is this relevant to your goals? Do you need to get the support of others?

Timely – what is the time frame you must meet?

Here are some examples of measurable goals. Write them

in a way that means something to you but be certain they really are measurable.

Within 12 months I will boost my website traffic by 20% through regular weekly blog posting, starting on the 1st January.

By the end of March this year I will have signed three new wholesalers in NSW who stock my entire range of products. I will find them by calling 5 retail businesses in the major cities in NSW each day until I have signed at least three.

Remember: If you don't know what you want it to do, how will you know if it's working or not?

4. What forms of

social media will you use?

Now that you know your goals and you have identified your ideal client, it's time to work out how to connect the two.

As you know, there are many different social media platforms. Depending on your goals and the target group associated with them, you might need to use a number of different platforms in order to reach the right people.

Let's take a look at a couple of the major platforms.

Twitter:

Twitter is a microblogging site where posts must be 140

characters or less. It's a buzz of short, fast paced communication. It's quick and it's current. In fact it is so quick to spread news that even the news services pay close attention to it.

[Inc.com](#) has a wonderful summary of the 8 main types of people using Twitter.

The personality – celebrities and brands building a brand voice.

The guide – an expert who answers questions on a topic.

The brand watchdog – responding to mentions of the company name.

Customer support reps – helping customers resolve issues.

The publisher – sharing news, sourcing news.

The promotion channel – ecommerce, contests, promos.

The conversationalist – truly loves chatting with and building loyal followers.

The curious – people who follow looking for trends and information.

[Pew Internet](#) also did some research into Twitter usage and found that:

- 15% of online adults use Twitter as of February 2012, and 8% do so on a typical day, and those figures are growing.
- One quarter of the users are aged 18-29 and 14% are aged

30-49.

- The majority of users are in urban and suburban areas.

These figures relate to the USA but are likely to be a good reflection across the board.

Looking at your ideal client and your own goals, do you think Twitter is a good platform to use?

Facebook:

According to [Statistic Brain](#), 54% of social media users have a Facebook page and the average person spends 15 hours 33 minutes there every month. Worldwide there are 1.2 billion users and the number is growing rapidly. 250 million people access Facebook via their phone.

Who uses Facebook? Here are some statistics from [Royal Pingdom](#).

65% of users are aged 35 or older, with an average age of 40.

60% of users are female.

Facebook users tend to spend time browsing different pages and following links from their friends pages. Because it allows images, sound and video, it offers many different opportunities to share information in a format that will appeal to a variety of tastes.

Facebook users readily share links, videos and images that capture their imagination.

Looking at your ideal client and your own goals, do you think

Facebook is a good platform to use?

Google+:

This is a fairly new platform but it has the power of the big search engine behind it. After a slow start it seems to be gathering momentum. Towards the end of 2012 Google+ introduced business pages and communities within the social network, positioning it for fast growth over the next few years.

Google tells us that Google+ has a total of 500 million registered users and 135 million regular users each month.

According to [Social Statistics](#), 69% of Google+ users are male.

Google+ is now growing as fast as Facebook did in its early

days.

Looking at your ideal client and your own goals, do you think Google+ is a good platform to use?

Of course there are many more platforms to choose from. Just look at the social share buttons on any blog. Don't forget about Pinterest, LinkedIn and YouTube. Each has a role to play depending on your target market.

Consider where your ideal clients are likely to be and make your choice. You might like to begin with one platform to reach one ideal client base, and add others as you expand across your whole target market.

What are your competitors

doing?

Are your competitors already using social media? If so, you have the perfect opportunity to see which platforms work and which don't. You will also be able to monitor the conversations to see which bring the best responses from their clients.

How many followers do they have?

How active are their followers?

How often do your competitors post to their pages?

Which sites are they using?

What time of day do they post?

What types of posts have the best comments or reactions?

What types of posts are shared most often?

Who are your competitors following?

Are the pages successful?

Analysing your competitors' social media efforts will give you lots of information that you can then use to build into your own social media strategy.

5. How your blog fits in?

Ah yes, your blog. Do you have a blog? If not, you need one. Have it added to your website as soon as you can.

Why is a blog important?

[Webbiquity](#) shares a couple of very good reasons:

- Companies that blog have 434% more indexed pages. And companies with more indexed pages generate far

Session 4: Social Media Planning

Instruction Notes:

Begin this session by explaining the aims and intended outcomes of the lecture. Your timings should be:

05 minutes: Getting started

45 minutes: Lecture

05 minutes: Q&A

05 minutes: Explaining the Reading activity, summarizing the session, setting work for the next session

This session will present different steps and considerations needed when formulating a social media plan. You will explain the importance of setting goals and identifying what is to be achieved. You will then explore how to select appropriate social media channels for a defined task. What do we need to know about social media channels and how our target audience engages with them?

The points you are covering in the course are:

- Setting Social Media goals
 - Identifying the key key characteristics of Social Media channels
 - How do we identify the Social media channels most appropriate to our Target Audience and the defined goals.
-

4

Social Media Planning

AJEEP: Social Media Strategy
Prof. John Delacruz 2013

Let's begin to think
about the steps that go
into a social media plan

Instructor: (Introduce this session by recapping briefly on the previous sessions: understanding how social media has evolved and how to identify a target audience, now it's time to work out how to develop a plan.)

Social media defines the activities that integrate technology, social interaction and the sharing of words, images, video and audio.

Instructor: (Begin by recapping with this definition of social media. Emphasize that social media goes beyond the realms of traditional communications and is, essentially, a series of activities.)

Social media is...

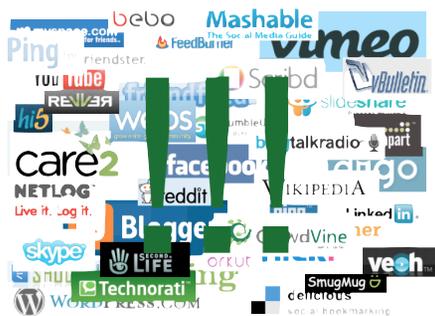
- Consumer-driven
- Transparent
- Engaging
- Inclusive
- Sincere

Instructor: (Run through the points above to reinforce how social media works. Use examples like 1. Consumer-driven: Refer to any shopping or review site like Amazon where consumers comment both positively and negatively on products they purchase. 2. Transparent: Refer to TripAdvisor where services owners will respond to comments made by users of their services, eg the hotel owner replying to the holiday-maker who found the room they stayed in was not as advertised. Other examples at instructor's discretion.)

It isn't...

- Controlled
- Impersonal
- Exclusive
- Formal
- One-sided

Instructor: (Run through the points above to reinforce how social media works. Use examples like 1. Controlled: When organizations try and censor consumers, consumers form a backlash. Some restaurants in New York are forbidding customers from photographing the food. Why? Because when consumers are dissatisfied they will comment and post videos/photos of offending items. restaurants are worried that they will lose customers. Is this the correct way to approach customer relations? No. They should ensure their products are satisfactory. Instructor should use other examples at their discretion.)



Instructor: (Use this image to show just how many social networks there are and lead on to the next slide.)

So many channels.
So many people
So many conversations.

So little time.

Instructor: (Run through the points above to reinforce why we need a strategy. The image showed how many options are available to us and they are growing all the time. Social networks come and go and some stay longer, some are used by a mass audience whereas others are used by niche groups. Users will access a specific network for a specific function or reason, and so we need to know which ones to use, when to use them, depending on the message we are communicating and the audience we are communicating to. And we need to get our messages out quickly.)

Like all **conversations**, the key to **social media** begins and ends with

listening.

Instructor: (Run through the statement above. Explain that because social media is a conversation, as mentioned in our definition earlier, we must approach a social media strategy as we would any conversation. So we must listen first.)

1

Listen to yourself.
You **USE** media.

Instructor: (Explain the statement above. The first step is to examine your own media usage. What social media do you use? When do you use it? What do you use it for?)

Ask questions
like **Goodwill** did

Instructor: (Explain the statement above. Goodwill stores in Washington DC discovered they were not targeting a key audience and were missing out on sales and engagement. The target was “young women with an interest in vintage fashion”. Goodwill stores are charitable retail outlets that resell donated clothes and household items. A large number of donations are what would be termed “vintage”. Upon discovering the fact that they had a product desired and wanted by a key demographic they created a social media plan that made Goodwill appear more contemporary and cool. Instructor may use this or similar example at their discretion.)

2 Explore

Instructor: (Explain that you need to identify what you are about - what is your organization trying to communicate? What issues and concerns does your organization have? Then explore (lead on to next slide).)

What sites have activity related to my organization?

What kind of people interact with these sites?

What other organizations/issues are they connected to?

What kind of comments, positive or negative, are made on these sites?

Instructor: (This activity is essential research so you can understand how the activities your organization is involved in are viewed by consumers etc. So, if you are working for a restaurant chain to develop their social media presence you would need to spend time engaging with similar restaurant websites, social media and also look at the followers they have. It is also important to think about your point of focus. As a restaurant you may specialize in organic food. Therefore it is important to read reviews on Yelp or TripAdvisor about other organic restaurants, to go to blogs and groups about organic food, to understand who is interested in organic food and where they gather online to discuss organic food. There may be specific sites that list and review organic restaurants, that is also a useful resource.)

Better understanding of your brand presence

Online communities you should join

Targets and influencers you should engage

Values you should promote

Attitudes you should change

Instructor: (This slide demonstrates why you should engage in the research you have just spoken about. You will be in a position where you will be able to see and understand where your brand/organization sits or should sit amongst its competitors. It will also help you understand what gaps are in the market, thus identifying the opportunities open to you - can you give consumers/users something new? And what can you do that makes your brand/organization stand out from the competition?)

3 Create Personas

Instructor: (This refers to the target audience profiles you covered in the last session. It is at this stage in your strategy that you need to bring your target audience to life.)

4 Define Your Goals

Instructor: (This stage of the strategy matters, if you do not know what you aim to achieve you will waste valuable time and energy and you may even lose your audience.)

Build better relationships?

Raise awareness about your cause?

Increase website traffic?

Build up your base?

Inspire people to action?

Increase donations?

Instructor: (You must make it clear that you need a defined goal in mind, run through the points above and use examples as appropriate.)

Pittsburgh Symphony Orchestra YouTube Campaign

Instructor: (This is a case study demonstrating how a focused goal informs an effective social media strategy.)

PSO used a YouTube contest to find new talent ... they asked musicians to post their videos.

This idea counters the notion of classical music organizations as stodgy and slow moving.

Their online presence is trying to attract a younger, hipper crowd.

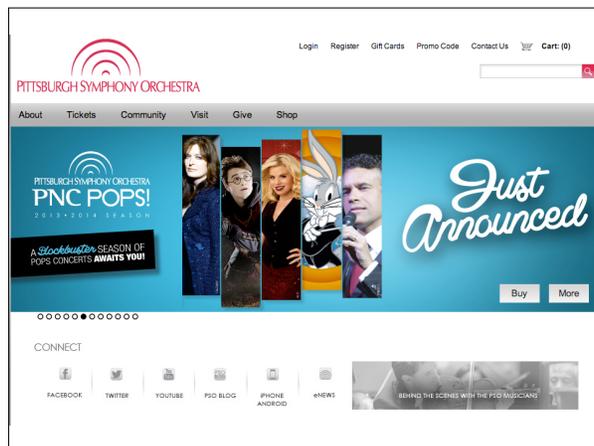
Instructor: (Run through the points above and lead to the next slide by pointing out that their goal was to attract new, young performers to the PSO.)

How did they do it?

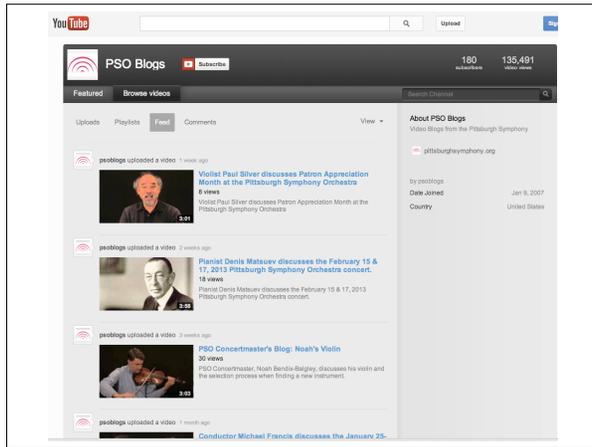
Instructor: (Explain that their strategy was effective down to an understanding of the audience and having a clear focus. They understood that their target audience was responsive to contests like the X Factor, or American Idol (reality television shows that update the talent show format for a contemporary audience) and created familiarity for their contest by running auditions online where participants uploaded videos of their performances and allowing the selection process to unfold via FaceBook and YouTube and Twitter and their website.)

A strong digital and social presence

Instructor: (Continue by emphasizing that they managed to maintain their digital and social presence by listening to their audience.)



Instructor: (Their website is clean and simple and relevant to a younger audience. There are clear links to their social media and they lead you straight there from the website.)



Instructor: (The website leads you to their YouTube channel where there are video blogs and other videos that relate to the target audience. They are informative and the content is rich.)



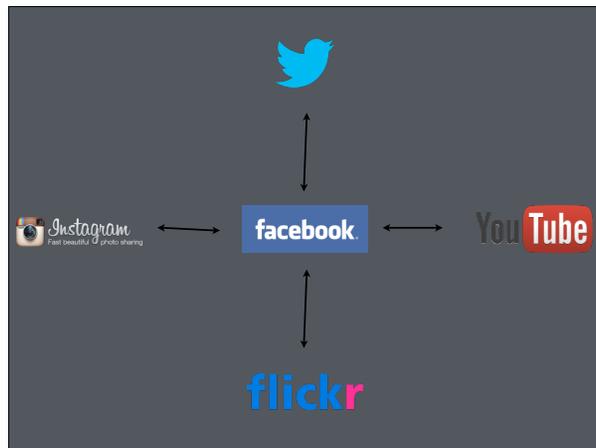
Instructor: (Their FaceBook page is conversational. The PSO is engaging in a conversation with their audience, they offer them content and they speak to them respectfully. They also enable their audience to contribute and interact with them through the wall, by offering advance information on upcoming events and allowing them the space to comment.)



Instructor: (Make your message simple. Be focused and ensure you have a cohesive and unifying theme.)

6 Select Your Channels

Instructor: (Ask yourself, again, what you aim to achieve. Do you want a conversation? Raise awareness? The channels you select will matter.)



Instructor: (Explain how you can have faceBook as the central hub where all other channels share to. For example, you may have a campaign requiring users to upload their images for the chance to win a prize. Users edit photos on Instagram, then hashtag and share to Twitter, most Twitter users share their tweets to FaceBook. The photo is then seen and shared on FaceBook. It may be displayed by you on your organization's Flickr group, this then shares on faceBook and takes viewers over to the Flickr group. If it's a video users are uploading then the same principles apply but utilizing YouTube instead of Flickr.)

7 Join The Conversation

Instructor: (Remember, Social Media is a conversation and you must be prepared to join in.)

Stay Transparent

Keep It Conversational

Write What You Know

Admit Mistakes

Don't Ignore Negativity

Trust Your Instincts

Instructor: (Run through the points above. Mention for example that you may get negative comments. Don't hide from them, but address them in a positive manner. Always be transparent and don't pretend to be somebody else. For example, Cilit Bang, a cleaning product in England, had an imaginary spokesperson in their advertising. The character was very credible and appeared real. Cilit Bang then took this character online where he contributed to blogs, making comments etc. Everything was fine until one blog conversation, about a sensitive issue, uncovered the character as a fake and a construct of the advertising agency. This was not good news for the brand. Instructor to select examples like these to explain these points)

8 Finally

Instructor: (So, in summary.)

Listen

Ask Questions

Explore

Join In

Instructor: (Summarize the steps that build the strategy. Run through the four key points and re-emphasize.)

Activity

Distribute and introduce the reading for this week:

Clark, B *How To Create Compelling Content* (see attached PDF)

Ask the students to read through after class and, in their blog:

1. Identify 3 key points made
 2. Discuss an example of great content distributed via a Social Media channel of their choice
-

Summary

You should end the session by offering a summary of the main points:

1. What did you learn in the lecture: The aim of the lecture was to understand what goes into a Social Media plan, how to set goals for your endeavor, identifying the appropriateness of Social Media channels and finally considering where and when your Target Audience comes into contact with these Social Media channels.
 2. Why was the reading from last week important: The reading helps to clarify the best ways to set and define goals that go into a Social Media plan.
 3. Preparation for next week: For the next session students should blog their notes on the reading and discuss an example of great content distributed via a Social Media channel of their choice. They should also be curating their content for the assignments
-

Session 5: Content and Storytelling

Instruction Notes:

Begin this session by explaining the aims and intended outcomes of the lecture. Your timings should be:

05 minutes: Getting started

45 minutes: Lecture

05 minutes: Q&A

05 minutes: Explaining the Reading activity, summarizing the session, setting work for the next session

This session will focus on the role that good content and storytelling play in the communication of messages and ideas via Social Media channels. Social media is a two-way conversation, a dialogue, and users (your Target Audience) need to be engaged and acknowledged. Different ways in which content/stories are communicated will be presented and discussed.

The points you are covering in the course are:

- How does content engage consumer?
 - The importance of storytelling in communicating a message
 - How storytelling can help to build an audience via Social Media channels
-

5

Content and Storytelling

AJEEP: Social Media Strategy
Prof. John Delacruz 2013

“

**Content marketing is the only marketing
left.**

- Seth Godin

”

Instructor: (Explain how this quote from Seth Godin indicates the importance of content in today's communications.)

What is content in the context of communications?

Instructor: (Basically, content marketing is the art of communicating with your customers and prospects without selling. It is non-interruption marketing. Instead of pitching your products or services, you are delivering information that makes your buyer more intelligent. The essence of this content strategy is the belief that if we, as businesses, deliver consistent, ongoing valuable information to buyers, they ultimately reward us with their business and loyalty.)

Instructor: (Explain how this session will focus on content as an integral ingredient within your social media strategy.)

Why is content important?
Because great content can help you achieve your goals.

Instructor: (Explain how there are three key points to remember when it comes to content and what you should do with it. First step is to ensure you have good quality content. Ensure your sources are reputable, and the material you offer is valuable for your audience. Secondly always ensure you present your content consistently otherwise your audience will be confused. Your tone of voice should be the same at all times. Thirdly get your content to share, via your users and their social networks.)

1. Invest in quality content.

Plan

2. Execute consistently.

Execute

3. Promote and optimize your content.

Optimize

Instructor: (This case study on GoPro cameras demonstrates how good content works for the brand and how you can get your users to provide you with the content you use.)

Case Study 1:

GoPro



What? A line of wearable and gear-mountable cameras
Who? A young crowd with a passion for high adrenaline activities
How? User generated content and WOM

Instructor: (Run through the points above that explain what the product is, who it's for and how their message is communicated. WOM is word of mouth.)

Exciting
Memorable
Shareable

Instructor: (These are the key words that sum up the Go-Pro campaign. Why? We will see.)



Instructor: (GoPro capture the excitement the user feels when they are participating in different activities, they are favorites amongst surfers, skateboarders, snowboarders, boogie boarders, kite surfers, divers and other extreme sports enthusiasts because they can strap the camera on and capture their activity from their point of view. The results are exciting videos, they are uploaded to the GoPro site and they are shared via social media.)

Audience Become Ambassadors

Instructor: (The users, the target audience become strong advocates for the product because they are engaged by the content provided by GoPro, and the content is the audience's - that's why it engages them.)

A Passionate Perspective

Instructor: (GoPro also provide content, again user-generated, that shares the passion the audience feel for their activity.)

Amplify your brand's voice where your audience is present

Instructor: (Their content is delivered to the audience via the social networks they engage with and the GoPro website. But because videos are tagged with GoPro it means that whenever the audience share their videos and photos their network of friends are being made aware of GoPro. This increases reach for the brand.)

Diverse content yet always demonstrating user's passion for their activity
Connects with your audience on a deeper level than they would as just another camera company

Instructor: (Explain the statements above. Because of the two-way relationship between GoPro and their audience the engagement is deeper than that of another camera company.)



Instructor: (Here we can see the home page from their website - simple and clean design. All the content is categorized by genre.)

Content connected to a larger theme helps build a storyline for your audience to follow

Pick and choose what content reflects your voice

— passion in this instance —

Work to make that present at every touchpoint

Instructor: (GoPro are successful because they have the theme of Passion as their focus and this is present in all the content they deliver and at every point where they connect with their audience.)

User Generated Content

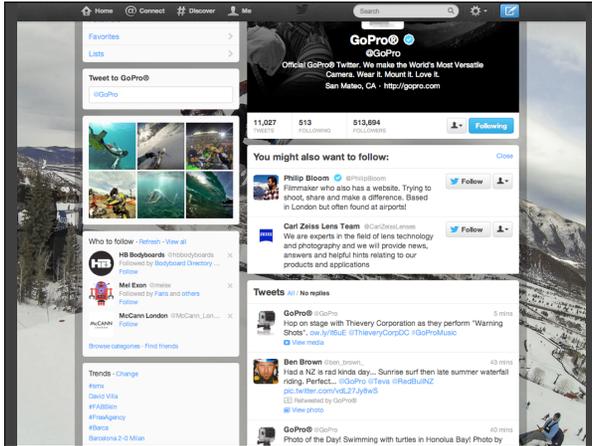
Instructor: (GoPro do not produce all their content, rather the audience produces it for them.)

Give fans and followers the opportunity to shine and bring them in as part of the story

Instructor: (Because of this, GoPro's audience are integrated within the brand story. This helps users to feel favorably towards the brand because they are being included.)

Customers empowered to share the content captured using GoPro products and along the way they mention their products too.

Instructor: (So, because they are having a good experience with the brand, they are encouraged to share and spread the word about the brand.)



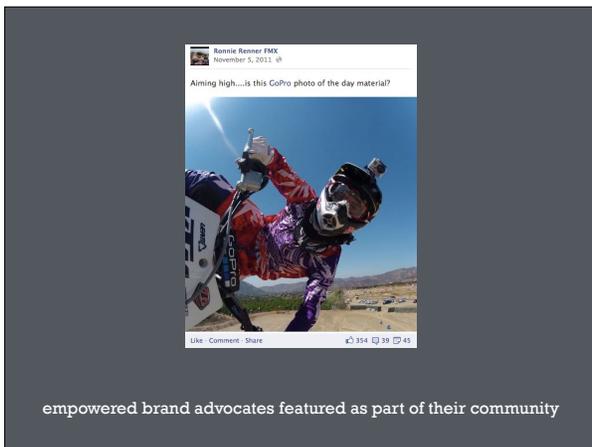
Instructor: (GoPro helps them share via Twitter. So a hashtag from a user's Twitter feed will make the tweet appear on the GoPro feed. This also means that GoPro can track their audience.)

Empowering your audience to create content results in a genuine kind of engagement

Social Media team scours the web and reshares via their media

Contests encourage engagement and interactivity among users

Instructor: (Run through the points above. If you offer your audience good content they are going to want to add to it. Make them feel included and they will help you out.)



Instructor: (GoPro's target audience become inevitably entwined with the brand.)

empowered brand advocates featured as part of their community

Instructor: (Let's see what needs to be considered when creating content)

A checklist for content work

Instructor: (Explain the statement as follows: Your user needs vary on context so ensure you give them content that is appropriate to the channel, the time of day, the location, the touchpoint. For example, using a news service like the Huffington Post www.huffpost.com will suggest articles to read based on the article you have selected to read at a given point in the day. The articles will be related in terms of content)

Good content is appropriate

Instructor: (Explain the quote as follows: Good content connects a brand to a user emotionally, but the context you choose to deliver the content is vitally important. Many brands came under fire for using Hurricane Sandy as an opportunity to deliver content relating to sales. It was deemed inappropriate because the context was wrong.)

“

Content is something we connect to emotionally, converse about or learn from ... but content without context is useless.

”

Daniel Evans

Good content is useful

Instructor: (Explain the statement as follows: Make sure there is a clear, specific purpose for each piece of content; evaluate content against this purpose)

Good content is clear

Instructor: (Explain the statement as follows: Make sure your content is easy to understand in relation to your brand or organization.)

Good content is consistent

Instructor: (Explain the statement as follows: Make sure you maintain a consistent tone-of-voice both visually and linguistically.)

Good content is concise

Instructor: (Explain the statement as follows: Do not include unnecessary material. Keep things simple.)

Good content is supported

Instructor: (Explain the statement as follows: Always keep on top of your material and make sure you update systematically.)

Watch out for falling a step behind

Instructor: (Summarize and finish of by explaining the statement as follows: Always keep up to date with your content and your audience needs - if here's a new channel your audience uses, use it! Content is nothing without context.)

Activity

This week students will work on their assignment so that it is ready to be presented at the next session.

Summary

You should end the session by offering a summary of the main points:

1. What did you learn in the lecture: The aim of the lecture was to appreciate the relationship between good content, storytelling and user engagement. Social Media is a conversation and users must be provided with good content and stories if they are to remain engaged with your message.
 2. Why was the reading from last week important: The reading helps to identify ways to create compelling content. This is important if the assignments are to be effective in communicating.
 3. Preparation for next week: For the next session students should have their assignments ready to turn in/ present.
-

Session 6: Social Media Strategy In Summary

Instruction Notes:

Begin this session by going back to the aims and intended outcomes of the course. Your timings should be:

05 minutes: Getting started

30 minutes: Lecture

15 minutes: Students Turn In Assignments (if presentations are to take place then there should be consideration for time and you must ensure that there is a reasonable time slot, perhaps on a different day where all students can be accommodated - otherwise a handing in of materials - in this case the urls of the social media channels used with a written description of the strategy and a link to the blog should be turned-in).

05 minutes: Summarize and close

This session will recap the material covered in the course. This is a flexible session that could be used for highlighting student projects or for presentations.

The points you are covering in the course are:

- Run through the course's intended aims and outcomes
 - How have these been achieved?
 - Summarize and close.
-

6

Social Media Strategy in Summary

AJEEP: Social Media Strategy
Prof. John Delacruz 2013

So we've come to the
end, and what have we
learnt?

Instructor: (Introduce the session by mentioning the fact that this is now the last one. And this is an opportunity to reflect on the subjects that have been covered.)

How to think about
social media and how
to make it work for us

Instructor: (Explain that the previous weeks have helped to contextualize social media and helped us to understand how best to make social media work for a brand or organization.)

2 The Foundations Of Social Media

Instructor: (Recap on what was covered in the second session, the foundations of social media. Ask the class to identify the key ideas they took from this session.)

Social media defines the activities that integrate technology, social interaction and the sharing of words, images, video and audio.

Instructor: (Offer this quote again as a way of defining social media. Ask class for some examples of key social media channels.)

3 Defining Your Target Audience

Instructor: (Recap on what was covered in the third session, where you explored the target audience. Ask the class to identify the key ideas they took from this session.)

“

Imagine you were asked to write a short biography of your ideal client, or to describe them to a stranger. Taking all of the data you have on hand, you should be able to create a profile of the person.

”

Mayhew, Anne (2013)

Instructor: (Offer this quote again as a way of profiling the target audience. Ask class for some examples of the profiles they used in their assignment.)

4 Social Media Planning

Instructor: (Recap on what was covered in the fourth session, where you explored social media planning. Ask the class to identify the key ideas they took from this session.)

Listen

Ask Questions

Explore

Join In

Instructor: (Offer these points again as important factors in developing a social media plan. Ask class why a strategy or plan is important.)

5 Content & Storytelling

Instructor: (Recap on what was covered in the fifth session, where you explored content and storytelling. Ask the class to identify the key ideas they took from this session.)

1. Invest in quality content.

Plan

2. Execute consistently.

Execute

3. Promote and optimize your content.

Optimize

Instructor: (Offer these points again as important factors in content marketing/communications. Ask class for examples of good content in brand social media communications.)

Key elements have now
been defined

Instructor: (Finish the session by explaining that the areas you have covered are key when considering a social media strategy for communications in general - from brand communications to non profit communications to news organizations. Finally, thank the students and lead to either their presentations or the turning in of assignments (whichever method of assessment has been chosen) and wish them well.)

Activity

Students turn in assignments in one of two ways:

1. A visual presentation - 10 minutes - that describes and evaluates the project
 2. A written analysis of the strategy and content (1000 - 2000 words, instructor discretion) with links to the relevant social media channels listed. A link to the blog should also be submitted.
-

Summary

You should end the session by offering a summary of the course:

1. What did you learn in the course: Run through the weekly sessions. This is interactive and students will respond with their observations.
2. How was this demonstrated: Run through the assignments, perhaps highlighting 1 or 2 examples.
3. Close the course: Say goodbye and wish the students well.