Social Media Users Group


“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.*