

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

Cheryl Kathleen Yanek
Senior Associate Librarian

Special Library
Association 2013

Social Media and Your Organization



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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



Joseph Carrabis, "[Ten Fatal Flaws in Social Media Campaigns.](#)" *Ragan* (April 15, 2013).

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

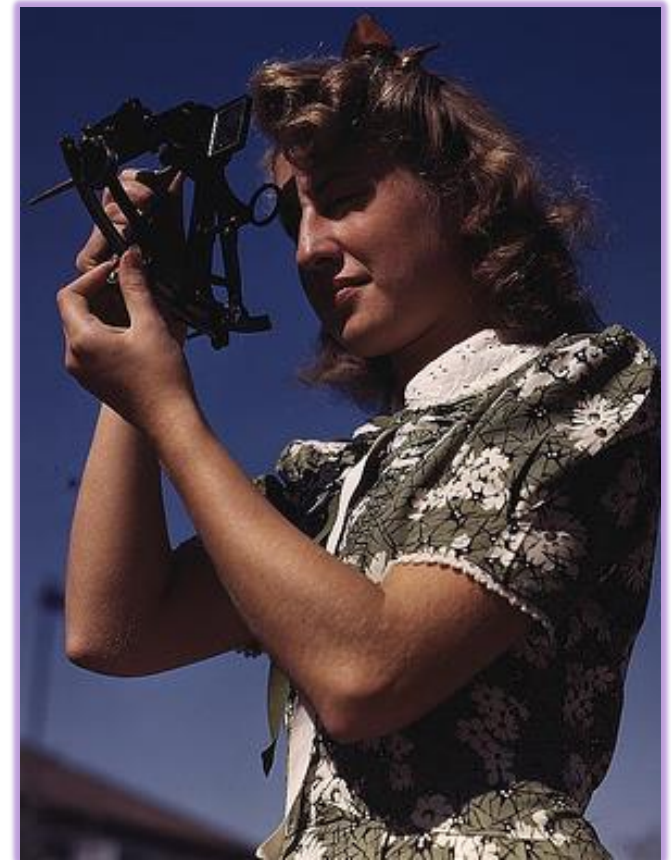


Tools

Focus on outcomes – and correlations

Use anecdotes to highlight results – not as part of the results

Publish metrics regularly – and distribute to key stakeholders



Alfred Palmer, "[Learning..](#)" (Library of Congress, 1943).

Influence Upwards



What is an influencer?

Who are the key influencers?

How do you influence targeted individuals?

What is Worthy of Sharing?



It's Not Just About You



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.

Time Is of the Essence



- Time your sharing appropriately
- Respond quickly and personally
- Scheduled posts – use wisely



Mistakes Are Learning Opportunities



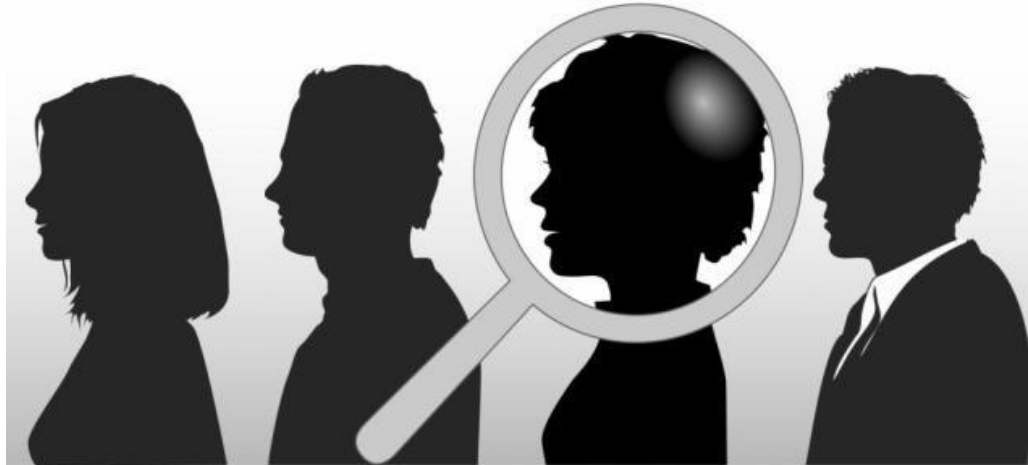
Don't be afraid to fail

When you do fail, what did you learn from it?

Following the wrong person...



How to Connect Your Audience with Your Organization



- 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!



<http://www.slideshare.net/cherylyanek/just-say-no-to-aimlessness-sla-2013cherylyanek052913slideshare-version>

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Yanek
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cyanek@catalyst.org

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