***Peeking Behind the Magic Curtain***

Presenter: Bonnie Zink

Text version of presentation for 2014 KT Conference: Effective Media Outreach Strategies sponsored by SEDL’s Center on Knowledge Translation for Disability and Rehabilitation Research.

Conference information: https://www.ktdrr.org/conference/

Slide template: Bar at top. On the right: An Online Conference for NIDRR grantees. Bar in middle: Knowledge Translation Conference Effective Media Outreach Strategies, Hosted by SEDL’s Center on Knowledge Translation for Disability and Rehabilitation Research.

Slide 1: *Peeking Behind the Magic Curtain*

Demystifying the tools and strategies of the digital age

*Bonnie Zink*

October 29, 2014

800-266-1832 | www.ktdrr.org

*Copyright ©2014 by SEDL. All rights reserved.*

Funded by NIDRR, US Department of Education, PR# H133A120012. No part of this presentation may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopy, recording, or any information storage and retrieval system, without permission in writing from SEDL (4700 Mueller Blvd., Austin, TX 78723), or by submitting an online copyright request form at www.sedl.org/about/copyright\_request.html. Users may need to secure additional permissions from copyright holders whose work SEDL included after obtaining permission as noted to reproduce or adapt for this presentation.

Slide 2: What is this all about?

Collage of social media words grouped together such as Web, Social Media, wiki, content, tools, etc. below are bullets with these points:

Discover how a digital strategy demystifies the digital landscape

Decide which digital tools are right for you

Learn what to say, how to say it, and where to say it

Figure out if your digital activities are successful

Slide 3: Step one: Self Assessment

Image of a cycle labeled Social Media Plan with the labels Plan, Strategy, Tools, and Listen around the cycle. The label Listen is connected to a box with the words Locate knowledge users, Assess social activities, Identify industry experts, Find your audience and Discover timely topics. The label Plan is connected to a box with the list Define objectives, Link objectives to goals, How can your work be extended online? Next to Strategy is a box with the questions How and where will you do it? Who will manage social activities? What content will you create? Next to Tools is a box with the questions What social tools will you use? How will you monitor successes?

Slide 4: Step Two: Goals and Objectives

Graphic comprised of 5 rows. Each row is labeled S.M.A.R.T.

Row S.- Specific- describe your objectives specific to the results you want

Row M.- Measurable- make sure your objectives are clear, specific and detailed

Row A- Achievable- consider what is feasible when setting your objectives

Row R- Realistic- ensure the resources are in place that help to achieve your objectives (content and time)

Row T- Timed- set a time frame that makes the objectives real and tangible

Slide 5: Step Three: Find your tools

Image of a heart covered in logos from different social media sites such as LinkedIn, Facebook, RSS feeds, etc.

Slide 6: Step Four: Build Your Audience

Circle consisting of overlapping images of faces and logos from different organizations like #KMbChat and Trek! Twitter.

Slide 7: Step 5: Create your content

Content curation tools- Screenshots of twitter, google alerts, hootsuite logo, Quora

Create unique content- image of a table

Slide 8: Step Six: Monitor your results

Image of a man presenting a rating scale with a red thumbs down to a green thumbs up. There are many hues of colors between the darkest red and the darkest green.

Slide 9: What do I monitor?

Image of a funnel five labels Exposure, Influence, Engagement, and Action/Convert. The funnel’s output is dollar signs that have an arrow leading back to the top of the funnel with the word “retain” next to the arrow. Track repeat business and retention is at the bottom of the funnel. On the right of the funnel is a description of the five categories of social media measurement that relate to the five labels in the funnel Exposure, Influence, Engagement, and Action/Convert.

Exposure- visits, views, followers, fans, subscribers, brand mentions

Influence- share of voice, sentiment, top influencers report (Radian 6)

Engagement- clicks, retweets, shares, @replies, DMs, wall posts, comments

Action/Convert- content downloads, webinar attendees, lead generation forms, pitches/proposals

Next to the dollar signs at the bottom of the funnel are online sales, phone sales in-person sales.

Slide 10: How do I monitor?

Logos to companies- Hootsuite, MailChimp, SocialBro, Google Analytics, KLOUT, and Excel.

Slide 11: Questions?

*Let’s continue the conversation!*

Picture of Bonnie Zink

*Bonnie Zink*

*Independent Knowledge Mobilizer and Digital Media Strategist*

Email: bonnie@bonniezink.com

Twitter: @bonniezink

Web: <http://bonniezink.com>

*Please refer to the accompanying workbook for additional information and a complete list of resources used in the creation of this presentation.*