

# Getting it Right on Social Media



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**#ACES2015**

# Day-to-Day Social Media Operations



- Managing Carnegie Science Center's Facebook, Twitter, Instagram, YouTube, and Pinterest accounts.
- Goals: Engagement, building a community, responsiveness, maintaining brand.
- Every single post gets a reply.
- Managing PittsburghPG accounts on social
- Goals: Being part of the conversation, getting feedback, newsgathering, and traffic

# Why Social is Worth Your Time



- It's where your audience is. So be there.
- Social offers a chance for direct communication between your brand and your audience.
- ROI may be hard to measure, but strategically, social makes sense.
- It's has value for your newsroom: reporters, editors, photographers, connects them directly to the community, enhances your reputation, widens audience.
- SEO

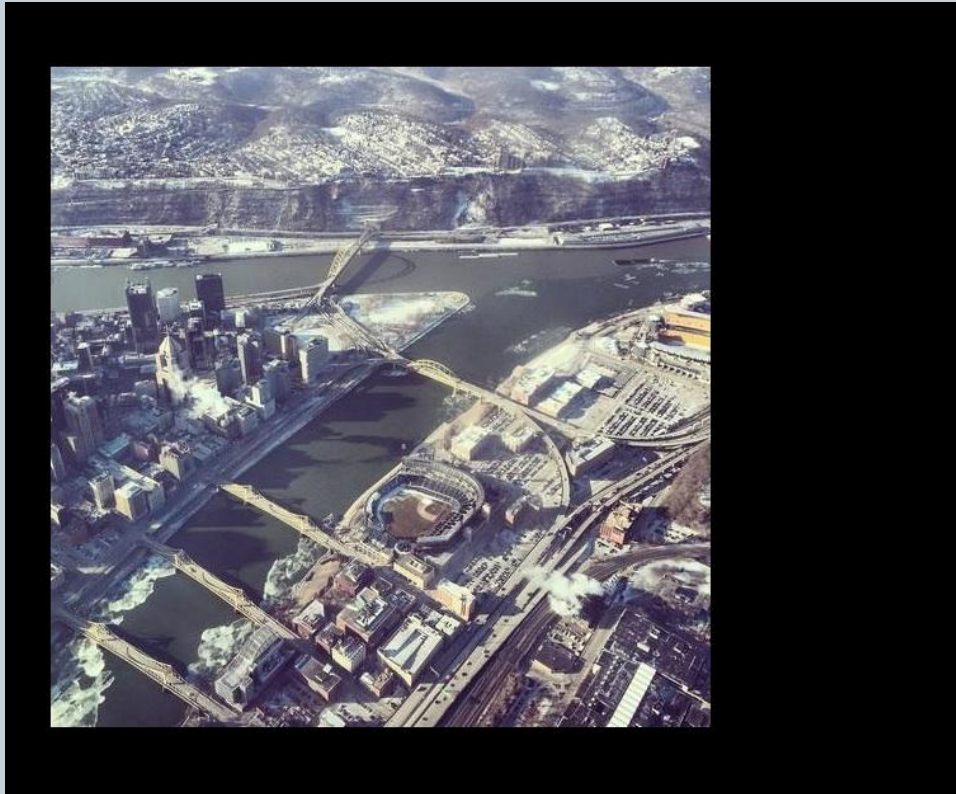
# What Works Well on Social Media



- Post original content! Be interesting, be topical.
- [#TheDress video](#), for example.
- It's more than just Tweeting links.
- Photos and video work particularly well.
- Think behind-the-scenes [content](#).
- Can you [make it fun](#)?
- Consider the channel. What works well on Twitter might not work well on Facebook.

# What Works Well on Social Media

- Pittsburgh nostalgia: Old photos, skyline images
- Great presentation, good stories
- Puzzles



**Pittsburgh Post-Gazette**  
Posted by Mila Sanina [?]  
Page Liked · February 23 · 🌐 ·

A photo of Frozen Pittsburgh from Carol Papas, who wrote a note: "Taken by my daughter last week on a cold, sunny morning."

Have photos to share? Submit them here: <http://www.post-gazette.com/myburgh/-1/Weather/8523>

📍 Tag Photo 📍 Add Location ✎ Edit

Like · Comment · Share pg

👍 Golzar Meamar, Catherine Wright, Terre Cooper-McCaulley and 938 others like this.

🔗 266 shares

**Mindy Wirick** Me too Jim  
Unlike · Reply · 👍 1 · February 23 at 8:35pm

**Andrew Levy** Jeanine I saw this yesterday and actually save the picture.  
Unlike · Reply · 👍 2 · February 23 at 8:47pm

**Jim Cleary** I love to see pictures of Pittsburgh frozen over, from sunny Florida.  
Unlike · Reply · 👍 4 · February 23 at 8:28pm

**Erik Gunz** Gotham city  
Like · Reply · 👍 4 · February 23 at 8:00pm

**Marilyn Harrison** So Beautiful!!!! I love Pittsburgh

pg Write a comment... 📷 😊

# Social Successes and ... Lessons Learned



- “Almost everybody will miss almost everything you do on social media. ... Until you make a mistake.” -- @sree
- Mistakes will happen – guaranteed. So be ready.
- Crucial: Urgent, transparent, honest response.
- Great to have many accounts but have guidelines
- You can find sources, just ask
- You are not just the newsroom: you are marketing, circulation, customer service

# How to Manage the Internet: Abridged



- Limit staff access to main accounts.
- Before posting, read and re-read. Check and double-check. Click through your links. Click through your hashtags.
- Assume whatever you post will be immediately captured on a screenshot.
- Make sure staff is aware of value and dangers
- See what others are saying on the topic and add what is missing.
- Less is more rule applies, strive for quality

# Why Knowing Your Audience Counts



- Know your own brand. Is your tone fun and light-hearted? Serious? No matter your brand, be conversational.
- Know your audience? Is it Moms? Is it teenagers, #bae? Tailor your language to suit them.
- Know why people come to you: mission and goals
- Experiment... but with caution
- Platforms are audience specific
- Content is **STILL** the key



# Red Flags on RTs + Reposts



- Reposting content is a great (and easy!) way to engage your audience, right? ...
- Is content “too good to be true?” Check it out. What’s the source’s profile look like? Message the source. Confirm the content before reposting.
- Your followers may not follow best practices and may slant stories

# Social Media Analytics



- Try FREE built-in analytics on Facebook.
- For a deeper dive, check out Sprout Social.
- Hootsuite also now provides analytics.
- Echoboxapp
- All four can now schedule content, which seems helpful, right? ... But it can be risky.
- Is risk warranted and what are the steps to avoid disasters?

# A Few #ProTips: What Works Well



- SumAll – FREE daily round-up of other content your Twitter followers like.
- Storify – FREE tool for seamless content round-ups. [Blue Moon Weekend](#) / [#SilentScienceCenter](#)
- Pay-to-play on Facebook – perhaps a necessary evil.
- Post videos organically to Facebook.
- Don't just look for @replies. Search for your name.
- Instagram hashtags, track Analytics via GA or Chartbeat