



Social Media Users Group

S – T – R – A – T – E – G – Y

“If you don’ t know where you’ re going,
any road will take you there.”

The problem with strategy and social media...

It's supposed to be a conversation

You don't need too much of a strategy for that

If you over-engineer it, you'll miss a lot

You need an experimentation phase

William & Mary was an early adopter

2006: Year I first used social media for my work at W&M

Sorry, there's no silver bullet.

Perhaps your strategy starts like this:

1. Consider your audience and your content
2. Make a commitment (time and purpose)
3. Be consistent

Our approach: treat it like a garden



Early phase: build on what you know

1. W&M community is smart and they love the College
2. Based on experimentation, we learned that people respond to:
 - ✓ questions
 - ✓ emotion
 - ✓ photos and videos
 - ✓ Tribe Pride (bragging, competition)
 - ✓ weather in Williamsburg



Success phase: wow, social media works

1. What else can we do?

- ✓ keep track of what people react to; patterns
- ✓ offer insider information
- ✓ add more channels (Flickr? YouTube?)

2. Let's be a bit more systematic.

- ✓ queue up content; offer regular features
- ✓ integrate your channels; different kinds of content for different mediums
- ✓ follow the academic year (events, traditions)



Where's my strategy? phase: feed the beast

1. Good news: you built a following
2. Guess what? That audience wants to hear from you
3. ROI (now you can talk about it)



Where's my strategy? phase: feed the beast

1. Meet weekly
2. Everything is a social media opportunity
3. Shhh. @williamandmary social media channels are almost as important as wm.edu



SUMMER 2011: if we were starting all over...

William & Mary was an early adopter of social media. The game has changed.

We can review our 5 years of experience and stakeholder feedback.

Let's rethink it all.

