



CONWAY

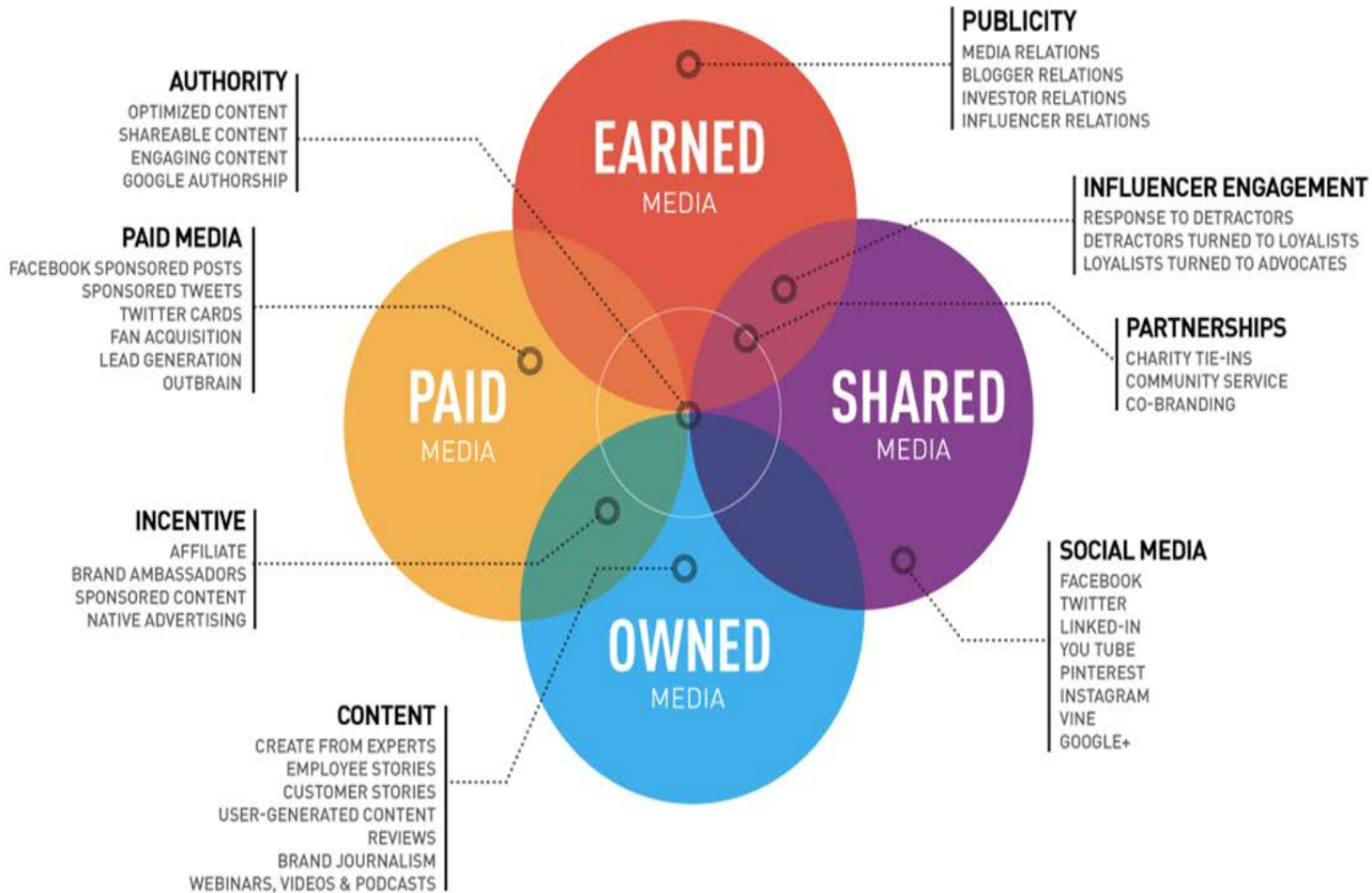


SOCIAL MEDIA AND PUBLIC RELATIONS



What is public relations?

- The professional **maintenance of a favorable public image** by a company, organization, or famous person. (*Merriam-Webster Dictionary*)
- The practice of **managing the spread of information** between an individual or an organization and the public. (*Wikipedia*)
- A **strategic communication process that builds mutually beneficial relationships** between organizations and their publics. (*Public Relations Society of America*)



Why social media for PR?



Of all the media available... Why use social media for public relations purposes?

- Because earned media is still the most trusted form of recognition for a brand.
- Because social media users love news, and social media helps news travel **FAST.**



Why social media for PR?

Two main purposes of social media for public relations:

Playback – Amplify positive messages and expand their reach

- Share earned media coverage such as positive news stories
- Share owned media such as blog posts, newsletter content, website links, images, etc.

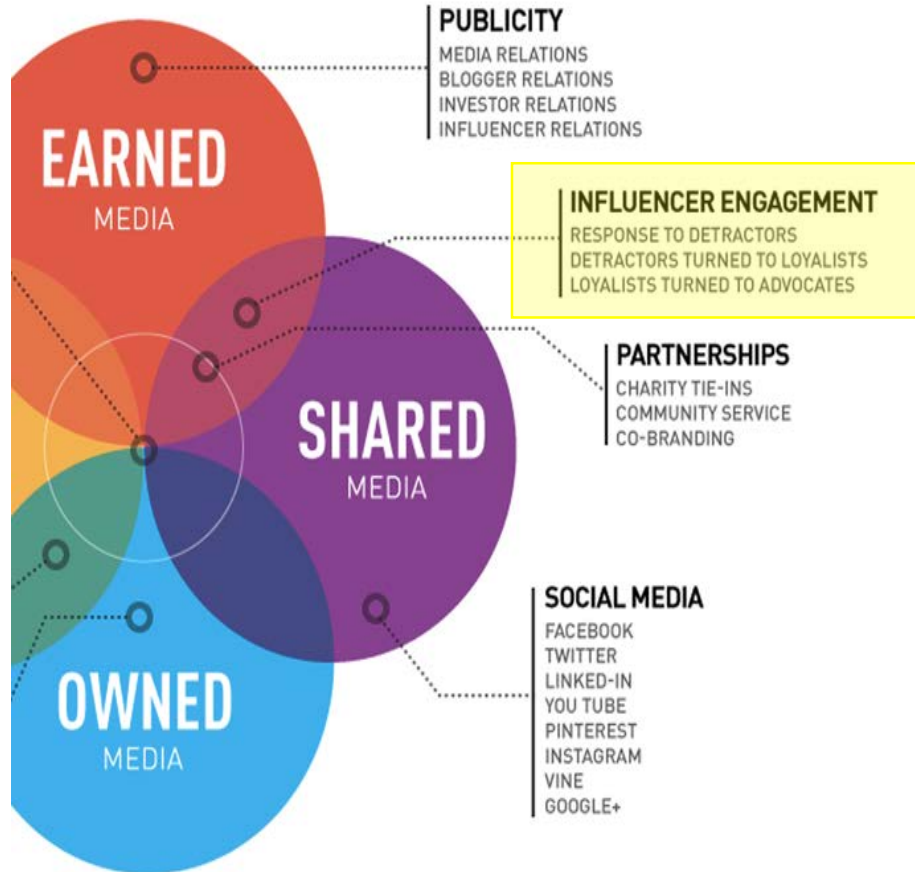
Listening – Tap into your constituents/audience

- Search for relevant hashtags and keywords
- Monitor and track positive, neutral and negative mentions of your region / organization



Other **goals** could include:

- Driving traffic to your website
- Connecting and engaging with your audience and brand champions
- Increasing brand awareness.
- Keeping your organization and brand front of mind



The overlap between **shared** and **earned** media is where an audience is best engaged. This is where you're best able to **respond to detractors**, where **detractors turn to loyalists**, and where your **loyalists serve as advocates**.



Social media helps you take a microphone to your positive messaging and success stories and **amplify** them.

Why does this matter? Because it will **'move the needle'** for your region.

- Increase business attraction
- Drive investment projects
- Attract residents who will establish businesses
- Create and encourage brand loyalty

Start with an **audit of your current social media practices.**

Establish governance and identify resources.

- Who will manage social media?
- What tools are at their disposal?
- Allocate budget
- How will progress be tracked?

Identify your desired outcome(s).

- Goals that are measurable, timely, and that will draw business to the region.

Choose a series of consistent actions that will help you achieve said goal(s) within a specific period of time.

- This is the basis of your content strategy.

Evaluate the results. Make necessary changes.

Repeat.



Strategy

The most important part of a social media plan is having a **strategy**.

Choose a desired **outcome** and identify an **action** that will help you achieve that **goal** within a certain period of **time**.

Ex: *“We would like to increase the number of Facebook likes by 50% in the next year.”*

Ex: *“We would like to double our number of Twitter followers.”*

Ex: *“We would like more positive mentions of our tourism product on Instagram.”*

- **Audience.** Who are you trying to reach? Who is this customer? What are their characteristics and where do they read their information? What platform will you find them on?
- **SMART Goals.** What are the SMART goals you need to accomplish your PR efforts? A SMART goal is specific, measurable, attainable, relevant, and timely.
- **Metrics.** How will you measure and quantify success? How are you collecting this data?
- **Editorial calendar.** What are your publishing deadlines? What are the publishing deadlines of media partners and their publications?
- **Ownership.** Who on your team is responsible for each of the elements necessary to make your strategy a reality?

Pros:

- Professional networking.
- SEO (search engine optimization).
- LinkedIn will share news stories that mention connections.
- An excellent way to share business stories with connections without the personal ‘fluff’ getting in the way
- Blogging and professional thought leadership.
- Drive traffic to your website.

Cons:

- Less personal
- Lots of spam
- Less useful for video / photo content



Pros:

- Excellent way to gather feedback. Polls, hashtags, etc.
- Free
- Huge user base
- Can connect directly with a constituent or client
- Access and read news in real time
- Brand personality
- Access to analytics per tweet

Cons:

- Lots of negative feedback
- Have to tweet at the right times
- 280 character limit



Instagram



Pros:

- Excellent for sharing visual content – photos, IG live, IG TV
- Free
- Huge user base
- Can filter images by hashtag (user shared images)
- Brand personality
- Use images to drive traffic to site

Cons:

- No written content (but can link)
- Have to post at the right times
- The algorithm – no chronological order



facebook

Pros:

- Top network in the world - over 1 billion users
- Shareable, commentable content
- Great for photo, video, and short written content; FB live
- Analytics access
- Inexpensive advertising, promoted posts
- Personal, fairly easy to use and familiar to everyone – 100 million hours of video watched daily on FB

Cons:

- Requires time to build content, followers
- Without advertising budget, less useful
- Negative feedback/reputation management crucial

Pros:

- Excellent for video – a compelling medium
- Owned by Google
- Great promotional tool – drive website traffic
- Anyone can upload, anyone can watch – 5 billion hours of video watched daily on YouTube

Cons:

- Requires time to build content, followers
- No guarantee on call to action
- Higher production value on videos
- Negative feedback/reputation management crucial



Recap

Use social media for **playback** and for **social listening**

Amplify all your positive media attention and key messaging

Set measurable **goals** and work at them consistently

Develop your **content calendar** with goals in mind

Choose the **platform** to post on based on the **message, content, and the audience** you're trying to reach



CONWAY

Q&A

THANK YOU!