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MIPAA Just Do It



Session One: Getting Started

Session Two: Producing Social Media Content

Session Three: Management of Social Media



Session One: Getting Started

Tactical & Strategic Approaches
Best Practice in Setting Up and Using Social Media
Time Management Challenges



Tactical & Strategic Approaches



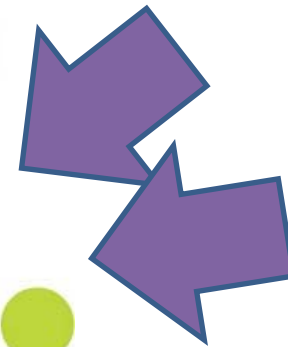
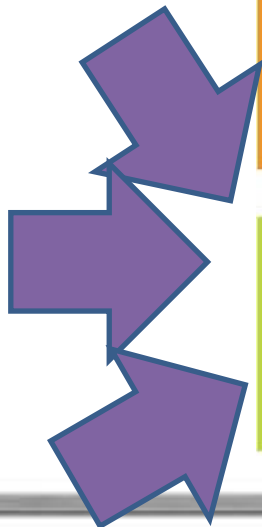


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STOP.

LOOK.

LISTEN.





Don't jump straight in – think about your communication objectives:

Consider the Ts:

The team

The targets

The topics

The transparency

The timings

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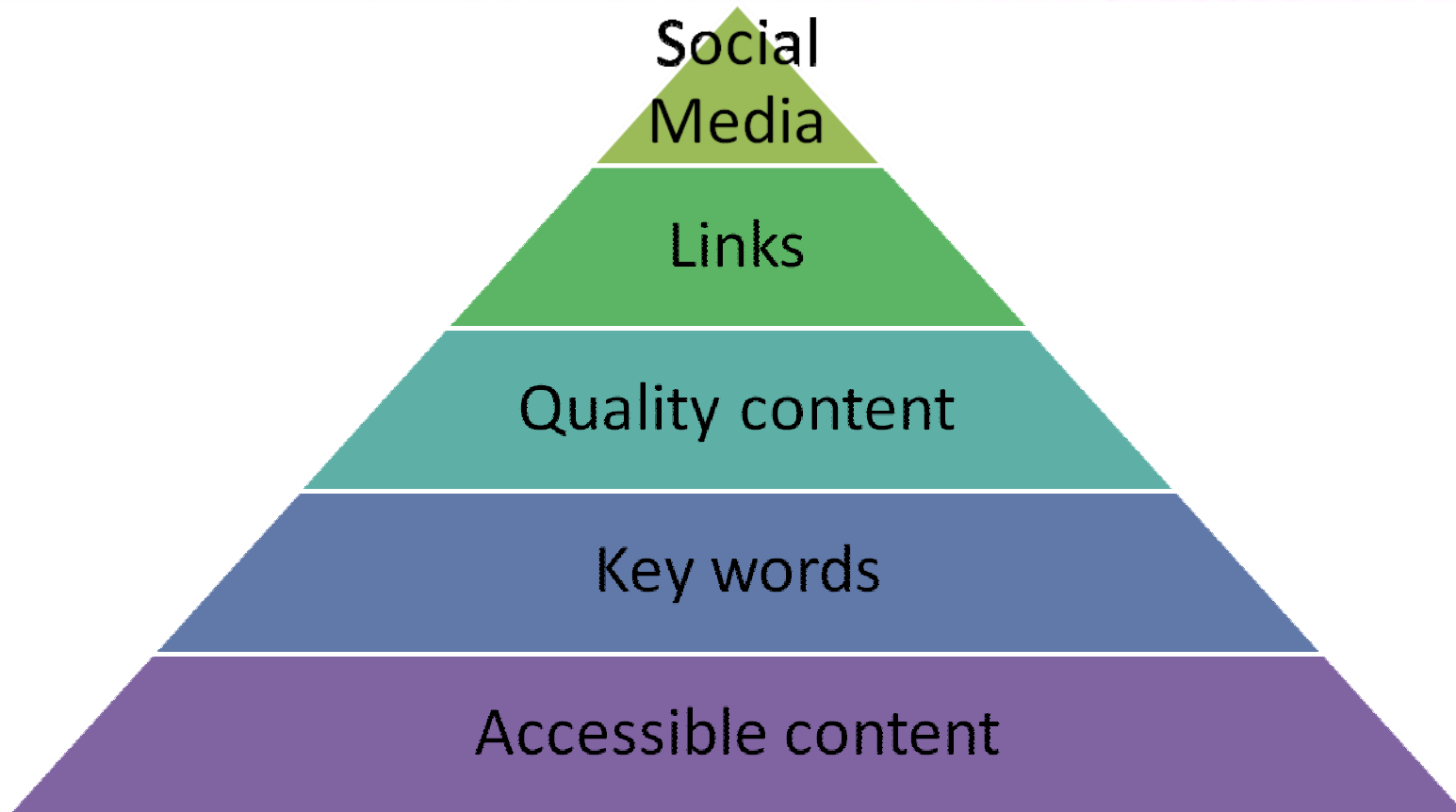
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Working as a team:







Best Practice in Setting Up and Using Social Media



The company versus individual

- Set guidelines
- Code of Conducts
- Language
- Freedom of expression
- Representing
- Roles and responsibilities
- Rotas

'Views are my own not of my employer....'



Social Media Optimisation (SMO)

Accessibility

Visibility

Convenience

Links

Social Plug Ins



Social Media Optimisation (SMO)

Make it work harder for you:

Page or group?

Biog?

Background?

Images?

Logo?

Update / revisit



Reporting

What?

Benchmarking / KPIs

When?

To who?



Time Management Challenges



Time Management Challenges

Social Media does not sleep

24hrs a day 7 days a week

Weekend rota

Timed tweets

Global campaigns – time difference

Integrate your activity across all platforms for maximum impact



Timeline/ Schedule :

- Plan your activity
- Pre write your material
- Ensure it is timely



Helpful platforms

Tweetdeck

Hootsuite

CoTweet

Tweetie

Twitter

Apps for your phone

Search

On the go

Multiple account management

Statistics

Accessible



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Session Two

Producing social media content

Utilise existing collateral

Where to look

Produce new content

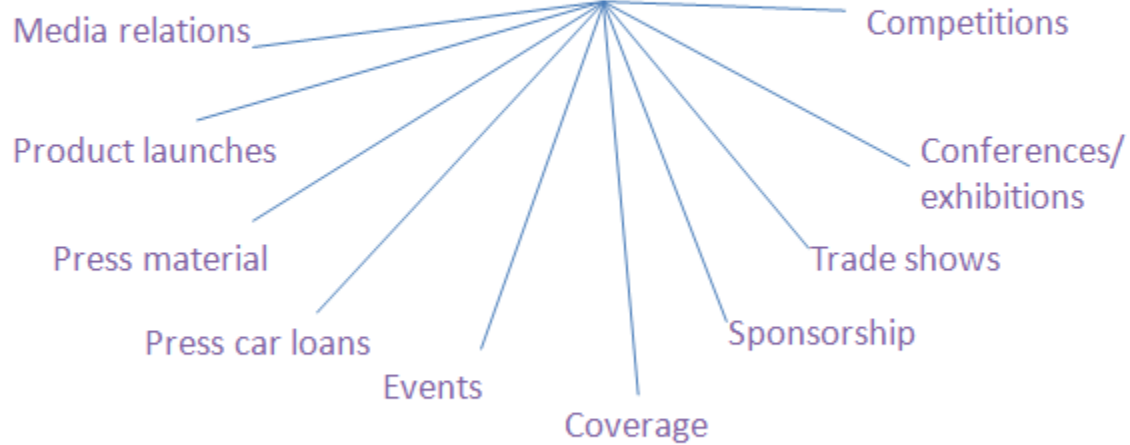


Working as a team:





PR





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PR

Media relations

Follow!

Offer commentary

Join in discussions

RT

Encourage videos/ photo uploading to social sites

Engage and ask for opinions



Encourage sign up to social sites – QR codes on banners/ press material





Produce new collateral

Videos – interviews/ events/ dealer rooms/ car reviews/ capture thoughts

Live Q+As/ Ask the Experts / Webchats

Images

Teasers

Live stream



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Session Three

Management of social media

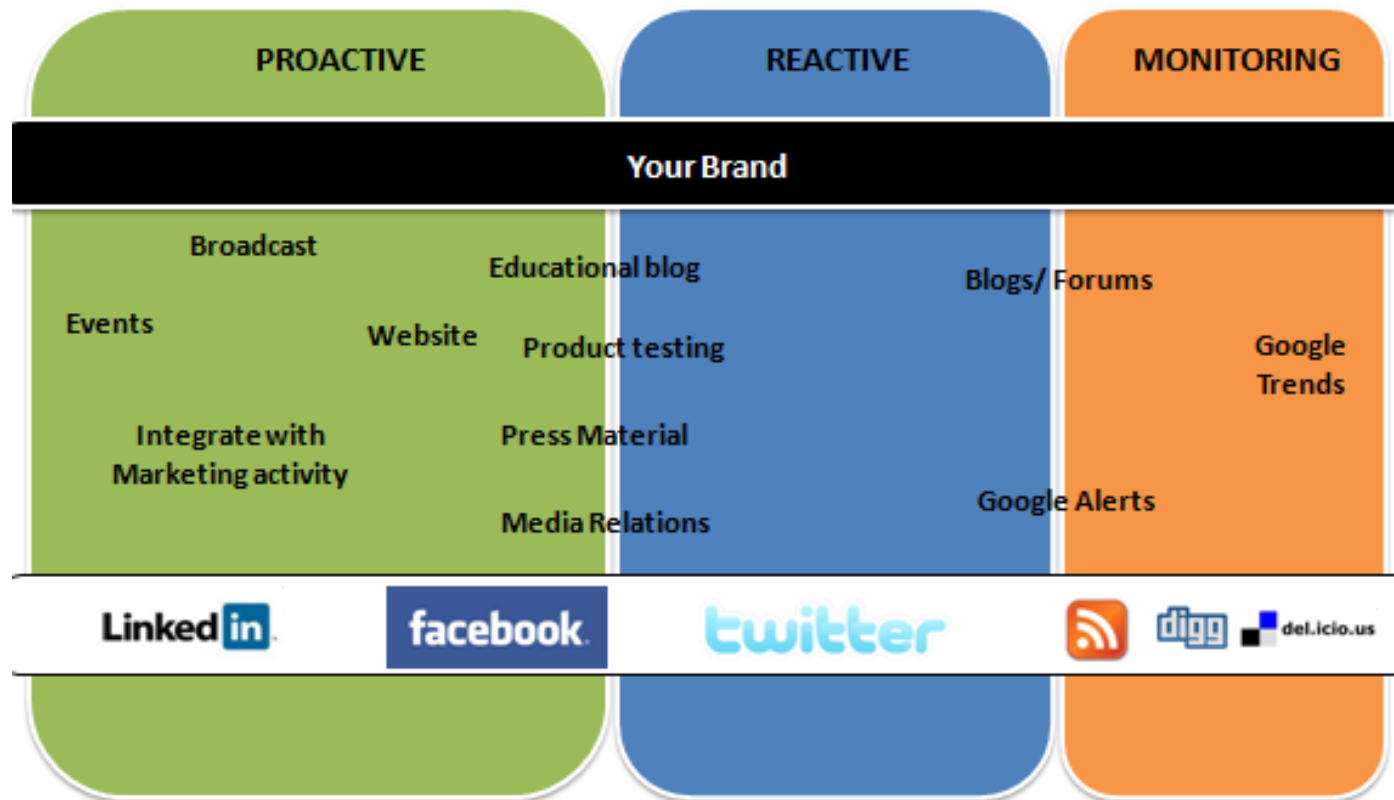
Using relevant platforms to listen and monitor

Responding to comments

Crisis preparation



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Using relevant platforms to listen and monitor

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Respond ... React ... Refrain ...

- When to respond
- When to react
- When to refrain

- Each situation is different
- Remember brand representation
- Remember to:

STOP.
LOOK.
LISTEN.



Crisis preparation

- Planning
- Prepare Q&As
- Guess work
- Take a step back
- Open to the public domain
- Managing multiple accounts
- Language
- Code of conduct
- Timings



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Thank you for your time



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