



INTERNATIONAL FLOORBALL FEDERATION (IFF)

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Appendix 26

IFF Social Media plan

SOME in short:

- Basic rule: We can't expect that all people we want to reach find us. Therefore we also need to be present where they are.
- IFF aims to have SOME presence in various channels
- Versatile content
 - own content
 - shared content
 - interaction
 - photos
 - videos
 - links
- A strong social network presence is becoming a must for survival
- Today's digital landscape offers so many channels to reaching people. IFF uses most of the popular networking sites, such as Facebook, Twitter, Instagram, Flickr, YouTube, website Blog.
 - Requires regular following of networks, community management, content creating, social messaging, administering, answering questions and planning etc.
- Social media a way to bring out the fun and interactive side of an organisation
- The actions of the organisation become open and interactive
- People comment and participate – wanted or not
- Everyone within the organisation to communicate/participate
- Social media is a conscious effort for an organisation
 - New work area, new/more resources
- The social media participation and follow up needs to be properly resourced
- Due to the lack of resources the IFF FB/Twitter accounts are connected (but YouTube & FB Photos are no longer connected)

Basic SOME Guidelines

- Follow interesting people, organisations etc. on for example Twitter & Facebook
- @ - sign indicates a user, like @IFF_Floorball
- # - sign indicates a hashtag, a trend, a collecting umbrella.
 - All Tweets & IFF FB posts #floorball will show on the IFF front page Twitter box (not FB photos with text).
 - Additional post specific & fun # can be added
 - IFF Events have own # + encourage to use #floorball as well
 - When mentioning a certain event organisation etc. the event/organisation can be mentioned in the post/tweet, search with @



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- Share those links and updates that are interesting for IFF fans
- Post/share topics that you think will engage people
- More popular posts reach more people
- If a fan hasn't been engaged in IFF FB posts for a while, the IFF FB feed won't show on their news feed.
- Paid FB adds increase FB likes (genuine?, real fans will stay, timing of add (Events))
- Continuous schooling is needed
- Social media landscape is continuously changing, which creates challenges
- Organisation-wide Participation
 - Social media should not be a one man show, updates/photos from all sectors are needed to create versatile content.

The Golden Rules of Social Marketing (Marketo)

1. Don't take yourself too seriously.
2. Inbound is not enough.
 - Needs to be combined with outbound marketing. Never underestimate what a bit of paid promotion can do.
3. Must have good content
 - Without well-produced, engaging content, any and all tactics will most likely fail.
4. Needs a strong call to action.
 - The tried-and-true, strong call to action is just as important in social media as it is anywhere else.
5. Add value.
 - At the end of the day, bringing some sort of value to the people is essential.
6. Never forget that social is a two-way street.
 - No one likes being talked at. Broadcast the message, but keep the lines of communication open in both directions. When contacted, respond quickly and sincerely. Be sure to mix up your messaging and use a combination of content and offers.
7. Peer-to-peer sharing is the best way to get your message heard.

Content creation

A mix of content is needed to be shared on social channels. Creating a variety of content types to share on social media channels makes the audience stay engaged. There are many purposes for creating content, and although the main goal is building your "brand", also want to make sure you integrate fun, shareable pieces.



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Visual content

Content is more than words telling a story. People have less time to read the words, even when they tell a well-crafted story that can be useful. We're in a state of information overflow, and many are looking for a way to dig out. Simultaneously, we have learned to digest information faster – sometimes even at a glance.

The headline of an article is commonly used to make this decision, but how to rely on more than a headline to get the point across? The answer is visual content marketing and it should be a key piece of your social marketing content strategy. Visual content marketing is the utilization of images to engage people. This can include infographics, images, charts and graphs, memes, comics, photos, and videos.

Content Marketing tips

Generating compelling searchable content that people want to consume can help drive traffic to the website, attract and retain a dedicated following, and greatly increase brand awareness. In order to produce quality content a good source of raw material is needed.

- Follow experts
- Make every employee a content creator
- Visualize
- Test and evaluate

Social Media Channels and Tactics

- Channels
 - Social Networks
 - Facebook
 - Twitter
 - LinkedIn
 - Google+
 - YouTube
 - Presentation and Document Sharing
 - Photo and Image Sharing
 - Q&A Sites
 - Influence tracking sites
- Tactics
 - Blogging
 - Commenting
 - Bookmarking
 - Podcasting



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Facebook

There are more than 800 million people using Facebook every day.

Facebook Key Metrics

- Likes
- Posts
- People are talking about this
- Engagement rate

EdgeRank

The content you create and share is your “make-or-break” component on Facebook. To get the most out of your Facebook page and presence, posts’ appearing on fans’ newsfeeds is essential. This is where EdgeRank becomes important. EdgeRank is Facebook’s algorithm that personalizes users’ newsfeeds and inserts posts it thinks will interest them. In very simplified terms, if users (or their friends) are interacting with the company/brand on a fairly frequent basis, the company show up; if not, it gets dropped.

Engagement

Determined by dividing total “Likes” and comments by total number of fans (Likes + Comments/Total #of Fans). That’s why posts need to be engaging and spark a reaction. A high engagement rate helps to build EdgeRank and gets more visibility

“People are talking about this” rating

Basically the “buzz” metric. It measures who’s talking about posts on their pages and can be found in the Facebook insights.

Twitter

Twitter has over 500 million registered users and is one of the 10 most popular sites on the Internet.

Twitter Key Metrics

- Followers
- Mentions
- Retweets
- Retweet/reply reach
- Number of lists
- Social Capital – influence of twitter followers

Twitter handle is short, as you only have 140 characters to complete your post. Having a short Twitter handle will help followers when they re-tweet.



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- Always use a URL shortener like Bit.ly. You only have 140 characters, so make it count!
- The symbol # on Twitter is known as a hashtag. These tags are used to affiliate a tweet with a certain topic and can be useful. Own hashtags to try and promote a viral following for a specific topic or campaign.
- Twitter followers and influencers can be engaged by including an @ mention in tweets. An easy format to follow is tweeting with a link to relevant content and then including the @ mention at the end of the tweet.
- Twitter can be used during events and to promote things like contests. Twitter followers can be engaged by creating a contest that asks followers to contribute in some way.
- Twitter feed should to be a mix of Tweets you've created, as well as replies and retweets.

YouTube

Video is now an essential part of any successful social marketing and lead generation strategy. When optimizing this channel for lead gen the first step is to create videos that both entertain and educate.

YouTube Key Metrics

- Referrals
- Views of videos
- Pages ranking on key terms
- Subscribers
- Shares

Optimize channel

The channel description should include a keyword rich description since this section represents the meta data that is searched by Google. Each section of the profile is a chance to add in your business' most important keywords.

Optimize individual videos

Video description should be short and include targeted keywords. The tagging feature is the way that YouTube determines the relevance of the asset and groups similar videos together. 5-7 tags are optimal and will ensure the video is associated with other videos that use the same tags so they can appear as a "related video" when users are viewing other videos.

Encourage comments

When a video receives higher ratings and more comments, YouTube sees these as indications of higher quality, more relevant videos. The goal should be to generate as many 'thumbs up' ratings and comments as possible.



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Publish online videos on your website

With sites such as YouTube, videos can be added easily to websites by using the links and embed code that YouTube provides.

Instagram

Instagram is a photo sharing app having more than 27 million users. Instagram has a very active user base. Instagram can be used for capturing event photos and leveraged to run contests.

Photo and Image Sharing Key Metrics

- Referrals from photo sharing sites
- Views of photos on social sites
- Subscribers to your photoprofile or pages
- Page rankings on key terms from photo sharing sites

The 4 stages of Instagram

1. Curate:

- What does the target audience want to see?
- How to get them to engage with the photos?
- What will get them talking about?

2. Snap:

- Make it exclusive: Post images that can only be seen on Instagram.
- Make it visually engaging: Instagram users are savvy, creative, and know a lackluster photo when they see one. Don't post a photo unless it has aesthetic appeal.
- Make it personal: Post photos of employees at work to give viewers and potential customers' personal insight into the inner workings of your company. Viewers want to feel like they are part of something, and this inside glimpse works wonders.

3. Hashtag: The Instagram hashtag is a powerful feature to engage viewers. Hashtags act as keywords providing a way for people to find photos through a simple search. Hashtags are especially useful as you seek to establish your "brand" and get more followers. Implement hashtags that are unique as well as hashtags that are popular keywords. And remember to use hashtags on all of your posts.

4. Engage:

- Events: Post photos of events you host
- Geolocation: Use the geolocation feature to provide yet another point of engagement with your viewers
- Gamification: Hold a contest. Have viewers submit photos, provide captions, or solve puzzles about photos



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Blogs

Blogs play a key role. Many of your most qualified leads – whether you've identified them or not – are readers of your blog. Your blog can be one of the most powerful marketing assets if you stick to the topics your audience will find most compelling. A blog adds a human touch, especially when a blog has several contributors and it also lets you focus on your prospect's agenda instead of yours. It can be a great idea to try and get participation from leaders in the organisation, sport ec. Not only will this diversify the content, but it will also bring more visibility

A day in the life: Marketo's Social Media Manager

1. Posts

- Twitter
 - 1 post per hour from
 - 4 influencer re-tweets
- Facebook
 - 3-5 posts per day
- Instagram/Pinteret
 - 4-5 photos/ pins per week

2. Monitor

- Check Twitter, Facebook, for mentions or anything that needs a response
- Respond to comments, customer issues, questions etc
- Monitor throughout the day

3. Promote and engage

- Think of creative ways to promote content, events, and engage fans using pictures, infographics, stats, memes, questions
- Track success of promotions

4. Influencer outreach

- Read influencer posts on Twitter and other blog feeds and comment

5. Blog

- Create blog posts or edit blog posts so they are formatted and ready to be published

Social Media Monitoring

Track what people are saying about you without spending money on an enterprise solution: Twitter Search: search for your brand or other important key words or hashtags to see who has been talking about you.



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Facebook Search: search all public content including everything posted in public fan pages, groups and events. Privacy settings on personal pages may restrict what you can see.

Likalizer can be used for analyzing FB page.

Other Free or budget-friendly solutions: Tools like Social Mention and Brand Monitor give you a resource to start diving into and tracking social conversations.

Sources: YLE, SLU, Finnair & Marketo etc: The Definitive Guide to Social Marketing (A Marketo Workbook)