

Meals On Wheels
LEADERSHIP ACADEMY



Using Social Media at an Advanced Level



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sharing buzz

THE OLD WAY: Word of Mouth

Beeman tells 10 other bees = Total **11**

They then each tell 3 more (+33) = **44**

They each tell 1 more (+44)

Total Brand Impressions: **88**



BuzzKill after 3-5 iterations.



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THE NEW WAY: Word of MOUSE

Beeman posts to Facebook to 99 friends = **100**
10% of those friends “Like”/Comment = **110**
Those people’s 100 friends see this (+1000)...

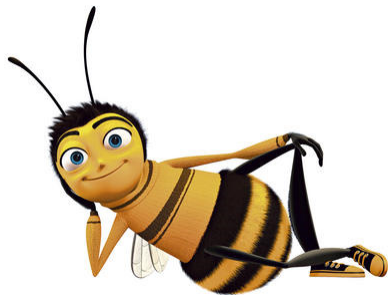
Total Brand Impressions: Total **1,100**

BuzzKill after 30-50 iterations.



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Social Media Map goes here





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boardroom

LinkedIn

- Self-Driven Promotion
- Community based groups and forums
 - Earn the title "Expert"
- Profiles & Networking w/ Peers
- Recommendations / "References"
- Access to other people's networks via "Introductions" = Trust



THE NUMBERS

As of Feb 9, 2012– 150 million users / 60% outside the USA
12 million are small business owners
14 million are students & recent college grads
All Fortune 500 Companies are represented – with C-Level
Corporate Hiring Solutions used by 82% of companies
2 Million Companies have LinkedIn pages
1 Million LinkedIn Groups
15% of page view were mobile as of December 2011.
Unique visitors in 4th Q were 92 million
20+ Connections = 34x more opportunities



Backyard BBQ

facebook

- status-message driven
- communal “promotion” of self and others
- anyone can claim the title “expert”
- enough time to say “hi” and check in
- Friend Requests = Trust
- Conversational (‘likes’ and ‘comments’)
- Brands represented by “Pages”
- Common Interests & Collaboration in “Groups”

facebook

THE NUMBERS

- 845 million users as of Dec 31 2011 – 50% log on every day
- 483 million active daily users
- Ave user has 130 friends
- Connected to 80 community pages
- 2 Billion posts every day
- 250 Million photos uploaded each day
- 80% of users are outside of the USA
- Ave. user spends 7 hours 46 min per month on facebook
- 35-55 is 30% of database
- 48% of 18-24 get news from facebook
- 28% check facebook on smartphones before they get out of bed
- 80% retention rate



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The Bar



- Get OUT of MySpace!
- Scattered
- No Standards
- Good for Kids & Bands
- That's about it.
- Stay Away!!!



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Billboard

twitter

- 140 characters or less
- Must be Valuable
- Follow / Follow-Back
- Stand out from the Clutter
- Uses #hashtags for common interest
- FEED to Other Services!



THE NUMBERS

- 460,000 accounts created each day
- 3 yrs, 2 mths & 1 day from the 1st tweet to 1 billionth. In 2011,
- 200 million tweets per day
- Median age – 31 (30%)
- 52% Women/ 48% Men
- 60% located outside the USA
- 27% login every day
- 25% follow a brand
- 52% of logins update their status every day
- Thursday and Friday most active days
- 37% of active users use their phone to tweet



- Blog can be your foundation for all Social Media Activities
- Build your brand online
- Blogging can tell stories in a conversational ‘non-technical’ way
- Highlight opportunities to give back or volunteer
- Provide opportunities for staff, board, and friends of your org. to write for you!



BRANCHOUT – The New Kid on the Block

25 million users – all professionals
Growing at over 3 new users per second
40% sign up on their mobile devices
Owned by facebook
60% outside the USA
53% Men 47% Women
Younger demographic – facebook users



**So what are the strengths of
each one again?**

Let's Review.

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Board Room

LinkedIn

1. Create a Profile, Keep it Very Professional
2. Respond to LinkedIn “Answers” – Be an Expert
3. Get recommended.
4. Log in at least once a week.

Strengths – this is the place to do business, look for a job, make connections. Do offer insights – Don’t “SELL”

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Backyard BBQ

facebook

1. Decide on a Personal or Professional Page – or both
 2. Comment and “Like” things that are relevant
 3. Don’t play games (if you do, don’t publish this!)
 4. Log in at least once a day.
 5. Post meaningful, helpful or good-buzz-making statuses.
 6. Set your privacy levels. YOU decide.
- DO use Facebook for groups, community events, causes.
DON’T post anything you wouldn’t want your Mother to see.

Billboard



1. Create a Profile which can be personal or professional
2. "Tweet" and "Re-Tweet" Helpful Information
3. Log in at least once a day.
4. Use a mobile "App" to tweet on the move.
5. Connect twitter to Facebook

DO use Twitter to post current, valuable information.
DON'T insult your followers.

Social Job Search

Nearly all recruiters are using social media to find candidates:
98% LinkedIn/ 42% Twitter/ 33% facebook

Why:

To recruit candidates who might not otherwise apply – 84%

Save money – 67%

Target a specific job level -54%

Increase company brand recognition – 60%

Target a specific set of skills – 52%

BLOG!

1. Create a blog via your website (if you're using a compatible platform).
2. Use it to publish short stories (Readable on half of a coffee break)
3. Link and react to complementary blog posts from other bloggers.

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Any Questions?

