

LISTEN



1 point

Twitter – Get a sense of the conversation by following key people and using searches.

- What search terms will you use?
- What people will you look for?
- Who can you ask for suggestions?
- Will you use Tweetdeck? If so, what groups might you make?

1-3 days to see results

Adapted from Beth Kanter's Social Media Game
By Kira Marchenese at Environmental Defense Fund

LISTEN



1 point

Set up Google Reader – Monitor influential blogs and conversations mentioning specific phrases.

- What blogs and publications do you already know you should follow?
- What search terms will you use on Google blog search and Technorati? (Include people's names.)
- Who can you ask for suggestions?

1-7 days to see results

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LISTEN



1 point

Search the social networks – Check for groups that already exist on Facebook, LinkedIn, Ning, closed mailing lists, etc.

- What offline groups might host online communities or listservs?
- What key phrases can you search for?
- How can you discover private communities that may be hard to find?

1-3 days to see results

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LISTEN



2 points

Professional monitoring tool – Through the Web team, use a sophisticated conversation-tracking service to track big, complex conversations.

- Why will a more broad, sophisticated tracking service be worth the investment?
- What blogs and publications do you already know to follow?
- What search terms will you use? (Include people's names.)
- Over time, what changes will you look for in your benchmarks?

2 weeks days to see results

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ENGAGE



1 point

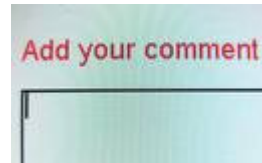
Listening Journal – A simple version of a blog — use it to aggregate and share what you’ve heard.

- With whom do you want to share what you’re hearing?
- How will you make the listening journal a consistent habit?

2-10 weeks to see results

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ENGAGE



2 point

Comment – Respond to other people by commenting on blogs, writing on walls, “liking” or favoriting items, etc.

- Which listening tool does this build on?
- How will you decide what to respond to?
- What will make your comments meaningful?
- Is any training, coordination or approval needed?
- What result do you want to see from your commenting?

2-10 weeks to see results

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ENGAGE



2 points

Blogger Relations – Build personal relationships by sharing information and answering questions.

- Which listening tool does this build on?
- How will you choose which bloggers to engage?
- What will make your thoughts and suggestions meaningful?
- Who will handle the correspondence for EDF?
- What result do you want to see from building these relationships?

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ENGAGE



2 points

Ask a question – Engage your audience by seeking their opinion.

- Whose thoughts do you want?
- How will you get your question to them?
- Why will people be motivated to answer you?

1-4 weeks to see results

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ENGAGE



2 points

Join an existing group – Become part of a group on Facebook, LinkedIn, Ning, etc.

- Who will represent EDF, or is a generic organizational presence appropriate?
- What is expected of you as a member of the community?
- What will make you an influential voice in the community?
- How will you maintain a consistent presence?

1-4 weeks to see results

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Invite or Provide Content



2 points

Write posts for an existing blog – Instead of starting a new blog, find a blog that reaches your audience and become a guest author.

- What blog will you post on? What limitations are there on what and when you post?
- Who will write the posts? What role do you want the author to play in the blog conversation?
- What will the themes of your posts be?
- How will you and the blog's owner get attention to your posts?

1-4 weeks to see results

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Invite or Provide Content



3 points

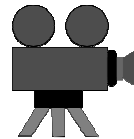
Create your own blog – The Web team will set up a blog for you. You can post whenever and whatever you want.

- Who will be your author(s)? What support do they need, and how much time do they have?
- What are their main points? What role do you want them to play in the conversation?
- What reviews and approvals will be needed, if any?
- How will you get readership and attention to your posts?

1-6 months to see results

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Invite or Provide Content



2 points

Shoot a video – A simple video can be produced in-house by the web team. If your video requires multiple locations or complex editing, you'll need to hire a videographer (use your contest winnings!).

- What message do you want to convey?
- What images and key quotes do you want to include?
- What tone will most likely connect with your audience?
- How will you draw viewers and attention to your video? What might motivate people to share your video?

1-4 weeks to see results

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Invite or Provide Content



3 points

Solicit video – Invite others to submit their own videos to YouTube, tagging them so they will all appear as part of one group.

- What will motivate people to go through the effort of shooting, editing and uploading video? How will they find out about the opportunity?
- What collective point will these videos make?
- Are there videos that might come in that would hurt your cause?
- Once the videos are collected, how will you use them? What will draw people to view them?

1-4 weeks to see results

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Invite or Provide Content



2 points

Solicit photos – Invite others to submit their photos to Flickr and submit them to your group.

- What will motivate people to go through the effort of shooting and uploading photos? How will they find out about the opportunity?
- What collective point will these photos make?
- Are there photos that might come in that would hurt your cause?
- Once the photos are collected, how will you use them? What will draw people to view them?

2-8 weeks to see results

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Invite or Provide Content



1 point

Let people copy your material – Use a Creative Commons designation to let other people reproduce your work.

- What level of "remixing" or modification will you allow? Is it important for EDF to receive credit for creating the material?
- What makes your content attractive or useful for others to reproduce?
- How frequently does your material change?
- Can you anticipate any problems with people reproducing your material?

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Invite or Provide Content



3 points

Host a podcast – Produce a regular audio show that people can listen to on their computers or on their MP3 players.

- Who will be your audio talent? What support do they need, and how much time do they have?
- What are their main points? Will they have guests? What reviews and approvals will be needed, if any?
- How will you get listeners and attention for your podcasts?

1-6 months to see results

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Generate Buzz



2 points

Twitter campaign – Plan a regular series of tweets reinforcing your key messages.

- What Twitter account(s) will you use? Individual people, or an organizational account?
- How will you build a following? What hash tags will you use, and what influential Twitterers will you converse with?
- What results do you expect to see from this campaign?

1-6 months to see results

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Generate Buzz



2 points

Provide easy-to-share material – Help people to spread the word by supplying images, text, video, pre-written tweets or ideas.

- How do your materials make sharing easy? Why will people take the time to share ?
- How will your promoters be seen by their friends or colleagues?
- What action do you want the friends or colleagues to take?

1 week to 6 months to see results

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Generate Buzz



1 point

Facebook updates – Get the word out to personal networks through easy updates posted on the social networking site.

- Who do you want to update their status? How will you communicate with them?
- Is this a one-time or recurring effort?
- What do you want their friends to do? How will they act or follow up after they see a status update?

1 day to several weeks to see results

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Generate Buzz



2 points

Pitch blogs – Contact bloggers and ask them to share your material on their blogs

- How will you identify who to reach out to? Does this build on a listening tool?
- Why should the blogger trust you? Does this build on an engagement tool?
- Why will they want to share your material?
- What do you want readers of the blog to do?

1-4 weeks to see results

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Generate Buzz



1 point

Recommendation engines – Submit your link to services like StumbleUpon, Digg, Reddit.

- Do you have influence in these community?
- Why will people “digg” or “like” the link you submit?
- What results do you expect to see from this distribution?

1 day to several weeks to see results

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Generate Buzz



3 points

Reward your evangelists – Show people how much you appreciate them spreading the word.

- Who do you want to thank?
- How will you acknowledge them, and why will this acknowledgment be meaningful to them?
- Does this require a budget?

Several weeks to see results

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Generate Buzz



3 points

Make a widget – Gives people an easy, visual way to share your material on their own page, blog or site and ask their friends to do the same. (e.g., I saved X pounds of carbon today, click here to show how much you saved!).

- Who will you ask to use the widget?
- Why will they take the time to display your widget?
- What do you want people who see the widget to think or do?

Up to six months to see results

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Generate Buzz



4 points

Build a Facebook application – Allow people to submit information, take a quiz, take an action (e.g., plant a virtual tree), etc., and invite others to do the same.

- Who will be interested in using the application?
- What will spark their friends’ interest in using it, too?
- How will using this application lead people to act?

Up to six months to see results

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Generate Buzz



3 points

Create a Facebook fan page – Let people to declare themselves a fan, for all their friends to see.

- How will people find out about your fan page?
- Why will they be motivated to declare their fan-ship?
- Who will be responsible for updating the page and interacting with fans?
- How will the fans help achieve your objective?

Up to six months to see results

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Build a Community



3 points

Create a group in an existing commu-nity – Use the standard tools provided on a site such as LinkedIn or Facebook to create a group.

- How will people find out about your group?
- Why will they be motivated to join?
- Who will be responsible for updating the group and interacting with members?
- How will the group's members help achieve your objective?

Up to six months to see results

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Build a Community



4 points

Create a community – Use a tool such as Ning or Google Groups to build a custom-ized group that encourages members to interact with each other.

- How will people find out about your group?
- Why will they be motivated to join, and to inter-act with each other?
- Who will be responsible for updating the group and interacting with members?
- How will the group's members help achieve your objective?

Up to six months to see results

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Invite or Provide Content



1 points

Contribute to a wiki – Update or add con-tent on an existing wiki.

- Who uses the wiki?
- Will your changes be welcome? Controversial?
- Who will make the changes and monitor future updates?

1 to 4 weeks to see results

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Invite or Provide Content



3 points

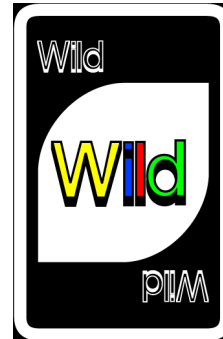
Create a wiki – Set up a platform where people can add and edit content.

- What content will you start with?
- What content do you want others to contribute?
- Why will they take the time to participate?
- Do you want editing to be open or restricted?
- Will it be easy or hard for your users to agree on content?

Several months to see results

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Invite or Provide Content

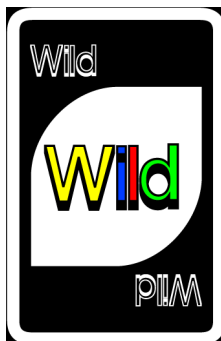


Wild Card – Did we leave out a tool that you'd like to use? *Check in with a helper* to see how many points it's worth and the lead time to see results.

- What is the tool?
- Who will lead and manage your team's use of it?
- What results do you hope to see?

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ENGAGE

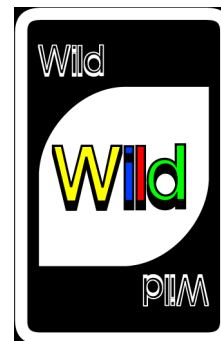


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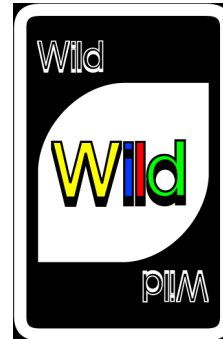


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based on the social media game by Beth Kanter

Generate Buzz



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