HOW TO USE SOCIAL MEDIA TO DELIVER YOUR MISSION

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What people know about you if you're not using social media.
QUESTIONS TO ASK

1. What are your goals/business objectives from using social media?
2. How is your society using social media & who manages it?
3. What are your local competitors doing online?
4. Who are you targeting?
5. How do you handle negative reviews about your society and CFA Institute?
6. Which social media network/s and why?
Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience — and, ultimately, to drive profitable customer action.

(Source: Content Marketing Institute)
How Social Media Can Help Your Business

- Send new followers directly to your website for more information
- Build relationships & handle problems immediately
- Create a link-building campaign to increase your site’s SEO
- Promotions, events, sales and news at your business
- Identify and follow up on potential business leads
- Analyze your competition and market demand
- Traffic Referral
- Customer Service
- Search Engine Optimization
- Business Development
- Monitoring
YET MUCH CONFUSION

How do I make this go viral?
Can I do this and stay professional?
What’s the formula?
How many retweets is good?
Will people hear my message?
Who should I follow?
Is my audience on this network?

SO START WITH A SIMPLE UNDERSTANDING:

Social Media is a Forum!!!
THREE SIMPLE RULES WILL HELP YOU STAND OUT

1. **Be interesting.** It’s just not going to work otherwise. No matter what.

2. **Be Interested.** Look around and find others who are sharing things you like. Then interact with them!

3. **Be experimental.** There is little cause for conservatism. Have fun, Try things!

Engagement = Key!
Pictures and videos are naturally engaging
• Dates Run:
  • Twitter Oct 10 – Nov 3
  • Facebook Oct 10 – Dec 5
• Generated **5.7 million** impressions from 404 Twitter Mentions by 349 Users
• Gained a total of 12,000+ total likes, 147 comments, and 2,500 shares on the CFA Institute Facebook Page
• Current Hashtags: #MondayMotivation & #WednesdayWisdom
Reward your followers

51% of US millennials will share info with companies in exchange for an incentive

USC Annenberg Center for the Digital Future
Before creating any content at CFA Institute, we must consider the following four strategic questions.

1. What mission or business goals does this content help us to achieve?

2. How will this content be impactful and influential to our members and markets? Does our voice matter?

3. Will members make time to read or use this content?

4. What does this content help our users to achieve? (realize opportunities, relieve pain points)