

"Closing the Gap"
Social Media in Outreach Marketing & Communications

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Should we implement it?
... and we're already late!
Yes!

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What are the challenges?

- Personalities
 - Uncertain level of acceptance
 - Managers may not know how to evaluate SM efforts
 - 5 minute movie "Upselling"
 - Have to trust employees
- Resistance to change
 - Maintaining quality of product
 - Giving up control
- Beauracatic culture
 - would have to work with areas outside marketing
 - Delivery unit silos
- Technology
- Time
 - fear of overloading people or taking resources from trad. mktg.
 - it takes to engage
 - work / private balance

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What is the potential?

- Listen to them
 - Converse with them
 - Learn about our customers
- Communicate with current audiences
 - Reach new audiences
 - Move closer to the customer by increasing online presence
- Disney social media PR case study
 - Strengthen our brand
- More mktg reach at a low cost
 - Increase our business
 - Dell - Twitter case study
- Improve retention
 - Increase people's bonds with us
- Increase cross-sell
 - Improve fundraising
- Listen to what people are saying
 - Ask people what they think
 - Extend research
 - Gather info to improve our product and develop new ones
- Other Outreach units
 - College of AG, ITS
 - Engage and collaborate with all areas of PSU
- Give people a change to grow and be challenged as marketers
 - Retain and attract talented employees
 - full-service marketing department
- by doing it
 - by being consistent
 - by 'walking the talk'
 - Gain credibility as SM experts in Higher Ed and beyond
- How you measure depends on goals
 - Activities timeline
 - ROI means money, not potential!
 - CRM will help ROI.

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Why should we care?

- The future started yesterday ...
 - Cost of non-engagement
 - Case study
- Example PSU Football
 - Our clients, customers and colleagues are already there

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What is it?

- Social Media. In Plain English (4 min movie)
- Is social media a fad? Or is it the biggest shift since the Industrial Revolution? (4:23 min movie)
- Clay Shirky: How social media can make history (TED video, 15 min)
- Social media is a shift in how people discover, read and share news, information and content (Wikipedia, click the link for more)

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What's the short-term plan?

- Develop an Organizational Development Plan
 - Conversation Marketing Team started the plan
 - CORE Team continues conversation
 - Townhall meeting engages staff in further conversation
- Culture change
 - Where we are now? (survey results)
 - Early Adopters (Do)
 - Indifferent (Know)
 - Skeptics (No)
 - How do we think, act, BECOME social
 - Don't mandate ("Authentic Conversations" model)
 - How do we do it? How do we manage it?
 - Links to resources to help us
 - Develop 'Disclosure' document
 - Writing guidelines
 - Develop streamlined process/reporting level for SM in OM
 - Timetracking, WMJ jobs?
 - Social discussions— town hall meetings on topics like ROI
 - Webinars with discussion on what it means to us
 - Focus on strategy of SM. Some tools training, but tools CHANGE.
 - Related but not traditional SM topics. Ex. Jo Tyler (story telling)
 - Case studies / examples
 - Mayo Clinic case study (60 min)
 - Guest speakers: PSU and outside
- Training
 - Multiple forms of training (detailed draft plan as separate document)
 - Ongoing: 'keeping the gap closed'
 - Not a one-shot deal
 - Implications?
 - Whose SRDP?
 - Could we take a layered approach?
- Information
 - Collection/Dissemination
 - CMT has created extensive Intranet resource area
 - Need plan to maintain
 - Example: SMUG - Social Media University, Global. By Lee Aase (Mayo)
 - Sharing/Conversations
 - RSS
 - Intranet 'favorites' rating
 - Mashable
 - On Big Screen (entrance)
 - Selma-Community Area
- Pilot project
 - Allow for failure
 - Pilot candidates to discuss
 - GIS (Geographic Information Systems)
 - Green Building
 - Educators
 - The Penn State Center - Engaging Pittsburgh

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What's the Long-Term Plan?

- Follow 3 strategic pillars
 - Community based
 - Customer focused
 - Social media fluent
- Develop a long-range SM strategy/strategies for Marketing
 - Is our SM/Communications strategy by audience? by unit?
 - Avoid tools-based approach-set strategy first then select tools
 - Consider need for organisational change
 - Phased
 - Low/medium impact for most
 - High impact for pilot team
 - Ongoing evaluation
 - Needs alignment
 - Set metrics
 - Review extensive ROI research for SM
 - Choose metrics according to the goal