



USING SOCIAL MEDIA

to launch campaigns and
organizations

A large, bright yellow graphic element on the right side of the slide, consisting of several overlapping diagonal stripes that create a sense of depth and movement.

HELLO!

I'm Becky Wickel

I am here because I manage Harvard's social presence. You can find me at @rebeccawickel.

WHAT IS HARVARD'S DIGITAL STRATEGY OFFICE?

- ▶ Maintain Harvard sites and channels
- ▶ Develop and disseminate best practices
- ▶ digitalcomms@harvard.edu

**WHAT BRINGS
YOU HERE?**

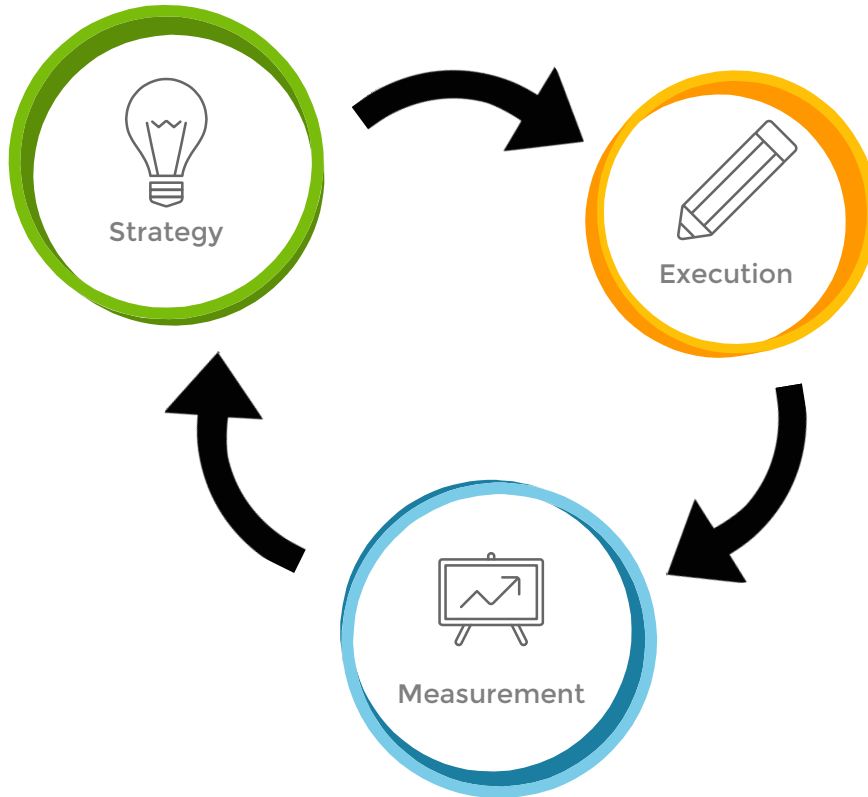
SO WHO CARES?

What can social media do for you, and why is it worth your time?

TODAY'S QUESTIONS

- ▶ How do I start a new social media account or campaign?
- ▶ How can I reach my audience?
- ▶ How do I know if I'm successful?

THE PROCESS





1. STRATEGY

Decide what we're
doing, and why we'
re doing it

A large, solid pink triangle is positioned in the top right corner of the slide, pointing towards the center.

“

Social media is a long-term
commitment — not a
marketing gimmick.

SELF ASSESSMENT

THE 4 Ms

Mission

The purpose of your organization or campaign

Medium

The platform that will be used to disseminate the message

Message

The content itself, and the sentiment and community it creates

Management

The people who will be responsible for the three tiers of your social media presence

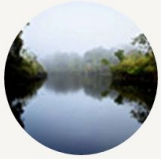
DETERMINING YOUR **MISSION**

- ▶ Why do we exist?
- ▶ What do people look to us for?
- ▶ What do we offer that sets us apart?

WWF'S MISSION

Our mission is to conserve nature and reduce the most pressing threats to the diversity of life on Earth.

We organize our work around these six areas:



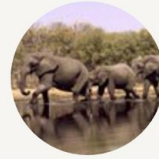
FORESTS



OCEANS



FRESH WATER



WILDLIFE



FOOD



CLIMATE



CREATING YOUR MESSAGE

- ▶ Who is our audience?
- ▶ What content is available to us to share?
- ▶ What value does our content add to our audience?
- ▶ What action do we want our audience to take?



World Wildlife Fund

February 29 at 9:27am · Washington · 🌐

We are continuously inspired by WWF board member [Leonardo DiCaprio](#) and his commitment to the planet. Without question he uses his platform to encourage us all to do better and last night was no different. Congratulations, Leo, and thank you for using this incredible personal milestone to bring awareness to climate change and the urgent need for climate action.



Moment For Action

You can join thousands of scientists and climate experts calling on world leaders to take urgent action on Climate Change. Sign the 'Moment for Action' open letter if you believe our time to act is now.

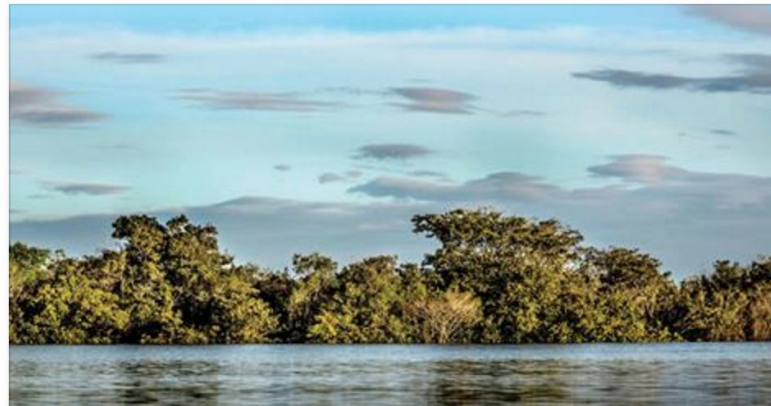
MOMENTFORACTION.ORG



World Wildlife Fund

February 25 at 4:22pm · Washington · 🌐

The Orinoco River can only be protected if all local stakeholders—from fishers and farmers to conservationists, academics, and policymakers—work together to preserve it.



What's a river worth? | Magazine Articles | WWF

Early in the morning, the Orinoco River looks more like a mirror than a bustling lifeline. Soft pinks and purples hang from wispy clouds, turning two boats' joint wake into a ruffling painter's palette. The expedition members—which include a local...

WORLDWILDLIFE.ORG

CHOOSING YOUR MEDIUM

- ▶ Do we want to encourage conversation?
- ▶ Will we spend more time responding to our audience, or publishing for them?
- ▶ Do we want to build a community?



World Wildlife Fund

February 13 at 2:18pm · 🌐

Ever wonder what it's like to be a wildlife photographer? Photographer Will Burrard-Lucas paired up with carnivore researcher Lise Hanssen to capture Namibia's magnificent creatures on camera. See a day in Will's life, from getting the perfect sunset pictures to being charged at by an elephant.

More: <http://wwf.to/1QaCzRi>

CC: [Burrard-Lucas Photography](#)



27K Views

ESTABLISHING YOUR MANAGEMENT

- ▶ How frequently can we expect to engage?
- ▶ What tools will we need to maintain a presence?
- ▶ How will we measure success?
- ▶ What personnel resources are available?

BUILDING YOUR STRATEGY

- Ownership
- Business goals and objectives
- Crafting a “voice”
- Listening and reacting to audience feedback
- Technology and tools
- Tracking key metrics and analytics
- Evaluation of social media success

The **aggregation** of content from WWF's six areas, plus **syndication** through both WWF-based and outpost channels, will result in **amplification** of WWF's mission to lead conservation efforts around the world by building relationships between organizations and establishing financial partnerships.

STRATEGY PHASE CHECKLIST

- ☐ Budget
- ☐ Staffing
- ☐ Maintenance plan
- ☐ Target audience goals
- ☐ Content
- ☐ Success measures
- ☐ Technology/Infrastructure
- ☐ Reporting

QUESTIONS?



2.

EXECUTION

Act on the strategy
we've outlined

ACCOUNT AND CAMPAIGN SETUP

Prepare your account or campaign for the eyes you hope will be upon it

- ▶ Branding
- ▶ Following
- ▶ Internal and external pitching
- ▶ Seed content

INTERNAL AND EXTERNAL PITCHING

Contact social media admins, peers, and potential participants with the information they need to use your account or participate in your campaign

- ▶ Campaign or account description
- ▶ How you will use generated content
- ▶ Sample posts



PARIS2015
CONFERENCE DES NATIONS UNIES
SUR LES CHANGEMENTS CLIMATIQUES
COP21·CMP11



“

Business goals + user needs
= Valuable content

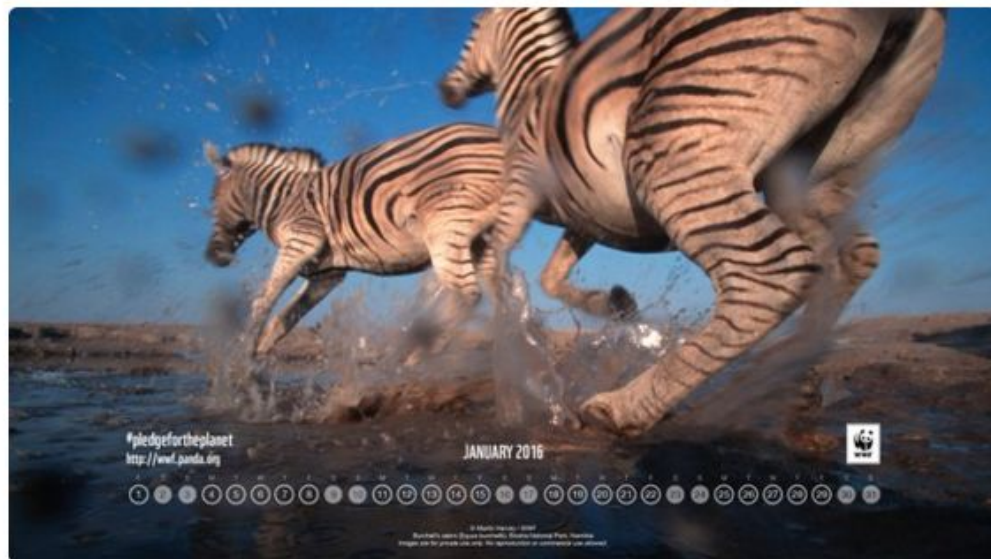


WWF
@WWF



Follow

Happy 2016 everyone! Download your January calendar & [#pledgefortheplanet](#) → wwf.is/WiyOO



RETWEETS
189

LIKES
282



5:20 AM - 1 Jan 2016



CONTENT LIBRARY

The substance of your social media posts

- ▶ News content
- ▶ Evergreen content
- ▶ Multimedia assets
- ▶ Public resources

EDITORIAL CALENDAR

Know when important campaigns and dates are, and use this to guide your publishing and project management schedule.

A	B	C	D	E	F	G
Administrators:	Template maintained by XXX, XXX					
Purpose of Calendar:	To identify significant upcoming events and capture related digital content assets/initiatives for strategic planning.This calendar is not intended for project management.					
Criteria for Selecting Events:	This is not a comprehensive list of Harvard events. Events are chosen that have broad appeal, significance to Harvard, and the potential to tie into digital content.					
			Digital assets to share			
	EVENT	CATEGORY	Article/Site	Video	Audio	Photo
JANUARY 2015						
NEED DATE:						
	1/1/2015		▼			
	1/1/2015		▼			
	1/2/2015		▼			
	1/3/2015		▼			
	1/4/2015		▼			
	Week of Jan 5th		▼			
	1/5/2015		▼			
	1/6/2015		▼			
	1/7/2015		▼			
	1/8/2015		▼			
	1/9/2015		▼			
	1/10/2015		▼			
	1/11/2015		▼			
	Week of Jan 12th		▼			
	1/12/2015		▼			
	1/13/2015		▼			
	1/13/2015		▼			
	1/14/2015		▼			
	1/14/2015		▼			
	1/15/2015		▼			
	1/16/2015		▼			
	1/17/2015		▼			



WWF @WWF · Feb 29

Inspiring [#climateaction](#). Congratulations
[@LeoDiCaprio](#)! [#oscars2016](#)



Retweets 1.3K Likes 1.8K



WWF @WWF



Follow

Make the Year of the Monkey, the year of change! 🐵 [#EndangeredEmoji](#)
[endangeredemoji.com](#) [#ChineseNewYear](#)



RETWEETS

204

LIKES

267



6:02 PM - 8 Feb 2016

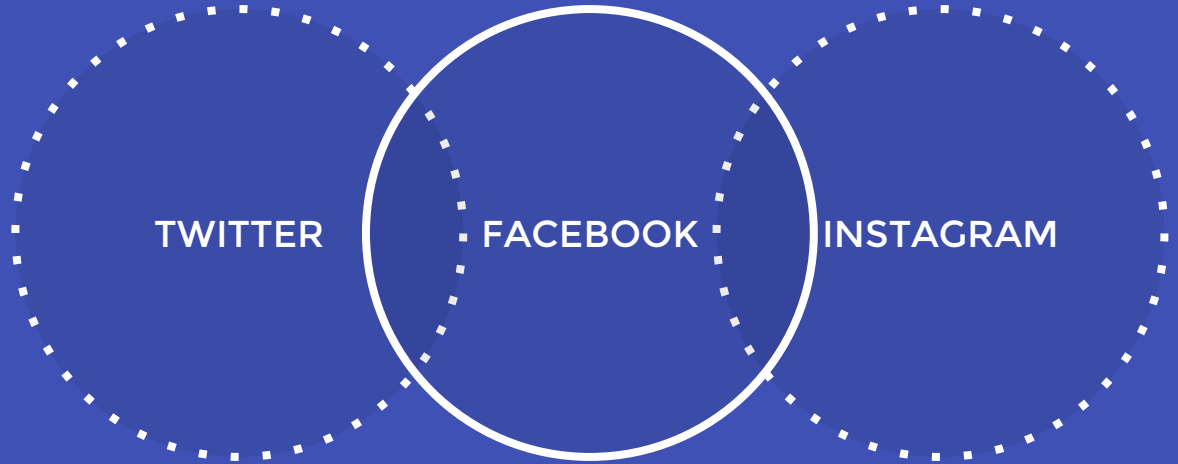
Retweets Likes

COPE

Create once, publish everywhere

Publishing Tip #1

**IDENTIFY
NEEDS OF
EACH
PLATFORM
AND
REPLICATE**



FACEBOOK

GOOD FOR:

- ▶ Driving web traffic
- ▶ Viral sharing
- ▶ Targeting and paid social

BAD FOR:

- ▶ Consistency

FACEBOOK TIPS AND TRICKS

- ▶ Change headlines, link descriptions, photos
- ▶ Use controls for language
- ▶ Tag verified accounts when possible
- ▶ Direct upload video when possible
- ▶ Mobile-friendly sites only

Status Photo / Video Offer , Event +



"Failing at something, at some point in life, is inevitable. But often it is on the other side of a 'failure' that we find our greatest victories, be it personally, academically, or professionally."

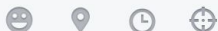


Philip Blackett tells teens what follows failure

Magnetic Interviewing founder and CEO Philip Blackett, an M.B.A. candidate at Harvard Business School, shared his failures and what can follow with students from Cambridge Rindge and Latin.

NEWS.HARVARD.EDU

Available images [Hide](#)



Boost Post

Publish



Harvard University

March 3, 2016 at 8:15am · 🌐

"Failing at something, at some point in life, is inevitable. But often it is on the other side of a 'failure' that we find our greatest victories, be it personally, academically, or professionally."



CEO offers advice, urges students learn to accept failure

M.B.A. candidate shared his failures and what can follow

NEWS.HARVARD.EDU

👍 Like

💬 Comment

➦ Share

TWITTER

GOOD FOR:

- ▶ Customer service and conversation
- ▶ Tracking influencers
- ▶ Trends

BAD FOR:

- ▶ Moderating engagement

TWITTER TIPS AND TRICKS

- ▶ Attach images and video when possible
- ▶ Repeating tweets is OK
- ▶ Use lists for monitoring
- ▶ Shorten links



Harvard University

@Harvard



Following

Enjoy your morning coffee, it's good for you

hvr.d.me/YOa2A



RETWEETS

157

LIKES

167



8:45 AM - 28 Feb 2016



INSTAGRAM

GOOD FOR:

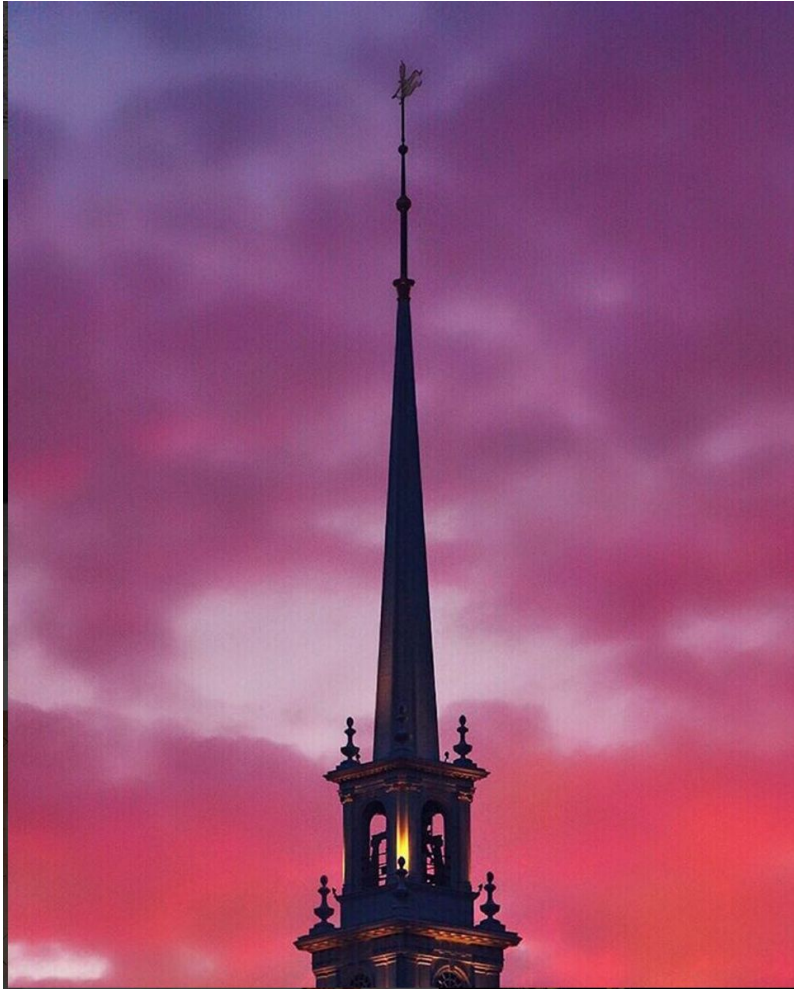
- ▶ Sentiment, mission based posts
- ▶ Youth engagement

BAD FOR:

- ▶ Web traffic

INSTAGRAM TIPS AND TRICKS

- ▶ Quality over quantity
- ▶ Engage with users in your location
- ▶ Variety is key



wyattandthewhale
Memorial Church o...

FOLLOW

516 likes

4w

sergejohnson 🤔

harvard @Wyattandthewhale We love this shot! Mind if we share on our channel? ✕

wyattandthewhale @harvard I'd be honored! Can I send you a better version?

wyattandthewhale @harvard (without the faint vertical lines?)

wyattandthewhale @harvard I just DM'd you

lemariottoni Stunning!!! 🍷🍷
@wyattandthewhale

spyglass97 Wow just amazing. I believe we met your dad at Sundance? Brynn had a show there. Is that correct?

wyattandthewhale @spyglass97 yep! Thank you! He was so excited to meet her and you!

wyattandthewhale @lemariottoni thank you!!



Add a comment...



Share fast, or share slow

you can't do both

Publishing Tip #2

FAST



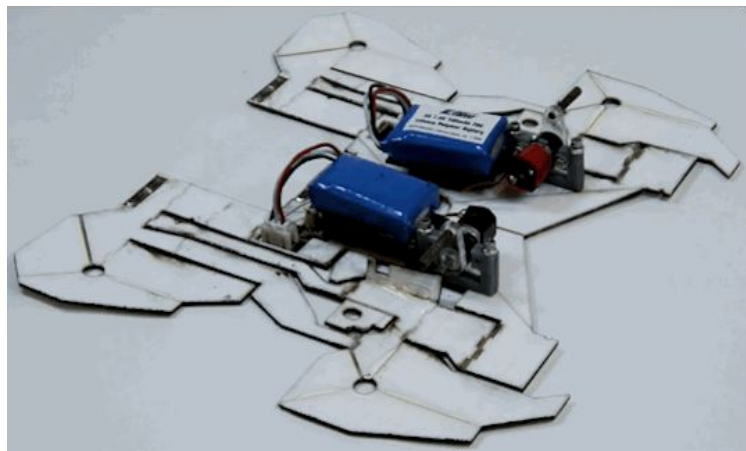
Harvard University
@Harvard



Following

A team of engineers at Harvard and MIT have built a robot that assembles itself and walks away hvr.me/A4mGJ

Reply Retweet Favorite More



RETWEETS
176

FAVORITES
91



2:05 PM - 7 Aug 2014

Flag media

SLOW



Harvard University
@Harvard



Following

How one recent grad was completely transformed by Harvard hvr.me/zWuS4

Reply Retweet Favorite More



Harvard University



An immigrant triumph

By Harvard University @Harvard

After leaving Brazil at age 11 for the United States, Eric Westphal '14 learned English and started climbing life's ladder, culminating as an honors graduate.

[View on web](#)

RETWEETS
19

FAVORITES
23



8:15 PM - 5 Aug 2014

Flag media

**Post with
analytics in mind**

Publishing Tip #3

TRACKING

- ▶ UTM codes
- ▶ “A/B Testing”

Roll with the punches

Publishing Tip #4

HOW WE THINK ABOUT POSTING

We are always making adjustments to the timing and execution of our social posts based on things like:

- Industry trends and changing user behaviors
- Changes to feed algorithms
- Global conversation and news

EXECUTION PHASE CHECKLIST

- ❑ Posts tailored to specific platforms
- ❑ Variety of fast sharing and slow sharing
- ❑ Images and video
- ❑ UTM tracking codes
- ❑ Understanding of social's changing nature

QUESTIONS?

3.

MEASUREMENT

Collect and analyze our
data, and synthesize
for stakeholders

“

Track **trends** over
time, not absolute
numbers.

ANALYTICS SHOW...

- ▶ Which posts perform best
- ▶ How your social visitors use your site
- ▶ If social accounts support goals

WHAT DO I MEASURE ON FACEBOOK?

If your goal is conversions:

- ▶ Post reach and pageviews

If your goal is brand awareness:

- ▶ Post shares

If your goal is positive sentiment:

- ▶ Likes and comments

WHAT DO I MEASURE ON TWITTER?

If your goal is conversions:

- ▶ Link clicks

If your goal is brand awareness:

- ▶ RTs, follows and impressions

If your goal is positive sentiment:

- ▶ Favorites and comments

WHAT DO I MEASURE ON INSTAGRAM?

- ▶ Likes
- ▶ Sentiment



harvard
Harvard University

4,735 likes

6w

maybe i try to transfer.

[alexislew](#) [@minnie_jang](#) GO BEST
FRIEND THATS MY BEST FRIEND



[minnie_jang](#) [@lucealexander22](#)
[@nikkidaurio6](#) [@haleybowe](#) [@tiffanylam95](#)
[@alexislew](#) so much luv 🐾



[galihazwar](#) Like this



[kukuh3w](#) Great moment, I love hiking
too



[shianne.personal](#) Getting a jacket from



Add a comment...



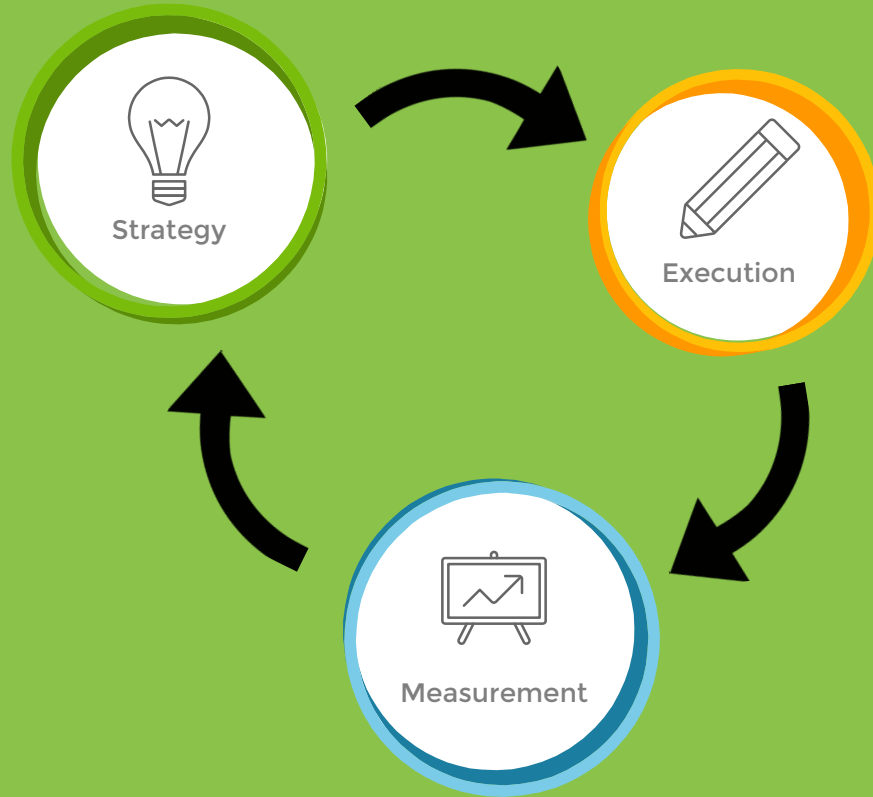
WHAT DO WE DO WITH RESULTS?

- ▶ Digestible reports
- ▶ Context
- ▶ Actionable insights

MEASUREMENT PHASE CHECKLIST

- ☐ Metrics that align with goals
- ☐ Regular reports
 - ☐ Context
 - ☐ Actionable insights

RETURN TO STRATEGY



QUESTIONS?

A large, bright yellow graphic element on the right side of the slide, consisting of several overlapping diagonal stripes that create a sense of movement and depth.

THANKS!

Any questions?

You can find me at @rebeccawickel & rebecca_wickel@harvard.edu