Effective use of social media for associations

Michel Duquet, Canadian Historical Association
Nicola Katz, Federation for the Humanities and Social Sciences

December 7, 2017
Today’s agenda

• Housekeeping
• Speaker introductions
• Federation perspective
• Association perspective
• Q&A

➢ Best strategies
➢ Platforms used
➢ Measuring and adjusting
➢ Preparing a campaign
➢ The #congressh experience
Housekeeping

• Use your chat box to ask questions anytime

• Use orange arrows to show/hide the chat box

• Go to ideas-idees.ca/webinars for troubleshooting

• We will post slides after today’s event

• We will post the webinar video next week
Today’s speakers

Nicola Katz
Communications Manager
Federation for the Humanities and Social Sciences
(also moderating today)

Michel Duquet
Executive Director
Canadian Historical Association
Federation social media strategy

Key benefits:

• Audience platform preferences
• Static ➔ dynamic information consumption
• Value of control over timing
• Language preferences
• Implications of anti-spam legislation (CASL)
• Use of ad buys
• Internal resources and capacity
Federation’s active platforms

Customized by audience:

• Objectives
• Frequency
• Language
## Tracking, measuring, adjusting

### Metrics
- Ad hoc metrics check-ins
- Monthly and quarterly reporting
- Areas for improvements, tweaks

### Amplification
- Event-specific partnerships
- Stakeholders year-round
- Influencer relationships

### Scheduling & other tools
- Hootsuite
- Lists
- Social ‘listening’

### Insiders
- Staff training
- Access to corporate accounts
- Support on specific initiatives
Preparing a Federation campaign

- Establish messaging
- Select visuals
- Build handle/hashtag lists
- Consider all channels
- Prepare links and images
- Schedule tweets
- Live & (re) tweet
- Plan post-event promotion
The #congresssh experience

Planning for success

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<th>Hired tweeters</th>
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#congresssh
The #congressh experience

Mitigating risk

- Hashtag vigilance
- Issue monitoring
- Crisis communications
- Cyber pirates
Closing thought

Infographic courtesy of socialmediaonlineclasses.com
Who is CHA?

• Founded in 1922
• National, bilingual, not-for profit organization devoted to the scholarly study of communication of history
• With 1,000 members, it is the largest of its kind in the country
• CHA office staff
CHA social media strategy

The CHA embraced social media in 2012 to:

• Increase awareness of what the CHA does in and beyond academia
• Retain existing members and acquire new ones
• Release time-sensitive information to our members and the public at large
CHA’s web presence:

• This is our primary source for news – linked to Twitter and Facebook

• The activity in this account is especially heavy around Congress

• Closely tied in with the CHA website and Twitter

• Out with the old, in with the new
CHA tracking, measuring, adjusting

- The CHA makes use of social media analytics to keep track of what works and what is less productive

- A quick look at the number of people reached on Facebook for example:
  - Usefulness of a history degree - 9600
  - Prizes - 6700
  - Job offer – 6500

- Storify has been used by some members to capture and report our hashtag’s results and/or showcase everything that happened during the CHA Annual Meeting, for example

- We have archived some of these “stories”
CHA tracking - Facebook
CHA Tweets

2017

2016

2015

2014

2013

2012
Preparing a CHA campaign

• Prepare messages ahead of time
  • Prize competitions
  • CFP for the annual CHA conference
  • CHA membership campaign

• Repetition and multitude of messages sent using different means
  • One message is not enough
  • Emails, blogs, listservs

• Target specific audiences
  • Headers of the tweets, Facebook messages crucial
Lessons from the CHA Congress experience

• The more we familiarize people with our annual meeting, the better the attendance
Lessons from the CHA Congress experience

Canadian Historical Association

Société historique du Canada

A Beginner’s Guide to the CHA Annual Meeting
By Andrea Eidinger
Lessons from the CHA Congress experience

• Participants are encouraged to go on social media to share their experience
Lessons from the CHA Congress experience
Lessons from the CHA Congress experience

• Two graduate students are designated to tweet – in French and in English during three days of the CHA conference
Lessons from the CHA Congress experience

• The program app is an integral part of our social media toolkit
Lessons from the CHA Congress experience
Lessons from the CHA Congress experience

• Doing things in a timely manner, works!
Q & A

Nicola Katz

Michel Duquet

Use the GoToWebinar question box on your screen

Email us at membership@ideas-idees.ca
Thank you

Thank you for attending today’s webinar

Please fill in the webinar survey this afternoon

Share the video next week on the Federation website

www.ideas-idees.ca/webinars