Putting the Public Back in Public Relations

Building Community with Internal Social Media Platforms

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PR Builds Community: Agenda & Overview

Today’s Agenda:

• Community Building Opportunities
• General Company Challenges
• Cultural Challenges in Organizations
• Change Management Programs
• Technology & the Communicator’s Role
• Case Study – ASCO APU
• Case Study – The BUILD Group
PR Builds Community: Opportunities

Considerations for Community Building:

**PR/Marketing factor**: Align with business goals
- Align community building goals with business goals
- Develop actionable enterprise goals within the community
  - Increase participation
  - Research/obtain feedback from employees
  - Build cross functional teams
  - Create and share endorsements for groups
  - Share sales leads and opportunities

**Service Factor**: Offering to the internal community
- What value will you provide to your employees, to which groups, and at what point?
Consideration for Community Building (cont.)

**Participation factor**: The homestretch of Social Media
  - Ideas are not useful until employees get together to produce something meaningful

**Time factor**: Employees don’t have time for social networking
  - Social networking has to be easy, entertaining or a useful resource rather than another job

**Commitment factor**: Silence is not always “golden”
  - Manage and direct continuous conversations and relationships with employees
PR Builds Community: Opportunities

Community Building Will Give Your Brand:

- A voice and a persona
- The ability to communicate directly with employees one on one rather than one way messaging from the top down
- A stronger culture and loyal employee brand ambassadors
- A non-traditional, open platform for conversations
- A forum to unmask predispositions
- A destination to mold perceptions
Beware the False Assumptions to Community Building:

- A hosting ground for negative commentary
- PR people as ghost bloggers
- A destination for “canned messages” from executives
- A place where employees automatically appears and participates
- One more destination with poor content and grammar
- An extension of your newsroom with marketing materials and press releases
PR Builds Community: Cultural Challenges

Facing Challenges in Your Organization:

*Culture* plays a tremendous role in social communications. The Social Technographics Ladder categorizes people according to how they use social technologies.
PR Builds Community: Challenges

The Technographics Ladder*

*Created by Forrester
PR Builds Community: Challenges

Additional challenges in your organization:

- Little education on Social Media
- Traditional approach to communications
- Lack of executive/management buy in
- Unclear objectives/goals
- Uncertain expectations
PR Builds Community: Strategy

Social Media requires a Change Management Program:

Change management means defining and implementing procedures and/or technologies to deal with changes in the business environment and to profit from changing opportunities.

There are 8 steps outlined in John Kotter’s book, “Leading Change.”
PR Builds Community: The Process

- Establish a sense of Urgency
- Create the Guiding Coalition
- Develop the Vision & Strategy
- Convey the Change Vision
- Empower Action, Get Some Wins!!
- Cement Gains, More Wins
- Anchor New Change Culture

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PR Builds Community: The Process

Steps to Consider

- Create urgency by considering culture, productivity, competition, etc.
- Organize your Social Media participants or coalition to guide your effort
- Drive attraction, attention, affinity and action through a strategic vision
- Over-communicate through employee communication channels
- Empower employee action through continuous incentives for participation
- Monitor progress and record short term wins
- Measure value that can be converted to virtual revenue
- Anchor new values into the culture

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Community Building Requires Resources

As a part of your program you need to administer the following:

• Allocate the appropriate project budget
• Develop requirements/guidelines
• Create the infrastructure/technology
• Build and maintain the internal network
PR Builds Community: The PR Person’s Role

Action Items for PR:

- **Technology/programming**: SharePoint, Wordpress, and backend content management programs
- **Editorial schedule**: Blogs post topics and ideas for sharing of resources
- **Content review**: Brief review, not a legal process
- **Comment strategy and counseling**: Create guidelines and policies for your community sharing in your network
- **Web analytics**: Analyze behavior and interaction
- **Listening**: Identify opportunities for new ways to engage
PR Builds Community: A Case Study
PR Builds Community: A Case Study
Thank you!

Any Questions?

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