

Making the case for social media




... in 2017

Sherry Skalko

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About me

- Providence (R.I.) Journal  Joined Digital Age (1995)
- Central Collegiate Hockey Association  Launched first website (1999)
- ESPN.com
- South Florida Sun-Sentinel
- Tribune Interactive  Joined Facebook (Dec. 2007)
Joined Twitter (June 2008)
- Online News Association
- Patch (AOL)
- Chicago Reporter
- Business Insurance (Crain)

About you

- You have a social media strategy (or at least a vision)
- It supports company/department goals



About us

- How to ensure your social media strategy stands up to scrutiny
- Realize long-term value of gaining organizational buy-in
- Communicate a basic -- but meaningful -- analytics report

Your goal for social media

- The room where it happens
- Part of the plan
- Obtain resources

Mindset

**I DON'T WANT THE TOYS
THAT CAME IN THE BOX.**

I WANT THE BOX.



Addressing the “Fear Factor”

- Reaction: Fight, flight, freeze or fawn
- Where is it coming from?

**Winning
hearts and minds**

Network within your organization

- Who is low-hanging fruit?
- Ask open-ended questions:
 “What is your perspective on ...?”
- Bring examples, competitive/cohort analysis, data
- Ask for references:
 “Whom should I talk to next?”
- Listen

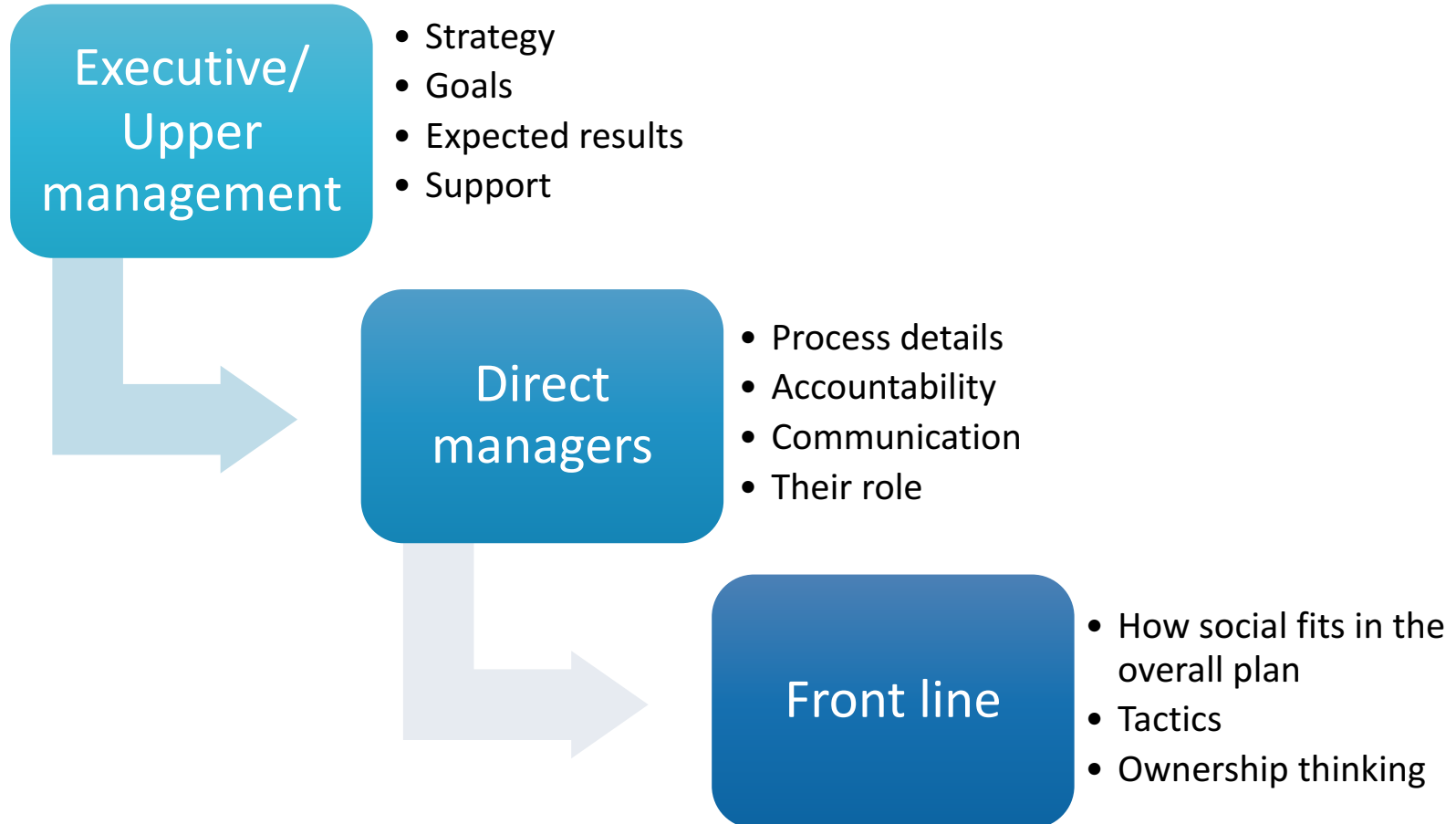
Incorporate feedback

- Address concerns in plan, presentation
- Establish protocols, operational rigor
- Formalize a process

Training ... for everyone

- Accessible, welcoming and fun
- Mix accountability with reward
- Be strategic

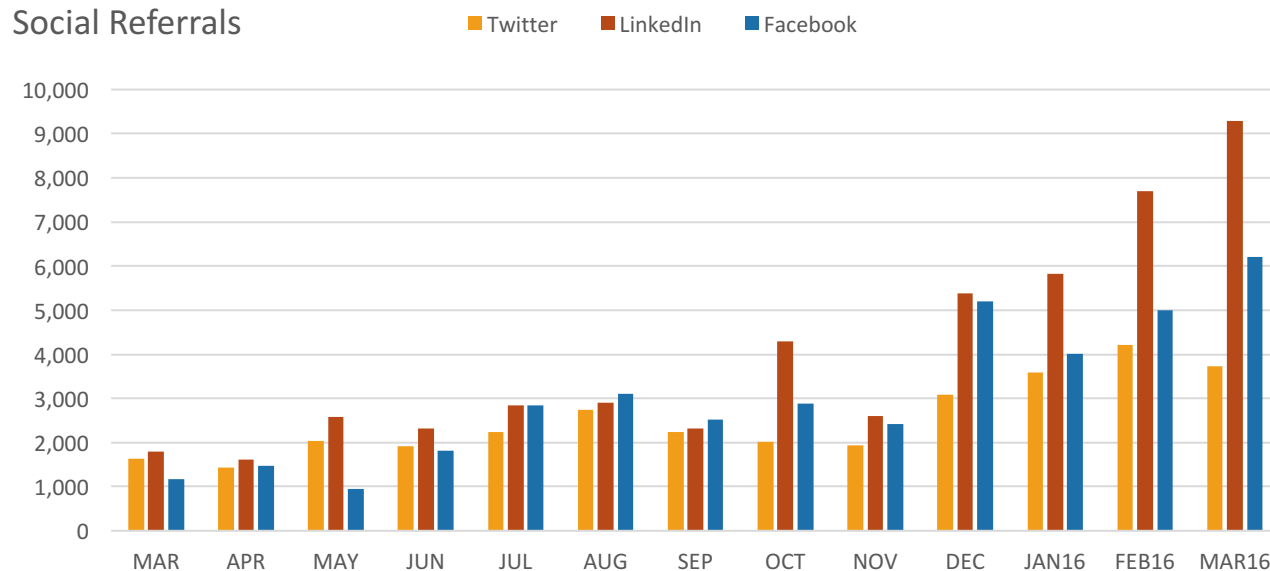
Strategic training



Use metrics to tell a good story

- Show numbers, talk about impact
- Provide context
- Connect to goals
- Be honest
- Be frequent
- Be patient

A simple story



- Social media has risen from 2.5% of referral traffic in 2015 to 5.5% in 2016.
- LinkedIn increase due to affiliate marketing to interested organizations in November.
- October LinkedIn and December FB spike due to award announcement.
- Generated 12% of registrations to January conference, which had an overall increase of 20% after three flat years.



Thank you!

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