

Creating a Strategic Online Presence: Tips for Effective Websites and Social Media Engagement

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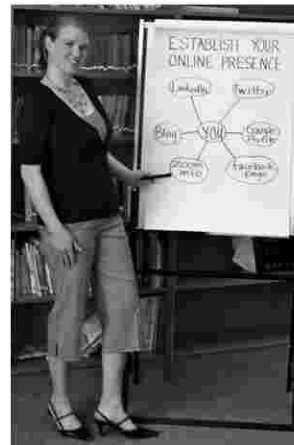
Agenda

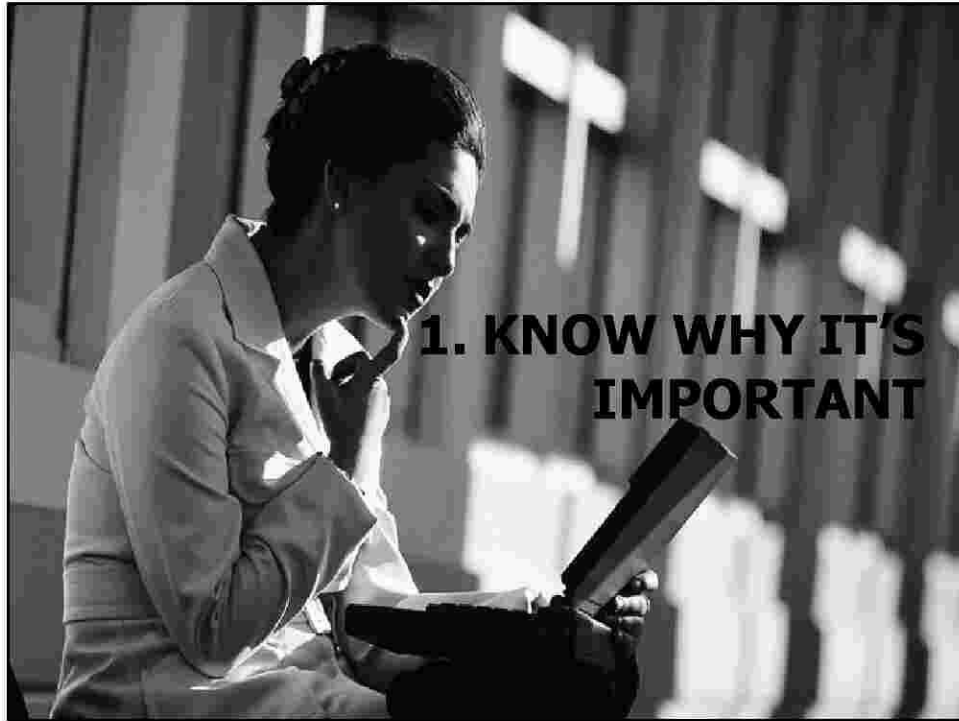
- Setting the Scene
- 10 Tips for creating a strategic online presence
 1. Know why it's important
 2. Have a strategic plan
 3. Evaluate ethical considerations
 4. Brand yourself, consistently
 5. Be selective
 6. Integrate platforms
 7. Engage often
 8. Delegate
 9. Ask an expert
 10. Evaluate impact



Setting the Scene

- Your online presence is the combined existence of your brand on the internet
- Includes:
 - Websites
 - Social media sites
 - Online advertising
 - Blogs
 - Forums
 - Search engine results





Influencing Your Online Presence

*People are most likely already talking about you online.
Either you can choose to influence
what is being said about you
or you choose not to.*

- What's your online presence like?
 - Positive or negative?
 - Correct or incorrect?
 - Big or small?
- Don't know? Google yourself to find out . . .



2. HAVE A STRATEGIC PLAN



Begin With the End in Mind



- What do you hope to accomplish?
 - Gain new clients
 - Engage with colleagues
 - Stay current with your field
 - Stand out as an expert in your field
- What platforms will get you there?
 - Pick the right tools
- What actions do you need to take?
 - SMART goals



	Immediate Action	Month 1-3	Month 3-6
Website	<ul style="list-style-type: none"> Add Google Analytics to get statistics Set up Google Alert for notification when you or your company is mentioned online 	<ul style="list-style-type: none"> Add an email sign up form to website Add links to social media platforms/blog 	<ul style="list-style-type: none"> Identify # of page hits and people who have signed up for email
Blog	<ul style="list-style-type: none"> Set up blog (using existing website or alternate platform - e.g., Blogger) Add Google Analytics to get statistics 	<ul style="list-style-type: none"> Add 2 new blog posts Respond to comments Identify # of followers and who is following Generate a list of hot topics to draw in readers 	<ul style="list-style-type: none"> Continue to post blogs and respond to comments Research what the competition is doing Look at analytics for patterns/opportunities
Twitter	<ul style="list-style-type: none"> Set up a Twitter account Follow experts/colleagues Listen to what others are saying 	<ul style="list-style-type: none"> Identify # of followers and who is following Send welcome messages to new followers Write and schedule tweets (e.g., 3 per week) Find and follow new experts 	<ul style="list-style-type: none"> Continue to write/schedule tweets Tweet questions, photos, links to blog posts Engage in discussions via Twitter with followers





Get Informed About Ethics

- Refer to relevant ethical codes and/or standards of practice
 - Information may not be readily apparent
 - Look for keywords (e.g., social media, technology, online)
- Understand confidentiality implications
- Know how to handle emergencies
- Practice appropriate netiquette
- Never spam



Know Your Code


Canadian Counselling and Psychotherapy Association

A11. Extension of Ethical Responsibilities	B16. Computer Use	D5. Use of Technology	E7. Use of Confidential Information for Didactic or Other Purposes
<p>Counselling services and products provided by counsellors through classroom instruction, public lectures, demonstrations, publications, radio and television programs, computer technology and other media must meet the appropriate ethical standards consistent with this Code of Ethics.</p>	<p>When computer applications are used as a component of counselling services, counsellors ensure that:</p> <ul style="list-style-type: none"> (a) client and counsellor identities are verified; (b) the client is capable of using the computer application; (c) the computer application is appropriate to the needs of the client; (d) the client understands the purpose and operation of client-assisted and/or self-help computer applications; and (e) a follow-up of client use of a computer application is provided to assist subsequent needs. 	<p>Counsellors recognize that their ethical responsibilities are not altered, or in any way diminished, by the use of technology for the administration of evaluation and assessment instruments. Counsellors retain their responsibility for the maintenance of the ethical principles of privacy, confidentiality, and responsibility for decisions regardless of the technology used.</p>	<p>Counsellors do not disclose in their writings, public presentation, or public media, any personally identifiable information obtained in confidence about clients, research participants, students, or organizational clients unless</p> <ul style="list-style-type: none"> (1) there is legal authorization to do so, (2) reasonable steps are taken not to identify the person or organization, or (3) the person or organizational client has given informed written consent.



Branding

- Reflect on who you are
- Pull together brand elements, such as:
 - A headshot
 - A bio
 - A job title
 - A branding statement
 - A username
 - Consider keyword



When to Target?

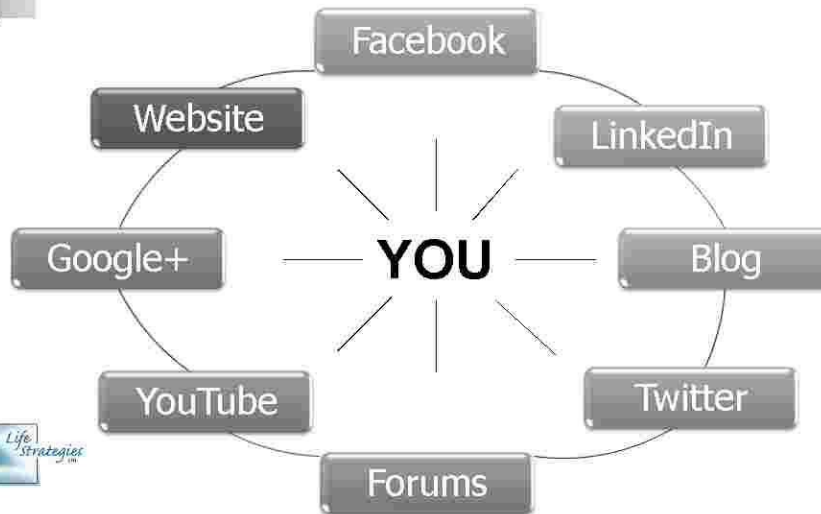
- Building a well thought out profile the first time is important. It will cut down on the time it will take to revise it if you make an error. Be sure to have it proofread!



5. BE SELECTIVE

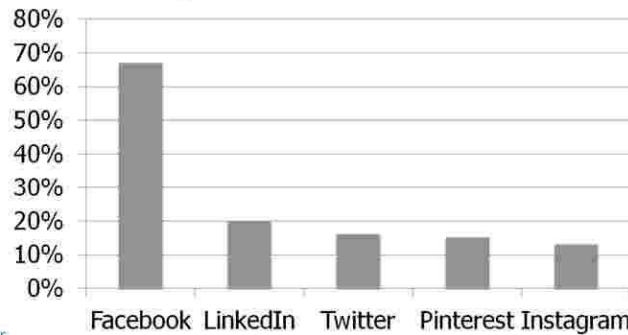


Choose Wisely



What Platforms Are Social Media Users Using?

Percentage of American Adults Surveyed That Use Social Media



Study by Pew Research Centre August – December 2012



Create a "Home Base"

- Identify one place key place where
 - People can access detailed information about you, your company, and your product/services
 - You can extend and round out social networking conversations
 - You can set the record straight, if necessary, without worrying about another company's Terms of Service/Use
- Consider your website
 - Ensure it's traffic ready
 - Provide links to other social media
 - Reveal the "big picture" about your business



Adapted from <http://www.openforum.com/idea-hub/topics/technology/article/3-reasons-you-need-a-social-media-home-base/>



10 Tips for A Great Website

1. Provide good navigation
2. Use clear, consistent, and clutter-free layout
3. Pay attention to fonts
4. Plan out your colour scheme carefully
5. Keep it short, but not too short
6. Ensure browser compatibility
7. Keep links current
8. Integrate with social media
9. Add a comments section
10. Remember speed is key





6. INTEGRATE PLATFORMS



HootSuite



- One secure web-based dashboard for your social media profiles
 - e.g., Facebook, Twitter, LinkedIn, Google+ Pages, Foursquare, Myspace, Wordpress, Mixi
- Features include:
 - Message scheduling
 - Team collaboration and conversations
 - Custom analytics
- Plans for every sized business
 - Free, Pro (30-day trial), or Enterprise



Source: <http://hootsuite.com/>



Sample Daily Engagement Plan

	Monday	Tuesday	Wednesday	Thursday	Friday
Website					<ul style="list-style-type: none"> Add link to new blog post on "News" page
Blog		<ul style="list-style-type: none"> Comment on other experts' blog posts 		<ul style="list-style-type: none"> Add a new blog post Review, publish, and respond to blog comments 	
Twitter	<ul style="list-style-type: none"> Tweet a link to an interesting article 	<ul style="list-style-type: none"> Re-tweet someone Post a quote 	<ul style="list-style-type: none"> Thank follower(s) for re-tweeting / favouriting 	<ul style="list-style-type: none"> Follow new expert Search key words and engage others 	<ul style="list-style-type: none"> Post something humorous or engaging (e.g., question/poll)
Facebook	<ul style="list-style-type: none"> Post content related to a specific topic 	<ul style="list-style-type: none"> Post a question or poll about a hot topic 	<ul style="list-style-type: none"> Post something about upcoming events 	<ul style="list-style-type: none"> Post content related to a specific topic 	<ul style="list-style-type: none"> Post something humorous or engaging
LinkedIn	<ul style="list-style-type: none"> Monitor groups for opportunities to contribute 	<ul style="list-style-type: none"> Monitor groups for opportunities to contribute 	<ul style="list-style-type: none"> Monitor groups for opportunities to contribute 	<ul style="list-style-type: none"> Start a group discussion 	<ul style="list-style-type: none"> Monitor groups for opportunities to contribute

8. DELEGATE



Get Support



- Delegate non-personal tasks
 - Posting status updates on articles/events
 - Drafting/posting blog entries
 - Making updates on your website
 - Sourcing places to mention your blog posts
- Keep personal items on your task list
 - Twitter conversations
 - Comments on other blogs
- Avoid over-delegation



9. ASK AN EXPERT



Picking a Social Media Consultant

1. How successful is his/her own social media networks?
2. Does s/he understand your market?
3. How connected is s/he to influencers in your industry?
4. Can you have the names of his/her clients?
5. Where can you find examples of current/past work?
6. Which ROI measurement tools does s/he use?
7. Does s/he have some social media campaign ideas for your business? If so, what?
8. What social media does s/he specialize in?
9. How would you handle a social media crisis?
10. What are the payment terms and are they negotiable?



Read more:

<http://www.entrepreneur.com/article/225335#ixzz2OZzCWNVH>



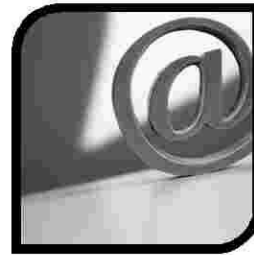
Evaluate Results

- Look at the data
 - e.g., page views, number of followers, referral sources
- Learn from others
 - e.g., what are your competition and colleagues doing?
- Make decisions
 - Eliminate what isn't working
 - Don't be afraid to try something new



10 Tips for Creating a Strategic Online Presence

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Questions?



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