

## Barefoot and Social Media

Today's world is full of new media and digital communication; this gives us an opportunity to develop the reach of Barefoot messages using social media. Social media has the potential to attract and hold the attention of facilitators working in the communities we work with in delivering learning and development initiatives. Below are some benefits we can experience by utilising social media:

1. **Affordable Promotion**– There's no need for a large budget to conduct social media marketing
2. **Viral Nature** – We can easily share our messages
3. **Enhances Brand** – Through social media we can build and enhance our online visibility
4. **Builds Credibility** – Generated endorsements give more credibility than traditional advertising
5. **Increases Traffic** – A well-planned social media strategy will drive more traffic to our website
6. **Engages Educators** – Connect with professional learners and respond to their feedback in real-time

Our **Social Media Strategy** will help to ensure:

1. We educate on social media
2. We ensure social media policies and guidelines are established
3. We ensure the Barefoot brand is protected and consistent
4. We create a social presence and community for professional learners and their development
5. Social media is utilised as out PR endeavours
6. We can measure our social activities
7. We can monitor our online brand reputation

### Our 3 Steps to an Effective Social Media Strategy

According to the 2011 [Social Media Marketing Industry Report](#), 78% of marketers saw increased traffic with just six hours a week invested in social media. The businesses that do social media marketing well will see even bigger wins in 2012, as the gap between who “gets it” and who doesn't grows wider by the minute.

## Step 1: Assessment

The **five major benefits of knowing our audience** are considerable:

1. Cutting edge focus: You can **create content that resonates** instantly.
2. Break barriers: **Confront pain points head-on** to build trust.
3. Language: **Increase engagement** by being a person our audience relates to.
4. Empathy: The more we listen, the better we can **respond to specific needs**.
5. Positioning: we can **become the go-to source** in our niche, through time and with development

### 1. The Guiding Theme of Our Strategy

- Awareness
- Barefoot is designed to Train trainers in the use of free or low cost technology

### 2. Identify Metrics and Monitoring Opportunities

**Measure growth, engagement, awareness, ability to share, likes, etc..**

**Monitor some overall trends using Google Alerts**

### 3. The Dissemination Strategy which is in place drills down on the answers tailored to our goals. The Guide addresses:

1. Awareness.
2. Using Facebook Twitter, Linked In and YouTube
3. Weekly to Facebook linked to twitter and vice versa – share relevant links to technology or posts on tools used in training each partner at least weekly. Barefoot achievements. LinkedIn – professional discussions, conferences presenting at. Barefoot achievements.
4. YouTube – project videos, examples of demonstration videos used for suggested software

### Create a Content Calendar

## Plan for Promotion and Reach

1. **Integrate social media** on our website with plugins and icons. Visible social media icons and social plugins are some of the easiest ways to drive traffic to our social media networks.
2. **Showcase our expertise.** Drive traffic (and build a reputation) by offering webinars and further training programmes, interviewing experts and guest blogging, etc...
3. **Promote our networks consistently.** Add networks to email signatures, etc..

## Step 3: Monitor, Measure and Get Momentum

### Evaluate our progress and fine-tune the guidelines

**Evaluation Session Scheduled.** Team members **bring numbers and data to the table** and are prepared to discuss them. Metrics, no matter how simplistic, will help us figure **out what's working and what's not**. Included time for brainstorming new ideas required.

Here are ideas for **some "next steps" to take:**

- Consider running a multi-level contest integrating multiple channels (like Facebook, Twitter and YouTube). **Use a promotion, event** that will resonate with our audience. Word-of-mouth is a powerful way to leverage momentum.
- Live Q&As on Facebook, Twitter

### PURPOSE

To raise awareness. Barefoot we are trying to drive people to our website. Focusing on our ultimate goal will guide our next steps: what we do (what channels will we use), when we do it (what schedule will we aim for), and what content we'll share software tips, examples, resources

### SCHEDULING

Refer to social media strategy

### GEOGRAPHY

Those in different locations may have different needs, speak different languages, or follow different trends. We're going to want to optimize our searches and filter them by language to help curate relevant content for different demographics.



## **KEYWORDS**

Through social media, we can keep their finger on the pulse of the learning and development industry. Setting up keyword search streams provides insight into what we think is trendy. This can be great intelligence to help develop a strategy that focuses on needs and personal preferences. There are lots of apps that will help with this; we can set up Google alerts for free and chose how often we want to be notified. Keywords are useful for keeping track of activities but they're also useful for tracking brands that are complementary to ours.

## **COLLABORATION**

It takes two to tango, especially when it comes to being social. An effective social media campaign will benefit from collaboration. We need to set clear expectations and solicit buy-in. Can our colleagues help us with the management of our social presence? Are they enthusiastic about participating? Do we have a social media management tool that enables us to seamlessly collaborate with our team to ensure we execute an integrated social media management strategy? The answers to these questions can mean a greatly amplified social voice for the Barefoot brand.

## **REPORTING**

Decide on the system for analyzing important metrics. It's also important to have access to Facebook Insights and Google Analytics. We'll want to track your Twitter @mentions and watch trends as people follow us on Twitter. LinkedIn? What metrics will tell us if we are succeeding? We might have to pull our statistics from several places, but the data is valuable and worth the trouble.

Access in-depth metrics on the efficacy of our social media programmes: this is important because we will understand which messages result in the highest number of conversions, which platform is providing the greatest return — even what time of day is most effective to drive traffic.

## **WHAT IT TAKES TO SUCCEED**

To maintain advantage, Barefoot needs to stay alert and aware. Develop a strategy we are comfortable implementing, even if we start small. We need to stay focused. We shouldn't waste our time telling our followers where we're eating lunch: we must have a purpose, prioritize our tasks, and keep good metrics to track results Barefoot