# Social Media: From beginning to….

12/9/11 | **Taking the necessary steps**

# What is social networking?

**It's real people having real conversations about real objects & ideas** – David Carr

# Take the Right Steps….

Decide.

Create.

Listen.

Understand.

Plan.

Engage.

Measure.

# Engage.

- Test, learn, share, scale & repeat
- Work with partners to build relationships
- What to say?
- Responding to criticism.

# Engage.

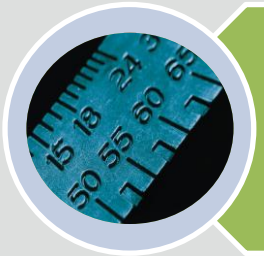
# What to say?

- **Join the conversation**
  - Varied
  - Inclusive of other experts
- **Add Value**
  - Credible
  - Statistics
- **Be Relevant**
  - Frequency
  - Re-tweetable
  - Timely
- **Be Personable.**
  - Human

Engage.

# Responding to Criticism

- When do you respond?
- Taking it off your page?
- Respond to the issue – not the person
- Providing the information.
- Be witty.
- All press is good press
- Remember your response is to everyone – not just the complainer



# Measure.

- Defined goals up in the 1st plan…
- Now how will you measure them?
  - Positive comments?
  - Shared/retweeted.
  - Likes
  - Follows
  - Web traffic referrals
  - Turning likes into influencers

# Lessons Learned From a Florida Elected Official

**Commissioner Ken Welch, Pinellas County**