

Social Media 101: How to Manage Your Online Life and Business by Tapping into a Social Media Manager

What is a social media expert?

A social media expert is a polished and dynamic sales professional with deep experience in the social media/web 2.0 space. They have an innate ability to energize clients and prospects with the ability to uncover pain points and develop right-now solutions and then deliver those solutions by providing online value using web 2. The social media expert is a leader of online communities and can envision almost any client or prospect developing online communities to drive innovation, launch new products and services, reduce risk, and deliver loyalty.

Social Media is a mix of:

- Being a part of a large network of people who are using social media...not passively but actively
- Content creation using blogging, audio, images and podcasting and connecting this to sites like Twitter, Facebook and Linked In
- Managing interpersonal communication using multiple social media platforms (both written and verbal communication)
- Providing ongoing value to your customers
- Listening to the deeper conversation to see how the current trends and conversations can be leveraged for a company

The goal of a social media expert is to:

- 1) Build stronger online networks
- 2) Attract target market customers using the media
- 3) Build mastermind groups
- 4) Attract Joint Venture Partners for the company
- 5) Listen to the conversations to see repeating patterns of pain and concern...so that the company can build new products and services to meet the need
- 6) Interact with C-Level executives online in a way which professionally represents the company
- 7) Sell online communities, social media, market research or marketing tools and services to senior level marketing directors

A social media expert will cross over into these domains in a company:

- 1) The IT Department
- 2) Public Relations
- 3) Marketing
- 4) Business Development and Re-Engineering
- 5) The C-Level Suite
- 6) The HR Department

Qualifications of a Top Social Media Manager:

- 1) Ability to fully set up a company on social networks
- 2) Write, educate and implement company policies and procedures on the use of social networks
- 3) Be able to engage with C-level executives and C-level marketing execs online
- 4) Be able to listen to the conversations happening online, follow trends online in social groups and to be able to bring back innovative ideas to the company on how to leverage the conversations to help the company make more money, attract more customers
- 5) Strong public relations background and ability to handle negative customers and comments
- 6) Willingness to take negative comments from both customers and employees and turn this into gold for the company
- 7) Team skills
- 8) Conflict resolution skills
- 9) Able to diplomatically confront negative comments from employees
- 10) Able to identify new business opportunities by studying social media sites
- 11) Negotiation skills
- 12) Organized and can meet deadlines
- 13) Has a "right now" mentality
- 14) Strong track record of finding deals and closing deals
- 15) Experienced at uncovering customer needs
- 16) Able to write compelling, short surveys, using social media to pull target markets to the surveys
- 17) Great writing skills
- 18) Blogging skills (ask to see the blog)
- 19) At least 5 solid, strong accounts on 5 top social networks (and not just people collecting)
- 20) Deliver winning presentations by taking the conversation online to the telephone and then to a face to face conversation
- 21) Understand proprietary information...what to say, not to say and how to use discretion
- 22) Strong business background
- 23) Experience managing and motivating virtual teams

What a Media Specialist Can Bring to Your Company

- 1) A fresh approach on how to use social media
- 2) An understanding of how social media spaces can drive innovation
- 3) Networks of people who can grow the company
- 4) A fresh approach of using customer feedback, attitudes and trends that will or won't work in your company
- 5) An excitement about the prospect of hearing negative comments and turning those on a dime to help your company quickly address customer and employee concerns.

The Strategic Plan

- 1) Just like your business plan, your social media approach should have a strategic plan.
- 2) The initial strategic plan should be designed by the CEO, Director of Marketing, Director of R & D, Director of the IT Department, Human Resources and the Director of Public Relations.
- 3) Carefully map out what you want to achieve using social networks.
- 4) Write the job description for your social media manager using your first mock up of the strategic plan.

- 5) Write interview questions based on your strategic plan (use a few from the below list as brain teasers to write your list).
- 6) Implement the interview process.
- 7) Choose your social media manager.
- 8) Re-visit the strategic plan with your social media manager. Make changes as needed.
- 9) Begin implementation.
- 10) Conduct a “soft launch” to get the kinks/bugs worked out.

What questions do you ask?

1. How do you define social media?

Make sure the candidate is addressing the full spectrum of what social media can do for you.

2. Can you give me an example of social media work you’ve completed for a client in the past 3-6 months?

You want to hear 3 specific examples, not just that they set up their sites but the results the company received as a bi-product of hiring this person.

2. How do you go about connecting with bloggers?

To connect with bloggers, bloggers need to be commenting on their blogs, connecting with them on Twitter. No e-mail blasts, no pitches.

3. How do you monitor negative comments, and what do you do about them?

You want to hear that people are not getting defensive, that they are taking the comments and using them to improve the company.

4. Can you show me your blog and social network accounts online?

They need to show you a solid presence and that their networks are being used to connect with others. Their approach needs to be active...not passive. Red flags: Pitches, hype, “buy my products”.

5. How does your role tie into PR, Marketing, R & D, C-Level suites, sales and finance?

They tie into all, and they need to be able to tell you how. As an example, if a comment is being made, both good and bad, this needs to be reported to PR. If you spot a trend online that your company can leverage, this goes to R & D and to marketing.

6. How do you turn blogs into business leads?

By watching comments and watching people who come to the blog and then reaching out to those people by telephone and e-mail to thank them for stopping by and to meet them in a more personal level.

7. How would you report your findings to our senior executives?

The person needs to be able to tell you exactly how they have reported to C-level leaders about what is going on online, both from the technical aspects and the big vision aspects. What are you seeing as a future possibility?

8. If we asked you to launch an online campaign using social media, what would you do?

Strategic plan involving all departments; integration of all tools together. A group of raving fans to help re-tweet. A group of dedicated people who are coming together to make the campaign work. Moving the campaign from the web to telephone and to new media outlets.

9. Where do you go to find/seek trends being discussed online? Google Trends,

<http://www.google.com/intl/en/press/zeitgeist/index.html>

Google Zeitgest

<http://www.ebizmba.com/articles/social-bookmarking>

<http://alexa.com>

<http://twitter.com/realtimetrends>

<http://twitturly.com/>

<http://search.twitter.com>

<http://moonfruit.com> (build your own site and get connected to social media sites)

10. Give us 3 examples of how you “listen” on Twitter to uncover trends.

Going into one industry and listening to the repeating comments.

Noticing when there is a hot trend that people are discussing

Reaching out to people by phone to then “listen” more deeply

11. If you trained your company on how to engage in a conversation online using social media, what would you tell them to do?

Make sure that the candidate can give you examples of how he/she has achieved this in the past.

12. Who are the most 100 influential people you know on Twitter, Facebook and Linked-In. How might these people partner with our company?

13. How do you go about finding where people are talking about our company online? (Google alerts, Tweet Beeps). If people are mentioning our company, what would you do with that mention?

Other Resources:

Top Online Social Networks:

[http://www.alex.com/topsites/category/Top/Computers/Internet/On the Web/Online Communities/Social Networking/](http://www.alex.com/topsites/category/Top/Computers/Internet/On_the_Web/Online_Communities/Social_Networking/)

Top Finance Blogs on Alexa:

[http://www.alex.com/topsites/category/Top/Home/Personal Finance/Money Management](http://www.alex.com/topsites/category/Top/Home/Personal_Finance/Money_Management)

Top Blogs on the Internet:

<http://www.ebizmba.com/articles/blogs>

Examples on Twitter:

<http://twitter.com/sunmicrosystems>

<http://twitter.com/google>

<http://twitter.com/cnn>

Bea Fields

<http://beafields.com>

910-692-6118