How Social Media Should Influence Content Decisions

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MARKETING AND COMMUNICATION SERVICES

MARKETING SERVICES
- Qualitative, Quantitative & Secondary Research
- Data Analysis & Synthesis
- Brand Development & Management
- Audience Segmentation
- Product Development & Management

COMMUNICATION SERVICES
- Message Development
- Social Media & Community Management
- Website Management
- Event Promotion Campaigns
- Membership Campaigns
- General Membership Communication
- Public & Media Relations

CONTENT SERVICES
- Content Strategy Development & Execution
- Publication Creation & Management
- Online Content Creation & Management
- Newsletter Content Creation & Management
- Comprehensive Editing & Proofreading

CREATIVE SERVICES
- Brand, Logo & Visual Identity Development
- Campaign Creative
- Print Publication Design & Production
- Website Experience & Creative
- Multimedia Design & Production
- Video Capture & Production Services

47 EMPLOYEES
28 EMPLOYEES
12 EMPLOYEES
How do you gather or use information from your social channels?

What can you do with this information?
Monthly Musings

American Association of Sleep Technologists

• Question topic generated by Editorial Committee

• Helps identify new contributors
American Association of Legal Nurse Consultants

- Monitored LinkedIn conversations and questions
- Sparked “Know the Difference” campaign
AALNC's President Elizabeth Murray, BSN RN LNCC, recently sat down to give you an overview of the education, certificate, and certification opportunities available for LNCs. This video provides details on the differences between certifications and certificates, along with a brief overview on the LNC Professional Course.
What makes a good story idea?
International Live Events Association

• Facebook Member Group
• Spike in chatter inspired article
• Addressed area of work on strategic plan: professionalism
How do you gauge engagement or interest?
Identify Influencers

Events Industry Council

- Discover engaged followers
- Tap them for leads, sources, interviews
How do social channels change or inform your communications strategy?
Data Driven Decisions

• What are members talking about?
• What are other industry groups discussing?
• As a leader in the industry, is there a topic you SHOULD be talking about that your members aren’t?
• Which conversations get the most engagement? Is it positive or negative?
• Post your content on social media – which topics perform well? Which don’t?
• Track your website traffic and email stats regularly to identify trends
• Understand your organization’s strategic goals and how content can support those areas
• Know when to engage and when to move on
Brainstorm new and interesting ways to use social media stories to relate to your organization’s mission and vision.