

Social Media **Community Manager**

PLAYBOOK



The difference between those companies with successful social media marketing programs and those who do not often comes down to having a social media community manager in place to make it happen.

why a community manager is important?

Social Media Examiner's Social Media Marketing Industry Report identified the top 3 benefits of social media marketing:

- ✓ Increased business exposure
- ✓ Increased website traffic
- ✓ Marketplace insight

One of the top concerns in the report was how to best manage time required to conduct social media marketing to maximize social media results. **A common reason as to why companies have ineffective social media programs** is because they mistakenly believe that simply having a blog, a Facebook page, and a Twitter account is enough.

Ultimately, a blog or a corporate Twitter account end up doing nothing more than broadcasting the company's marketing message without ever engaging an audience. Often this is because companies have not designated anyone to be responsible for this, or if they have, it's given to the marketing department, who may not have the time and resources to keep up with all that is involved. This is where **a Social Media Community Manager can bring value to your company.**





There are two cornerstones of a successful social media program:

- ✓ Solid, useful **content** readers can relate to
- ✓ Meaningful **engagement** with the audience

In fact, some argue that for small to mid-size businesses there's really just one cornerstone— engagement. How so? **Your company can have the best social media strategy or campaign in the world**, and it could be loaded with premium content, **but if there's no one there to execute the strategy, interact with the audience, and build a community**, then that great plan will likely be useless. In the end it will be a waste of your time and money while yielding nothing in return.

If you do not already have a community manager, adding another position or reassigning someone isn't a popular choice at the moment, but consider the benefits. The Industry Report also found

that **59% of companies who spent at least 6 or more hours a week using their social media platforms on a regular basis witnessed increased lead generation** benefits.

A key element to this is how that time is being spent. Maybe 6 – 10 hours is all your company can afford to spare at the moment. **Understanding what a community manager does, picking the right person, and managing their workflow will help** optimize your social media marketing time.

who is the social media community manager?

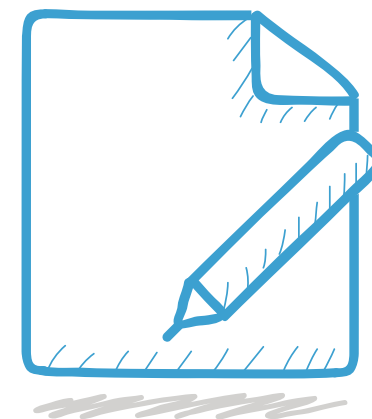
Definitions may vary, but a **Social Media Community Manager*** is the **company's face** in the social sphere from the public's point of view. This digital-savvy person, depending on the size your company, is typically responsible for carrying out many, if not the majority, of the day-to-day duties required to make a social media marketing strategy or campaign successful. **Communications, PR, audience engagement, and online community development** are only a few subjects a community manager must be knowledgeable about in order to be successful.



Social media community managers primarily **focus on incorporating online tools and networking to create relationships that build the company's brand online**. They help implement the company's online community strategy, manage engagement and interact with its audience, while also fostering community spirit. As part of this, they coordinate with the internal Editorial and Marketing teams to support their respective missions, ensuring consistency in voice as well as cultivating a strong community around the brand.

*Depending on the size of your company, the duties of this position might be split between a community manager and a social media manager. If your company is really large, you may need an entire social media team.

what are a community manager's common responsibilities?



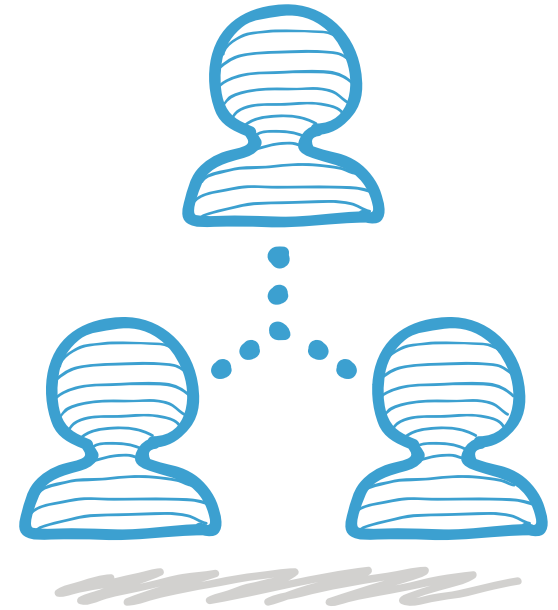
While every day as a Social Media Community Manager is different and requirements may differ from company to company, below is a full range of responsibilities that the role may entail:

ACTIVITY	RESPONSIBILITIES
Content Creation	Write blog posts, articles, newsletters, communications materials, and material for social media channels
Content Management	Manage editorial content and a schedule for the community to engage with, while encouraging them to contribute their own high quality submissions.
Social Media Marketing	Create, manage, and grow the company's presence through blogs, Twitter, Facebook, and other strategically relevant online properties
Off-Line Presence	Attend industry events in your city and planned meet-ups for your community while chronicling them on social media.
Public Relations	Manage incoming media requests and build relationships with industry journalists, while creating, executing and measuring media campaigns.
Customer Relations	Answer online questions and manage online feedback forums
Communications/Marketing Strategy	Create strategic marketing/communications plans to provide direction for the company's public-facing communications.
Implementation	Implement the online community strategy; coordinate with stakeholders across the Company to ensure its effectiveness and to provide customer service and support to their community.
Product Development	Keep community platform (for ex. forums, blogs, moderation tools) up to date and functional and collate user feedback
Social Media Upkeep	Advise IT on social networking sites including Facebook, Twitter, and other similar social media outposts.
Brand Advocacy	Act as an advocate of the company in the brand's community and as the advocate of the community within the company, engaging in dialogues and answering questions where appropriate.
Community Retention	Seek the return of lapsed readers through items such as a regular system mass emails and producing a regular community newsletters and editorial calendar.
Reporting	Measure growth of community, and then analyze, review, and report on effectiveness of new initiatives.
Feedback	Provide feedback and insights gained from community monitoring into the Marketing and Editorial teams, to help them evolve their strategies in a timely fashion.
Social Media Research	Monitor online community tools, trends and applications.

what does a community manager look like ?

Like anyone you want on your company's team, a good community manager should have all the intangibles - is a team player, takes initiative, has strong communication skills, demonstrates maturity, etc., but there are some other key strengths that will aid in the position's success.

- **Willingness to work around the clock:** Being a Community Manager isn't a 9-5 job. Make sure they understand that the job involves working some evenings and weekends, and responding to community members outside of work hours (but please, please compensate them accordingly).
- **PR experience:** Having experience with public relations is a nice to have, especially if it's a focus for your business.
- **Culture fit:** This especially applies if you're at a small company. The person needs to get along with your other employees and needs to mesh with the company's culture.
- **Education:** Doesn't necessarily need a particular degree, but someone who has studied journalism, communications, English, Public Relations, or corporate communications will be an asset. Editorial and/or marketing experience is also a big plus.
- **Creative:** To be successful in the social media realm, you need to stick out, and you need to develop campaigns and content that are creative and differentiate you from everyone else.

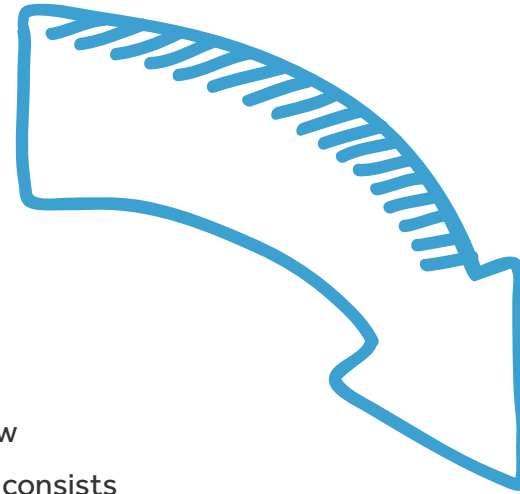


- **Strong project management or organizational skills:** Managing communities can literally be like have a conversation with tendifferent people at the same time. Staying on top of it will get hectic without skills in this area. They will not survive otherwise.
- **Professional knowledge:** In-depth knowledge and understanding of online community platforms and their respective participants (Forums, Blogs, Photo Uploads, Profiling etc.) and how they can be deployed in different scenarios are a must. The reasons here are obvious.
- **Knowledge of the Company's industry:** As the company's social media spokesperson, it would be a good idea for managers to know what's going on when engaging curious customers and thought leaders.
- **Interest in your industry:** If a community manager can't get excited about the industry your company is a part of, how will they get your community excited.
- **Relationship skills:** To build a community, a manager needs to know how to relate to people at all levels.
- **Understands the principles of customer service:** The community manager will be handling customer service issues and the last thing an irate customer wants is to deal with someone who is incompetent or sets unrealistic expectations.
- **Social media experience:** Experience with social media tools isn't necessarily a must for smaller companies, but it is helpful. Knowledge of how to navigate blogs and an understanding of common social media platforms like Twitter and Facebook will go a long way.

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how does a community manager manage workflow?

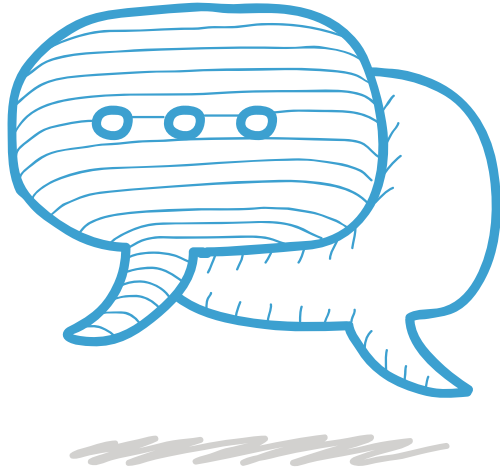


Here's where the rubber meets the road when it comes to determining how a community manager spends their time and focuses their efforts. Having a simple, clear workflow as a guide is the starting point for this position. The DIMM Workflow model is the easiest, and it applies to companies of any size. The **DIMM Workflow** consists of four main activities: **Discovery**, **Implementation**, **Management**, and **Measurement (DIMM)**.

SAMPLE DAILY BREAKDOWN OF TIME

Discovery Gathering information to monitor, analyze, or share	<ul style="list-style-type: none">» Subscribing to blogs in order to share useful context» Conducting keyword searches to monitor relevant conversations i.e. brand, industry, competitor» Searching for new people to follow for education, prospecting, and/or follower acquisition
Implementation Tactical execution of social media activities	<ul style="list-style-type: none">» Posting a company status update on Linked In» Responding to @mentions, DMs, comments, etc. on Twitter, Facebook, Blogs, etc.» Publishing a blog post
Management Planning and organizing information flow	<ul style="list-style-type: none">» Set up lists in Twitter or on Facebook» Use dashboard tools like Hootsuite or Tweetdeck to filter streams» Publish a monthly editorial calendar
Measurement Analyzing social media metrics to inform decision making	<ul style="list-style-type: none">» Use dashboard analytics or third party tools like Bitly to measure audience activity» Check Facebook insights» Monitoring reputation scores

what does a community manager's day look like?



How do these workflow elements translate into actual tasks during a typical day? Below is a breakdown of how a community manager may spend their time. Keep in mind, this chart is designed for a full-time manager. For smaller companies, the time spent will be relative to the size of the community, and will also be prioritized based on how much time can be allotted for these duties. In such cases, focus on tasks related to content, engagement, and brand monitoring.

SAMPLE DAILY BREAKDOWN OF TIME

morning	30 min	Alerts & Brand Reputation (Sentiment, Reputation, Reviews, Comments)
	1+ hour	Post Content (Blog, Pinterest, YouTube, Scheduled Tweets)
	45 min	Content Sharing & Filtering (stumbleUpon, Digg, Reddit, Delicious)
	15 min	Update Social Networks (Facebook, Twitter, LinkedIn, etc.)
	1+ hour	Problem Solving/Contingencies (Long or short-term issues, Training, IT issues, etc.)

afternoon	1+ hour	Engagement/Community Building (Comment, ReTweets, @Mentions, DMs, Share, Likes, etc.)
	1 hour	Research/Strategy/Tactics/Planning (Preparing for future, Editorial Calendar, Workflow items)
	1+ hour	Content Creation (All new content per platform for next publication period)
	15 min	Alerts & Brand Reputation (Reviews, Comments, Mentions)
	15 min	Update Social Networks (Facebook, Twitter, LinkedIn, etc.)

how does a community manager manage tasks?

Again, tasks will vary from company to company, but a good method for managing a week's worth of tasks is to spread them out to balance the amount of work across a typical week.

	TASK	MON	TUE	WED	THU	FRI	SAT	SUN	NOTES
morning	Check Group A (Daily) for comments & reviews	●	●	●	●	●	●	●	Twitter - Facebook Page, Profile, & Reviews - Yelp - Google Reviews - Google Alerts
	Check Facebook & Twitter for mentions (AM)	●	●	●	●				Engage with those mentions if possible. Follow new people who mention you (& categorize)
	Publish Blog Post	●	●	●	●	●			Frequency per your editorial calendar. Share on social media sites accordingly (5,3,1/wk)
	Share latest post on Social Media Sites	●	●	●	●	●			StumbleUpon - Reddit - Digg - Tumblr - Twitter - Facebook - Linked In - FourSquare (as applies)
	Answer blog comments	●			●	●			Check for comments and respond as necessary. Engaging, thoughtful, courteous per SOP
	Promote 3 - 5 Tweets/FB Posts from others	●	●	●	●				Goal is to gain new followers & engage other by promoting their work - answering their questions
	Promote/Thank new followers					●			Thank any followers gained during the week & promote i.e. #FollowFriday on Twitter
late morning/noon	Check Group B (Weekly) for comments and reviews			●					Google Search - Bing - SvcMagic - CitySearch - Yahoo Local - RipOff - Complaints - YellowPgs - Angie's List
	Read/Comment on 1 Post/Tweet/Status Update		●		●				Goal is to gain new followers & engage other by promoting their work - answering their questions
	Check Facebook & Twitter for mentions (noon)	●	●	●	●	●			Engage with those mentions if possible. Follow new people who mention you (& categorize)
	Audit Competition's Social Media Sites		●						Note type of content, engagement, follower fluctuation, new promos/products, company news
	Content Mining			●	●				Review content posted on StumbleUpon, Reddit, Digg, etc. for new content ideas
	Content Curation			●	●				Add most popular related content from Stumble, Reddit, Digg to Delicious, & use SEO-related tags
	Search & Engage Industry Influencer					●			Note popular influencer. Build relationship. Connect on Social Networks (Linked In)
afternoon	Re-Tweet Blog Posts from the Previous Week			●		●			Re-Share posts from prior week (or most popular) on Twitter/FB. Use varied titles & commentary
	Preview Site Performance for Week	●				●			Note/record metrics: Facebook insights, # of RTs, New Follows, Comments, Page Views, etc.
	Create Blog/Video/Photo Content	●	●	●	●				Frequency per your editorial calendar. Share on social media sites accordingly (5,3,1/wk)
	Account Maintenance								Upload Pics/Videos - Add Events - Promotions - New widgets/Plugins - Organize Lists - profile Info - Other
	Check Group C (Monthly) for comments & reviews					●			Kudoz.com - Scaminformer.com - LinkTown.khou - Message Boards
	Check Facebook & Twitter for mentions (PM)	●	●	●	●	●	●	●	Engage with those mentions if possible. Follow new people who mention you (& categorize)



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SOMETHING GREAT
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