



Conveying your Brand Promise Using Advanced Social Media Experiences

Participant Workbook

**a presentation by
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I. What is a brand?

Definitions.

For today's presentation we will use these terms:

Brand

Brand Development

Brand Integration

II. Brand – Why it matters

Values

Emotional connections

Loyalty

Reputation

Inspired Advocates

II. What is Your Brand?

What is your promise?

Does it appeal to your primary audience?

How do you communicate your brand?

Is the brand "voice" convincing? Consistent?

Is your brand experiential?

III. Social Media Channels

1. The Board Room

2. The Backyard BBQ

3. The Bar

4. The Billboard

5. The Blog

6. The Branches

7. The Bulletin Board

IV. Social Media Policy

1. Executive Buy In
2. Social Media "Team"
3. Evaluation and Audit for Social Media Strengths & Weaknesses
4. Defined Objectives, Reach, Target, Goals
5. Ongoing Support & Responsibilities
6. Ethics and Policy / Rules

V. **Internal Collaboration, Content and Communications**

1. Identify Multi-Departmental Needs

- a. Marketing/Communications
- b. Development/Fundraising
- c. Corporate Sponsorship
- d. Volunteer Management
- e. Community Education
- f. Special Events
- g. Operations/HR

2. Collaborative Technology

- a. Please Share
- b. Please Like
- c. Please Comment (what "voice"?)
- d. Submit ideas
- e. Two-way engagement

3. Determine your budget. Social media is NOT Free! The platforms are usually free, but the tools to effectively use are fee-based.

VI. **Measurement**

- a. Google Analytics (Free!)
 - i. Visitors and Page Views
 - ii. Referring Keywords
 - iii. Visitor Locations
 - iv. Inbound Link Monitoring
 - v. User profile data
 - vi. Bounce Rate and Bounce Pages
- b. Conversions
 - i. Donations
 - ii. Form Submissions
 - iii. E-mail List Subscribers
 - iv. Facebook Page Likes/Twitter Followers/Etc.
- c. Conversations
 - i. Blog Comments and Discussions
 - ii. Facebook Comments and Discussions
 - iii. Retweets
 - iv. Buzz Generation (Monitor w/ Google Alerts)
- d. Trendsetters
 - i. Other organizations?
 - ii. Other MOWAA programs?
- e. Measurement of Consistency across Brand
- f. Remember Goals**
 - i. Determine the BEST engagement platforms and styles for each goal**

VII. Social Media Purpose Briefing

- a.** Sponsoring Department/Program
- b.** Date
- c.** Type of Social Media Initiative
- d.** Strategy/Purpose of Initiative
- e.** Goals/Objectives
- f.** Target Audience
- g.** Execution/Maintenance of the Profile(s)
- h.** Measurement

VIII. Comment Response

- a. Comment Response Types
 - i. Praise, General Questions, Information on Current Communications, Specific Project/Product Questions, General Community Questions, Miscommunication Propagation, Bad Experiences, Spam Messages
- b. Shell of the Message
- c. Identity and Voice Determination
- d. Staff and Lead Volunteer Briefing
- e. Message strategies you should have ready
 - i. For the commenter
 - ii. For the well-intentioned volunteer
 - iii. For the bandwagon
 - iv. For the media

MOWAA Specific Questions

1. How can we best make the case for a dedicated social media plan, when there is resistance among the staff?
2. Where do I get post material?
3. What is the frequency of posting for optimal acceptance as opposed to flooding with information and getting turned off?
4. Is advertising on Facebook worth it?
5. Why would anyone want to "follow" MOWAA? Not exactly a breaking news service.
6. What does a good social media "to do" calendar look like?
7. What is the best online channel for highest impact with least effort?
8. Most of our volunteers are seniors who don't have social media accounts. We won't be reaching them so why should we use social media?
9. I can't think of anything to post on social media that is compelling or interesting.
10. We don't engage in social media because we want to protect the agency from erroneous and damaging information.
11. How can we recruit more corporate volunteers? Using LinkedIn?
12. What concerns do we have around social media policy?
13. Who should have access to our social media accounts and, more importantly, who shouldn't?