



Public Affairs Practice

Social Media Campaigning

Steve Jacobs, Vice President of Digital



Agenda

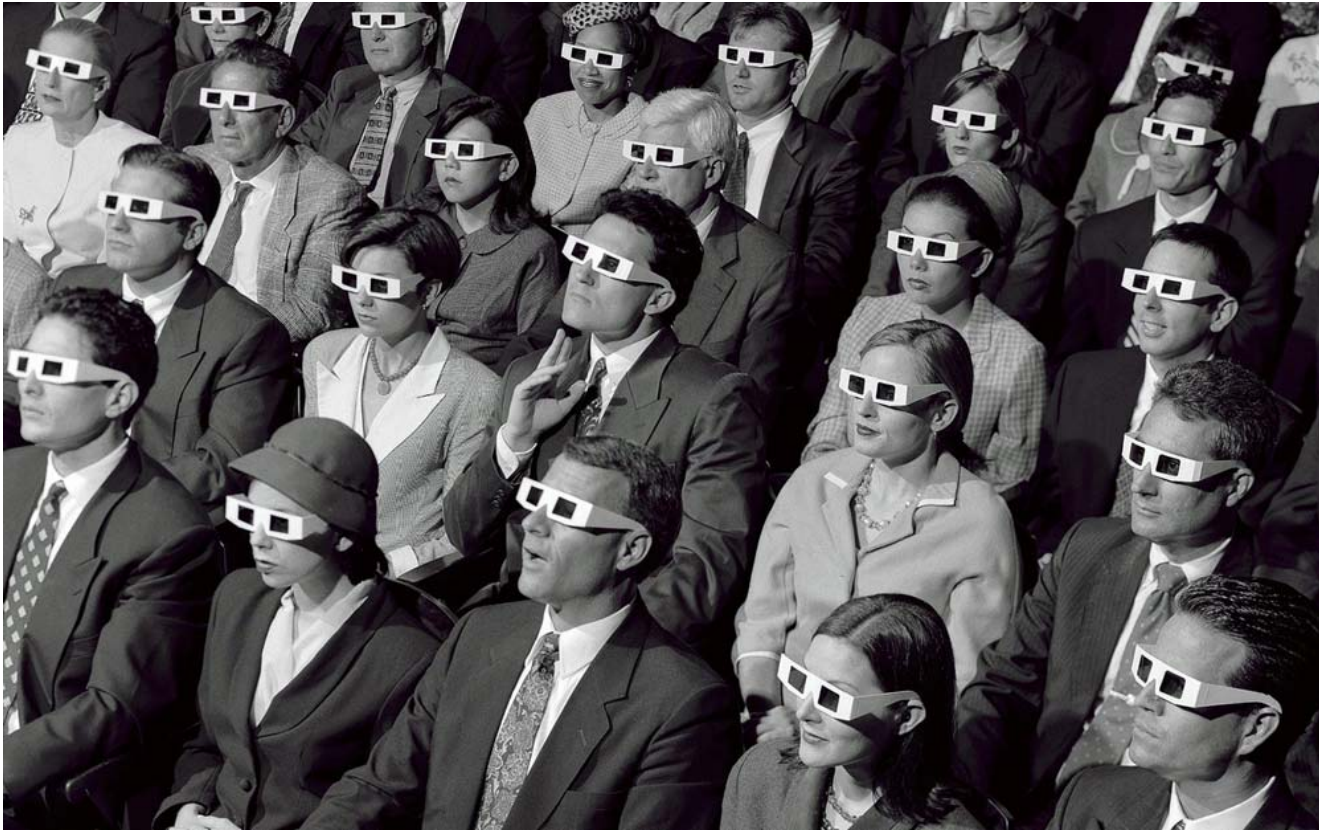
1. Two Audiences
2. Cocktail Party Rules
3. Channel Strategy
4. Architecture of an Announcement
 - Primary Content
 - Supporting Content
5. An example
6. Q&A

Social Media Strategy



First Audience

The People Who Already Follow You



Second Audience

The People Who Follow Your First Audience



SOCIAL MEDIA GOAL

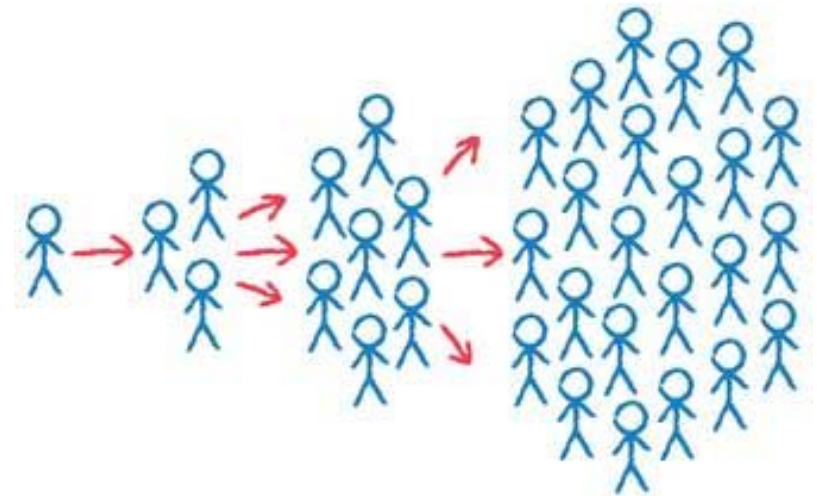
INSPIRE THE FIRST AUDIENCE
TO SHARE YOUR CONTENT WITH THE
SECOND AUDIENCE



The Big Picture: Make It Worth Sharing

Convert your current audience into your evangelists by giving them something that they're proud to share.

Post engaging content that your audience will want to like, comment on, and, most importantly, share with their networks on social media so you'll reach a previously untapped audience.



How Do You Do That?



Be True to the Platform



Social Media Isn't



Social Media Is



The Rules of a Cocktail Party

Don't Be a Blowhard

You Have to Let Other People Talk



Don't Only Talk About Yourself

You're Probably Not That Interesting



Listen (and Laugh) As Much as You Speak

You Might Learn Something



Social Media Cocktail Party

Respond to and Amplify the Voices of Others

It Shows That You're Part of the Conversation



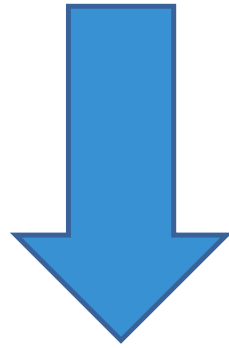
Don't Make Every Meme or Trend About You Because You Will Fail



Speak to Your Audience's Interests

Your Interests Don't Matter

**MEET THE
PEOPLE**



WHERE THEY ARE

Speak to Your Audience's Interests

Doing It Wrong



Following

Beep announces expanded breastfeeding initiative - homereporter.com/beep-announces

...

RETWEET

1



3:16 PM - 9 May 2016



Santa Monica Spoke
@SMSpoke



Follow

We need support for our Local SM Spoke Climate Riders by Friday! Can you Donate? smspoke.org/?p=18562 @LACBC @ClimateRide #BikeSM



Need Support for our Local Climate Riders by Friday!

Can you Support our Local Santa Monica Spoke / Team LACBC Climate Riders?

smspoke.org

RETWEET

1



2:03 PM - 9 May 2016



Speak to Your Audience's Interests

Doing It Right



Int'l Criminal Court
@IntlCrimCourt



Follow

Are you a university student interested in a more just world? This one's for you icc-cpi.int/get-involved/p ...



Academics, students and the ICC

RETWEETS

43

LIKES

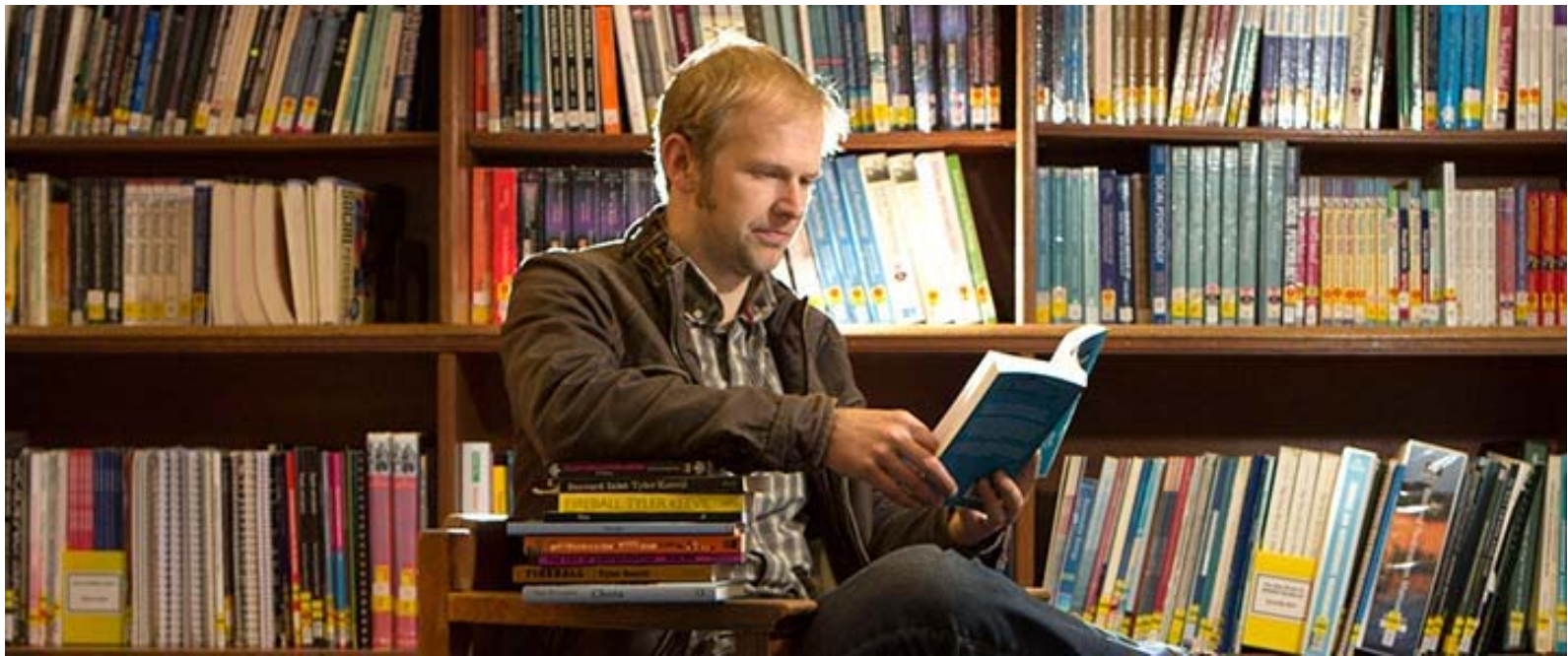
59



6:23 AM - 9 May 2016

Writing for Social Media:

You're Not Writing For This Person



Writing for Social Media:

You're Writing For This Person



Writing for Social Media:

Write For the Distracted Audience

- As much as possible, keep your content visual, short, and punchy.
- Ask yourself if you'd be proud to share this content on your personal accounts with the people you know. If the answer is no, you may want to rethink your plan.
- Avoid jargon — even if your followers know what it means, their followers (your goal audience) may not.

Channel Strategy

Not All Social Channels Are Created Equal

The Importance of Channel-Specific Strategies

SOCIAL MEDIA EXPLAINED	
Twitter	I am eating a #donut
Facebook	I like donuts
LinkedIn	My skills include donut eating
Instagram	Here's a vintage photo of my donut
Snapchat	Donut selfie!
Pinterest	Here's a donut recipe
Spotify	Now listening to "Donuts"



Architecture of an Announcement



SUPPORTING CONTENT

1. TWITTER
2. FACEBOOK
3. INSTAGRAM



An Example Announcement

A Supporting Network of Content

Primary Content		Supporting Content	
Video	Produce launch video in multiple iterations and lengths. Include on-screen text for social media versions!	Twitter	Regular posts throughout the day linking to the video, the landing page, and featuring easily shareable explainer graphics. In subsequent days to a Twitter Chat about the announcement.
Site Updates	Create a landing page to host the video and the accompanying call to action. Set up a lightbox that also hosts the video and call to action. Add a hero item pointing to the landing page.	Facebook	Only one post per day, the first being the video uploaded directly to Facebook with subtitles and other on-screen text. Follow up on subsequent days with photos and links to the Medium piece and also a Facebook Q&A.
Long Reads	Post a longer text piece on Medium and, if you have an email list, reformat it for a campaign email as well.	Instagram	Photos and short videos that provide a behind-the-scenes perspective on the announcement. Update the bio link to point people to the Medium piece and the landing page.

Q&A

Contact Info:

steve.jacobs@edelman.com
@snjacobs