

# How Not to Suck at Social Media Workshop

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1:00 – 1:15	Introductions
1:15 – 1:45	Overview
1:45 – 2:45	Tactics without strategy Don't be a bragger
2:45 – 3:00	Break
3:00 – 4:30	Don't be diabolical, Don't be a control freak Don't herd cats, Strategy without tactics Don't be boring, Don't be robotic Don't be long-winded, Don't be repulsive
4:30 – 5:00	Q&A, Case studies, Live demos

- Introduction (60 min)
- Tactics without strategy is the noise before defeat (45 min)
  - Website strategy
    - Personas
    - Outcomes
  - Keyword strategy
    - Sweet spot: high volume, low competition
    - Tools
      - Google keyword tool
      - SEOMoz
    - Baskets
      - Foundation
      - Low hanging fruit
      - Long tail
  - Content strategy
    - Lead generation
      - No risk
      - Low risk
      - Offer to do business
    - Blogging
      - Repurposing
      - Editorial calendar
      - Calls to action
- Don't be a bragger (10 min)
  - Social capital (selfish vs. selfless)
  - Widen scope
- Don't be diabolical (10 min)

- Bait and switch
  - Newsjacking fails
- Don't be a control freak (10 min)
  - Internet abhors a vacuum
  - Answer the call
  - Influence the outcome (DCWater)
- Don't herd cats (30 min)
  - Connect social media with content with outcomes
  - Calls to action
  - Landing pages
- Strategy without tactics is the slowest road to victory (10 min)
  - BARE
  - Consistency
- Don't be boring (20 min)
  - Headlines
  - Storytelling
  - Readability
- Don't be robotic (10 min)
  - Fails
  - Automation tools
    - Feeds (IFTTT)
    - Scheduled updates
    - Channel duplication (not optimized)
- Don't be long-winded (10 min)
  - Don't bury the lede
  - Be concise
- Don't be repulsive (20 min)
  - CRAP
  - Data presentation