



RAISING AWARENESS CUSTOMER SATISFACTION

WHAT YOU SHOULD KNOW

- Organisations must be made aware of the impact that social media could have for their business
- Build up an audience by following a content marketing strategy
- Support online promotion with traditional PR and advertising

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- Play the Social Media Game
- Take the Social Media Maturity Test

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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 and 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. Make sure you 'like' what they say and engage in debate. 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: on posters, newsletters, municipal stationery and even business cards. If you are launching social media as a channel for customer service, it is probably worth running a full city-wide advertising campaign.

PR is also part of the mix; the local press, with its loyal local audience, has unprecedented access to your target audience. So keep running stories about the difference that your social media activity makes. More conversation, up-to-date information and faster answers - who wouldn't want to access your social media channels?

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 play 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. To become a certified game master you can attend training and ask for coaching at the WEgovernment service desk.

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



**Høje-Taastrup
Kommune**

CAPTION: Høje-Taastrup, Denmark

On average, Danish citizens visit their municipal website less than 2 times a year; they are looking for specific information, not expecting to be inspired or surprised.

In Høje-Taastrup, posts on Facebook continue to have more many more views than via the municipal website, so the Facebook page is promoted heavily 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 import 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.

