Facilitating Better Communications
Social Media: The Future is Now…and Ahead

Special Olympics Europe/Eurasia Leadership Conference
Istanbul, November 2012
Maureen Rabbitt, Gemma Sturdy, Caitriona Dunne
The World is Vast, and Fast
Are you using social media?

- Facebook
- Twitter
- LinkedIn
- Other
What do you hope to achieve?
From the Programs

Strategic Thoughts

Outreach – Telling our Story
1. Let everyone know what Special Olympics is REALLY all about
2. Let everyone know that Special Olympics is in their community
3. Let everyone know that no matter who they are, there is a place for them to be a part of the movement

Challenges
1. An aging volunteer population limits our growth
2. If we are to grow and we are successful with our outreach we will need a home for those athletes
3. Key volunteers to start new teams, expand their teams and take on new opportunities for their athletes

Opportunities – Major event volunteers in the thousands
1. How do you communicate with them prior to and post event?
2. How do you keep them engaged after the event?
3. How do you convert them to become advocates for the movement?
From the Programs

Immediacy, Engagement, Legacy

• Assess audience’s needs
  › Last-minute changes: “Awards have been moved indoors”
  › Calls to action: “Register to volunteer online!”
  › Quality control – evaluations, feedback, idea sharing

• Personalize and visualize
  › Questions for followers: “What’s your favorite sport?”
  › Share with others around the world

• For the future
  › Target volunteers and convert them to supporters
  › Generate awareness for initiatives
  › Live broadcast of events
What works well?

• What draws you in to social media content?
• What do you find engaging?
The Power is in the Story

Special Olympics has a very powerful story to tell. People want to hear our story. They want to engage with our stories. They want to be driven to action by our stories.

It’s our job to tell our stories to meet this need. With consistency.

Traditionally we tell people “WHAT” we do. We are good at sharing facts and figures - the informational.

What we want to do is shift to a model of telling stories that are character driven, customized, that talk to someone about someone – the emotional.

As we get started, we’d like to offer these quick tips for you to keep in mind throughout your storytelling process:

* Don’t Tell. Show.
* Talk to someone, about someone.
* Let characters speak.
* Stir emotion.
* Have a moment of truth.
* Have a clear meaning.
Reaching Objectives

SOCIAL CHEMISTRY: STRIKING THE RIGHT BALANCE

HANDRAISERS
AWARENESS
ADVOCACY
CONSIDERATION
LOYALTY
INSIGHTS
CUSTOMER SERVICE

BUSINESS OBJECTIVES

AUDIENCE GOALS

ENTERTAINED
HEARD
RECOGNIZED
EDUCATED
CONNECTED
FIRST
REWARDED
Social Media Updates

What is Happening in Social Media Now?

• Advocating your fans to spread the word-empowering them with the right tools
• Emphasis on visual storytelling-more photos and videos, simple and to the point messaging/text-Instagram’s popularity as an example
Social Media Updates

What is Around the Corner?

- Recruit storytellers first, then empower them
- Everyone wants to focus on next big thing – Facebook and Twitter still remain rocks
- Next: MOBILE – when preparing strategy for social media, mobile MUST be included/thought of
Social Media Updates

How can Special Olympics use Emerging Trends?

**Video Streaming**
- You Tube – Ustream - Livestream
  - Can be interactive with one guest/athlete
  - Also can stream video to fans who cannot make it to event
  - Free live stream for NPOs

**Photo/Video Sharing**
- Viddy
- Cinemagram

*Viddy is a simple way for anyone to capture, produce, and share beautiful videos with the world. Record a moment of your life, give it that cinematic look with our production packs, and share it with those who matter most.*
Do we need to be everywhere?
Set Goals and Select Channels

Key Components

- **What do you hope to achieve with your social media efforts?** What do you show to CEOs and senior leaders to convince them to invest in social media?
- Of course, you want to align your social media goals with the overall communications and marketing objects for your Program.
- **Be specific. Pick a goal and measure it. Report success.**
  - Fans in the stands (benchmark past events, report on growth success)
  - Volunteer recruitment (incorporate “how did you hear about us?” to track social web “referral”)
  - Donations (Google Analytics e-commerce tracking)
- **Keep track of goals and set benchmarks to track progress**
- **Which tool best suits my audience? My goals? My message?**

*Words to live by:* **Plan for the marriage, not the wedding**
Execute the Strategy

Think long-term, narrow down
Execute the Strategy

Facebook Timeline
- Select a great cover photo, change it seasonally
- Make sure your Apps have a good thumbnail
- Go through your timeline history and “scrub” content
- Highlight milestones or great posts
Execute the Strategy

Twitter Tips

- No need to post more than 2x per day unless a live event
- Tweets must provide value
- Length should give enough info, but be less than 130 characters

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>More than once an hour</td>
<td>6</td>
</tr>
<tr>
<td>Once an hour</td>
<td>6</td>
</tr>
<tr>
<td>Once every few hours</td>
<td>3</td>
</tr>
<tr>
<td>Once or twice a day</td>
<td>2</td>
</tr>
<tr>
<td>A few times per week</td>
<td>1</td>
</tr>
<tr>
<td>Once per week</td>
<td>1</td>
</tr>
<tr>
<td>Less than once per week</td>
<td>2</td>
</tr>
<tr>
<td>Other</td>
<td>2</td>
</tr>
</tbody>
</table>
Execute the Strategy

Pictures Rule!

**WHY?**
- 22% more engagement than video posts
- 54% more engagement than text posts

*(BizReport)*

<table>
<thead>
<tr>
<th>Date</th>
<th>Post Description</th>
<th>Reach</th>
<th>Engaged Users</th>
<th>Talking About This</th>
<th>Virality</th>
</tr>
</thead>
<tbody>
<tr>
<td>3/5/12</td>
<td>This Wednesday is our annual day...</td>
<td>127,082</td>
<td>1,864</td>
<td>1,412</td>
<td>1.11%</td>
</tr>
<tr>
<td>3/6/12</td>
<td>We are completely inspired by the...</td>
<td>127,046</td>
<td>2,688</td>
<td>2,061</td>
<td>1.62%</td>
</tr>
<tr>
<td>3/7/12</td>
<td>MUST READ: Check out a great pie...</td>
<td>125,507</td>
<td>1,850</td>
<td>1,313</td>
<td>1.05%</td>
</tr>
<tr>
<td>2/28/12</td>
<td>Through Special Olympics Mandi gets...</td>
<td>117,301</td>
<td>840</td>
<td>640</td>
<td>0.55%</td>
</tr>
<tr>
<td>3/21/12</td>
<td>In honor World Down Syndrome Da...</td>
<td>115,533</td>
<td>8,718</td>
<td>5,062</td>
<td>5.16%</td>
</tr>
<tr>
<td>2/29/12</td>
<td>This just in! Please tune-in to watch...</td>
<td>113,827</td>
<td>653</td>
<td>452</td>
<td>0.4%</td>
</tr>
<tr>
<td>3/21/12</td>
<td>In honor World Down Syndrome Da...</td>
<td>115,533</td>
<td>8,718</td>
<td>5,062</td>
<td>5.16%</td>
</tr>
<tr>
<td>3/20/12</td>
<td>Happy first day of Spring! What’s y...</td>
<td>61,680</td>
<td>2,984</td>
<td>1,566</td>
<td>2.54%</td>
</tr>
<tr>
<td>3/6/12</td>
<td>We are completely inspired by the...</td>
<td>127,046</td>
<td>2,688</td>
<td>2,061</td>
<td>1.62%</td>
</tr>
<tr>
<td>3/21/12</td>
<td>We’re excited to join in the celebrat...</td>
<td>110,155</td>
<td>2,471</td>
<td>1,911</td>
<td>1.73%</td>
</tr>
<tr>
<td>3/12/12</td>
<td>Happy Monday!</td>
<td>51,966</td>
<td>2,266</td>
<td>619</td>
<td>1.19%</td>
</tr>
<tr>
<td>3/15/12</td>
<td>Have you checked out all the great...</td>
<td>48,205</td>
<td>2,118</td>
<td>526</td>
<td>1.09%</td>
</tr>
<tr>
<td>2/29/12</td>
<td>Wow – such great responses to ye...</td>
<td>46,968</td>
<td>2,109</td>
<td>603</td>
<td>1.23%</td>
</tr>
</tbody>
</table>
Execute the Strategy

New stuff some Programs are trying:

• Check-ins at events
• Icons/usernames imbedded into everything – business cards, event guides, signature lines
• Tagging sponsors in posts as sponsorship benefit
Social Media Analytics & ROI

“If you come to me with a request for budget and resources for social media, to make it a priority for our business, you will lose every time...If you tie social media to our business priorities and objectives and demonstrate how engagement will enable progress, you will win every time. Social media must be an enabler to our business, just show me how.”

- CEO
Engagement, NOT Aggregate

The days of bragging about aggregate number of fans and followers are over. Those large numbers still look nice and have their place, but as a social media strategist, they should not be what you are focusing on. You must determine meaningful and measureable metrics for engagement, track them, report them and adjust your strategy accordingly.
What’s Available?

Definitions at Facebook Page Level

**Total Likes** - # of unique people who have hit “LIKE” on our page

**Friends of Fans** - # of unique people who are friends with people who have “liked” our page

**People Talking About This** – A Facebook algorithm that calculates the number of people over a given time period that have created a “story” about our page. A “story” means they have liked our page, posted to our wall, commented on or shared one of our posts, mentions or tags or page.

**Weekly Total Reach** - # of unique people who have seen any content associated to our page.
More Definitions

Definitions at Post Level

<table>
<thead>
<tr>
<th>Date</th>
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<th>Reach</th>
<th>Engaged Users</th>
<th>Talking About This</th>
<th>Virality</th>
</tr>
</thead>
<tbody>
<tr>
<td>11/18/11</td>
<td>We’re proud to be one of five c...</td>
<td>21,350</td>
<td>194</td>
<td>159</td>
<td>0.74%</td>
</tr>
<tr>
<td>11/17/11</td>
<td>How cool is this?! Special Olympi...</td>
<td>32,431</td>
<td>1,198</td>
<td>469</td>
<td>1.45%</td>
</tr>
</tbody>
</table>

**Reach** - # of unique people who have seen an individual post, for up to 28 days after original posting.

**Engaged Users** - # of unique people who have clicked on a post

**Talking About This** – same as page level, but for each individual post

**Virality** - % of unique people who created a story from an individual post from the # of unique people who saw the post.

Deeper Definitions at Post Level

- **Organic** = uniques who saw post in News Feed or our page
- **Paid** = via ads or sponsored stories
- **Viral** = uniques who saw post because one of their friends interacted with our post
- **Other** = any clicks not counted in other metrics like clicks on the timestamp or on tagged names
- **Stories** = # of stories created from this post
- **Photo views** = full size views of a photo in a post
This spike is a great example of us being able to discern that a photo contest is something people love to share as Nov 10 was the day we revealed the user-voted on best photo from our “Spirit of Special Olympics” contest.
Our Approach

What we do is look at Facebook Insights over a certain period of time – usually a month – and look at the number of engaged users versus the reach (aka number of impressions). Our goal is to raise that percentage of engaged users to reached users.

Reach will just about always go up as your fan base builds – but engagement can grow and be maximized by studying which content engages more users (hint: photos) and optimizing your content calendar appropriately.

Your ROI, and ability to spend a lot of time tracking ROI may vary based on a variety of factors, so let’s take a quick look through how we handle it so you can steal or adapt.
Open up the Calculator

ENGAGEMENT

Daily Page Engaged (Unique) / Daily Reach (Unique) x 100

57,221 / 2,912,383 x 100 = 1.96% (-0.79%)

Daily People Talking About
Total: 41,201 (+9,797)
Average per day: 1,329 (+247)
High: 7,627 on March 21

Day by day break downs & Category by category sorting

<table>
<thead>
<tr>
<th>K</th>
<th>L</th>
<th>M</th>
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<tr>
<td>111333449</td>
<td>1219</td>
<td>11286</td>
</tr>
<tr>
<td>111531227</td>
<td>1233</td>
<td>10931</td>
</tr>
<tr>
<td>111592657</td>
<td>555</td>
<td>9958</td>
</tr>
<tr>
<td>111627228</td>
<td>597</td>
<td>8758</td>
</tr>
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<td>111679649</td>
<td>2133</td>
<td>8208</td>
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<td>111822492</td>
<td>2514</td>
<td>9163</td>
</tr>
<tr>
<td>111922775</td>
<td>5839</td>
<td>13150</td>
</tr>
<tr>
<td>112127415</td>
<td>1680</td>
<td>13892</td>
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<td>962</td>
<td>13981</td>
</tr>
<tr>
<td>112205189</td>
<td>556</td>
<td>14044</td>
</tr>
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</table>
The Twitter Dilemma

RTs of @SpecialOlympics: 114 (-5)
RTs per Tweet: 1.36 (+/- 0)
RTs by @SpecialOlympics: 46 (-10)
Tweets: 84 (-3)

#RWORD HashTracking.com Report

8 tweets generated 38,909 impressions, reaching an audience of 34,148 followers within the past 24 hours

Calculated from up to about 1500 tweets | Generated Mon Mar 26 2012 11:17:40 GMT-0400 (Eastern Daylight Time)
Other Metrics

Channel: SpecialOlympicsHQ
Mar 1, 2012 – Mar 31, 2012

Performance

Views: 8,276
Subscribers net change: 47

Engagement

Likes: 15
Dislikes: 1
Comments: 18
Shares: 18
Favorites added: 10
Favorites removed: 2

Top 10 videos

1. "R" Word Campaign -- Special Olympics PSA
   Views: 1,220
   Likes: 0
   Comments: 2

2. John C. McGinley and the R-word
   Views: 835
   Likes: 4
   Comments: 2

3. The New R-word is Respect
   Views: 695
   Likes: 2
   Comments: 1

4. Welcome to Special Olympics Yuna Kim!
   Views: 339
   Likes: 2
   Comments: 0
Other Metrics

Referrals

<table>
<thead>
<tr>
<th>Source</th>
<th>Visits</th>
<th>Pages/Visit</th>
<th>Adj. % Change</th>
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</thead>
<tbody>
<tr>
<td>facebook.com</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>January 1, 2011 - November 20, 2011</td>
<td>36,127</td>
<td>2.15</td>
<td></td>
</tr>
<tr>
<td>January 1, 2010 - December 31, 2010</td>
<td>33,406</td>
<td>1.97</td>
<td></td>
</tr>
<tr>
<td>% Change</td>
<td>9.13%</td>
<td>9.52%</td>
<td></td>
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</table>

E-Commerce

<table>
<thead>
<tr>
<th>Source</th>
<th>Visits</th>
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<th>Transactions</th>
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<tbody>
<tr>
<td>facebook.com</td>
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<tr>
<td>January 1, 2011 - November 20, 2011</td>
<td>36,127</td>
<td>$385.00</td>
<td>12</td>
</tr>
<tr>
<td>January 1, 2010 - December 31, 2010</td>
<td>33,406</td>
<td>$0.00</td>
<td>0</td>
</tr>
<tr>
<td>% Change</td>
<td>9.13%</td>
<td>100.00%</td>
<td>100.00%</td>
</tr>
</tbody>
</table>

Top Posts for 7 days ending 2012-04-23 (Summarized)

<table>
<thead>
<tr>
<th>Title</th>
<th>Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Not Acceptable” PSA Wins Fearless Video Award</td>
<td>731</td>
</tr>
<tr>
<td>Home page / Archives</td>
<td>377</td>
</tr>
<tr>
<td>True Inclusion is Invisible</td>
<td>176</td>
</tr>
<tr>
<td>Special Olympics Makes Shortlist For 2011 Spirit Of Sport Awards!</td>
<td>108</td>
</tr>
<tr>
<td>Special Olympics and Safeway Launch People with Disabilities Campa</td>
<td>98</td>
</tr>
<tr>
<td>A fair warning before you see “The Descendants”</td>
<td>35</td>
</tr>
<tr>
<td>Small Victories</td>
<td>32</td>
</tr>
</tbody>
</table>
We compile a monthly report that is a living, changeable document. Currently we report out on Reach & Engagement in addition to highlights of industry trends/news, lessons learned and a tip of the month. Obviously you would want to tailor what your measure and report based on strategy, target goals or on-going promotions/campaigns.
A Visual Storytelling Exercise

Photos, are the most powerful format of content on the planet.

Think about barriers to entry:
1. Video – equipment, editing, various connections, time-consuming.
2. Audio – while descriptive, it is time-consuming and expensive to produce.

Photos are peerless when it comes to effortless engagement.

750 word blogs? 10 paragraph press releases? Who is reading those? You don’t have to be a word smith to partake in the social web.

How do you consume most of your media?
What do you share most?

Critical to concentrate on the visual. Not only on your site, but also what others are out there creating FOR you and figuring out how to best curate that content.
Picking the Right Content

Today’s content goal is to post a compelling picture on Facebook that is athlete centric and demonstrates a core attribute like fun, courage, determination or skill. Which picture and caption best accomplishes this goal while conveying the story of Special Olympics that we want the public to consume?

Need a little inspiration today? Be a fan and join us in cheering on Terrance!

When is the last time you had that look of determination in striving to be your best? We see it in our athletes every day. Great job Joey!
Messaging is Critical

It is critical that the messaging that accompanies a picture is on target to most effectively tell the Special Olympics story. Which picture and caption below best conveys our story?

At our State Games today we awarded 35 gold medals! Check out this great picture of Rhonda Johnson earning hers in the triple jump!

When Rhonda Johnson was born, the doctor told her parents she’d never walk or run. Today, she’s a gold medalist in the triple jump!

A

B
Engage the Fans

While much of our content is athlete centric, we also like to regularly engage our fans to help tell the Special Olympics story as they live it every day. Which picture and caption below best conveys our story through fan engagement?

Fill in the blank: “The last time I volunteered at Special Olympics I felt ____________”

The biggest surprise of volunteering at Special Olympics is you feel like you got more than you gave. LIKE if you agree!
Great Content is King!

I don't know what's wrong. We posted our brand of lug nuts to every social media site and no one is talking about us.

Must be a technical error.

We do have 5 fans!

That's the 5 of us.

Ask for a refund.

© 2007

Tom Fishburne.com
Fundraising

Social Search and Traffic

- Social media is taking share away from paid search in terms of driving traffic
- Facebook is the fastest growing search engine, with 13% growth from December to January, with 395 Million Queries - Information Week

Social Media and Philanthropy

- 84% of social media savvy 29-49 year olds and 55% of social media savvy 50+ year olds prefer using social media to discuss philanthropic causes - Mashable.com
- 77% of social media savvy users want to work with a trusted organization via social media when donating to a philanthropic cause – Mashable.com
1. Think about what you can offer supporters, and how you can facilitate, not how you can “push out messages”.
2. Speak as humans, not as a company.
3. There are natural storytellers. Find them, and the best stories your program can tell.
4. Find someone really passionate about talking with supporters.
5. Create ways for your supporters to actively participate in content creation.
6. Always be listening.
7. The more responsive you can be, the better.
8. Building relationships is a long-term commitment, not just a “campaign.”
9. Learn by doing. It’s really the only way.
10. Experiment and don’t be afraid of “failure”. If something doesn’t work, adjust and keep trying or try something else.
11. Read, read, and read to stay on top of emerging trends.
Connect

• Connect with each other and with SOEE
• Set up social media accounts and support each other
• Share stories, pictures etc
• Skype