

A Blueprint for a Successful Social Media Website

July 23rd, 2008



What You'll Learn Today

- **Social media and online communities change your business**
- **Successfully embracing the multilogue**
- **Ideas and framework for YOUR social media website**

Agenda

- **Introductions**
- **Understanding your audience and defining your participation strategy**
- **Social marketing for growth**
- **Programming your social media website**
- **Leading and managing your online community**

Introductions

Stephen Merrill
General Manager



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CEO

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Mike Sommers
Senior Vice President
Products

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Senior Vice President
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What is Social Media? (a new name for old behaviors)

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Web

Related phrases: [social media marketing](#) [social media optimization](#) [social media bank](#) [social media optimisation](#) [social media poisoning](#) [social media sites](#) [center for social media](#) [social media relations](#)

Definitions of **social media** on the Web:

- A category of sites that is based on user participation and user-generated content. They include social networking sites like LinkedIn or Facebook ...
[searchenginewatch.com/showPage.html](#)
- The term social media describes media that is posed by the user and can take many different forms. Some types of social media are forums, message ...
[www.batchblue.com/glossary.html](#)
- Software tools that allow groups to generate content and engage in peer-to-peer conversations and exchange of content (examples are YouTube ...
[www.bottlepr.co.uk/glossary.html](#)
- Social media is an umbrella term that defines the various activities that integrate technology, social interaction, and the construction of words ...
[en.wikipedia.org/wiki/Social_media](#)
- Online technologies and practices that people use to share opinions, insights, experiences, and perspectives with each other.
[www.tvb.org/multiplatform/Multiplatform_Glossary.asp](#)

Find definitions of **social media** in: [English](#) [German](#) [Italian](#) [all languages](#)

So what is new, then?

- New tools which make it easier to tap into three age-old human behaviors:
 1. Expressing ones self
 - Profile pages, blogs, comments
 2. Meeting new people who share similar interests
 - Social networking, groups, message boards
 3. Sharing things with the people we care about
 - User Generated Content, messaging, widgets

Oh yeah, one more thing that's new

Users are in charge!

Marketers must relinquish control or risk ending up with an empty community or — worse yet — brand backlash.
- Jeremiah Owyang from Forrester Research

Keys to a successful “participation strategy”

• Understand your audience

- Willingness and ability to participate online. Where are they now? What are they doing? What do they want?

• Define your goals

- Grow revenue via advertising? market research? brand building and marketing? product development?

• Prepare your company for the responsibilities ahead

- Rapid responses will be required. Hire staff, create policies, be human. Take this seriously.

• Be flexible on the execution

- Multiple tools at your disposal with new ones popping up each day. User behaviors are changing as we speak.

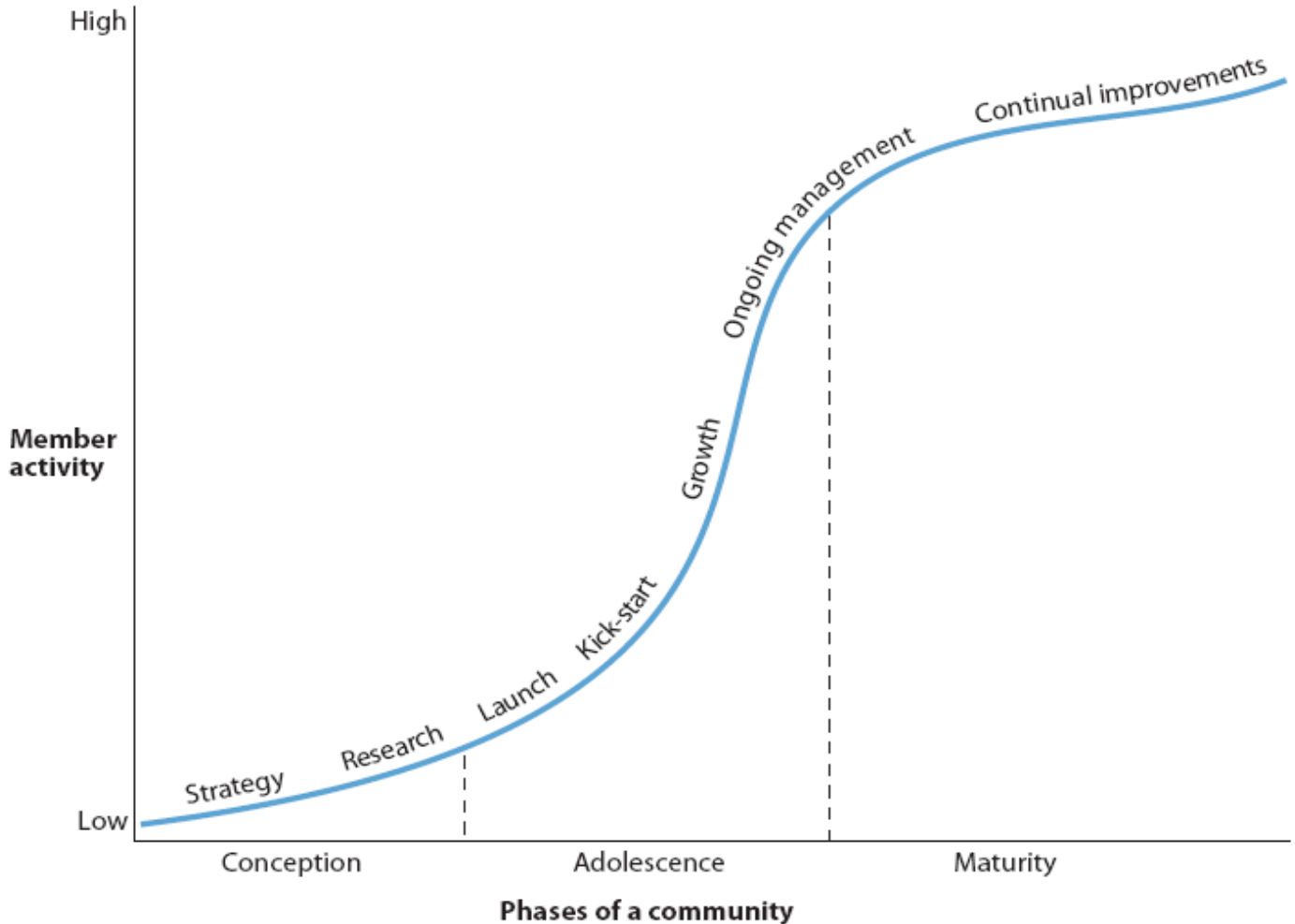
• Measure your success

- Quantitative and qualitative feedback informs your execution plan

Be committed to putting members first

This stuff requires resources, but it does work!

Figure 1 Life Process Of A Successful Community



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Source: Forrester Research, Inc.



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Social Marketing for Growth?

- **What questions should you be asking when considering a social marketing strategy for your brand?**
- **What goals should your brand be trying to achieve?**
- **How should you market your own social media site?**
 - **Widgets as gateways**
 - **Using third-party social networks like YouTube, Facebook and MySpace as ways to engage your audience/members but also drive traffic back to your own websites**

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Programming Your Social Media Website?

- So Old School: The Walled-off Community
- Too New School: The (Much-hyped) Death of the Expert
- A Share of the Voice
- Finish Each Other's Sentences



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Leading and Managing Your Online Community?

- **Creating an environment which optimizes participation**
- **‘Leading’ a community**
- **Hire a leader**
- **Lead the conversation/host the party**
- **Actively encourage community leadership**
- **Be the voice and ears (listening is just as important as speaking)**



LoriAnnSUPERFAN

Leading and Managing Your Online Community?

- **Moderating the community**

- **Set the rules up front**

- **Check out CafeMom's Rules of Conduct:**

- <http://www.cafemom.com/about/community.php>

1. **Be respectful of others, especially when disagreeing with them**

2. **Don't harass or personally attack others**

3. **No shirt, no shoes, no service**

- **Rules vs Guidelines**

- **Open participation with limits**

- **Deal with Trolls**

References

- KickApps Whitepaper: 9 Steps to a Successful Online Community
 - <http://www.kickapps.com/download-our-whitepaper/index.php>
- IanSchafer.com
- Groundswell by Charlene Li and Josh Bernoff
- KickApps Blog: www.kickapps.com/blog
- KickDeveloper.com
- The Web Strategist Blog by Jeremiah Owyang
 - www.web-strategist.com
- The Social Times by Nick O'Neill
 - www.socialtimes.com

Thank You

Questions & Answers

What's Your Tip?

Share your tips and stories at

www.kickapps.com/blog/a-successful-social-media-website