



St. Tammany Commission on Families

Getting Your Message to Soar: Developing Your Social Media Flight Plan”

Our Intentional Journey to Marketing Success

Today, we will focus on...

- Identifying the PURPOSE of your organization's Social Media Asset(s)
- Developing a consistent messaging system for remainder of 2017
- Executing your Social Media program for flight

Introductions: Social Media wants to know...

WHO ARE YOU?

Name : Eddie Brown Jr.

Organization/Business/Agency:

Brown Public Relations (full service Marketing + PR+ Advertising Agency)

Your Role within Org

Principal (Lead Strategist)

The (1) App I can NOT live without is:



My "First-World" problem is that I can't live without: WIKIPEDIA

Introductions: Social Media wants to know...

WHO ARE YOU

Name

Organization/Business/Agency

Your Role within Org

The (1) App I can NOT live without is _____

My "First-World" problem is that I can't live without (name of your favorite website)

Social Media = Intentional Journey (Similar to a Flight!)



Various Type of
Flights

Flight
Departure/ Arrivals

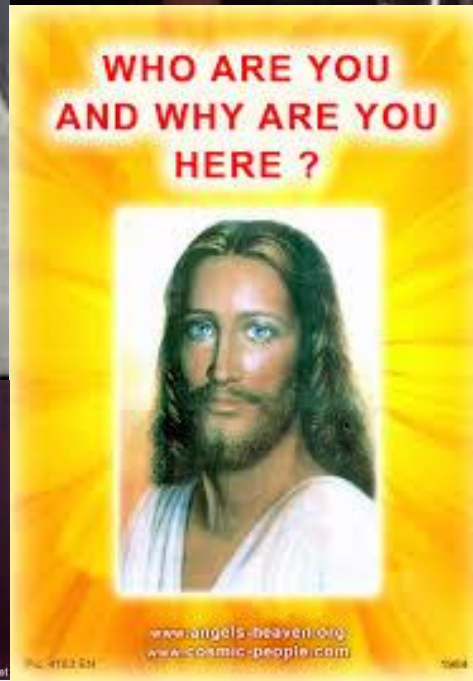
Surveys
Feedback
& POINTS



Identifying the Purpose
“Why are you here?”

**WHO ARE YOU?
WHY ARE YOU
HERE?**

Why ARE YOU HERE...on Social Media?



Identifying Your Orgs Social Media Purpose

Types of Flights

- Regional Air Carriers
- Major Air Carriers
- Cargo Carriers
- Charter Airlines
- Helicopters
- Military Aircraft

Identifying Your Orgs Social Media Purpose

Awareness

- Captures the current conversation, sentiment, conflict or issue at-hand
- “Spirit of the times” in your civic or professional community
- Commissioned to keep alive **events** and **people** (enfamous/infamous)
- Public favor and fervor usually indicate who/what is prominent?
- Something OLD made NEW

Identifying Your Orgs Social Media Purpose

Education | Credibility | Expertise | Advocacy

- Provide information to your clients, partners, patients, community, professional group;
- Shine light on a epidemic, business trend, political policy or social issue?
- Provide often overlooked insight into disparities, stigmas, victimization, inequities, unfortunate occurrences and other societal ills that may affect people, places, and things
- Establish your staff or leadership as experts, or credible voices on specialized subject matter

Identifying Your Orgs Social Media Purpose

Fundraising | Call-to-Action

- Secure Donors
- Recruit Volunteers
- Develop Supporters
- Aggregate public sentiment (complaints/support)

Community Institution | Community Building | Resource Agency

- Provide Emotional, Mental, Social, Religious-Spiritual Support
- Provide soft- and hard-skills
- Develop under-represented groups; workforce development

Plan Development: Identifying Your Orgs Social Media Purpose

Purpose List (not exhaustive)

- **Awareness**
- **Education/Credibility/Expertise**
- **Advocacy**
- **Fundraising**
- **Call-to-Action**
- **Community Institution**
- **Community Building/Resource Agency**

Action Item A-1:

List at least (3) reasons why your organization exists, in general. Consider your agency's stated mission- not the current work. Then prioritize why your organization exists (should exist) as a social media "channel" or profile.

Action Item A-2:

In the next (3) months (Oct.1-Dec30) what opportunities will exist to communicate from the Purpose List?

If yes, what is/are the opportunity(ies) and why are they relevant?

Action Item A-3:

What social media assets does your organization currently possess?

Please take no more than 15 minutes!



Developing a consistent messaging system for remainder of 2017

Developing a consistent messaging system

Traditional Communications Systems

Television

- TV News (Local/National)
- TV Commercials

Radio

- Radio Shows (Local, Regional)
- Radio Commercials

Print

- News Story (Local- National)
- Calendar Briefing
- Newspaper Advertisement
- Magazines, Yellow Pages, Newsletters, Community Sources

W-O-M

- Pulpit/Pews Announcements
- Satisfied Customers, Clients
- Friend-of-a-Friend
- Family/Neighbors

Developing a consistent messaging system

If it's
Digital...
It can be
SOCIAL!

Web

- TV-affiliate's website- with "soft" and "hard" news (LINK)
- Blogs, Websites made for ANY topic/interest
- Daily News Paper Online collection

Radio

- Internet Radio Show (Local, Regional) hosts are always on the hunt for guests

Apps

- Create your own app to mobilize your community
- Self-publish your news on Social Media Channels
- Increase Digital W-O-M through reviews, users, donors, volunteers
- Digital W-O-M = "shares", "likes", "Mentions", and "retweets"

E-mail

- Maintain engagement with clients, customers, supporters via email campaigns (Mailchimp, Constant Contact)
- Asks Friend-of-a-Friend to send your communications to their networks
- Measure your engagement with built-in analytics

Developing a consistent messaging system

The PESO MODEL

- Messaging (Media, Marketing, PR) opportunities at your brand's or organization's disposal
- Each element works singularly, but most effective when integrated (synergy)



PAID

Radio/TV/Print Ads, Billboards, Banner Ads

- Any exchange of money for distribution, whether an ad or content

Earned

News story, Mention, Testimonial, Oprah's Favorite Things!

- Trading valuable content for an established authority's audience

SHARED

Retweet, Email Forward, Share on Facebook

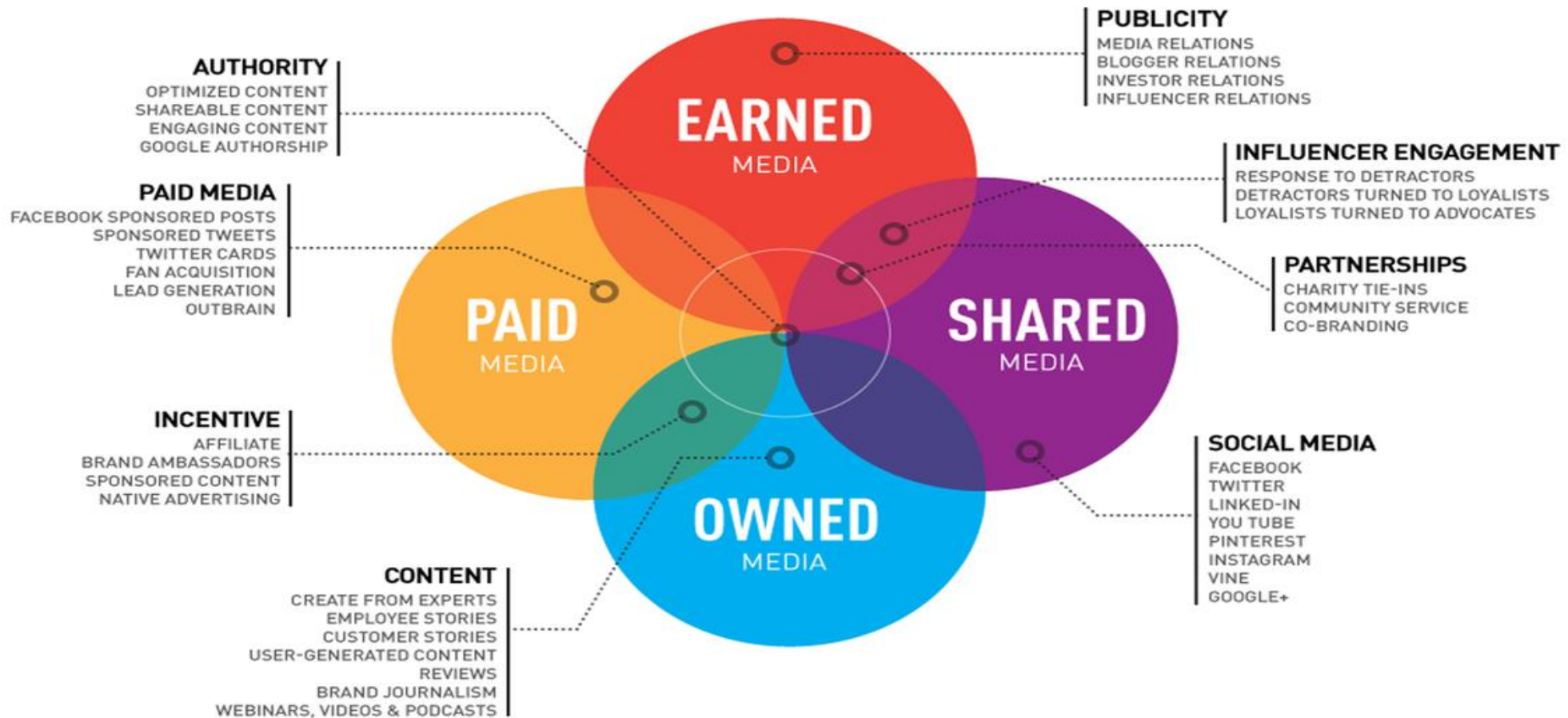
- Highlighting content through your own audience

Owned

Article, Press Release, Mention, Testimonial, Op-Ed

- Distributing your own content to your own audience

Developing a consistent messaging system



Model developed by Gini Dietrich

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Developing a Consistent Message for the Remainder of 2017

Developing a Consistent Message for the Year

Destination and Timing for Your Messages

- Avoid the “Just Get it Out There” approach
- Like any flight, your message should have an expected “departure” AND “arrival”
- Communicate with the PESO Model in mind.

Developing a Consistent Message for the Year

What is your Message?

* Your message can be a reiteration of your Mission, Vision, Goals- but in very simple, conversational terms.

Who needs to hear/receive your Message?

* Target Audiences are the segmented groups of people (targeted) people who will at some point interact with your message. These targeted people make up your audience(s) and require the same message to be delivered in different ways- and at different times.

SCENARIO

Organization: Hospital for Veterans
Message: We are Hiring Dr. OZ!

Targeted Audiences

Patients (Veterans)
Doctors
Nurses
Medical Support Staff
Non-Medical Support Staff
Visitors
Vendors
Contractors

Board Members
Executives
Managers
Military Reps/Liaisons
Auditors
Regulators/Compliance
Personnel
Job Candidates
Facilities Management/Staff

State Politicians
Local Council Members
Chambers of Commerce
Investors
Stakeholders
Insurance Company
Economic Development Reps
COMMUNITY

SCENARIO

Organization: Hospital for Veterans
Message: We are Hiring Dr. OZ!

Targeted Audiences | Segmented

Community Interest

State Politicians
Local Council Members
Chambers of Commerce
Job Candidates
COMMUNITY

Leadership/Stakeholders

Board Members
Executives
Managers
Military Reps/Liaisons
Auditors
Regulators/Compliance
Facilities Management/Staff
Donors
Investors

Internal/Employee

Patients (Veterans)
Doctors
Nurses
Medical Support Staff
Personnel/Support Staff
Visitors
Vendors
Volunteers

Plan Development

Action Item C-1

Organization:
Message:

Your Organization
Your Message from Action Item A-2

Targeted Audiences | Segments | Groups

Community Groups

- 1.
- 2.
- 3.
- 4.
- 5.

Leadership/Stakeholders

- 1.
- 2.
- 3.
- 4.
- 5.

Internal/Employee

- 1.
- 2.
- 3.
- 4.
- 5.

Please take no more than 15 minutes!

Developing a Consistent Message

The way (PR, Marketing) we communicate to these audiences will be different.

In the example, Dr. Oz joining the Hospital for Veterans will mean prominence and a better position to approach investors, or state legislatures for the CEO.

The employee, might experience an increase in visitors or fans searching for an autograph.

Veteran Patients will be excited and proud to know their hospital has the ability to recruit such talent.

Plan and Execute type of Flight, Departure, Arrival

Target Group	Message/Event	Planned/Desired "Mode of Flight"	Paid Media	Earned Media	Shared Media	Owned Media	TimeFrame
Community	"Dr. Oz is Hired!"	News Story, Town Hall Meeting, Radio Interviews, TV Commercial, Twitter, Facebook	Yes	KALB TV	Share KALB's Link Twitter/Facebook	Post KALB interview to our Website	May 8
Leader/Stakeholders	"Dr. Oz is Hired!"	Board/Staff Meeting, Company Website, Quarterly Conference Call	No	No	No	Our Website, Conf. Call Line	May 1
Internal/Employee	"Dr. Oz is Hired!"	Company Email, staff meeting, Breakroom flier/bulletins, Internal News structure	No	No	No	Company Email, Bulletin Boards, Mailouts	May 7

Plan Development: Create Your “Flight Plan”

Action Item D-1

Use Action Items C-1, A-2, and your organization’s desired PESO Model to develop your organization’s “Flight Plan” through July 30

Target Group	Message/Event	Planned/Desired "Mode of Flight"	(P)aid Media	(E)arned Media	(S)hared Media	(O)wned Media	TimeFrame
Action Item C-1	Action Item A-2	What is the best or most credible way for this message to take "flight"? See Action Item B-1	B-2	B-2	B-2	B-2	June 15
Action Item C-1	Action Item A-2	Action Item B-1	B-2	B-2	B-2	B-2	June 28
Action Item C-1	Action Item A-2	Action Item B-1	B-2	B-2	B-2	B-2	July 20

Please take no more than 15 minutes!

Plan Development: Developing a Consistent Message

Once you've completed Action Item D-1, begin planning the next 3 months, 6 months, and so forth.

Determine how annual (TIMELY) events affect your organization:

August 1-31

Back-to-School, National Eye Exam Month, National Friendship Week
Senior Citizens Day, Women's Equality Day, FOOTBALL RETURNS!

September 1- 30

Grandparents Day, Fall Begins, Classical Music Month
Hispanic Heritage Month, Read a Book Day, POW/MIA Recognition

October 1-31

Columbus Day, National Bosses Day, United Nations Day, Halloween,
Halloween Alternatives, Breast Cancer Awareness, Clergy Appreciation



Evaluation and Measurement

Evaluation and Measurement

- We are in the age of “Big Data” and an *over-analysis* of analysis- often learning nothing about the audiences that our Mission Statements direct us to serve.
- Beware of being concerned solely by the numbers (quantifying) as a result of your outreach. Save this report/tracking for your funders, donors or CEOs.
- Your Messaging Evaluation should provide new direction, or confirm *what, to whom, and how* future messages should “depart” and “arrive”
- The purpose of your Message Evaluation/Measurement is to articulate your organization’s message, change behaviors, thoughts, and perspectives about your organization, and gain solid **insight** about the people who ultimately affect or support your organization.
- End-user **Insight** is the most valuable currency your organization can have.

Evaluation and Measurement

Evaluation

PAID

What Paid channels did you use?

- How did these outlets perform? Did more people attend? Did donations increase over last year?

Earned

News story, Mention, Testimonial, Oprah's Favorite Things!

- Did these mentions provide us prominence or popularity? How did we leverage this publicity?

SHARED

Retweet, Email Forward, Share on Facebook

- Did our social media reach grow or expand because we shared or engaged in conversations? How much is Retweet worth to us?

Owned

Article, Press Release, Mention, Testimonial, Op-Ed

Has the *quality* of our owned media resources increased over the last 3-, 6-, 12-months? Are we communicating the same message?

Gain Insight

200 donations were secured after the robo-call campaign. End users prefer short, digital messages?

News story has helped in the recruitment of more volunteers and another caliber of board members

An increase in Facebook Likes has led to more website traffic- but no donations or volunteers.

We have received more news coverage since we have been updating our News Section on the website.

Evaluation and Measurement

Insights tell us-

Who our audience *really* is...

Where our audience seeks or “pulls” info about the organization...

When is the best time to share messages with our audience...

What the audience does with our message once received....

Why our audience chooses to share, retweet, like, or forward our messages...

How our audience “feels” and the extent to which they “believe in” our services, products, mission...

Finally, know what’s important to your organization. Which would you consider a success:




A story about how your message saved someone’s life or an increase in Facebook likes (1,000) over last month?

Q & A

Individual PR & Marketing Plan Assistance



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