

Chapter Leaders Meeting San Diego April 11 – 12, 2014

Social Media, Digital Media, and Websites, Oh My!

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Staying Connected and Engaged: Chapter Level

- ❖ To Tweet, or not to Tweet? That is the question.
- ❖ What's in it for me and why should I care?
- ❖ GIGO = Garbage in, Garbage out!
- ❖ Are you reaching the right people?
- ❖ If I don't do it, who will? Delegating and letting go.

- ❖ What communication tools and best practices have worked for your chapters?
- ❖ What do you do when you get into "hot water?" How did you handle it?
- ❖ What's your favorite e-marketing tool (MailChimp, Cvent, Constant Contact, Emma, others)?



What is Social Media?

SOCIAL MEDIA EXPLAINED

TWITTER	I'M EATING A #DONUT
FACEBOOK	I LIKE DONUTS
FOUR SQUARE	THIS IS WHERE I EAT DONUTS
INSTAGRAM	HERE'S A VINTAGE PHOTO OF MY DONUT
YOU TUBE	HERE I AM EATING A DONUT
LINKED IN	MY SKILLS INCLUDE DONUT EATING
PINTEREST	HERE'S A DONUT RECIPE



Staying Connected and Engaged: Regional Level

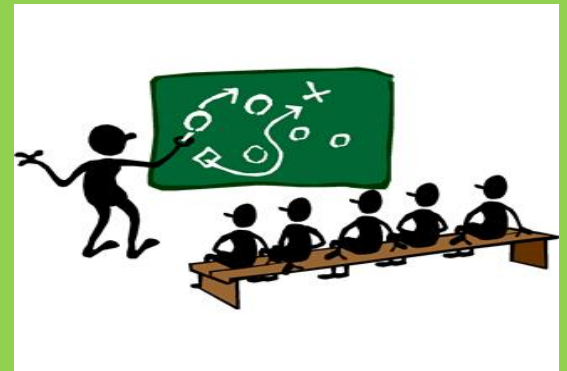
- ❖ Top three PPR social media
 - Twitter: **@iabcppr** 480 followers; following 346
 - Facebook: **IABC Pacific Plains Region**, 209 fans
 - LinkedIn: **IABC Pacific Plains Region Leadership Group**, 61 members

- ❖ Types of content
 - JIT
 - Evergreen
 - Shared
 - Scheduled on TweetDeck and Facebook



PPR Social Media Team

- ❖ Monitoring and engaging chapters across four time zones
 - Jill Daneu, Minn. (FB & LinkedIn leads; community mgr.)
 - Molly Walker, San Francisco (Twitter lead & FB; community mgr.)
 - Tom Corcoran, Minn. (Manager, scheduler)
- ❖ Additional monitors & content curators
 - Elizabeth Ahana, Hawaii
 - Brandon Babcock, Iowa
 - Marianne Barrett, Orange Cty.
 - Kristie Nelson-Neuhaus, Minnesota
- ❖ Others
 - Eric Hsieh, San Francisco (Analytics)
 - Victor Rodriguez, Las Vegas (Graphics/visuals)



PPR Website: Chapter Marketing Tools

- ❖ For Cross-Marketing
 - Calendar of Events
 - Region News
 - Chapter Cityscapes
 - Regional Chapters (map and links)
 - About IABC and About PPR
- ❖ For Chapter Leaders
 - Chapter Resources Tab
 - Chapter Leaders
 - Leadership Toolkit
 - Chapter Advocates
 - IABC Café'2Go (podcasts)
 - Chapter Leaders meeting (recaps)



Staying Connected and Engaged: IABC Level

❖ IABC social media tools

- Twitter – twitter.com/iabc - @IABC
- Facebook – facebook.com/iabcworld
- LinkedIn - <http://www.linkedin.com/groups?gid=58441>
- LinkedIn SubGroup - IABC Chapter Leaders, 137 members
- Youtube - <http://www.youtube.com/iabclive>
- Instagram - <https://www.instagram.com/iabcsnaps>
- Flickr - <https://flickr.com/photos/iabchq/sets>
- Pinterest - <http://www.pinterest.com/iabchq/>
- Storify (for all #CommChat recaps) - <https://storify.com/iabchq>
- Twubs (#CommChat) – twubs.com/commchat



IABC Digital Media

- ❖ Weekly Digest
 - Every Thursday
 - Distributed to all IABC
 - Webinars, conferences and events, Gold Quill, Member Month(s), and Communications World.
- ❖ Leader Letter
 - Monthly
 - Distributed to chapter and regional leaders
 - IABC happenings and best practices
- ❖ Communications World (CW)
 - Monthly digital magazine
 - Best practices and insights from communication thought leaders
- ❖ Check spam folders and subscribe to IABC emails to ensure delivery.

