

## **Tell Your Stories Online**

Emily Culbertson (emily@egculbertson.com)

### **What are we doing today?**

- Part 1: Web 2.0 and the changing landscape of the news
- Part 2: Storytelling and the news
- Part 3: How does social media fit into the big picture of storytelling and the news?
  - Reviewing POST formula for developing and evaluating social media efforts
  - Case Study: Running a Hospital blog
  - Case Study: Greater Chicago Food Depository Facebook and YouTube
  - Case Study: American Red Cross
- Part 4: Additional considerations at the beginning

### **One message for today**

Online and social media provides a new set of tools and approaches, but what you do – inform, engage, persuade, listen, inspire – remains the same. Your environment is different, but your goal remains the same.

## Part 1: Web 2.0 Changing Landscape of News

Shrinking news holes, shrinking newsroom staffs, which leads to increased pressure to tell your own story

### Reporters are your “friends” (as they do more with less)

Reporters on Twitter

<http://twitter.com/WheresKiger>

<http://twitter.com/WheresKiger/status/12179032717>

<http://twitter.com/WheresKiger/status/11840576167>

<http://twitter.com/WheresKiger/status/11713561008>

<http://twitter.com/WheresKiger/status/11441523254>

### Reporters on Facebook: posting queries, looking in their inbound feed for story ideas

Usage of social media for news has increased year over year

<http://www.webpronews.com/topnews/2010/04/02/more-journalists-using-facebook-and-twitter>

Local: Reporter confesses to looking at inbound feed for stories

<http://communitymediaworkshop.org/npcommunicator/?p=702>

### New people create the news: Citizen journalism, new journalism portals and people who influence outside of journalism

<http://www.metroplanning.org/news-events/blog-posts/>

<http://www.patch.com/>

<http://www.pilsenportal.org/About-us/Welcome-to-the-Pilsen-Portal.html>

### The news is collectively determined: Crowdsourced reporting

Help us find out details in compromise?

[http://www.huffingtonpost.com/2009/02/08/senate-stimulus-bill-full\\_n\\_163144.html](http://www.huffingtonpost.com/2009/02/08/senate-stimulus-bill-full_n_163144.html)

Did your senator put an anonymous hold on a searchable database of federal grants and contracts? Call now

<http://tpmmuckraker.talkingpointsmemo.com/archives/001428.php>

## Part 2: Storytelling and the news

News stories favor the new or unknown (so says the newsroom, if maybe not from communications theory)

URL: <http://www.chicagobreakingnews.com/2010/04/west-chatham-fire-victim-dies.html>

### Elements of a news story:

Who? What? Where? Why? When? How?

### Elements of a good story:

URL: <http://images1.fanpop.com/images/photos/1900000/Cinderella-cinderella-1989149-1024-768.jpg>

Good stories don't have to be new, just unknown or sharing points worth reinforcing.

<http://www.fundraising123.org/article/5-elements-good-story>

### Robert Dickman and Richard Maxwell

Passion

A Good Guy

A Bad Guy (or a bad situation)

Aha!

Transformation

### Elements of online or social media storytelling:

**The gist: Your organization needs a complete story, but each individual item of communication does not have to hit all parts of the story or all the narrative elements of the story. Repetition is good (need to hear something up to eight times to sink in.)**

Possibilities:

1. Web 2.0 presentation of the Web 1.0 story:

<http://www.flickr.com/photos/whitehouse/sets/72157623301858742/show/>

- Direct opportunity to tell stories traditional journalism would have told for you
- Better use of media to tell your own stories

2. Web 2.0 story: Going backstage

<http://www.flickr.com/photos/slightclutter/3040544869/>

The story may not be complete or evolving, but the story to date can help build relationships and help reflect your values.

Secret: this probably isn't even new: think A Day In the Life of X.

### **Online storytelling opportunities**

Tie everyday events to core values:

How do we do it?

Why do we do it this way?

How do small details add up to a big picture in terms of mission?

Show work in progress:

This is what we're trying to do

This is what we're learning

Here's where we fail and try better next time

Stories you tell around the water cooler every day: so exciting, so heartbreaking, so new, but that reinforce values

### **Finally, remember the Jay Leno rule (for both social media and online storytelling)**

<http://www.steverubel.com/the-jay-leno-rule-of-social-media>

“If you want to get people to care about what you're selling, you have first to get them engaged by being informative and/or entertaining. In short, you need to get us interested in what you - a brand, an NGO, an individual - have to say beyond your domain. Such pathways to engagement include stories, humor, links to interesting information, ideas, questions and participating in other discussions (e.g. Follow Friday, etc.) Then, once you get us hooked, it's easier talk about what you want to sell us. We'll be more receptive.”

### **Part 3: Applying the POST strategy to social media and online storytelling (POST is an concept from Forrester Research)**

<http://blogs.forrester.com/groundswell/2007/12/the-post-method.html>

#### **Forrester (Business-focused: assumes a product, a marketplace, etc.)**

People:	Assess customers' social activities
Objectives:	Decide what you want to accomplish
Strategy:	Plan for how relationships with customers will change
Technology:	Decide what technologies to use

#### **My modifications (can work with any platform, not just social media)**

People:	Who are you trying to reach?
Objectives:	What do you want people to believe, know or do? How do you want to change or improve your relationships through engagement?
Strategy:	What information or interaction supports these objectives? What will you need to do to support this objective?
Technology:	What tools will help you reach your goal? What evidence do you have that your people embrace this technology?

(As an aside, my favorite communications planning platform is the SmartChart, available at <http://www.smartchart.org/>)

## Example one: Paul Levy's *Running A Hospital* blog ([runningahospital.blogspot.com](http://runningahospital.blogspot.com))

What is Paul doing on the blog?

- Levy writes 3-6 times a week, **himself** (he'll have guests but no ghostwriters)
- Levy writes whenever major events, good or bad, happen
- Levy writes mostly BIDMC-related posts but some personal posts
- Levy combines good news, bad news, non-news that represents their values and other "fun" stuff
- Levy is willing to host respectful disagreement on his blog

### Blog post: Do I Get Paid Too Much?

URL: <http://runningahospital.blogspot.com/2007/01/do-i-get-paid-too-much.html>

- Tackling tough questions
- Hosting dissent

### Blog post: Non-zero Sum

URL: <http://runningahospital.blogspot.com/2010/04/non-zero-sum.html>

- Why health care is more than a business, where more market share may lead to better care?

From the blog post: But this is more than a business strategy. It is a matter of values and mission. You won't find this mission statement written in our formal documents or in any strategic plan. Its strength lies in the fact that it is a deeply held belief.

I never told you this story, but when Gloria Martinez, one of our transporters, won our first [caller-outer-of-the-month award](#), she first graciously accepted the award on behalf of herself and the other transporters. Then, with no coaching or prompting whatsoever, she said that she and her colleagues viewed their job as "trying to provide the kind of care we would want members of our own family to receive."

I know I do not violate confidences when I tell you that this simple statement from Gloria left tears in the eyes of our Board members. That a person who pushes beds and wheelchairs and delivers specimens -- who in another institution might be anonymous and ignored -- could simply and elegantly express the community purpose of our hospital was a very moving moment.

### Blog post: Town Meetings

URL: <http://runningahospital.blogspot.com/2009/03/town-meetings-bidmc.html>

After I sent out my [first budget message](#) and held [town meetings](#) with what must have been 2000 employees, I received about 2700 suggestions and comments in form of direct emails, Facebook messages, and comments on the chat room we had set up. (For context, remember that we have about 6400 full-time equivalent employees and about 800 doctors who work here.)

<http://runningahospital.blogspot.com/2009/04/paul-solman-on-pbs-tells-bidmc-story.html>

**Blog post: Lean Update (Readmissions)**

URL: <http://runningahospital.blogspot.com/2010/04/lean-update-readmissions.html>

*"I offer these as works in progress, with a full admission of current flaws in our processes."*

- Taking on an important problem
- Work in progress
- Acknowledging areas where work can happen
- In the comments: a discussion about whether this is even the right thing to focus on

**Blog post: A Long Day**

URL: <http://runningahospital.blogspot.com/2009/11/long-day.html>

- Behind the scenes

**Blog post: Resident Learn Lean**

<http://runningahospital.blogspot.com/2009/04/residents-learn-lean-too.html>

- Work in progress
- Acknowledging more work to be done
- Live your values: residents are important

**Blog post: Request from Health Care for All**

URL: <http://runningahospital.blogspot.com/2009/08/request-from-health-care-for-all.html>

*I am posting this at the request of our friends at Health Care for All:*

Have you ever had a bad experience in a hospital or other health care setting?

Has someone in your family received poor health care in Massachusetts?

Have you been an advocate for someone or helped them navigate the complex health care system?

If you answered yes to any of these questions, please consider joining the Consumer Health Quality Council, a coalition of consumers who advocate for improving the delivery of health care in Massachusetts.

- Be a resource for the field

- Tie yourself to a larger movement

**Blog post: Caring (guest post from nurse Judi)**

URL: <http://runningahospital.blogspot.com/2010/02/caring.html>

- Living your values

**Blog post: When you mess up, just admit it**

<http://runningahospital.blogspot.com/2007/04/when-you-mess-up-just-admit-it.html>

- A perennial topic: why does my appointment run so far behind?
- OK, we messed up, here's what we say
- Living your values

**Blog post: Judy gave patients her own insulin (Haiti)**

URL: <http://runningahospital.blogspot.com/2010/01/judy-gave-patient-her-own-insulin.html>

- Living your values

**Blog post: Beach Sponges**

URL: <http://runningahospital.blogspot.com/2010/02/beach-sponges.html>

- Keep it personal

How much time do we think it takes?

- 3-4 hours a week, possibly less. (Having said that, I think a good original blog post is about an hour to write, possibly more.)

How much money?

- None. Blogger is free and the Blogger template he's using is free.

What are **some** indicators that this effort may or may not be working?

- Number of comments
- Number of readers
- Number of times a blog post is shared with others or linked to from other places
- Times when blog posts feed stories in newspapers
- (Qualitative) perception of BIDMC among quality improvement leaders
- (Qualitative) perception of BIDMC staff about the openness of management

## POST Rundown: Running A Hospital

People	Objectives	Strategies	Technology
<p>Opinion leaders in health care and health policy (defined as other hospital CEOs, organizations who improve health quality, health services)</p> <p>Where are they online?            “Like” blogs:            The Health Care Blog            Health Care Renewal            DB’s Medical Rants</p>	<p>Proof of leadership: Demonstrate BIDMC’s leadership in quality improvement.</p> <p>Association: Insert BIDMC in a conversation about quality.</p> <p>Transparency: Bring sunlight to hospital management and decision-making.</p>	<p>Communicate major initiatives and in-progress work on quality improvement.</p> <p>Communicate good news and bad news and answer questions to the extent possible.</p> <p>Provide perspectives on national quality issues.</p> <p>Communicate</p>	<p>Blog posts            Tweets            (non-social media)            Media outreach            Public speaking</p>
<p>Employees</p> <p>Where are they online? Hard to know for certain, but Facebook and employee extranet.</p>	<p>Valued: Show that BIDMC values employees and their contributions.</p> <p>Trustworthy: Show that BIDMC will tell them the truth</p> <p>Break down barriers: Hospitals can be really isolating work environments.</p>	<p>Share praise.            Use interactivity to gauge employee sentiment, good or bad.            Be honest.            Share as much externally as possible or legal.</p>	<p>Blog posts            Tweets            Facebook</p>

## Example two: Greater Chicago Food Depository

What is the Food Depository doing on social media platforms?

- Going to where people are: Email, Facebook, YouTube, Twitter
- Creating search-engine-friendly content
- Communicating directly with interested donors and volunteers (not just press releases)
- Documenting their work (you can see them in action)
- Using social media to tie themselves into larger campaigns
- Building incrementally from a base (social media or any Web event is not an overnight success story)

What type of content does the Food Depository produce on/for social media?

- Telling their core story through video and updates
- Collecting stories of event success and sharing them across multiple platforms
- Raising money not only for themselves but for larger initiatives (connects with Idol Gives Back and larger drives)
- Showcasing the things other folks say about them
- Thanking their volunteers by showing their volunteers and staff at work

### Email is the first social network

URL: [http://www.chicagosfoodbank.org/site/MessageViewer?em\\_id=5321.0&autologin=true](http://www.chicagosfoodbank.org/site/MessageViewer?em_id=5321.0&autologin=true)

URL: [http://www.chicagosfoodbank.org/site/MessageViewer?em\\_id=5461.0&autologin=true](http://www.chicagosfoodbank.org/site/MessageViewer?em_id=5461.0&autologin=true)

- For many audiences, e-mail is probably your greatest return on investment
- Go where people are
- Tell your story a piece at a time
- Reinforce your values

### Chicago Food Depository on Facebook

URL: <http://www.facebook.com/fooddepository>

- Go to where your customers are
- Be fun – post photos, upcoming events

### Paula Deen visits the Food Depository

URL: <http://www.facebook.com/fooddepository?v=wall#!/album.php?aid=158149&id=20959731389>

- Share news you'd otherwise put in the paper
- 

## Web site photos: Rescuing food at Taste of Chicago

<http://www.chicagosfoodbank.org/site/PhotoAlbumUser?view=UserPhotoDetail&PhotoID=17314&position=10&AlbumID=5461>

- Taste of Chicago is a large multi-day festival (with lots of wasted food)
  - Work in action
  - Dedication, frugality
- 

### **YouTube Channel**

URL: <http://www.youtube.com/watch?v=kR9ZqZyex5c>

- Local purpose video
- National tie-in video

### **YouTube Biggest Loser Tie-In**

<http://www.youtube.com/watch?v=6Gj7Orax8wY&feature=channel>

### **Food Depository on Twitter**

URL: <http://twitter.com/FoodDepository/status/11765241203>

- Foursquare is a location-based social network. People who check in gain points and badges, and the person who checks in a place the most becomes the “mayor.” People can publish their Foursquare check-ins to Twitter.
- Thank your contributors

How much time do we think it takes?

- Video could take 1-2 hours (core video probably takes a lot longer).
- Tweeting and Facebook updates 1 hour/day spread across the day
- Monitoring all venues: 1-2 hours a day across all platforms (not all at once)
- Photo editing and posting 30-60 minutes

How much money? Not a lot (excepting a video, which was probably produced before).

What are **some** indicators that this effort may or may not be working?

- Number of comments
- Number of readers/viewers/embeds
- Number of volunteers recruited
- Number of attendees at donor events, amount of donations (fraction associated with social web)
- Number of news stories generated by announcements.
- (Qualitative) type of comments that come into social media platforms

## POST Rundown: Food Depository social media activities

People	Objectives	Strategies	Technology
<p>Prospective donors and volunteers</p> <p>Where are they online? Local news and interest sites Facebook YouTube Their own Web site (robust e-mail campaign)</p>	<p>Effective: Prove Food Depository makes a difference and is a cost-effective way to make change</p> <p>Humanity: Show the caring nature of their work and the volunteers that happen</p> <p>Part of a larger movement (community-collaborative): Show that it doesn't work alone, values larger movement, volunteers, community partners</p>	<p>Share core story in multiple formats (audio, video, text)</p> <p>Show photos of key events and fundraisers</p> <p>Use celebrity to shine a spotlight</p> <p>Use video to tie Food Depository into national anti-hunger campaigns</p>	<p>Photos</p> <p>Video</p> <p>Tweets chats</p> <p>Facebook page which feeds photo/video content</p>

## Example three: Red Cross of Southeastern Pennsylvania (Disaster Services)

### What is the Red Cross doing on social media?

- Show that the Red Cross is called into action almost every day
- Show the people (volunteers and staff) are dedicated and make a difference every day
- Show where the money goes and help shape perceptions
- Bring components of their annual report to YouTube
- Tie Red Cross into the national organization
- At the national level, **listen**

### What type of platforms do they use?

- Listen (national HQ)
- Twitter
- YouTube
- Blog
- Facebook

**Blog:** <http://www.redcrossphilly.org/blog.cfm>

<http://twitter.com/RedCross/status/12288088432>

- Acknowledge challenging questions and answer them
- Local provides information about the national

### Twitter: Responding to Fire

<http://twitter.com/RedCrossPhilly/status/12712621666>

- Work in action
- 

### Blog Post:

**LOLcat: Stop, Drop and Roll:** <http://www.redcrossphilly.org/blogviewcomments.cfm?blogid=258>

- Have a sense of humor, show some personality

### Flickr set:

**SAP America assembles fire prevention kits:**

<http://www.flickr.com/photos/redcrossphilly/sets/72157622508934945/>

Thank volunteers

Take people behind the scenes

Show the proactive work (not all reactive)

### **YouTube set: Volunteer orientation**

<http://www.youtube.com/RedCrossPhilly#g/c/F59B93ECFDE8175C>

- Instill values with greater spread
- Share this information outside of volunteer corp.
- Connect local chapter to national movement

### **2009 Year in Review:**

<http://www.youtube.com/watch?v=vUtLxD2McJo&feature=channel>

- Accomplishments
- Core values and process

**Note: Here's the chapter's annual report. Why not cross-promote the two of them together?**

<http://www.redcrossphilly.org/downloads/ARC2009Annual.pdf>

The printed annual report mentions social media activity.

### **One option: The German Marshall Fund**

[http://www.gmfus.org/doc/09%20GMF\\_AR\\_bookmarked2.pdf](http://www.gmfus.org/doc/09%20GMF_AR_bookmarked2.pdf)

### **Listen first**

[http://beth.typepad.com/beths\\_blog/2009/07/red-cross-social-media-strategypolicy-handbook-an-excellent-model.html](http://beth.typepad.com/beths_blog/2009/07/red-cross-social-media-strategypolicy-handbook-an-excellent-model.html)

- American Red Cross has been a leader in setting up "listening posts" and sharing knowledge from listening
- Initial goals: correct misinformation, be aware
- Surprised most messages were positive!
- Nationally, they circulate a daily e-mail (and then hold a daily meeting) on mentions
- NOTE: The presentation on this blog post is a great overview on how American Red Cross advises chapters on social media

### **How much money?**

- Video looks like professional production
- Blogging is 1 hour/post
- Photos are 30-60 minutes per set
- Twitter is probably 20-30 minutes per day at the most

What are **some** indicators that this effort may or may not be working?

- Number of videos shot and number of views
- Number of blog posts produced
- Number of tweets tweeted
- Number of tweets retweeted (especially those related to national issues)
- (Soft number) trace in change of donations or volunteers based on social media effort
- (Soft number) change in number and type of questions local chapters get
- (Soft number) Relative number of people (compared to before) asking hard questions about spending

## POST Rundown: American Red Cross

People	Objectives	Strategies	Technology
<p>Volunteers Donors Skeptics</p> <p>Presuming these folks are on their site (or e-mail) and then directed to social sites</p> <p>Wanna check? Forrester social technology reach: <a href="http://www.forrester.com/Groundswell/profile_tool.html">http://www.forrester.com/Groundswell/profile_tool.html</a></p>	<p>Show Red Cross hard at work</p> <p>Promote disaster preparedness</p> <p>Show that Red Cross uses both money and the time and energy of volunteers wisely</p> <p>Show that Red Cross is not solely reactive, that they are proactive as well</p> <p>Correct misimpressions Support national efforts</p>	<p>Show photos and video of people in action</p> <p>Blog about activities</p> <p>Tweet every time they go out</p>	<p>Blog posts Video Tweets</p>

## **Part 4: What should you be doing now?**

### **Start thinking about your news in social media “bursts” so you can support both online and offline storytelling**

**URL:** <http://www.pitchengine.com/-brocade-and-mcafee-enter-strategic-partnership-to-deliver-comprehensive-network-security-solutions-/47054/>

- Can the gist of your story be tweetable? (140 characters) or retweetable (125 characters)?
- Can you present the basic facts in 3-5 bullet points?
- Can you create short (no more than 3 minute) video with one or more people
- Can a success story be told, start to finish, by the person who succeeded him or herself, in print, in photos, or in video?
- Can data be shared in a JPG of charts or tables? (Even if it's not gorgeous).

### **Making the content on your Web site easier to share**

AddThis: <http://www.addthis.com>

ShareThis: <http://www.sharethis.com>

Tweetmeme and Facebook Sharer:

<http://www.chicagonow.com/blogs/dennis-byrne-barbershop/2010/02/a-couple-of-top-chicago.html>

Priorities should be:

- Facebook
- Twitter
- E-mail
- All the other properties

### **Reinforce, if you can, the media training and non-jargon efforts of your staff**

- In a world of social media, you won't always be communicating for them.

### **Get a sense of the social media usage of your staff/volunteers/team/TARGET AUDIENCES**

Surveys

Talking to people

Forrester social technology tools [http://www.forrester.com/Groundswell/profile\\_tool.html](http://www.forrester.com/Groundswell/profile_tool.html)

No substitute for surveying

### **Talk to your peers who are using social media**

I will help you find peers if you wish.

**Start thinking about location-based data**

URL: <http://foursquare.com/>

### **Extra: What about the time commitment?**

- What you already know: Social media is not really expensive in terms of dollars. More, it's a time commitment, and not one you can hand over to an intern (although they can help).
- How much time is available? (Never enough.)
- Can you start planning your work so that you can integrate social media into your traditional planning? (SM release)
- Can you stop doing something while you pilot these activities?
- See below: is there someone not in communications would might make an effective occasional blogger, photographer, videographer or Tweeter?

### **Extra: Policies and guidance, especially for volunteers**

- Can't control it/train and coach, especially during orientation.
- You want them to talk about their own positive experiences. If they have negative experience, is there someone they can talk to? Please ask them to reach out to you if they see something but they can't respond. Your opportunity to win hearts and minds.
- What are the must-not-dos? (Client confidentiality, private fiscal matters, reviewing applications?)
- "I am an employee/volunteer/whatever, and this is my **personal** opinion."
- Teach and model good behavior and talk about being an ambassador to the brand
- Can you or someone in your org "friend" your volunteers?
- Do you have volunteers or staff who blog about other things? If so, are they interested in blogging about your org?
- Policy resources below

### **Extra: Interaction/Facebook/Volunteers and Donors**

Trade-off between high numbers and high engagement (true of all media, esp. e-mail, FB and Twitter)

- Jay Leno rule
- Know what you're up against: Facebook has historically been a lower-interaction platform than MySpace or Change.org
- Has to be fun and light, and even then may not take off
- Successful community platforms thank their participants. Thank people collectively and individually, whenever you can. (Post photos and "tag" them – spread to their own feeds) (Write notes that thank them – ask first).
- Heartland Alliance: testimonials <http://www.heartlandalliance.org/whatwedo/our-programs/testimonials/steven.html>
- Fundraising – birthday campaigns

### **Extras: Video**

Depending on your needs ...

YouTube: Most watched, not always highest quality, time limited. Better opportunities for being "found." Good embed, good systematic integration if you're up for it. Use the nonprofit program.

Vimeo: Longer video formats, more arty.

DoGooder.tv: See3 has a custom video solution for longer needs

Ustream.tv: Free live video streaming (usually, not always, lower quality)

I know this is extreme, but I would not post a video longer than 5 minutes, and I would try not to post a video more than 2 minutes. Cut up larger segments into playlists.

## **EXTRA part 1: Listening**

### **What Are You Listening For?**

- Discussions containing your organization's name (or abbreviations)
- Your "competitors"
- Names of your leadership team
- Keywords or key issues (possibly with some location limitation)

### **Keeping Track: What is a Feed?**

**URL:** <http://blogsearch.google.com/blogsearch?hl=en&ie=UTF-8&q=deficit+hawks&btnG=Search+Blogs>

- Brings content from other sites to you
- Feeds sometimes identified as RSS, XML or ATOM
- "Subscribe to this feed"

**URL:** <http://www.feedicons.com/>

### **How Do You Keep Track?**

#### **Google Reader in Action**

**URL:** [reader.google.com](http://reader.google.com)

- Read feed items
- Use feed search as a search engine
- Find new feeds to follow

#### **Google Alerts**

**URL:** [alerts.google.com](http://alerts.google.com)

- Establish search
- Choose RSS option (or e-mail)

#### **Google Blog Search**

**URL:** [blogsearch.google.com](http://blogsearch.google.com)

Search for blogs to find.

#### **Twitter Real-Time Search**

<http://search.twitter.com/search?q=curling>

## **Listening 101**

What to add to Google Reader?

- Add searches for your organization or key phrases around your organization using Google Alerts
- Add similar searches in Google Blog Search
- Add 2-3 blogs in your area of interest
- Add a few searches from search.twitter.com
- Add one fun blog or site
- 

## **What If I Hear Something?**

Case-by-case – considered in conjunction with overall plan.

- Deep breath.
- Who is saying it? (Are they a target audience?)
- Who is hearing it? (Are they your target audience?)
- Is it a problem that can be addressed?
- Acknowledging that you've heard something goes a long way.
- You have more responsibility in your own space to acknowledge, discuss and own, unless it's "ugly."

## **Find a way to report out**

- Keep it simple in the beginning
- Keep it qualitative
- Make a decision: how broad to go?

## **This Takes So Much Time!**

- Limit the amount of time you'll spend in a given day or at a given time.
- Give yourself permission to not be perfect, to not catch everything.
- Evaluate every 4-6 weeks
- Communities cross-link to one another frequently. If A, B and C cover issue X and crosslink frequently, pick one to follow
- In social organizations, the goal is many people listening.

## EXTRA part 2: Creating policies for social media

Sample: Mayo Clinic <http://sharing.mayoclinic.org/guidelines/for-mayo-clinic-employees/>

Sample: Hundreds of social media policies: <http://socialmediagovernance.com/policies.php>

You might two or three sets of things:

(Note, I am not a lawyer and this is not legal advice)

- Policies (do this or you're fired)
- Guidelines (here's how to do this well)
- Public terms of use (if your participants do this, we'll block them from the site)

Key things to keep in mind:

- What core purpose or core mission does social media support?
- What are your sensitive issues (related to privacy, confidentiality, etc.)?
- What existing policies cover communications activities?
- Do you have existing procedures for, say, collecting photographs of minors?

What do policies cover (minimum)?

URL: <http://www.dell.com/content/topics/global.aspx/policy/en/policy?c=us&l=en&s=corp&~section=019&redirect=1>

- Dirty words
- Copyright infringement
- Any other legally prohibited activities (violating patient or customer confidentiality, prohibited political activity, etc.)
- What information must be kept confidential
- Honest disclosure of identity: **be yourself and disclose your org. affiliation**

What do guidelines cover?

IBM guidelines (also policies): <http://www.ibm.com/blogs/zz/en/guidelines.html>

- Write what you know
- Write with a cool head
- Engage with people who engage with you

What do terms of use cover?

URL: [http://rwjfblogs.typepad.com/pioneer/2006/08/terms\\_of\\_use.html](http://rwjfblogs.typepad.com/pioneer/2006/08/terms_of_use.html)

- What information will be prohibited and removed (dirty words, spam, libel, etc).
- Copyright and intellectual property (might also be in legal notices)

### **One organization's experiences**

- Wrote policies and guidelines for a pilot
- Expanded policies and guidelines for global activities
- Trained and guided staff (lots of coaching)
- Discussions with senior management