



# SOCIAL MEDIA PLAYBOOK

A guide to a winning  
social media strategy

## Social media is more than just marketing.

Social has a big place in marketing but it also is an important part of customer service, research & development, sales and ultimately customer satisfaction.



The purpose of this Playbook is to help you put together a social media strategy that best fits your goals and objectives.

---

3	Introduction
4	Diagramming Your Social Media Strategy
10	Your Facebook Play
17	Your Twitter Play
21	Your YouTube Play
25	Your Instagram Play
30	Your Pinterest Play
33	The “Other” Social Media Platforms
34	Analyzing Your Plays
36	Social Media Terminology
37	Conclusion



### Look for this symbol.

This directive icon is used throughout this Playbook to point out helpful tips and other important information.



“The goal isn’t to be good at social media.  
The goal is to be good at business  
**because** of social media.”

JAY BAER, SOCIAL MEDIA STRATEGIST AND AUTHOR

## It’s time to recognize social media for what it is – a tool.

It’s like a phone or a computer or a website; it’s simply a means to an end. And just as you wouldn’t try to run your organization without a computer, neither should you run it without social media. We integrated websites into our businesses in the 90s, and we’re integrating social into our businesses today. It’s as simple as that.

### **But for many, it’s really not that simple.**

Maybe your organization is stretched too thin across too many social media platforms, wondering if your time is well spent. Or you’re overwhelmed with the hundreds of platforms and have barely gotten started. Perhaps you’re happy with your social position, but can’t figure out if it’s moving your organization forward.

### **We can help.**

With this Playbook, we’d like to help you review (and perhaps retool) your social strategy, find the platforms most suitable for your organization and learn how others are implementing social into their operations. For those with a successful social presence, we’ll present advanced concepts and best practices, and highlight how ACTIVE Network can help integrate social into all your activities.

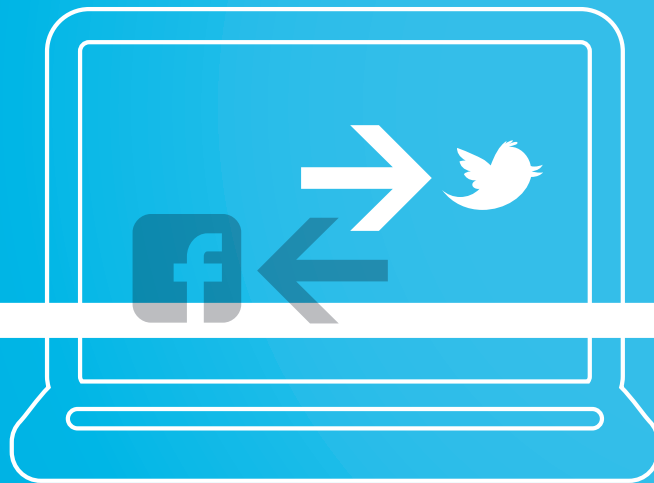
It’s important, as well, to look ahead. Many would agree that social initiatives will have a deeper penetration into your organization in the very near future. There is so much more to social media marketing than posting on your organization’s social channels daily. Marketing is the main goal, but customer services, sales, support and research and development should all play a role in your social media marketing strategy.

“**At its core**, social is about  
building relationships  
with your customers and  
prospective customers.”



## THINK ABOUT THIS:

- **Social is about the individual.**  
Your customer is in the center with his/her interests. Your camp becomes a part of the ongoing conversation between the brand and that individual.
- **Social is about continued engagement,**  
better understanding and better intelligence.
- **Social allows you to provide better value**  
with more relevant and targeted content –  
which drives a more valued, deeper  
relationship with your customers.



**89%** of marketers believe social media is “very important” or “somewhat important” to their overall marketing strategy.

**73%** of marketers believe that social media is “very effective” or “somewhat effective” for their businesses.

State of Social 2019  
(Buffer, 2019)

More than a century ago, Philadelphia merchant John Wanamaker famously quipped, **“Half the money I spend on advertising is wasted; the trouble is, I don’t know which half.”**

**The same could be said today about the resources spent on social media – much of it is wasted. (And often, more than half.)**

Like most, you’ve probably got a Facebook page, and maybe a Twitter account. Could be you’re part of a LinkedIn Group or have your own Pinterest Board. And maybe you’re feeling pretty good about your 3,000 “likes” and 500 followers.

But what are you accomplishing with your likes? Have they converted to more registrations? Which of your followers are using their own networks to evangelize on your behalf? And, most importantly, do you even know how to find the answers to these questions?

**The sad fact is that most of us are using social media without a strategy.**

Without a strategy, goals and well-planned tactics, you could be spending all your time on Twitter, while potential customers are on Facebook – having a wonderful conversation with your competitor.

Social media is a tool to solve old business problems in new ways. The tools shouldn’t be the focus, as they are constantly evolving. What’s important are the goals of your activities, and how you can leverage current social media tools to achieve success.



**Know your goals and identify them because different social media tools will work best for each one.**

Social starts with awareness, builds to trust, loyalty and, finally, conversions.



## STRATEGY TIP: KNOW WHAT YOU WANT TO ACHIEVE

### Business Goals:

Before you can write your social media strategy, you need a clear understanding of your business goals. What is your organization trying to accomplish this year?

- Are you launching a new initiative?
- Do you want to establish a dialog with participants/parents about important issues?
- Do you want more registrations?

These are the goals that will drive your social media strategy. And it's important to identify them because different social media tools will work best for each one.

It's also essential to recognize that creating social strategies is about building long-term relationships with your customers. It's a slower process than many recognize. Results will not be immediate. Social starts with awareness, builds to trust, loyalty and, finally, conversions.

The biggest inaccuracy about social media is that it is just for marketing. While it is important, most, if not all, areas of your business can benefit from social. Sales can answer prospects questions, support can troubleshoot with a customer and more. Having a unified social strategy is important as it allows you to build a more complete relationship with customers and prospects.

Customer service is another key social media function. It is not uncommon to receive messages on various platforms about registration, schedules and a multitude of other details. Participants expect quick replies—and action. The goal is to also utilize social media to improve communication and experience.

## Social Media Strategy

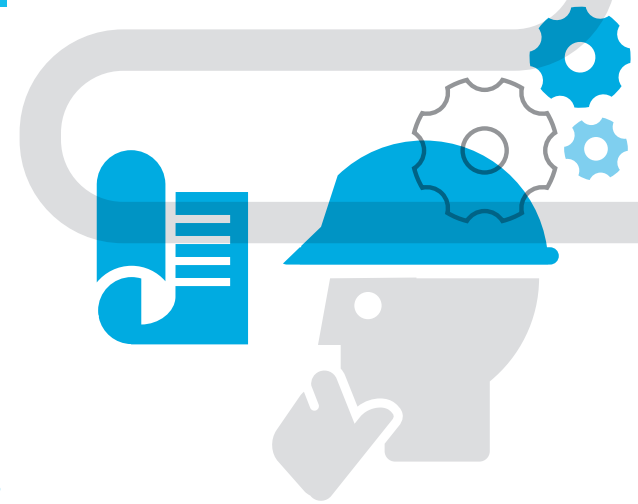
Armed with your business goals, you can now start to write your social media strategy – but keep your objectives realistic and measurable. And don't bite off more than you can chew—one or two goals will do it. These are typical and reasonable types of goals organizations set for camps, programs, classes and events

- Establish your organization as a leader in your community.
- Establish your organization as an education expert.
- Increase your organization's visibility in search results.
- Increase the number of new participants.
- Increase the rate of return participants.
- Increase the spend of returning participants.
- Gather more information about participants – education needs, service needs, spending plans, etc.
- Expand the reach of the organization through the advocacy of participants.
- Expand awareness of camp, class, program or event to niche audiences.
- Build a stronger presence in your local community.
- Drive more registrations to specific camps, programs, sessions or events.

## Social Media Tactics

The most important thing to remember as you ramp up your social media efforts is that you're trying to build relationships. You're talking **with** people, not **at** them. Think ping pong, rather than archery!

- Build your profile on your chosen platform.
- Make sure your social channels are integrated with your website.
- Start allowing people who are talking about things that pertain to your organization like camps, activities, programs, events and more.
- Start commenting on blogs, LinkedIn posts, Facebook, etc. Just add your two cents.
- Start making posts of your own. Your voice should be authentic, transparent and engaging. Don't push your goals too hard yet. You're trying to build a following.
- Share your content. Why hide it behind member-only walls? Could it do more good shared?
- Don't over-post – or under-post.
- If your platform supports it, schedule "chats" or start a discussion group.
- Know when to get out of the way. If your audience wants to move a conversation in a specific direction, let them.
- Always respond to negative comments. Tell them how you're addressing the issue.



- Think collaboration. What could your audience help with? Socializing topics? Features for a new program? Social media is like having a free focus group.
- Help participants parents engage. Launch a game. Introduce people. Connect participants with one another.
- Make a point to meet your followers at industry or community events. Plan a "meet up" for everyone.
- Congratulations, you've started building a community!



## HOW TO GET STARTED WITH YOUR STRATEGY:

---

“Disney isn’t about movies, it’s about **magic**. Apple isn’t about technology, it’s about **innovation**. What are you about?”

JAY BAER

1

### Emotional Appeal.

Social media author, speaker and consultant Jay Baer says it doesn’t matter who you are, or what you sell, your product or service offerings aren’t enough to ignite passion in anyone other than you. He urges organizations to appeal to the heart of their audience, rather than the head. “Disney isn’t about movies, it’s about magic. Apple isn’t about technology, it’s about innovation. What are you about?”

2

### Audience Definition.

What does your audience look like? Look at its sociographic, demographic and technographic make up. Where do they live socially?

3

### Social Listening.

Find out what’s being said about your industry. What are the hot topics? What are people fired up about? What types of things do they “share” or forward to others? Learn to use keyword research tools such as Google AdWords Keyword Tool, to identify the words and phrases people are using to find content in your industry – and on social channels.

Social listening will also tell you who the major social influencers are in your community or target market. Listen to what they say and consider involving them as guest bloggers or contributors to your newsletter.

4

### Competitive Analysis.

It’s always a good idea to see what the competition is doing – even with social media. Does your competitor dominate a specific channel? Have they left the door wide open on another? Can you identify their “one thing?”

# STRATEGY BEFORE TACTICS



## Making it Work

Be realistic about your scheduling and rescue management. Though focusing on just one or two social platforms will help, it's still often more than one person should do it. Small organizations can get by with a single dedicated social media position, but it is not uncommon for large companies to have entire cross-functional teams dedicated to social media.

**Many of your efforts will likely be marketing—promoting your camps, classes, programs and events or engaging with participants.**

If you have staff who cover education, customer service and admin, they should help monitor and engage on your social platforms.

Automation tools can help, too. Setting editorial calendars and programming your posts weeks in advance can put your social media on auto pilot. But you need to be nimble, as well – able to respond to changes and comments. (We have more on these tools in another chapter.)

## Measurement

**Because you've set very specific social media goals, measuring your progress toward them will be easier.**

But you'll have to decide what to measure – what has value for you. For instance, the number of followers you have on any social platform isn't really a good metric against a goal of increasing the number of new participants. For that, you'll need to measure followers who converted to registrants. (We've got more on measurement in another chapter, too – including information on how ACTIVE can help!)

### REMEMBER:

Different channels are better suited to different purposes. Building loyalty, for instance, may work best on Facebook, while thought leadership is more aligned with LinkedIn.



## SO NOW WHAT?

Now that you know what to do and where your audience is, you can choose your platform. Again, be reasonable. Pick one or two platforms, at most, and focus. It is easy to get overwhelmed, especially given how fast platforms and technology change. Focus on your resources and rank your priorities. Start small, find what works and then build from there.





## WHICH PLATFORM WORKS BEST?

Though it's more important that you determine where your potential participants parents already live online, here's a brief rundown on what works well on the various platforms.



### Facebook

Like a mini-website. Great for keeping followers informed about news, special updates, etc. Use for building loyalty and brand awareness, as well as for letting others promote you through "shares." Posts may include pictures and videos or posing questions to followers. Facebook also has ads and analytics. The majority of users are 18-29, with 30-49 year-olds following close behind.



### Twitter

Good for disseminating event news and special offers, as well as linking to pictures, blogs, websites and special landing pages. Allows you to hold quick, real-time conversations with followers and monitor the pulse of your audience. Arguably the best customer service and event-day management tool. The majority of users are 18-29 years old.



### Pinterest

Best known as a "catalogue of ideas," this platform showcases recipes, do-it-yourself projects and all sorts of purchases. Users upload, save, sort and manage images— a.k.a. pins—through boards. Business pages benefit from the "virtual storefront" which includes various topics, products and services. Pinterest is predominately used by individuals from 35- 44 years old, with visual image search function fueling the popularity of the platform.



### Instagram

Instagram is a mobile-only social network owned by Facebook, and profiles from both accounts can connect to share the same content in both places. Heavily focused on visual content, this platform is all about images, videos and stories. It also enables users to alter photos by adding filtered layers. The 'Explore' page allows users to uncover brands and trending topics through hashtags. Profiles can also be turned into business pages that help generate a following and connect with customers. Most users are 18-29 years old.



### YouTube

Video marketing is hot. Plus, you get the added benefit that YouTube is the #2 search engine in the world behind Google.



### LinkedIn

This is one of the best platforms for showcasing thought leadership. Not only can you have a company page, but team members can each have their own profile, as well. Good for building a network and deepening relationships, plus advocacy through recommendations and endorsements. The age range of users is spread fairly evenly from 18-64 years old.



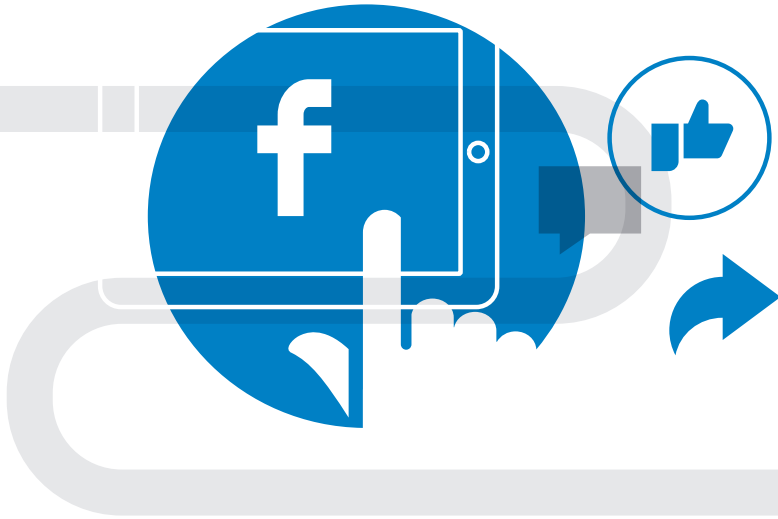
### TikTok

TikTok is a video-forward platform where users can upload, edit and create videos and original content that are up to three minutes long. This social media platform is used mainly for creativity and collaboration amongst younger audiences. In the United States, the age range is from 10 to 50+. 32.5% of users are aged 10-19, 29.5% of uses are aged 20-29, 16.4% of users are aged between 30-39, 13.9% of users are 40-49. And 7.1% are over the age of 50.

---

# YOUR FACEBOOK PLAY





**TIP:** Make sure you've turned on the message feature of your Page so people can private message you. This is becoming a more common customer service channel, and people want to reach you. No one else can see these messages. You cannot private message people who have liked your Page, but you can respond.

For more information on building your Page, visit: [facebook.com/business/build](https://facebook.com/business/build)

**Facebook is often the first social media stop for most organizations** – probably because it has the largest base of personal users (somewhere between 890 million and 1.11 billion, depending on whom you believe).

**Facebook is all about relationships –**

whether you're finding new customers, or deepening and continuing relationships with old ones. Your Facebook community can foster strong and loyal advocates, helping to improve your camp, class, program or event., crowdsource content and spread the word about your initiatives.

**Facebook is also one of the more complicated social media platforms.**

There are a lot of moving parts and various depths of activities. Not to mention the fact that Facebook makes wholesale changes rather frequently. But don't worry. Setting up your organization on Facebook is actually pretty straightforward. You can save the more complex work for later.

## Pages

**Your presence on Facebook starts with your “Page”** – once referred to as a “Fan page.” (Organizations build Pages; individuals build “profiles.”) Your page is the heart of your Facebook strategy.

Customers “follow” your page by “Liking” it, thereby seeing all your public “Posts” in their news feed, which they can then share, like or comment on. All three of these activities cause your original post to then be seen in the News Feeds of their friends (depending on everyone's settings).

Once someone has liked your Page, it's doubtful they'll come back to it unless they're pulled back through a special promotion. Everything seen about your organization will be on the News Feeds of your fans. So each post needs to count!

Many organizations become overly concerned about negative posts made by customers on their Page. While they are publicly viewable on your Wall, only posts by you go into the News Feeds of your followers. Instead of worrying about the negative feedback, welcome these as an opportunity to turn critics into evangelists with some prompt customer support.

**Facebook is a highly visual medium.** Choose Cover Photos and Profile Pictures to represent your organization and engage your audience.



**POST AT LEAST 2-5X PER WEEK**  
To stay top-of-mind with your customers.

## Posts

**Posts can be any combination of text, photos, videos, links, tags, hashtags and live streaming.**

When composing a post think “engagement” not “announcement.” Facebook is a person-to-person platform, and you’re trying to build a community and promote your programs. Discuss community issues and challenges; pose questions and engage with the responses. People liked your page because the content, the topic and the industry were relevant to them. Give the people what they want!

Posting quality content is the most important thing you can do to keep followers interested. Post at least two to five times per week to create a nice cadence and stay top-of-mind with your followers. Make sure your tone is human, friendly and conversational, and you shouldn’t feel pressured to create lots of professionally produced content. “Content” in the social media world has a much looser definition. Posting photos, conducting polls, live streaming, and behind-the-scenes details all make for great content. Facebook also has tools to help you manage your posts, highlight important content and promote and repurpose the content that yields the highest engagement rates.

## Event Pages

Event Pages are also great for increasing awareness, connecting with your audience and making your events stand out. More than 60% of people discover events through the News Feed, according to Facebook. This level of engagement is helpful in the planning stages, because aside from showing the who, what, when, where and why of your event, Facebook also shows RSVP notifications. This feature can influence users who may be on the fence to go ahead and register. In addition, if a user shows interest in your event, he or she will receive updates and reminders to take action.

## Facebook Live

The popularity of video is growing and live streaming is a big reason why. Facebook Live makes it easy to post teasers, keep the audience engaged and create emotionally-driven content using a smartphone. This feature is intriguing to users because it shows in-the-moment video and opens the door to live feedback with user questions and commentary.

## Facebook Engagement

For years, many organizations saw success on Facebook and were able to reach their target markets quickly, easily, and organically. Facebook’s latest algorithm change, however, downplays posts by publishers and brands, emphasizing content by friends and family. This means that creating high quality content that is engaging to your audience is the key to visibility. When a post has many likes, comments and shares, it signals Facebook to give preference to the post to show up in a user’s News Feed.

According to **Facebook**, **successful posts** are:

**Short:** Those between 100 and 250 characters get about 60 percent more likes, comments and shares.

**Visual:** Photo albums, pictures and videos get 180 percent, 120 percent and 100 percent more engagement, respectively.

**Optimized:** Facebook has analytics that can help you learn things such as what times people engage most with your content so you can post during those hours.

## Building your Facebook Community

Mari Smith, author, speaker and a noted Facebook marketing expert, finds the tipping point in social media to be between 500-1,000 fans/followers/friends/email subscribers. She says you’ll start to see measurable results with this size group.

**The key to growing your Facebook community is to increase the number of people who “like” your Page** – and then to increase the number of people interacting with your Page. (Remember that when they like it, share it or comment on it, all their friends see that action.) Some simple first steps include:

- **Ask all your partners, vendors, counselors, employees and participants to like your Page.**
- **Invite appropriate friends from your personal profile page.**
- **Click on “Invite Email Contacts” under “Build Audience” on your Facebook Admin Page to upload email lists and send messages of invitation.**
- **Promote your Page everywhere – on your website, printed materials, emails, etc.**



## OTHER IDEAS TO BUILD YOUR FACEBOOK COMMUNITY:

### Promoted Posts

“Promoting” your post is a paid method of making posts appear higher in News Feeds so there’s a better chance people will see them. Facebook users can get dozens upon dozens of posts per day, pushing yours to the bottom. And, a little known fact: Facebook’s algorithms will only show your post to 15 to 20 percent of your followers. Due to the sheer volume of content on the platform, Facebook is continually guessing what’s most relevant to users, and filtering out the rest. So it’s completely possible that some of your followers aren’t seeing your posts at all. Using paid promotions can increase visibility and maximize exposure for important posts. And again, if your followers see it, and interact with it, all their friends see that interaction.

For more information on promoting your posts, visit: [facebook.com/business/promoted-posts](https://facebook.com/business/promoted-posts)

### Sponsored Stories

According to Facebook stats, 80 percent of consumers say they’re more likely to try new things based on a suggestion from a friend on social media.

Sponsored stories are a way for you to pay to have your follower’s activities with your Page promoted to their friends. You’ve no doubt seen these if you have a personal Facebook page: “X person and X person like the XYZ show.” Sponsored stories are messages coming from friends about them engaging with your business. You must have a minimum of 100 likes to use the sponsored stories feature.

### Advertising

At present, you can create ads; promote posts (as above); and promote your Facebook Event Pages, among other things.

# 80% of consumers

say they’re more likely to try new things based on a suggestion from a friend on social media.

You choose the audience for your ad based on location, gender, interests, age, etc., and set a budget. Typically, you pay based on impressions, and prices vary based on a number of factors.

There is much more to learn about Facebook advertising, including such things as Ad Exchanges and Search Retargeting, but let’s stick with the basics for now.

For a deeper dive, visit: [facebook.com/business/connect](https://facebook.com/business/connect)

### Facebook Offers

If you have more than 100 likes, you can create special offers and promote them to your audience – which they can claim and share with their friends. Maybe an early bird discount, or a “Register for a camp or class, get the 2nd one 50% off” coupon. Anything likely to get them to share.

For more information Facebook offers, visit: [facebook.com/help/410451192330456/](https://facebook.com/help/410451192330456/)

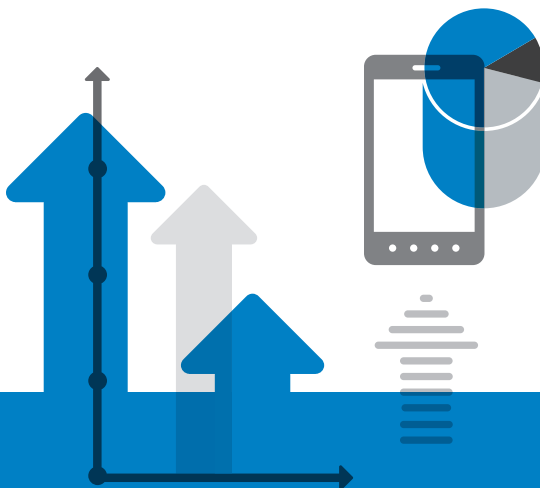


## TIPS FOR USING FACEBOOK:

- **Set a specific goal.** How many likes this month? Do you want to drive registrations or generate interest? Make sure you have a system in place to measure that goal.
- **Respond to people immediately.** More people are using Facebook as a customer service tool, and according to Edison Research, 42 percent of them expect a response within an hour!
- **Be human.** Tell stories; be entertaining.
- **Have a content plan.** Plan activities, events, contests, polls, surveys, etc.
- **Comment on other's pages as your organization's Page.** Like other industry pages and watch for their news in your feed. Be where your audience already is and let them hear from you.
- **Use Facebook to crowdsource content.** Ask followers what topics or speakers they want, or throw some ideas out and ask for votes.
- **Introduce staff** – Especially customer/participant facing people.
- **Lots and lots of pictures!** People share photos.
- **Be different.**
- **Be educational.** Teach something relevant and it will be shared.
- **Don't just post.** Have conversations.
- **Use calls to action.**
- **Use trackable URLs like bit.ly.**
- **Tease.** Give enough information, but make someone want to click the link.
- **Do your research.** Review your Insights pages and competitor's Facebook pages to see what they're doing.
- **Add social share buttons everywhere** – especially above the fold.
- **Make your Page design** reflect your objective.
- **Cross-promote** your social media channels.
- **Think mobile.**
- **Rotate your cover** and profile photos often.
- **Keep your end goal in mind with every post.** Make offers, lead people to your registration page, etc.
- **Always measure your progress** against your goals.
- **Experiment.**
- **Always provide a link** to your website.
- **Take the time to learn about Facebook** and how it works.
- **Stay on top** of Facebook changes.
- **Like the Facebook Marketing page** so you get new tips all the time.
- **Address people by name** by typing @ before their name.

## Measuring your Results

As with any endeavor, it's critical you measure the results of your Facebook activities so you know which ones resonate with your specific audience. Through your Admin Panel, you get a snapshot of activity on your page – all likes, comments, messages, etc. But there's a deeper source, as well.



“Page Insights” is Facebook’s analytic tool. From here you can understand the total performance of your Page:

- **Total Likes** – All the people who have liked your page and how it’s growing.
- **Friends of Fans** – The number of unique people who are friends with your fans. Your potential audience if all your fans were interacting with you (and thereby exposing your posts to all their followers).
- **People Talking About This** – The number of unique people who have taken one of the following actions in the last 7 days:
  - Liked your Page
  - Liked, commented on or shared one of your posts
  - Answered a question you asked
  - Responded to your Facebook Event
  - Mentioned your Page
- **Weekly Total Reach** – The number of unique people who have had any content associated with your Page delivered to their News Feeds in the last 7 days. This includes sponsored and promoted posts.

In addition to monitoring Page activity, you can also analyze each post so as to begin to learn what your audience responds to.

Then you can sponsor these types of posts to encourage even more engagement.

You can also:

- **Determine what percentage** of your reach came from Organic, Paid or Viral reach.
- **What engagement took place** with your posts.
- **Determine the demographics** of your fans – sex, age, country, city, etc.
- **Understand the source of your likes** – like buttons, search results, third-party apps, etc.

An Ads Manager tool is also available to measure the results of paid programs.

For more on marketing with Facebook, visit:

**[facebook.com/marketing](https://facebook.com/marketing)**

There are also many third-party tools for more sophisticated measurement/analysis, scheduling, page management and social ad spend management, and we’ll cover those in a future chapter.

## FACEBOOK NEXT STEPS:

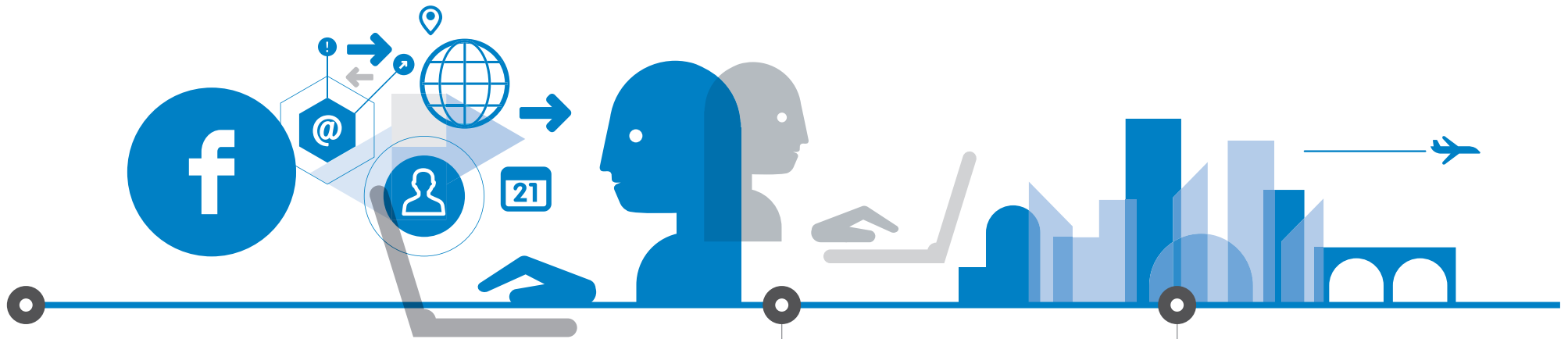
Believe it or not, we’ve barely scratched the surface of using Facebook for your organization. Entire books are written on the subject. Here are the next steps you might want to take:

### Business Manager

One of the goals of Facebook’s Business Manager is to create a space away from any personal accounts where a business can manage its pages and ads. It was also created to help run multiple Facebook or Instagram pages and track how their ads are doing.

### Facebook Blueprint

Offering online courses on various subjects about marketing, this program was created to help take any confusion out of advertising and marketing on Facebook. It is also possible to become Facebook Blueprint Certified by taking exams that show off your Facebook Advertising competency. It should be noted that these exams are not free, and that the certification must be renewed every year. Becoming Facebook Blueprint Certified is meant to show that your organization knows what it’s doing when it comes to marketing on Facebook.



## FACEBOOK BEFORE:

Get people excited about your programs, camps, classes or events.

- Post photos of the staff.
- Start a conversation on a hot industry topic; if it picks up steam, ask followers if they'd like to hear more about this topic.
- Make special registration offers. "First ten people to register today get 10% off," for instance.
- Host an event – have a speaker come answer questions for an hour on Friday – promote it all week.
- Share tips and best practices – or ask for them.
- Create a photo album.
- Pose open-ended questions that become conversation starters.
- Share links to interesting stories in the news that affect your industry.
- Play games, host contests and giveaways.
- Showcase a cause if your organization is aligned with a charitable project.
- Connect with all your partners – staff, volunteers, donors, sponsors, vendors. Share, like, do things together.

## FACEBOOK DURING:

During your peak times, the goal is to engage the people who are participating in your programs, classes, camps or events—and show those who aren't what they're missing. Someone also needs to monitor Facebook continuously, as this will be a customer service channel for some participants. For example: "Do kids need to bring a sack lunch for the Summer Nature Day Camp?"

- Post video snippets from camp.
- Lots and lots of pictures. Make albums for various events or days.
- Link to relevant industry content.
- Post schedule changes and other messages.

## FACEBOOK AFTER:

Continue the conversation after sessions, camps or events conclude, or your busy season ends. Ideally, your page should be a year-round community.

- Continue posting pictures—be visual!
- Drip out "best part of the program" quotes from participants.
- Create and post a highlight reel from the season, program or class.
- Ask participants what you could improve for next year.
- Consider opening and promoting registration for next year.



---

# YOUR TWITTER PLAY





## While nearly all social media is like electronic word-of-mouth, Twitter may be closest to the real thing.

Twitter is authentic, conversational, informal, spontaneous and, thankfully, easy.

At its heart, Twitter is simply a public forum where anyone can read, write and share messages (tweets). Messages on Twitter are limited to 140 characters, and can be categorized by keyword or topic by placing a hashtag symbol (#) in front of a word or phrase (with no spaces). These hashtags allow similar tweets to be grouped around a common conversation topic (e.g. #SummerCamp or #TheFutureOfCamp). All messages on

Twitter happen in real time, so you can post a question and get back immediate responses. (There are automation tools that also allow you to schedule tweets in advance.)

### Twitter is great for getting other people to talk about your camp, class, program or event.

You can start the conversation, and others will take it and run. And, if you can involve some Twitter super users in the conversation, you can broaden your reach to thousands of new prospects.

### As with all social media, you need a strategy for Twitter.

Why is this your social media platform of choice? Is it highly valued in your industry? Are all the movers and shakers using it? Though it's easy, it still does take work.

## TIPS FOR TWEETING:

- Every tweet should have a purpose.
- What action do you want people to take?
- Tie in a link to your registration page when and where appropriate.
- Use less of a business voice and more of a personal voice.
- Be yourself.
- Be relevant.
- Be conversational.
- Provide something your followers can't find elsewhere – links to behind-the-scenes interviews or sneak peeks.
- Make it shareable.
- People will frequently retweet questions and facts. Use them in your strategy.
- Quotes are always popular and shareable.

**Twitter is great for getting other people to talk about your organization.** You can start the conversation, and others will take it and run.

# The best way to build followers on Twitter is to **regularly engage and contribute.**

## Find, Follow, Listen

**As you open your Twitter account, it's important to completely fill out your profile page and prepare a strong bio.**

This is the first place people look, and what they read will determine whether or not they choose to follow you.

Now you can begin to search for the people and organizations you want to follow. "Following" someone means you'll see their tweets, and, if they follow you back, they will, likewise, see yours.

**Start by searching for your industry's key influencers.**

Follow others in your organization, or on your Board.

Follow parents, volunteers, staff, sponsors, journalists in your industry, vendors, etc.

You can also search topics of interest, companies or hashtags, and then follow the people who converse on those subjects. While you can't "follow" hashtags, there are automation tools that allow you to watch a stream of specific hashtags.

**Once you've followed a few dozen people, sit back and listen.** What does your industry talk about? What's the tone? What are your competitors or partners tweeting? This is an easy way to get insight that will inform your own strategy.

## Start Tweeting

Before you start tweeting, start with a few "retweets" and replies. According to Twitter, new users get more exposure this way. Retweeting means you're taking someone else's message and forwarding it to your followers. Replying is commenting back to the original writer.

The best way to build followers on Twitter is to regularly engage and contribute. As people begin to see and retweet your content, others will begin to find and follow you. Publicize your Twitter user name with a link to your Twitter page on your website, in your email signature, in e-newsletters, on printed materials, etc.

**Twitter is not a competition to see who has the most followers. What matters is how many relevant followers you have.**

Many people adopt an "if-you-follow-me-I'll-follow-you" rule, but not everyone. Getting the industry influencers to follow you will increase your exposure if they retweet you. But you have to be saying or doing something of interest. They're not just going to relay your marketing posts.

**Be sure to reply when people tweet about your organization, and "favorite" and retweet positive messages.**

Remember, too, that for many, Twitter is a customer service channel. Some parents may complain or criticize you. How you respond – as well as how fast you respond – will project an image to all your other followers.

## LEARN TO EXPLORE MORE ADVANCED TWEETING FEATURES:

- Lists, which allow you to separate people you follow into either public or private groups. (You can also go through other people's public lists to find followers.)
- Direct private messages between you and a follower.
- Using photos and videos in your tweets.
- Connecting your Twitter account to your blog, Facebook or website.
- Tweet chats – scheduled, weekly or bi-weekly live chats with a group of others interested in the same topic.



## TWITTER BEFORE:

Use Twitter build excitement among your participants about upcoming classes, programs, activities and events.

- Assign one person to “own” Twitter outreach.
- Define your goal and ensure it’s something that can be measured. If you want to drive registrations, for instance, tweet out a special code and see how many register with it.
- Create conversations. Twitter is great for organic conversations.
- If you have a Twitter-savvy crowd, consider paid advertising on Twitter.
- Crowdsource content.
- Research any hashtags you’re planning to use. Make sure they’re not one common typo away from a hashtag you wouldn’t want to drive people to. Stick with an acronym or the shorthand people use when referring to your organization or program. The shorter the hashtag is, the less of your 280 characters it uses.
- Don’t put the year as part of your hashtag, so that you can use it continuously.
- Host competitions. For example, the best tweet of the day gets a free registration.
- Share industry news, so that you’re seen as a resource.
- Retweet from industry influencers and community members.

## TWITTER DURING:

Now you have a strategy shift. Instead of building excitement, you want to engage your audience, drive behavior and give those who aren’t participating in your program a glimpse of what’s happening.

- Consider Twitter to be a part of your customer service, and monitor it as such. Twitter is often very popular with participants who will ask quick questions and expect quick answers.
- Stream live video during activities and events.
- If your audience is Twitter-savvy, you might consider a sub-hashtag strategy with multiple hashtags for various topics.
- Put your hashtags on everything: signs, handouts, printed materials, etc.
- Physically bring together the people who are active in your Twitter community by hosting a “tweet-up.”

## TWITTER AFTER:

Utilize Twitter as a content channel, using material from your organization year-round to keep interest high. You want your Twitter followers to bring you new followers who can turn into registrants.

- Post photos and videos, featuring highlights from your programs.
- Post comments from participants, staffers and volunteers.
- Pull the Twitter stream onto your website. An active Twitter stream indicates a live and vibrant community. Others will want to join the conversation.
- Measure your goals. Did you achieve what you wanted?
- Use the Twitter stream as an analytics tool to understand trends, customer support and other operational items. Moreover, you can understand how your marketing is received by your audience, in terms of topic trending, retweets and mentions.
- Identify your super users and make sure you’re following them.
- Send thanks.

---

# YOUR YouTube PLAY



Your  
YouTube Play



## REMINDER

Make sure you have written permission from parents before publicly posting any video or photo of their children.

**And, thankfully, you can capture enough video during one camp season, program and event to feed your channel for the next year.**

So once you get your channel built and can learn to quickly tag, annotate and upload videos, it can become routine.

Owned by Google, YouTube is also an SEO dream. After all, it's the second largest search engine in the world behind Google. Tagging videos with the right keywords can leapfrog them ahead of other websites, articles and online resources. YouTube itself has multiple guides and resources to teach you to create and best use its services, so we won't go into all the details here. But let's hit the highlights.

**There are two ways to look at videos on YouTube.**

You can create an account, upload a video, link it to your website and call it a day. Or you can create your own branded YouTube channel that engages and informs your audience and presents your organization and event as a go-to resource for all things related to your industry. If you're not quite ready for the latter, you can always start with the former and build.



**YouTube is probably the most time-intensive of all social media,** but in today's video-obsessed environment, a good YouTube channel can pay big dividends in branding your organization.

---

## What's your Strategy?

**At the first level, your YouTube strategy is about growing subscribers.**

But what will help that cause and how does it fit into your larger social media strategy? Do you want to be seen as an educational resource? Or do you prefer an advocacy role? Think of your channel just like a broadcast station on TV. What does your audience (parents, counselors, etc) need enough that they will tune in regularly?

You should also have a plan and a strategy for promoting your videos through email, social channels, newsletters and on your website to drive views of your videos.

---

## Production Values

**Good video quality is important, but you don't necessarily have to be Steven Spielberg.**

Viewers will accept homemade quality videos as long as the content is relevant and engaging. But don't confuse "homemade" quality with "poor" quality. Today, any kid with an HD phone camera can probably get a decent video. If you have someone on staff who can edit video and add audio, even better.

What viewers won't accept, however, is poor audio. Make sure your sound quality is excellent – no background noise, with clear, intelligible voices.

---

## Content

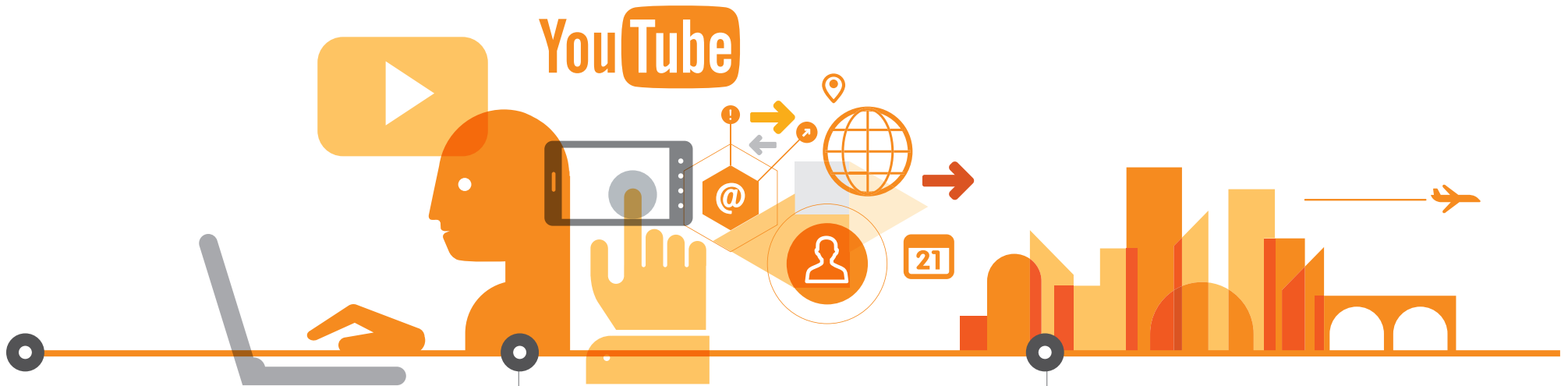
**Your YouTube channel will live and die on the quality of its content.**

What are you going to do to make your videos extraordinary? It's not just the content, but the delivery that counts.



## TIPS FOR USING YOUTUBE:

- **Keep videos short.** Shorter videos get more views. The most watched videos on YouTube are under five minutes.
- **Learn to use clickable annotations** and call-to-action overlays. A key purpose of these videos is to drive action presumably registrations.
- **Put your keywords in your video titles,** write good video descriptions with keywords and include them in the “tags” field. Tags also play a role in helping your videos appear in the “related channels” section of other YouTube channels. (Include your organization in your tags.)
- **Create a custom thumbnail graphic for your video** to increase views. Learn how at: [support.google.com/youtube/answer/72431?hl=en](https://support.google.com/youtube/answer/72431?hl=en)
- **Create playlists to categorize your videos**
- **Customize your channel page** to reflect your brand.
- **Ask people to subscribe to your page** – during the video and in annotations.
- **Embed your videos into your website,** in blogs, etc. – and include a subscribe button.
- **Always promote each video** through your other social channels.
- **Be consistent in your posting.** You need to become a channel people tune into regularly.
- **Use the “featured channels” function** with customers, partners and others to further drive engagement.
- **Comment, like and subscribe** to other related industry YouTube channels.
- **Consider** using the “prevent ads from showing on this page” feature.
- **Don’t be overly promotional** – it will turn away viewers.
- **Interview local community organizations or parenting bloggers or other influencers in your market** and ask them to cross-promote the videos on their sites. Make sure there’s a subscribe button embedded.
- **Ensure your like, share and subscribe buttons** are prominently placed.



## YOUTUBE BEFORE:

- Upload or create a highlight reel from an event, program or camp.
- Interview key staff members about something important or new that will be happening at a class, event, camp or program.
- Run contests with user-generated content – best video showing a kid playing outdoors or doing an activity gets a registration discount.
- If you are partnering with a charitable initiative, get some footage of the locale and discuss the project.
- Record a 10-20-second “commercial” and precede each video with it in the months leading up the camp, class, program or event.
- If you have a larger marketing budget, conduct an advertising campaign on YouTube - pre-rolls, display ads and competitive placements.

## YOUTUBE DURING:

- Either assign a staff member or hire a videographer to capture key moments.
- Post a highlight reel each day.
- Create a “top ten” list of the day video.
- Hire a graphic illustrator to illustrate an important process and play it back through time lapse. – (You can also livestream through YouTube, but that’s a whole different article!)

## YOUTUBE AFTER:

- Start dripping out video snippets from all your sessions, classes, camps, programs and events.
- Let those who weren’t present see what they missed.
- Break each session/class into a series of videos.
- Use Youtube Analytics to evaluate key metrics about your videos. With the in-depth analytics, you can review and adjust your video strategy for increased engagement, including what content is driving subscriptions and views, how long viewers are watching your videos, and where your viewers are located.



---

# YOUR INSTAGRAM PLAY





## INSTAGRAMMERS SHARE 95 MILLION POSTS PER DAY.

Wordstream (April, 2018)

Instagram is about everyday people sharing pictures, videos, and stories. The most important asset of Instagram is visual content, so be sure to focus on the value you provide with your posts through beautiful imagery.

### Business Profile

Getting started Instagram begins with a Business Profile, including your contact information and bio. Business Profiles are only open to those who already have a Facebook page for their business, as Instagram is a Facebook-owned company.

**“I use Instagram for brand awareness and development, and as a means to connect more intimately with my audience.”**

Jenn Herman, Blogger and Instagram Marketing Expert

The bio section of your profile should define your organization, appeal to your target market and use your brand tone to connect with your followers. The bio is also the only place on Instagram where you can share a clickable link without paid promotion. This is useful real estate for driving traffic back to your website or promoting a specific program or session. (Clickable links can be added to a post by a business, if it pays to promote the post.)

It is generally recommended to post to your Instagram feed **2-3 times per week**, and no more than **1x per day**. Stories can be posted more frequently.

Hootsuite (2021)

Your Instagram Business Profile should be set up to align with your goals for this platform—whether that means building your community, showcasing your organization’s culture and values or sharing news and updates

### Successful Instagram campaigns include:

- Unique, creative content
- Branded hashtags
- Clear calls to action
- Genuine engagement with fans and followers

SOURCE: SproutSocial (March, 2017)



## OTHER IDEAS TO BUILD YOUR INSTAGRAM COMMUNITY:

Every Business profile has a “Followers” and “Following” count, which represents how many people they follow and how many other users are following them. Instagram is all about visual sharing. Choose photos and videos that represent your activities and engage your audience. By posting new, interesting and engaging content you’ve already taken the first step in building your Instagram community.

### Other ideas for building your community inside:

- **Hashtag Your Photos:** Make it easy for people to find your content by using search-specific terms.
- **Use Filters:** Instagram offers many built-in filters to add interest and variety to images.
- **Time Posts Strategically:** Analyze which times have worked for you in the past. Instagram Analytics for business accounts is free and provides metrics on follower activity timeframes.
- **Use Geotags:** Tag your location, whether it is your main facility or the site of an activity or event.
- **Organize Your Stories into Highlights:** This is the area where you can draw in new followers by organizing short snippets from your story to communicate more about your programs.
- **Monitor Your Following:** Through your Instagram Business Profile dashboard, you can measure how many people are checking out your profile and where your followers are coming from, as well as your post reach and engagement rate

## Instagram Stories

Instagram Stories turns ephemeral messaging into an effective marketing tool. Its algorithm makes it easier for people to locate content and organizations that they might be interested in, even if they don’t actively follow the account that created it. In addition, you won’t be penalized for posting too many Instagram Stories. The ephemeral nature of the feature doesn’t interfere with Instagram’s preference to prioritize some posts over others in a users’ feed, because the story only exists for 24 hours.

Just like regular posts, Instagram Stories for business should encompass a good mixture of fun, visually appealing content. Also be sure to use location and hashtag stickers to increase your activity discoverability. This allows anyone to search by location and hashtag to view your story—thus creating the opportunity for gaining new followers.

Instagram Stories should also include tags, @mentions, GIFs, polls, augmented reality filters and other stickers that make the content more engaging for your target audience. The polls feature is an especially interactive way to ask your followers questions and see results as they vote.

## Advertising

Whether the goal is to drive awareness, increase participation or share your organization’s story, Instagram advertising is a place to be seen—and remembered. In fact, according to Instagram’s research, a viewer’s ability to recall sponsored ads on the platform is 2.8 times higher on average than ad recall on other social networks.

## Reels

Instagram’s answer to TikTok gives users the ability to record and edit 15 second multi-clip videos with creative tools, audio and effects. Reels can be shared with followers on the Feed and/or via the Explore page.

Instagram Advertising is organized into four post types to cater to the goals and objectives of business owners.

- **Photo ads** use a clean creative canvas to promote products and services.
- **Video ads** leverage sight, sound and motion to capture your audience’s attention in 60 seconds or less.
- **Carousel ads** utilize the swipe right feature to showcase additional photos or videos.
- **Stories ads** incorporate photos, videos, filters, text and overlays in a full-screen display.

## DID YOU KNOW?

**Instagram Live** is another option for sharing live video content to connect with your followers in real time. Similar to Facebook Live, Instagram Live gives organizations live streaming capabilities through a smartphone device. Once the broadcast has ended, the video can be saved to your Instagram Story for the next 24 hours.

**Boomerang:** is a built-in Instagram feature that showcases short videos that play both forward and backward. Any Boomerang you create can be repurposed and shared on your Instagram Story.



## TIPS FOR USING **INSTAGRAM:**

- Define your objective. How many followers do you want to obtain? Do you want to increase registrations? Be specific with your objectives and how you will measure success.
- Follow industry influencers. Their accounts have large followings and engaging content, and they may also inspire new ideas for your posts.
- Follow popular hashtags. It's important to know what's trending in the industry, so you can leverage trends to complement your objective.
- Be consistent. Many users chose to follow you for a reason, so give them a consistent message and feeling when they visit your account.
- Monitor your direct messages. Some followers want to reach out to you privately, and direct messages provide the perfect opportunity to answer questions and provide quick feedback.
- Reply to comments. A quick response time shows your followers that you care, so always reply or "like" their comments in a timely manner.
- Tag other organizations or individuals. In your posts, use the @mention feature or tag feature to call your posts' attention to other social media accounts.

According to Instagram, the social network has more than **800 million monthly active users, 500 million daily active users, and 300 million daily active Instagram Stories users.**

---

## Measuring your Results

**Instagram Business Profiles automatically unlock analytics by linking to your Facebook Business page.** Insights gleaned can provide actionable information such as post reach, impressions, profile visits, discovery of your account and audience activity. By carefully monitoring each key performance indicator, you can tie your Instagram activity to quantifiable results.



## INSTAGRAM BEFORE:

Encourage membership or inform and excite your audience about upcoming programs, activities and events.

- Conduct polls asking for opinions and preferences.
- Add a teaser to your Instagram Story.
- Incorporate hashtags.
- Post photos and video clips from past programs.
- Conduct a giveaway or special offer to entice registrations.
- Provide referral incentives, like a 10% discount or free t-shirt.
- Drive traffic to the link in your Instagram Business bio—and choose that link carefully, based on your goals.
- Use Instagram Live to answer questions in real-time.
- Cross-post the same content on Facebook and Twitter with the Instagram share button.
- Connect with industry influencers and ask them to repost information.

## INSTAGRAM DURING:

Instagram can be a valuable customer service tool during peak times.

- Share the experience of participating in your programs through photos and videos.
- Use Instagram Live to transport your followers to a campsite or into a class, outing or special program.
- Designate a point person to respond to comments and questions quickly.

## INSTAGRAM AFTER:

Continuing the conversation is an important aspect of managing an Instagram Business profile. This helps attract new followers, and keeps existing followers engaged and excited for what's coming next

- Use the carousel feature to display photos on common themes—programs, staffers, facilities.
- Use emojis and filters to illustrate excitement and fun.
- Add event highlights to your Instagram story.
- Leverage polls on how you can continue to improve.
- Begin promotion for next season's programs.

---

# YOUR PINTEREST PLAY





**Think of Pinterest as a wall of bulletin boards. There might be a board for recipes, one for pets and one for vacation destinations.**

On each board, users “pin” pictures or videos. Pinterest is incredibly visual and, essentially, it’s an organization tool. The social part comes in the form of sharing and repinning.

Historically dominated by female users, Pinterest is evolving toward a more balanced ratio. Demographics currently stand at about 70% female and 30% male users, and 50% of new sign-ups are men. You may or may not decide this platform is worth your time—but if your organization can yield great images, and if you create boards to showcase them, you can be followed.

**Also note that Pinterest is more than just collections of images – it’s an aspiration platform.**

Users pin things they want to buy, places they want to go, things they want to learn to make and things that motivate them to become the people they want to be. Keep this aspirational aspect in mind if you choose to create boards and pin content in order to meet your goals.

## Merchandising

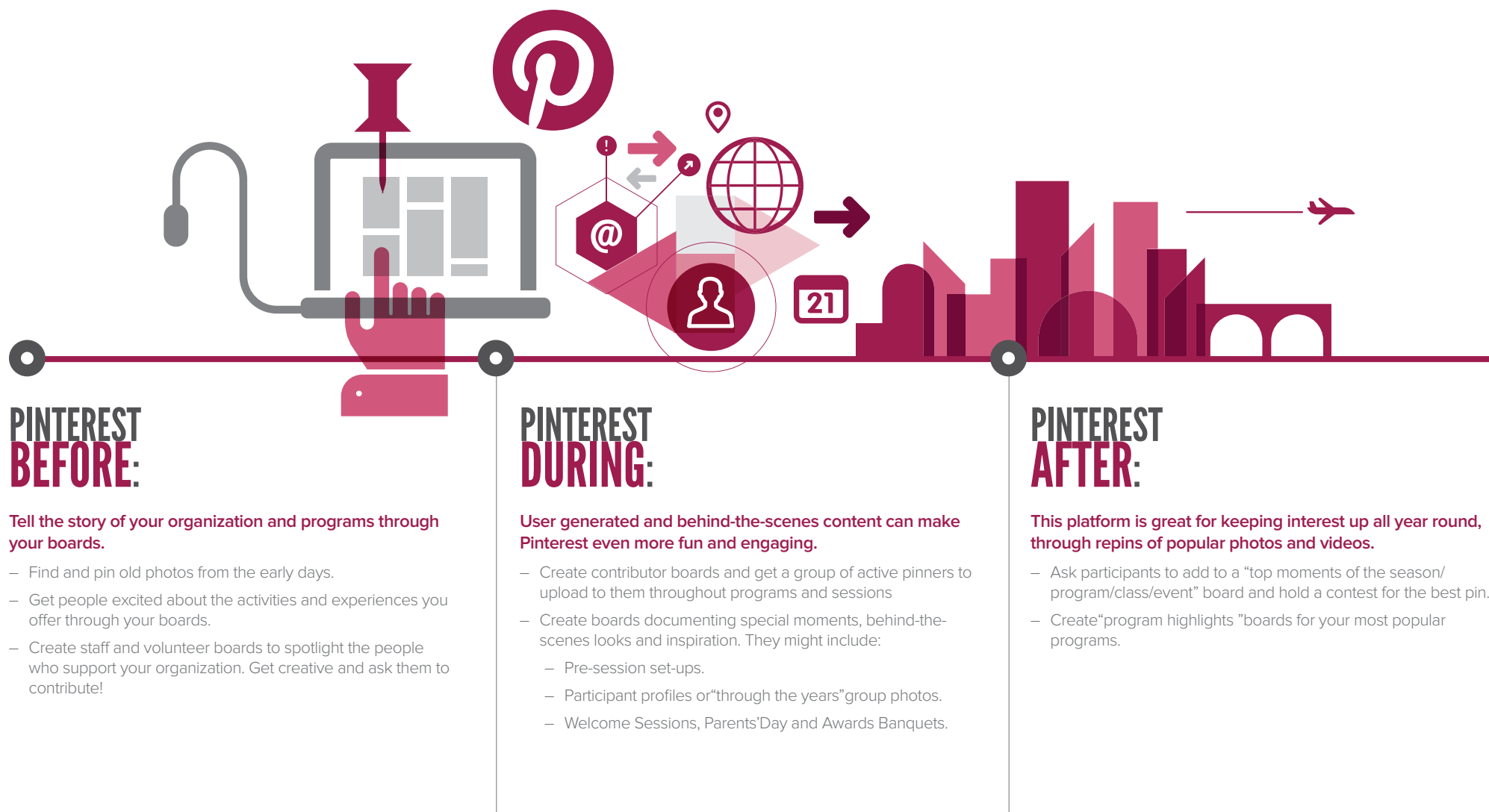
**93% of Pinners use Pinterest to plan purchases.**

The simplest way to advertise on Pinterest is to pin eye-catching images linked with “Buy Now” pins connecting users directly with the payment portal. Be sure to add the “Save” button to your site to make it easy for people to share and save your content. Source: <https://business.pinterest.com/en/why-advertise-on-pinterest>



## TIPS AND TRICKS

- **Be compelling.** No one’s going to follow or repin boring images. Spend some time looking at what the most successful Pinners in your industry are doing.
- **Think about what your audience wants** and needs and aspires to be.
- **Use your keywords** in Pinterest image names and descriptions for search engine optimization.
- **Contests** – from lotteries and raffles to “best boards” and “most shares” are big on Pinterest. Think of a contest for your audience.
- **A key goal is to get traffic** from Pinterest to your blog or website. Embed pins into your blog and link your pins to your website.
- **Repin, Like and Comment** on pins from others in your industry.
- **Include a call to action** in your pins.
- **Make sure your logo** or organization, class, camp or event name is on your images.
- **Tie in a link** to your registration page when and where appropriate.
- **80 percent of pins are repins** – so the key is to create good original content that people will repin.
- **Credit the sources** of your pins.
- **Don’t be too promotional.**
- **Overlay a message** on your image.
- **Be sure to add a “Pin It” button** to all your web pages.
- **Add the Pinterest bookmarklet** to your browser for easy pinning when you’re online.
- **Vertical images** work best.
- **Use Pinterest analytics** to learn the types of pins your audience responds to.





# The “Other” Social Media Platforms

Though the majority of your audience will be covered by the previous social media platforms, there are others to consider

**Blogging:** While not a social platform specifically, a blog can create a lot of great content to distribute through your social channels. There are three key reasons to blog:

1. With the right content, you'll drive interest in your programs, which can lead to registrations.
2. You'll build your reputation as a resource in the industry
3. You'll increase your ability to be found in online searches. Remember to make each post relevant to your audience and don't be overly promotional.


**LinkedIn:** Most people think of LinkedIn as a professional networking service, which it is, but don't overlook this social gem as a place for directors and administrators to become thought leaders and make connections in the industry. Join relevant LinkedIn Groups to network, stay up-to-date on best practices and establish yourself as a leader. Once you start to contribute to discussions, you'll find that people will want to connect with you.

**Snapchat:** This is the messaging app that popularized ephemeral content, a.k.a. “Snaps.” The platform features “Stories” of 24-hour chronological content, as well as “Discover,” an area which includes news sections and ad-supported shortform content from brands. The “Memories” section allows Snaps and Story posts to be saved in a private storage area, where they can be viewed, edited or shared. A mobile-only platform, Snapchat prioritizes augmented reality stickers and filters to enhance the user experience.

**Yelp:** This platform includes a website and mobile app featuring crowd-sourced reviews, reservations and social events. Businesses are listed in a directory format, and “Yelpers” are able to share their experiences with the user community. Business owners can “claim” their profile, allowing them to respond to reviews, access data traffic reports and offer discounts. This powerful platform is best utilized for reputation management and social media listening purposes.

**Reddit:** An online community (and many sub communities) where users post stories, vote them higher or lower in importance and comment on them. Everything from humorous memes to serious political discussions.

**Tumblr:** Purchased by Yahoo in June 2013, users post multimedia content to short-form blogs.



It really doesn't matter which method you choose to measure your results. **What matters is that you do.**

There are as many ways to measure the success of your social media endeavors as there are articles on the subject in a Google search.

Seriously. Everyone has a theory on what and how you should be measuring.

Many encourage the Conversation-Amplification-Applause-Economic Value system championed by Google's Digital Marketing Evangelist, Avinash Kaushik, whereby you measure four key metrics in order to learn what your audience is most interested in, and assess your social ROI.

Others will recommend point systems to quantify likes and share, or measuring impressions, trackbacks and conversions. There's also those who advocate "share of voice" and social listening.

It really doesn't matter which method you choose to measure your results. What matters is that you do. Social media is too time-intensive an effort not to know if you're getting more out of it than you're putting into it. And if you ever hope to get more of an investment in social media, you will need proof that you're either generating revenue or saving money.

## 4 KEY METRICS FOR MEASURING SOCIAL ROI:

### Conversation rate

The number of replies to each original post.

### Amplification rate

The number of re-tweets, shares, etc. to an original post.

### Applause rate

The number of likes, +1s, favorites, etc. to an original post.

### Economic Value

A system of assigning a dollar value to each of your social goals and calculating a "per visit goal value" to each of your social platforms.



## THE 3 ESSENTIAL DATA POINTS:

### Impressions:

How many people are seeing the posts I'm making?

### Clicks:

How many website visits am I getting from each of post?

### Conversions:

How many people are registering?

Source: ACTIVE Network

There are hundreds of tools to help you analyze your social media success. Some are designed specific to a social platform, while others are cross-platform. Many are free. Here are some well-known cross-platform tools:

**Beevolve:** Social media monitoring and ROI measurement software. Monitor your brand mentions, schedule and launch social media campaigns, and measure resulting sales and engagement from those campaigns.

**Brandwatch:** A social CRM, marketing and reputation management service. You can segment social data by mention-type – complaint, review, referral, buying signal; or by author-type – customer, competitor, prospect, advocate, detractor, etc.

**CustomScoop:** An online “news clipping” service covering both traditional and social media. Features on-demand analytics, daily news briefings, crisis monitoring and social media buzz reports.

**Google Analytics:** Track your social posts as easily as you do your website. Google analytics will identify where your traffic comes from, what keywords are used and which are your most popular posts.

**Hootsuite:** A social media dashboard to manage social networks, schedule messages and tweets, track brand mentions and analyze social media traffic.

**Meltwater (formerly Sysomos):** Stay on top of your digital strategy and marketing performance with media monitoring, a media database, social listening, social media engagement and social influencer management.

**Marketing Grader:** A free tool from Hubspot that grades your social media reach, how engaging your posts are and how well your website is optimized for social media sharing.

**NetBase Quid:** A consumer and market intelligence platform that delivers contextual insights to reveal business trends, connect with consumers and understand the story behind competitors and the market.

**Netvibes:** A social media dashboard and reader synched across desktop, mobile and tablet devices. Free version with the basics; premium version adds social analytics and real-time alerts.

**NUVI:** A social media command center for customer support, public relations, lead generation and competitive insights.

**Oracle Social Cloud (formerly Collective Intellect):** For the social enabled enterprise. Monitor social conversations; uncover trends, topics and insights; create, execute, measure, and fine-tune campaigns.

**Radian6 by Salesforce:** Identifies and analyzes online conversations about your organization, your product (event) and competitors; evaluates reactions to your campaigns and lets you see which content is connecting.

**Social Mention:** Social media search and analysis platform that aggregates user-generated content from more than 100 social media platforms.

**socialbakers - An Emplifi Company:** A unified social media marketing platform that drives growth by helping brands to understand their audience, creating content they love, analyzing engagement and improving cross-channel care.

**Sprout Social:** Social media monitoring with analytics, scheduled publishing and integration with CRM systems – all with mobile access.

**Synthesio:** A digital consumer intelligence suite that features dashboards for social listening, a profiler for audience analysis, surveys for consumer thinking, and a social command center.



**Aggregate:** The process of gathering (and sometimes redistributing) like information from a variety of online sources.

**Alerts:** Emails delivered to you when specific words or phrases you want to monitor are mentioned online – such as your event, your organization, your competitors or topics of interest. Can also be viewed in RSS readers or dashboards of social monitoring tools.

**Backchannel:** Real-time online conversations taking place behind the official conversation – such as a Twitter conversation going on between attendees during a conference session.

**Bit.ly/ Tinyurl.com/Ow.ly:** Free link shortening services that condense long URLs to make them easier to share through social media. Also a method for tracking and organizing your links.

**Blogsphere:** The universe of all blogs, or all blogs within a specific community.

**Blogroll:** A list of blogs a specific blogger follows.

**Chat:** communication between two or more users on a website, social platform or instant messaging application, happening in real time.

**Collaboration:** Considered by many to be the highest form of social – the ability to work together across departments, organizations, countries and time. Requires the ability to share and store files, annotate and comment, meet online, create master calendars, project plans, etc.

**Comments:** Responses posted by users of social media to pictures, articles, blogs, status updates, etc.

**Community:** Sometimes emerging organically around a specific topic, but often organized through recruitment processes, a community serves the shared interests for a group of people. It usually exists so participants can share ideas and find solutions to specific issues. Can be loosely organized on public social media, or be more complex, private entities on proprietary social platforms.

**Crowdsource:** Using the collective voice of members of a social platform to source content, make

decisions and solve problems. In the event industry, crowdsourcing speakers and session topics is becoming more commonplace.

**Curate:** The process of aggregating and filtering the masses of content on the Internet to redistribute to your audience only the best and most pertinent.

**Embed:** The process of using a piece of HTML code to place a video – or even a live stream – into a website or blog, while the original content is hosted on another site.

**Engagement:** The holy grail for social media. Getting people to actively interact with your brand or event by commenting, sharing, posting, etc.

**Facilitator:** A person who manages an online conversation, keeping people on target, asking for clarification, etc.

**Geolocation:** Used for certain social media; the process of identifying the real-world geographic location of an object (especially a mobile device).

**Geotagging:** Adding geographic identification data to photos, videos, etc., which allows other content from the same geographic location to be found.

**Groups:** A looser configuration of people than a community, but still organized around a specific topic or interest.

**Hashtag:** Once the domain of Twitter, but now used by Facebook and other social media. A symbol (#) used to precede a word or phrase in order to group and search for all posts around a similar topic or conversation stream (e.g. #SuperBowl, #WhiteHouse).

**Instant messaging or IM:** Real-time chatting, usually between two people, using the same instant messaging tool or social media. Considered a quicker alternative to email.

**Lurkers:** A person who views social media, but rarely or never participates.

**Meet-up:** Face-to-face meetings of people who belong to specific groups or share a common interest. Meet-ups often happen at industry events.

**Meme:** A concept (often humorous) that spreads rapidly through social media. Often a photo with text.

**Newsfeed:** A news feed is literally a feed full of news or status updates. On Facebook, for instance, the News Feed is the homepage where users can see all the latest updates from their friends.

**Outposts:** Places where you have an online presence but you do not own. (As opposed to your “home base,” which might be your website or blog.)

**Participatory Culture:** The social media culture of sharing and collaborating.

**Permalink:** The link to a specific entry on a blog or page on a website – as opposed to the main URLs.

**Photosharing:** Sharing your photos on social media sites, and allowing others to then share them again.

**Post:** An entry on a social media site, such as a status update, a share, a blog post etc.

**Profile:** The personal and/or professional information about you, by which like-minded people on social media can find you.

**RSS (Really Simple Syndication):** A process allowing content creators to offer subscriptions to their content, which is then viewed by users in “readers” as it’s published, rather than on the original website when they search for it.

**Share:** The backbone of social media. To post or repost content is to share it. Text, images and videos are offered to others to encourage further sharing – which can lead back to you through tagging.

**Social Bookmarking:** Services that help users organize, search and share social and Web content.

**Social Listening (or Monitoring):** The act of listening (and hopefully responding) to customers over social media as they discuss your brand, your event or industry topics, as a means to improve the brand or event.

**Social Media:** Sharing content with others via social media platforms (Facebook, Twitter, etc.)

**Social Media Channel:** The various social media platforms on which we interact with one another online, such as Facebook, Twitter, etc.

**Social Media Marketing:** Leveraging social media to generate awareness or drive demand of a product, brand, event or organization.

**Social Media Optimization:** Using many social media outposts and communities to increase awareness of your brand or event.

**Social Mention:** The mentioning of your brand, organization or event on social media.

**Social Networks:** Another term for “social media channel.”

**Social Reach:** Describing how wide a net an organization or event has cast online. Expanding social reach is often accomplished through multiple accounts for different audiences, products, topics, etc.

**Tagging:** Attaching keywords to content to describe the item and allow it to be easily found through searches and aggregation.

**Threads:** A series of comments and/or conversations stemming from an original post.

**Trackbacks:** A linking mechanism allowing bloggers to mention an item on another blog, and thereby leave a link on the original post, back to the second blog.

**Transparency:** Refers to the importance of being genuine on social media, and making your social interactions authentic, rather than veiled, or even outright, sales messages.

**User Generated Content:** Material on your website or social site, created by your customers or partners – photos, videos, blogs, etc.

**Web 2.0:** The term used to describe the use of the World Wide Web as something more than static pages. The Social Web.



---

**Our goal with this Social Media Playbook was to help you create, or perhaps retool, your social strategy, including identifying the platforms that are best for your organization, setting goals and implementing best practices.**

---

Marketing is important and just about every area of your business can benefit from social media. Sales can answer prospect questions, support can troubleshoot with a customer and more. Having a unified social strategy is so important because it allows you to build a more complete relationships with customers and prospects.

At ACTIVE Network, we strive to provide not only the solutions to enable online registration, membership management and facilities reservations through a user-friendly system, but the practical education to help you reach your goals—whether they are measured by increasing registrations, operating more efficiently or improving the participant experience.

---

## Digital Marketing Services

ACTIVE's digital marketing services team can get your organization in front of the right audience by utilizing paid ads on Google, Facebook, Instagram and LinkedIn. Our amazing team can assist you with the creation, implementation and optimization of a digital marketing strategy that's sure to see a return on investment.

**Connect with us today to see how ACTIVE can help set your organization's social media marketing strategy up for success!**