

TCO 691

Social Media Management

Week Two

June 3, 2013

Dr. Codone

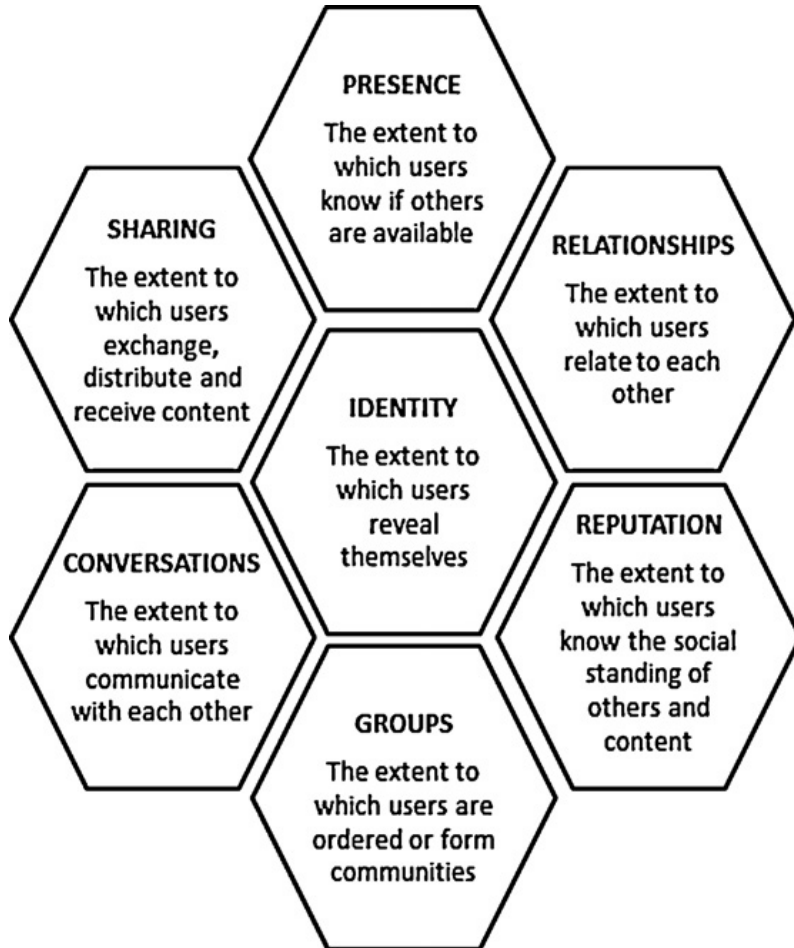
Tonight's Agenda

- Blogging – Seth Godin's book
- Micro-blogging – Twitter, FB
- Discussion of readings
- Demonstration of Buffer/Hootsuite
- Preview of next week

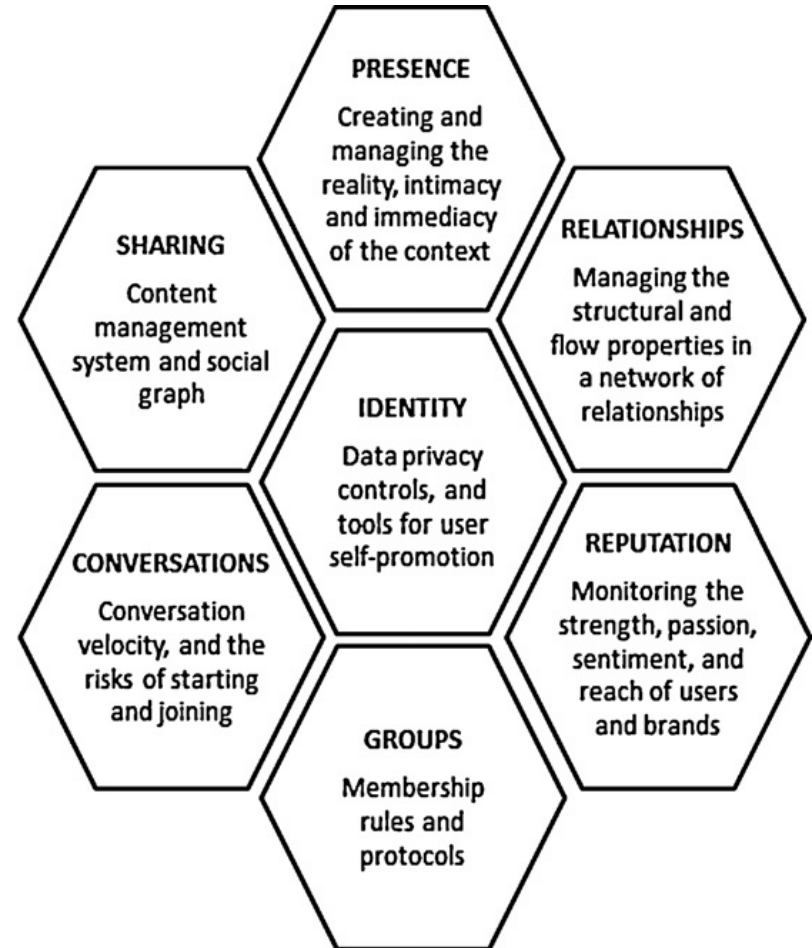
Course Objectives

1. Review and compile research in social media into an annotated bibliography reflecting a particular research trend in social media across industries.
2. Analyze existing social media/social networking applications available for organizational communication, information sharing, international communication, documentation and project management, and personal networking and create a written summary.
3. Conduct a comprehensive evaluation of an organization's social media profile, including the intended audiences, communication strategy (purpose), integration of applications used, organizational profiles, information deployment (content shared), deployment management (schedule and frequency of content sharing), and recommendations for expansion.
4. Utilize at least two social media tools and social media management tools to share information and administratively control, schedule, and manage information-sharing in an integrated, consistent method.
5. Identify and compile best practices in social media usage and social media management at the organizational level.

Building Blocks of Social Media



Social Media Functionality



Implications of the Functionality

Social media? Get serious! Understanding the functional building blocks of social media

Jan H. Kietzmann *, Kristopher Hermkens, Ian P. McCarthy, Bruno S. Silvestre Business Horizons (2011) 54, 241—251

Blogging – Seth Godin

- Truths
 - Clutter
 - Quality
 - Selfishness
- Blogs
 - Clever design/interface (no programming)
 - Time stamped, reverse-chronological order
 - RSS feed/readers

Blogging – Seth Godin

- Laws
 - It's not who you are but what you say
 - Actually it doesn't matter what you say it's who you are
 - With and For not At or To
 - On the Internet everyone knows you are a dog

Blogging – Seth Godin

- Laws of Blogging
 - Candor
 - Urgency
 - Timeliness
 - Pithiness
 - Controversy
 - Utility

Blogging

- Types of Blogs – Godin
 - Cat
 - Boss
 - Viral
- Types of blogs – Dr. Codone
 - Informational
 - Niche
 - Marketing
 - Instructional
 - Political
 - Others?

Blogging

- What blogs do you read or have you read regularly or occasionally?
- What kind of blogs have you stumbled upon?
- What is your interest in writing a personal blog?
- What value might a blog bring to your organization?
- What is your reaction to blogging platforms like Wordpress?

Micro-Blogging

- Twitter, short updates on FB & other sites
 - Typically less than 140 characters
 - No required reciprocity
 - Directed friendship model
 - Communication cascades through calls to action

Micro-Blogging

- Impression management
 - When people or organizations habitually monitor how people respond to them & their presentations
 - Follower count, retweet count, hashtag monitoring, stats, friends, likes, mentions
- Context collapse
 - When multiple audiences are flattened into one via a singular identity

Micro-Blogging

- Self-censorship
- Balance
- Audiences
 - Writer's
 - Broadcast
 - Networked (can interact with authors)

Micro-blogging

- So far, what is your overall reaction to Twitter?
- Would you call yourself a digital immigrant or a digital native?
- How drawn to Twitter do you feel – are you interested enough to scan your Twitter feed throughout the day? Or post yourself?
- How could your organization use micro-blogging?

4 C's of social media

- Cognize, Congruity, Curate, and Chase
- How can you or your organization use blogging and/or microblogging to accomplish these 4 C's?

Social Media Management Tools

- Buffer
 - Hootsuite
 - *Others*
-
- *These are used to schedule, plan, and distribute content via automated posting across networks.*

Conclusion

- Discussion of Assignment 1/2
- Wrap-up, questions
- What to do for next week