

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 stylized 'C' in the 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



CaliforniaWatch

✓ 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>