Beyond Facebook & Twitter
Why You Shouldn’t Ignore the Cinderellas of Social Marketing

Social Media
- Social interaction among people in virtual networks (Facebook, Twitter, LinkedIn, Instagram, Pinterest, etc)

Social Marketing
- Primary focus is social good
- Integrating marketing concepts to influence behaviors
- Separate from commercial marketing

What’s the difference?

Value of Social Marketing
- Address social issues
- Meet social needs
- Garner support and awareness
- Encourage social change
- Thought leadership and expertise
- Public trust
- Building communities
- Engagement and conversation

A Social Marketing Plan Should Support Your Strategic Plan
Texas System of Care Goals

- Increase awareness & understanding among key audiences about the system of care approach and its benefits
- Use social marketing to engage youth and families from diverse backgrounds and empower them to play a pivotal role in future social marketing planning decisions so the resulting strategies are family-driven, youth-guided and culturally and linguistically competent
- Provide social marketing support, consulting and materials to system of care communities

Texas System of Care Strategies to Meet Goals

- Identity Development
- Champion Led Marketing
- Expand the Texas System of Care Website
- Develop a Robust E-Communications Program
- Embrace Social Media
- Events, Speaking Engagements and Special Awareness Days
- Media Outreach and Public Relations

Creating a Campaign

Every Child Matters, a System of Care site established in 2006 in Baton Rouge, Louisiana, has been charged with hosting a mental health fair in October 2014 to raise awareness and gain community support. However, as it is already July, the turnaround time is short. There is a budget of $300 for this event, as well as opportunities for creative partnerships and donations. This is the first time they are hosting this event.

Every Child Matters is comprised of a staff of eleven people, but the site currently does not have a social marketer. One of their interns, however, has experience with social media. Every Child Matters has a website, Facebook page and Twitter. Facebook Likes are at 150, and Twitter followers are at 75. Updates are inconsistent.

Baton Rouge has a population of approximately 230,000 people, and is home to Louisiana State University, the largest college in the state.

Let's get started.

Target Audience

- What kind of event name works for parents?
- Teens?
- Young adults?
- Kids?

Target Audience

- Who are they?
- What's their most pressing issue/problem/desire?
- Where do they get their info?
- What are you solving or providing for them?
- Who do they trust?
  - Primary
    - Those who receive communication directly
  - Secondary
    - Those who receive communication indirectly

Measurable Goals

- Specific: one area
- Measurable: quantifiable
- Attainable: reachable
- Realistic: reasonably achieved given the resources
- Time-bound: time in which result should be achieved
- Example: Increase Facebook Likes by 15%, from 500 likes to 125 by October 2014.
- Example: Have 50 attendees at the fair in October 2014.
SWOT

- Strengths
- Opportunities
- Weakness
- Threats

Marketing Tactics

- Paid Media
- Owned Media
- Earned Media
- Guerrilla Marketing
  - Active Minds Send Silence Packing Example

Guerrilla Marketing

TX System of Care Example: Guerrilla Marketing

TX System of Care Example: Owned Media

TX System of Care Example: Earned Media

- Dipped in the city newspaper, The Austin-American Statesman
Earned Media: Media Training

- What is media?
- Why should you talk to the media?
- On the record
- Off the record

Media Training: Ground Rules

- You are ALWAYS on the record, even when you say you are ‘off the record’, unless the reporter consents
- You can’t take something back while on the record, or say ‘off the record’ after revealing information
- Never lie to the media
- You can’t review a piece before print or broadcast for approval

Your Rights, the Media’s Rights

Your Rights
- To ask for a lot of interview questions in advance
- To ask for the perspective of the piece
- To ask who else is being interviewed
- To email the reporter a correction
- To ask a reporter to plug your organization/book/event/etc.

Media’s Rights
- To decline sending questions in advance
- To decline going off the record or on background
- To decline a plug
- The reporter must identify him or herself as a member of the media
- The reporter must accurately quote you

Talking with the media

- Speak in sound bites and lose the jargon unless you are working with a trade outlet.
- Reporters have deadlines. The sooner you call a reporter back the more your message may shape the story.
- Don’t speculate.
- Make the plug.
- Come ready with resources to direct an audience too.
- Deflect uncomfortable questions
  - "That's certainly an interesting point, but the real issue is...
  - "I don't know the answer to that, but I will follow up with you or put you in touch with someone who does."

Evaluation

- How can we tell if we reached our goals?

Making it work for your organization

- Social Media schedule
- Taking turns
- Setting up a process
- Involvement at all levels