



FEDA KULENOVIĆ, INFORMATION SCIENTIST

SOCIAL MEDIA AND WEB 2.0

STRATEGIES AND
TOOLS



WAR

*"act of will targeted
towards a living being
that reacts"*

Carl von Clausewitz

“war is merely the continuation of policy by other means: The goal of the war is not to fight, but to accomplish a political objective”

- *Clausewitz*

COMMUNICATION is
*“act of will targeted
towards a living being
that reacts.”*

Helio Fred Garcia “The Power of Communication”

ACT OF WILL...

Effective communication is INTENTIONAL.

Has a GOAL. Strategy.

NOT

Impulsive

Just verbal.

...AIMED TOWARDS A LIVING BEING...

Participants are not taking the message passively

...WHO REACTS

Mostly forgotten

You communicate to:

CHANGE OPINION

PROVOKE REACTION

I'd like my life back

MSU Standard Neptune
E: 1202587, 57 N: 10432312, 9
D: 4752, 8 ALL: 4.7 04:30:51
Here 24: Plume Monitoring Hdq: 97. 51

**THINK
PROGRESS**

**OIL SPILL DISASTER
BP TO TRY NEW CONTAINMENT PLAN**

TODAY

TODAYSHOW.COM

Fundamentals of Economy...



MSNBC

THE WHITE HOUSE

LIVE 8:04 MT

WATCHING THE DOW

11123.42

298.57

BREAKING NEWS

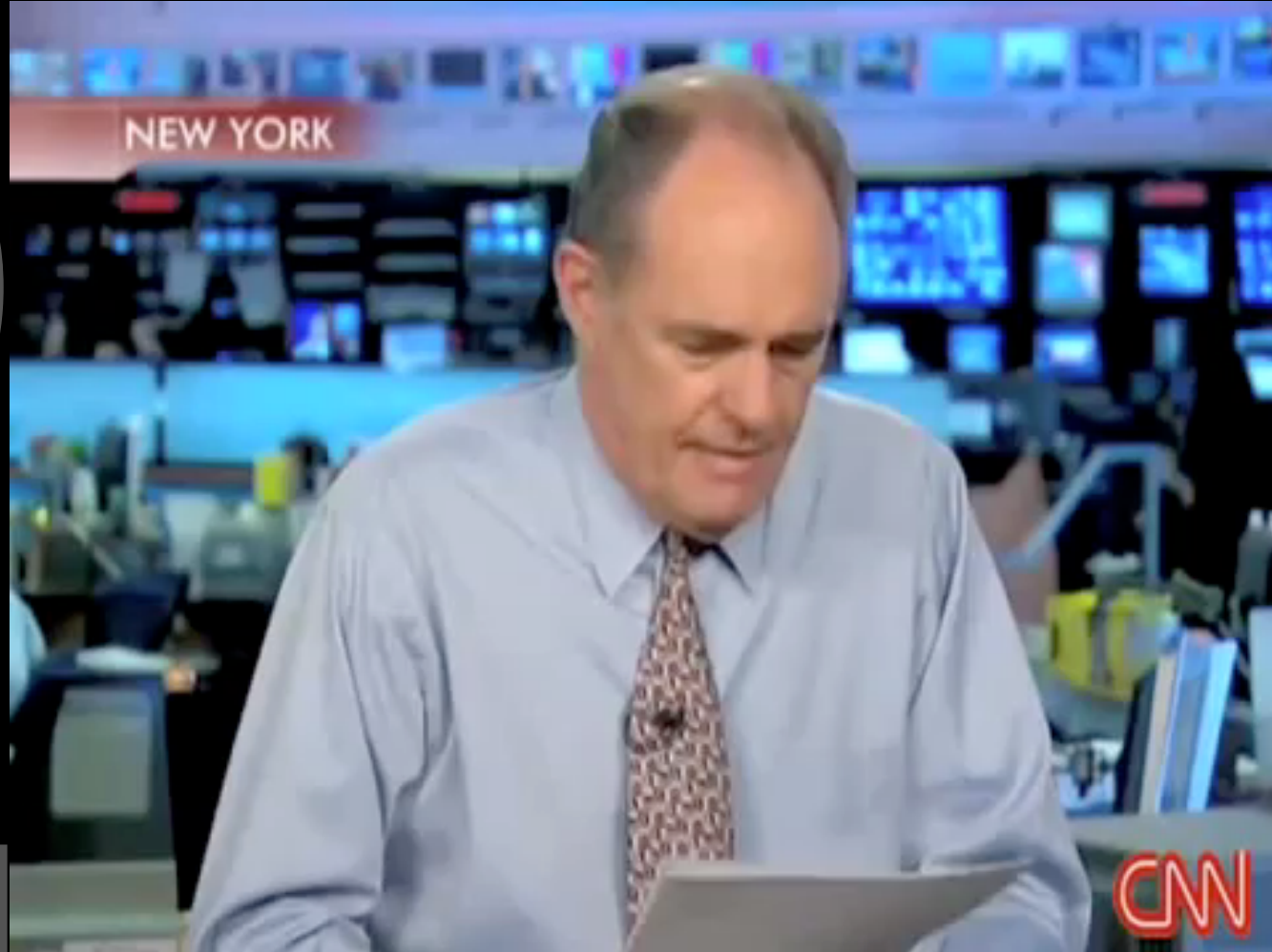
PRESIDENTIAL CANDIDATES
WEIGH IN ON FINANCIAL CRISIS

AVERAGE GAS PRICES UP 6 CENTS OVERNIGHT TO \$3.795;

MSNBC

Detailed description: This is a screenshot of an MSNBC news broadcast. The screen is split into two main sections. On the left, a male news anchor in a dark suit and light blue tie is speaking. On the right, a male reporter in a dark suit and purple tie is shown in a live feed from the White House. A red banner at the top left says 'MSNBC'. A red banner at the top right says 'THE WHITE HOUSE' and 'LIVE 8:04 MT'. In the bottom right corner, a green box displays 'WATCHING THE DOW' with the value '11123.42' and a change of '298.57' with a downward arrow. A large red banner across the bottom reads 'BREAKING NEWS' in white, followed by 'PRESIDENTIAL CANDIDATES WEIGH IN ON FINANCIAL CRISIS' in white text on a black background. At the very bottom, a white banner with black text reads 'AVERAGE GAS PRICES UP 6 CENTS OVERNIGHT TO \$3.795;'. The MSNBC logo is in the bottom right corner.

...are very strong



PREPARATION AND PLANNING

HP Kriza vodstva 2010

Mark Hurd





DON'T FOCUS ON TOOLS

FOCUS TO BE



SOCIAL

LESS HOW TO USE SOCIAL NETWORKS




2.0

COMMUNICATE SOCIALLY
WITH CITIZENS

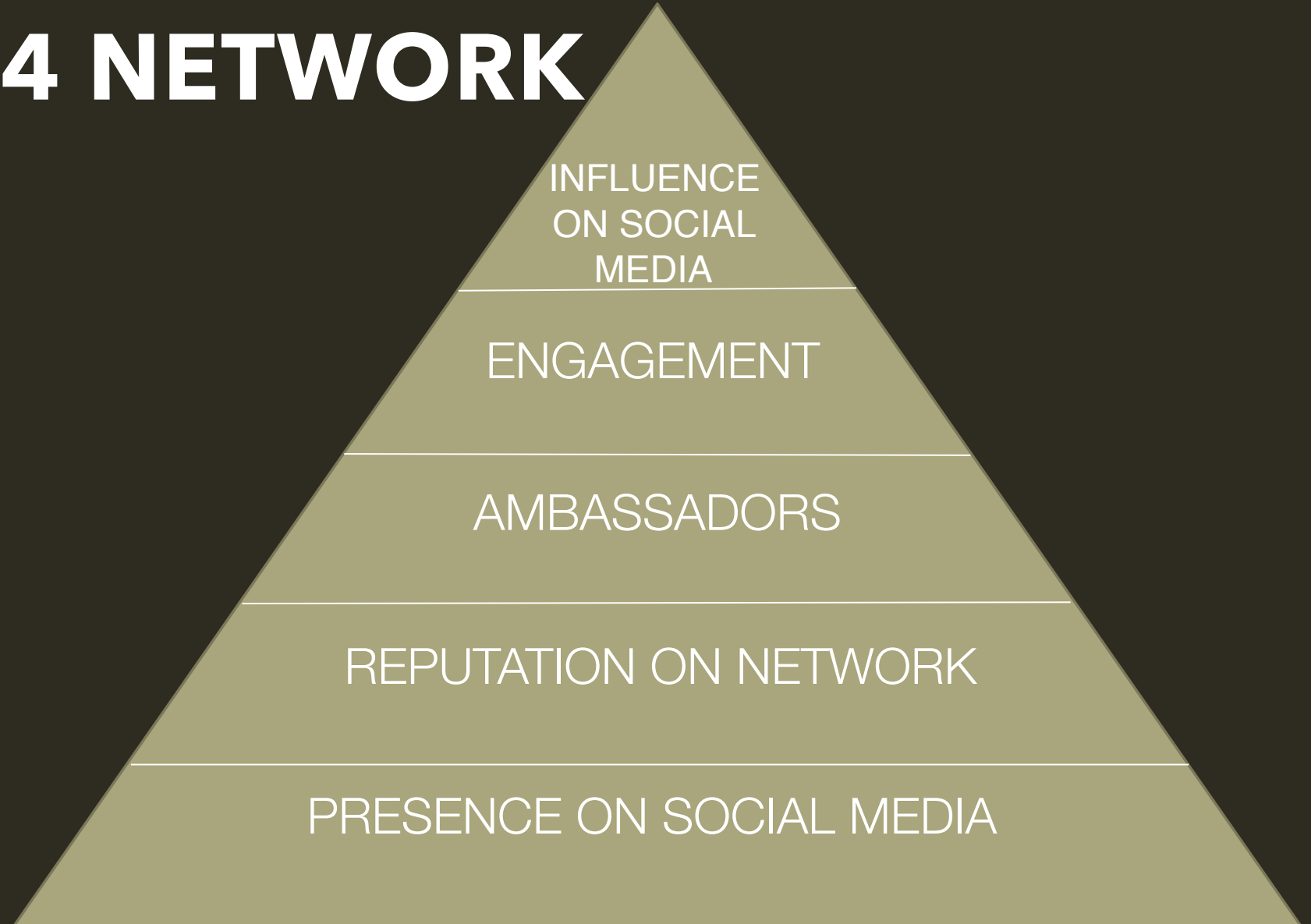


STRATEGY CREATION

A vintage-style microphone with a silver mesh grille is mounted on a stand. In the background, a dark, rectangular electronic device, possibly a radio or amplifier, sits on a wooden desk. The scene is softly lit, with a blurred background showing a red and white patterned curtain and a framed picture. A semi-transparent dark grey rectangle is overlaid across the center of the image, containing the text 'COMMUNICATION CHANNELS' in white, bold, sans-serif capital letters.

COMMUNICATION CHANNELS

MASLOW 4 NETWORK







STILL
IMPORTANT

HAVE IN MIND

SOCIAL MEDIA STRATEGY
ONE OF THE TOOLS IN WIDER
COMMUNICATION STRATEGY

STRATEGY

DEFINE USE OF SOCIAL NETWORKING SITES
(WHO, WHERE, WHEN, HOW)

DEFINE GOALS

WHERE CONVERSATIONS ARE HAPPENING?

RULES OF ENGAGEMENT.

SOCIAL MEDIA STRATEGY

8 STEPS

1. BUILD AN ARC

- COLLECT DATA ON YOUR AUDIENCE
- CURRENT SOCIAL METRICS
- WEB METRICS

2 . LISTEN AND COMPARE

- WHAT ARE PEOPLE SAYING ABOUT YOU?
- WHAT ARE PEOPLE TALKING ON TOPICS OF YOUR INTERESTS?
- WHO IS TALKING?
- WHERE ARE THEY TALKING?



SOCIAL MEDIA STRATEGY

3. WHAT IS THE PURPOSE

- RAISING AWARENESS
- SALES
- BUILDING LOYALTY

TRYING TO ACHIEVE EVERYTHING ON SOCIAL MEDIA

**YOU WILL NOT ACHIEVE
ANYTHING**



4. MEASURING SUCCESS

MEASURE BEHAVIOUR NOT DATA

NUMBER OF FANS IS **POOR METRICS**

ENGAGEMENTS AND INTERACTION OF USERS IS **GOOD METRICS**

YOU SHOULD NOT MEASURE EVERYTHING





5. AUDIENCE ANALYSIS

PARTICIPANTS MAPPING

ONLINE TYPES

ENGAGED IN CONVERSATION 33%

CRITICS 37%

COLLECTORS 20%

JOINERS 59%

OBSERVERS 70%

INACTIVE 17%

GIVE APPROPRIATE TASKS TO THE AUDIENCE

CREATORS

18-24 41%

45-54 14%

6. FIND ONE THING THAT IS
YOURS

APPLE - INNOVATION

DISNEY - MAGIC

VOLVO - SECURITY

7. HUMANISATION





NETWORK OF USERS

8. COMMUNICATION CHANNELS

WHAT CHANNEL?

VISUAL EXECUTIVE PLAN

MESSAGES AND HOW TO

COMMUNICATE?

EXERCISE

ANSWER TO THE QUESTIONS

WHY DO I NEED SOCIAL MEDIA?

WHO IS MY AUDIENCE?

WHAT DO I WANT TO TELL THEM?

HOW?


WHAT CONTENT WILL I CREATE?

HOW OFTEN SHOULD I DO IT/DO I HAVE TO DO IT?

WHAT CHANNELS SHOULD I USE?

TOOLS FOR SUCCESS MEASUREMENT?

WHO IS RESPONSIBLE FOR WHAT?

A vintage-style microphone with a silver mesh grille is mounted on a stand. In the background, a dark, rectangular electronic device, possibly a radio or amplifier, sits on a wooden desk. The scene is softly lit, with a blurred patterned curtain on the left and a framed picture on the right. A semi-transparent dark grey rectangle is overlaid across the center of the image, containing the text 'COMMUNICATION CHANNELS' in white, bold, sans-serif capital letters.

COMMUNICATION CHANNELS

SOME POSSIBLE CHANNELS?

ONLINE SOCIAL NETWORKING
SITES AND BLOGGING

FACEBOOK

TWITTER - # (HASHTAG) ODRŽAVA
KONVERZACIJU

INSTAGRAM - # (HASHTAG)
ODRŽAVA KONVERZACIJU

PINTEREST

SNAPCHAT

CONTENT SHARING
(PRESENTATIONS, PHOTOGRAPHY, AUDIO, VIDEO)

SLIDESHARE - SHARING INFORGRAPHICS,
PRESENTATIONS

DELICIOUS - COLLABORATIVE BOOKMARKING

FLICKR - PHOTOS

YOUTUBE - VIDEO

SOUNDCLOUD - AUDIO

MEDIUM - SHARING STORIES

WHERE IS THE AUDIENCE?

**WHERE CAN YOU
ATTRACT THEM?**





BEST TIME FOR
PUBLISHING CONTENT |



R BEST TIME



TRAFFIC GROWS AFTER 9



Q WORST TIME



FALLS AFTER 16



TRAFFIC GROWS AFTER 11



FALLS AFTER 15

FEDA KULENOVIĆ

l fedjak@gmail.com

