



Adding Social Media to Your Marketing Plan


A Primer

Who is Deborah?



- Half of the Maine Senior Guide partnership (the right half, here)
- Writer and marketer
- Social media





What We'll Talk About Today

- What's social media?
- Which social media tools should you consider?
- Where does SM fit in your marketing plan?
- Action steps for allocating resources and tracking results.



What is social media?

- Any form of communication that invites conversation or response



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What's social media?



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But we're mostly considering...

Blogging

A journaling platform that allows users to post regular updates.

LinkedIn

A social networking site for business professionals.

Twitter

A microblogging site that enables users to send 'tweets' or messages of 140 characters or less.

facebook

A social networking site where users can add friends/fans, send messages and build their own profile as a person or business.

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Anyone can. Should you?

What's the secret ingredient?



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Blogging



- Simple and low cost
- Wide ranging
- Easily searchable

- Consistency
- Time consuming

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facebook



- Most rapidly growing sm site
- Demographics match
- Good group opportunities
- Media sharing

- Easy to get sucked into vortex
- Administrative limitations

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twitter



- Fast and simple
- Immediate response messaging
- Great search function



- Monitoring is time consuming

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Linked in



- Excellent professional network
- Answers section



- Must build network

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What Are the Steps for Getting Started?

- Review your marketing plan. Where does social media fit in?
- Name your audience (residents, families, prospects, community members)
- How do they communicate?
- Which tool will help you reach them?

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How Should You Think About Allocating Resources?

- What are your goals?
- Who wants to do it? Who in the organization owns it?



Create an Editorial Calendar

- Define your SM presence and timing
- Calendarize each communication vehicle

Month	Issue Blog	Who	Resource Blog	Who	Appetition	Twitter	Newsletter	YouTube	Expert Blogger
April	Week 1: Senior vs. seniors: do online? Week 2: Alternative home buying: Best Grandparents ever Week 3: Aging Maine, ADA Director Week 4:	DM LP DM	100%Rate Planning Ahead Face DC Salvation Army & Alstro Japan	SP DM	DM LP DM LP DM LP DM LP DM LP DM LP	#3	Emergency article Kerry's talk		Kerry Peabody
May	Week 1: reworked gardening Week 2: home repair Week 3: scam alert Week 4:	DM	Home modifications		DM LP DM LP DM LP DM LP DM LP DM LP				Kerry Peabody
June	Week 1: signs of heat exhaustion Week 2: Week 3: Week 4:		MHC Respite care		DM LP DM LP DM LP DM LP DM LP DM LP				Dr. Charles Rado
July	Week 1: safe traveling Week 2: Week 3: Week 4:				DM LP DM LP DM LP DM LP DM LP DM LP				Dr. Charles Rado
August	Week 1: respite care Week 2: Week 3: Week 4:				DM LP DM LP DM LP DM LP DM LP DM LP				



How Can You Evaluate and Track Results?

- Facebook fans
- Twitter followers
- Linked in links
- Blog readership



Questions?



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Resources

Facebook <https://www.facebook.com/>
Twitter <http://twitter.com/>
Linked in <http://www.linkedin.com/>
Google Places <http://www.google.com/places/>
Google Analytics <http://www.google.com/analytics/>
Social Media Policy <http://socialmediagovernance.com/policies.php>

Social Media assistance

Mashable <http://mashable.com/>
Social Media Explorer www.socialmediaexplorer.com
