Where’s your phone?
Pocket, lap, hand?
It is prolly within an easy reach, unless you are one of those people.
Always losing it.
I bet someone has checked FB in the last 5 minutes
Everyone gets social media, everywhere
It has changed the way society communicates
Social Media is like Crack

OH SNAP!
Social Media is like Crack

- Immediately gratifying and hugely addictive
- The more you get the more you want
- It is altering the way we interact with brands, services, businesses
  – Even when they aren’t on social media

Tweeting across the street.
Selfies on selfies whiles shopping.
Snapchat while driving.
Bad for personal safety, no doubt!
Back to the Future

• Advertising over time
  – Print to Radio
    • 38 years to get 50 million people
  – Radio to TV
    • 13 years
  – Instagram
    • 1.5 years
The Landscape of Social Media Users

Social media sites, 2012-2013
% of online adults who use the following social media websites, by year

<table>
<thead>
<tr>
<th>Platform</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>67</td>
<td>71</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>20</td>
<td>22</td>
</tr>
<tr>
<td>Pinterest</td>
<td>15</td>
<td>21</td>
</tr>
<tr>
<td>Twitter</td>
<td>16</td>
<td>18</td>
</tr>
<tr>
<td>Instagram</td>
<td>13</td>
<td>17</td>
</tr>
</tbody>
</table>

Pew Research Center’s Internet Project Tracking Surveys, 2012-2013. 2013 data collected August 07 - September 16, 2013. N=1,485 internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all internet users is +/- 2.9 percentage points.

PEW RESEARCH CENTER
The Landscape of Social Media Users

- Facebook and Instagram exhibit especially high levels of user engagement: A majority of users on these sites check in to them on a daily basis.

- 42% of online adults use multiple social networking platforms. For those who use only one social networking site, Facebook is typically—though not always—the platform of choice.
It’s Critical

- It is clear both Facebook and Twitter are critical for credibility and department visibility
- Must speak the language of each platform
  - You wouldn’t use a poster campaign for TV or an email newsletter for radio
AOD prevention is often one sided too
  “don’t drink and drive” “drink responsibly” “Alternate your drinks with water”
Historically there wasn’t any other options.
Now they can skip, hide, delete, unfollow to avoid them.
They want you to give them more time, pay attention to them,
let them voice their opinions/concerns
The Climax

- Like in a story, the climax stinks without the action leading up to it
- Need to think about
  - Timing
  - Context
  - Storytelling
  - Respecting the platforms
A Story to Tell

• What makes a great story?
  – It sell’s stuff
    • Cell phone companies sell plans
    • Non profits sell donations
    • What are we in AOD prevention selling?

• Lead a horse to water and inspire it to drink (or in our case not drink)
Native Content

• Hits the specific nuances of each platform
• Offers the same value as the other content users come to the platform for

facebook
HELPING PEOPLE REMEMBERING BIRTHDAYS SINCE 2004

So grateful for Facebook... otherwise I would have to phone 428 people every night to let them know I was ready for bed.
Native Content

• What story should you tell?
  – How they want to hear it
  – What they want to hear
  – When they want to hear it
• Highlights
  – Each platform allows you to highlight a different aspect of your identity
    • Have fun!

Social media won’t tell you what story to tell.
Sweet Sweet Science

• The blueprint for success
  – There isn’t one
  – Study
  – Analyze
  – Experiment
  – Can’t use the same move over and over again
Kiss of 3

- Call to Action
  - Simple and easy to understand
  - Only one
- Mobile Ready
  - Smartphones galore
- Nuances
  - Respect
Don’t let your content be like a yellow page ad!
Think TV, it took years for the commercials to speak to the audience.
They became an intrinsic part of TV with short stories, jingles, and characters that stick with you.
What is Native?

- It doesn’t interrupt
  - Commercials interrupt
  - Pop ups
    - Pop up blockers
  - DVR’s and on demand movies
    - Can’t interrupt!

~You must be the entertainment, news, information or whatever experience they are looking for on that platform!~
What is Native?

- Make it for your followers
  - Make it simple, memorable, inviting to look at, and fun to read
  - Be generous, informative, funny, and inspiring
  - It should take a second to realize it is a department and not a person
What is Native?

- What are the students interested in?
  - Just check out their phone home screens
    - Social media – interested in other people
    - Entertainment – music or games
      - People want to escape
    - Utilities – maps, notepads, organizers, emails
      - Value services

Content should fall into these categories
Pop Culture

- Life before Facebook
  - What did you do as a kid?
    - Hung out at the soda stand, backyard football, playgrounds
    - Now time is spent hanging out on your phones, listening to music, reading celeb gossip, playing games and chatting with friends
      - Sounds like a lot to compete with!

If you can’t beat them, join them!
Dream Big. Think Micro.

- Don’t think about your content as content
  - Little nuggets of micro content, humor, or commentary
Suddenly everyone saw a funny reminder oreo is for all occasions.
It didn’t tell anyone to buy oreos. No call to action at all.

It is common to see people give updates and respond to live events, but to see a brand do it so casually and naturally
Welcome to the Main Event

- Stop thinking social media is the backup.
  - It is the main event!
  - It is the nexus to connect every other channel
  - Jabs just like boxing
    - Some need to jab a lot, some don’t
      - BP after the oil spill, tons!
      - Apple and the iPhone, not so much.
Let’s Talk

- Talk about what they are talking about
- Building your department identity takes work, time and many jabs
  - As your identity grows, your frequency slows
  - Can’t stop, won’t stop

(T Swifts Shake it off)
Excellent pictures.
Humor and perfect “cop” voice! Well done U of I
Good graphic, catches your attention and makes you curious. Intriguing question that sparks curiosity. However, they answer their own question. Let the user get engaged to find the answer.

Split into two posts?
Visual!
Funny!
Great voice, speaks to the student population.

Shorten the text?
Last year during a snow storm. I thought it would be a hit, but wasn’t.

Time of day posted might come into play.

Different text, “Tag who you want to take a road trip with”?
First post. Voice of the students. Humor. Should have added a good pictures!

Second one was a flop! Facebook cracks down on pages. They don’t like link posts. Be careful posting a link via Hootsuite. Could have used a picture, then add the link. Needs to be more visually appealing.
Visually appealing
Gets the police department involved in a school spirit campaign.
Possible to shorten the text?
Blah blah blah blah blah
Too much text, no body wants to read that. Let the user click the link to find out the other information.
Link post not a picture post. Crops the picture!
Text is the same as the picture!
What are they trying to achieve with this post?
Why click the link and read the article, they gave us the answer right there.

Post a picture instead of a link post
The picture is eye catching. Could post as a picture to make it show up better in the newsfeed.

Too much text.
Great intentions.
Not visually appealing.
Mouth full to start with. Just say “we”

Try as a picture post instead of a link post
Asked two questions.

Trying to show we could “speak the language” of our northern affiliates
Not related to AOD, but reached a ton of people. Videos videos videos
tagging people to expand your reach
Logo placement
Humor
Visually appealing
pictures!
Comment thread and replies!
Humor! Sarcasm!

Twitter you can just jump right in there and engage them.
Context context context
Current events! Tons of people following that hashtag Hashtag stealing.

Speaks the language of the followers.
Big name replying, humanizes them.
Builds a relationship with the followers
Have never met Nick, saw him post that he was looking for an SA job. Just being observant and thoughtful. Building a relationship.
Having a personality! Speaking directly to individuals
Casual conversation!
Building an online community.
Online community building, the next frontier

Takes a team approach and is a win/win

Great content and context to gain more engagement........ Students might be slow to engage, so build a team on campus and start engaging with each other.
Using other pages to gain exposure.
IHEC was the first comment!
Didn’t take a lot of time or strategy to come up with “Bbbbrrrrrr”
First comment, everyone else that commented saw IHEC
IHEC’s comment received 2 likes, most likely two people that didn’t previously know IHEC even existed.
Consider this when building your online community.
If you want to engage the students and create an online conversation, be the first lone nut or recognize the importance of the second follow.

Just like walking foot patrol as a police officer on campus. Not many students will just walk up to me and start talking. The moment I start saying hi, asking how they are doing, and being friendly with the, more and more students stop and chat!