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LINE BREAKS ARE YOUR CUE TO ADVANCE TO THE NEXT SLIDE.

Hi, AAUP Wiki readers. Thanks for taking a (second?) look at my presentation.

Penn State Press -- or, @PSUPress to some of you -- may seem like an unexpected source for a slide presentation on social media. We don't have a ton of followers. We're not very well-liked. You're probably asking yourself, "What can I possibly learn from a slide presentation by a kid with only 1,700 Twitter followers?" I am reminded of Admiral James Stockdale's memorable opening to the 1992 vice presidential debates, "Who am I? What am I doing here?" Well, I'm Danny Bellet, the Publicity Manager at Penn State Press. [At this point in the talk my notes said "HOLD FOR APPLAUSE," which was a joke.] Before I answer why I'm here, please consider this little infographic I put together to illustrate what Penn State Press's Twitter presence was like when I took it over.

Bear in mind that a little over a year ago Penn State Press didn't even have a Twitter feed, and our Facebook profile still featured our age, gender, and relationship status. So I'd like to think we've come a long way in a brief time.

Remember: there was a time when we were all bad at twitter. Penn State Press may not be a social media powerhouse, but I think we've adapted a few systems to make modest returns on very small investments, and I'll be describing those methods in the enclosed slideshow.

Social media marketing can in theory be a cheap enterprise, but it is rarely if ever free. Sure, blogging is free, Pinterest is free, and even services that you have to pay for have free options, like Hootsuite. But all of us are spending money somewhere on something related to social media, be it \$10 a month on Buffer, a promoted tweet, a promoted facebook account, or a book trailer we hope against hope is going to go viral. That money adds up. But as fast as those costs per click accrue, it's nowhere near as fast as the greatest expense of all: *time*. So a social media strategy geared toward a positive return on investment should strive to save both money and time.

Without further ado, here are eight simple methods we've been using to improve return on investment at Penn State Press. For those of you who missed the live presentation the first time around, these might also be considered "Eight Habits of a Mildly Effective Social Media Feed."

1. Begin by establishing some goals. Before you do anything else, ask yourself: "Why are we using social media?"

Seriously, it's something to think about. You can't figure out whether you're succeeding until you have identified what you're trying to accomplish. And "selling more books" should not be your only answer: social media ROI measurement depends on clearly defined objectives beyond sales, so consider a bit more deeply what you want to accomplish. If you need some suggestions, your goals should probably be somewhere in the list on the following slide.

Bear in mind, not all goals are created equal. Social media can be incredibly effective with some, and embarrassingly fruitless with others. You might get a lot of retweets when you post a funny hashtag, but I'm pretty sure that's not directing much traffic to your web site. It's easy to say "I want to sell more books" or "I want to deliver more deliverables" or whatever, but social media isn't a global phenomenon because it's a really effective sales engine, so you'll need to tailor your objectives to the medium you're using. Let's not forget the fact that we featured a session at this year's [AAUP](#) on what our web sites are for, since they're not really selling our books.

2. If you're trying to figure out the ROI for your social media work, though, it can be exceedingly difficult to quantify how successful you are at meeting your goals. It all begins with making your links more analytics-friendly. If you're linking to your web site from anywhere – facebook, blogs, email blasts -- remember to customize your URLs. There's nothing quite so maddeningly nebulous as a vague referral source in your analytics, and you should always strive to identify those sources as specifically as possible. Fortunately, sites like facebook and hootsuite and mailchimp offer options within their services to optimize for google analytics. Learn how to use them, and use them.

Once you've got google analytics set up, you should be paying attention to a few key performance indicators, each valued according to its contribution to your ROI goals. For instance, if you're driving sales, conversion statistics -- insofar as there are conversions -- should be high-priority: things like sales, click-throughs, notifications, review requests, and booth traffic. Of course, unless you're querying everyone who pops into your CAA booth to buy a book, things like foot traffic are completely obscured from their source. As your goals get more granular, you might pay closer attention to your Engagement statistics, things like RTs, mentions, +1s, likes, pins, comments, bounce rate, time on page, pages per visit. These can tell you how the success of an individual tweet announcing a new series might be judged by increased user engagement on the series page on your web site. Volume statistics -- which show reach and frequency, and can be useful for monitoring the maturation of your various social media feeds.

3. If you are a small press with a limited staff, there's no reason why you should be doing 100% of your social media composition by hand. It's a huge time suck with no guaranteed results, and there are tons of apps out there that handle most aspects of it well enough to give them some limited rein. Most presses link to positive reviews of their books and announcements of upcoming lectures and events featuring their authors. Obviously none of them are combing the internet every day looking for mentions in blogs and newspapers; at this point we should all have established some form of notification for

things like this. At Penn State we have Google alerts constantly trawling for any relevant content we can appropriate. But the automation doesn't end with the notification.

Our alert notifications are sent to our Feedly account, where we review the headlines and sift out the junk. Anything worthwhile we flag within the app for our Buffer account. If you're not familiar with Buffer, you should be: it's an incredibly useful app for scheduling all your various social media feeds, that allows you to automatically post your messages at the times throughout the day that your followers are most likely to read and respond. As a side note, I should mention that we'd previously been using Ifttt to manage all of these automations. Now the system is more fully integrated into each of these apps and for the most part that's no longer necessary, but Ifttt is still a very useful tool and depending on what specific feeds you're already using may be better suited to your purposes.

4. You have 140 characters to make a point on twitter. This is surprisingly easy to do in most cases, for headlines, teasers, pithy one-liners, and it's that constraint that makes Twitter such a powerful medium. But sometimes you need to say more.

Everyone has their preferred method of shaving a letter or a word to squeeze their message into the given space, but lets be honest: results may vary, and some solutions are inelegant to say the least. Knocking off characters and words can become an exercise in futility, and more often than not you'll wind up with something that is at best unprofessional, and at worst illegible. At Penn State, we prefer to avoid the issue altogether.

Using assets from our books, we make what I like to think of as ads. These contain anything from blurbs to quotes to tag lines, and once you compile the necessary materials -- the fonts, the art, the copy -- they can take no time at all to create. [CLICHÉ ALERT] A picture is worth a thousand words, and an image file can easily contain whatever text you need it to, and if you're using Twitter it will do it with a greater impact and in under 30 characters. That means you still have 118 characters in which to tease your followers into clicking on the file. And even doing that is easier, because studies show that a linked photo results in a 120 percent increase in engagement and 350 percent increase in clicks over a tweet without a photo. If you have someone putting these things together who can actually design something attractive, that's even better.

5. NOTE: I resisted the urge to remove or otherwise censor this slide. For *you*.

I'm not saying that you should be swiping other people's work and using it as your own. I'm talking about economizing. You spend a huge amount of time on blogs, book trailers, lining up reviews, and setting up interviews. I make no secret of the fact that incredibly jealous of what other presses are able to accomplish in this way, but what really kills me is that so much of that work is going to waste without adequate cross promotion. Unfortunately Penn State Press doesn't have a blog with a deep archive of material, but anything we do gets multiple headlines and teasers and is flogged across our feeds like a rented mule. It's not laziness, I just think that if you've put the effort into

writing something, you should make sure you wring every drop of value out of it. And that doesn't just mean dredging up tired old blogs posts – though you can do that if you think it's worth it. Take what you have in one place and repurpose it for something else. As far as I'm concerned, there is no expiration date for a compelling video, and blog posts are routinely finding new and unexpected relevance, either for direct applicability or in revision. Don't let your work go to waste.

6. Repetition. Repetition repetition repetition. Consider the lifespan of a tweet to be somewhere around the time it takes to move from the top of your screen to the bottom, out of sight. In the presentation I said six minutes, but sitting here at noon on a Friday in front of my Twitter feed I'm inclined to say it's more like 30-40 seconds. And today isn't even a busy newsday. Anyway, Facebook posts have more longevity, and blogs are longer lived than that, but my point here is that no one is paying attention all the time, and things will inevitably be missed, so when it comes to content: repeat as necessary.

I'm not saying regurgitate the same posts over and over again: that's just foolish, and you're more likely to see diminishing returns in the process (see point 7, below). And along those same lines, every book is different, and no two campaigns can be done in precisely the same way, but if you're obsessively monitoring the analytics for your social media feeds, you should be focusing on reproducible results, and the only way to achieve that is through repetition.

What I mean is something akin to repeating your experiments. Whenever you try something, follow up on your results. Remember what works, and use it again and again, but also remember what doesn't work, then revise it and take another stab.

7. Probably the best way to diminish return on investment is to spend time and money losing friends.

We're all consumers, it should be obvious to us: would you want to listen to the things you're saying in Twitter? You spend hours a day barking at your friends and followers without paying any attention to what they want, eventually they're going to shut you out. A follower can like you for any one of a million different reasons, but they'll shut you down for just a few. If you've driven your fans to the point that they're actively un-liking you, you're probably actively doing something unlikeable. So what makes someone decide they no longer "like" you?

It's possible you're just boring. A modest percentage of followers will ditch you if you're inconsistently interesting or consistently uninteresting. But consider that someone following an inactive account with no updated content is in a way following nothing at all, so how much of a loss could this be?

Chances are you're posting too much. Frequency is a key factor in consumers' decisions to end brand relationships through Facebook. Studies have shown that a majority of consumers will "un-like" a company due to excessive postings—either the individual

brand's postings or as a general attempt to cut down on overall marketing clutter on their walls. I won't pretend I know what that magic number of daily –weekly? – posts is, and responses after the panel were varied, so, dear reader, I put it to you: be a trailblazer, run the tests, and at AAUP14 you can tell everyone definitively how many daily posts were required to lose a significant number of your followers.

While I have you, don't constantly tell people to buy things. I don't care how deep the discounts are, there are effective ways of using social media as sales tool, but don't blunt that knife through overuse. See my subsequent presentation, “How to Lose Friends and Alienate Followers.”

8. The first 80 percent of this slideshow was about how to misappropriate social media, so as I close I feel like it's important to remind you to be personal. Let's be honest: nobody is going to follow you because you're really good at scheduling tweets. Remember that social media is called “social media” because you're supposed to be *social on it*. You don't have to talk to everyone – who has the time or energy for that? – but be available sometimes, be responsive sometimes, be conversational sometimes, if for no other reason than to gauge the effectiveness of personability as a method for achieving your stated goals. After all, it's possible that cat pictures and jokes about Kanye really can sell books, it's just a matter of finding the right cat pictures and Kanye jokes.

Being personable doesn't have to mean responding to every complaint you get. Sometimes it's as simple as making fun of your typos. You can play with hashtags, pin a photo from the office, or have your conference attendees post about what's happening in the booth.

By combining all these things, a social media team of one should be able to conduct a mature, productive, and above all consistent social media campaign while still being mindful of investments in time and money. I have prepared another small infographic to whet your appetite for the exciting changes you could be making for your next social media campaign.

As you can see, the robots, birds, and Erlenmeyer flasks are doing the bulk of the work here. The mens room symbol is you, but you could just as easily imagine yourself as a ladies room symbol, or something less straightforward like a book or a hat or your favorite root vegetable. Obviously your final destination is a stack of dollar bills. Enticing!

Just kidding. Please remember to enjoy social media responsibly.

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Danny Bellet
Publicity Manager

djb49@psu.edu
@PSUPress
814.865.1329

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