

Brookline Brighton Bootcamp

Public Relations (course 5B)

Amy Shanler

May 24 and 26, 2022



College of Communication

AGENDA

- 1 **Introductions**
- 2 **Our plan for the week – what you will learn**
- 3 **Social media community management**
- 4 **Building goodwill**
- 5 **Closing thoughts**

Meet your professor



Amy Shanler

Associate Professor of the
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PRLab Co-Director

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Let's Get to Know You

- Name
- Organization
- One organization, business, or brand you admire and why?

Our Plan for the Week

Monday: Social Media Community Management, 8:30 – 10 a.m.

Wednesday: Building Goodwill with Stakeholders, 8:30 – 10 a.m.

Friday: Office hours, 12-1, <https://bostonu.zoom.us/j/4951290954>

What's In It For You – Day 1

Social Media Community Management

- Attract new customers
- Strengthen your online communities
- Create advocates who can do your PR for you

What's In It For You – Day 2

Building Goodwill with Stakeholders

- Understand how your broader ecosystem of stakeholders affects your reputation and in turn, your long-term success
- Build your bank of goodwill and trust to help defend against issues and crises that may arise

What's In It For You – Day 3

Office Hours

- One-on-one support or guidance
- Brainstorming
- Trouble shooting

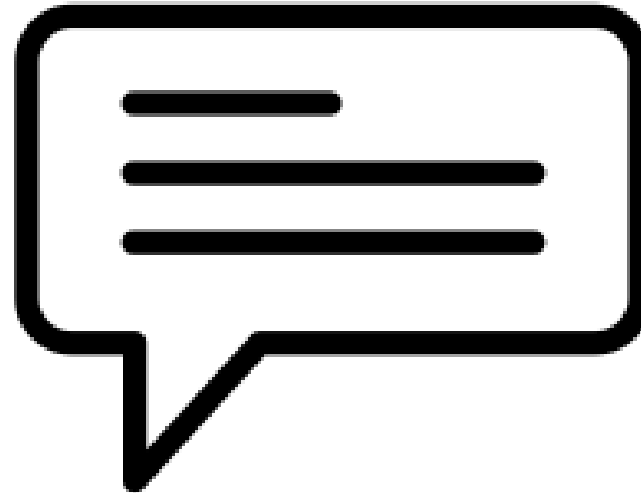
Social Media Community Management



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Recap What We Know Already

What's something you learned already about social media from your previous sessions or experience?



There's more to social media than promotions

Harness the power of
“shared communities”

- Bring people together
- Engage them
- Build relationships and trust



Types of Shared Communities

Social

Marketing, sharing information, increasing audiences, monitoring trends

Support

Structured way of helping customers, offering product tips, answering questions

Advocacy

Group of loyal customers who posts about the brand, writes reviews, word of mouth

Insight

Market research among selected people who have long-term relationship with the brand

Participation Inequality

- 90% - Lurkers
- 9% - Contributors
- 1% - Active participants, influencers, thought leaders

(Jacob Nielsen's concept)

Your Turn

1. One member of the group should open one of their social media pages.
2. Without saying anything, the other members in the group should write down 3-5 qualities or impressions you are taking away from that organization's social media presence and why.
3. Share your impressions with the page owner.
4. Owner – are the impressions what you hoped? What do they tell you about how you are presenting yourself to the community?
5. Switch and repeat, so that everyone in the group has the chance to hear impressions from others and discuss.

5 Steps to Shared Media Success

Step 1: Define what you hope to get from your social media.

- Brand awareness
- Support customers
- Gain insights
- Increase community members
- Increase engagement of existing members
- Drive behaviors (conversions)
- Inspire them to share your content

Step 2: Research your community members. Are they the right people?

- Who are they?
 - Demographics
 - Titles
 - Locations
 - Insights
 - Behaviors
- Where are they?
 - Platforms
 - Groups
 - Other communities
 - Multiple channels reach multiple audiences

Insights - People

Hashtags, Keywords

Step 3: Clearly explain your community member benefits

- What's in it for your social media community members?
- Why should they join and stay?
- Some ideas to add value:
 - Exclusive content – fresh content
 - Expertise
 - Inspiration
 - Information
 - Emotional connection

Step 4: Develop the content calendar to foster engagement

- Rule of thirds:
 - 1/3 promotion
 - 1/3 interaction with audience – questions, polls, contests, spotlight your “people”
 - 1/3 broadens the conversation – holidays, articles of interest, related tips
- Transparency and encourage collaboration and self-direction
- Frequency and timeliness
- Responsiveness inside and outside the community

Step 5: Check in on what's working

- Compare to your goals
- Impressions/reach, word of mouth
- Numbers and types of engagements
- Behaviors: clicking on links, sharing
- Sentiment and satisfaction
- Referrals

Samples



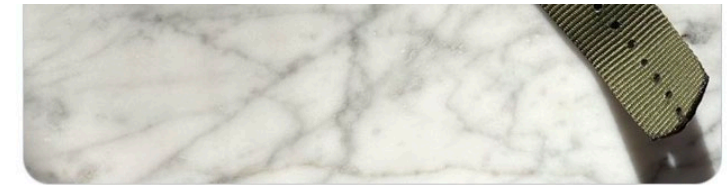
Casey Neistat ✓ @Casey · 22h

i left my custom apple watch at security in the @emirates terminal in Dubai. if anyone finds it please gimme a call. i really liked that watch. (my phone number is embroidered under where it says 'REWARD') thank you



128 202 10.4K

Real-time engagement



128 202 10.4K



Emirates Airline ✓ @emirates · 16h

Found it! We're working on getting it back to you safely now. :)

88 109 13K



Samples

B/T Beau Ties Ltd. of VT
@beautiesltd

For those asking for a bow tie or necktie to show their support for Ukraine, our Colorado Springs fits the bill perfectly. [#SupportUkraine](#)

beautiesltd.com/search?type=pr... "Colorado+Springs"



11:58 AM · Feb 27, 2022 · Twitter for iPhone

7 Retweets 14 Likes

B/T

Beau Ties Ltd. of VT @beautiesltd · Feb 27

Replying to @beautiesltd

ALL PROFITS for this bow tie and necktie will be donated to the Giving Ukraine Crisis Relief Fund. [#SupportUkraine](#)



2



5



James "JP" Poulter @Vixen_Labs @jamespoulter · Feb 27

Replying to @beautiesltd and @ScottMonty

Hope all your profits from these are going to support the cause...



1



1



B/T

Beau Ties Ltd. of VT @beautiesltd · Feb 27

Even better - our owner has made a sizable donation to relief efforts that would far exceed the profits. [#SupportUkraine](#)



2



B/T

Beau Ties Ltd. of VT @beautiesltd · Mar 9

In one hour, we completely sold out of our Kyiv design - nearly 200 products!

As promised, we will be donating 100% of the profits to Ukraine Relief organizations - over \$5,000 so far!

Thank you to all our amazing customers who made this happen.

[#SupportUkraine](#)



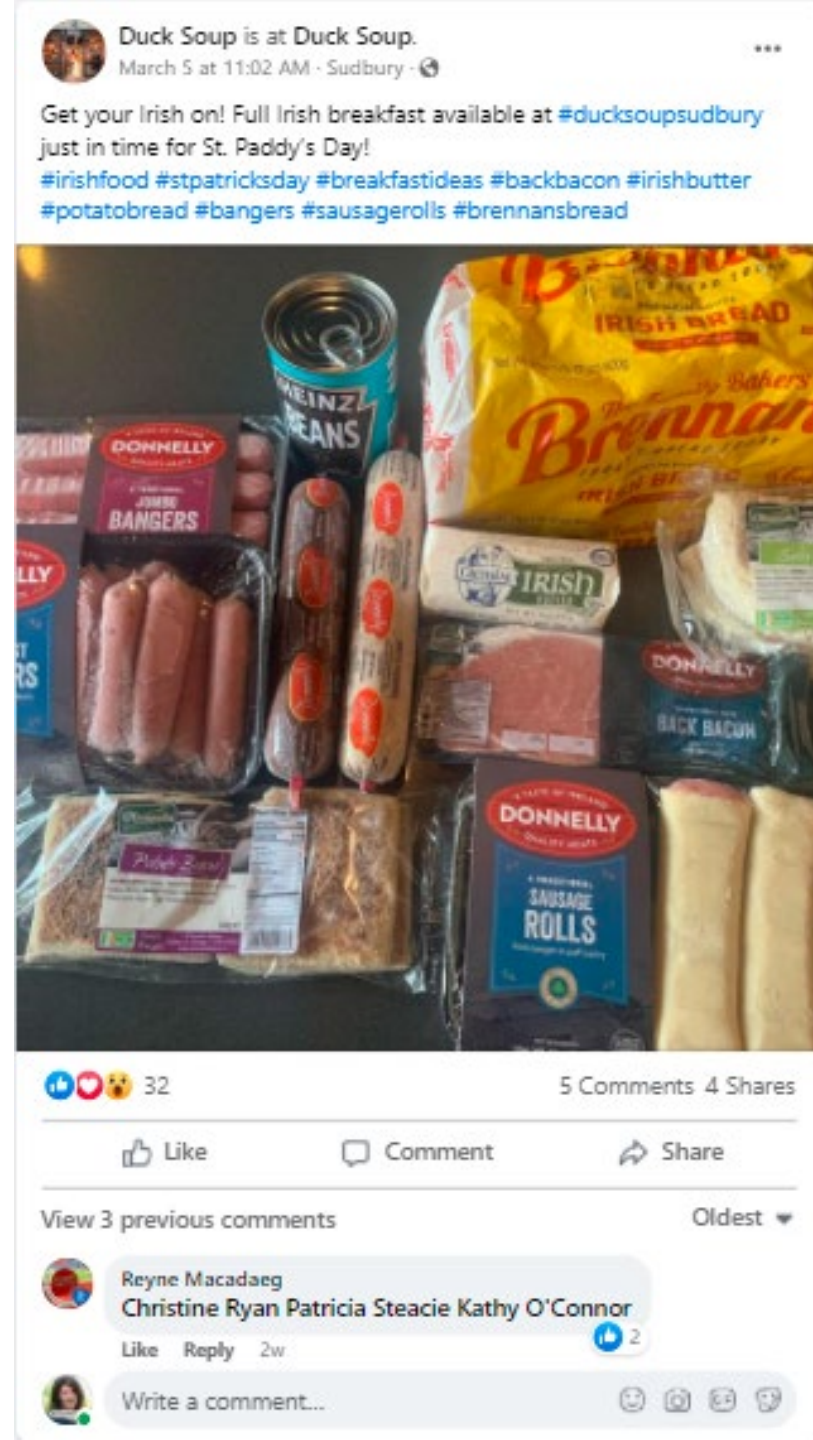
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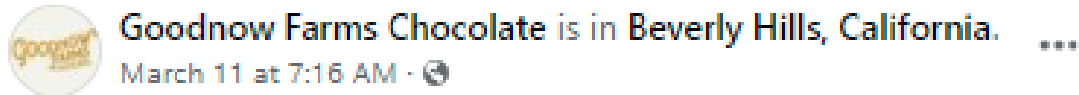
Samples



Get seasonal

Samples

Tapping into your audience's interests



Chocolate & Cheese! 🍫🧀

Tony from @thecheesestoreofbeverlyhills brilliantly paired our award-winning Special Reserve Chocolate Collection with his delicious cheeses!

- 🍫 Brown Butter & 🧀 Comte
- 🍫 Putnam Rye Whiskey & 🧀 Etorki
- 🍫 Las Palomas Coffee & 🧀 Sottocenere
- 🍫 Lawley's Rum & 🧀 Beemster XO Extra-Aged Gouda

Looking for a #specialgift for someone who has everything, or do you need some #selfcare? Visit their website, shop online, and have the #cheeseandchocolate shipped anywhere in the US!

And, if you happen to be in LA, it's so much fun to visit this splendid gourmet shop and pick up the pairings and so many other goodies in-person!

#cheese #chocolate #darkchocolate #craftchocolate #gourmet
#pairings #specialreserve #awardwinning #foodie #goodnowfarms
#goodnowfarmschocolate



10

Samples



farfalleitalianmarket
Farfalle Italian Market & Cafe

Tapping into your
audience's interests



21 likes

farfalleitalianmarket Stay tuned for a special Julia Child take out dinner next Thursday to pair with the first episode of 'Julia' on HBO! 🧑🍳

[View all 2 comments](#)

Samples



What the audience wants, not what you want to promote

Samples

And audiences love to see themselves



maynardraspberryberet • Follow



maynardraspberryberet We love it when the perfect outfit meets the perfect person! Sophie is walking home in this incredible corduroy fitted jumpsuit like an absolute star! #perfect #consignmentfinds #perfectoutfit #goodlooks #winner #shoppingtherapy #shopmaynardma #styleinfluencer

6d



composting_queen I was there she looked fab!



4d 2 likes Reply



patty.chambers.26 Fabulous outfit for a beautiful young woman



5d 2 likes Reply



taniakuku Sophie that is so perfect on you beautiful girl!



74 likes

6 DAYS AGO



Add a comment...

Post

Samples



easylunchboxes • [Follow](#)



easylunchboxes

Is it a sub? Sandwich? Hoagie? 🤔

Whatever you call, this lunch looks AMAZING! Make it for yourself using:

- ★ Italian Bread
- ★ Salami
- ★ Cheese
- ★ Yogurt Covered Raisins
- ★ Mixed Berries
- ★ Carrots, Celery, Tomato
- ★ Veggie Straws



144 likes

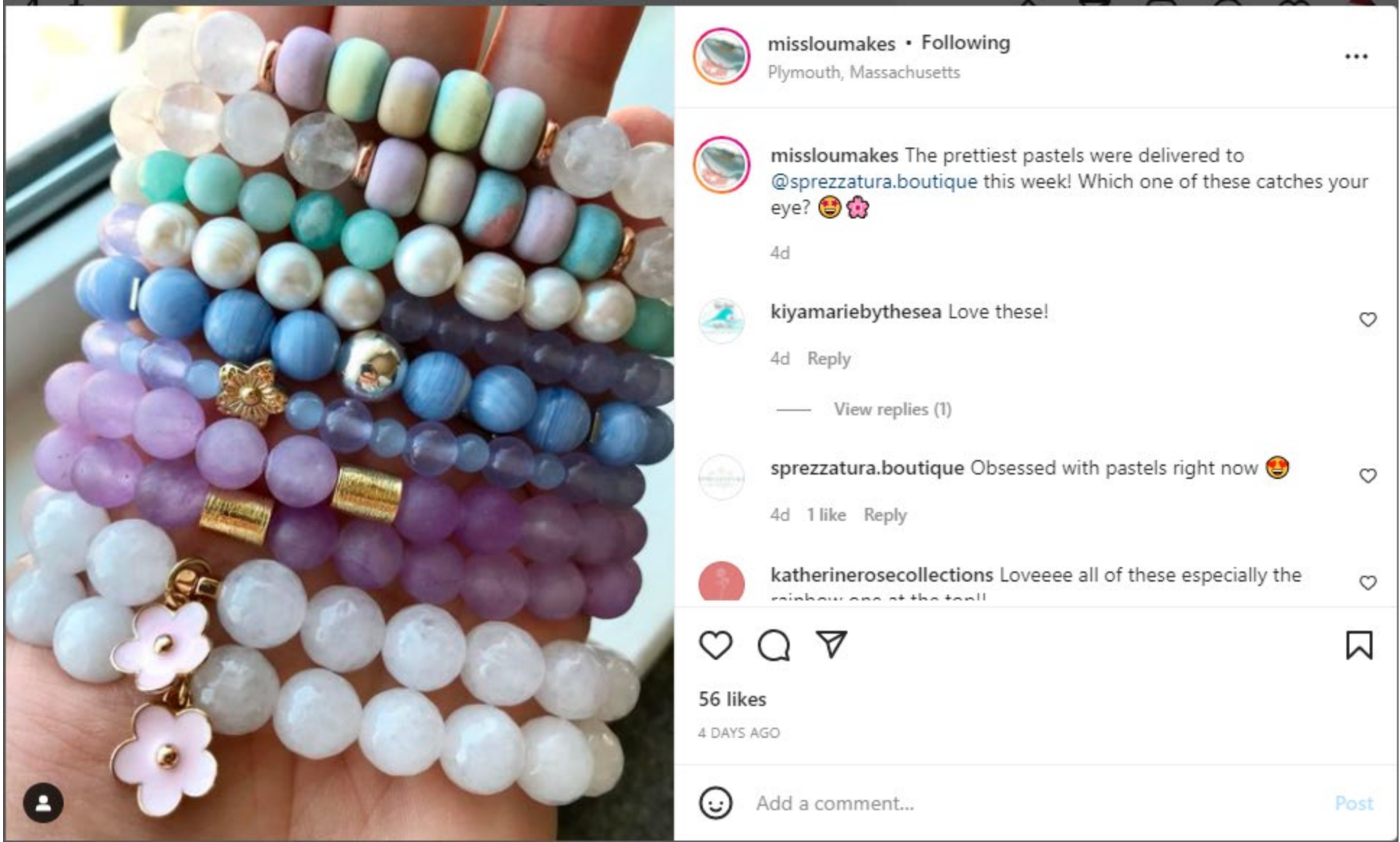
MARCH 6

[Log in to like or comment.](#)

Samples



Samples



Debrief

KEEP IT SIMPLE

- Focus on the platforms where you have traction
- Vary content (a little) across platforms
- Experiment to see what's working
- Don't recreate the wheel – repurpose and repost
- Sharing others' content makes it easier on you
- Post when it makes the most sense for audiences
- Once you commit, stick with it
- Remember, social media fans are one of your many communities

HOMEWORK

1. Pick one of your social media platforms – and work through the 5 steps to help you develop a plan for one of your communities
2. Don't worry if it isn't perfect or complete – this will kick start the process for you and give you a framework for guiding you moving forward
3. Happy to discuss your homework during office hours on Friday

What do you hope to get from your social media?	
Do you think you have the right people in your community?	
What's one key benefit people have of joining your community?	
Come up with one sample approach for promotion, engagement, and broadening the conversation.	
Decide on 1 or 2 ways you will know your community is achieving its objectives (#1).	