

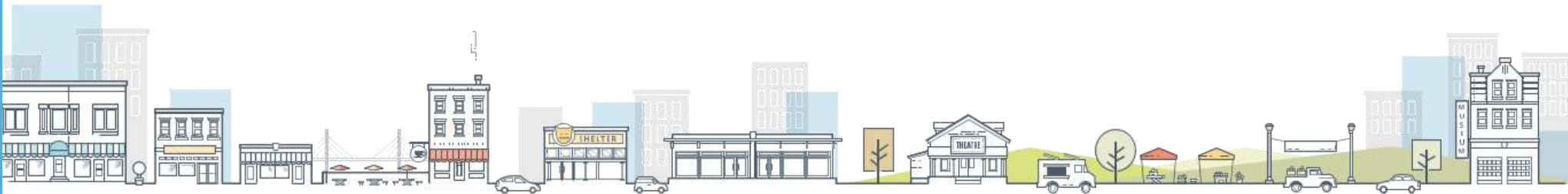
Making It Happen

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

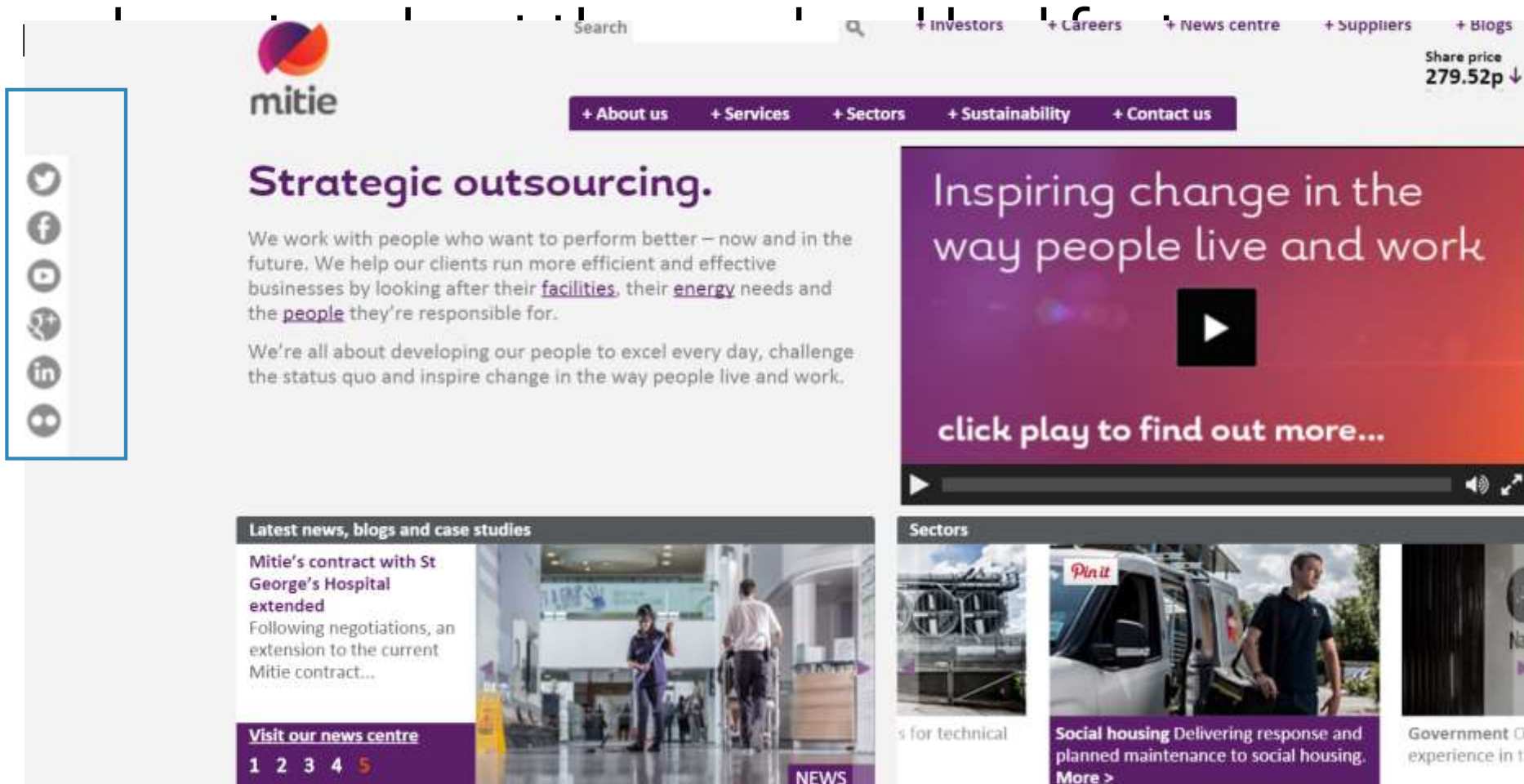
2. Analyze your competitors/industry leaders

- 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





Analyze your competitor/industry leader

2. Review their social media and see if it's producing results.



Ten unemployed young people from Fife have begun careers in the construction and FM industries, all possible thanks to a course by Fife Works, the employability training programme run by Kingdom Housing Association.

After completing the accredited training and employability training part of the course, one young person, Scott, was placed with our property management business.

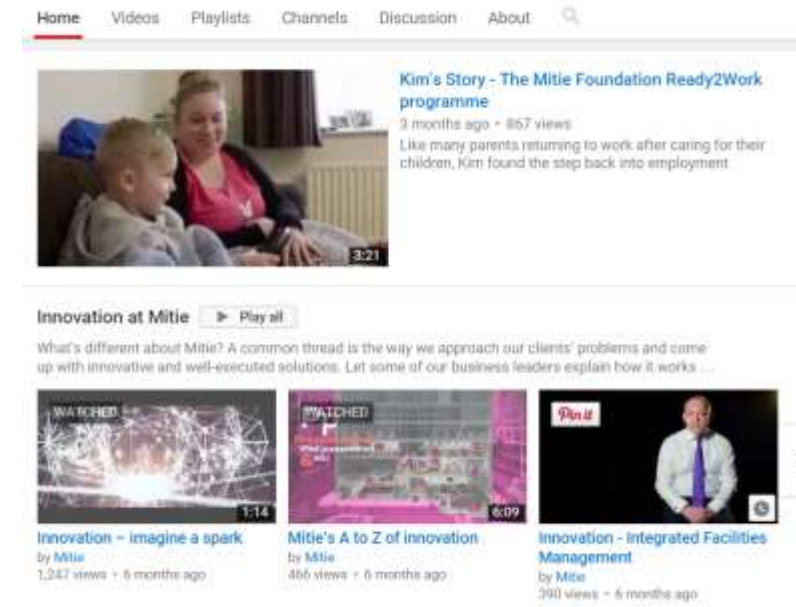
Scott impressed the team with his attitude and initiative, and after extending his placement for six ... See More



Ten out of ten for Fife Works construction training course - Scottish Construction Now!

Ten unemployed Fife youngsters have begun careers in the construction industry thanks to a course by Fife Works, the employability training project run by...

SCOTTISHCONSTRUCTIONNOW.COM | BY EDITOR

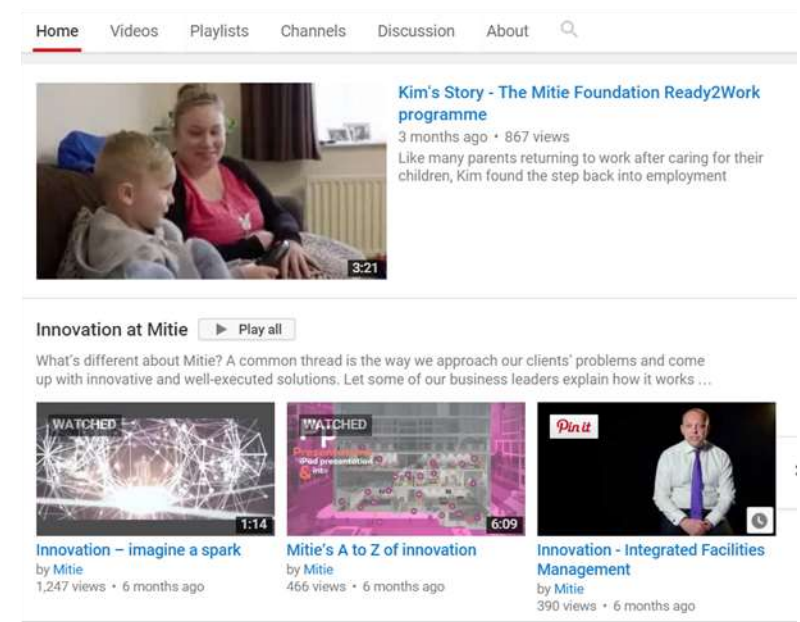




Analyze your competitor/industry leader

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

Role

Visual content creation

Video content creation and editing

Customer service

Member

John

Kevin

Megan

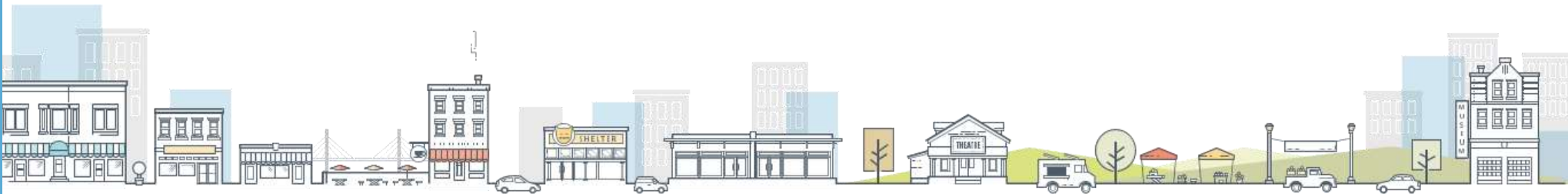
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Creating The Buzz

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

FACILITY EXECUTIVE Facility Executive
EXECUTIVE February 2 at 4:49pm · 🌐

Cell phone usage in a restroom stall is no longer taboo, according to the 2016 Healthy Hand Washing Survey.



Survey Reveals Dirty Little Restroom Secrets

Cell phone usage in a restroom stall is no longer taboo, according to the 2016 Healthy Hand Washing Survey.

FACILITYEXECUTIVE.COM

FACILITY EXECUTIVE Facility Executive
EXECUTIVE January 29 at 12:15pm · 🌐

Friday Funny: Late To Work? Blame It On The Napping Bear

Flaming hair, wayward cows, and napping bears are just a few of the bizarre excuses workers have used to explain why they couldn't get to work on time.

http://facilityexecutive.com/.../friday-funny-late-to-work-b...



facilityexecutive.com

FACILITYEXECUTIVE.COM

FACILITY EXECUTIVE Facility Executive
EXECUTIVE January 28 at 2:16pm · 🌐

Every day facilities management executives are asked to deliver vital services that support their organization's employees and site operations.



Facilities Management Challenges and Opportunities

Canon
CANON BUSINESS PROCESS SERVICES INC.

January 27, 2016

Facilities Management Challenges And Opportunities In 2016 Webinar

Every day facilities management executives are asked to deliver vital services that support their organization's employees and site operations.

FACILITYEXECUTIVE.COM

Creating The Buzz

Psychology Tips to Improve Your Social Media Posts

- Color communicates



erse and inclusive culture. Not just
t because it makes good business
widest possible talent pool that you can

Understanding Unconscious Bias' eLearning
to discover how unconscious bias can
id interactions. Unconscious bias is



IN THE BEGINNING

The Atlanta chapter began
in **1981** with
approximately **15**
members. Its membership
now numbers
approximately **450**.



Creating The Buzz

Psychology Tips to Improve Your Social Media Posts

- Words trigger action
- Six words that typically work well are :
 - *Who*
 - *What*
 - *When*
 - *Where*
 - *Why*
 - *How*



Mitie people

January 22 at 4:30am · 🌐

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.



Low back pain is one of the most common causes of job-related disabilities, influencing employee productivity and your company's bottom line.



A huge thank you to our people, who excel, challenge and inspire every day to make Mitie the business it is today!

Sustainability report: <http://goo.gl/kZYRMH>
Annual report: <http://goo.gl/4hnL1b>



"I'm a huge Star Wars fan, so I like to do charity events as a Stormtrooper."
#HumansOfMitie



Creating The Buzz

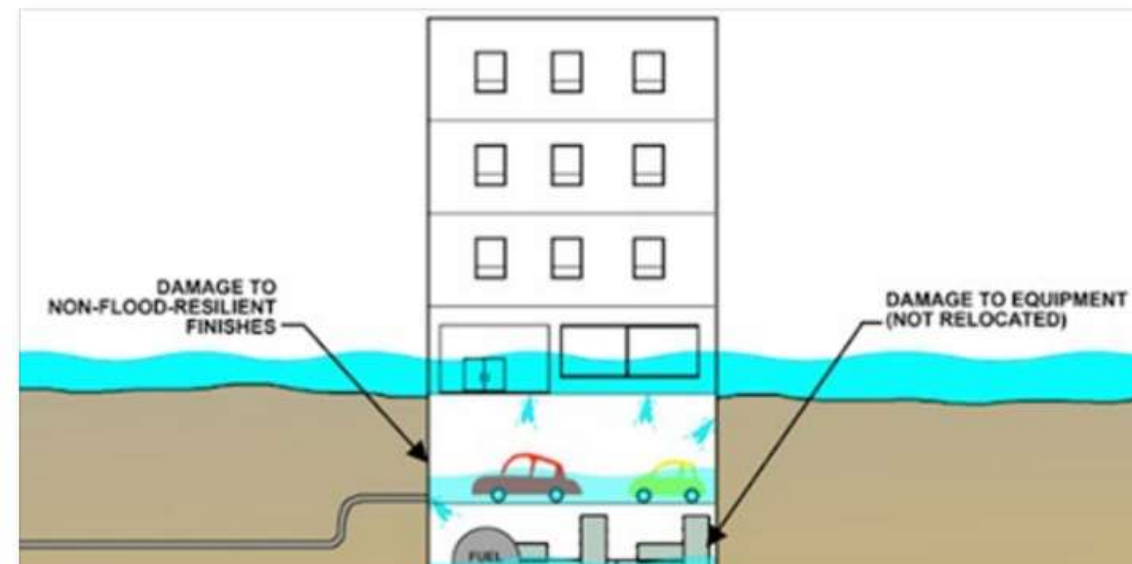
Psychology Tips to Improve Your Social Media Posts

- Conversation engages

What is the easiest way to start a conversation?

FACILITY EXECUTIVE Facility Executive
January 4 · 🌐

Question Of The Week: Have You Addressed Flood Mitigation Strategies?



mitie Mitie people
December 4, 2015 · 🌐

"Do you have any interests?"

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

#HumansOfMitie



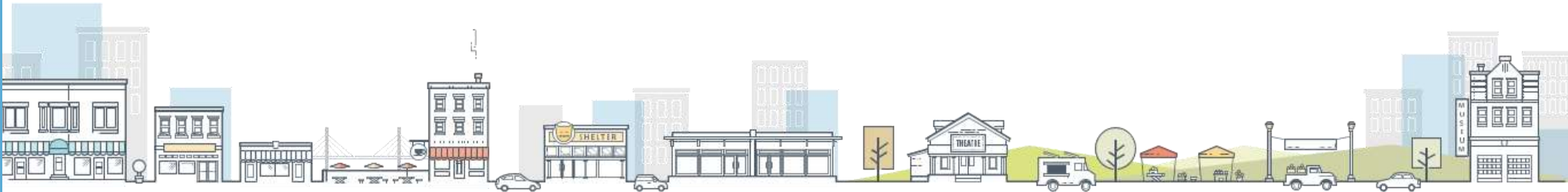
Making It Happen

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Developing Advocates

Social Media Policy





Developing Advocates

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

- Enhance company brand
- Highlight company culture

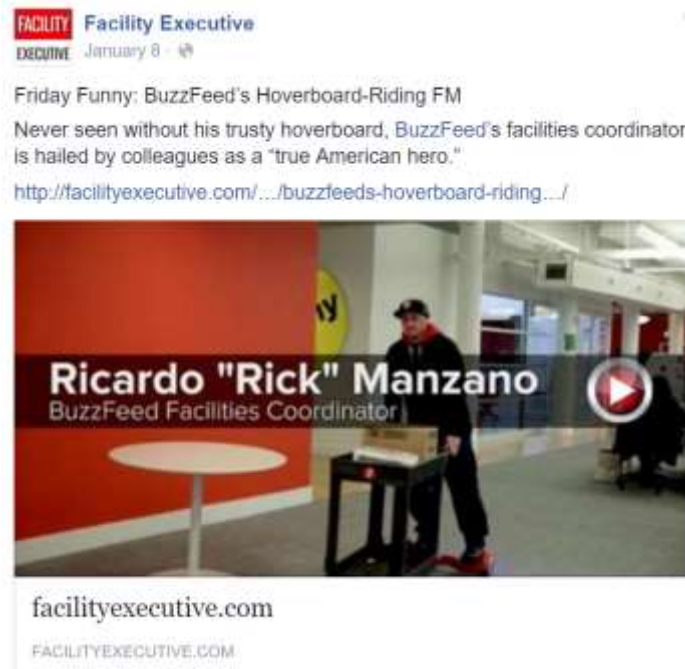




Developing Advocates

How To Turn Employees Into Social Media Advocates

- Enhance company brand
 - Support employee engagement





Developing Advocates

How To Turn Employees Into Social Media Advocates

- Boost credibility

FACILITY EXECUTIVE Facility Executive
January 6

A free safety training course on extinguishing fires in the workplace is being offered by UL Workplace Health & Safety.



FM Alert: Free Fire and Extinguisher Safety Training Course | Facility Executive Magazine

A free safety training course on extinguishing fires in the workplace is being offered by UL Workplace Health & Safety.

FACILITYEXECUTIVE.COM

FACILITY EXECUTIVE Facility Executive
December 3, 2015

The contest, sponsored by [Armstrong Commercial Ceilings & Wall Systems](#), offered building owners and facility managers an opportunity to win a grand prize of 1,000 square feet of Ultima® ceiling panels by submitting a photo of a stained, dirty, or damaged ceiling in their facility.



Before

Sagging Middle School Ceiling Wins "Ugly Ceilings" Contest



Developing Advocates

How To Turn Employees Into Social Media Advocates

- Make it easy with hashtags



Hidden interests?

"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 8 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





Developing Advocates

How To Turn Employees Into Social Media Advocates

- 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



How many countries have you been to?

"I've been to around 30 countries. Living and working in Ghana was one of the most exciting and memorable experiences along the way, but Brazil definitely tops the list so far."

#HumansOfMitie





Developing Advocates

How To Turn Employees Into Social Media Advocates

- Identify employees who want to go further



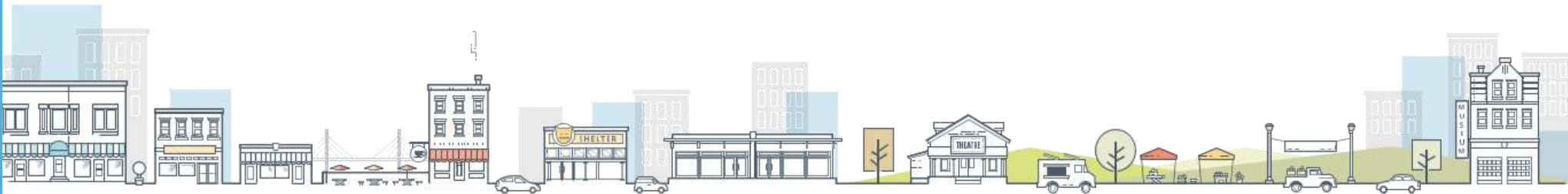
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Social Media Policy

How To Write A Social Media Policy To Empower Employees

- Consider Corporate Culture
- Get executives and department heads to buy-in
- Determine the scope
- Clarify policy rules
- Address professional and personal use
- Keep it short
- Train Employees
- Launch



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.



Social Media Policy

How To Write A Social Media Policy To Empower Employees

- 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

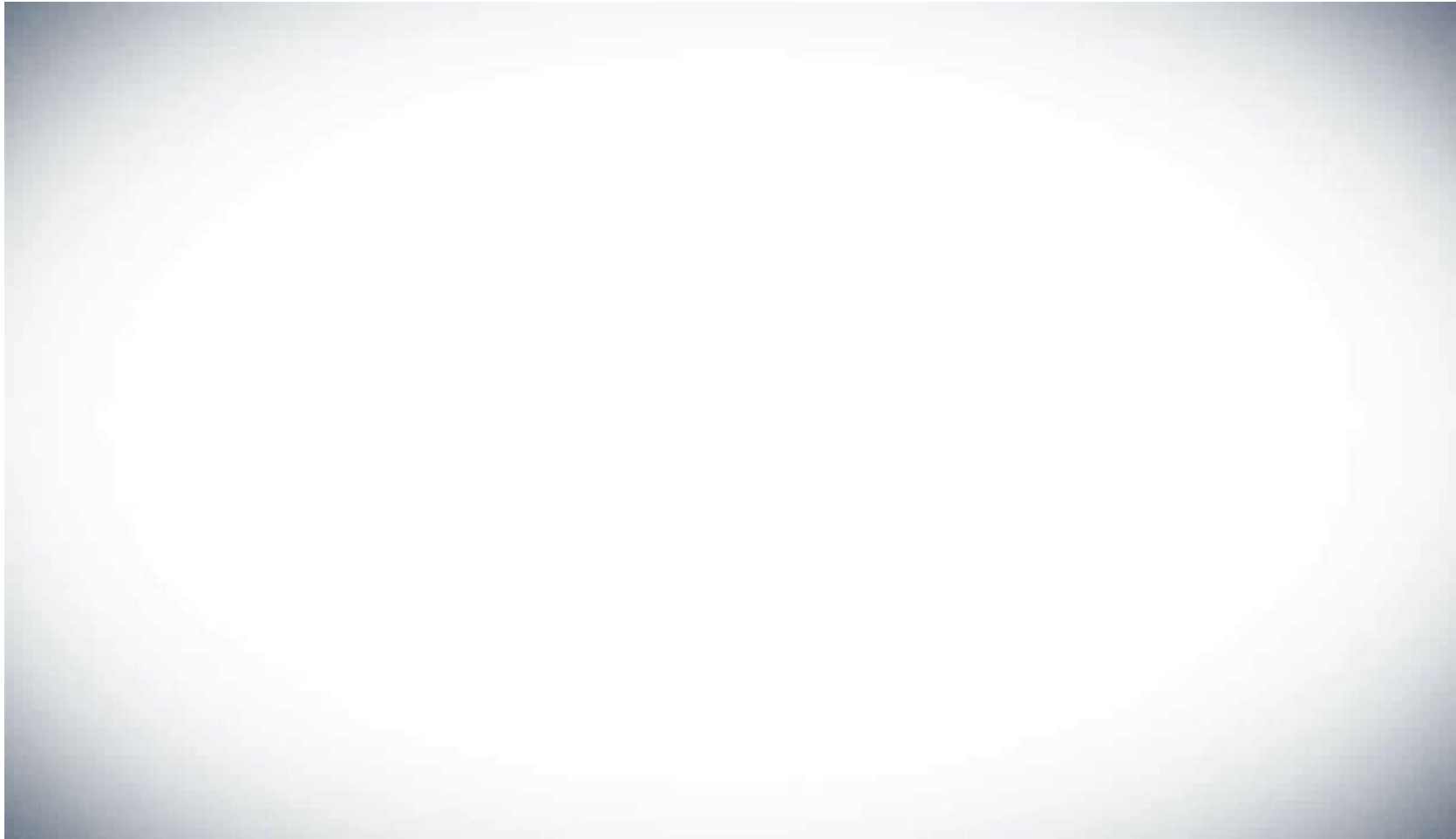
- Keep it short
 - Distill the larger policy into short, easy-to-understand guidelines.

[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!