Making It Happen
Develop A Social Media Strategy
Creating The Buzz
Developing Advocates
Creating Social Media Policy
Developing A Social Media Strategy

1. Setting goals and objectives
2. Analyze your competitors/industry leaders
3. Choose the channels and tactics
4. Create a content strategy
5. Assign Roles
Developing A Social Media Strategy

1. Setting goals and objectives

   Marketing goals are general
   
   Develop a new work safety program
   Drive people to recycle
   Nurture relationships
Developing A Social Media Strategy

1. Setting goals and objectives

Marketing objectives are measurable

- Safety program accidents reduced 25%
- Recycling increases by 50%
- Social Media engagement increases 125%
Developing A Social Media Strategy

2. Analyze your competitors/industry leaders

- Start with a visit to your competitor/industry leader website and make notes about the good and bad features.
- Review their social media and see if it’s producing results.
- Check for variables and determine if they’re working in tandem or against business goals.
Analyze your competitor/industry leader

1. Start with a visit to your competitor/industry leader website and make notes about the good and bad features.
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Analyze your competitor/industry leader

3. Check for variables and determine if they’re working in tandem or against business goals.

Relationships help us understand our clients’ needs. Innovation is directly fed by client needs and bringing it all together gives Mitie a point of reference – the “why” we do things.
Developing A Social Media Strategy

3. Choose the channels and tactics

- Avoid wasting your time in the wrong places
- Determine the platform that is best
- Tactics – Understand the best practices of each platform
Developing A Social Media Strategy

4. Create a content strategy

- **Content and social media** have a symbiotic relationship: Without great content social media is meaningless and without social media nobody will know about your content. Use them together to reach and convert your prospects.
- There are three main components to any **successful social media content strategy**: type of content, time of posting and frequency of posting.
Developing A Social Media Strategy

5. Assign roles

<table>
<thead>
<tr>
<th>Role</th>
<th>Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visual content creation</td>
<td>John</td>
</tr>
<tr>
<td>Video content creation and editing</td>
<td>Kevin</td>
</tr>
<tr>
<td>Customer service</td>
<td>Megan</td>
</tr>
</tbody>
</table>
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Psychology Tips to Improve Your Social Media Posts

- Images speak to viewers
- Color communicates
- Words trigger action
- Emotion connects
- Conversation engages
Creating The Buzz
Psychology Tips to Improve Your Social Media Posts

• Images speak to viewers
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Psychology Tips to Improve Your Social Media Posts

• Color communicates
Words trigger action

Six words that typically work well are:

- Who
- What
- When
- Where
- Why
- How

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Creating The Buzz
Psychology Tips to Improve Your Social Media Posts

How do you relax after work?

“I absolutely love to cook. My mind can become easily distracted reading or drawing because they are quite passive activities, but cooking requires constant attention and you’re never not doing anything. It’s so cathartic and I absolutely love seeing a dish come together.

My favourite food is Italian cuisine. I’ve known my best friend and her family since I was 12, and as an Italian family, their food is so comforting but also nutritious, at the c... See More
Creating The Buzz

Psychology Tips to Improve Your Social Media Posts

Emotion connects

• Connecting with readers on an **emotional level**, especially when it’s something happy, can impact your social media posts.
What is the easiest way to start a conversation?

"Do you have any interests?"

"I like to dance, and when I have the opportunity with my wife we go to Latin disco."

#HumansofMitie
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How To Turn Employees Into Social Media Advocates

• Enhance company brand
• Boost credibility
• Make it easy with hashtags
• Put employees in the driver’s seat
• Trust employees to use their judgment
• Identify employees who want to go further
Developing Advocates

How To Turn Employees Into Social Media Advocates

• Enhance company brand
  • Highlight company culture
  • Support employee engagement
Developing Advocates
How To Turn Employees Into Social Media Advocates

• Enhance company brand
  • Highlight company culture

What happens when you do this?
By making a company culture more visible on social media, not only attracts customers who appreciate how well they treat employees, but also draws in potential candidates who might want to work for the company.
Developing Advocates
How To Turn Employees Into Social Media Advocates

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How To Turn Employees Into Social Media Advocates

• Make it easy with hashtags

"Most people associate me with musical theatre since doing Mitie's Got Talent, but actually, I've been a classical musician my whole life - I started when I was young, taking piano, violin and voice lessons. In fact, I originally came to the UK to study late medieval English music! These days, I sing with a chamber choir in central London - right now, we're preparing to do Rachmaninov's Vespers in March."

#HumansOfMitie

"My proudest moment was when my daughter was accepted into university. Throughout school she was educationally challenged and was told that she would never achieve the grades she needed to get in to university. With hard work and determination she left school with 9 GCSE's C and above and is now studying Medical Science."

#HumansOfMitie
Developing Advocates
How To Turn Employees Into Social Media Advocates

• Put employees in the driver’s seat

Employees need to feel confident about social sharing guidelines to be good brand ambassadors.
Developing Advocates
How To Turn Employees Into Social Media Advocates

• Put employees in the driver’s seat
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- Trust employees to use their judgment

"My name is Ken Heaton with a nickname of Kenergy – as I am passionate about saving energy! Strange also that I should have a surname like Heaton when what would really suit me is Heatoff!"

#HumansOfMitie
Identify employees who want to go further
Making It Happen
Develop A Social Media Strategy
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Social Media Policy
How To Write A Social Media Policy To Empower Employees

1. Consider Corporate Culture
2. Get executives and department heads to buy-in
3. Determine the scope
4. Clarify policy rules
5. Address professional and personal use
6. Keep it short
7. Train Employees
8. Launch

Social Media Policy
Social Media Policy
How To Write A Social Media Policy To Empower Employees
• Consider Corporate Culture
  • Find out which other company policies (e.g., HR and IT) may overlap with your new social media efforts
    • Confidential Information
    • Harassment
    • Technology
Social Media Policy
How To Write A Social Media Policy To Empower Employees

• Get executives and department heads to buy-in
  • Have representatives from human resources, legal, communications and information technology meet.
  • During the meeting, discuss the policy writing and approval process.
Social Media Policy
How To Write A Social Media Policy To Empower Employees

• Get executives and department heads to buy-in
  • Emphasize the potential of socially-active employees
    the importance of sharing information, listening to
    client needs, engaging and sharing recruiting
    announcements.
Social Media Policy
How To Write A Social Media Policy To Empower Employees

• Determine the scope

• Answer these questions:
  • Does the company want multiple policies to address various departments and networks; one combined detailed policy; or one general policy to apply to the company as a whole?
Social Media Policy
How To Write A Social Media Policy To Empower Employees

• Clarify policy rules

• Your goal is to empower employees to be active on social media channels and support the company in positive ways.
• You can help them by clarifying known issues and asking them for additional questions about social media.
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• Address professional and personal use
  • Define the extent of acceptable social media use in the office.
• Address whether employees need to disclose their association with the company when posting company information.
• Include acceptable posting standards
• Encourage appropriate personal updates (after hours)
Social Media Policy
How To Write A Social Media Policy To Empower Employees

• Keep it short
  • Distill the larger policy into short, easy-to-understand guidelines.

Ford Motor Company’s Digital Participation Guidelines
Social Media Policy

Keep It Short
Social Media Policy
How To Write A Social Media Policy To Empower Employees

• Train Employees
  • Break up any perceived negativity by including inspiring and empowering elements.
  • Make social media relevant to employees by explaining that it’s actually good for business.
Social Media Policy
How To Write A Social Media Policy To Empower Employees

• Launch
  • Do you like cake?
  • Of course—everybody does. Have a social media policy launch party to get people excited and raise awareness about your renewed focus on employee engagement.
• Give out prizes
Questions?

• Without great ___________ social media is meaningless.
• By making a company culture more visible on social media, what two things happen?
Let’s Take A Break

Be Back In 10!