USING SOCIAL MEDIA
to launch campaigns and organizations
HELLO!

I’m Becky Wickel

I am here because I manage Harvard’s social presence. You can find me at @rebeccawickel.
WHAT IS HARVARD’S DIGITAL STRATEGY OFFICE?

▸ Maintain Harvard sites and channels
▸ Develop and disseminate best practices

▸ digitalcomms@harvard.edu
WHAT BRINGS YOU HERE?
SO WHO CARES?

What can social media do for you, and why is it worth your time?
TODAY’S QUESTIONS

▸ How do I start a new social media account or campaign?
▸ How can I reach my audience?
▸ How do I know if I’m successful?
THE PROCESS

- Strategy
- Execution
- Measurement
1. STRATEGY

Decide what we’re doing, and why we’re doing it.
Social media is a long-term commitment — not a marketing gimmick.
SELF ASSESSMENT

THE 4 Ms

Mission
The purpose of your organization or campaign

Message
The content itself, and the sentiment and community it creates

Medium
The platform that will be used to disseminate the message

Management
The people who will be responsible for the three tiers of your social media presence
DETERMINING YOUR MISSION

▸ Why do we exist?
▸ What do people look to us for?
▸ What do we offer that sets us apart?
Our mission is to conserve nature and reduce the most pressing threats to the diversity of life on Earth.

We organize our work around these six areas:

- Forests
- Oceans
- Fresh Water
- Wildlife
- Food
- Climate
CREATING YOUR MESSAGE

▸ Who is our audience?
▸ What content is available to us to share?
▸ What value does our content add to our audience?
▸ What action do we want our audience to take?
World Wildlife Fund
February 29 at 9:27am · Washington ·

We are continuously inspired by WWF board member Leonardo DiCaprio and his commitment to the planet. Without question he uses his platform to encourage us all to do better and last night was no different. Congratulations, Leo, and thank you for using this incredible personal milestone to bring awareness to climate change and the urgent need for climate action.

Moment For Action
You can join thousands of scientists and climate exports calling on world leaders to take urgent action on Climate Change. Sign the 'Moment for Action' open letter if you believe our time to act is now.
MOMENTFORACTION.ORG

World Wildlife Fund
February 25 at 4:22pm · Washington ·

The Orinoco River can only be protected if all local stakeholders—from fishers and farmers to conservationists, academics, and policymakers—work together to preserve it.

What's a river worth? | Magazine Articles | WWF
Early in the morning, the Orinoco River looks more like a mirror than a bustling lifeline. Soft pinks and purples hang from wispy clouds, turning two boats’ joint wake into a riffling painter’s palette. The expedition members—which include a local...
CHOOSING YOUR MEDIUM

- Do we want to encourage conversation?
- Will we spend more time responding to our audience, or publishing for them?
- Do we want to build a community?
Ever wonder what it’s like to be a wildlife photographer? Photographer Will Burrard-Lucas paired up with carnivore researcher Lise Hanssen to capture Namibia’s magnificent creatures on camera. See a day in Will’s life, from getting the perfect sunset pictures to being charged at by an elephant.

More: http://wwf.to/1QaCzRi

CC: Burrard-Lucas Photography
ESTABLISHING YOUR MANAGEMENT

▸ How frequently can we expect to engage?
▸ What tools will we need to maintain a presence?
▸ How will we measure success?
▸ What personnel resources are available?
BUILDING YOUR STRATEGY

- Ownership
- Business goals and objectives
- Crafting a “voice”
- Listening and reacting to audience feedback
- Technology and tools
- Tracking key metrics and analytics
- Evaluation of social media success
The aggregation of content from WWF’s six areas, plus syndication through both WWF-based and outpost channels, will result in amplification of WWF’s mission to lead conservation efforts around the world by building relationships between organizations and establishing financial partnerships.
STRATEGY PHASE CHECKLIST

- Budget
- Staffing
- Maintenance plan
- Target audience goals
- Content
- Success measures
- Technology/Infrastructure
- Reporting
QUESTIONS?
Act on the strategy we’ve outlined
ACCOUNT AND CAMPAIGN SETUP

Prepare your account or campaign for the eyes you hope will be upon it

- Branding
- Following
- Internal and external pitching
- Seed content
INTERNAL AND EXTERNAL PITCHING

Contact social media admins, peers, and potential participants with the information they need to use your account or participate in your campaign

- Campaign or account description
- How you will use generated content
- Sample posts
Business goals + user needs = Valuable content
Happy 2016 everyone! Download your January calendar & #pledgefortheplanet → wwf.is/WiyOO
CONTENT LIBRARY

The substance of your social media posts

- News content
- Evergreen content
- Multimedia assets
- Public resources
EDITORIAL CALENDAR

Know when important campaigns and dates are, and use this to guide your publishing and project management schedule.
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Inspiring #climateaction. Congratulations @LeoDiCaprio! #oscars2016

Climate change is real, it is happening right now. It is the most urgent threat facing our entire species, and we need to work collectively together and stop procrastinating...

- Leonardo DiCaprio

Make the Year of the Monkey, the year of change! 🐒 #EndangeredEmoji
endangeredemoji.com #ChineseNewYear

MAKE THE YEAR OF THE MONKEY,
THE YEAR OF CHANGE!

#EndangeredEmoji
COPE
Create once, publish everywhere

Publishing Tip #1
IDENTIFY NEEDS OF EACH PLATFORM AND REPLICATE
FACEBOOK

GOOD FOR:
- Driving web traffic
- Viral sharing
- Targeting and paid social

BAD FOR:
- Consistency
FACEBOOK TIPS AND TRICKS

- Change headlines, link descriptions, photos
- Use controls for language
- Tag verified accounts when possible
- Direct upload video when possible
- Mobile-friendly sites only
“Failing at something, at some point in life, is inevitable. But often it is on the other side of a ‘failure’ that we find our greatest victories, be it personally, academically, or professionally.”

Philip Blackett tells teens what follows failure

Magnetic Interviewing founder and CEO Philip Blackett, an M.B.A. candidate at Harvard Business School, shared his failures and what can follow with students from Cambridge Rindge and Latin.

CEO offers advice, urges students learn to accept failure

M.B.A. candidate shared his failures and what can follow

NEWS.HARVARD.EDU
GOOD FOR:
- Customer service and conversation
- Tracking influencers
- Trends

BAD FOR:
- Moderating engagement
TWITTER TIPS AND TRICKS

- Attach images and video when possible
- Repeating tweets is OK
- Use lists for monitoring
- Shorten links
Enjoy your morning coffee, it's good for you
hvrd.me/YOa2A
INSTAGRAM

GOOD FOR:
- Sentiment, mission based posts
- Youth engagement

BAD FOR:
- Web traffic
INSTAGRAM TIPS AND TRICKS

- Quality over quantity
- Engage with users in your location
- Variety is key
wyattandthewhale Memorial Church o...

516 likes 4w

sergejohnson 😊

harvard @Wyattandthewhale We love this shot! Mind if we share on our channel?

wyattandthewhale @harvard I’d be honored! Can I send you a better version?

wyattandthewhale @harvard (without the faint vertical lines?)

wyattandthewhale @harvard I just DM’d you

lemariottoni Stunning!!!👏👏

@wyattandthewhale

spyglass97 Wow just amazing. I believe we met your dad at Sundance? Brynn had a show there. Is that correct?

wyattandthewhale @spyglass97 yep! Thank you! He was so excited to meet her and you!

wyattandthewhale @lemariottoni thank you!!

Add a comment...
Share fast, or share slow
you can’t do both

Publishing Tip #2
FAST

A team of engineers at Harvard and MIT have built a robot that assembles itself and walks away [hvrds.me/A4mGJ](hvrds.me/A4mGJ)

RETWEETS 176  FAVORITES 91
2:05 PM • 7 Aug 2014

SLOW

How one recent grad was completely transformed by Harvard [hvrds.me/zWuS4](hvrds.me/zWuS4)

By Harvard University @Harvard
After leaving Brazil at age 11 for the United States, Eric Westphal '14 learned English and started climbing life's ladder, culminating as an honors graduate.

View on web

RETWEETS 19  FAVORITES 23
8:15 PM • 5 Aug 2014
Post with analytics in mind
TRACKING

- UTM codes
- “A/B Testing”
Roll with the punches
HOW WE THINK ABOUT POSTING

We are always making adjustments to the timing and execution of our social posts based on things like:

- Industry trends and changing user behaviors
- Changes to feed algorithms
- Global conversation and news
EXECUTION PHASE CHECKLIST

- Posts tailored to specific platforms
- Variety of fast sharing and slow sharing
- Images and video
- UTM tracking codes
- Understanding of social’s changing nature
QUESTIONS?
3. MEASUREMENT

Collect and analyze our data, and synthesize for stakeholders
Track trends over time, not absolute numbers.
ANALYTICS SHOW...

- Which posts perform best
- How your social visitors use your site
- If social accounts support goals
WHAT DO I MEASURE ON FACEBOOK?

If your goal is conversions:
- Post reach and pageviews

If your goal is brand awareness:
- Post shares

If your goal is positive sentiment:
- Likes and comments
WHAT DO I MEASURE ON TWITTER?

If your goal is conversions:
- Link clicks

If your goal is brand awareness:
- RTs, follows and impressions

If your goal is positive sentiment:
- Favorites and comments
WHAT DO I MEASURE ON INSTAGRAM?

- Likes
- Sentiment
Maybe I'll try to transfer.

@minnie_jang GO BEST FRIEND THATS MY BEST FRIEND

@lucealexander22 @nikkidaurio6 @haleybowe @tiffanylam95 @alexislew so much luv:

gali hazwar Like this

kukuh3w Great moment, I love hiking too

shianne.personal Getting a jacket from
WHAT DO WE DO WITH RESULTS?

- Digestible reports
- Context
- Actionable insights
MEASUREMENT PHASE CHECKLIST

- Metrics that align with goals
- Regular reports
  - Context
  - Actionable insights
QUESTIONS?
THANKS!

Any questions?

You can find me at @rebeccawickel & rebecca_wickel@harvard.edu