

Managing Social Media Without Getting Swamped

(Presentation by Pat Kight, Oregon Sea Grant, for Sea Grant Week 2014 Social Media Workshop)

Notes:

Slide 1:

- We feel pressured to use social media, but we aren't sure what it's good for
- We aren't sure our stakeholders are using social media, or how to find them if they are
- We worry about crossing our personal & professional “streams”
- We don't know how to evaluate/count this as a work activity – where are the metrics?
- No. 1 reason: We don't have TIME.

Slide 2:

- We're all busy people.
- When we add a new task, that doesn't necessarily mean we get to drop an old one
- How can we justify taking time for social media?
- Why should we bother?
- How will we know if we're succeeding?

Slide 3: If you want to catch fish, go where the fish are

According to the latest Pew Research center numbers,

- 74% of all Internet users in the US use one or more social networking site
- It's not just the young. While 89% of those 18-29 reported using social media, nearly half of those over 65 did, too.
- 79% of people in the highest income bracket said they use social media – but so do 78% of those in the lowest.

(Source: <http://www.pewinternet.org/>)

Slide 4:

Using teams to spread the load

- OSG example: One post broadcast several places by several people.
- Other possibilities: Subject expert writes a blog; communicators boost the signal
- Group blog/FB page: Different people responsible for content, on a schedule. 7 people making one post a week looks like an active blog.
- Others?

Slide 5: Social Media management tools (see list on next page for examples)

Tools for managing social media

Product	Purpose	Source	Features	Cost
Social media management				
Hootsuite	Manage multiple social media streams from one dashboard, sharable with teams	https://hootsuite.com	<ul style="list-style-type: none"> * Works with Twitter, Facebook, Google+, LinkedIn, Instagram, Pinterest & more * Schedule posts in advance * Target posts to user location, language, demographic 	Free (single user, manage up to 3 social profiles) * Pro - \$9.99/month (Up to 100 social profiles, up to 9 managers,
Tweetdeck	Real-time tracking, organising & engagement data for one or more Twitter accounts	https://tweetdeck.twitter.com/	<ul style="list-style-type: none"> * Schedule posts in advance * Monitor how your followers are engaging with your Tweets * Create custom Twitter timelines and embed them in your Website 	Free
Sprout Social	Monitor and manager multiple social networks through a single dashbord. Similar to Hootsuite	http://sproutsocial.com/	<ul style="list-style-type: none"> * Works with Facebook, Twitter, LinkedIn, Google+ (Pages only) 	Free trial; subscriptions range from \$39-\$99/month
Buffer	Simple tool for scheduling posts among multiple social media accounts (Facebook, Twitter, Linked In, Google+	http://bufferapp.com/		Free for up to 2 profiles; \$10/month for up to 12
Social Flow	Schedule your FB, Twitter, Google+ and LinkedIn posts at the right time for your audience, based on their research and algorithms	http://www.socialflow.com		Flexible plans beginning around \$99/month
Everypost	iOS app allows you to simultaneously post to all your major networks at one time, from your iPhone. Tweets automatically shortened to 140 characters	https://itunes.apple.com/us/app/everypost-i		Free
Usage analysis:				
Google Analytics	Robust tool for analyzing visitor traffic and preferences	http://www.google.com/analytics/	<ul style="list-style-type: none"> Audience data: * Demographics * What they read * How they got there * What devices they use * Report creation 	Free (Premium version for corporate customers costs \$150,000!)
Visual.ly	Custom infographics based on your Google Analytics data allow you to visualize how your followers use your Twitter feed, Facebook page, etc. Similar visual analysis is available for Google Analytics	https://create.visual.ly/	Audience demographics, behavior and engagement with your account	Some services are free
Crowdbooster	Sophisticated visitor analytics and topical analyses	http://crowdbooster.com/	<ul style="list-style-type: none"> * Visual user data with ability to drill down through categories * Audience growth and engagement tracking * Identify your top fans/followers * Schedule Tweets. Posts 	\$9/month 1 user, 1 Twitter account, 1 Facebook page; monitors up to 50,000 fans/followers. More complex plans from \$49/month up
Social Mention	Specialized search tool allows instant tracking of all social media mentions of your organization, people, topics of interest	http://socialmention.com/		Free
Ow.ly	Twitter-based link shrinker, offers tracking & analytics to help you gauge the reach of your link shares.	http://ow.ly/url/shorten-url		Free
Bit.y	Not just for link-shrinking any more. Set up a free account, login, and receive real-time analytics on the use of your custom URLs, click-tracking and other data.	http://www.socialflow.com		Free
More tools lists from various social media blogs & Websites				
	http://www.searchenginejournal.com/top-10-tools-managing-social-media-accounts/87843/			
	http://blog.visual.ly/15-tools-every-social-media-manager-should-use/	(on the visual.ly site, so somewhat biased toward those products)		
	http://dashburst.com/best-social-media-management-tools/			
	http://www.convinceandconvert.com/social-media-tools/the-39-social-media-tools-ill-use-today/			