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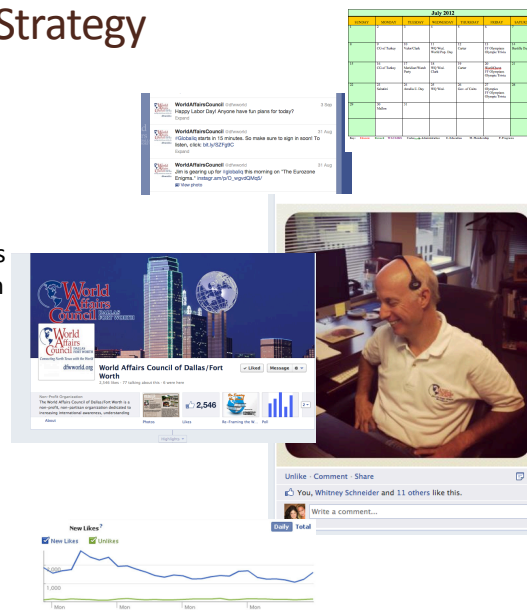
# SOCIAL MEDIA & WAC

*Intern Professional Development Series*

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## Our Social Media Strategy

- Be where people are
- Stay on top of latest trends
- Research new opportunities
- Train staff & have guidelines
- Take an integrated approach
- Measure everything!
- Learn from others & adapt
- Executive participation
- Showcase successes
- Listen
- Be transparent
- Respond to everyone
- Don't be afraid to fail
- Learn from mistakes



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## Here's the Problem.

Too many marketers are treating the Facebook “Like” (or Twitter “follow”) as the success metric for social media.



This is the start of a relationship in social media,  
not the end.

4

## How will you engage with me so that I'll come back?

### The Six G's of Social Media Marketing

#### Do be . . .

1 Genuine

2 Generous

3 Grateful

#### Don't be . . .

4 Greedy

5 Grandstanding

6 Grabby



5

## So, you're acquiring "Likes" and Followers...

- Incorporating share tools on your website and email
- Facebook ads
- Tagging others in posts
- Participating as your page elsewhere on Facebook
- Retweeting others on Twitter
- Asking people to retweet, share your content
- Integrating social efforts into your website and email
- Replicating all events on Facebook and establishing Twitter hashtags
- Using widgets for Like boxes and Twitter hashtags
- Connecting with your existing friends, coworkers, partners, vendors



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## ...Now, you need to remember a few things.

- Businesses and organizations have caught on.
- People are getting inundated with branded messaging in their feeds.
- Remember: people didn't join Facebook to connect with your org or business. They joined because of their friends and family.
- It's so easy to hit the "Like" button! It's also REAL easy to hit that "unlike" or "hide" button.

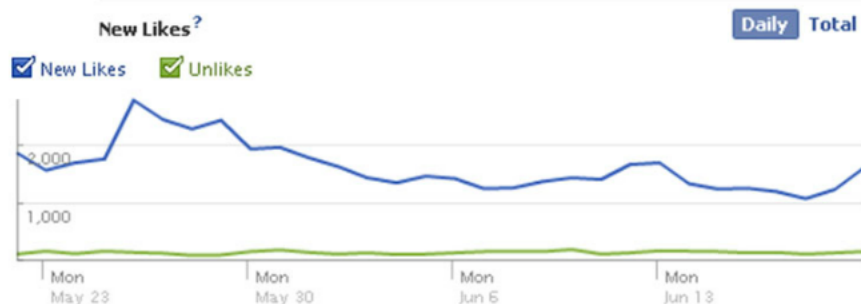


You must be relevant, interesting, concise, responsive, and provide VALUE to your fans.

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And perhaps most important... think like a Social Media user.

**Mistake #1: You're posting too much.**



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**Mistake #2: You're posting too little.**

If I come to your page and the last time you posted was months ago, I'm not going to Like you. I'm bored already.

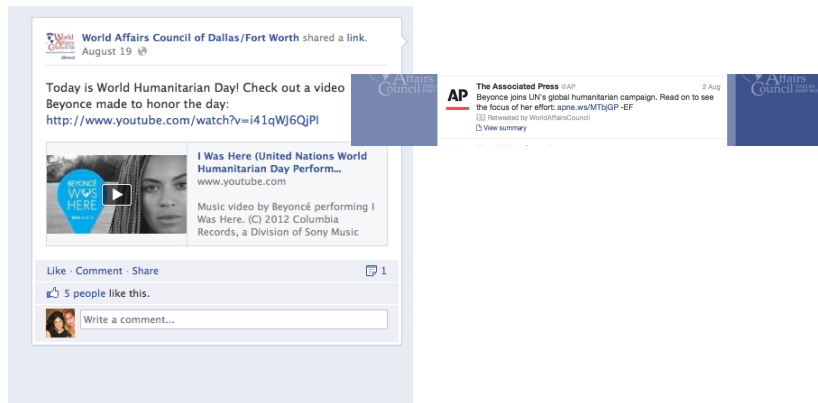




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### Mistake #3: All you do is talk about yourself.

If I come to your page or twitter feed and all you're doing is self promoting, I see right through you. Play nice with others!



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### Mistake #4: Your page is nothing but text.

I'm a Facebook user. I don't read. If I come to your page and it's nothing but status updates, 3 lines long, no photos or videos to break it up, I'm not going to take the time to read any of that.

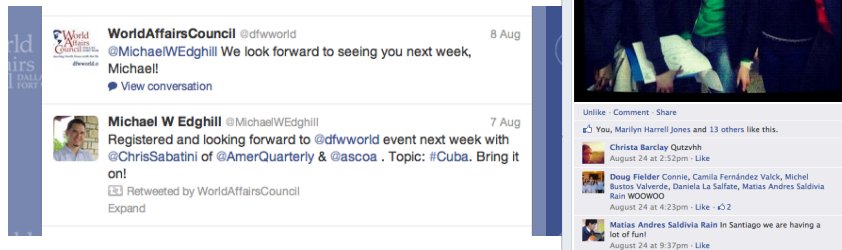


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## And perhaps most important... think like a Social Media user.

### Mistake #5: You're ignoring me.

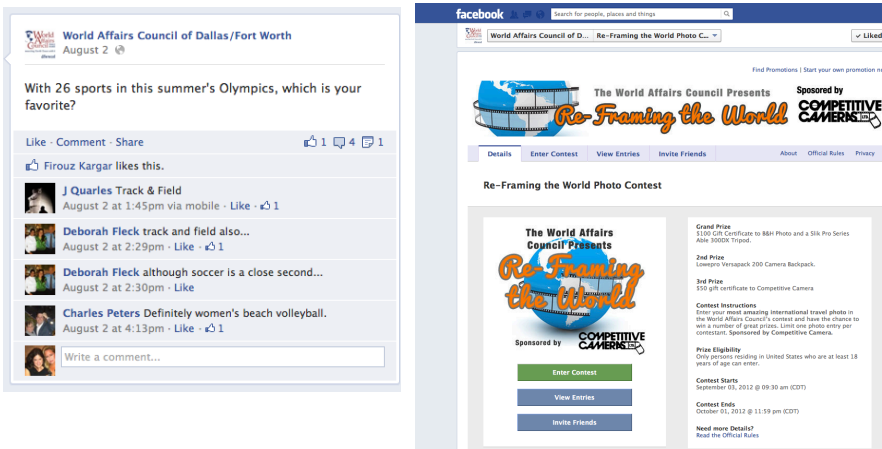
If all you do is post to your page, tweet and never retweet, answer anyone's questions or comments, I'm going elsewhere. If I just wanted to read everything you're doing, I'd go to your website.



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## And perhaps most important... think like a Social Media user.

### Mistake #6: I can't participate on your page.



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Here's what you SHOULD Do.

Plan it out. But be flexible.

SEPTEMBER 2012						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
2	3 Labor Day	4 Meridian YP event - 40 under 40	5 Running Shirts <del>Laurelwood</del>	6 Day of Giving JWAC	7 Sabato tie-in Mallon #11 BDO	8
9	10 Refraine the World	11 9/11 post	12 CG of India	13 Day of Giving	14 Meet the Media #11 M&M speakers	15 State Fair
		16 Refraine the World	17 Zachin	18 Mallon post	19 International Day of Peace #11 Peace Laureates	20 Fall Begins
		21 CG of India	22 Zachin	23 Refraine the World	24 World's save the date #11 tourism business	25


July 2012						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
8	9 CG of Turkey	10 Yale Clark	11 WQ West World Day Day	12 Carter	13 11 Olympics Olympic Trials	14 Bastille Day
15	16 CG of Turkey	17 Meridian Wash Perry	18 WQ West Clark	19 Carter	20 Bastille Day 11 Olympics Olympic Trials	21
22	23 Senator	24 Aurilia L. Day	25 WQ West	26 Gen. of Cates	27 Olympics 11 Olympics Olympic Trials	28
29	30 Mallor	31				

Key: Events Refrain WQ/CG/US Colleges & Administration E-Education M-Mentorship P-Programs

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Here's what you SHOULD Do.

Be a user yourself.

**Jim Falk** • World Affairs Council of Dallas/Fort Worth  
August 7 near Dallas


I want to highlight an event that will be really quite special. Next Tuesday, the Daughters of WWII and the WACDFW are collaborating on a program to commemorate VJ Day. Fiske Hanley, whose B-29 was shot down and was a prisoner in a Japanese POW Camp, will appear with Bill Nagase, who was trained as a Kamikaze pilot. I had planned to lead the conversation but now cannot attend. However, in prep...See More

Unlike · Comment 3

**World Affairs Council of Dallas/Fort Worth** shared a link.  
August 21

The 2012 H. Neil Mallon Award Dinner is only five weeks away. Dr. Larry Sabato, of Sabato's Crystal Ball Analysis Website, will give his predictions on the upcoming 2012 elections. Watch his last Crystal Ball video to hear more about his thoughts!


To learn more about Mallon, visit: <http://bit.ly/N75W1E>




**Sabato's Crystal Ball: Romney Hops on the Ryan Express**  
bit.ly  
In this edition of the video Crystal Ball, we react to Mitt Romney's decision to select Wisconsin Rep.

Like · Comment · Share 1

4 people like this.

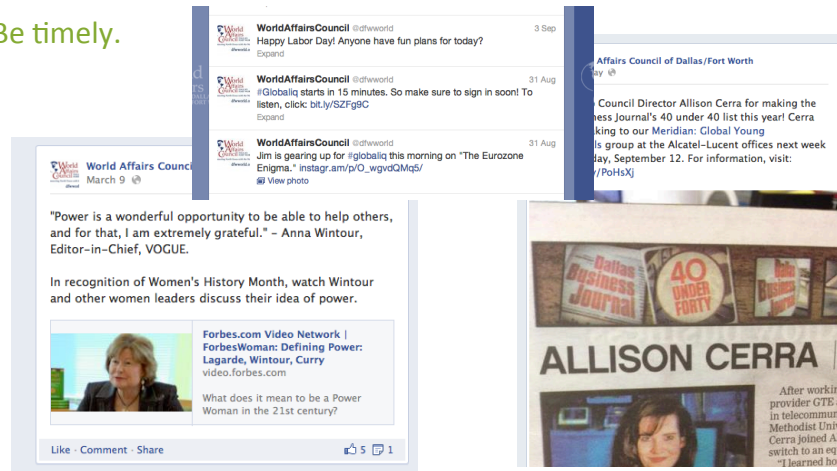
**Kristine Soward Mewherter** Mallon is always my favorite event...With Sabato as keynote so close to the election it's going to be a fascinating night!  
August 21 at 5:39pm · Like

 Write a comment...

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## Here's what you SHOULD Do.

Be timely.



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## Here's what you SHOULD Do.

Don't be so serious all the time!



17

## Here's what you SHOULD Do.

Use photos and video.



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## Here's what you SHOULD Do.

Make friends, cross promote.



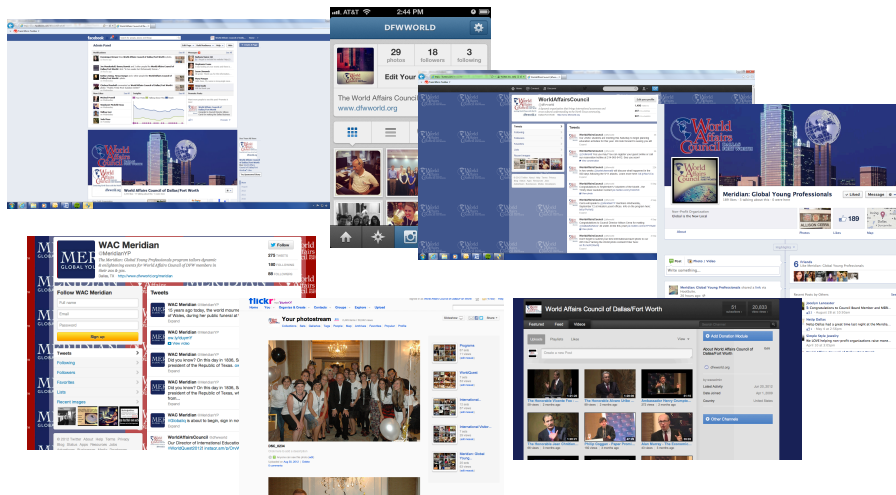
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"You may not have time for social media, but social media has plenty of time for your org." – Beth Kanter



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## The Council's Social Media Platforms



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## How interns can get involved

- Like our page
- Join intern group
- Check-in at Council events
- Comment & like posts
- Post photos
- Tag photos



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## Twitter

- Follow us
- Retweet our tweets
- Tweet about the Council and use @dfwworld
- Use Council hashtags



23



- Participate and start conversations
- Join the Council Group

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- Upload photos for your department
- Use relevant tags & hashtags