

BDI Conference Notes

Kate Miltner hosted two round tables at the May, 12, 2009 BDI Social Media Conference in New York City. This is a summary of notes from Kate and participants at the Flightpath discussion table.

Kate specializes in Social Media Strategy and Community Management at Flightpath.



Round Table #1

- Social Media requires strategy
 - i. Understand the platforms available
 - ii. Not everyone needs to use Social Media
- Expect brands to have a fan page on Facebook
 - i. often regarded as a catchall - video, photos
- Majority of attendees indicated they have a Twitter account
 - i. Excellent way for B2B companies to communicate with customers
 - ii. If your customers use Twitter, it is a great platform for customer service
 - iii. Flightpath has attracted leads from our Twitter account
- Fundraising
 - i. SM is a huge presence for Non-profits
 - ii. Retweet promotion – program where you offer someone something in exchange for the Retweet
 - 1. Retweet is ‘click once’ and make a difference
 - a. BringPetsHome.org – campaign for animal shelters
 - b. Retweet message; donate \$1 to a shelter
 - 2. Make it easy for them to donate
 - 3. When done, tell everyone what happened, who won, etc.
 - 4. For BringPetsHome.org – The focus is on the Follower Base – it’s not about the numbers, but find your engaged followers
- Tumblr is a blogging platform like Twitter + Blog blended together
 - i. Full Multimedia
 - ii. Text, video, IM chat, photo
 - iii. You can track how many times people have “reblogged”
 - iv. You can follow and interact with followers similar to Twitter
- “How do you engage with different customers from different business lines?”
 - i. Dell has dozens of Twitter accounts for each type of product
 - ii. It is important to understand different Twitter accounts
 - 1. PR damage control
 - 2. Customer support for data services
 - 3. News releases
 - iii. It can’t be one size fits all
 - 1. People may tune out; they may feel spammed
 - iv. Provide value to people who are listening to you

Round Table #2

- Which Social Media is right for my organization?
 - i. It depends on your goal and your audience (target)
 - ii. SM is not like traditional planning and must be approached differently
 - iii. There is no one size fits all solution
- SM is a cost effective way to speak *with* customers
 - i. Remember ROI = Risk of Ignoring a large portion of market¹
- Challenges:
 - i. The clients want to jump on the Social Media bandwagon
 - ii. Process to get authorization to get on Social Media through corporate communication
 - iii. Landscape changes by the time we get approval
 - iv. How do we influence the market share?
 - v. Missed opportunity if you don't have a presence
- How do you staff Social Media to ensure everything is done correctly?
 - i. Make a serious commitment in resources (or find an agency to help)² to update and respond before things spiral out of control
 - ii. Be in tune with corporate governance
 - iii. Time invested depends on importance of the online conversation
 - iv. If you are after a younger demographic – making investment is important
 1. Older audiences are rapidly growing as well
- Embrace the Evangelists (those who make a fan page independently for a brand)
- 48-hour response time is now a standard
 - i. Every comment should get a response within 48 hours
 - ii. Credibility stems from regular responses
- Put a face to your brand
 - i. JetBlue does a great job!
 - ii. "This account is maintained by JetBlue – run/maintained by 3 people"
 - iii. Show handles of your Social Media staff
 1. You can make a direct connection with consumers
- It's about relationships
 - i. It's better to have 100 followers who care than simply 10,000 followers
 - ii. Encourage/Reward Activity
- Provide a way for your followers to communicate with each other
 - i. Gawker
 - ii. Offline meetups
 - iii. Encourage them to connect with each other and the brand
 - iv. Example: BMW enthusiast created Forums independently

Twitter

In addition to these notes, Flightpath staff was twittering during the event.

For all of Flightpath's tweets from the BDI event, visit www.twitter.com/flightpathny. More twitter coverage of the event from other attendees can be found via the bdi hashtag (#bdi).

¹ We have to give credit here to David Alston from Radian 6, we loved this phrase!

² Flightpath provides active social media management for our clients including BringPetsHome.org

Flightpath's Upcoming Social Media Events

June 4, 2009 - New York Social Media Roundtable - <http://nysocialmediaroundtable.com/>

Our inaugural roundtable considers how non-profit organizations can use social media to promote altruism and motivate member bases:

- Prepare for challenges unique to non-profits using social media
- Chart the future of social media and non-profit platforms
- Integrate best practices tested by successful NPOs
- Participate with audience questions and open discussion

Get to know the social media pros in and around New York, too! Flightpath is serving refreshments, so you can engage in some real-life social networking after the panel.

June 9, 2009 - Social Communications Leadership Forum - <http://tinyurl.com/olx6ys>

Flightpath will be presenting a case study at the Social Communications Leadership Forum on June 9th. This invitation-only event is geared toward an exclusive group of senior communications, marketing, and media executives who manage their corporate social media strategy. The leadership forum was created in response to the demand for a private program focused solely on social communications strategy and execution. These issues and needs will be addressed through case study presentations, analysis, and discussion. The forum meets on a quarterly basis in New York City and San Francisco.

About Flightpath

Flightpath is an award-winning digital agency headquartered in New York City's Flatiron district. Flightpath delivers superior digital solutions that drive client success through a combination of inspired creativity, enlightened technology, and team resourcefulness.

Primary service offerings include digital strategy development, web site design and production, and interactive marketing with an emphasis on social media, email and search.

Learn more at www.flightpath.com.

About BDI

Flightpath has partnered with BDI to help share our solution centered thought leadership with our friends in the industry. Business Development Institute (BDI) is a leading conference producer for the PR, marketing, and media industries. BDI works to instruct communications professionals on the hottest trends, opportunities, and issues facing the industry.

Learn more at <http://www.bdionline.com/>.