

Editors' Association of Canada Social Media Task Force

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Operational plan for the Association's future involvement with social media networks (FOR REVIEW)

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## **Executive Summary**

This document looks at social media networks and how EAC staff, members, volunteers and their peers can play a part in the association's presence and profile among these networks.

It has been said that the majority of EAC members do not use social media. Whether or not many want to is one question, but more importantly there is a case to be made that we need to. This operational plan looks at the steps involved, how to take them and what will be achieved.

The EAC already has a thriving social media community via the LinkedIn network. Twitter has continued to grow in popularity with EAC members since the 2011 conference and is expected to be a driving force in the campaign for the 2012 conference.

Ultimately the association will get broader exposure by reaching the people that want to reach it. There is a considerable social media community of writers, editors, publishers and associated talent that works with professional communications and could use the services that EAC members provide. During the 2011 conference there were nearly 300 such people, non EAC members, following the conference tweets.

These networks can enable the EAC to reach out to those who are not in the editing profession and in turn enable them to reach for an editor when they need one.

The experience with social media networking over the 2011 conference marketing campaign pointed at the need for further investigation and analysis of a framework for the EAC's social media presence.

By using the association's successful LinkedIn group and the expanding Twitter, Facebook, Flickr and YouTube audience—with a degree of uniformity and parallelism—it is the belief of this task force that the EAC will be well placed for a of future with social media networks and that these networks will be a defining element in a digital engagement strategy.

## **Introduction**

### **EAC's social media involvement**

The EAC has a reasonable presence on social media networks that has been primarily driven by individual members.

There are EAC chapters in each province and three of them have Twitter accounts. There is also a national Twitter account and more recently, French and English 2011 conference accounts.

There are LinkedIn groups, Facebook pages and a YouTube Channel.

These networks show varying activity, relevance and usefulness at different times.

The EAC has been going for 30 years and is a tremendous network of editors.

From the association's website [http://www.editors.ca/about\\_EAC/index.html](http://www.editors.ca/about_EAC/index.html): "EAC sponsors professional development seminars, promotes and maintains high standards of editing and publishing in Canada, establishes guidelines to help editors secure fair pay and good working conditions, helps both in-house and freelance editors to network, and cooperates with other publishing associations in areas of common concern."

The above statement is just as core to a social media presence as any other EAC presence. The reverse is also true: A social media presence that effectively demonstrates these values will be core to the EAC's longevity.

### **Further social media engagement is a positive step**

The EAC is an established community that can not only offer services via social media networks and promote its brand, but also considerably enrich existing communities of writers, editors and communicators.

As an ambassador of professional language development and usage, the EAC could benefit from a parallel and consistent approach to social media amongst its various chapters and online outlets.

The public will benefit. Anyone who is looking to the EAC for guidance regarding professional development in communications, as many currently do for writing and editing, would also be able to observe the association's conduct in the online social media environment.

### **A note of Thanks**

Thank you to the task force members, the NEC, the EAC and everyone who participated. Thank you to Clevers Media and its marketing consultants Clare Coughlan and Trevor Battye for their insightful direction and advice.

## **Lessons from the 2011 Conference**

### **Social media networks**

Over a period of nine months using Twitter, LinkedIn, Facebook and YouTube to increase awareness of the EAC 2011 Vancouver National Conference, it was concluded that further involvement with social media would benefit the association.

The strategy for the conference was built around three objectives.

- a) Promote professional editing as key in producing effective communication
- b) Also promote EAC seminars, membership and certification

c) Support existing EAC members and the associated community with links to useful resources, information and services

The people we were speaking with over the social media networks were primarily writers, editors or communicators and most were not EAC members. Many were participating in conversations about the conference and related topics and each was seen as a potential member. There was a secondary audience that developed over time and included designers, photographers, videographers and others contributors to the publishing process. A third audience was made up of “locals”: restaurants, printshops, design companies, car rental outlets, hotels and other amenities with a social media presence.

The majority of this interaction was done with Twitter. The Twitter charter outline (Appendix B) looks at how to use this medium.

## **Summary and conclusions**

The Twitter campaign for the Vancouver 2011 National Conference raised the level of awareness of the EAC by successfully carrying out each of the three objectives listed above. After the campaign it appeared clear that a purposeful approach to other social media networks would engage many more people.

These conclusions were asserted around social media engagement after the conference:

- i. A cohesive approach is needed
- ii. Communication of EAC’s values needs to be clearer
- iii. Further engagement with social media would benefit the EAC

## **The EAC and Social Media**

### **Analytics**

The free analytical tools Klout, Twazzup, Twitalyzer, Tweeteffect and others can provide an array of data around Twitter. The results they present are most useful if viewed over time and should be monitored and included regularly in related reports.

Facebook, YouTube, LinkedIn and other social networks have some analytics built in that also warrant attention.

### **Content curation**

Organizing, managing and distributing media will facilitate its timely publication.

“Content curators”

- Sifts and selects appropriate material

- Documents everything clearly
- Delivers the media accordingly

Volunteers could be assigned responsibilities around these tasks and thereby make available material to the public via social media networks, the EAC website and any associated blogs and online outlets.

## **Optimal social media networks**

The social media networks that the association is currently engaged with are Facebook, Twitter, LinkedIn, Flickr and YouTube. These networks are also currently seen as being the most relevant for the association, its members and the wider community. Via these networks an individual or organization can maintain visibility, ensure consistent messaging and offer their wares.

### **The National EAC Presence**

Facebook Page:

<http://on.fb.me/pBsBY9>

The EAC Facebook page has 275 “likes.” This means that it appears on 275 peoples’ Facebook pages, to all of their Facebook friends, as being a page they like.

Twitter Account:

<http://bit.ly/pthT9N>

The EAC’s @eac\_acr Twitter account is being followed, or “watched,” by 300 other people or organizations.

LinkedIn Group:

<http://linkd.in/oqIM96>

The LinkedIn presence remains the strongest of all the social networks. There are over 800 members of the EAC’s LinkedIn group and it showcases regular and vibrant conversation.

Flickr Page:

<http://bit.ly/okO5wg>

Many EAC members use Flickr and publish EAC related photos. The EAC’s Flickr page is slated for use by the 2012 conference committee.

YouTube Channel:

<http://bit.ly/oj4CHE>

Recently created to stream clips about the EAC created by EAC volunteers. It will feature interviews, conference highlights and branch meeting presentations. In the future the subject matter could be expanded to cover any writing or editing subject provided it is still produced by EAC members. All clips should be created with one or more of the following in mind: Humour, information and entertainment.

## **Tools of engagement**

Much social media networking is facilitated by the web browser you use:

[www.Facebook.com](http://www.Facebook.com), [www.Twitter.com](http://www.Twitter.com), [www.YouTube.com](http://www.YouTube.com) and so on.

This is changing and there are now programs, applications and websites that can manage multiple social media networks through a single interface.

HootSuite ([www.HootSuite.com](http://www.HootSuite.com)) is a “Social Media Dashboard” that you log into via the website. It then allows you access to your Facebook page, LinkedIn profile and Twitter account at the same time.

TweetDeck ([www.TweetDeck.com](http://www.TweetDeck.com)) is an application you install on your computer. It allows users to separate the screen into columns and show different tweets according to different criteria, say one column for friends’ tweets, another for publishers’ tweets and another for tweets about the Canucks etc.

These two examples (and others) share many similar features and either will ultimately speed up your productivity and effectiveness when using social media networks.

N.B.: These tools do not have to be used in isolation. Some use Twitter.com to keep track of new followers, HootSuite to manage their Twitter messaging and then TweetDeck to organize the information.

## **Dealing with spam**

HootSuite, TweetDeck and Twitter.com also have facilities for reporting spam and blocking users from access to your account—i.e. preventing them from posting anything onto your page in the future.

## **Conclusion**

It is the assessment of the social media task force that the following recommendations should be implemented sooner rather than later and enable the EAC to position itself in the continually growing social media markets that are unfolding.



## Recommendations for Today

### Capitalize on LinkedIn

With over 800 members (many actively participate), new discussions almost daily and professional networking opportunities across a range of relevant fields, the EAC LinkedIn group (<http://linkd.in/sT1WCh>) is the association's most visible social media presence.

#### Recommendations around LinkedIn

- Make the group “public”
  - This will immediately increase the EAC's visibility and make the association easier to find via the Web and social media
- Use LinkedIn to recognize volunteers
  - The EAC manager in charge of the relevant volunteer program can create a weekly or monthly post, highlighting one EAC Member volunteer per post
  - Posts are intended to be relatively short (50–150 words)
  - Links to these LinkedIn recommendations can be posted to Twitter and Facebook, driving traffic to the EAC group

### Create the role of Content Curator

Please see Appendix A for the role outline

#### Recommendations around this role

Duration and commitment:

- Six months to a year
- At least one per committee
- Possibly more than one per committee
  - An extra content curator or two maybe needed with larger committees, particularly if there are sub-committees
  - Roles may be more specific: One being responsible exclusively for Flickr say and another just for YouTube content and so on
- Appointed by committee chairs
- Have them in place two weeks after this report

- Communications Manager (Michelle Ou) to monitor initially

Committee heads need to assign a committee member the role of content curator.

Each committee is to start cataloguing available media. This may be pictures in print or digitally stored on a computer. Any video clips also need to be sorted.

All of this then needs to be made available to the communications manager (Michelle Ou).

## **Create a Twitter charter**

### **Twitter charter outline**

Please see Appendix B for suggested chapters. It is intended to apply to anyone representing the EAC in an official capacity.

### **Recommendations around this Twitter charter**

This charter is written for EAC members to inform Twitter usage around representing the EAC when interacting on social media networks.

- Have it in place in one month
- Write charters for Facebook, LinkedIn, Flickr and YouTube
- Quality comes before quantity—a mistake can spread quickly via social media

## **Monitor what's being said**

“Conversations” begin when someone replies or “comments” on something that has been said. Online this can happen on Facebook, LinkedIn, YouTube, most websites and of course blogs and micro-blogs like Twitter. This will likely be of most relevance to the content curators, but the guidelines should be observed whenever posting (or responding) on behalf of the EAC.

### **Recommendations around monitoring conversations**

- The conversations to watch are the ones you start
  - If you publish a tweet, write a Facebook post or comment on LinkedIn, you must pay attention to what else might be said in response
  - Ensure that your account preferences are set up to email you with an alert when a comment or response is made and check regularly “manually” also
  - Respond appropriately and in a timely fashion—appropriately is more important than timely, but don't dawdle
- The conversations that you don't start

- Log into each social media network once a day and use the search function for the following terms and respond appropriately to the conversations that need to be addressed:
  - Editors' Association of Canada and Editors' Association
  - Editor's Association of Canada and Editor's Association
  - Editors Association of Canada and Editors Association
  - EAC conference, EAC 2011 and EAC 2012
  - EAC member, EAC volunteer and EAC editor
  - EAC certification, EAC seminar and EAC professional development
- Use other appropriate and context relevant search phrases as needed:
  - EAC reception, EAC Christmas party and so on
- Consult with a colleague
  - If at all unsure about the best response then contact a fellow EAC content curator or the EAC communications manager to confer—but do it quickly

## **Recommendations for tomorrow**

Create a new and official (remake existing ones) EAC presence on each social media network.

Assign a volunteer to manage each network initially and have them:

- Meet once a month
- Work with committee content curators
- Publish a report quarterly

## **Recommendations for the future**

Multiple mentions of the EAC on multiple networks need to be encouraged among staff, members and volunteers: Including a reference to the association in their bios whenever possible and tweeting, posting on Facebook or otherwise conversing about the EAC across social media networks of their own. Ideally, when an event comes round—the committee responsible would market the event through their own social media presences—and not create event specific social media accounts, thereby detracting from the national EAC presence and brand.

## Appendix

### A. Role of Content Curator

**Position:** Content Curator

**Organization:** Editors' Association of Canada (EAC)

**Type:** Volunteer, part-time (6–8 hours per week)

**Location:** online

The Content Curator will help the EAC engage current and potential members online through social media. Applicants should have excellent communication skills and demonstrated professional interest in writing, editing, publishing and social media. Practical experience in any or all of those fields is an asset. Experience with audio and video editing is also desirable.

Duties of the position include:

- Recording external events and EAC meetings
- Interviewing people of interest to the association
- Blogging about their own experiences with the EAC
- Monitoring social media networks

The Content Curator is expected to create at least one blog post per week and at least two videos per month. On top of monitoring everything that is posted online, the Content Curator will also monitor other conversations relevant to the EAC across multiple social media networks. They are expected to produce a quarterly report of activities and results, showing how activities have increased online engagement with the EAC. Creativity in the reports is encouraged—we don't want creativity with the facts, but we do like them to be presented in novel and engaging ways.

The successful applicant will be expected to dedicate at least eight hours per week to the role. The position is great for those looking to build their portfolios and professional networks, as well as their experience with social media.

### B. Twitter Charter

This charter is written for EAC members representing the EAC.

#### Introduction

How to sign up and send a tweet/RT/DM with Twitter.com: <http://bit.ly/vh7kNb>

Current EAC Twitter accounts include @eac\_acr, @eacconference, @congresdelacr, @editorsbc and @eactoronto.

The background to any tweeting essentially comes from promoting professional editorial standards via the EAC.

### **What to tweet about**

The core subject matter for many tweets will be about EAC meetings and events at the local and national level with the addition of relevant writing, editing and publishing news to round out the conversation.

### **Day-to-day today tweeting**

- RT EAC related tweets
- Create/use hashtags
  - An example of this would be the 2012 conference tag “#EAC2012”. This expression can be included in the tweets that are relevant to the conference and thereby allow people to better search for conference information and sort related tweets.
- Fun, entertaining and humorous tweets
  - During the 2012 conference there were tweets coming out of conference sessions such as, “Dangling modifier: Having been spayed, I felt much better about my cat” by Pamela Findling. And “Let’s eat Grandpa! Vs Let’s eat, Grandpa!” which ended up on the CTV Canada AM Twitter feed.
- DM new followers
  - Send a quick “Direct Message” to new followers that are relevant to the community. Doing this means you don’t clog up everybody’s Twitter feed with tweets that are irrelevant to them.

### **How to tweet**

- Starting conversations
  - Any conversation you start (i.e. You sent a tweet that other people continued to RT or talk about) must be related to writing, editing, publishing or communications.
- Joining conversations
  - RT, reply and converse with others as this builds community— concentrate on people in writing, editing, publishing or communications’ roles. Try to join conversations that are going on mainly around writing and editing. Say someone starts tweeting about a birthday present for someone ... you might reply with a tweet about a

favourite book: "I read this one lately ... it would make a great present ...  
[www.Linktoreview.com](http://www.Linktoreview.com)."

### **What makes a good tweet**

Get to know your audience.

- If they are following you:
  - If you've never actually met and know very little about them: Go to their public Twitter profile and get a sense of their areas of interest. Now compose a better and more relevant tweet.
- Say you are following this person:
  - If they are not following you, you can't DM them: Whatever you say in your tweet-reply needs to be creative/useful/funny/etc. enough to make them notice you and then click follow in return.
- If you're following each other:
  - By this time, you ought to be able to gauge the appropriate tone and voice for the conversation, but maintain a consistent reflection of the EAC brand.

### **Being clearly understood**

- Appropriate language
  - Be as clear and concise as possible without breaking obvious language and grammar rules.
  - Abbreviations, acronyms and shortened words (in the traditional sense) are to be encouraged, but no clarity must be lost.
  - Texting-language (ROFL, BRB, OTP, LOL etc.) should be kept to a minimum as confusion easily arises.
- Be polite
  - RT those that tweet about you.
  - "Retweeting" means that you publish the exact tweet again, resulting in it being read by a wider audience—you can "reply" also, allowing you to compose a new tweet that appears on the original tweeter's page for their followers to see.
  - RTing is also a great way to get new followers, as users are notified whenever another user RT their tweet.

- Frequent “Follow” tweets.
- This is a way of giving multiple people exposure to your followers by simply listing a string of Twitter names and adding one or two hashtags: “#EAC12 @UniBulBlog @Boldtcom @WENAlerts @SouthGranville @Canucks @AuntLeahs @JoelMarkHarris @bookmark\_terry @eacconference @arianecdesign.”
- Don’t overdo it.
- Use the “Direct Message” facility: This sends a private tweet to just one person and allows you say thank you, offer help and advice etc. without publishing it to \*all\* your followers (and the world) at the same time.
- Cross-pollination.
- Regularly link/send people to all the EAC social media networks, the website and any other relevant sources. Try to publish these tweets as relevant conversations are going on. One example would be reading a followers tweet about needing an editor and then replying with a tweet that links them (and anyone else who reads it) to the EAC’s online directory.