Social Media Strategy for Positive Impact

Georgia Recycling Coalition Annual Conference 2013
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New research finds that 72% of businesses that use social media do not have a clear set of goals or a clear strategy for their social media platforms.

This lack of direction is happening despite the fact that 60% of Americans use some sort of social media, according to the Pew Research Center.

Article: http://mashable.com/2012/11/14/social-media-denial/
Why you’re using Social Media

Understand WHY you are using social media in the first place.

Is it to sell a product? Influence behaviors? Introduce a new concept, like composting?

Influence local residents to recycle, making it a habit, and feel that it’s part of the makeup of the community. (Basically, using social media to cause behavior change.)
Behavior Change PSAs

Campaigns seeking adoption of a new behavior were twice as effective as campaigns positioning for the cessation of current habits.

PSAs are a lot better at getting people to add something new to their routine than taking something out (like quitting smoking).

Article: http://www.triplepundit.com/2012/12/psa-cause-behavior-change/
Who’s Your #1

Who’s your target audience?

When you post something who is it benefiting?

Who are you talking to?

“The most effective use of social media is to allow fans of our products to spread the word on their networks (better word of mouth) create new fans and help them spread the word.”
Pick Your Places

Go where your customers already are. Ask what they’re using most.

Pick one to three places you want to be involved in.

Use sites where you can be strongest. For example, good photos skills can shine on Instagram. Videos are good for YouTube, Vine, Vimeo, and Tout.
Focus on Content

What will you write, share, create?

Information that is useful, shareable, helpful. Lifestyle tips, facts, photos, behind-the-scenes action shots, locations, customers participating, funny, light-hearted, how-to / DIY...

Content before promotion. Don’t promote a store so much that you forget to fill the shelves with content (or your products).
Be Honest

Be honest, genuine.

It'll help you stand out.

Be yourself, authentic.

No hype, no promises, no bravado.

Credit your sources (of photos, facts and figures, crafts, etc.)

Celebrate others in your company or community.
Share what you’re all about

Be clear about what you’re all about.

Clarity is a great way to differentiate yourself from the masses.

Can you summarize your approach to social media in thirty words or less?

Books: ‘Start’ by John Acuff

‘Social Media Frenzy’ by J. Steve Miller
Recognize the power of context

Takes an idea and places it in the exact moment you need it.

It’s like what you would put by the register at the store.

Where will you share your content?

Where are people looking for your content?

Are they in a season of life in which your content would help them?
Production – keeping it going is hard.

Don’t start with huge, ambitious goals. Start small.

Commit to one post per day, or two per week.

It’s better to add content than to remove it.

Post once a day to increase “likes” in Facebook. The more you post, the more your fans’ engagement drops off. (Vocus.com)
Social Media Isn’t a Silver Bullet

Reputation, builds over time.

It takes time. It takes work. And a commitment to consistency.

Don’t reinvent the wheel, follow what others have done.

Social Media selling is still much lower than selling thru a website or e-mail newsletter.

Focus on networking with the community, behavior change.
Strategy Review

- Why Are You Using It
- Who’s Your #1
- Pick Your Places
- Focus on Content
- Be Honest

- Share What You’re All About
- Recognize The Power of Context
- Start Slow and Small
- It’s Not a Silver Bullet

Trends

- Mobile Friendly
- Visual Marketing
...meanwhile in Dalton

Recycling Ben, mascot, is the face of the social media program

http://www.facebook.com/recyclingben
Most Popular

On Facebook, this is our most popular post. It’s a DIY / How-To that involves gardening and recycling!

556 views, 8 shares, and 1 comment.

Did an article on this for the newspaper, then posted it online.

2\textsuperscript{nd} most popular post – Recycling Ben making it to the 2\textsuperscript{nd} round in Mascot Madness hosted by Waste & Recycling News. Photo of Ben with two staff members. (442 views)
We’re Online

- **Main Site:** www.DWSWA.org
- **Facebook:** https://www.facebook.com/RecyclingBen
- **Twitter:** https://twitter.com/recyclingben
- **YouTube:** http://www.youtube.com/recyclingben
- **Foursquare:** https://foursquare.com/p/recycling-bens-recycling-guide/15183202/list/convenience-centers-in-whitfield-county
- **Google Plus:** https://plus.google.com/105328815777072253529