



This presentation was part of a panel on New Media / Social Media
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Social Media

Why Use – Risks – ROI

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President, Cary and Associates

Are You Ready to Jump?



Photo: David Niblack

Social Media

- Why Use Social Media
- Risks and Mitigation
- Return on Investment

Social Media: Why Use It?

- To Meet Goals
- To Engage Customers and Prospects
- To Monitor Competitors

Goals

- Expand into new markets
- Increase sales to existing clients
- Increase customer satisfaction
- Increase number of job applicants
- Etc.

Customers and Prospects

- Find out what social media your customers and prospects use
 - Use their language
 - Participate in the conversation
- Offer “thought leadership”

Customers and Prospects

- Federal agencies
 - www.usgs.gov/socialmedia/
 - twitter.com/tinacary/federal-twitter-accounts/members
- State GIS Coordinators on twitter
 - twitter.com/nsgic/state-gis-coordinators/members

Competitors – Market Intelligence

- What are they saying?
- With whom are they chatting?
- What tools are they using?

Why Use Social Media?

If your **customers** use it
and you have a **goal**
and a way to **measure** progress...
Go for it!

Social Media

- Why Use Social Media
- **Risks and Mitigation**
- Return on Investment

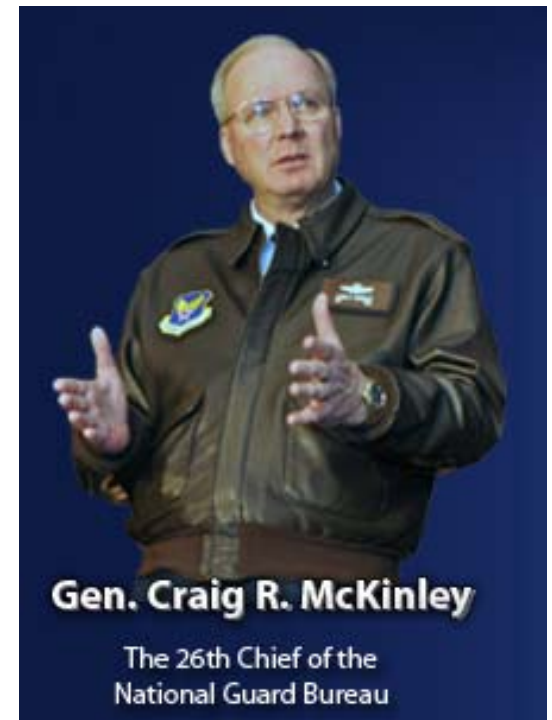
Risks and Mitigation

- IT risks – network security

**“ ‘Figure it out.’
These tools are too
important to lock
away.”**

From “Why I Tweet” in FederalTimes.com

20 Nov 2009



Risks and Mitigation

- Legal risks
 - **FTC 16 C.F.R. Part 255**
 - Transparency is required
 - Mitigate with social media (SM) policy

Social Media Policy

- Key points to include
 - Definition of Social Media
 - Purpose of Policy
 - What Is Encouraged
 - What Is Prohibited
 - Consequences of Violating Policy

Social Media Policy

- Example policies

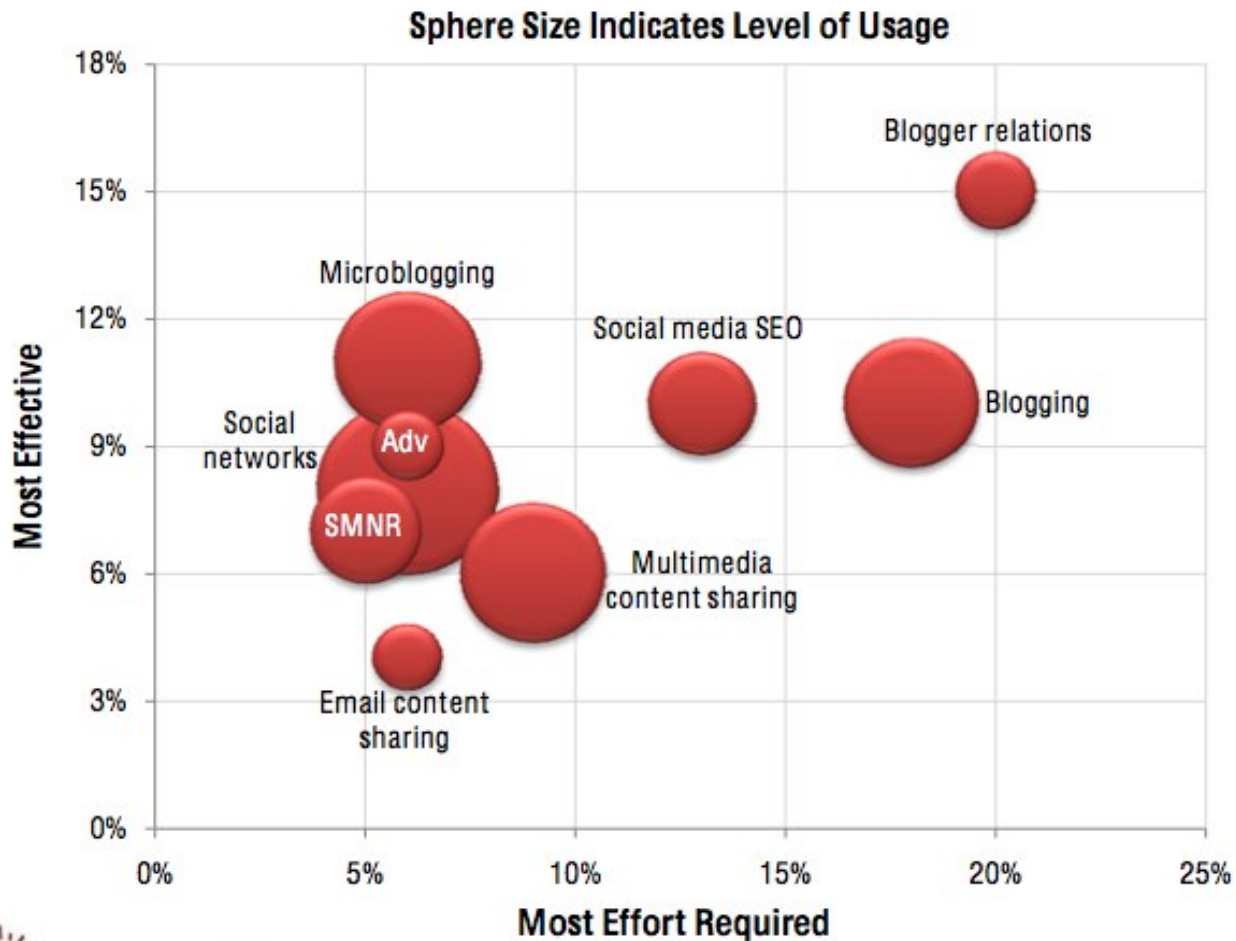
- www.fairfaxcounty.gov/opa/fairfax-county-social-media-policy.pdf
- www.social2b.com/index.php/2009/08/22/a-corporate-social-media-policy-do-you-really-need-one/
- www.saj.usace.army.mil/Documents/JaxDistrictSocialMediaUserGuidelines.pdf

Social Media

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- Risks and Mitigation
- **Return on Investment**

Three Dimensions of Social Marketing Tactics

Comparing the Effectiveness, Effort Required and Usage of Social Marketing Tactics



Social Media ROI

- For different goals and SM tools, different metrics
- Example: Cary and Associates

Social Media ROI Example

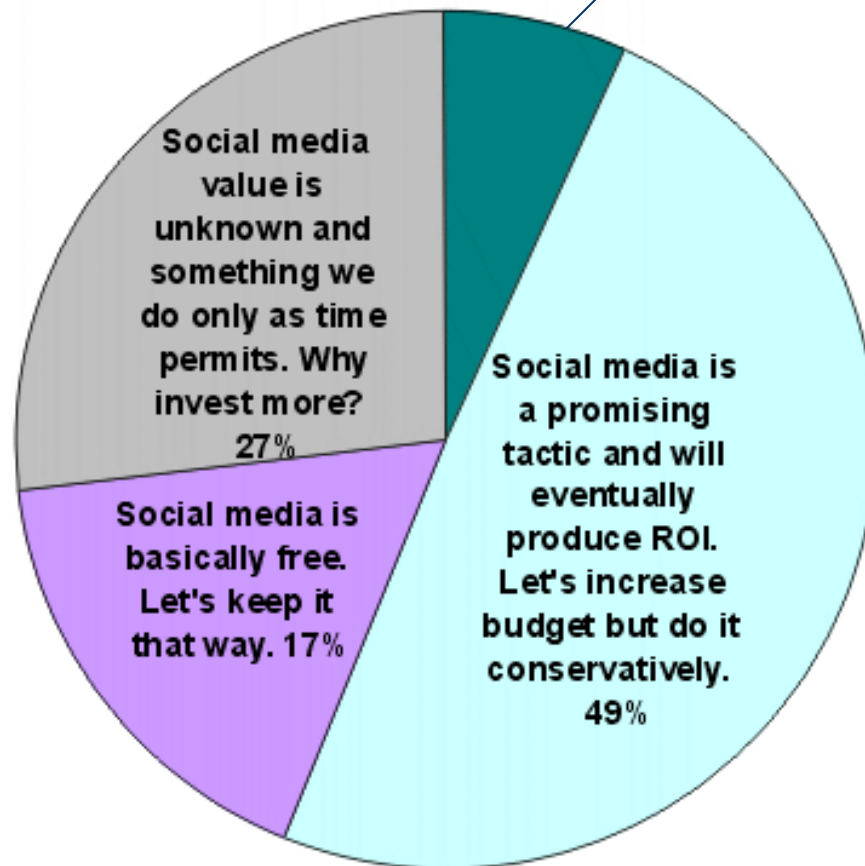
Cary and Associates

- Goals: awareness, web traffic, revenue
- Started twitter end of August, monthly newsletter in October

Social Media ROI Example

- Results
 - Awareness, reach, impact
 - Alexa.com; twittergrader.com
 - Web traffic
 - Number of visitors, length of visits
 - Revenue

How SM Fares at Budget Time



Social media is producing measurable ROI and should be funded liberally for continuous improvement. 7%

MarketingSherpa © 2010
Source / Methodology:
MarketingSherpa Social Media
Marketing Benchmark Survey /
Fielded Nov 2009, N=2,317
www.caryandassociates.com

Social Media: You're Not Alone



Photo: David Niblack



www.twitter.com/mappsorg

www.twitter.com/tinacary

<http://www.linkedin.com/in/tinacary>