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
Fundamentals of Economy...
...are very strong
DON’T FOCUS ON TOOLS
FOCUS TO BE SOCIAL

LESS HOW TO USE SOCIAL NETWORKS
COMMUNICATESOCIALLY WITH CITIZENS
COMMUNICATION CHANNELS
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 ANALYSISI

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

- Collect stories about your users and projects
- Tell these stories
- Visitors create more stories
- Increases visits
- Humanisation connects you
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?
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 INFOGRAPHICS, 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
TRAFFIC GROWS AFTER 9

TRAFFIC GROWS AFTER 11

FALLS AFTER 16

FALLS AFTER 15