Social Media Advanced Breakout Session

Or What Would Ward Cleaver Do?

Presented by Viqui Dill,
STC Senior Member
#STC16 @viqui_dill
Viqui Dill is involved in a number of #TechComm communities and seems to be unable to stay away from STC: Social Media manager for the Washington, DC – Baltimore (WDCB) Chapter; communications lead for the Community Affairs Committee (CAC); webmaster, programs lead and rising co-manager for the Instructional Design and Learning (IDL) SIG; and now volunteer coordinator for TC Camp - East this summer. Viqui loves using our online channels to spread good news about technical communication around the planet. A frequent Summit and InterChange conference presenter, Viqui earned a couple of Distinguished Chapter Service Awards (DCSA). To pay the bills, Viqui works as the Technical Communications Leader at American Woodmark in Winchester, VA. She plays bass like a bad ass.
Icebreaker!

• Who are these people?
Icebreaker!

• Who are these people?
  – Ward Cleaver
Icebreaker!

• Who are these people?
  – Ward Cleaver
  – Wally Cleaver
Icebreaker!

• Who are these people?
  – Ward Cleaver
  – Wally Cleaver
  – June Cleaver
Icebreaker!

• Who are these people?
  – Ward Cleaver
  – Wally Cleaver
  – June Cleaver
  – Theodore “The Beaver” Cleaver
Icebreaker!

• Who are these people?
  – Ward Cleaver
  – Wally Cleaver
  – June Cleaver
  – Theodore “The Beaver” Cleaver

• October 4, 1957 – June 20, 1963
Agenda

• What are we going to talk about today?
  – Two ways of consuming online content
    • From the feed
    • From the page
  – Ward Cleaver’s content consumption
    • From the newspaper
    • From the television
  – Your own content consumption
  – Your audience’s content consumption
Assumptions

• What are we not going to talk about today?
  – What is social media?
    • What is Facebook?
    • What is Twitter?
    • What is Linked In?
  – How do I set up an account?
  – What is the difference between a feed and a page?
  – What’s a newspaper?
Ward Cleaver reads the newspaper

- The reader seeks out the content, picks it up, opens it, reads headlines cover to cover, reads articles based on the headlines or graphics.
Ward Cleaver reads the newspaper

• Articles
  – Same content all day
  – Well-crafted headlines
  – Heavily edited body
  – Detailed as possible
  – Writers get bylines
  – Not much white space
  – One writer, one article
Ward Cleaver watches TV
Ward Cleaver watches TV

• News feed
  – Many commercials
  – Many stories
    • Many times of the day
    • Many days of the week
  – Short bursts
  – Different content at different times of the day
Compare the two

Newspaper
• Consumers seek out content and then choose what to read
• Producers deliver content just one time
• Content is carefully crafted and lengthy

Television
• Consumers seek the channel and then are passive
• Producers deliver content many times
• Content is carefully scheduled and short
What is your content consumption?

- Facebook?
- Linked In?
- Twitter?
What is your audience’s content consumption?

• Facebook?
• Linked In?
• Twitter?
What is your audience’s content consumption?

- Facebook?
What is your audience’s content consumption?

• Facebook?
  – Users read their news feed
What is your audience’s content consumption?

• Facebook?
  – Users read their news feed
What is your audience’s content consumption?

- Facebook?
  - Users read their news feed

- LinkedIn?
What is your audience’s content consumption?

• Facebook?
  – Users read their news feed

• Linked In?
  – Users get an email then go to the post
What is your audience’s content consumption?

• Facebook?
  – Users read their news feed

• Linked In?
  – Users get an email then go to the post
What is your audience’s content consumption?

• Facebook?
  – Users read their news feed

• Linked In?
  – Users get an email then go to the post

• Twitter?
What is your audience’s content consumption?

• Facebook?
  – Users read their news feed

• Linked In?
  – Users get an email then go to the post

• Twitter?
  – Users read their news feed or hash tag feed
What is your audience’s content consumption?

• Facebook?
  – Users read their news feed

• Linked In?
  – Users get an email then go to the post

• Twitter?
  – Users read their news feed or hash tag feed
So how should I post?

• Post to match your audience
  – Facebook?
  – LinkedIn?
  – Twitter?
So how should I post?

- Post to match your audience
  - Facebook?
So how should I post?

- Post to match your audience
  - Facebook?
  - LinkedIn?
So how should I post?

- Post to match your audience
  - Facebook?
  - LinkedIn?
  - Twitter?
So how should I post?

Newspaper
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When should I post?

- Facebook Insights > See all posts
Where should I post?

• Check referrals in
  – Google Analytics
    Acquisition > All traffic
    > Referrals
  – Example
    • 13 Notebook
    • 13 Twitter
    • 7+2 Facebook
    • 2 Linked In
What about our website?

• Use the **Publish** widget
  – Schedule for later
  – Change the **Published on** date
    • Back date to hide
    • Recent dates up front
    • Last in, first out
Any questions?

• Questions?
• Feedback?
Connect with me

• Bio
  http://wdcb.stcwdc.org/about-us/chapter-bios/dill-bio/

• Blog
  https://viquidill.wordpress.com/

• Email
  social_media@stcwdc.org

• @viqui_dill
  https://twitter.com/viqui_dill

• Linked In
  http://www.linkedin.com/pub/viqui-dill

• Facebook
  https://www.facebook.com/viqui.dill
Welcome to **Room 2** of the #STC16 Virtual Leadership Program Breakout Sessions!

**Room 1**
http://stc.adobeconnect.com/stccacroom1/

- **1:30-2:00:**
  Bobbi Werner
  Using Targeted Contact Lists

- **2:00-2:30:**
  MK Grueneberg
  CAA Application

- **2:30-3:00:**
  Rick Lippincott
  Beginning Social Media

- **3:00-3:30:**
  Roger Renteria
  Adobe Connect

**Room 2**
http://stc.adobeconnect.com/stccacroom2/

- **1:30-2:00:**
  Maryann Bowen
  STC Webinars as a Springboard for Networking

- **2:00-2:30:**
  Betsy Maaks
  Taking Time to Celebrate!

- **2:30-3:00:**
  Viqui Dill
  Advanced Social Media

- **3:00-3:30:**
  Lori Meyer
  Succession Planning

Please give us your feedback [https://goo.gl/Pv9XzH](https://goo.gl/Pv9XzH)