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strategic consulting

SOCIAL MEDIA AND MEMBERSHIP ORGANISATIONS

1. People are interested in people. Put positive member experience testimonials everywhere – not just on member pages – think emails, every webpage etc
2. Conversation not targeting. Social media opens up the opportunity to have a conversation rather than just sending out information to members. Ask them questions, their opinions, challenges, issues etc. Engaging leads to trust and trust leads to retention.
3. To get buy in from management don't forget the analytical tools attached to social media. Showing your boss that you got 50 visits on an obscure webpage in one day really makes people sit up.
4. Know what's hot in your industry. Search your members social media channels to get a better understanding of what makes them tick – so you can service them better.
5. Get the channel right. Don't just leap to create a [Facebook](#) page. It might not be right for your members to access. Think very carefully about your communication objectives and audiences and then pick the best channel from there. Most likely Facebook, LinkedIn or Twitter.
6. If you don't use it, scrap it. There's nothing worse than clicking onto a membership organisations Twitter account and finding 4 [tweets](#) from four months ago. It's bad for your brand and damages your reputation. Think about why you're not using it and make changes.
7. Piggy back on trends. For example if your audience are interested in the [#berlinerphilharmoniker](#) talk and tag your social media presence on this hot topic to reach more potential members.

FACEBOOK TIPS

FACEBOOK FAN PAGE

A Page is a place to house all the pertinent information about your company. They're so useful because you can include everything that relates to your business in one place with a built-in potential audience:

- Overview of company
- Website and contact info
- Press releases
- Videos
- Blog RSS
- Twitter updates
- Company news and status
- Customer interaction

Manage Your Profile

1. Fill out your profile.
2. Establish a [business account](#) if you don't already have one. (preferably gmail so that you have the potential to use YOUTUBE)
3. Read the [Facebook rules](#) regarding business accounts.
4. Install appropriate [applications](#) to integrate feeds from your blog and other social media accounts into your Facebook profile.
5. Add basic information to the group or fan page such as links to company site, newsletter subscription information and newsletter archives.
6. Post upcoming events including webinars, conferences and other programs where you or someone from your company will be present.
7. Update your group or fan page on a regular basis with helpful information and answers to questions.
8. Join network, industry and alumni groups related to your business.
9. Use search to find groups and fan pages related to your business by industry, location and career.

Connect and share with others

1. Obtain a Facebook vanity URL so that people can find you easily.
2. Add your Facebook URL to your email signature and any marketing collateral (business cards, etc.) so prospects can learn more about you.
3. Include your Impressum in the ABOUT Section!
4. Post CCR updates on your wall. Focus on CCR activities, such as *"proud to sponsor ORCHESTRA X on winning best orchestra 2011"*

5. Share useful articles and links that have the potential to interest fans and prospects on your wall, to establish credibility and foster virality
6. Integrate & use your employees for the page to source contacts & fans...
7. Find experts in your field and invite them as a guest blogger on your page

FAN VERSUS GROUP

Features	Facebook Fan Pages	Facebook Groups
Community Messaging Limits	Unlimited	Limited
SEO Friendly URLs	YES	No
Hosting a Discussion	YES	YES
Discussion Wall & Forum	YES	YES
Activity Displayed in News Feed	Limited	Unlimited
Add Rich Content as Member	YES	YES
Add Rich Content as Admin	YES	YES
Add Extra Applications	YES	NO
Community Access Controls	YES	YES
Admin Can Remove Members	No	YES
Communication Message Format	Update	Email
Communication About Event	Easy	Tricky
Like Button	YES	No
Suggest to Friends	YES	No
Add to My Pages Favorites	YES	No
Share Button	YES	No
Statistics "Insights" About Members	YES	No
Can Create Closed Community	No	YES
Can Delete Community	YES	Tricky
Can Promote with Social Ads	YES	No

Fan Pages definitely have advantages over groups.

1. Ability to share with others and the ability to get "insight" into your fan page members.
2. Fans can recommend your page and add links to their own pages
3. Fan Page Statistics will tell you where your fans are located other useful details such as age, sex & FB activity.
4. Many people like fan pages because you can add applications to your fan page. For example you can setup an application that automatically posts your articles from the RSS feed on your blog

Engaging with Users

This is the point of having a Facebook page. And if you're not doing this right, you've got problems. This goes beyond garnering a simple "like", to providing an interactive experience for users who visit your page. An important aspect of engaging users is offering rewards and creating a strong sense of fan appreciation.

Provide Useful Information - And Lots of It

It's often the case that visitors to a product's Facebook page are already interested in the organisation you support. Connecting with these users represents an excellent opportunity for companies to provide information about their product or service while touting community-minded measures like charity involvement and environmentally-friendly practices.

TWITTER TIPS

Designed for the individual and not necessarily for a community but if used correctly is a valid social media tool for organisations to use.

Customize

- Change your profile picture. Use a picture of yourself to make it seem more personalized if this is your personal Twitter account.
- Utilize as much of the 160-character limit Twitter BIO space allows. Include keywords your followers or potential followers may be searching for.
- Create your own background image. However, do not make the image too much like an ad or sales pitch. The background image must be less than 800k and we recommend a size of 1600x1200 for a large image or smaller if you plan on tiling the image or just having it on the left-hand side. Finally, keep in mind that smaller resolutions and monitor sizes will hide much of the background.

Followers

- Engage followers.
- Do not follow too many people. No one is going to follow someone who is following thousands of people but only has 10 followers.
- [Retweet](#) interesting posts.
- Retweet and participate in conversations with people with a lot of followers.
- Realize it is impossible for anyone to read every tweet.
- When first joining do not follow hundreds of people, doing this may mark you as a bot.
- Create useful and interesting tweets
- Try making all your tweets informative, useful, or funny.

- Do not post mundane posts, e.g. eating a bowl of cereal.
- Try making your valuable tweets during the times people will most likely see them.
- Keep some space available in your tweet in case someone retweets your post.

Here are the most popular reasons for using Twitter in a business environment:

Customer service: Companies can react to questions immediately. The answers can be seen by everyone and therefore help other customers who may have similar questions. At the same time, you can find out whether customers like your products and where there might be room for improvement.

Raising awareness: Added value for followers leads to an active community and increases the awareness of brands, products, and companies. If you link your Twitter account to your corporate Web site, blog, and other social media platforms, you'll create a viral effect that ensures you get greater attention. For such purposes, news beyond your product portfolio is also suitable, for example, about social activities or events. This improves your corporate image and strengthens your relationship with your followers.

Official communication channel: Press releases and other official statements can also be disseminated using Twitter. Even conferences have been held using it, to give a wide audience the opportunity to ask questions. However it's important to note that, unlike with the classic channels, communication is a two-way thing. If you ask about new events, formats, future plans and ideas, your followers will say what they think and you'll need to react. Otherwise, there's the danger of annoyance being expressed online and you'll become less popular.

Personalization: Give your company a face. Personalise your relationships with your followers. But first, of course, you need to determine who does what and clarify what information should not be reveal!

Follow: Link your account with others- comment – raise awareness but research them first!

YOUTUBE TIPS

1. Set up a channel that best reflects you and engage with others.
2. Choose a user name that reflects you for your channel URL.
3. Add your channel URL to marketing collateral and social network profiles.
4. Post member video testimonials to add to your credibility.
5. Put together a creative video explaining who you are..
6. Promote your events using recordings of previous events.
7. Post links to your videos on various social networks.
8. Look into [YouTube Promoted Videos](#) to reach your target through contextually-relevant search results.
9. Use [Google AdWords](#) on Google Content Network, which includes sites like YouTube. These use text-based ads and don't require a video from your business. Research the [Placement Tool](#) to identify the best placements for your ads.
10. [Run a contest](#).
11. Study your channel's performance with the integrated [Google Analytics](#) and [YouTube Insight](#) to make the most of your videos.
12. Display company information in every video including name, URL, phone number and email address.

Expertise and Leadership

1. Create short videos of valuable tips of interest to your fans and prospects to show off your expertise.
2. Conduct an interview with an expert.
3. Engage with the YouTube community by leaving comments and uploading video responses to videos on topics related to your business or industry.



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