

MY QUESTIONS:

- Who is on Facebook? (How?)
- Who is on LinkedIn? (Why?)
- Who is on Twitter? (Really?)
- Who is a leader who wants to influence, impact and engage a broad audience around a mission?
- Who is done growing, learning and being competitive in your workplace, industry or life?
- Who has a product to sell (hint: volunteerism and you) but has not invested (or has outsourced) that effort?
- Who is a little bit concerned I'm going to refer to myself as a 'guru' and waste the next hour of your time?

Technically Media

Social Media for CEOs

Presentation by Christopher Wink

Yo, who is this guy?

- Hello, I am **Christopher Wink**:
journalist, entrepreneur
- **Technically Media**: publishing
strategy firm co-founder
- **Technically Philly**: local technology
news site
- **Philly Tech Week**: annual
celebration of innovation

3 questions you might be asking yourself:

- Wait, what is this presentation about?
- Can I ignore this guy for the next hour?
- What do you actually want me to do?

WHAT?

What this presentation is about:

1. Know what social media is
2. Know why you should invest in social media.
3. Know how to invest in social media.

You don't know what social media is.

- Web-based, public, interactive communication
- Facebook and Twitter are social media tools. They are not social media.
- You don't own FB/Twitter content, like you don't own telephone content.
- FB and Twitter will someday die. Social media will not.
- Email, blogging, news and information sites with comments are part of the evolution of social media

WHY?

You need an audience.

- Organizations and individuals need to become publishers.
- Every company, organization or group here either (a) has a product and needs customers or (b) has an audience and needs a product.
- The next great battle is the battle for attention to create action (sales, donations, etc.)
- Convert audience to customers, donors, volunteers, supporters, etc. Call to action

Leaders need to be online.

- Since the beginning of time, leaders developed relationships in person.
- That's still the case, but now there are more tools than ever to supplement that work.
- Ignoring new tool doesn't make you a throwback. It makes you limited.
- Leaders lead and represent those who follow. This is happening: will you lead or will you follow?

You are a product.

- You represent organizations that should be developing audience, so you can help.
- You are also a *brand* and when you have audience, you have influence, power and community.
- You are making more relationships than you could ever before. [Quantity over quality, but valuable]

Information overload is filter failure.

- Says Clay Shirky.
- **Organizations:** Old sales methods are breaking; brand loyalty is community building
- **Individuals:** Competing against global and automated workforce; knowledge-based added value is audience building

HOW?

Define success.

Be patient.

- **Bigger, quality audience:** Not just size, but quality, for your future needs and wants around community.
- **Learn about the world:** Find new, varying perspective faster, curate a community of choice
- **Find new smart, relevant people:** To connect
- **Convert audience to action:** Create an event, sell your work, solicit donations.

Use the tools available.

- **Go where your community is:** Twitter is right now the best place for public discourse, but if the audience you want is more focused on Facebook or Reddit or Google+ or whatever else, then use it.
- **Be comfortable to go elsewhere:** Twitter and Facebook aren't disappearing tomorrow, but remember that they own your content and so you're using that platform to build audience.
- **Push media need content to push:** Your org should be a publisher, in addition to other news/info

Nobody asked about your breakfast.

- **Message not medium:** You define who you are online (professionally) by what content you create.
- Links to news, perspective on your world, insight about what you do [what value do you bring?]
- **Be as professional as you want:** It can be personal but you can also drive with what you do.

Do these 5 things.

1. **Share insight:** You know something better than everyone else does. Share that.
2. **Share links:** This is the economy of the internet, spreading attention is currency.
3. **Create community:** This means follow people you know but follow lots of smart people you don't know. Curate a community of people you respect.
4. **Engage in conversation:** Lurking can be valuable but pushing forward dialogue is value add.
5. **Recognize you're a publisher now:** The world has changed. If you want that audience, act like it.

DON'T do these 3 things.

- 1. Don't focus too much on audience size:** This is the internet. Spam is everywhere. Metrics are amazing but size doesn't only matter.
- 2. Don't spam:** Social media is like talking at a bar. If you only talk about your work, I'm going to leave. You have to give and take, share and respond. Tweet unto others, as you would want tweeted unto you.
- 3. Don't give up:** If you are going to succeed in your work, you have value to share and audience to grow.

WHO?

Lots of people already rock at this.

- **Twitter:** @Michael_Nutter, @ComcastCares
- **Facebook:** Tastykake, Al Schmidt
- **Blogs:** National Constitution Center, OKCupid, Josh Kopleman, DuckDuckGo/Gabe Weinberg

The roles you can have.

- ***You will probably be all of these at one time or another, but it helps to choose and focus on one**
 - 1. Customer Service:** Respond and engage with customers who have problems or suggestions.
 - 2. Citizen journalist:** Photos and videos and news on your home/neighborhood.
 - 3. Thought leader:** Own whatever your industry or knowledge base is. Be a resource.
 - 4. Info curator:** Curate a conversation around important news to you and your community.
 - 5. Personal blaster:** Your life, your food, your world.

Why does this take time?

- You need to find your voice (your role)
- You need to find your audience
- You need your audience to find you
- You need to get in the habit of sharing broadly.
- *Long-term play, investing in your future

Dude, I tried all of that...

- You use social media and haven't liked the results. Then...
 1. You didn't give enough time -- Months for success
 2. You weren't consistent enough -- Daily
 3. You were too self-indulgent -- Only about you
 4. You didn't engage -- Only pushing, not pulling
 5. You didn't decide on what attainable success was.

How often should I post?

- **This is not another chore.** This is a new way of thinking and interacting with the world.
- **Start with structure.** Perhaps pledging to check in once a day over lunch or on your phone waiting for the train. Respond and share.
- **This needs to become a lifestyle.** If you have compelling content, you share. You engage.
- **Post as often as you are learning.**

Your Future

- You will either invest your time in audience or you will not.
- With increasing concern, organizations will seek staff (and certainly leaders) with their own audience.
- Get a master's degree in audience building
- With effort you build audience, get smarter, build new relationships, add value to your organization and self.
- Or you don't, and your competitors and peers do.

Your Action

- **Join or revive your Twitter account** (or whatever other social media)
- **Follow and un-follow people** according to the community you want to create.
- **Focus on one of the 'Roles' shared above** and follow people who fit that style.
- **Share and engage.** Share and engage. Share and engage.
- **Influence your organization to do the same.** It will make you better, more relevant and strengthen all of you.

Next Steps

- Organization social media strategy and training
- Staff content audit and strategy
- Develop strict ROI
- Dive into tools for creating efficiency and collaboration
- Social media, sure, but what content?
- **How are you growing audience to convert to customers?**

Contact Us



- **Technically Media**

- TechnicallyMedia.com
- info@technicallymedia.com
- [Twitter.com/TechnicallyM](https://twitter.com/TechnicallyM)

- **Technically Philly**

- TechnicallyPhilly.com
- info@technicallyphilly.com
- [Twitter.com/TechnicallyPHL](https://twitter.com/TechnicallyPHL)

- **Christopher Wink -- chris@technicallymedia.com**

- ChristopherWink.com
- [Twitter.com/ChristopherWink](https://twitter.com/ChristopherWink)

YOUR QUESTIONS:

Chris Wink | chris@technicallymedia.com @christopherwink