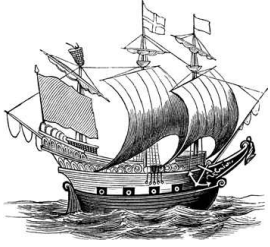


Social Media Treasure Map

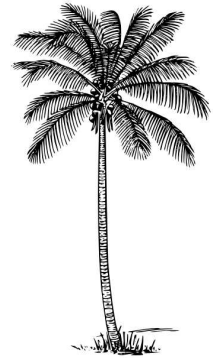


Why do you want to do this?

Clarify the gap you are trying to fill. Check if you already have services that could be used instead.

What are you offering?

Think hard about what you're hoping to deliver (eg is it content or a service) and the benefit to the user. Creating new content is resource intensive; would re-purposing existing content be easier? Be clear about the boundaries; what's in and what's out. Have you thought through the rights issues? Gain trust from management for day-to-day operations (eg run a pilot).



Who is this for?

Know the customer group or audience you are trying to reach, where they "live" online, how they would best like to interact with you, and how you will tell them you're there. Be ready for two-way communication - know how you will manage this.



Who will be doing this?

Make sure whoever is running it has gained experience in the platform first. Determine how the service will be sustained over time; this includes identifying how much effort is required, staff availability/willingness, and how you will deal with staff leaving. Chances for success are higher if it is a shared responsibility or made part of job descriptions.



Which social media?

Decide which platform /s will be best at unlocking your audience's interest.

Lifeline – ask a friend: Courtney or Chelsea
Chelsea.Hughes@natlib.govt.nz
Courtney.Johnston@natlib.govt.nz

Lessons Learnt @ NLNZ

Know thyself. Know thy audience. Know thy limits.

You have to have all three ingredients: content, audience, and resource for it to work.

Make it personal.

Even though you work for an institution, it is very important in online communities for there to be a person or a face to the organisation you are representing.

Be social.

You get out of it what you put into it. It's about potential. If you're not social, you won't get as big a payback.

Be casual but not too casual.

We don't want to get away from the casualness of social media, but being too casual can kill it. It encourages lazy participation and continuing accounts that are unused and static. This is due, in part, to the "no cost" nature of social media.

Choose your platform wisely.

Some platforms are better for matching content with audience. Flickr is good for sharing content and creating conversations around a particular image. Twitter is good for quick communication back and forth among users and is practically no risk, compared with sites like Flickr that require clearance with curators to post content.

Know the game.

Know the game before you start playing it - know the platform before you represent your organisation.

Take risks.

About taking and managing risk - making managers feel comfortable, trial something. We totally overestimate the perceived risk.

Set goals.

Set achievable goals (keep expectations realistic), review along the way to find areas for improvement.

Own it.

Ownership of presence - if creators are the owners, there is more passion and independence. Aspire to create independence by empowering creators.

Engage.

Be aware that sometimes full-engagement with customers will be required - real customer service. There is a difference between moderation (2 minutes) and engagement (much longer). And you gotta be quick to keep a good reputation.

Getting started in Twitter

We liken starting up and running a social media presence to moving to a new school. You want to make friends and fit in: how do you do that? We're going to run through setting up a Twitter account as an example.

First up, you might want to make sure you're dressed like everyone else:

Pay attention to your profile.

- Always make it clear who owns the account
- Fill as many of the profile fields out as you can.
- Pimp your account a little, and upload an image to replace the default icon.
- Whatever your content is - blog posts, tweets, photos - get some of them up before you start talking to people

Next, you want to start talking to people.

- Bowl on up to people and make some conversation - don't wait for them to approach you
- But remember it's a conversation, not a monologue. Talk with people, don't use your channel to broadcast (unless that's what you think your audience wants)
- Reciprocate. It's not a good look to encourage people to follow you, but not follow them back.

Doing it really well is what makes you one of the popular kids at school.

- Put a personal voice, and a person's name, on the account. People like talking to actual people, not buildings.
- Talk to people on their time, not your work hours

And if you make it to cool kid status, share the love around. Give back to your audience. Reply to them promptly, retweet great stuff, give them a shout-out now and then.