

A Strategic Approach to Social Media

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Agenda

- A brief history of the social Internet
- Social media strategy framework
 - Perform internal research
 - Understand your audience
 - Develop a strategy
 - USA.gov and GobiernoUSA.gov social media strategies

A brief history of the social Internet

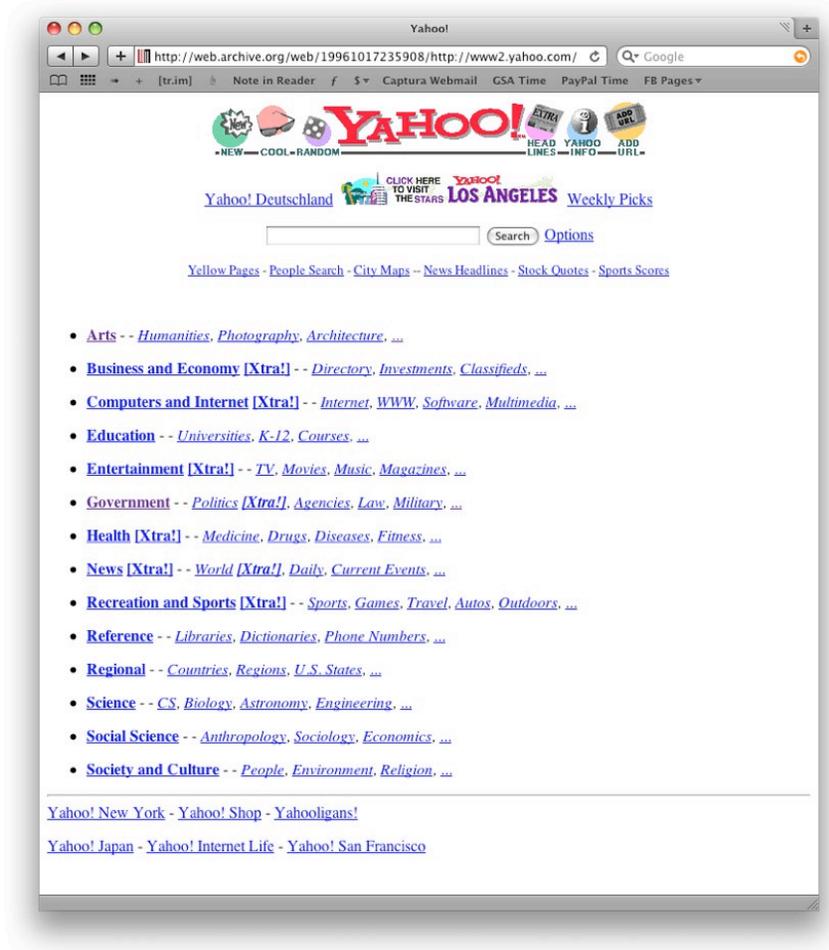
The Internet has evolved from a web of static pages into a web of interconnected people

A brief history of the Internet

Directories

People used to browse through the Internet page-by-page using directories like Yahoo!

- Finding websites was difficult
- Promotion of websites depended largely upon interpersonal link exchange relationships

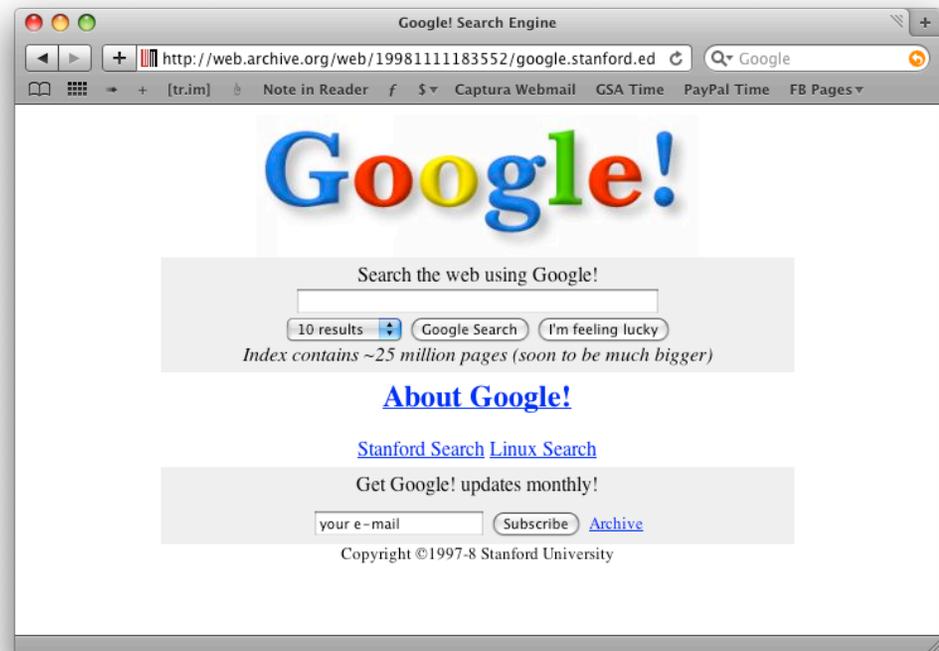


A brief history of the Internet

Search

Internet search created a more direct route to useful information online

- Searching for websites with keywords made finding information much faster
- Promoting sites began to depend upon quality content as well as link exchanges

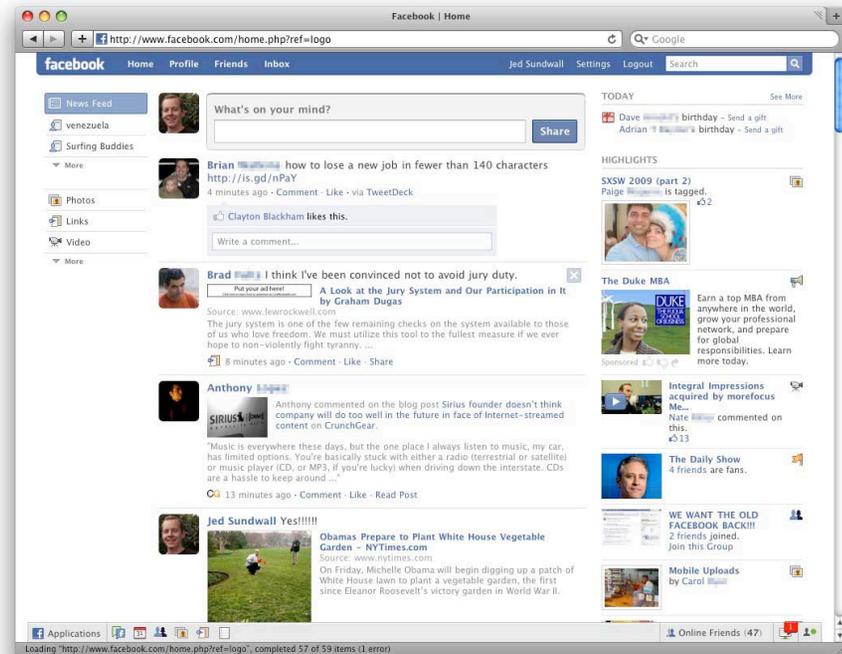


A brief history of the Internet

Social

The Internet is now inherently social, powered by people sharing information with one another

- Internet users are now presented with information from trusted sources without searching for it
- Website managers must publish content compelling enough to be shared



Overview of Social Media

Social media refers to online services that enable individuals to publicly create, share, and discuss information

It is becoming ubiquitous

- Social media is becoming many people's primary source of news, opinion, and entertainment

It encourages participation

- Making government information accessible via social media will enable people to share it with the people who need it

It invites collaboration

- Social media allows for constituent feedback and interaction that can be used to optimize government online offerings



A brief history of the Internet

Social Media Usage

Usage of social media outlets is growing quickly in the US market, and particularly among US Hispanics

	General US Market		US Hispanics	
	Visitors - Feb 2009	12 Month Growth	Visitors - Feb 2009	12 Month Growth
Total Internet	192,187,000	3.88%	20,329,000	5.83%
MySpace	81,306,000	19.62%	9,216,000	-0.62%
YouTube	70,321,000	10.01%	9,097,000	26.35%
Facebook	57,375,000	46.93%	5,324,000	43.53%
Blogger	45,212,000	39.39%	4,417,000	78.88%
Wordpress.com	21,714,000	32.87%	2,286,000	41.50%
Twitter	4,033,000	1,082.81%	352,000	n/a

Strategy framework

An effective strategy will allow you to navigate the social Internet to match your agency's needs with the top tasks of your constituents

Perform internal research

Identify your agency's mission and goals to insure that your social media efforts are aligned with your overall objectives

Strategy development – Perform internal research

Define Yourself

What do you do?

Can you explain it in plain language?

A mission statement is a powerful tool that can help you:

- Establish and support a clear brand identity
- Anchor your marketing efforts
- Ensure that staff, constituents, contractors and clients are working toward the same goals
- Inform copy on your site and on any other online channels
- Enable consistency across all marketing efforts



Recovery.gov's 3 part mission

- Education: Explain the American Recovery and Reinvestment Act;
- Transparency: Show how, when, and where the money is spent;
- Accountability: Provide data that will allow citizens to evaluate the Act's progress and provide feedback.

Strategy development – Perform internal research

Define Your Objectives

Perform stakeholder interviews, “competitive” analysis, and content audits to better understand your agency needs

Important considerations:

- Why are you going online?
- How would you like people to interact with you online?
- What demographics would you like to reach?
- Is there something that you would like your constituents to do?
 - Fill out a form?
 - Read a certain article?
 - Subscribe to updates?
 - Provide feedback?
 - Share information with their friends?

Understanding your audience

A deep understanding of your constituents is necessary to identify their top tasks

Strategy development – Research your audience

Know Your Audience

Leverage online surveys, focus groups, ethnographies, usability testing, personas, and other research methods to identify your audience's top tasks

Reasons to perform audience research:

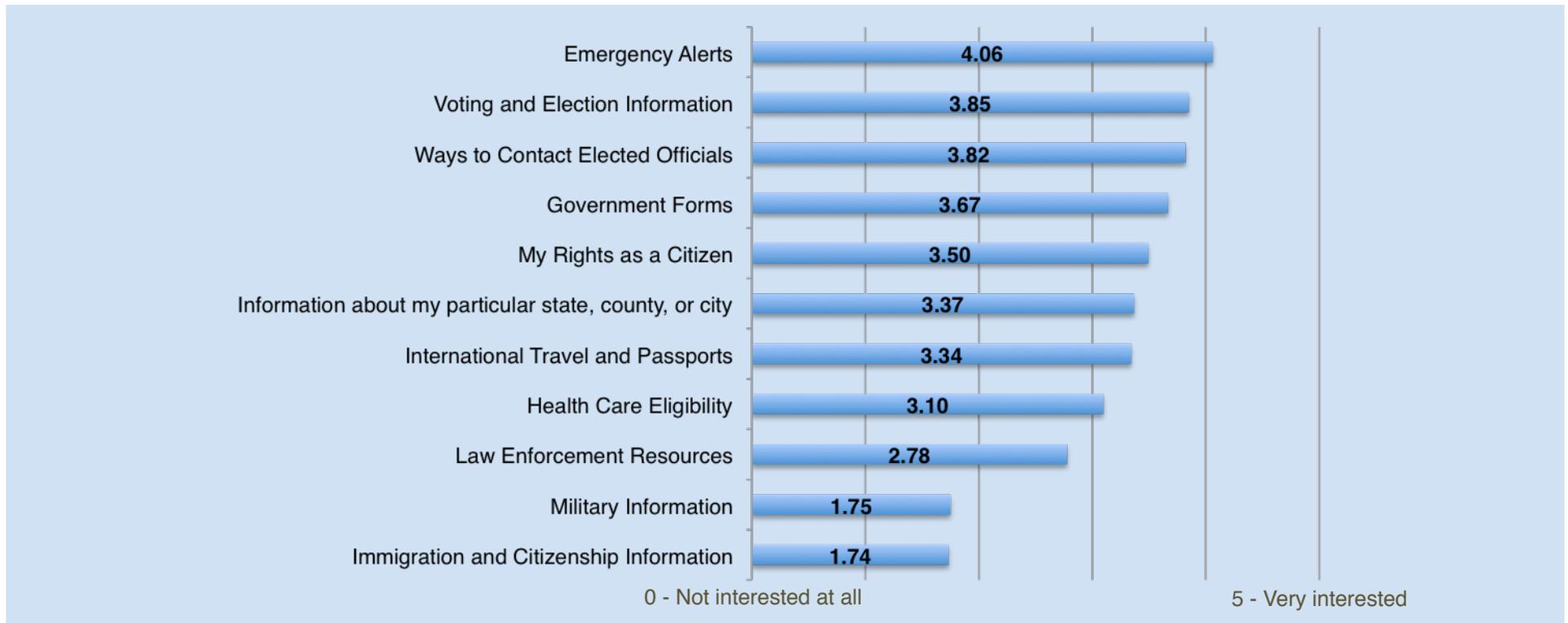
- Understand your audience
 - Demographics, psychographics, and language preferences
- Discover their top tasks
 - What tasks are they looking to accomplish?
 - What kind of information are they looking for?
 - How do they prefer to receive information?
 - Who are they likely to trust?

Strategy development – Research your audience

Engage Your Audience

Social media can be leveraged to gather valuable and timely insights from constituents

What kinds of government services information would you be interested in receiving from the US government?



USA.gov and GobiernoUSA.gov social media strategies

Captura Group performed research to develop a social media strategy to match social media users' needs with the objectives of USA.gov and GobiernoUSA.gov

Social Media Best Practices

Our research of the social media landscape helped us identify these platform independent social media best practices

- Design user interface to foster interaction
- Engage constituents
- Solicit feedback and encourage sharing
- Provide relevant and timely content
- Dedicate resources in advance for long term success

Social Media Strategy

Research helped us develop a strategy to help us distribute official government information and engage constituents in English or Spanish, regardless of platform.

Tactics to support our strategy

- Training staff to create a more collaborative government by understanding and executing social media best practices
- Creating channels to distribute official government information through Facebook, Twitter, Flickr, and YouTube, etc.
- Calendar and processes for both scheduled and unscheduled communication
- Style and editorial guidelines for social media appropriate content
- Policies for online interaction with constituents
- Gathering metrics to measure engagement

USA.gov and GobiernoUSA.gov social media strategies

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