Social Media Users Group

$$S-T-R-A-T-E-G-Y$$

"If you don't know where you're going, any road will take you there."

The problem with strategy and social media...

It's supposed to be a conversation

You don't need too much of a strategy for that

If you over-engineer it, you'll miss a lot You need an experimentation phase

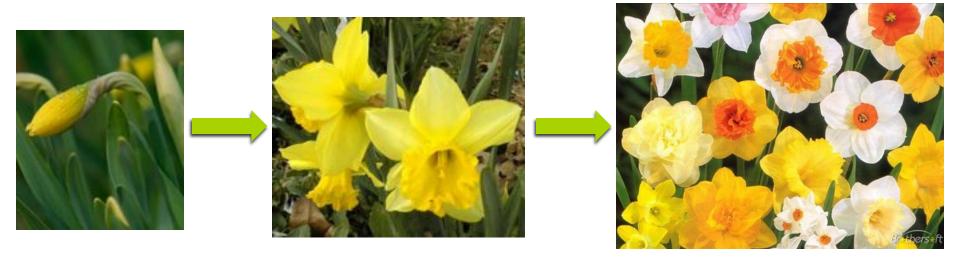
William & Mary was an early adopter 2006: Year I first used social media for my work at W&M

Sorry, there's no silver bullet.

Perhaps your strategy starts like this:

- 1. Consider your audience and your content
- 2. Make a commitment (time and purpose)
- 3. Be consistent

Our approach: treat it like a garden



Early phase: build on what you know

- 1. W&M community is smart and they love the College
- 2. Based on experimentation, we learned that people respond to:
 - ✓ questions
 - ✓ emotion
 - photos and videos
 - Tribe Pride (bragging, competition)
 - √ weather in Williamsburg



Success phase: wow, social media works

- 1. What else can we do?
 - ✓ keep track of what people react to; patterns
 - ✓ offer insider information
 - ✓ add more channels (Flickr? YouTube?)
- 2. Let's be a bit more systematic.



- queue up content; offer regular features
- ✓ integrate your channels; different kinds of content for different mediums
- ✓ follow the academic year (events, traditions)

Where's my strategy? phase: feed the beast

- 1. Good news: you built a following
- 2. Guess what? That audience wants to hear from you
- 3. ROI (now you can talk about it)



Where's my strategy? phase: feed the beast

- 1. Meet weekly
- 2. Everything is a social media opportunity
- 3. Shhh. @williamandmary social media channels are almost as important as wm.edu



SUMMER 2011: if we were starting all over...

William & Mary was an early adopter of social media. The game has changed.

We can review our 5 years of experience and stakeholder

feedback.

Let's rethink it all.