

Social Media: The Future is Now...and Ahead

Signed, sealed and delivered? Nope. Try posted, tweeted and gone viral.

Special Olympics North America Marketing and Communications Conference
April 25, 2012 / Ryan Eades

***Special
Olympics***



Our Topics for Today are



- The State of Social Media – Today & Tomorrow
- From the Program's Perspective
- Deep Dive into Analytics
- Telling our Story through Visuals
- Q & A



Hashtag alert! Live tweeting? Use **#SONAComm** to join the conversation.

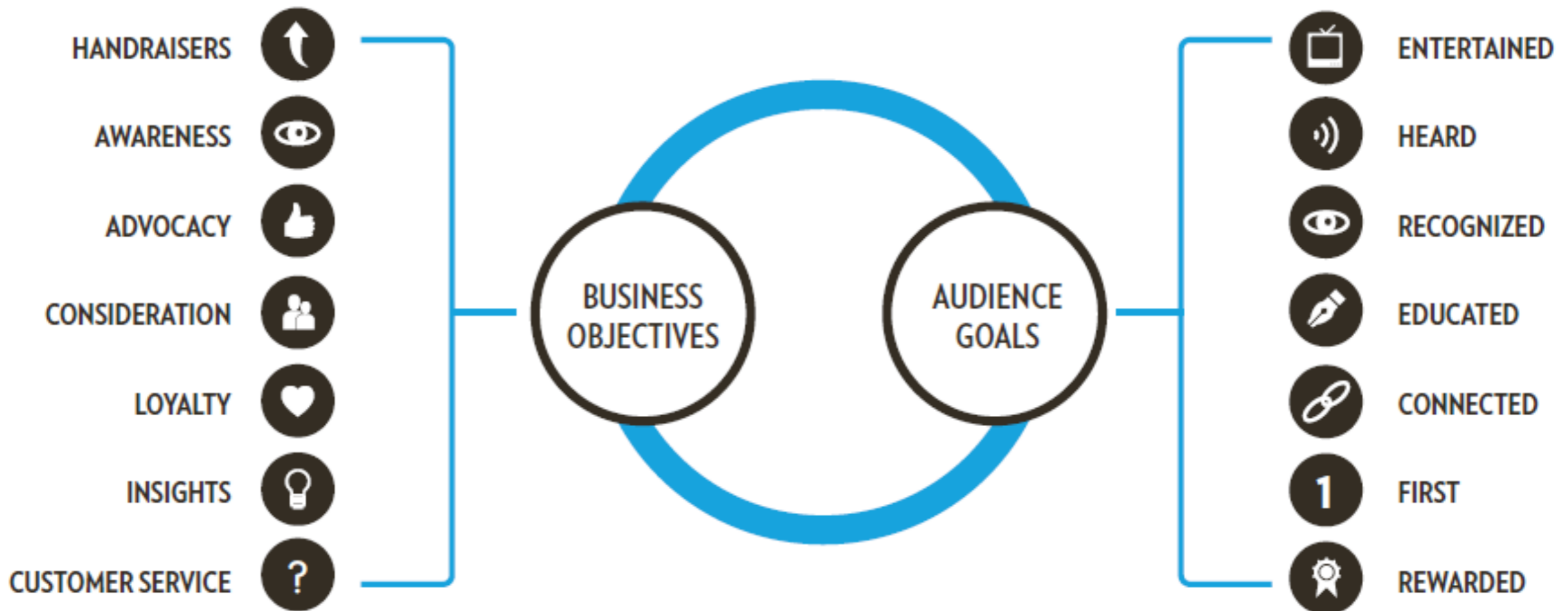
Gone...



Reaching Objectives



SOCIAL CHEMISTRY: STRIKING THE RIGHT BALANCE



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



facebook.



twitter



Case Study: Disneynature - Earth



Goals

- Create buzz about Disneynature's Earth, a premiere that marked the first time in 60 years that Walt Disney Pictures created a new film label
- Utilize NMS' knowledge of environmental/green psychographics online in providing strategic support in helping Walt Disney Pictures raise awareness of marketing initiatives

Execution

- In order to help leverage the online marketing campaign and involve environmental targets online, NMS recommended that Disney develop a corporate responsibility component
- NMS created, implemented and promoted an initiative to plant a tree for every ticket sold during the film's opening week
- NMS hosted a conference call Q&A so environmental/green and Disney fan site owners could interact with the two directors of Earth

Results

- 12 major environmental/activist and Disney fan sites participated in the Q&A call, resulting in coverage from sites such as Got2BeGreen.com, TakePart.com, Treehugger.com, and Green Muze
- Ticket sales indicated that Disney planted more than 500,000 trees in areas that conservationists have identified as critical areas of biodiversity
- NMS' tree planting initiative has garnered significant organic press coverage and praise for the film, and NMS outreach has resulted in 25 placements on prominent green/environmental sites and over 2,000 online placements

THE HUFFINGTON POST
APRIL 15, 2009

LOFT styles YOU'LL WEAR ALL S...
prices YOU'LL LOV...
(DON'T FORGET OUR TAL...

The Earth (Movie) Will Blow Your Mind

Read More: Al Gore, An Inconvenient Truth, Disney, Earth, Earth Movie, Elephants, Film, Polar Bears, Wh...

ecorazzi
THE LATEST IN GREEN GOSSIP

Disneynature To Plant A Tree For Every Person Who Sees "EARTH" Opening Weekend

Get Breaking News Alerts
SIGN UP

never spam

Share Print Comments

intent was inspiration, they completely and utt...

I write this as a 28 year old dude who regularly polar bears and wildlife.

I grew up in the rural south; I like football and I and unbeknownst to me before this week, the pl ever seen.

...and yes, I will admit: "I (heart) baby-ducks-jumping-out-of-trees-for-the-first-time." I may make a bumper sticker. Or I

Earth is a stunning masterp our planet and yearning to

The Earth team spent 5 yea brilliantly captured the inc

Even the trailer will give yo

Earth911.com
Making Every Day Earth Day™

LOCATIONS ARTICLES

Find recycling centers for Near

aluminum cans, computers, paint zip, or address, city, state

Disneynature Will Plant a Tree For "EARTH" Viewers

by Jennifer Barry

Disneynature, the first new film label to be introduced by Disney in 60 years, will celebrate its premiere film, "EARTH," by planting a tree in honor of every moviegoer who sees the film in its opening week. The film will be released nationally on Earth Day (April 22).

Disney will ensure that trees are planted in areas conservationists have identified as important "hot spots of biodiversity." Disney will oversee the planting of the trees in the Brazilian Atlantic Forest, which is considered the most endangered rain forest in the world. With only 7 percent of the original forest remaining, Disney is committed to ensuring the trees are planted and cared for to provide the greatest long-term benefit for the planet.

"The public is looking for films like "EARTH" that are entertaining, educational, show nature's beauty and are environmentally conscious," said Jean-François Camilleri, executive vice president and general manager of Disneynature.

Narrated by James Earl Jones, "EARTH" tells the story of three animal families (elephants, polar bears and humpback whales) and their journeys across the planet. Akshay Fullbright and Mark Linfield, the acclaimed creative team behind the Emmy Award-winning series "Planet Earth," both directed the film.

Case Study: Wal-Mart Fighting Hunger



Concept: Walmart has promised to donate \$2 million dollars to fight hunger in U.S. communities with the highest rates of unemployment. Walmart has invited its Facebook fans to “vote daily for the communities that *you* want to receive funding.”

The campaign runs for 30 days, and a Leaderboard updates in real-time to show the communities which have received the most votes.

Performance so far: The campaign has performed well, and as of 4/24/2012 it is receiving **8 new votes every minute**. The top communities in the leaderboard have more than 10,000 votes

Why it works: Facebook users become more invested in Facebook initiatives where their participation will *directly* impact their own local community. Walmart is also leveraging paid media to draw a large (but properly targeted) audience to this campaign.



The Walmart Foundation will award:

- 1 community a top prize of **\$1 million**.
- 20 runners-up will win **\$50,000** each.

Share with friends and family.

Share your community with your Facebook friends, [tweet](#) or hang a poster in your neighborhood. There are many ways to spread the word.

Support your local area.

Voting isn't the only way to support your town. Volunteer in your community, donate to a food drive, or make a meal for a neighbor.

Twitter Brand Pages



For brands and organizations, Twitter is rolling out enhanced profiles, allowing brands to upload a static header marquee, promote a tweet to feature at the top of their feed, and target those promoted tweets to specific regions.

Smart **hashtag use** is more important, as browsing has become much easier; profile optimization can lead to greater conversion (*a la* Facebook welcome tabs)

Prepare an Evocative Header

-An 835x90px header should be created with the goal of drawing users to follow your brand or participate in your activation or promotion.

Choose Tweets to Promote

- Tweets should encourage engagement and include media such as a picture or video
- Video and photo content automatically expanded



A screenshot of the Coca-Cola Twitter profile page. The profile header shows the Coca-Cola logo, the name 'Coca-Cola' with a verified badge, the handle '@CocaCola', and the bio 'Official tweets of Coke & The Coca-Cola Company. Atlanta, GA - http://www.coca-cola.com'. It also displays '43,245 TWEETS', '66,795 FOLLOWING', and '428,761 FOLLOWERS'. A blue 'Follow' button is visible. Below the header is a red banner with the text 'At the heart of Coca-Cola there is a #secret.' and the Coca-Cola logo. The main content area is divided into two columns. The left column has a 'Tweet to Coca-Cola' input field with '@CocaCola' entered, and a list of navigation options: 'Tweets', 'Following', 'Followers', 'Favorites', 'Lists', and 'Recent images'. The right column shows a tweet from Coca-Cola with the text 'At the heart of @cocacola there is a #secret.' and a link to a photo. Below the tweet is a large image of a vault door. At the bottom, there is a 'Similar to Coca-Cola' section with recommendations for Greyson Chance, Coke Zero, and Ford Motor Company.

Coca-Cola Formula Campaign



- YouTube campaign used to drive to social content; coincided with rollout of Coca-Cola's history on Facebook Timeline
- Drove interest in Twitter hash tag campaign involving Coke's "secret formula"
- Easter egg feature unveiled Twitter profile Coca-Cola inventor "Doc Pemberton"

At the heart of *Coca-Cola* there is a #secret.

@docpemberton

Inventor of Coke®.
Tweeter of tweets



Coca-Cola Formula Campaign



Coca-Cola

@CocaCola
Official tweets of Coke & The Coca-Cola Company.
Atlanta, GA <http://www.coca-cola.com>

43,245 TWEETS
66,795 FOLLOWING
428,761 FOLLOWERS

At the heart of *Coca-Cola* there is a #secret.

Tweet to Coca-Cola

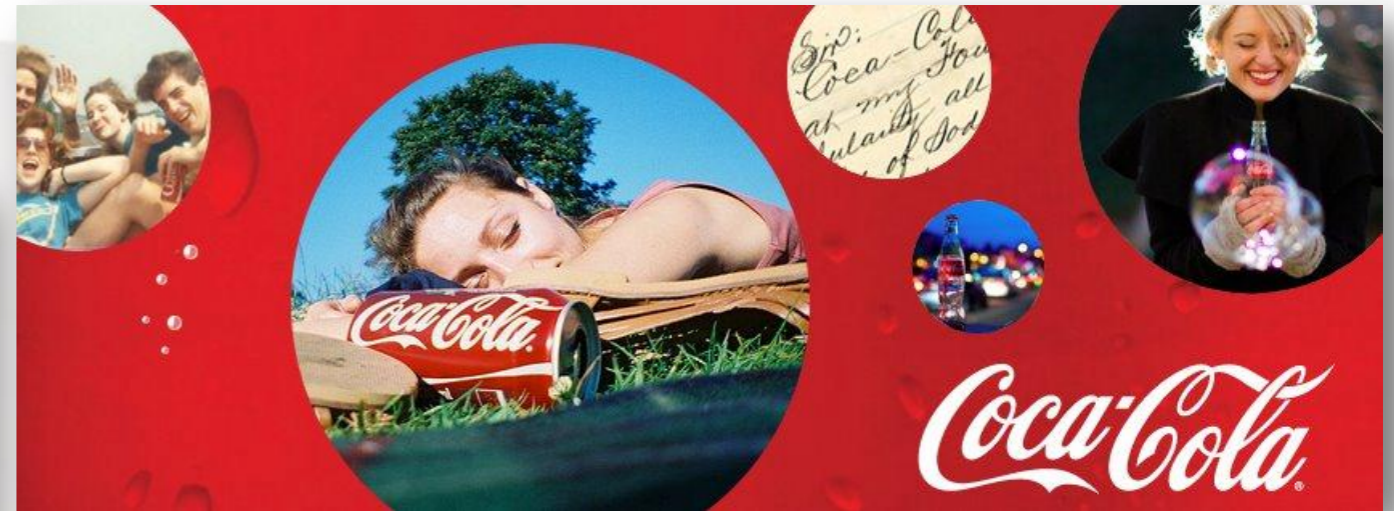
Tweets

1 new tweet

Coca-Cola @CocaCola
At the heart of @cocacola there is a #secret.
pic.twitter.com/h41Toba7
Promoted by Coca-Cola
Hide photo

Similar to Coca-Cola

- Greyson Chance** @greysonchance Follow
- Coke Zero** @CokeZero Follow
- Ford Motor Company** @Ford Follow



Coca-Cola Timeline Founded Highlights Like

Founded on May 8, 1886

PEMBERTON CHEMICAL COMPANY
OF ATLANTA, GEORGIA.
CAPITAL STOCK, \$100,000.

This is to certify that *J. M. Pemberton* is entitled to *Five Hundred Dollars* each of the Capital Stock of the **PEMBERTON CHEMICAL COMPANY**, transferable only on the books of said Company in person or by Attorney on the surrender of this Certificate. Witness our hands and the Seal of the Corporation at Atlanta, Georgia, this *January* 1886.

Like · Comment 439 32

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

The screenshot shows the Ustream website interface. At the top, there's a search bar and navigation links like 'On Air', 'News', 'Campaign 2012', etc. The main content area features a live stream titled 'EPIX Live: Stan Lee Promo' recorded on April 18, 2012. The video player shows Stan Lee speaking. To the right, there's a 'Videos' section with three video thumbnails and their details, including view counts and recording times.



life in the moment

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.



CINEMAGRAM

A fun and beautiful way to animate your photos.

Contact Patrick



Thanks **Patrick!**

Follow Patrick on Twitter: **@pwixed**

Follow New Media Strategies on Twitter: **@NMSosphere**

From the CEO's Desk



Strategic Initiatives

- Outreach
- Youth
- Unified
- Health
- Leadership

Strategic Initiatives



Outreach – Telling our Story

- Let everyone know what Special Olympics is REALLY all about
- Let everyone know that Special Olympics is in their community
- Let everyone know that no matter who they are ..there is a place for them to be a part of the movement

Strategic Initiatives



Challenges are an aging key volunteer population and it limits our growth

If we are to grow and we are successful with our outreach
We will need a home for those athletes

Key volunteers to start new teams, expand their teams and
take on new opportunities for their athletes

Business Needs and Challenges



HOD Recruitment and Coach

- Communication
- Tools
- Celebration and retention

Athlete

- Communication
- Recognition
- Celebration
- Tools and training

Strategic Initiatives



Historical communications is through telemarketing, mail, events

- Printed Materials cost and postage
- Telemarketing decline
- Traditional Media can be cost prohibitive

SOCIAL MEDIA

It is how our athletes communicate

It is how our volunteers communicate

It is how the public communicates

It is a key component to every corporation's strategy

Opportunities



14,000 Plungers in Minnesota

10,000+ “Day of” volunteers

How do you communicate with them prior to and post event?

How do you keep them engaged after the event?

How do you convert them to become Advocates for the movement?

Social Media is how people communicate and get their news

Why invest in social media?



- Become a living, constant and accessible presence -
ENGAGEMENT
- Form personal relationships with supporters-
ENGAGEMENT
- Reach audience where *they* are rather than relying on them to find us- ENGAGEMENT
- Provides meaningful, not superficial, content and delivers engagement not just notification
- Content from within and outside the organization
- Once you make the investment in staff and technology the variable costs are free

Value for Special Olympics MN



- **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

Contact David



Thanks **David!**

Follow SOMN on Twitter: **@SOMinnesota**

Strategy at the Program Level



Think long-term, then narrow down

April 2012							Search Social Media Calendar (Ctrl+E)
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
Apr 1 9:30am SLU Local Swim	2 World Autism Awareness 10:00am Pull social medi	3 3:30pm SSD Swim Meet;	4 10:00am OTE Open/Cmte	5 1:30pm Monsanto Hon	6	7	
8	9 9:30am Bloom quote	10 11:00am Blog Post 3:00pm Fulton YAP	11 2:00pm Katie's YAP phot	12 3:00pm STL Developmen	13 9:00am SE Spring Game	14 9:30am NW Aquatics &	
15 1:00pm STL Powerlifting	16 10:30am National Volunt 4:00pm Wash U Field D:	17 11:00am Blog Post 3:30pm National Volunt	18 10:00am Monsanto Hom 1:00pm KC Powerlifting	19 1:00pm National Volunt	20 9:30am SW Area Spring 2:00pm KC Tip-A-Cop, S:	21 10:00am STL Volleyball, N	
22	23	24 11:00am Blog Post	25 1:00pm Monthly giving	26 10:30am Duck Race	27	28 9:30am STL Area Spring	
29	30	May 1 10:00am Pull social medi 11:00am Blog Post	2	3	4	5	

Strategy at the Program Level



Post a variety of engaging content

Special Olympics Missouri · 1,985 like this · 4 hours ago

Good luck to our athletes in Southwest Area and Fort Leonard Wood, who are having their Spring Games today!

Like · Comment · Share

Renée Skaggs and 13 others like this.

Write a comment...

Special Olympics Missouri · Yesterday

It's National Volunteer Week! Is there a volunteer or coach who has inspired you? Leave a comment with their name!

Like · Comment · Share

Jayne Behlman and 6 others like this.

Rebecca Dawn Seiler steve claypool · Yesterday at 1:21pm · Unlike · 1

Kathy Kinney Butler Every time I go to a tournament I leave in awe of all the coaches. I think I will never be as good of a coach as I see at the tournament. · 23 hours ago via mobile · Unlike · 1

Robb Eichelberger Can't name all the coaches or volunteers that have inspired me. Thank you everyone of you. · 22 hours ago via mobile · Unlike · 1

Haley Spitfire Marie Ken Marshall · 22 hours ago · Unlike · 1

Linda Tyler Dana Griesinger · 16 hours ago · Unlike · 1

Write a comment...



Special Olympics Missouri · April 11

Happy Wednesday to you from Ayden, one of our Young Athletes in Northwest Area!

Tag Photo Add Location Edit

Like · Comment · Share · Edit

Shelly Patterson McAninch and 58 others like this.

Valerie Springthorpe Too cute! · April 11 at 1:58pm · Like

Magan Van Buren-Rodriguez Such a cutie! · April 11 at 1:58pm · Like

Katie Hrenchir oh this makes me happy!!!! · April 11 at 2:04pm · Like

Krystal Kimberlin He is adorable. · April 11 at 2:33pm · Like

Pam Strohl So precious! · April 11 at 4:55pm · Like

Alice Vandiver So sweet! · April 11 at 6:21pm · Like

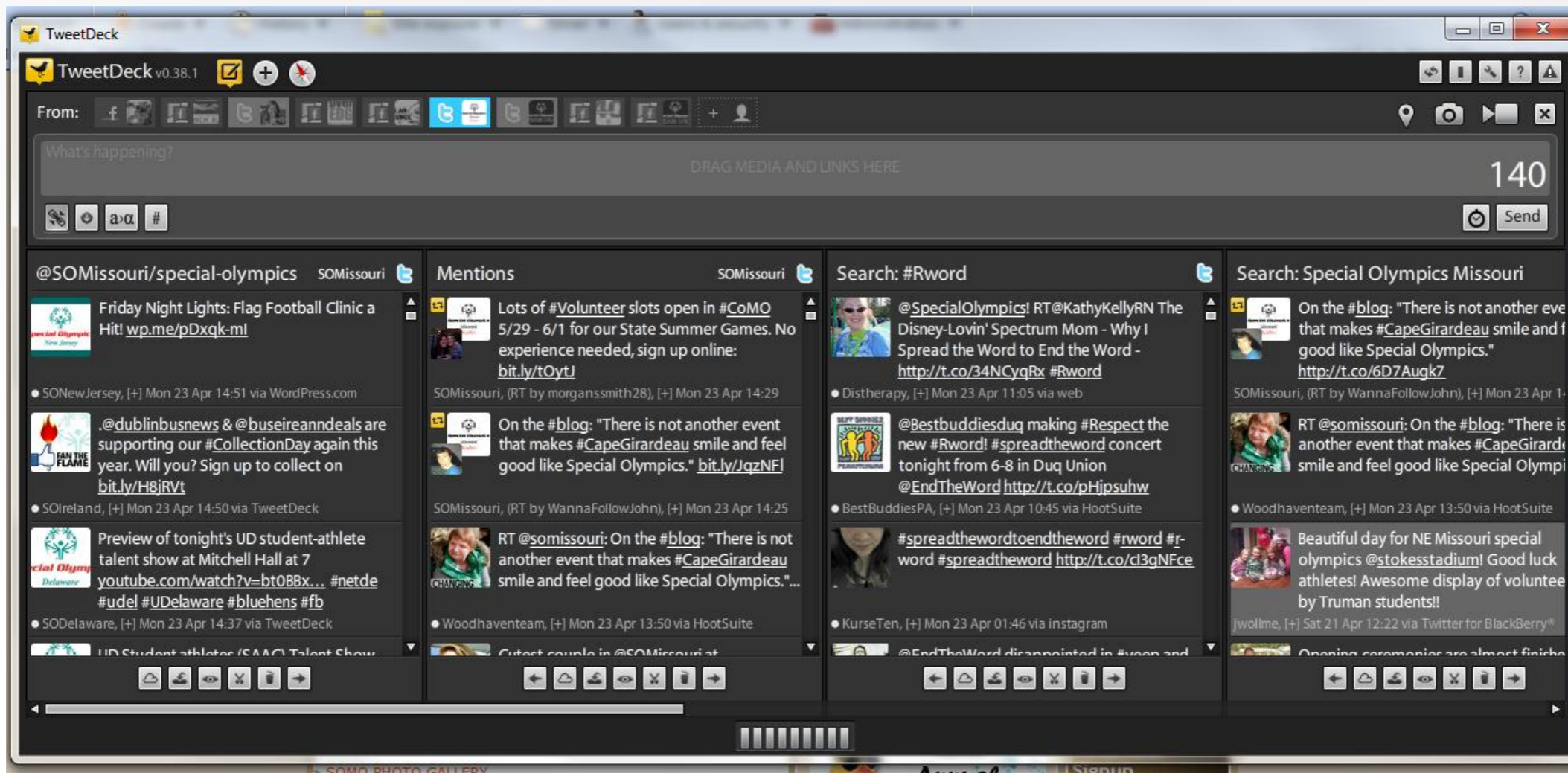
Angie Henson-Mackley What a handsome little man! · April 11 at 7:13pm · Like

Write a comment...

Strategy at the Program Level



Monitor what's being said



Strategy at the Program Level



- Be timely – update while you’re at the event
- Be conversational
- Encourage likes/shares
- Ask questions
- Respond
- Retweet and follow back

Strategy at the Program Level



Control the Pages you like

Likes See All

 **Law Enforcement Torch Run for Special Olympics Missouri**
Community & Government

 **Shop 'n Save**
Food/Beverages

 **Special Olympics**
Non-Profit Organization

 **Knights of Columbus**
Interest

 **Spread the Word to End the Word**
Non-Profit Organization

Strategy at the Program Level




Blogging:

- Builds up huge base of useable stories
- Rely heavily on guest posters
- Make asks about two months in advance to make up for those who fall through


Strategy at the Program Level



Cross-promote


 **Special Olympics Missouri** shared a link.
Tuesday



"People like Lage are an inspiration and should remind us all to be thankful and thoughtful for those around us and what they have to offer." On this week's blog, a volunteer is inspired by a young man who survived last year's tornado in Joplin.

 **Volunteering at District Bowling**
specialolympicsmissouri.wordpress.com

Jennifer Price volunteered at the SOMO District Bowling Tournament at Southside Family Fun Center in St. Joseph March 3 & 4, 2012. It was a very humbling and amazing experience to meet all

Like · Comment · Share 1

 Carrie Henggeler and 5 others like this.

 **Carrie Henggeler** Thank you Jennifer Price. I work with Jennifer at WRDCC in St. Joseph. She and her son volunteered BOTH days at the area tourney.
Tuesday at 7:55pm via mobile · Unlike ·  1

Write a comment

Strategy at the Program Level



New stuff we're trying:

- Check-ins at events
- Icons/username imbedded into everything – business cards, event guides, signature lines
- Tagging sponsors in posts as sponsorship benefit
- Pinterest

Contact Mandi



Thanks **Mandi!**

Follow Mandi on Twitter: **@mandimizzou**

Follow SOMO on Twitter: **@SOMissouri**

Social Media Analytics & ROI



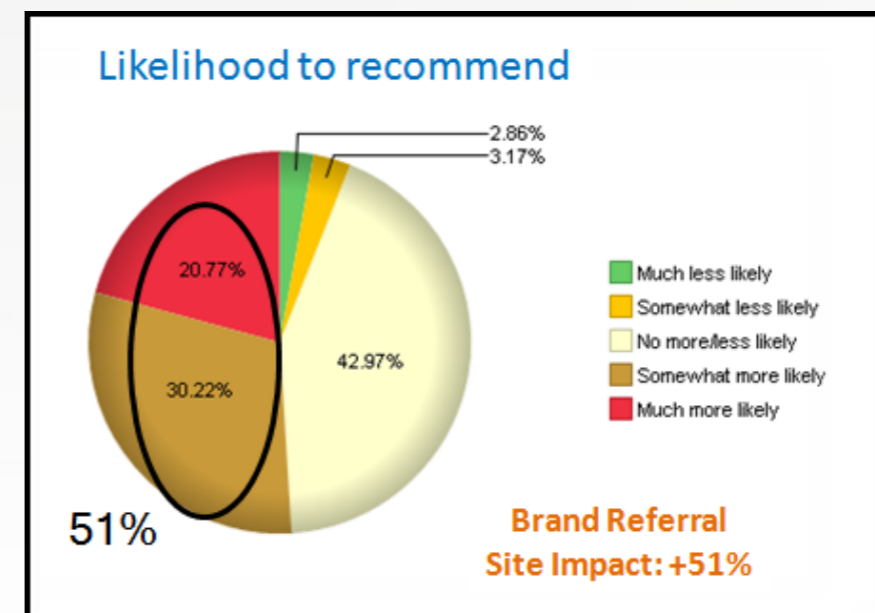
“If you come to me with a request for budget and resources for social media, to make it a priority for our business, you will lose every time...If you tie social media to our business priorities and objectives and demonstrate how engagement will enable progress, you will win every time. Social media 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 [?]	Friends of Fans [?]	People Talking About This [?]	Weekly Total Reach [?]
602,541 ↑0.89%	115,660,814 ↑0.85%	9,425 ↓-3.21%	300,225 ↓-10.55%

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

Date ?	Post ?	Reach ?	Engaged Users ?	Talking About This ?	Virality ?
11/18/11	We're proud to be one of five c...	21,350	194	159	0.74%
11/17/11	How cool is this?! Special Olympi...	32,431	1,198	469	1.45%

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

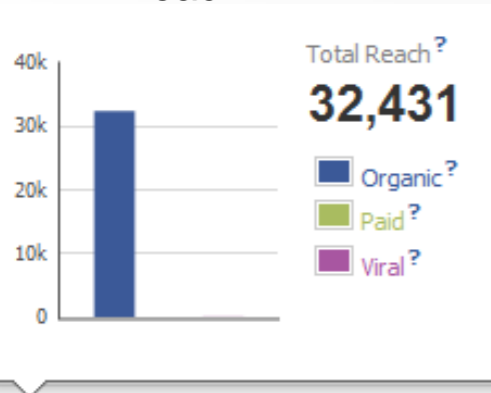
Engaged Users - # of unique people who have clicked on a post

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.

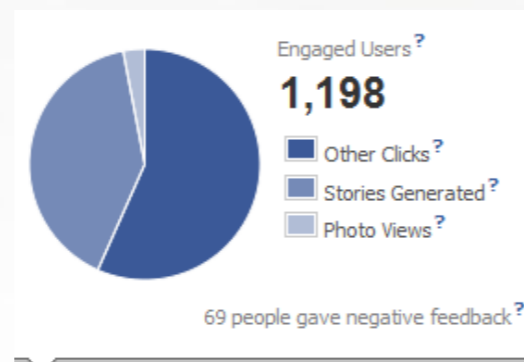
Deeper Definitions at Post Level

Reach



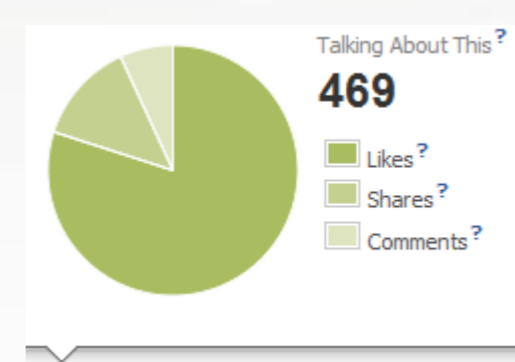
Organic = uniques who saw post in News Feed or our page
 Paid = via ads or sponsored stories
 Viral = uniques who saw post because one of their friends interacted with our post.

Engaged Users

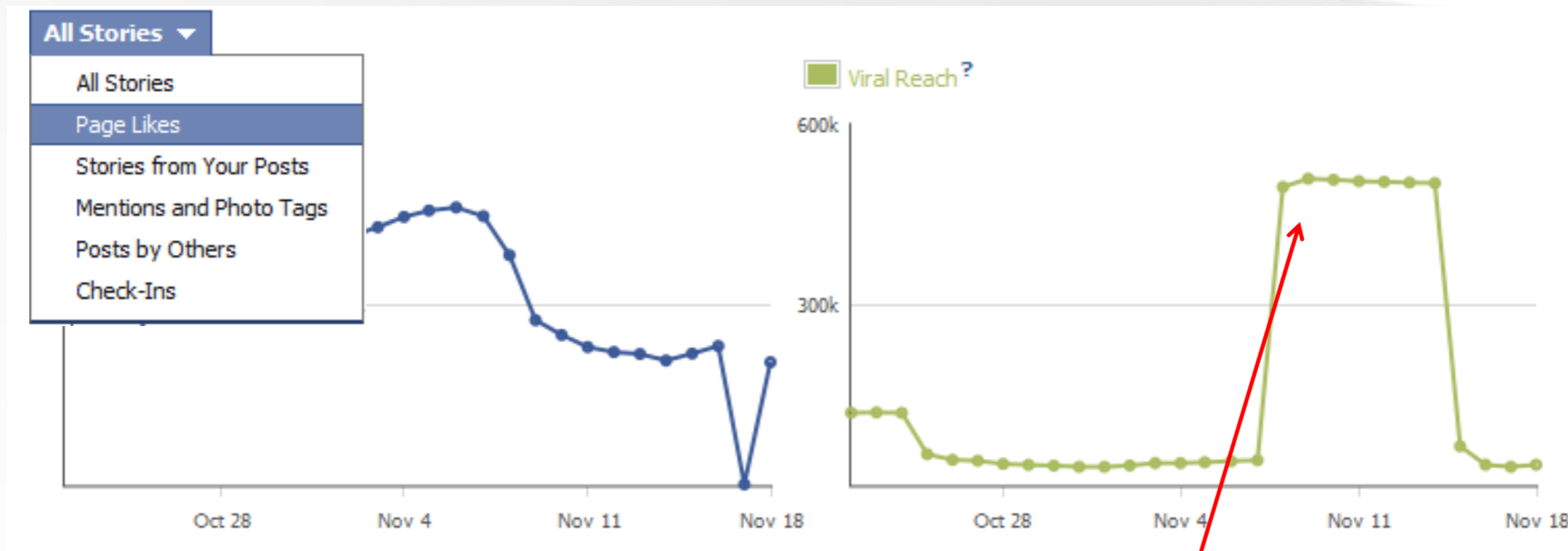


Other = any clicks not counted in other metrics like clicks on the timestamp or on tagged names
 Stories = # of stories created from this post
 Photo views = full size views of a photo in a post

Talking About This



People Talking About This



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.

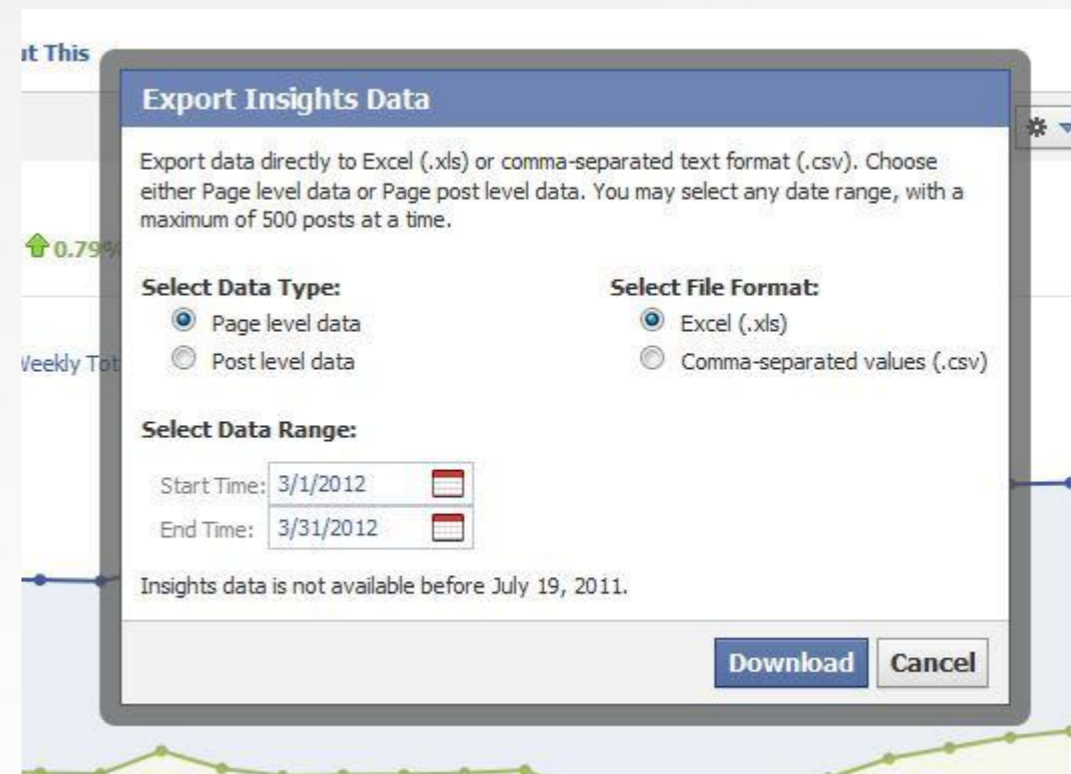
Our Approach



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



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

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

Daily People Talking About

Total: 41,201 (+9,797)

Average per day: 1,329 (+247)

High: 7,627 on March 21

K	L	M
Number of Fans	Daily Page Engaged Users	Weekly Page Engaged User 28
Number of people w	Daily The number of people w	Weekly The number of people 28
111333449	1219	11286
111531227	1233	10931
111592657	555	9958
111627228	597	8758
111679649	2133	8208
111822492	2514	9163
111922775	5839	13150
112127415	1680	13892
112008885	962	13981
112205189	556	14044

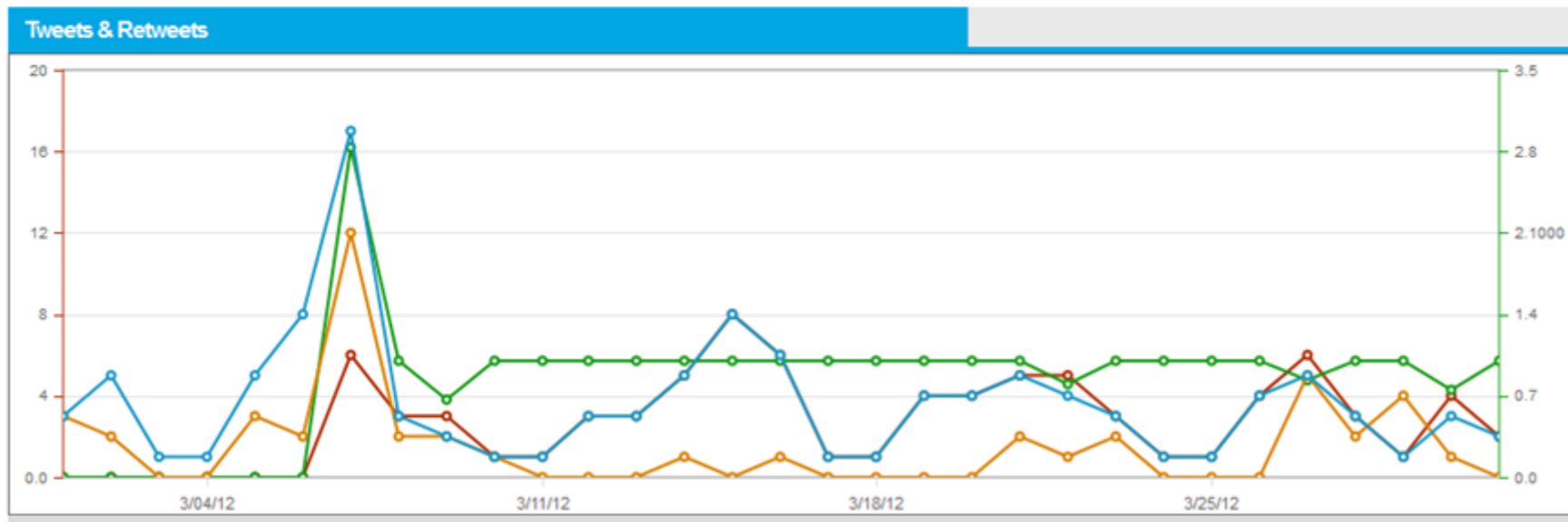
Day by day break downs & Category by category sorting

3/16/12	1087	6003
3/17/12	314	5873
3/18/12	350	5724
3/19/12	1194	5491
3/20/12	1909	6281
3/21/12	7627	11994
3/22/12	1179	11998
3/23/12	1487	12420
3/24/12	418	12520
3/25/12	265	12478
3/26/12	829	12146
3/27/12	2999	13138
3/28/12	1293	7381

The Twitter Dilemma



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

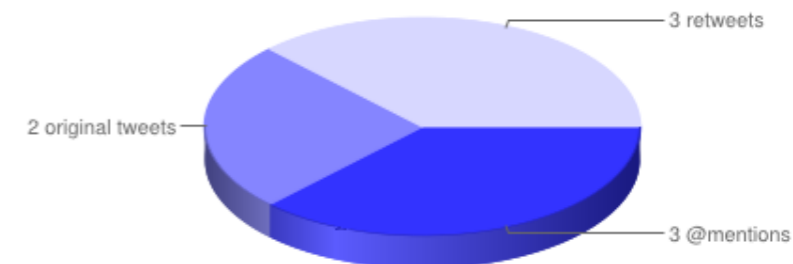


#RWORD HashTracking.com Report

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)

Follow @hashttracking 3,197 Tweet



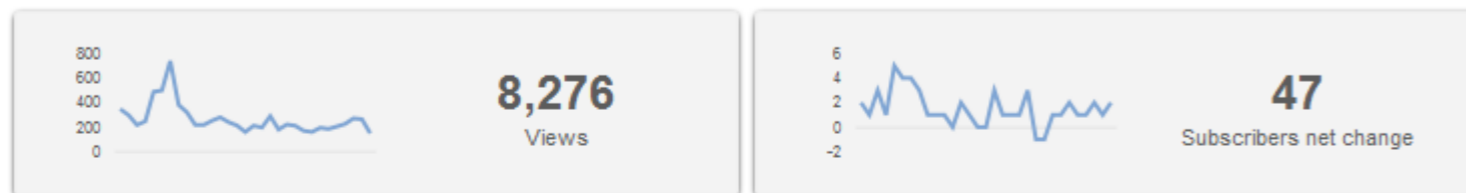
Other Metrics



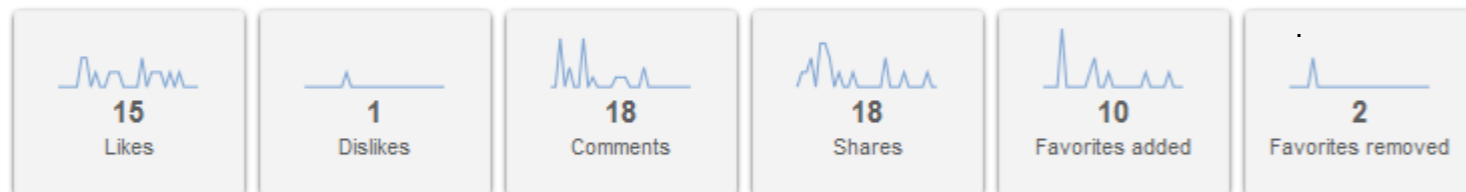
Channel: SpecialOlympicsHQ

Mar 1, 2012 – Mar 31, 2012

Performance

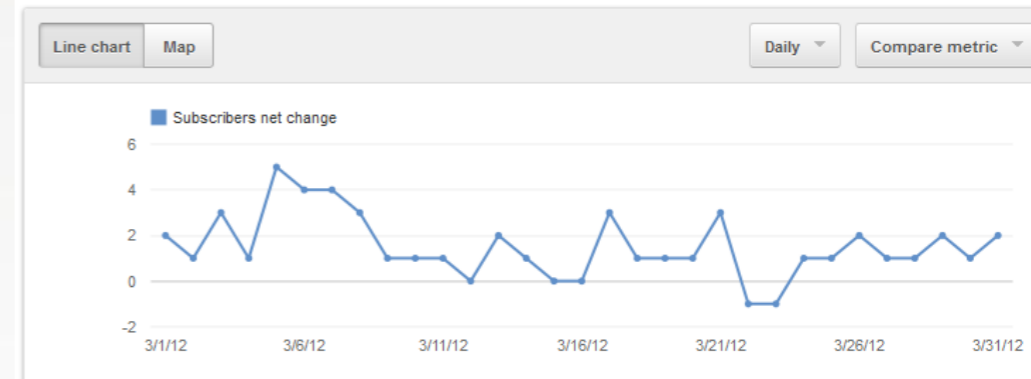
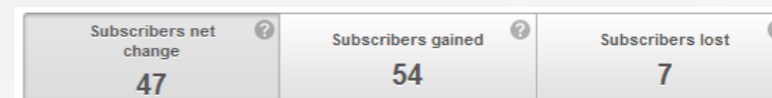
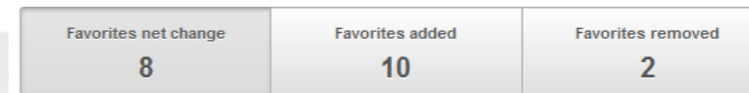


Engagement



Top 10 videos [Browse all videos](#)

Video	Views ↓	Likes	Comments
1. "R" Word Campaign -- Special Olympics PSA	1,220	0	2
2. John C. McGinley and the R-word	835	4	2
3. The New R-word is Respect	595	2	1
4. Welcome to Special Olympics Yuna Kim!	339	2	0



Other Metrics



Referrals

Source	None	Visits ↓	Pages/Visit	Average
1. facebook.com				
January 1, 2011 - November 20, 2011		36,127	2.15	
January 1, 2010 - December 31, 2010		33,106	1.97	
% Change		9.13%	9.53%	

E-Commerce

Source	None	Visits ↓	Revenue	Transactions
1. facebook.com				
January 1, 2011 - November 20, 2011		36,127	\$385.00	12
January 1, 2010 - December 31, 2010		33,106	\$0.00	0
% Change		9.13%	100.00%	100.00%

Source/Medium	None	Visits	Revenue ↓	Transactions
1. specialolympicsblog.wordpress.com / referral				
January 1, 2011 - November 20, 2011		1,356	\$570.00	3
January 1, 2010 - December 31, 2010		13	\$0.00	0
% Change		10,330.77%	100.00%	100.00%



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

[7 Days](#) | [30 Days](#) | [Quarter](#) | [Year](#) | [All time](#)

2012-04-16 to Today

Title	Views
"Not Acceptable" PSA Wins Fearless Video Award	731
Home page / Archives	377
True Inclusion is Invisible	176
Special Olympics Makes Shortlist For 2011 Spirit Of Sport Awards!	108
Special Olympics and Safeway Launch People with Disabilities Campa	98
A fair warning before you see "The Descendants"	35
Small Victories	32

Report, Report, Report



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 you measure and report based on strategy, target goals or on-going promotions/campaigns.

SOCIAL MEDIA REPORT

"Special Olympics"
March 2012

REACH

f

Total Likes: 390,007 (+8,416)
Total Impressions: 8,397,499 (+2,300,480)
Unique Impressions: 2,912,383 (+1,082,307)
Post Likes: 27,424 (+11,234)
Post Shares: 7,013 (+4,467)
Post Comments: 1,108 (+354)

t

Followers: 20,389 (+991)
Mentions: DATA UNAVAILABLE
Mentions Reach: DATA UNAVAILABLE
Retweets Reach: 2,423,982 (-1.04%)
Tweet Reach: 1,934,933 (+1.1%)

YouTube

Views: 8,276

Subscribers

47

Views by Geography (+549 total)

US - 3,333
Canada - 429
UK - 400

Top 3 Viewed Videos

R-word PSA - 1,220
John C. McGinley and the R-word - 833
The New R-word is Respect - 393

W

Views: 6,660 (-3,929)
Posts: 8 (-1)
of Authors: 4 (+0)
of Followers: 179 (+4)
Most read post: "Fly Your Hope with Apollo Ojima: Reflections from my trip to China and Japan" (894 views, 32* All-time)

Tip or Trick of the Month

The web is becoming more visual by the minute. From photo sharing via Instagram, Tumblr, Facebook, and other sites, to photo driven platforms like Flickr, it is more crucial than ever to take a look through our websites and blog to make sure our images are compelling, strong, and help tell our story. Instead of asking ourselves "is this photo appropriate for this article on this page?" before we post on one of our web properties, we should be asking, "Will this photo inspire someone to share it outside of our web domains?"

ENGAGEMENT

f 2,912,383 x 57,221 x 100 = 1.96% (-0.79%)
Daily Reach (Unique) x Daily Page Engaged (Unique) x 100

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

Most Popular Posts:

Liked (3,667) PHOTO: In honor of World Down Syndrome Day-- a wonderful photo shared by @SpecialOlympics Mexico! ¡Qué hermoso! (March 21 5:30pm EST)
http://www.facebook.com/photo.php?fbid=10150899307928782&set=146562253781143839_1033112378184492

Shared (883) VIDEO: We are completely inspired by these young people who are ready to fight for the acceptance and respect of their siblings! Truly amazing! (March 6 3:40pm EST)
<http://www.facebook.com/SpecialOlympics/posts/257634340983146>

Comments: (117) VIDEO: We've been sharing some great videos all day on Twitter, so we had to share one of our favorites here. Special Olympics... it's fantastic! (March 27 5:45pm EST)
<http://www.facebook.com/SpecialOlympics/posts/267200873364493>

t

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

YouTube

-12 0 -9 -8 -14 -5

15 Likes

1 Dislikes

18 Comments

18 Shares

10 Favorites added

2 Favorites removed

W

Comments: 8 (-28)
Likes: 0 (+/- 0)
Social Shares: 539 (-396)
Pingbacks: 0 (-3)

Google Analytics (www.specialolympics.org)

Referral Traffic:
Facebook: 2,059 visitors (+1.18%)
Mobile Facebook: 753 visitors (+21.45%)

Ecommerce:
Facebook: \$15.00 (+\$10.00)

Key Accomplishments

- Leveraged "Spread the Word to End the Word" Day on March 7 and World Down Syndrome Day on March 21 to drive high levels of engagement via visual content sharing on Facebook.
- Leveraged our relationship with celebrity Apollo Ojima during an international trip supporting SO to raise levels of engagement via multiple tweets and guest blog post.
- Conducted two social media webinars for SONA Programs on Social Media 201.

Lessons learned/what worked

- Continued to see huge engagement in photos and very strong sharing in videos.
- Late afternoon between 4-6pm EST seems to be the best time for us to post for maximum sharing and engagement.
- Need to create more regular educational and resources sessions for Program staff to maximize the Special Olympics digital footprint.
- I think scrubbing and organizing our visual assets in some places could pay nice dividends on engagement, specifically our YouTube organization of videos.

Industry Trends & News

- [Everyone wants an accurate way to Measure Influence: Does KLOUT really do it?](#)
- [Who is using Pinterest? \(INFOGRAPHIC\)](#)
- [Tracking Referral Traffic \(Pinterest\)](#)

A Picture is Worth A Billion Dollars



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

Think about barriers to entry:

Video – equipment, editing, various connections, time-consuming.

Audio – while descriptive, it is time-consuming and expensive to produce.

Photos – phone with a camera.

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.



Visual Storytelling



Throughout today's session you may have seen a consistent theme throughout – STORYTELLING.

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.

We need to tell our story. Social media is the easiest way to tell our story to the most number of people at the least amount of cost.

Using pictures with a few words of captioning is the most powerful way to help tell our story quickly to the most number of people. So let's conduct an exercise.

Let's put three questions in our head from the start and never let them leave our head, even after today's session and the work this week. Embed these in your brain from here on out whenever you are creating or curating content:

- Will this content be interesting to our followers?
- Does it tell our story?
- Does it inspire?

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!



A



B

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!



A

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!



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!



A



B

Let's Chat!



Let the Q&A begin!



Contacts



@ryan2499

@pwixed

@mandimizzou

david.dorn@somn.org

Join the conversation on Twitter by using the hashtag
#SONAComm while you are in Orlando