Experiences Using Social Media

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Hashtag: #trashsummit
Using Technology in Social Media

Asking WHY before HOW

BUT – Don’t discount reverse engineering!
Agenda

• Should you care about Social Computing?
• How do the tools help you to be social?
  – Lots of guides, lots of gurus to choose from
• How can you get prepared? – Key Steps
  – Clearly Identify the Business Problem
  – Decide Which Features Make Sense for Your Organization
  – Be Prepared to Respond to Barriers
  – Define Your Plan
  – “Do-able” Pilot
  – Provide Best Practices, Examples, Measure for success
Why Should I care?

Social Computing means User Generated Content results in Engaged Users which are why we care about Business Results! drives Better Content results in

means

results in
It’s not just about engaging ...
National Wildlife Federation Uses Social Media to…

• Listen – Google reader/ Search terms
• Connect - (regionally and nationally)
• Explore – to better our work and stay
• Learn – from others
• Stay in touch – with members and supporters
We Listen Constantly
National Wildlife Federation on Facebook

Connect with National Wildlife Federation's programs, campaigns and regional offices on Facebook.

70,715 people like National Wildlife Federation.

Patty  Ben  Julie  Green  Deepak  Sabrina  Beth

National Wildlife Federation Action Fund on Facebook

Use Powerful Imagery and Ask Questions

**National Geographic**

Going home. A giant tortoise returns to her nest. See more photo submissions from the Outdoor Scenes category in this year's National Geographic Traveler Photo Contest. Have a great photo? Submit it now for a chance to win.

See All Entries - Traveler Photo Contest 2011 - National Geographic
travel.nationalgeographic.com

Submit your entry online to the 2011 Traveler Photo Contest in any of these four categories: Travel Portraits, Outdoor Scenes, Sense of Place, and Spontaneous Moments. Prizes include a 14-day National Geographic Expedition to the British Isles and a 10-day trip to India.
How are NonProfits Using Social Media to Spark Change and better listen?

• Grassroots – Social Change
• Using Social Media to spur action
• Don’t broadcast – have a conversation
• Think Visually – don’t rely on text
• Don’t bombard – once to three times
• Be selective – pay attention to demographics
Use Custom Audiences
How are NonProfits Using Social Media to Spark Change . . .

- Good Content – use partners
- Integrate Social Media – Facebook, Twitter, drive traffic to your web site
- Don’t delegate social media to an intern
- Measure EVERYTHING
Communicate INSIDE before you go outside. Who’s doing this ...

A recent survey of more than 525 companies indicated that:

- 53% have intranet blogs
- 52% have intranet discussion forums
- 51% have intranet instant messaging
- 49% have intranet wikis

Key word: INTRANET – Internal

– Sharepoint or go cloud: Yammer
What are the tools . . .

• Web Site / Blog – WordPress, Posterous, Yammer
• Instant Messaging / Mobile
• Facebook – engaging portal
• YouTube – distribute video
• Ustream – capture live video feeds
• Flickr – distribute and collect pics
• SlideShare – presentation material
• Foursquare – geo caching, where am I
• eMail . . . . What’s that?
• Twitter - [Twitter in Plain English](https://twitter.com/forlearners)
Introduction to Twitter

National Wildlife

@NWF  Washington, DC

National Wildlife Federation works to inspire Americans to protect wildlife for our children’s future. Staff updating: @climatetrends @ksuzj @starfocus

http://www.nwf.org

Tweets

NWF  National Wildlife
RT @bethpratt: 24 Hours of Climate Reality Starts Wednesday via @nwf goo.gl/skmyP
2 hours ago

NWF  National Wildlife
Learn about our Hike and Seek event in #Seattle and 5 other cities this fall! bit.ly/pZwkJ
6 hours ago

About @NWF

9,137 Tweets  27,443 Following  61,611 Followers  4,465 Listed

Recent Images

You and @NWF
You follow accounts that follow @NWF

Similar to @NWF

WWF  WWF  Follow
Simply put: WWF is in the business of saving our one

foe_us  Friends of the Earth  Follow
Friends of the Earth U.S. defends the environment an
What Does NWF Tweet?

- Questions
- Blog Entries
- Random Facts
- Breaking News
- Program Info
- Timely Events
- Retweet
- Replies to People
Staff Tweet from All Over the Country

@NWFCalifornia
@NWFPacific
@OurPublicLands
@NWFTribalLands
@NWFalaska
@TXwater
@restorewetlands
Example of a Twitter List

http://twitter.com/#!/NWF/nwfstaff
Dear National Wildlife Federation, I would happily renew my kids magazine subscriptions if your site worked.
Into Success!

Foursquare.com/nwf

National Wildlife Federation's Tips

- **Lake Takanasse**, Long Branch, New Jersey
  Take a moment to connect with nature and wildlife watch. Bird, mammals, plants and more...  **Read more.**
  3 weeks ago

- **Blakely Town & Country Club**
  Wildlife watch for American White Pelican (Pelecanus erythrorhynchos)  **Read more.**
  3 weeks ago

- **Lake Sakakawea**, Riverdale, ND
  Wildlife watch for American White Pelican (Pelecanus erythrorhynchos)  **Read more.**
  3 weeks ago

Follow us and check in on foursquare to unlock the NATURE in your city. You'll discover tips about wildlife watching!

- www.nwf.org
- NWF on Facebook
- NWF on Twitter
- @nwf

Followers (23,315 total)
Gartner predicts that you won’t have a choice about email

- By 2014, Gartner predicts that social networking services will replace e-mail as the primary vehicle for interpersonal communication by as many as 20% of business users.

Source: “Tapping the positive from social networks for collaboration,” eWeek, November 15, 2020
And, it’s not just the millennials ...

- Social networking among internet users **50 and older** nearly doubled to 47% from 25% between April 2009 and May 2010

http://online.wsj.com/article/SB10001424052748703559504575630404070140386.html?KEYWORDS=older+adults+and+social+media
How do you spell success? Focus on tangible metrics – **not** adoption

- User adoption should not be used as a proxy for success.
- Ask the right questions - don’t be broad, get specific - Pet owners: **STAND UP**
Decide what makes sense – for your organization

• You don’t have to have it all ... or do it all – at least not all at once.
• Consider promoting different features at different times – even if they are all available.
• Tie what you choose to do with your organizational goals. If you don’t, don’t expect participation.
• Figure out who should play.
  – Social networking initiatives driven by one department alone are more likely to fail than those led by a team with people from multiple departments.
• Don’t be afraid to fail.
  – Fail Fast, Fail Cheap
Experiment!

I strongly urge you to stop the construction of the Keystone XL pipeline by TransCanada through...
Barriers you may hear – Who hasn’t heard them?

- “If we allow any user to contribute content (to a discussion board or a wiki or a blog), we risk **exposing ourselves.**”
- “If we allow people to post anything they want in their profiles or on their blogs, they may talk about **inappropriate topics** or about other people or about information that can’t or shouldn’t be universally shared.”
- “I don’t want to share what I know in a blog because then someone might take my idea and use it **without giving me any credit.**”
- “Status updates and notes will be used for trivial purposes and provide a **distraction** from real work.”
... and given some recent events, there may be some reason to worry about inappropriate content.

Have you ever posted anything online about yourself that you regretted?
• 35% of everyone surveyed said yes
• 54% of respondents under 25 years old said yes
• 32% of respondents over age 25 said yes

Of people who posted something online that they regretted:
• 11% said it didn't cause any other problems
• 3% said it ruined their marriage or relationship
• 6% said it caused problems at work or home
• 15% said it caused problems, but they were able to remove it.
But there could also be some very real show stoppers
– Lack of a business case
– Lack of executive support
– Lack of IT support
Define a “do-able” pilot

• Employee **engagement** is a key success factor

• Start with a **small proof-of-concept** focused on a **specific business problem**
  – Don’t “over-plan”

• **Focus** on usability, look and feel

• Engage the “seasoned veterans” and **key influencers (energetic champions)**
Provide Best Practices and Examples

- Tips to get started – general
  - Ask questions
  - Share great content
  - Answer questions
  - Acknowledge contributions by others
- What are others doing
  - Borrowing isn’t really against the law – it’s flattering
- Discussions – recruit your army
  - Have a moderator
  - Be sure questions get answered
  - Invite the right people – rem Pets story?
- Sharing – make it easy!
Make Sharing Easy

Create a Dog-Friendly Wildlife Garden

With a little planning and the right mix of plants, homeowners can design a haven not only for wild animals but for pets as well.

Create a haven for wildlife.

Join us on Twitter and Facebook.

Create a Wildlife Garden

In just a few easy steps, you can turn your backyard, balcony or patch of grass into a habitat for wildlife.

Get started >>
Pay Attention to Audiences

National Wildlife Federation

Forest Justice Campaign

Certified Wildlife Habitat Page
Develop Your Community and Establish Credibility

"Look about you. Take hold of the things that are there. Let's talk to them." - George Washington Carver

Certified Wildlife Habitat

"Think of fallen leaves and withered stalks not as waste but as an organic windfall for your garden and potential wildlife habitat," writes Janet Marinelli.

Greening Your Fall Garden Cleanup - National Wildlife Federation

www.nwf.org

Once the autumn foliage spectacle has ended, most homeowners outfitted head outdoors, brandishing rakes and shovels, to engage in the annual ritual known as garden cleanup. Clearing out the year's worth of plant debris, we're told, helps prevent outbreaks of pests and diseases. But perhaps the

14 people like this

Susan Sales Harkins We started out with clay -- it only took 1 fall's worth of leaves to see a remarkable difference!

49 minutes ago • Like • Flag

Theresa Rooney: this is energy that my garden produced all year, why would I throw away (to the city) all the hard work and energy of my garden? No! I keep it all on site and try to bring in more from my co workers who want to get rid of their leaves (silly people) Hooray for my yard!

2 minutes ago • Like • Flag

Write a comment...
Best Practice Blogs

• If your organization is nervous about blogs, consider limiting who can have them – at least in the beginning.

• Include internal blogging as part of your social networking policy (have fun, be smart)
  – Looking for a way to get started: check out Coca Cola’s
  – http://www.thecoca-colacompany.com/socialmedia/

• Create specific policies for bloggers
  – Have a list of policies regarding blogging to ensure that trade secrets are kept secret and personal lives do not become public.
  – Policies may include keeping financial information from being posted, as well as severe consequences for anyone using the blog for negative publicity, even if the audience is only internal.

• Executive blogs should be authentic.

• Allow associates to comment on blogs – if you don’t, it’s not a blog – it’s just a glorified newsletter.

• Don’t allow anonymous comments on blogs – own it!

• Keep content current – at least weekly if possible.
Executive blogs need to be authentic ...
Be Yourself

Larry Schweiger
Lives in Washington, District of Columbia  From Pittsburgh, Pennsylvania  Born on October 24

Wall

Larry Schweiger
There is the sorry list of choke holds put on EPA's throat by the House. Who do you think they serve?

Enviro cuts in DC listed | James Bruggers - Watchdog Earth
share.es
Louisville, Kentucky environmental green blogs for The Courier-Journal

Yesterday at 10:14am · Like · Comment · Share

View all 4 comments

Dan Lepley Some of these are just typical pork-barrel removal and...
... and all blogs need to be accessible (or even promoted)

“Our son went off to college, fell in love, got married and had twins last summer. We really ought to check his blog more often!”
... and you need to have an actionable social media policy
Best Practice Activity Updates

• Share exciting news like affiliate wins or partner quotes
• Post interesting and useful material you’ve found (links to articles, actions taken)
• Ask a question (s)
• Answer a question – follow up important
• Post organization milestones
Engagement Tips

• Ask questions they can answer
• Use@_name to mention other pages/people
• Post colorful/interesting photos
• Comment again after other comments have been made
Find Ways to Share Your Events

• Facebook Events
• Evite.com
• Plancast
• Yelp
• Meetup
• Naturefind
• Gowalla

The best way to discover events and
Don't miss out on another opportunity to connect with others in real
Recap of primary Social Media Tools

So now that we know the primary tools let’s see how they would be used to show case something simple . . . .

- Twitter : I need to pee
- Facebook : I peed
- Foursquare : I’m peeing here
- YouTube : Watch me pee
• Michael Sola,
  @michaelsola – twitter
  http://michaelsola.posterous.com/
Great Social Media Resources

Beth’s Blog

John Haydon

Mashable

Socialbrite

Social tools for social change