



Social Media Management Essentials

OUR PRESENTERS



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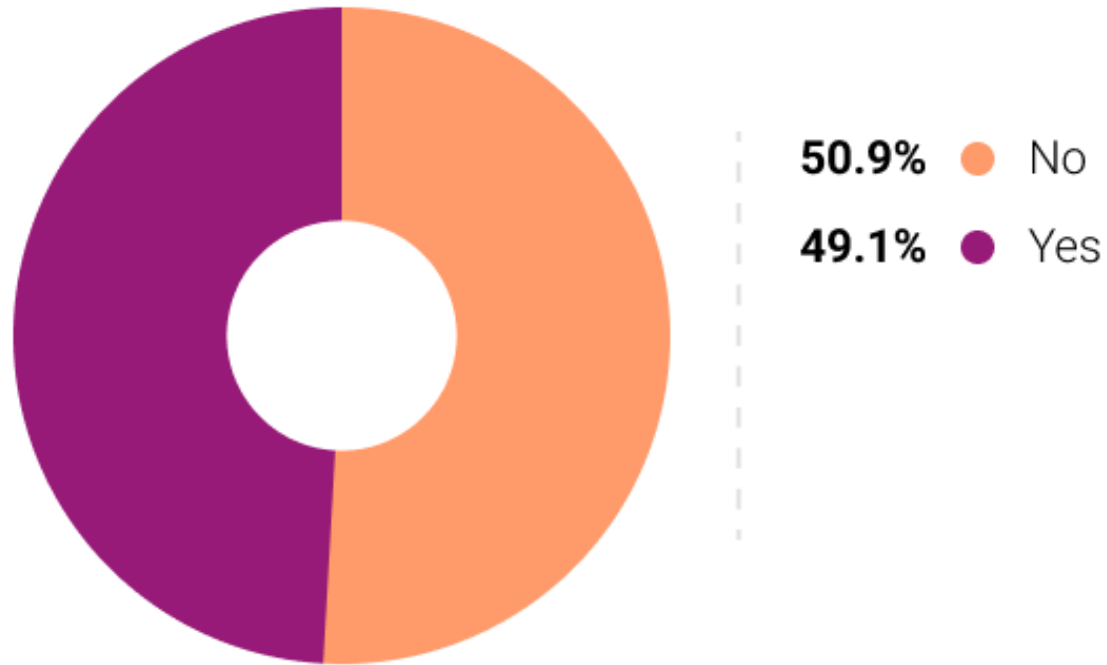
TODAY'S AGENDA

- Fighting fatigue
- Developing strong editorial calendaring/planning
- Creating good policies
- Finding your brand voice
- We are saving the fun for the end ...

THE CHALLENGES

- Social media sites are 24/7.
- Significant pressure to respond immediately.
- Social media managers need to keep up with new features and new algorithms.
- Limitless demand for content across multiple platforms.
- Executive and clients underestimate strategy needed for social media management.
- Changing platforms command greater budgets to reach engagement goals.

Does your company have a documented social media strategy?



State of Social Report / **2019**

buffer.com/state-of-social-2019



HAVING A STRATEGY WILL HELP
WITH FATIGUE & CONTENT
EXCELLENCE

FIGHTING FATIGUE

SOCIAL + DECISION FATIGUE

- “Social media fatigue refers to social media users’ tendency to pull back from social media when they become overwhelmed with too many social media sites, too many friends and followers and too much time spent online maintaining these connections.” (Technopedia, 2011)
- “The more choices you make throughout the day, the harder each one becomes for your brain, and eventually it looks for shortcuts, usually in either of two very different ways. One shortcut is to become reckless: to act impulsively instead of expending the energy to first think through the consequences. **(Sure, tweet that photo! What could go wrong?)** The other shortcut is the ultimate energy saver: do nothing.” (Tierney, 2011)
- We believe these two, together, could be called social media manager fatigue.

How to Allocate Your Time on Social Media



COMMUNICATION PLANNING

- We need it so that content isn't one damned tactic after another.
- Comprehensive planning and editorial calendars help you keep content on track, consistent, steady.
- Planning helps you budget, assign responsibility, set deadlines, and **establish boundaries for your labor and that of your team.**
- **What kind of planning may help us fight fatigue?**

EDITORIAL CALENDARING

REAL CALENDAR + EDITORIAL CALENDAR

Annual Content Marketing Editorial Plan																																
	January				February				March				April				May				June				July				August			
Task Details	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10	W11	W12	W13	W14	W15	W16	W17	W18	W19	W20	W21	W22	W23	W24	W25	W26	W27	W28	W29	W30	W31	W32
Blog Posts for Company Blog																																
Blog Posts for Guest Blogging																																
Article for LinkedIn Publishing																																
Press Release																																
Video Creation																																
Infographic Creation																																
Presentation for Seminar																																
Hand Outs for Seminar																																
Content Development for Webinar																																
Case Study																																
Whitepaper for Download																																

Weekly Editorial Calendar Sample

Week	Day	Topic	Assigned to	Status
1	Monday	Industry News review		
	Tuesday	Answering a Customer query in detail		
	Wednesday	Article based on Keyword Research		
	Thursday	Interview of an Influencer		
2	Monday	Curated content from top industry blogs		
	Tuesday	List of tools to resolve XYZ problem		
	Wednesday	Who to Follow on Twitter		
	Thursday	Interview of a vendor working with you		

Key messages for week for city/county:

Key events for week for city/county:

Week's budget for boosted content (in BF and green text, below):

	Monday	Tuesday	Wednesday	Thursday	Friday
Facebook	Post link to content from your blog/website with short update on week's theme	Share community event content	Post an interesting question to the community about theme	Create an original image-based post	Share humorous fun content (cartoon, meme, video, etc.)
Voice:		Share a promotional item, special offer, <u>freebie</u> .	Post a Facebook Live segment reporting on weekend's key events		Remind people to join mailing list and benefits they get if they do.
Instagram	Community image related to week's theme and/or events; hashtags should be:	Community image related to week's theme and/or events	Community image related to week's theme and/or events	Community image related to week's theme and/or events	Community image related to week's theme and/or events
Voice:					
Twitter	Retweet community content	Compose tweet linking to content from your blog or website	Compose tweet linking to content from your blog using an image, or link to community content	Compose tweet linking to content from your blog or the community	Retweet community content
Voice:	Share a promotional item, special offer, <u>freebie</u> .	Remind people to join your mailing list and the benefits they get if they do.		<u>#ThrowbackThursday - Participate by sharing old community photos, old fashion trends, historical landmarks from years gone by for engagement.*</u>	<u>#FF Follow Friday - Participate by thanking new followers in a tweet they're tagged in.*</u>

OTHER INFORMATION TO CONSIDER

- Who is on call for business hours, evenings, and weekends, for digital listening?
- How could your call center operators (or other city/county employees who are working second/third shifts be used for social/digital listening on weekends and after hours?
- During the day, week or month, when do communicators get a real break from social listening and content development? How can job sharing help here?
- Consider investment in social media management tools that help you curate and follow comments on the most important conversations to your community through AI and other metrics.
- If a crisis occurs and social media engagement will spike, who is on the team for helping? How are they trained throughout the year for being on a team? Do you have current contact information?

PARTS OF A SOCIAL MEDIA PLAN

- Goals, objectives, strategies, tactics
- **Goal:** To inform and entertain our community effectively through compelling social channels so that residents will use them as a primary source of information about the city or county every day and in emergencies.
- **Objectives:** To grow our followship on each account by XX% and to increase engagement in each platform by the following percentages, using 2019 as a baseline (see list of social platforms and metrics).
- **Strategies:** To select and use specific brand voices in each channel; to create compelling content using these voices; to **develop policies and editorial calendars**; to develop policies that guide content and interactions with empathy for audiences and content creators; to use local influencers to share our content.
- **Tactics:** Social media content shared through the lens of a brand voice.

WRITING USEFUL POLICIES

WHAT TO INCLUDE

- Behavior for employees acting on behalf of city/county.
- Behavior for employees on personal accounts when identified with city/county.
- Behavior for community members who are engaging on your accounts.
- Behavior for elected officials; roles of other city management team.
- Positive statements are better than consequence-based policies, but you may need to start with positive and include consequences at end.
- Names of accounts, how to access them (password holders and rules), who must be included in administrative roles, approval process for how to propose new social accounts, expectations for content quality and frequency on each account.
- Hours of operation, responsibilities for general monitoring, responsibilities for social listening and response during crisis.
- Legal and ethical standards that are relevant for each account, including considerations of privacy, defamation, and other issues.

CLEAR EXPECTATIONS

“In our signed documents, we have in writing ‘our agency will manage social platforms Monday to Friday, 8am to 6pm. Will respond to inquiries within 15 hours.’ We have that in writing which is why I don’t feel fatigued or resentful, because I think a lot of us have been in a spot where it is not.”

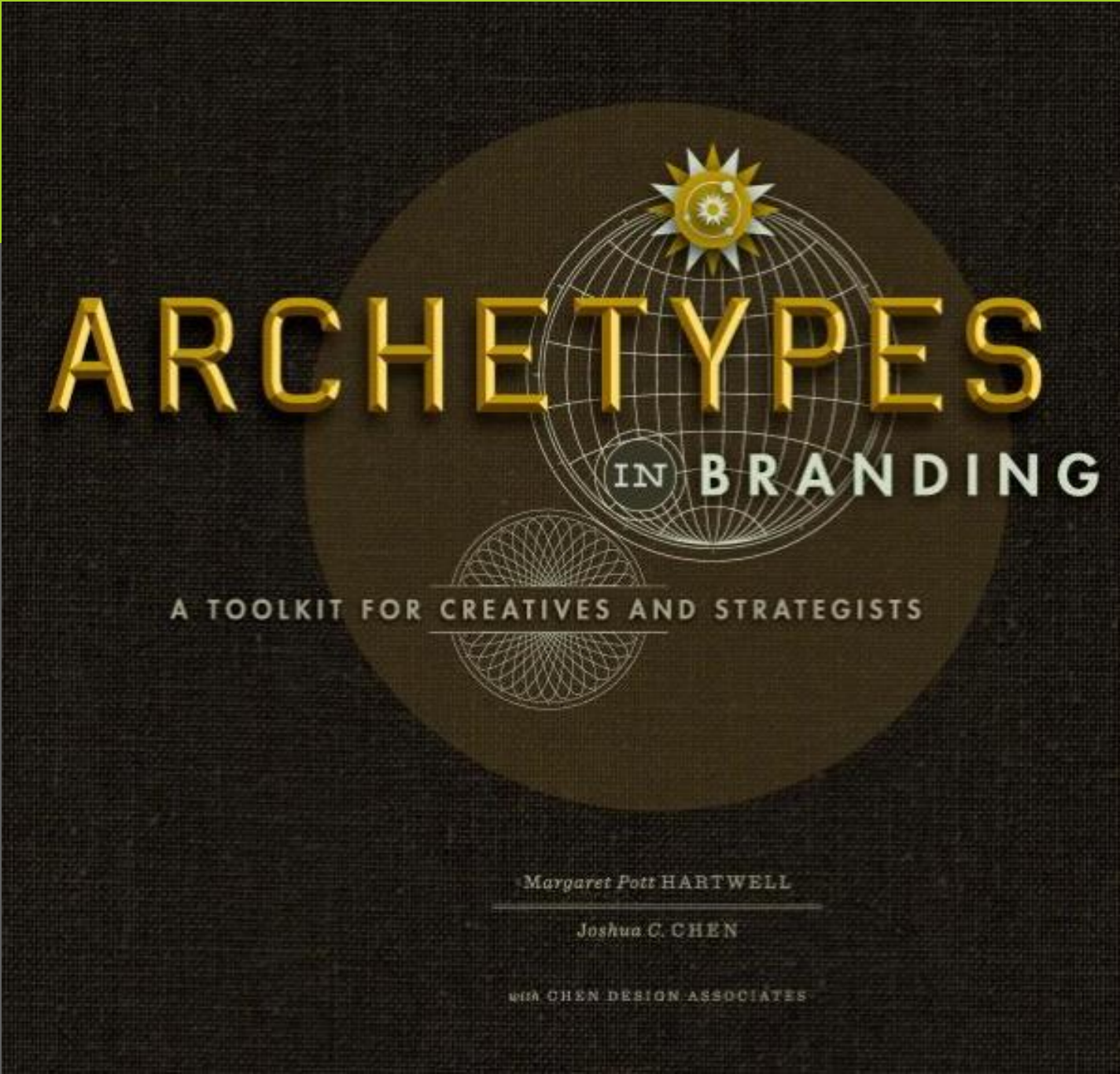
DEBRIEF



FINDING YOUR BRAND VOICE

LET'S REVIEW: PURPOSE OF CONTENT

- Connect with stakeholders
- Build loyalty
- Protect and polish reputation
- Entertain
- Educate
- Increase engagement
- Generate leads to new programs, partnerships, volunteers, donors, stakeholders
- Lower service costs, time on phone, time in meetings
- Provide thought leadership
- Open new potential to new groups of stakeholders



ARCHETYPES

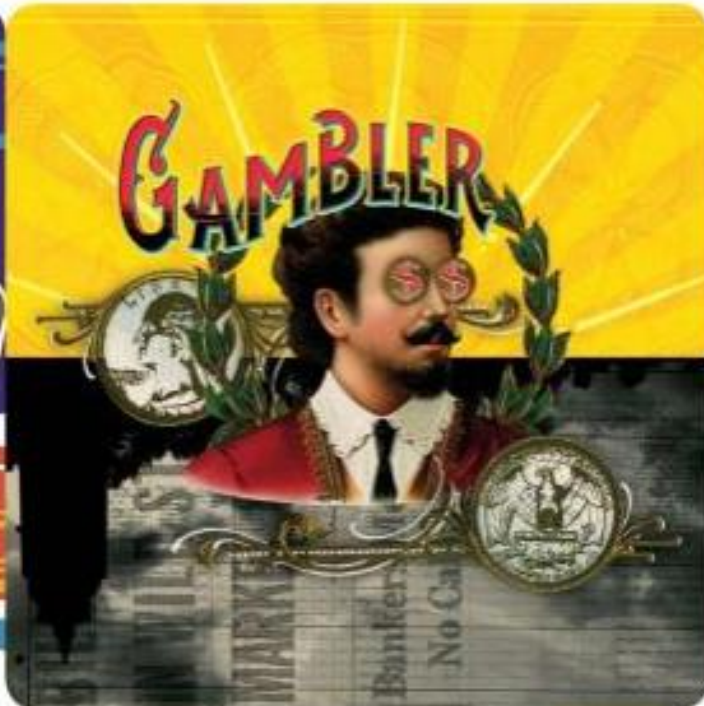
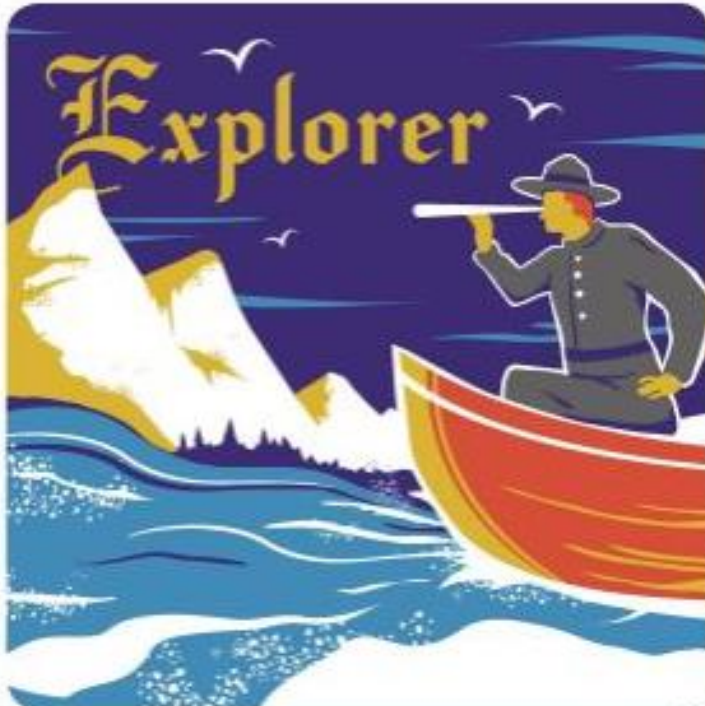
IN BRANDING

A TOOLKIT FOR CREATIVES AND STRATEGISTS

Margaret Pott HARTWELL

Joshua C. CHEN

WITH CHEN DESIGN ASSOCIATES



Archetype

ADVOCATE



ARCHETYPAL FAMILY
ADVOCATE
CITIZEN
EVERYMAN
NETWORKER
SERVANT

STRENGTHS

Energy, drive. Lifelong passion for championing the greater good and the rights of others. Ability to inspire others to action.

CHALLENGES

Temptation to work for causes primarily for personal gain rather than the greater good.

As a supporter and promoter of social change, **THE ADVOCATE** is compelled to transform social issues and empower people to use their voices for a cause that may be unpopular, obscured or that others don't want to address. The Advocate is dedicated to what Ram Dass calls "compassion in action." This archetype activates empowerment and change by bringing people on side, inspiring them to a greater calling and defending those who are not yet able to advocate for themselves.

Archetype

ACTIVIST



ARCHETYPAL FAMILY
ACTIVIST
GAMBLER
MAVERICK
REBEL
REFORMER

STRENGTHS

An intentional champion of a cause. Willingness to fight for beliefs.

CHALLENGES

Opposition for its own sake.

This archetype is defined by its intentional efforts to affect social, environmental, economic or political change. A champion of various causes, **THE ACTIVIST** seeks to persuade people to wake up and change their behavior. The Activist is motivated by wanting to do some good in the world and to radically transform the conventional order. Working within various areas of value to society, the Activist possesses a strong belief in the power of the collective.

FUNDAMENTAL Archetype

CITIZEN



ARCHETYPAL FAMILY
ADVOCATE
CITIZEN
EVERYMAN
NETWORKER
SERVANT

STRENGTHS

Stewardship. Altruism. Respect. Fairness. Accountability. Tendency to be a good listener and hard worker.

CHALLENGES

Righteousness. Apathy. Rebelliousness. Recklessness.

THE CITIZEN is driven by a deeply instilled sense of personal integrity, fairness, equity and responsibility to the community. This archetype's identity is shaped by the experience of being a peer rather than a subject or ruler. The Citizen believes in and works to manifest values that are higher than profit or individual gain. Meaning is found in the personal sense of alignment between beliefs and action. Seeing the value in the collective, the Citizen trusts in the inherent good of human beings to contribute positively to society.

Archetype

IDEALIST



ARCHETYPAL FAMILY
CHILD
DREAMER
IDEALIST
INNOCENT
MUSE

STRENGTHS

Belief in the possibility of positive change. Strong vision and work ethic toward the greatest common good. Cooperation and collaboration. Authenticity. Altruism. Self-confidence.

CHALLENGES

Conflict avoidance. Frustration. Tendency to view the world through rose-colored glasses.

THE IDEALIST is driven by the unshakable knowledge that a better world is possible, and it inspires others to seek it as well. Motivated by the concepts of harmony and peace, the Idealist is enthusiastic, altruistic, cooperative and respectful. This archetype takes great satisfaction in contributing to the well-being of others and is a catalyst for positive change. Deeply attached to personal authenticity, the Idealist places trust in intuition, values, personal ethics, diplomatic integration and mutuality.

FUNDAMENTAL ARCHETYPES & FAMILIES

- **Citizen**, advocate, everyman, networker, servant
- **Jester**, clown, entertainer, provocateur, shapeshifter
- **Creator**, artist, entrepreneur, storyteller, visionary

NATIONAL PARK SERVICE: A CASE STUDY

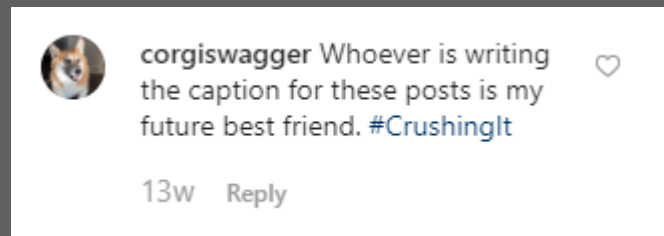
INSTAGRAM: NATIONAL PARK SERVICE

Entertainer: Playfulness. Ability to provide enjoyment and diversion for a passive audience.



HAVE FUN WHEN YOU CAN

Jester: Wicked humor. Originality. Irreverence. Present moment awareness. Facile social skills.



INFORMATIONAL: ALWAYS THE DEFAULT



Note: The informational post has one-third of the “likes” that the entertainer or jester posts garnered.

KEY QUESTIONS FOR YOU & YOUR TEAM

- One voice for your organization? (Boring, but useful. The American Airlines approach is “professional or business voice” at all times, in all channels.)
- Could you be a little more like Southwest Airlines? How could the archetypes help?
- Choosing several archetypes or a fundamental archetype for your city or county might work well. Then you may build a plan around this.
- One voice per social platform?
- One voice for all platforms?
- Or the National Park Service approach: Entertainer/jester and informational.



Fort Worth - Henry

January 15 at 10:48am · 🌟

I love treats! I'll take them anyway I can get them, any day, any time, any where!



659 Views

Like · Comment · Share · 👍 59 💬 9 ➡️ 1



Fort Worth - Henry

January 7 at 8:20pm · 🌟

Here they go again, naming adorable puppies after me! Henry the Beagle, just found his forever home. His new Mom has been searching for about a month and said Henry choose them! The family is super excited about their new addition!



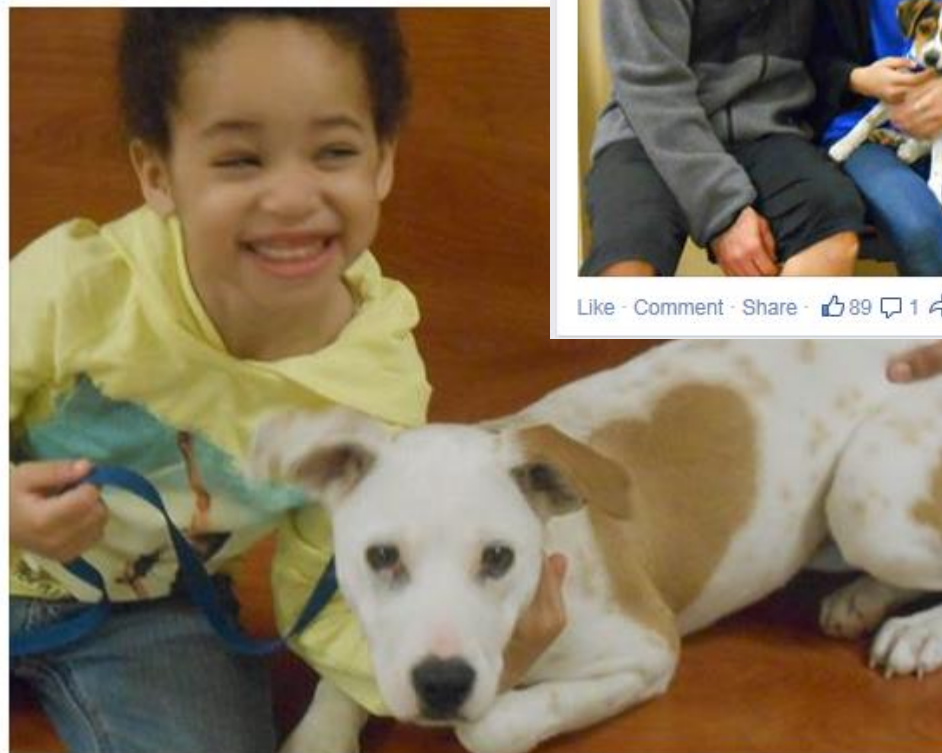
Like · Comment · Share · 👍 89 💬 1 ➡️ 1



Fort Worth - Henry

January 12 at 8:21am · 🌟

Ashton got his wish this weekend, his mom! It's the start of a beautiful friendship!



Like · Comment · Share · 👍 56 💬 2 ➡️ 1

FLO, THE PROGRESSIVE "GIRL"

Flo, the Progressive Girl
September 8 at 6:45pm · 🌐

Add a little flair to your gameday look. #GridIronGlitter



7K Views

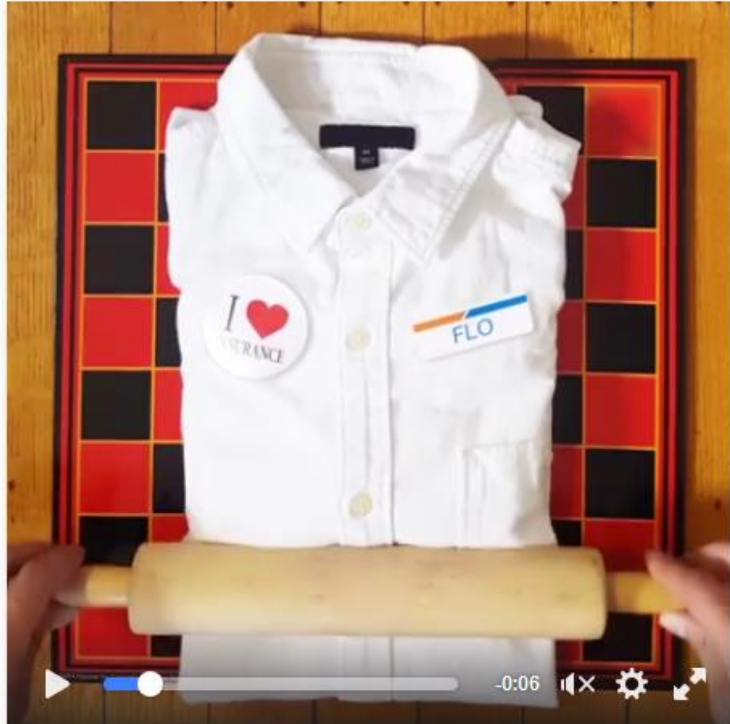
👍 Like 💬 Comment ➦ Share

👍 🤔 🥰 201 Top Comments ▾

33 shares

Flo, the Progressive Girl
September 30 at 11:20am · 🌐

Voila! A perfect flannel shirt just in time for fall. #FloHack
#FlannelFriday



5 👍 🤔 🥰 70 5 Comments 2 Shares 6.4K Views ▾

DEBRIEF & QUESTIONS

JOIN US FOR PROFESSIONAL CERTIFICATION AT TCU



The Certified Public Communicator™ program at TCU is a post-baccalaureate, graduate-level residential program for communicators working in school districts, cities, counties, and other public-sector agencies. We are registering for summer 2020 and summer 2021.

More information at
certifiedpubliccommunicator.org.