Just Say No to Aimlessness!
Strategic Leveraging of Social Media Content

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• Don’t be an afterthought – have your social media presence everywhere.
• Link social media strategy with the organizational strategy.
How to Get Taken Seriously

What are you all about?
Who are your key stakeholders?
Do people understand you?
Show your value!
At the Starting Line…

- Figure things out as you go along
- If at first you don’t succeed, try, try again
How much more can you do?

How to balance more work?
When to ask for more help?
How to handle the workload growth?
Can you/should you change your job title?
Customize Your Strategy

Don’t send the same message to all channels of social media. All social media channels draw different crowds with “distinct psychologies.”

Learn who your audience is on each site.

Create tangible goals

S.M.A.R.T. Goals
Tie goals into your organization’s overall or yearly strategy and mission
Share with senior management
…and intangible goals

Anecdotes and comments
When Measuring Goals

Tools
Focus on outcomes – and correlations
Use anecdotes to highlight results – not as part of the results
Publish metrics regularly – and distribute to key stakeholders

Influence Upwards

What is an influencer?
Who are the key influencers?
How do you influence targeted individuals?
What is Worthy of Sharing?
Social media is a conversation – NOT a monologue.

Don’t try to control the conversation – listen. A lot. Follow key influencers.
RT. Share. Friend. Like. Don’t be marketing-y. Don’t listen to your marketing dept.

Don’t censor. Disagreement is interaction! Interaction is at the heart of social media.
How to Increase Engagement

Follow back/Friend

Respond to RTs, mentions, favorites, DMs, shares, comments

Ask questions

Solicit advice – even from those who oppose you

Call to action – ask for RTs, ask for support, for shares
You Can’t Do It All

Form a social media team.
Learn the differences between different types of social media – different things work for different orgs.
Different types of social media work for different populations – learn what works for you, and learn which ones to focus on growing.
Focus on the most important social network – and your most important campaigns/goals
Be Flexible

Watch and listen –
But don’t wait too long!
Try new things
Ask for help
Sharing Is Not Always Caring

Don’t overshare.
Don’t say the same thing a million times.
Marketing vs. Social Media

Don’t let your Marketing Department take over.

Don’t fight your Marketing Department – work with them.

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Time Is of the Essence

Time your sharing appropriately
Respond quickly and personally
Scheduled posts – use wisely
Mistakes Are Learning Opportunities

Don’t be afraid to fail
When you do fail, what did you learn from it?
Following the wrong person…
Learn who your audience is – and what they want. Make sure your organization is part of your audience. Link to staff in comments and Tweets – if they approve. Use social media at your organization’s events.
It’s Never Too Late to Keep Learning

Younger generations – and older generations

Ragan
Workshops
Webinars

Where do you learn?
Questions?

I’ll try to offer some answers!