

LAUNCHING YOUR PROJECT: USING SOCIAL MEDIA TO CREATE A CONVERSATION

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KIC Boot camp

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The critical tools of social media



- **Tap into the social media ecosystem**
 - **Facebook—the NEW AOL—on mobile, too**
 - **Twitter—tribal drums of our time-mobile, too**
 - **YouTube & social video—accessible to all**
 - **Flickr-video sharing**
 - **Email, list servs, Google groups, Yahoo groups**
 - **Meetups (Meetup.com)**
 - **Blogs & bloggers**

Plan, create, execute



- Develop promotion plan & set goals
- Create assets—tweets, bit.ly links, posts, messages
- Execute: ready, aim, fire
 - ▣ Time-box the launch
 - ▣ Align a posse
 - ▣ Keep it going as long as you can

Case study: California Watch launch, January 2020

- New web site for California Watch, CIR:
- <http://californiawatch.org>
- Plan
 - Launch January 7, 2010 with as much oomph as possible
 - Use social media & PR to build awareness, promotion
 - Drive traffic to site, grow twitter & facebook

The logo for California Watch features the words "CALIFORNIA" and "WATCH" in a bold, dark grey, sans-serif font, stacked vertically. To the right of the word "WATCH" is a yellow sun icon with a white "C" inside its center, representing California. The entire logo is set against a light beige background.

**CALIFORNIA
WATCH** 

Plan elements



- Email outreach
- Facebook fan page
- Twitter feeds
- Multiple updates
- Multiple re-tweets
- Calls to register/join the FB site
- Callouts and acknowledgements to media bloggers and twitters
- Callouts and pointers to blog posts and news stories
- PR: interviews & media stories
- PR: blogger outreach

Workflow for launch (partial)

□ **Day by Day sequence:**

- 10 am PT am, Twitter leads: as soon as site goes live—CIR acct/CAWatch acct/ Salladay/Susan/MarkK/1000words/Rosey kick off w. first set of tweets on site going live
- 10:30 PT am: Post site launch news to Facebook fan page.
- 11:30 PT am: LisaPW, Chase, Lance, Aggie, ChristaCIR, Louis, Christina, Corey, RT initial note from 10 am
- 11:45 PT am: Post news of site launch to personal Facebook page—all staff, with link to CAWatch new site
- noon-2: CIR & CW accounts RT and call out everyone NOT from our group who posts about these topics (Susan and Sarah H)
- 12 noon: Tweet lead story: (name of story here)

Time-boxing the push




- Asking bloggers/friends to promote on specific day
- Providing tweet to re-tweet
- Providing messages to use that day
- Keeping it going:
 - Retweets
 - -@replies
 - Comments on FB posts & blog posts

CAW Facebook launch: 1,396 fans



California Watch Loving @CaliforniaWatch quote from @rosey18: This has been as much fun as the Pentagon Papers. Rewarding to build rather than take apart a newsroom. <http://bit.ly/1BOWLu>
January 4 at 1:36pm · Comment · Like

 Jt Long likes this.



Jt Long I admit it. I like my graphs dense, too.
January 4 at 7:20pm · Delete · Report

Write a comment...



California Watch @CaliforniaWatch is live w/big new site. Check out the future of California investigative reporting <http://bit.ly/5Dyz8T>
January 4 at 10:20am · Comment · Like

 Rhyen Coombs and 4 others like this.

Write a comment...

CAW Twitter: 1,364 fans



✓ Following

Lists



Your lists: conversationlist

Reporter @ericafperez details how she researched and reported today's big story on seismic safety <http://bit.ly/ddFXPR>

about 17 hours ago via TweetDeck

RT @sacbee_news: Interactive: See how California reps voted on health care reform <http://bit.ly/bpell7>

about 19 hours ago via web

Name California Watch

Location California

Web <http://www.califo...>

Bio investigative reporting, journalism, nonprofit, watchdog, politics, education, healthcare, environment, crime

129 following 1,364 followers 116 listed

Tweets 531

Favorites

Actions

message CaliforniaWatch
block CaliforniaWatch
report for spam

Following



Practice till you know your tools



- Flickr: create a photo pool
- Youtube/Vimeo/blip.tv: Create a channel
- Define a #hashtag & use it
- Know how to use bit.ly
- Tweetdeck—popular tool for multiple tweet tracking
- Google analytics: referral logs

Watch your traffic

Day 1 stats—Google analytics

Site Usage

- **2,906 Visits**
- **9,563 Pageviews**
- **3.29 Pages/Visit**
- **49.17% Bounce Rate**
- **00:04:00 Avg. Time on Site**
- **82.00% % New Visits**

Day 3 stats—Google analytics

Site Usage

- **1,191 Visits**
- **4,003 Pageviews**
- **3.36 Pages/Visit**
- **53.32% Bounce Rate**
- **00:05:13 Avg. Time on Site**
- **59.36% % New Visits**

Note: time on site, # of new visitors, pages viewed

Assess the analytics



- Look at
 - Referral traffic--Where did the traffic come from?
 - Twitter & Facebook growth—followers added?
 - Influence—were you retweeted?
 - Google juice: Count links & mentions
 - Engagement- signups, registrations, comments, posts, downloads, etc.
 - Write and share a summary & evaluate what worked & what could have worked better

Do it all over again



- Make social media a part of your daily workflow
- Talk to your audience/community
- Go where they are
- Share URLs & be a curator for your followers
- Have live events to build community
- Keep it up—and study the statistics!

We love to help



- Susan Mernit
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- Follow oaklandlocal.com to see the plan in action
- [Twitter.com/oaklandlocal](https://twitter.com/oaklandlocal)
- Become a Facebook fan! <http://bit.ly/aXb5dj>