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
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

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
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
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.
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
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”
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.*
Contact Patrick

Thanks Patrick!

Follow Patrick on Twitter: @pwixted

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
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

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23 Special Olympics
Strategy at the Program Level

Post a variety of engaging content
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
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
Strategy at the Program Level

New stuff we’re trying:

• Check-ins at events
• Icons/usernames 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
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 measurable metrics for engagement, track them, report them and adjust your strategy accordingly.
What’s Available?

Definitions at Facebook Page Level

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<td>Total Likes</td>
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<td>Friends of Fans</td>
<td>115,660,814</td>
<td>+0.85%</td>
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<td>People Talking About This</td>
<td>9,425</td>
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<td>Weekly Total Reach</td>
<td>300,225</td>
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**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

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
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**

![Facebook logo]  

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

Day by day break downs & Category by category sorting

<table>
<thead>
<tr>
<th>Date</th>
<th>Daily Page Engaged Users</th>
<th>Weekly Page Engaged Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>3/16/12</td>
<td>1087</td>
<td>6003</td>
</tr>
<tr>
<td>3/17/12</td>
<td>314</td>
<td>5873</td>
</tr>
<tr>
<td>3/18/12</td>
<td>350</td>
<td>5724</td>
</tr>
<tr>
<td>3/19/12</td>
<td>1194</td>
<td>5491</td>
</tr>
<tr>
<td>3/20/12</td>
<td>1909</td>
<td>6281</td>
</tr>
<tr>
<td>3/21/12</td>
<td>7627</td>
<td>11994</td>
</tr>
<tr>
<td>3/22/12</td>
<td>1179</td>
<td>11998</td>
</tr>
<tr>
<td>3/23/12</td>
<td>1487</td>
<td>12420</td>
</tr>
<tr>
<td>3/24/12</td>
<td>418</td>
<td>12520</td>
</tr>
<tr>
<td>3/25/12</td>
<td>265</td>
<td>12478</td>
</tr>
<tr>
<td>3/26/12</td>
<td>829</td>
<td>12146</td>
</tr>
<tr>
<td>3/27/12</td>
<td>2999</td>
<td>13138</td>
</tr>
<tr>
<td>3/28/12</td>
<td>1293</td>
<td>7381</td>
</tr>
</tbody>
</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 1,500 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>All % Change</th>
</tr>
</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>33,186</td>
<td>1.97</td>
<td></td>
</tr>
<tr>
<td>% Change</td>
<td>9.13%</td>
<td>9.51%</td>
<td></td>
</tr>
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</table>

## E-Commerce

<table>
<thead>
<tr>
<th>Source</th>
<th>Visits</th>
<th>Revenue</th>
<th>Transactions</th>
</tr>
</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>$385.00</td>
<td>12</td>
</tr>
<tr>
<td>January 1, 2010 - December 31, 2010</td>
<td>33,186</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.
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 your are creating or curating content:

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

A

B
Let’s Chat!

Let the Q&A begin!
Contacts

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@pwixted
@mandimizzou
david.dorn@somn.org

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