

A Brave New World

HARNESSING SOCIAL MEDIA FOR KNOWLEDGE DISSEMINATION

Social media is the new standard.

- News stories are broken online
- Traditional commercials are launched online
- Feedback is faster with wider reach

Social media is the new standard.

- Traditional gatekeepers are being shunted aside
- User-generated content increasingly dominates the web

What is Social media?

Social media is a participatory layer that allows self-selection of experiences.

Social media is the new standard.

Everyone is on social media.
Those who aren't are
influenced by those who are.

Social media is the new standard.

Social media is cheap.

It's (virtually) free, while paid options are inexpensive compared to traditional media.

Social media is the new standard.

Social media is a tool in your
communications arsenal.

Social media is the new standard.

Use it to spread messages,
amplify other channels, and
gather feedback.

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THE NEWS CYCLE

Passive publications are becoming interactive applications



Social media is the new standard.

- “Virality” and “meme-ability” matters
- “Sharing” outruns fact-checking
- The digital record resurfaces even after debunking

What do we do?

Have a plan - include social media in communications planning.

What do we do?

Maintain a presence.

Establish your FB page and other social media channels.

What do we do?

Increase followers. Pay if you need to.

Target those who need your info the most.

What do we do?

Coordinate and build (social media) alliances with fellow agencies and the academe.

What do we do?

Create campaigns for specific topics.

What do we do?

Engage your audience
intelligently and honestly.

What you can (should?) do

1. Create pages (not just accounts)
 - Develop an overall social media policy
 - Assign personnel to handle social media
2. Plan your content
 - Share from central office
 - Curate from partner organizations
3. Engage your audience
4. Adjust based on feedback

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