

# DEEPENING RELATIONSHIPS & DELIGHTING MEMBERS VIA SOCIAL MEDIA

Lance Kissler, STCU

# A little bit about me

- Started using social media in early 2000s
  - ▣ LiveJournal: 2002
  - ▣ Facebook: 2005
  - ▣ LinkedIn: 2007
  - ▣ Twitter: 2008
- BA, Graphic Design, EWU: 2004
- MS, Communications, EWU: 2006/10
- Federal Government, Public & Private Higher Education, Financial Services

# What to expect

- STCU's social media strategy
- Five Pillars of Successful Online Audience Engagement
- When to take conversations offline
- Social media policies and guidelines
- Four Quadrant Audience Theory
- Tips and Resources
- Q&A

facebook Search Home

**Alice Burton Carter** Headed to Europe tomorrow. see you in July! on Monday de

Wall Info Photos +

Edit Inform

**Basic Information**

Sex: Female  
Current City: Lincoln, NE  
Birthday: January 1, 1977  
Hometown: College View, Lincoln, NE  
Children: Cindy, 6 years  
Arthur, 11 years  
Relationship Status: Married  
Anniversary: June 1, 1997  
Political Views: Republican Party  
Religious Views: None

**Likes and Interests**

Activities: Lincoln Women's Bowling League, Garden Club  
Interests: Reading, gardening, hiking with my children every Saturday

**Contact Information**

Email: abc7986@gmail.com  
Current Address: 123 Main Street  
Lincoln, NE  
Name: Alice

**Education and Work**

College: UNL '99  
High School: Lincoln East High School '95

Upload a Photo  
Take a Photo

Edit My Profile

Can't wait to see Paris.

**Information**

Relationship Status: Married  
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Arthur, 11 years  
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Current City: Lincoln, NE

**Friends**

0 friends

Find people you know

**SIMULATED PAGE**

7 years ago...

...when Facebook didn't exist [to the general public].



Use twtr to stay in touch with your friends all the time. If you have a cell and can txt, you'll never be bored again...EVER!

**What your friends are**

Kevin Systrom babysitting  
Jeremy home - boys to bed  
Katie It's my birthday!

### .timeline

follow along with what your friends are doing throughout the day

★ Florian x [txt]  
★ Garett x [txt]  
★ goldman x [txt]

**txt**  
(or)

What are you doing?

Send

### .what up?

send updates from your cell or from the web about whats in yr head

#### Sign in.

Mobile number (or email)

Password (or PIN)

Remember me

Sign in

#### New? Sign up!

twtr works best when updated from your mobile phone. To verify you are you, we'll need your number.

Mobile number

Get started

7 years ago...

...when Twitter was a sound.

You on  
3G



You on  
4G



7 years ago...

...when 4G was a parking space.



7 years ago...

...when Skype, for most people, was a typo.



7 years ago...

...when the cloud was in the sky.



7 years ago...

...when an application is what you sent in to a college.

# Social media strategy: Goals

- Social media goals > Marketing goals > Business goals
- **Community Relations**
- **Member Delight**
- **Grow Market Share**
- **Thought Leadership**

# Social media strategy: Objectives

- Objectives are measurable
- **Build a larger community on FB and Twitter**
- **Identify and engage key influencers**
- **Identify and recruit prospective members**
- **Identify and delight current members**

# Social media strategy

- Build STCU's reputation as a member-centric, innovative, and loved financial institution by engaging members, non-members, the public, and organizations via social media channels, through both organic and structured tactics.

# Social media strategy: Channels

- Not every channel makes sense for your business
- **Facebook**
- **Twitter**
- **YouTube**
- **Blogs**
- **LinkedIn**
- Others (Foursquare, Instagram, etc.)

# Social media strategy: Tactics

## □ **Promotions and incentives**

- Twitter giveaways (free tickets, coffee tweetups, etc.)
- Facebook photo contests
- Online promo codes
- Coupons at local farmer's markets

# Social media strategy: Tactics

- **Community and influencer engagement**
  - Attend local tweetups
  - Identify and interact with local key influencers on Twitter
  - Develop a relationship with the news media
  - Share community events, news and activities

# Social media strategy: Tactics

## □ **Follower growth**

- Organic vs. paid
- Shares, likes, comments, retweets will garner you new organic followers
- Promotions, campaigns, advertising will get you paid followers

# Social media strategy: Tactics

## □ **Member service**

- Advance notice of service disruptions
- Immediate response to member issues/inquiries
- Establish “subject matter experts” in departments who are empowered to resolve issues
  - Card Services
  - Business Services
  - Branch Management
  - Contact Center

# Social media strategy: Tactics

## □ **Campaign support**

- Remember, your social media efforts are just a part of your overall marketing mix
- Cross-promote
- Don't be afraid to post several times, but don't inundate/spam your followers
- More casual, value-added approach than traditional advertising

# Social media strategy: Tactics

## □ **Emerging trends**

- Participate in webinars and conferences
- Read whitepapers and reports
- Conduct online research, including research on your competitors (competitive analysis), industry, and others
- Explore management and reporting tools to find the right version for you

# Five Pillars of Successful Online Audience Engagement

## □ **Be Human**

- Be conversational/friendly in your posts and style.
- Develop an online persona that matches, is consistent, and reinforces your brand.
- Engage your audience by building relationships.
- Be unique: Post content that is new and value-added.
- Mind your manners: Thank people, give credit, and acknowledge positive and negative feedback.
- Own up to your mistakes.

# Five Pillars of Successful Online Audience Engagement

## □ **Be Relevant**

- Once again, align your social strategy with your marketing and business objectives.
- Set goals and measure results.
- Never forget the importance of listening.

# Five Pillars of Successful Online Audience Engagement

## □ **Be Timely**

- Set standards and expectations for a response time.
- Acknowledge inquiries as soon as possible.
- Provide an expected follow-up date/time for more advanced inquiries/issues.
- Know what's trending in social media.
- Organize your news feeds into categories (e.g., community partners, government agencies, competitors, regional influencers, customers, etc.).

# Five Pillars of Successful Online Audience Engagement

## □ **Be Knowledgeable**

- Explore different tools and services to find which one(s) best suit(s) your needs.
- Research which channels are the most appropriate for your business and your audience participates in.
- Facebook vs. Twitter vs. Google+ vs. LinkedIn...
- Make full use of your profile and customizable options (cover photo, tabs, third-party apps, bio, etc.).

# Five Pillars of Successful Online Audience Engagement

## □ **Be Respectful**

- Moderate the community with fairness.
- Do not spam or inundate followers.
- Acknowledge the positive and negative.
- Share opinions but avoid speculation.
- Respect privacy and know when to take a conversation offline.\*
- Disagree respectfully.

# When to take a conversation offline

## □ Privacy

- ▣ Never ask for a person's contact information via a public message. Utilize private messaging or have them contact you via a published phone number.

## □ Complicated Issues

- ▣ For issues that are too complicated to solve via social media channels, expedite the issue via phone/email.

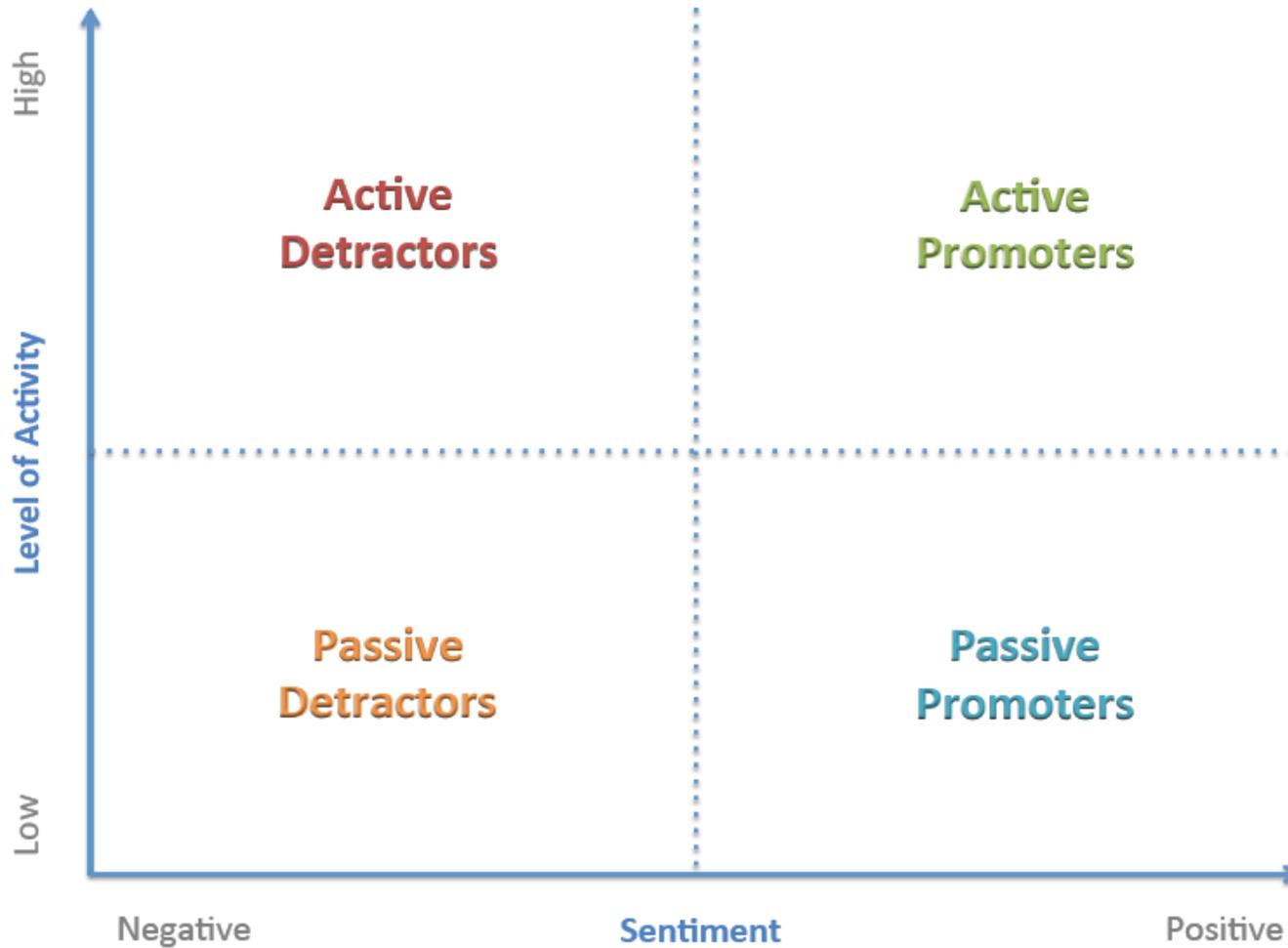
## □ Upset Customers

- ▣ Address the issue publicly until the situation turns hostile.

# Social media policies & guidelines

- Commenting and community guidelines: posted publicly and help provide moderation standards.
- External social media policies: include all of the legal disclaimers that some organizations might require (e.g., financial institutions, healthcare, colleges, government, etc.).
- Internal social media policies: detail employee expectations, who has access and can speak on behalf of the organization.

# Four Quadrant Audience Theory



# Tips

- Establish a budget for advertising and promotional purposes.
  - ▣ I spend \$100/month on Facebook page ads alone.
- Develop contest rules templates that are pre-approved by your legal dept.
- Much easier and less expensive to do promotions via Twitter than Facebook.
  - ▣ See Facebook's official promotion guidelines.
  - ▣ Cost of third-party applications.

# Resources

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- [www.mashable.com](http://www.mashable.com)
- [www.socialmention.com](http://www.socialmention.com)
- [www.google.com/alerts](http://www.google.com/alerts)
- [www.feedmyinbox.com](http://www.feedmyinbox.com)
- [www.socialmediagovernance.com](http://www.socialmediagovernance.com)
- Boxcar app for iPhone
- Viralheat
- Involver and Wildfire Apps

# Q&A

- Thank you!
- Lance Kissler  
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- @stcu | @lkissler | @someprtips