



Trinity College
The University of Dublin

Social Media Management and Community

10 December 2015

Shawn Day

Agenda

- ▶ Solo Assignment Questions?
- ▶ Exploring Communities and Management



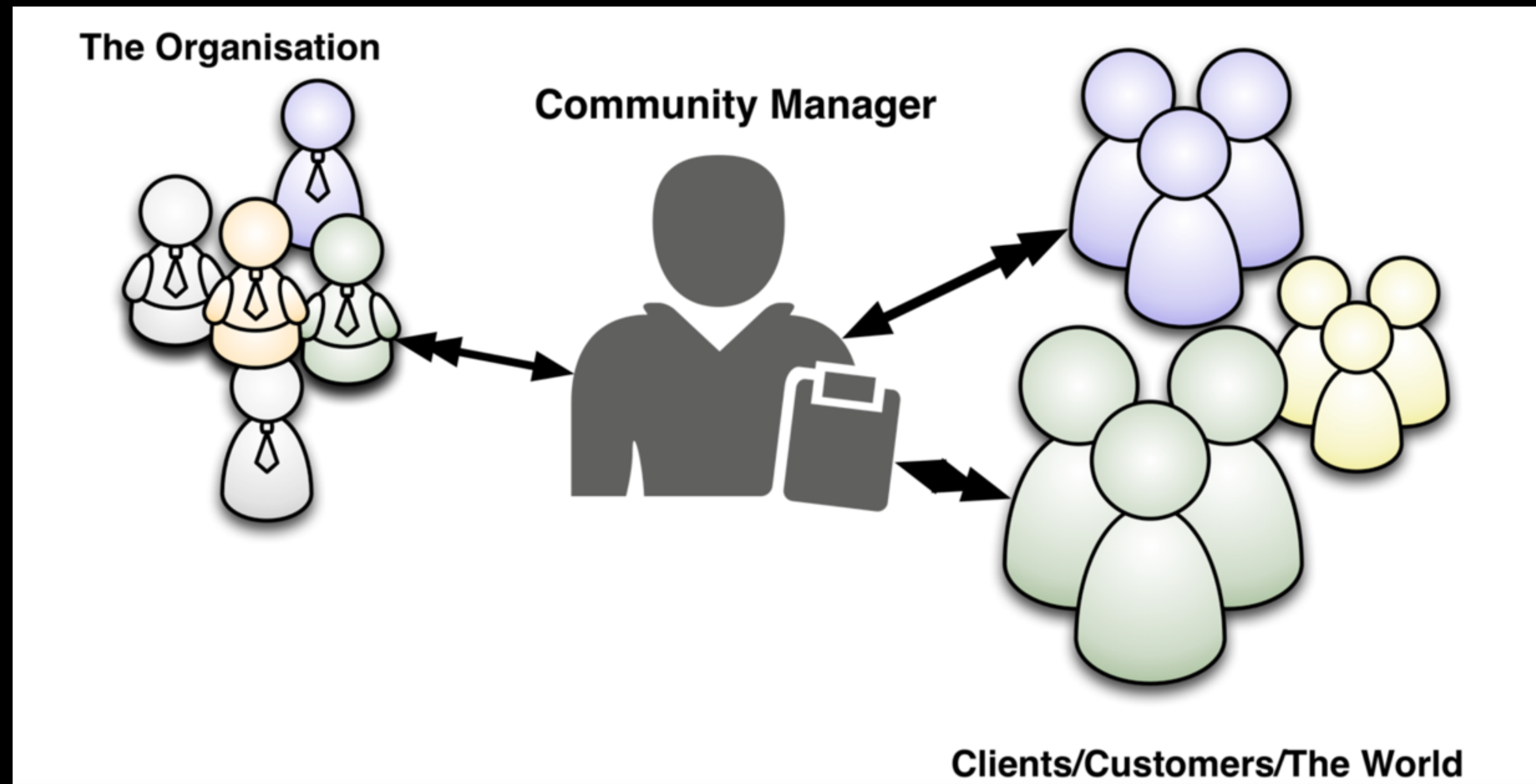
What makes an online
community different from
a 'traditional' social one?



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What is a Community Manager?

- ▶ A community manager is the voice of the company externally and the voice of the customers internally.



The Value of the Community Manager

- ▶ The value lies in the community manager serving as a hub & having the ability to personally connect with the customers (humanize the company), & providing feedback to many departments internally (development, PR, marketing, customer service, tech support, etc)



Making Community

- ▶ Spread Awareness
- ▶ Engage Discussion
- ▶ Inspire
- ▶ Collaborate
- ▶ Engage Participation
- ▶ Fundraise



Community Messaging

- ▶ Identify the Audience
- ▶ Identify the Tools - Where is your Audience?
- ▶ How can people experience your message online?
- ▶ The difference between message and experience



What does a Community Manager Do?

- ▶ **Develop a Social Media Strategy**
- ▶ **Monitor and Manage Social Media Touchpoints**
- ▶ **Present via a Social Dashboard**
- ▶ **Internal Evangelism**
- ▶ **Feeding Back from Social Media to Management Team -
Community Advocate**
- ▶ **Using Social Media for User Studies/Active Feedback**



So What is a Social Media Manager?

- The line isn't clear, but maybe this isn't important
- Content **Creation** (Blogging/podcasting) to spur conversation/viral sharing
- **Responding** to conversations about the brand and the content
- **Ensuring** input/feedback gets channeled to the appropriate internal functional group
- **Curating** and **promoting** User Group Content
- **Managing** tools – mostly social networks (Facebook, Twitter, LinkedIn, etc)
- **Reporting/Measuring**
- **Planning** and developing strategies for increasing engagement and conversion



Differentiating

Social Media Manager	Community Manager
Content Creation (Blogging/podcasting) designed to spur conversation/viral sharing	Welcoming members to the community & acclimating them
Responding to conversations about the brand and the content	Building relationships with key members of the community and influencers
Ensuring input/feedback gets channeled to the appropriate internal functional group	Finding internal resources to respond to specific community discussions and coordinating cross-functional needs
Managing tools – mostly social networks and blogs	Managing tools – might be a combination of enterprise & social networks
Managing tools – might be a combination of enterprise & social networks (FaceBook, Twitter, LinkedIn, etc)	
Planning and developing strategies for increasing engagement and conversion	

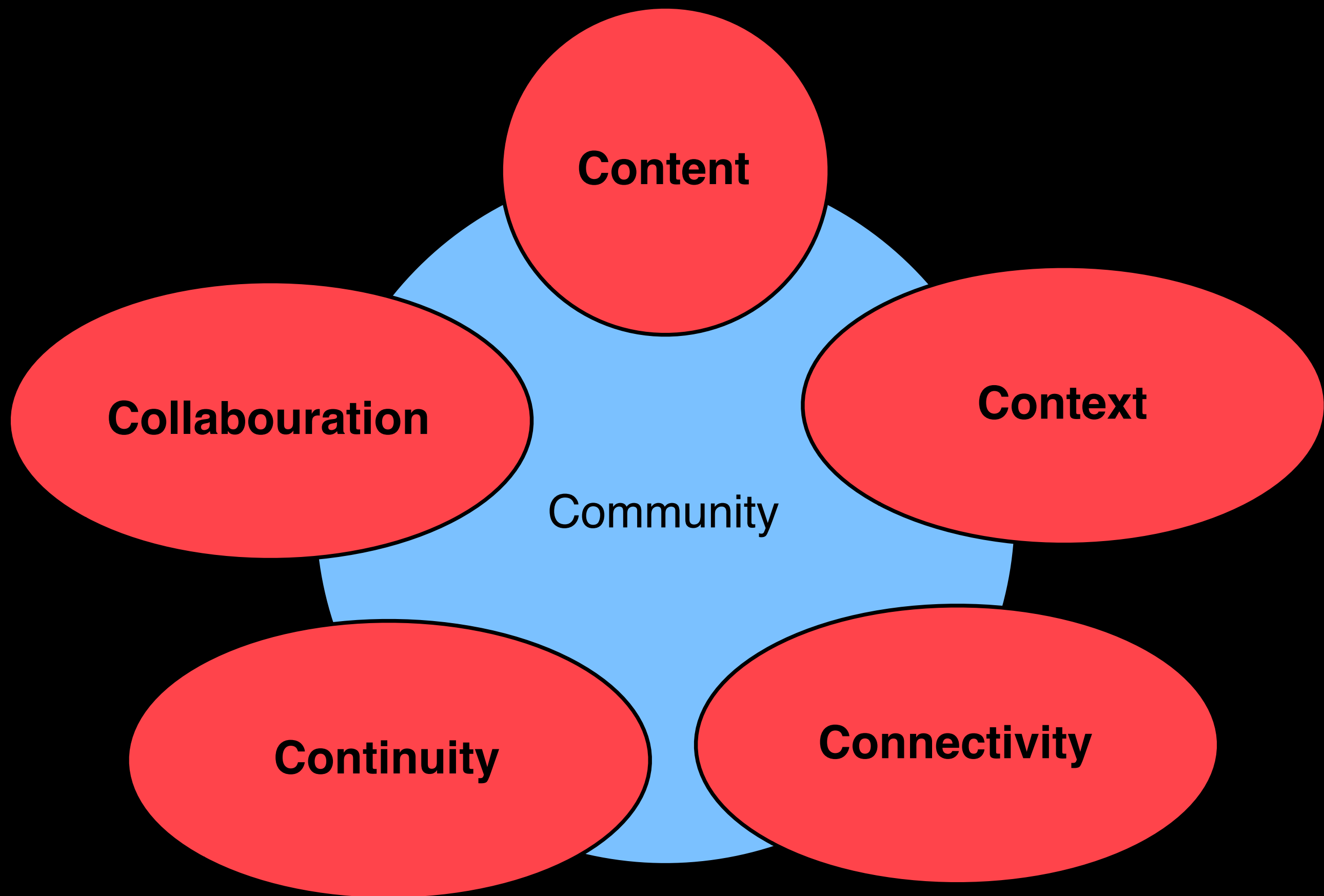
Where Do the Roles Fit?

- ▶ **Low Complexity Markets** don't require deep engagement, but do require brand management - Social Media Management
 - ▶ i.e. spending hundreds on developing a relationship with a customer who buys \$25 worth of products doesn't make much sense
- ▶ **Higher Complexity Markets** where decision making process is complex and conversion is a longer term process - Community Management
 - ▶ These communities are managed by people who are connecting members to each other and to relevant content but may be doing very little content creation themselves.



The 5 'C's' of Community

- ▶ Content
- ▶ Context
- ▶ Connectivity
- ▶ Continuity
- ▶ Collabouration



Content

- ▶ Provide Value to the Community
- ▶ Quality Content that educates, inspires, informs and connects members



Context

- ▶ Provide Value through Deep Understanding of:
- ▶ How Participants want to engage
- ▶ How (the tools) they use to engage



Connectivity

- ▶ Provide Value by Connecting Members in mutual beneficial ways



Continuity

- ▶ Deliver value through sustainable community
- ▶ Ensure that the community is healthy and productive over time



Collabouration

- ▶ Establish value for participants by providing means for participants to share, co-create and edit each others efforts



Challenges to the Online Community

- ▶ **Positive: relationships without regard to race, religion, gender or geography**
- ▶ **Possible problems:**
 - ▶ **Uncertainty stemming from: Performances, Financial, Opportunity/Time, Safety, Social, Psychological Loss**
 - ▶ **Ambiguous real-virtual life mix - internal identity deception**
 - ▶ **Self-presentation - 'Writing self into being'**
 - ▶ **Preoccupation, distraction, detachment, and desensitization of the individual**



Emergent Threats

- ▶ **Trolling and Harassment**
- ▶ **Privacy**
- ▶ **Lack of Real Social Interactions** - virtual engagements do not stimulate the release of neurotransmitters responsible for feelings of satisfaction and relaxation, such as oxytocin and endorphin, in the way that real interactions do.
- ▶ **Hazing**
- ▶ **Legal**
 - ▶ **Evolving** - Defamation, Copyright, Harassment, Identity Theft, etc.

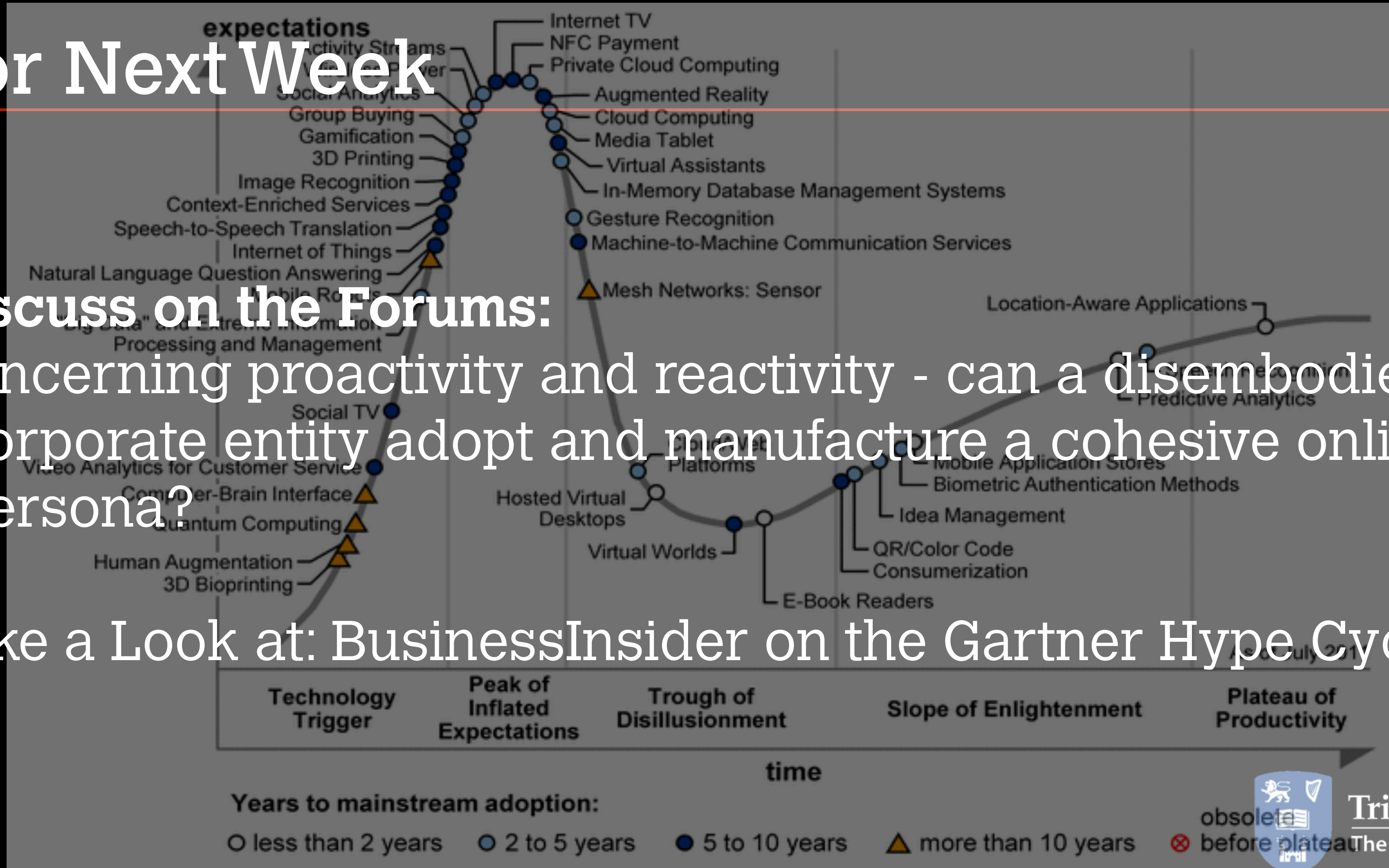


For Next Week

Discuss on the Forums:

Concerning proactivity and reactivity - can a disembodied corporate entity adopt and manufacture a cohesive online persona?

Take a Look at: BusinessInsider on the Gartner Hype Cycle





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Thanks

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