



SOCIAL RAISING AWARENESS WHO KNOWS YOU'RE ONLINE?

WHAT YOU SHOULD KNOW

- Make sure top **management supports** your presence on social media – it takes time and needs to be monitored
- Build up an audience by following a content **marketing strategy**
- Support online promotion with traditional PR and advertising
- Make it **fun** and personal, but also informative

FIND OUR MORE FROM OUP

- Play the Social Media Game on <http://www.socialmediagame.net>
- Take the Social Media Maturity Test on <http://www.socialmediamaturity.eu/>

More opinions, case studies and stories at www.opening-up.eu/socialmedia

You have invested time and effort into setting up a municipal Facebook page. You have an active Twitter account. You are prepared for interaction – a mix of posting information, replying to questions, debate, marketing your city and – importantly – customer service.

Now you just need an audience, don't you?

Before you start going out and raising awareness externally, take a moment to check whether you've followed all the advice during planning. Is your organisation aware of what you are doing? Do you have the **full support** of all employees, from the executive board to all of your operational staff? For your social media strategy to work, everyone must understand what your social media activities aim to achieve and what part they have to play in making the project successful.

With your colleagues behind you, it is time to go out and build up a following. Fortunately, this task is relatively easy among existing social media users. Just follow the standard etiquette: you follow me and I'll follow you. So target some key, **outspoken individuals** with large audiences. It won't be long before people will begin to take notice.

You also need to develop a **content marketing strategy** across all your communication channels. You need to provide compelling, useful and unique content that people want to read and – even more importantly – share. As more people 'like' and share what you post your following will grow.

Reaching out to infrequent users of social media requires a different strategy; more **traditional offline marketing** may be more effective. Take every opportunity you can to advertise your social media presence and include the Facebook logo in all your marketing and other communication channels. Create advertisements about your social media presence, both for Facebook and other media. Or why not make a fun game or build an application that you can add to your page?

PULL QUOTE: **"USE THIS GAME TO RAISE AWARENESS OF THE DAILY IMPACT OF SOCIAL MEDIA FOR YOUR ORGANISATION."**

PLAY TIME

In partnership with social media strategist Otto Thors, founder of WeGovernment in the Netherlands, Opening Up has developed a game for municipalities across the North Sea Region to play to raise awareness within their organisations about the need for a social media presence, and the importance of careful management and strategic planning.

The board game requires five people who each take a role: governor, manager, employee, innovator and mediator. With support and input from the game master, the players discuss tactics and approaches to achieve the best possible outcomes in response to a variety of different challenges.

The game is designed to be used during municipal training. It highlights the impact of social media for the organisation and citizens. Depending on the social media maturity of the organisation, it can encourage a municipality to adopt social media, help them develop guidelines and policies, or to improve their social media strategies.

The Opening Up project has developed a printable Social Media Game that can be downloaded online. We encourage municipalities to register to use this game and raise the social media awareness and expertise of its employees. All you have to do is print, pitch and play!

The online version also provides answers and feedback for local game masters who will stimulate discussions and offers insights on social media users and their behaviours. Contact WeGovernment about coaching to become a certified game master.

Full details and access to the game are available at: www.socialmediagame.net



**Høje-Taastrup
Kommune**

CAPTION: Birgitte Ståde, Communications Consultant, Høje-Taastrup, DK

In Høje-Taastrup, posts on Facebook continue to have many more views than the municipal website. The website is still vital for municipal communication, so Facebook is used to spread important information from the website. The Facebook page is promoted throughout the administration as well as across the city.

When the page reached 1000 'likes' the news was widely publicised in internal newsletters and presentations, and in the local press.

CAPTION: Social Media Lab, Groningen

A survey among 188 companies and organisations in Groningen's cultural sectors revealed that many organisations were unaware of how important social media had become as part of their activity.

Many companies were actually more advanced in their use of social media than they realised, suggesting that they did not place enough emphasis on integrating social media into core business planning and strategic development.

Smaller and older organisations – typically those with fewer than 20 employees or older than 15 years – tended to use social media the least. They blamed a lack of time and resources, but also failed to recognise the impact that social media could have for their business.

