

Managing through Social Media Networks

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Social Media

► What is it?

- On-line technologies that allow two-way communication between users – everyone can create web content
- The internet has transformed from a place to house brochures to a place to house conversations (known as Web 2.0)

Social Media

- ▶ Why is it so popular?
 - Social media tools give people a voice
 - Provides an unprecedented opportunity to voice knowledge, experience, and opinions
 - Offers a platform for sharing content (photos, video, documents)

Social Media

► What can it do for managers?

- Allows managers to connect and collaborate across institutional boundaries quickly and inexpensively
- Allows managers to connect with supporters and collaborate with the public (crowd-sourcing)

Social Media Tools

► Gadgets

- Social networking
- Social bookmarking
- Photo/video sharing
- Blogs
- Micro-blogs
- Wikis
- Widgets
- Apps
- Metaverse
- RSS Readers

Where do I start?

▶ Community Collaboration

■ The Big Three

- ▶ Facebook (most popular social networking site)
- ▶ YouTube (most popular video sharing site)
- ▶ Twitter (similar to texting on cell phone)

Where do I start?

- ▶ Partnerships between non-profits, private sector, public agencies
 - The Big Three
 - ▶ Blogs (web logs that act as a discussion forum)
 - ▶ Linked In (known as Facebook for professionals)
 - ▶ Wikis (allows multiple users to build a document)

Better Blogging

- ▶ Write short observations that induce thought
- ▶ Invite discussion by asking open-ended questions
- ▶ Less is more: over 400 words is an article, not a blog post!
- ▶ Break up larger topics (such as research findings) into smaller pieces that are easier to digest

Wiki Wise

- ▶ Use wikis to co-develop programs, documents, interpretation, management plans, etc.
- ▶ Seed the wiki with starter pages and headings to encourage participation
- ▶ Create a page for feedback and suggestions
- ▶ Invite numerous parties to participate to capture multiple points-of-view

Facebook Facts

- ▶ Facebook is not another place to build a webpage or make public announcements
- ▶ Facebook is a place for one-to-one interaction
- ▶ Create an online persona – animal, mascot, historical character, or ranger “jane” or “john”
- ▶ Most agencies use Facebook poorly – they fail to make fun and frequent (daily!) posts

Twitter Tips

- ▶ Travelers use Twitter to reach out and ask for advice on places to visit and things to do
- ▶ Twitter is perfect for promoting events in real-time
- ▶ Send out periodic updates leading up to an event
- ▶ Websites are available that allow Twitter updates to be pre-scheduled

YouTube

- ▶ YouTube encourages “viral” marketing – other people spread a message for you
- ▶ For a video to “go viral,” it must be so irresistible that people have to share it
- ▶ Ideally, videos should be super-short (30-45 seconds) and a lot of fun
- ▶ Most agencies use YouTube poorly – they post long and dull “educational” videos

Challenges to using Social Media in the Workplace

- ▶ Cost – great news: social media is free!
- ▶ Access – push for change; work around by using Friends group or volunteers
- ▶ Time – develop web updates in advance; pre-schedule posts; ask for help

Top 5 Mistakes to Avoid

- ▶ Be a good listener – don't just talk! Learn from others.
- ▶ Be concise – blogs < 400 words (100 is better),
video < 90 seconds (30 sec. is better)
- ▶ Be frequent – post to Facebook daily if possible
- ▶ Be genuine – don't "sell" or "announce"
- ▶ Be fun – don't be a bore!

Remember

- ▶ Social media is NOT about advertising, selling, marketing, or making public service announcements
- ▶ Social media is about sharing, dialogue, conversation, friendship, and FUN

- ▶ Facebook is NOT another place to build an agency web page
 - Create an online “friend” that’s personal and engaging
 - Ask your seasonals, interns, or a group of students to develop a list of 365 fun “posts” about your site
- ▶ YouTube is NOT a new place to show educational videos
 - Find a high school or college film-making class and ask them to make a series of fun 30-second videos about anything & everything related to your site

Frequently Asked Questions

- ▶ Aren't people who use social media less likely to be outside visiting our sites?
 - NO! It's becoming as common as e-mail or cell phones
- ▶ Does it really build support?
 - Who knows for sure?
 - But if you do it well, you are certain to get somebody's attention.

- ▶ You've heard the saying, "The best advertising is word-of-mouth."
- ▶ Now it may be, "The best advertising is word-of-text."

Learning Lab

- ▶ Example of organizations that use social media tools to advance development of their networks
- ▶ Web resources that can help managers use social media more effectively

Questions

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