

Word of Mouse: Enhancing Citizen Awareness & Engagement Through Social Media

February 21, 2013
2013 Leadership Forum

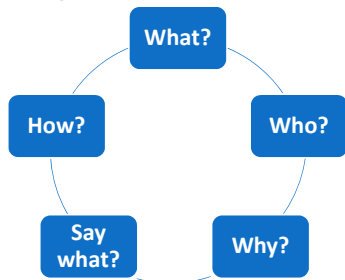


What we'll cover

- What is social media
- Why use it
- How you can use it
- What to watch for
- Loads of examples!



Part of your plan



Connected Canadians

- **86% of Canadians have internet access**
- **45% have mobile internet access**
- **95% under the age of 55 have internet**
- **68% of 55+ have internet access**

(Ipsos Reid Canadian Inter@active Reid Report, 2012 Fact Guide)



Social Media Defined (Sort of)

- **Online technologies and practices**
- **Social networking sites (like Facebook)**
- **Content created by individuals and organizations – everyone!**
- **Share opinions, insights, experiences and perspectives**



Why?

- **____-way conversation**
- **Reach a ____ audience**
- **Be open, transparent and responsive**
- **Call to ____**
- **Nip it in the ____**
- **Look good!**





Why Facebook?

- **Canada's largest social networking site**
 - **16.7 million users** (Inside Facebook, September 1, 2011)
 - **86% of Canadians have Facebook profile**
 - **Average of 130 "friends"**
 - **50% have been using Facebook for at least 3 years** (Ipsos 2012)











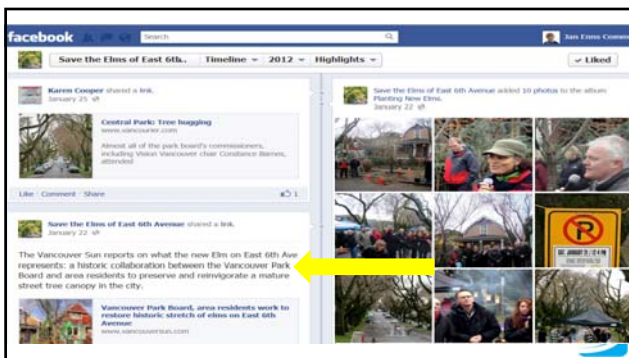




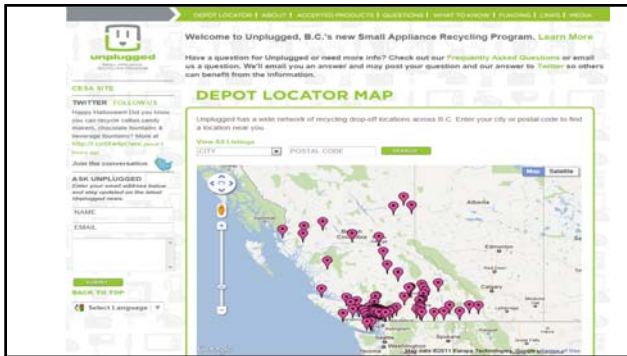

















Twitter

- Sent to mobile or email
- 140 characters
- Quick, current
- 19% Canadians have profile – up 5% from 2010 to 2011


(Ipsos 2011)





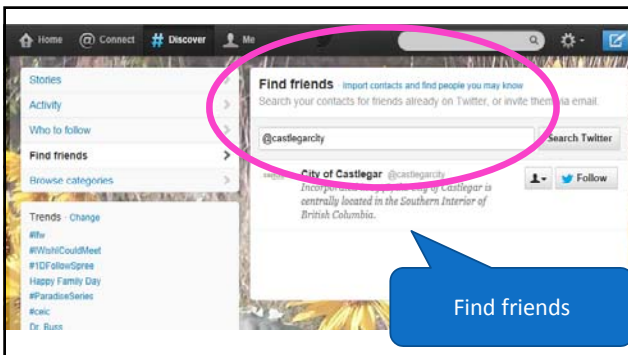
Twitter

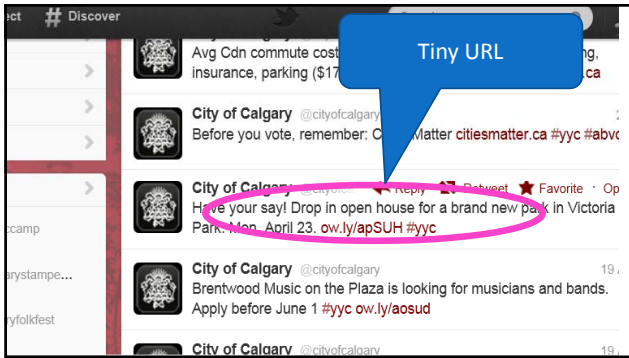
- Canada: 19% - up 14% for 2011 (Ipsos Reid 2012)
- 65% of the world's top companies have an active Twitter profile (socialskinny.com)
- 90% of marketers rate as "important" (socialskinny.com)



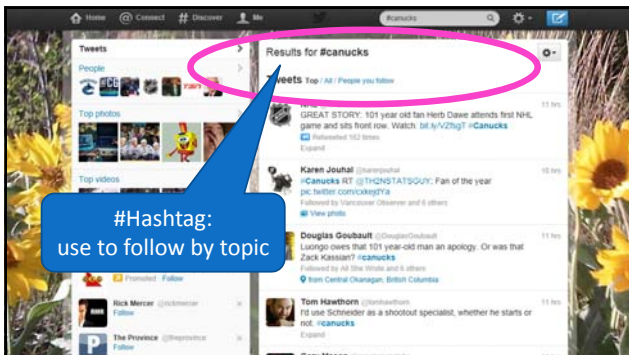


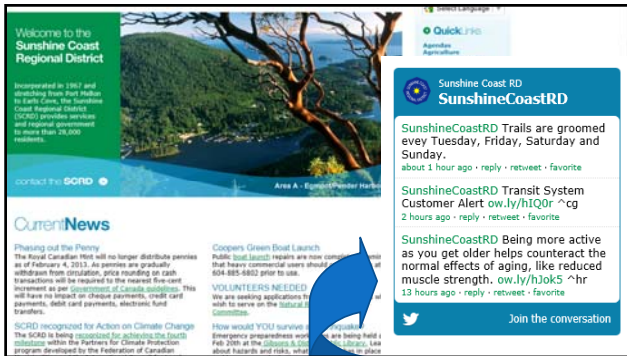












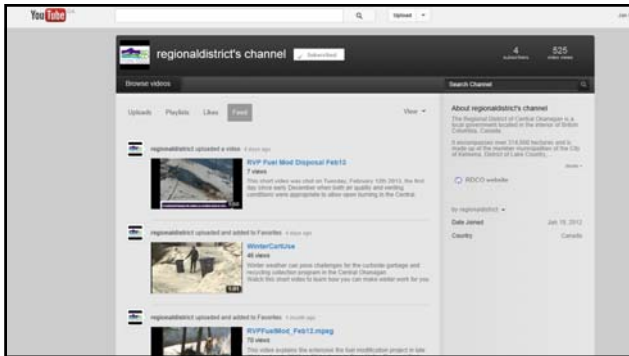


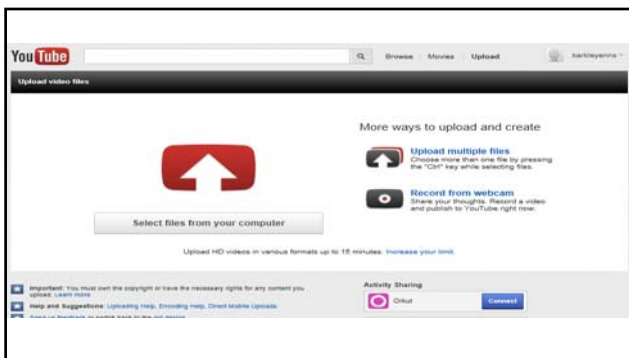


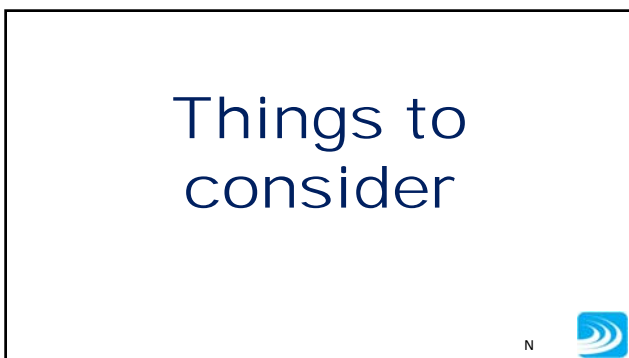
Broadcast Yourself™

- Easy to upload from computer or mobile device
- Over 4 billion videos viewed / day - up 50% over 2010 (YouTube)
- More than 400 million views / day on mobile devices, tripling in the past year (YouTube)
- 71% of Canadians visit monthly (Marketwatch 2011)









Who's your audience?

- **Facebook example**
 - **Fastest growing segment –55-65 year-old females** (Inside Facebook)
 - **94% of new social network profiles are those 35 years and up** (Ipsos 2011)
 - **54% of monthly users access it via a mobile device** (Social Skinny, 2011)



What to post?

- **Provide** ____ _
- **Text,** _____, **links**
- **Ask questions**
- **Answer** _____
- **Invite sharing**
- _____ **tone**



Policy and procedures

- _____ **for users**
- **Policy for Records Management**



Time to maintain

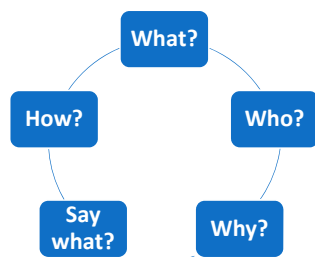
- **One hour a day to start**
 - Facebook 45 minutes
 - Twitter 15 minutes (blog/Twitter)
- **Two to engage**
- **Two and a half to generate buzz** (Beth Kanter)
- **More to build community, consultation or event**





How to manage all of it?

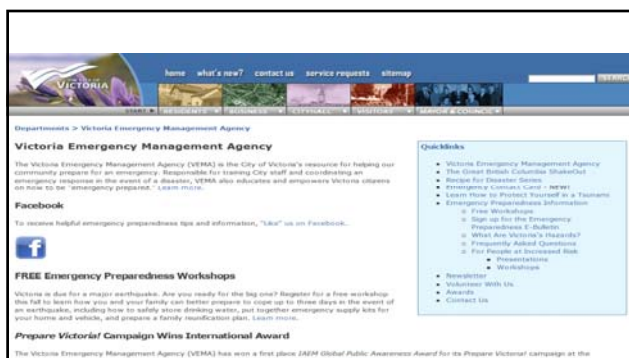
How to promote

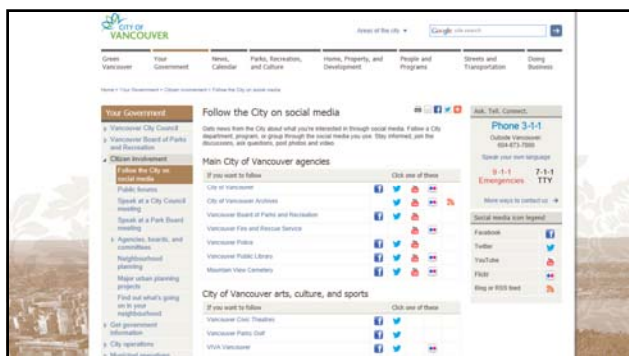


How to promote

- Publicity
- Personal and community contact
- Advertising
- Current communication channels/tools
- Collateral (print) materials
- Electronic







After hours responses



Mistweets happen





Damage Control

- Respond _____
- It's _____
- Reach out (email me)
- Don't be defensive



The Magic is in the Mix

- One size does not fit all
- Match your tool to your audience and objective
- Start small and do it right
- Monitor, adjust and move on
- Celebrate your success!





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