

Final Recommendations

Kate Kinsman

March 9, 2014

SOCIAL MEDIA GUIDELINES

EXECUTIVE SUMMARY

Social media has changed what it means to communicate. While individuals have learned what this means for their personal lives and how to properly deal with it, businesses still have a unique challenge in discovering what this means for communication with current customers and for customer conversion. Social media provides Makerhaus with a unique way to increase member interaction and contribution, increase general awareness of Makerhaus, lower the perceived barriers of access to Makerhaus membership, and in turn increase membership. You've already made the first step by getting onto social media. Now it's time to focus your efforts to ensure that each post you make is tangibly supporting the aforementioned goals.

Through several audits of your current social media presence, it's clear that you cater to a diverse audience. I've created four personas that typify your users. The content that Makerhaus pushes out on each social media channel meets those diverse personas' needs, but often at the expense of alienating other personas.

Your presence on each social media channel needs to be tailored to the needs of the specific users of that channel. Therefore, it is essential to define roles for each channel and guidelines for the content that will be posted to it. In order to effectively create this content, you will also need to define roles for the content creators. And lastly, to ensure accuracy, timeliness, and diversity of content, you must define an editorial calendar for publishing content.

These basic building blocks will put you on the path to creating content that precisely serves your users' needs.

DIFFERENTIATING SOCIAL MEDIA CHANNELS

Social media has changed the face of business. Through social media, Makerhaus has new avenues to increase member interaction and contribution, increase general awareness of Makerhaus, lower the perceived barriers of access to Makerhaus membership, and increase membership. You've already made the first step by getting onto social media. Now it's time to focus your efforts to ensure that each post you make is tangibly supporting the aforementioned goals.

Your presence on each social media channel needs to be tailored to the needs of the specific users of that channel. Therefore, we must define roles for each channel and guidelines for the content that will be posted to it. In order to effectively create this content, we must also define roles for the content creators. And lastly, to ensure accuracy, timeliness, and diversity of content, we must define an editorial calendar for publishing content.

WHY?

4 KEY BUSINESS GOALS

To determine how Makerhaus can best leverage social media, I first delved into the core of what Makerhaus wants to achieve with any content it produces. It could be said that Makerhaus has four key business goals to support with content: to increase member interaction and contribution; to increase general awareness of Makerhaus; to lower the perceived barriers of access to Makerhaus; and to increase membership.

AUDIENCE

There are endless ways to go about achieving those business goals, but unless you use strategies that target the audiences you serve, all of them will fall flat. You need to know your audience. I have established four personas that will help you to analyze the various preferences of your customers. Below are summaries of their attributes. Upon further request, the full documents will be provided.

THE PROTOTYPER

Design-centric, collaborative/networker, takes classes, markets her products, self-employed.

THE STARTUP ENTREPRENEUR

Programmer/engineer, self-promoter, networker, fast-paced, takes classes, prefers videos or checklists to long text.

THE EDUCATOR

IT Data Manager/Teacher, reads long teaching blogs, wants children to be makers, co-works currently.

THE EVENT PLANNER

Designer, Connects people to relevant events, hosts meet-ups.

IF YOU TRY TO PLEASE EVERYONE, YOU PLEASE NO ONE

So how has Makerhaus been doing so far? What do they have and how much? I collected various usage statistics for each channel, as well as audited a month's worth of posts from multiple channels to analyze them by all manner heuristics. The top three most used channels are Facebook, Twitter, and Instagram. All other channels lag far behind in usage, mostly because they haven't been posted to with regularity. While Twitter and Facebook are currently the most posted to channels, over 55% of posts audited occur on both channels in the same form, even though people use the two channels for different reasons. Each post on Facebook or Twitter does appeal to at least one persona, but alienates another persona. No channel is ideal for any persona, and thus isn't being used to its full effect.

RECOMMENDATIONS

DEFINE ROLES FOR CHANNELS

Users come to different channels for different reasons. Determining why users come to each channel can help determine which personas would utilize that channel and what format the content should take. Once you're armed with that knowledge, you can create content that would serve the needs of all personas for that channel within the boundaries of the channel's ideal format. Table 1 lays out the information you need by channel.

DEFINE ROLES FOR CONTENT CREATORS

Ellie Kemery, during her interview, revealed that there is one employee beside herself that works on Makerhaus social media. While there is little coordination that needs to happen between two people to create a cohesive social media presence, as Makerhaus grows, communication will become more and more convoluted and clear rules for who posts what will be absolutely critical. Grouping similar types of posts into roles will improve the efficiency of social media posting and will create manageable tasks to add onto various current employees' tasks. Notice the addition of the editor or approver. While the volume of posts every week is high, maintaining the overall quality of the posts remains a priority. A second set of eyes can make all the difference. Checklists containing specific requirements of posts may be helpful in maintaining consistency in approving posts. Table 2 contains the applicable creator roles.

UTILIZE A PUBLISHING CALENDAR

Using defined roles for Makerhaus' social media channels and content creators will internally equip you to start creating relevant and effective content. However, if the content is not regularly distributed it won't be achieving the reach that a social media campaign is capable of, and won't garner the desired following. Therefore, Makerhaus should use an editorial calendar to ensure that content is published on regular deadlines, with the appropriate subject matter going out on the appropriate days to ensure diversity of content. This will also help to keep social media channels that act more as billboards up to date at all times. Table 3 is a sample publishing calendar.

EXPAND YOUR REACH

Optimizing Makerhaus' social media channels by customizing the format and subject of posts to the needs of the users that visit those channels will allow Makerhaus to have a well formed and sought after social media presence. This can be achieved by assigning specific content creation roles to employees, using unique guidelines for each channel's content, and adhering to a publishing calendar. Through effective use of social media, Makerhaus has the ability to increase their reach far beyond their current sphere of influence, opening up all manner of opportunities for Makerhaus and it's members.

TABLE 1

Channel	Users Come Here For:	Our Purpose	Length	Form	Persona	Business Goal
Facebook	Leisurely perusing information	Event/Class Marketing	Short	Fb Events, Posts w/ pictures	1, 2, 3	1, 4
		Interest Stories/ Inspiration/ Promote Blog	Short	Post w/ links	1, 2, 3	
Twitter	Getting quick updates	Event/Class Marketing	Extra-short	Tweets	1, 2, 3, 4	1, 4
		Event/Class Hype	Extra-short	Tweets	1, 2, 3, 4	
Eventbrite	Event Registration	Event/Class Marketing	Medium	Events	1, 2, 3, 4	1, 4
Pinterest	Inspiration	Marketing Maker Projects	Extra-short	Pictures w/ desc	2	3
		External Endorsement	Extra-short	Pictures w/ desc	1, 2	3
Tumblr	Instruction	Teaching	Long	Posts w/ pictures	1, 2, 4	2
	Inspiration	Interest Stories/ Inspiration	Medium	Posts w/ pictures	2, 3	2
Vimeo	Entertainment	Interest Stories/ Inspiration	Medium	Videos	1, 2, 3	3
	Instruction	Teaching	Medium	Videos	1, 2, 4	
Instagram	Artsy Pictures	Marketing Maker Projects	Extra-short	Pictures	1, 2, 4	3
Flickr	Descriptive Pictures	Marketing Maker Projects/ Events/ Classes	Extra-short	Pictures	2, 3	3
Google +	Networking	Marketing Networking Opportunities	Short	Posts w/ pictures	1, 2, 3, 4	4
LinkedIn	Networking	Marketing Networking Opportunities	Medium	Products	3, 4	4
	Finding Jobs	Job postings	Long	Job Posting	3, 4	1, 4
Sharedesk	Finding Co-working Spaces	Billboard Ad	Medium	Description	3, 4	2
Seattle Wiki	Business Information	Billboard Ad	Short	Description	3	2
Foursquare	Gaming	Billboard Ad	Extra-short	Description	4	2

TABLE 1 KEY

Category	Term	Description
Business Goal	1	Increase/level up membership
	2	Increase awareness
	3	Increase perception of accessibility
	4	Increase member interaction/contribution
Persona	1	Educator
	2	Prototyper
	3	Event Planner
	4	Startup Entrepreneur

TABLE 2

Role Name	Channels	Abilities
Event/Class Creator	Facebook	Writes summary of event/class info, receives event/class information from event coordinators, promotes blog entries.
	Twitter	Writes short summary of event/class info, creates hype about event/class, receives event/class information from event coordinators.
	Eventbrite	Receives and inputs event/class information from event coordinators.
Inspiration Creator	Facebook	Seeks and shares interesting/inspirational media relevant to brand.
	Pinterest	Procures pictures/videos and writes captions. Curates boards. Repins media relevant to brand.
	Tumblr	Writes all instructional text, procures pictures/videos.
Film Creator	Vimeo	Writes, produces, edits, and publishes videos.
Photographic Creator	Instagram	Monitors member posts.
	Flickr	Produces or procures pictures.
Networking Creator	Google +	Writes summary of networking event info, receives networking event information from event coordinators.
	LinkedIn	Receives and inputs networking event information from event coordinators.
	Sharedesk	Edits/keeps current existing information.
	Seattle Wiki	Edits/keeps current existing information.
	Foursquare	Edits/keeps current existing information. Names weekly King of Makerhaus.
Editor/Approver		Looks for grammatical errors and checks that content follows channel uses. Approves final content or sends back to creator.

TABLE 3

Channel	Mon	Tues	Wed	Thurs	Fri	Sat
Facebook	Classes & Events	Interest Stories/ Inspiration/ Promote Blog	Classes & Events	Interest Stories/ Inspiration/ Promote Blog	Classes & Events	
Twitter	Classes & Events	Event/Class Hype	Classes & Events	Event/Class Hype	Classes & Events	
Eventbrite	Classes & Events		Classes & Events		Classes & Events	
Pinterest	External Endorsement	Maker Projects	External Endorsement	Maker Projects	External Endorsement	
Tumblr	Inspiration			Teaching		
Vimeo		Interest Stories/ Inspiration/ Teaching				
Flickr		Events/Classes/ Maker Projects		Events/Classes/ Maker Projects		
Instagram	Member Posts	Member Posts	Member Posts	Member Posts	Member Posts	Member Posts
Google +	Networking Opportunities		Networking Opportunities		Networking Opportunities	
LinkedIn	Networking Opportunities		Add/Remove Job Postings		Networking Opportunities	
Sharedesk					Edit monthly	
Seattle Wiki					Edit monthly	
Foursquare					Edit monthly	