

Seven Keys of Social Media Success

According to eMarketer, social media marketing is one of the most popular marketing approaches for large and small organizations across the globe. With so much time spent on this medium, it is critical that those using these tools have a smart strategy and plan in place. If executed correctly, social media communication techniques can enhance engagement and interaction, drive Thought Leadership and influence, and increase overall visibility of a cause, business or individual. In this presentation, participants will learn the Seven Keys to Social Media Success. Participants will learn how to increase engagement online to build their influence as a Thought Leader in today's noisy environment, and use communication tools wisely to enhance their online strategy. Participants will understand the facets of building an online brand and how perception is everything in a digital world.

In this presentation, you will learn The Seven Keys to Social Media Success:

1. Build your identity – What is Your Brand?
2. Determine where your audience is – How Does Your Audience Access Social Media?
3. Define what success looks like - Remember to Engage!
4. Define an editorial calendar – Frequency and Quality Count!
5. Setup a social media policy – Who Should Do What?
6. Create a plan for handling negative feedback – Expect the Unexpected
7. Monitor conversation – Listen More than You Talk!
8. Measure your effectiveness – Analyze, Adapt & Improve!

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Introduction:

Laying the foundation of social media techniques can enhance engagement and connections, Thought Leadership and influence, and increase an overall understanding of this vital digital resource.

In this presentation, you will learn the Seven Keys to Social Media Success as a Christian Leader today:

- *Who* is using social media
- *Why* they are using it
- *How* they use it to target the right people
- *Why* it's essential to understand

In today's digital world, interaction is key, engagement builds trust, and keeping up with technological changes is essential.

You will learn how to increase engagement online to build influence as a Thought Leader in today's Christian environment, and use communication tools wisely to enhance their online strategy.

1. Walk Before You Fly: Social Media History & Importance

A. How Has Communication Changed?

Started as Web 1.0

- One way communication
- Organization website
- E-newsletters
- E-brochures

Move on to Web 2.0

- Allows for two or multi way engagement in a scalable way
- Enables 1-to-many conversation to become 1-to-1
- NOW – Moving from Web 2.0 to Word of Mouth 2.0

B. What is Considered Social Media?

- Personal Networking
- Business Networking
- Content Networking
- Influence
- Blogs
- Mobile

C. Key Terms

- **Social Networking** – The use of a dedicated Web site to communicate with other members of the site by posting messages, photographs, etc.
- **Social Media** – A platform for digital for social interaction, using highly accessible and measurable publishing techniques

- **Digital Footprint** – A trail left by interactions in a digital environment
- **Online Presence** – The state or act of being present in a digital environment
- **Digital Branding** – Using digital media to create, build, manage and revitalize the relationships between a brand and its audiences

D. Social Media Global Snapshot

- 72% of all internet users are now active on social media
- 18-29 year olds have an 89% usage
- The 30-49 bracket 72%
- 60% of 50 to 60 year olds are active on social media
- In the 65 plus bracket, 43% are using social media
- 71% of users access social media from a mobile device

****Graphic:** Social Networking usage on Pinterest, Twitter, Facebook, Instagram, Google+, LinkedIn

E. Facebook

- 1 billion users worldwide
- 2.5 billion pieces of content shared each day
- Almost the same amount of 16-24 age range users on Facebook in Poland as age 55-64 age group
- 153 million people in Western Europe are Facebook users. It's most popular in the UK (almost 30 million users) while there are only 2.7 million users in Finland

F. Twitter

Twitter now has 15 million active users in the UK. Italy, Spain and France have the biggest spikes in active user numbers in Europe.

- 16% of U.S. adults are on Twitter
- 232 million active users

G. LinkedIn

LinkedIn has 13 million users in the UK, but it's struggling in France, where home grown rival Viadeo has eight million users to LinkedIn's six million.

- German language business network, XING, has more than 6.3 million members
- There are 260 million active users on LinkedIn

H. Google+

Google+ has more than 613,000 users in the UK, with Italy, Germany, Spain and France having between 426,000 and 341,000 Google+ users.

- There are 540 million active users on G+

I. Other Networks

- Russia's Facebook rival, VK, has 79.4 million users
- Poland's Nasza-Klasa (nk) has more than 8 million active users
- YouTube, Google+, Facebook also widely used in Poland
 - Less than half of young Polish popular uses Twitter – Polish characters too long for 140 character limit!

SOURCE: Media Bistro, Social Media Today

2. Understanding Target Audience Outreach

A. Who are you trying to reach and why?

- You must understand who your audience is before you can become an active presence in their lives
- Research and understand their wants, needs, questions, concerns, and interests - build content around these topics
- Are they fellow Christians? Christian leaders? Young people who want to learn more about leadership and/or Christianity? Business leaders?

B. Find out about your audience demographics:

- a. Age
- b. Gender

- c. Economic status
- d. Location
- e. Culture, Attitudes, Beliefs

C. Awareness Builds Trust

- Increased online presence can elevate your leadership awareness, grow your network
- Design content around solving problems, answering questions, showing expertise, and explaining why you should be trusted as a thought leader
- Encourage Input: Ask your audience about their likes and dislikes, their thoughts and opinions, ask for suggestions; find out if you're giving them what they want and need

D. Engagement Builds Influence

- Build two-way communication with your target audience to improve leadership impression
- Increase reputation strength by staying top-of-mind with your target audience
- Contribute to conversations and make direct contact with specific individuals, groups and communities
- Start your own group to invite and make contact with specific individuals, groups and societies

E. Traffic Creates Followers

- Loyal followers that return to your postings expands the reach of your message
- Loyal followers become 'word of mouth' advocates of your story
- Loyal followers drive a greater degree of trust

3. Use Communication Tools Wisely

A. Listen first, then never stop listening!

- The listeners will tell you what they need/want/think
- We spend most of our time and money on talking

- Most people don't listen, they are waiting to talk
- Leadership on social media allows us to listen at a larger capacity

B. Practicality is key – information someone can use

- Don't just 'preach', provide value, initiate conversation and thought
- Comment, comment, comment, and then provide a link
- Do not treat social media as advertising platforms – you will turn people off
- Share only what is useful, helpful, interesting, funny, not available elsewhere
- Once you start – COMMIT!
 - Don't overpost
 - Don't underpost

4. Becoming an Active & Driving Force

A. Establishing Thought Leadership

- Create content tailored to follower's needs
 - Whitepapers
 - blogs
 - infographics
 - videos
 - discussions
- Distribute these on social media, encourage commentary, ask questions, start up a dialogue
- Pay attention to what audience is looking for/what questions they have and create content that answers their questions
- The more frequently you engage with your social audience and become a Thought Leader, the more reliable you appear
- Create instances where listeners will recognize and trust you as a useful resource

5. Know Your Limits

- Thought leadership digital culture must be open to criticism
- You must create a standardized process for how you use social networks and use them appropriately! (examples)
- Don't just 'take' from the community – be sure to 'give'
- Don't overreach. Focus on a handful of leadership efforts and tend to them without going overboard. Being overzealous can turn followers off.
- Make it a conversation!

6. Bridge the Gap – Online & Offline Engagement

Still utilize classic channels – in-person networking, telephone conversation, radio, print, to build awareness of your thought leadership in Christian communities

- Live events, hand written letters, mail pieces still effective and personal
- **Become a local presence**
 - Get involved in community charity, neighborhood councils with other organizations

7. Practical Application

Twitter

- Share useful articles and other content or musings
- Reply to audience with comments and questions
- Thank your followers for sharing your content
- Use hashtags to be in on continuous conversations about trending topics (#leadership)
- Be personable but professional

Examples: Thousands of Christian leaders on Twitter sharing their thoughts, engaging in discussion

Create hash tags surrounding leadership and influence, ask questions

Facebook

Engage your customers and up your follows through photos, news, and discussion relevant to your organization's mission

- Likes, Comments, Page Followers key to driving engagement
- Interact with others, ask question
- Share content

Examples: Organizing leadership events, many leadership groups to share thoughts, ideas

LinkedIn

- Share professional content, engage in discussion with other leaders

Examples: Christian Professionals Worldwide, The Christian Business Networking Group, following Thought Leaders