



The Evolution of Community and Social Media Management

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#LiNCLocal

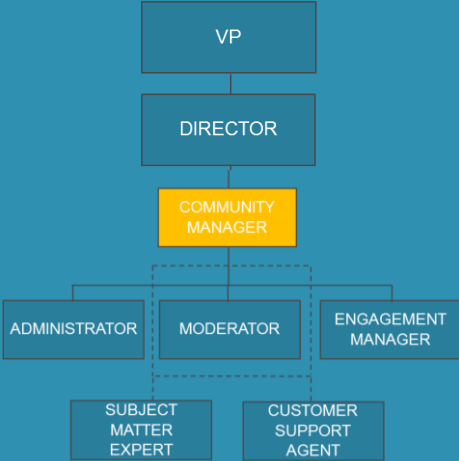
Lithium

EVOLUTION OF COMMUNITY MANAGEMENT

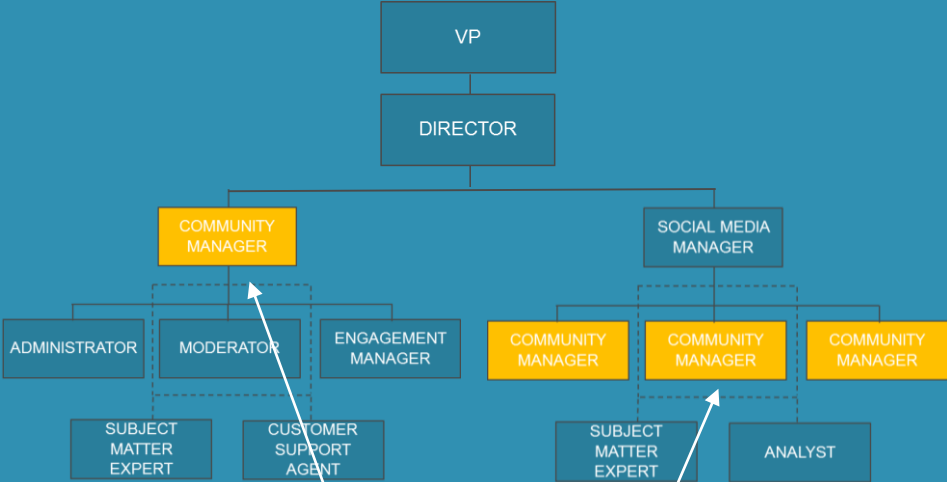
1995-2005



2000-2010



2010-2020



SAME NAME - BUT DIFFERENT JOBS

RESPONSIBILITIES OF A COMMUNITY MANAGER

OPERATIONAL

- 1 Design and configure the proper community structure
- 2 Select appropriate interaction styles and features
- 3 Define community roles and responsibilities
- 4 Develop marketing plans to increase usage and membership
- 5 Create a comprehensive set of community guidelines and policies
- 6 Direct and manage moderators
- 7 Plan for PR crises and other customer issues
- 8 Manage off-domain activity
- 9 Develop a communication plan for community members

TACTICAL

- 10 Identify and manage your most active community members
- 11 Manage functional touch points within your organization
- 12 Plan and execute community activities to support business events
- 13 Plan and execute community events
- 14 Create and manage your community plan
- 15 Expand community
- 16 Develop a measurement program and deliver regular reports to stakeholders
- 17 Coordinate with your platform vendor
- 18 Conduct periodic evaluations and competitive analysis

MANAGING THE SOCIAL WEB BEGAN WITH MONITORING

Social conversations about brands, products and services demanded attention, primarily from PR and Marketing

Listening and monitoring

Spotting influencers

Tracking reputation

Campaign management

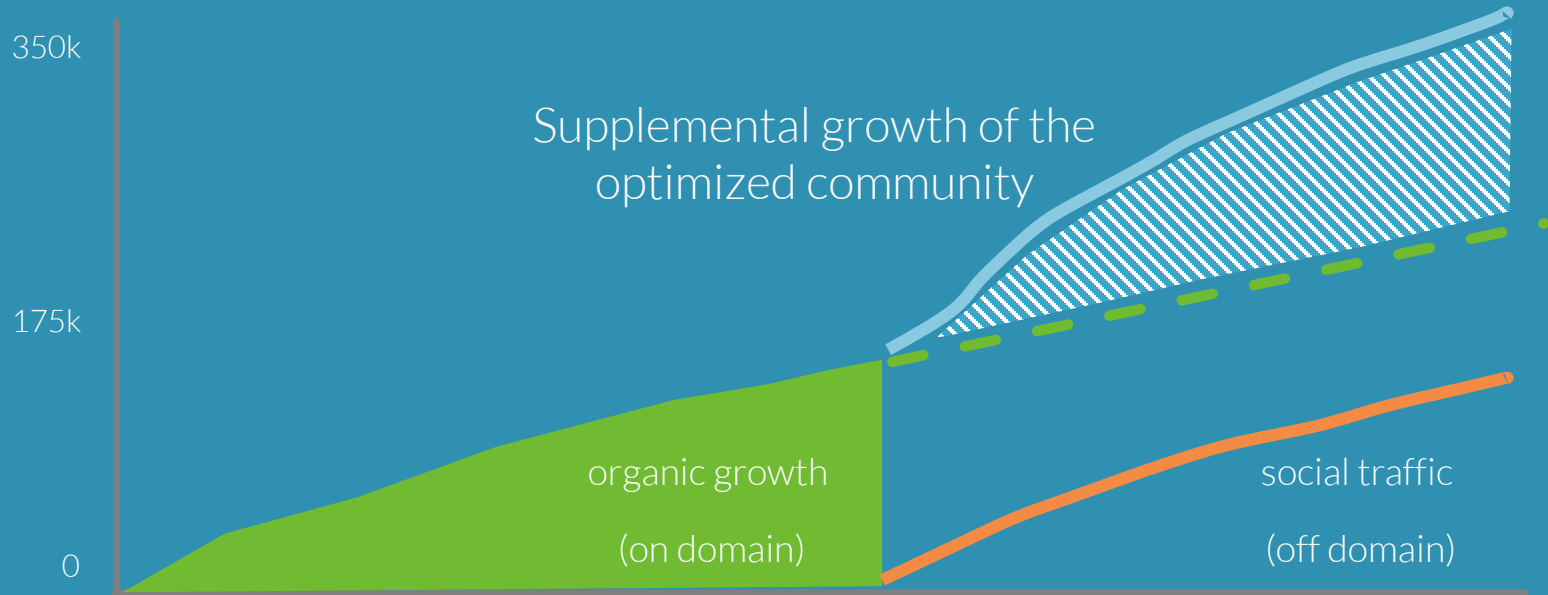
Customer feedback

BUT NOW COVERS THE ENTIRE ORGANIZATION

Social conversations about brands, products, services, sales, new ideas, company policies...increasingly, integration of technology across the organization is the key business challenge.

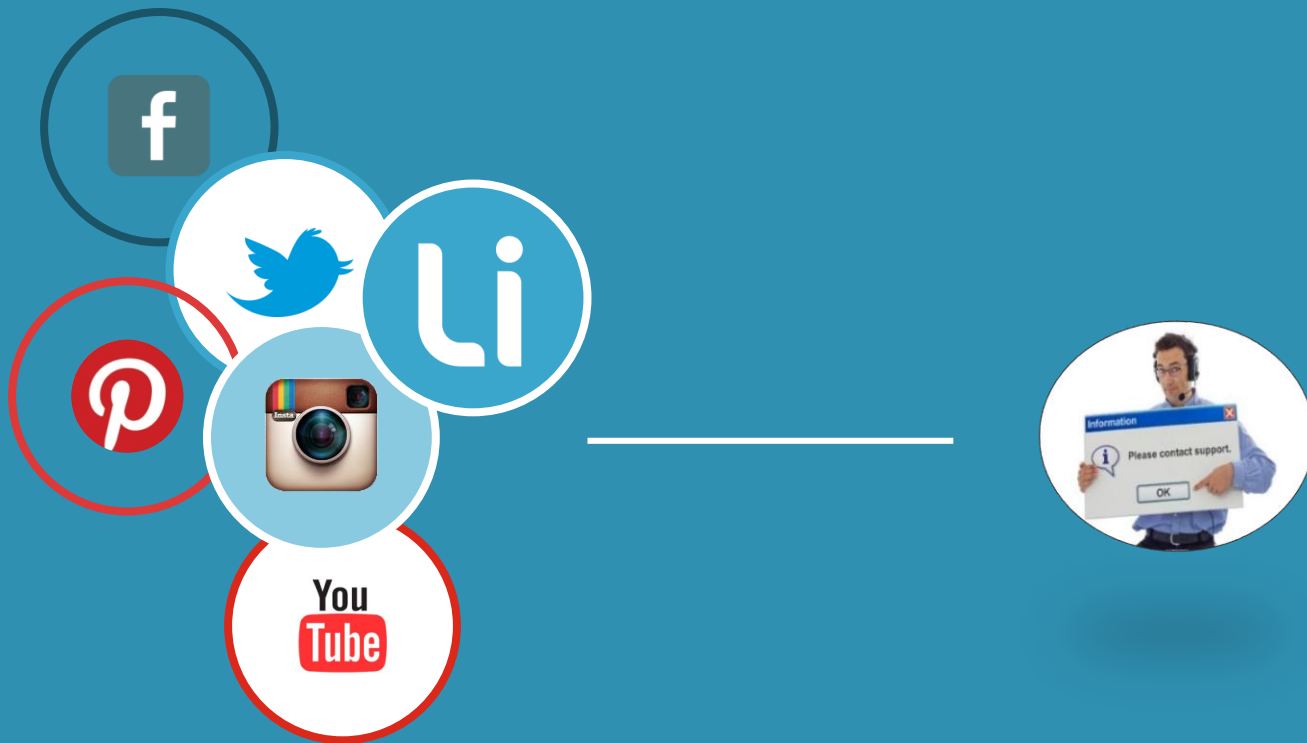


AGENTS CAN HELP GROW YOUR COMMUNITY

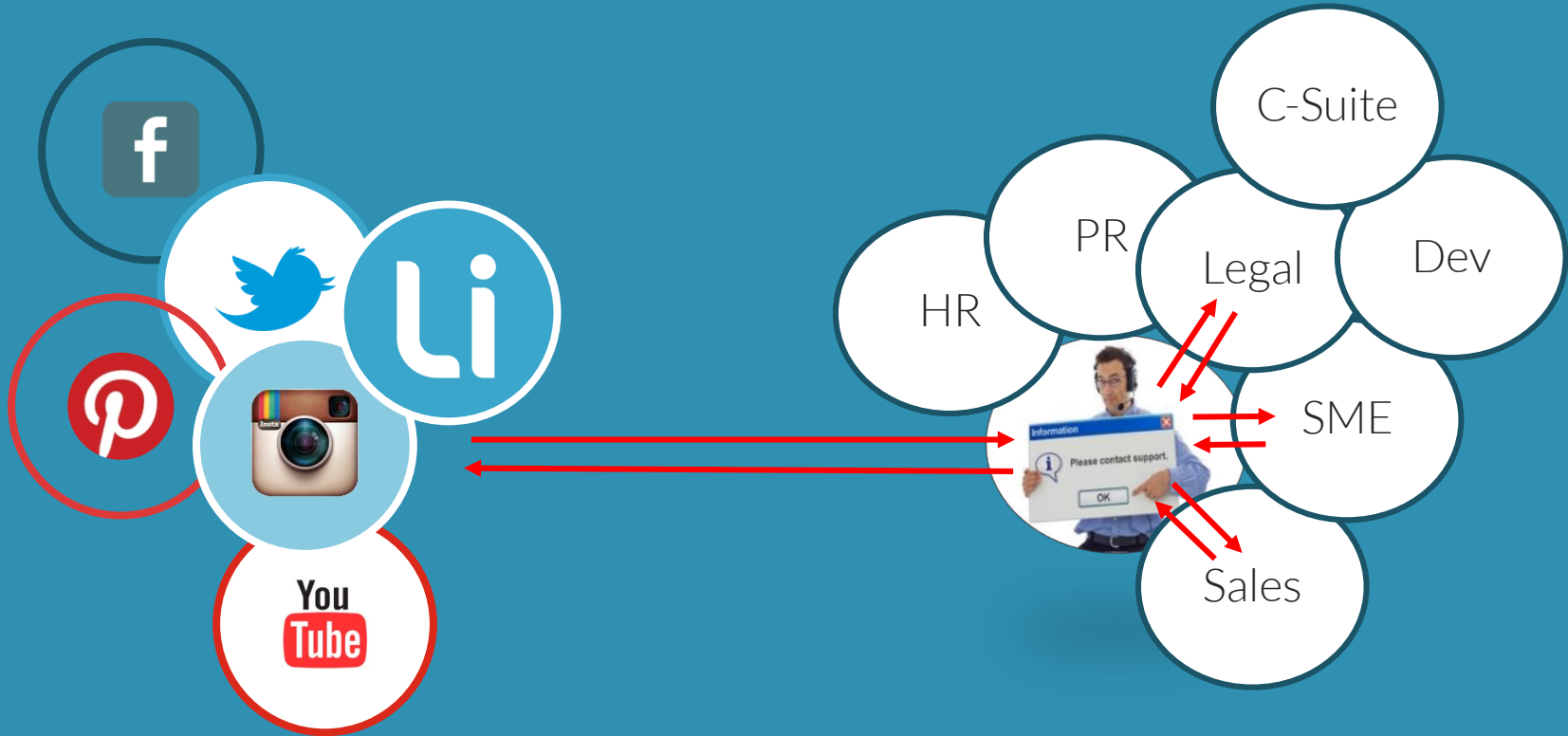


Building on existing organic growth, agent referrals into the community can contribute as well.

PROVIDED OF COURSE THEY CAN DO THEIR JOB!



CONNECTED TO EXPERTS, THE FRONT LINE SCALES



YOU ARE PART OF AN EVOLVING ECOSYSTEM

print

TV

Social networks were key engagement tools.

radio

Social networks became reach and acquisition tools.

Owned media sees the engagement void.

online display

Span the gap with publishing and social engagement combined with community experiences that you own and control

search

.COM

owned media

engagement strategy

reach strategy

Source: Forrester. "Interactive Brand Ecosystem", Nate Elliott, 2011 >

MANAGING IT SUCCESSFULLY REQUIRES A BROAD SKILLSET

