

**INTEGRATE
2023**

GIVE YOUR EMPLOYEES SOMETHING TO TALK ABOUT

Boost Social Media Reach Through
Staff Engagement

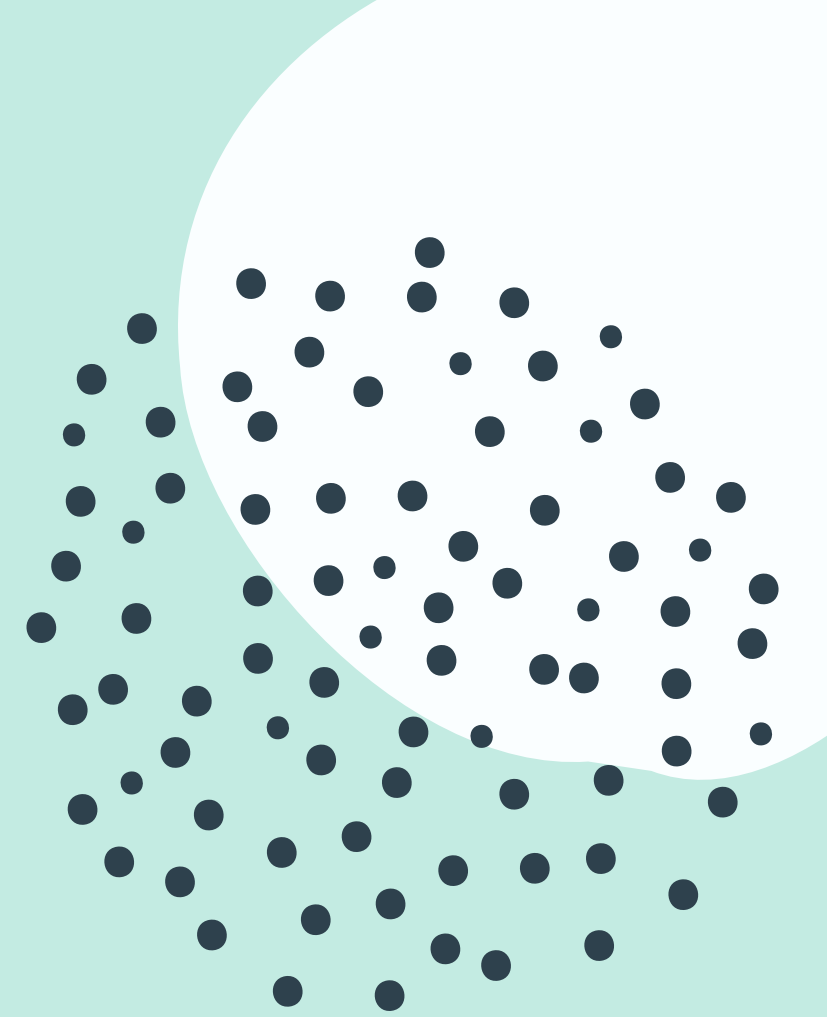
**PRESENTATION BY:
NICOLE HAGY**



Today's Presentation

TODAY'S GOALS

- Identify positive ways to engage staff on the organization's social media pages.
- Learn tools to develop a trusting relationship with staff to ensure no staff member will be exploited on the organization's social media pages.
- Determine the best ways to incentivize staff members for engaging on the organization's social media pages.





EXPERIENCE

BA | Marketing
Walsh University

MS | Integrated Marketing Communications
West Virginia University

PROFESSIONAL HISTORY

-Fifteen years of non-profit & for profit
experience

Nicole Hagy

**COMMUNITY
OUTREACH/GRANTS
COORDINATOR**





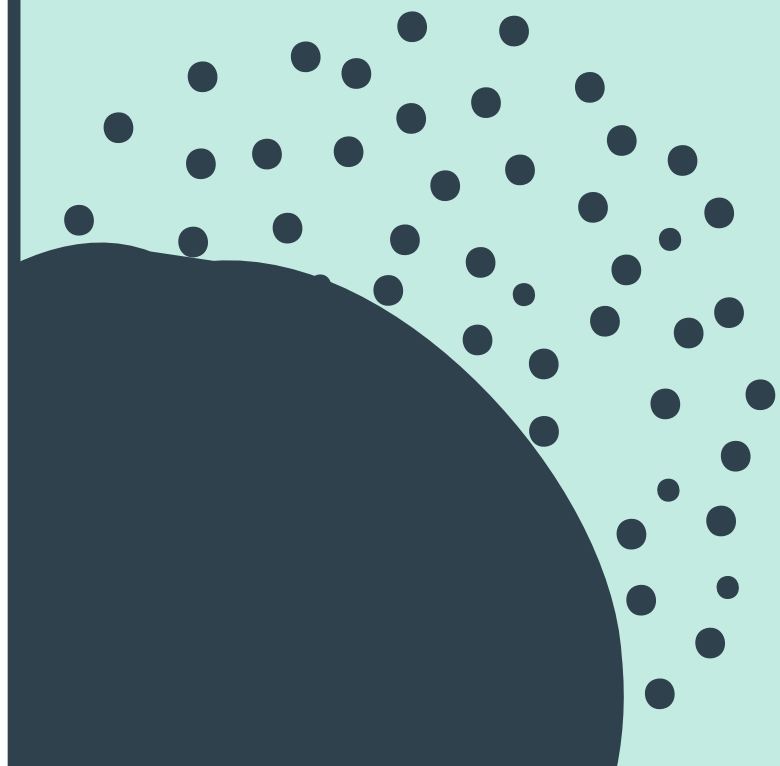
What's Important to Me



EMPLOYEE PARTICIPATION

50%

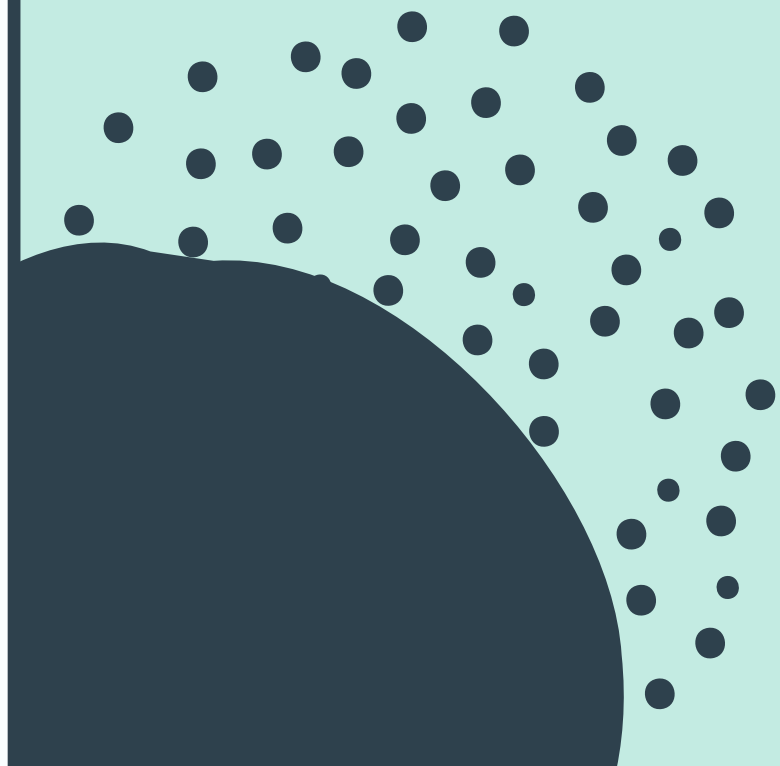
OF EMPLOYEES ARE SHARING
INFORMATION ON SOCIAL MEDIA
ABOUT THEIR
WORKPLACE/INDUSTRY



APPLICANTS

69%

OF UNEMPLOYED MEN & WOMEN
WON'T APPLY TO A COMPANY
WITH "UNATTRACTIVE" SOCIAL
MEDIA POSTS



HOW CAN YOU INSPIRE NEW & TENURED EMPLOYEES?



BROCK LEE

New to the Company



YOU

Social Media Manager
(Even if it isn't your
full-time job)

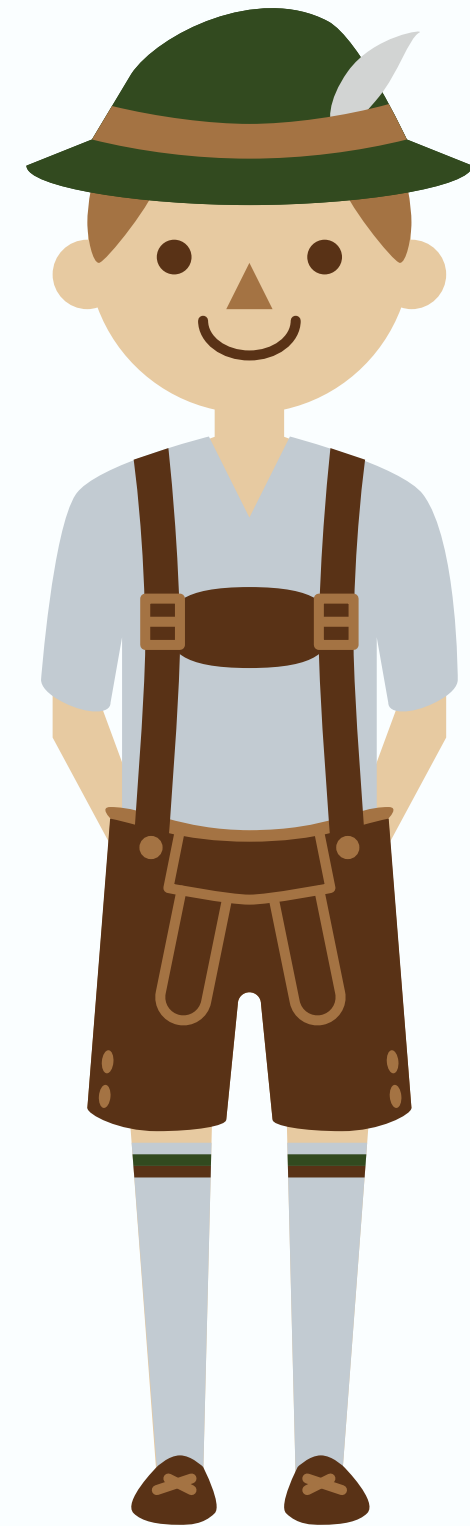


CHRIS P. BACON

Tenured Employee

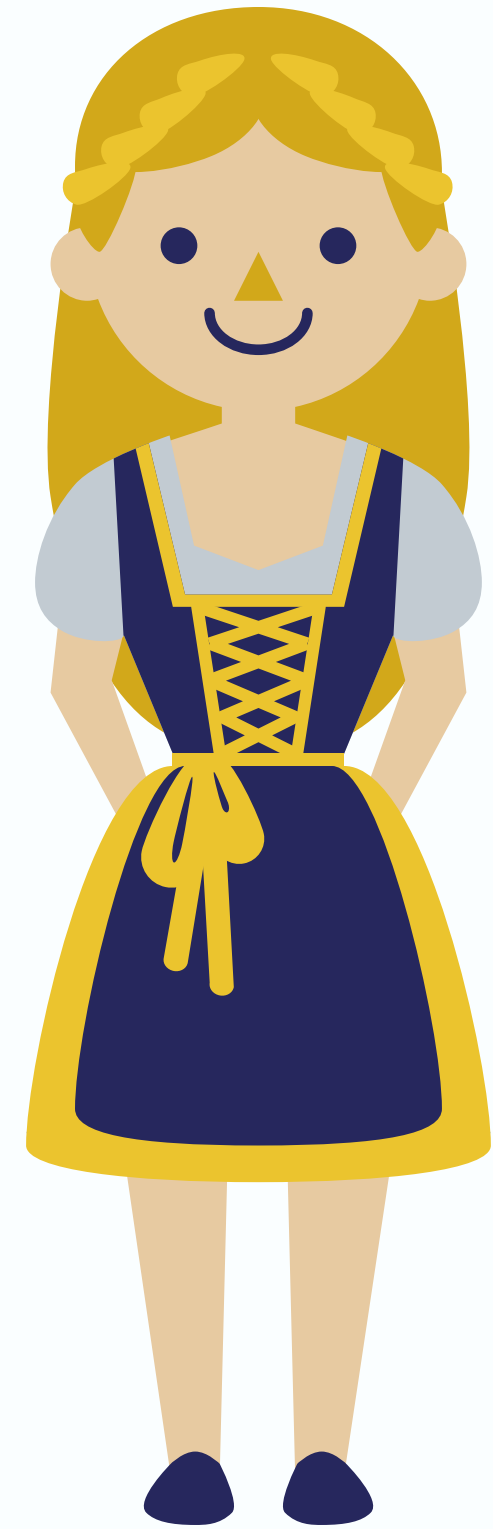
Meet Brock Lee

- Recent hire for a new position
- 3-5 years professional experience
- You may work directly with Brock on occasion but you're not sure



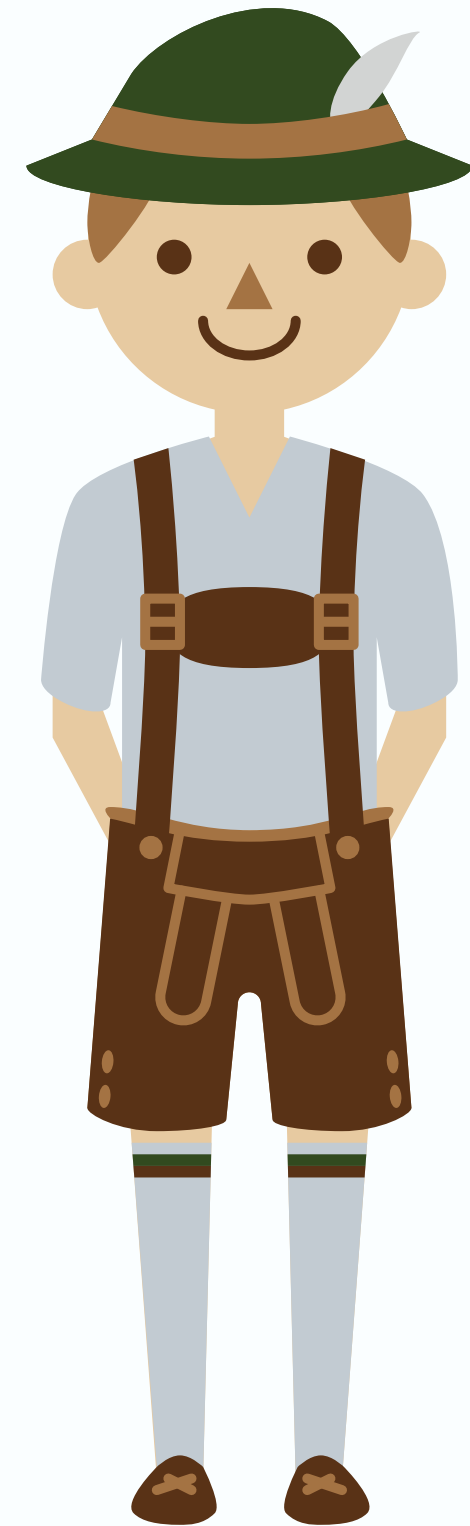
Meet Chris P. Bacon

- 15+ years with the organization
- Very specific job
- You don't work closely with
Chris/departments don't have a large reason
to collaborate



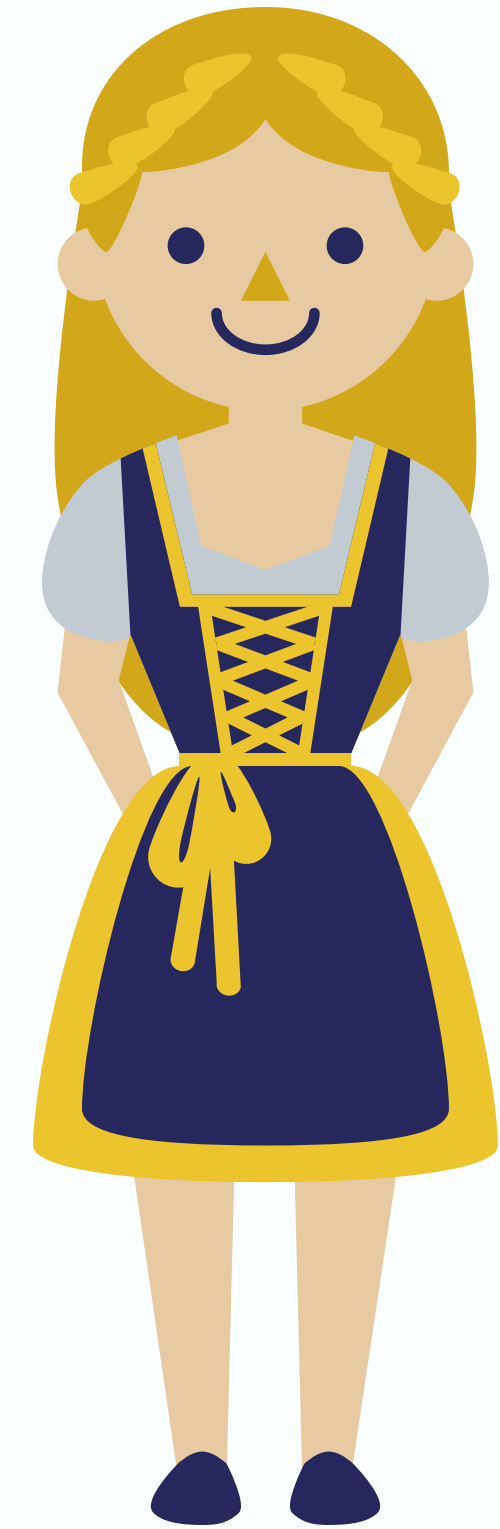
Connecting with Brock

- Welcome him in person or via email
- Email/print out list of social media pages during first week & explain reviewing old posts will help him learn the company culture/organizational history
- Thank him if you see him like/follow a page
- Brock will most likely share on social media that he changed jobs & tag appropriately



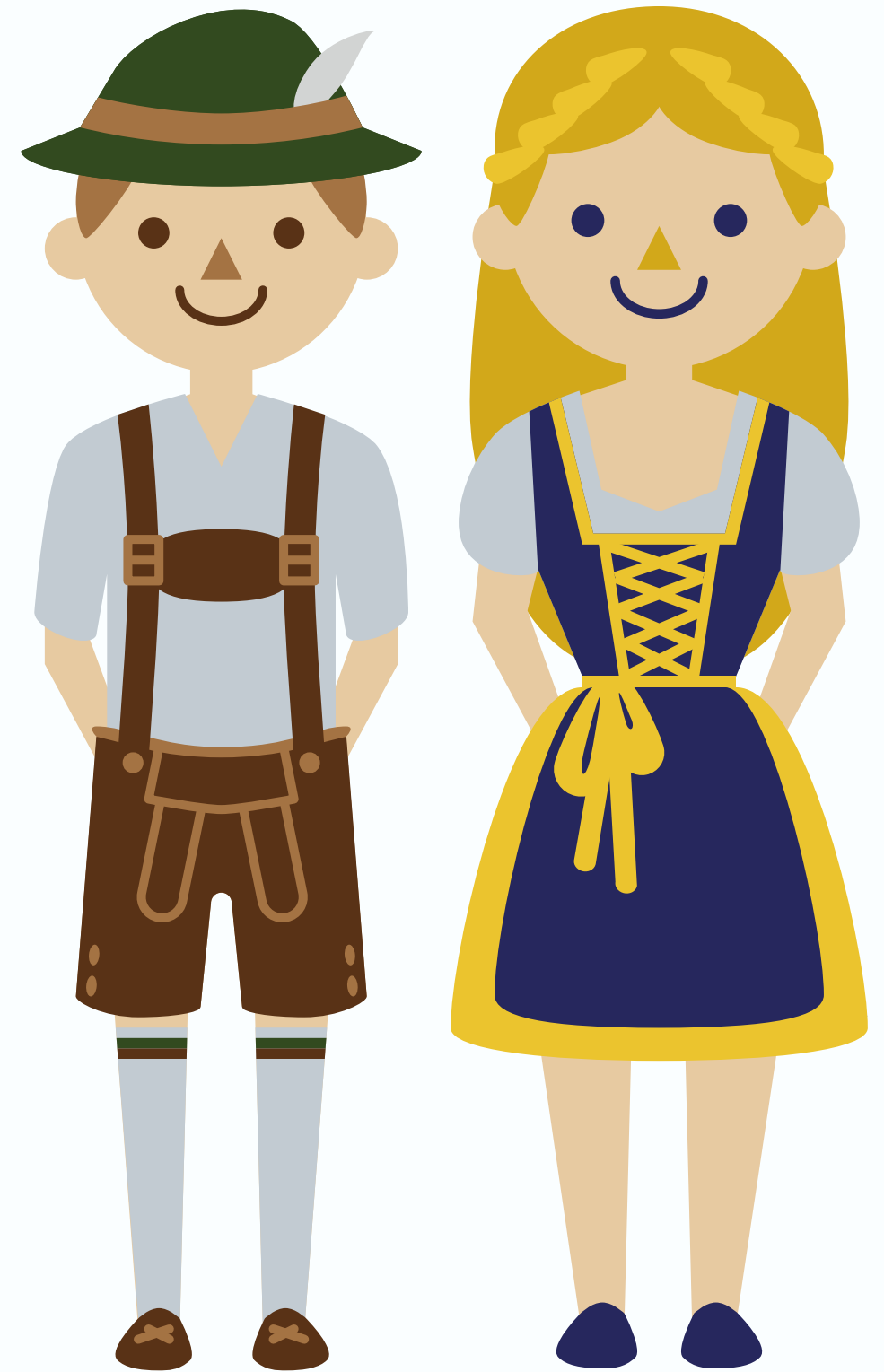
Connecting with Chris

- Ask to feature Chris as a Staff Spotlight on social media because she has history with the company
- Ask Chris for ideas related to #TransformationTuesday, #ThrowbackThursday or other hashtags relevant to your industry



Connecting with Everyone

- Send all-staff email with links to social media pages
- Ask to present about social media growth at an all-staff meeting/company retreat/in-service
- Work with Human Resources to clarify any social media clauses in the employee handbook

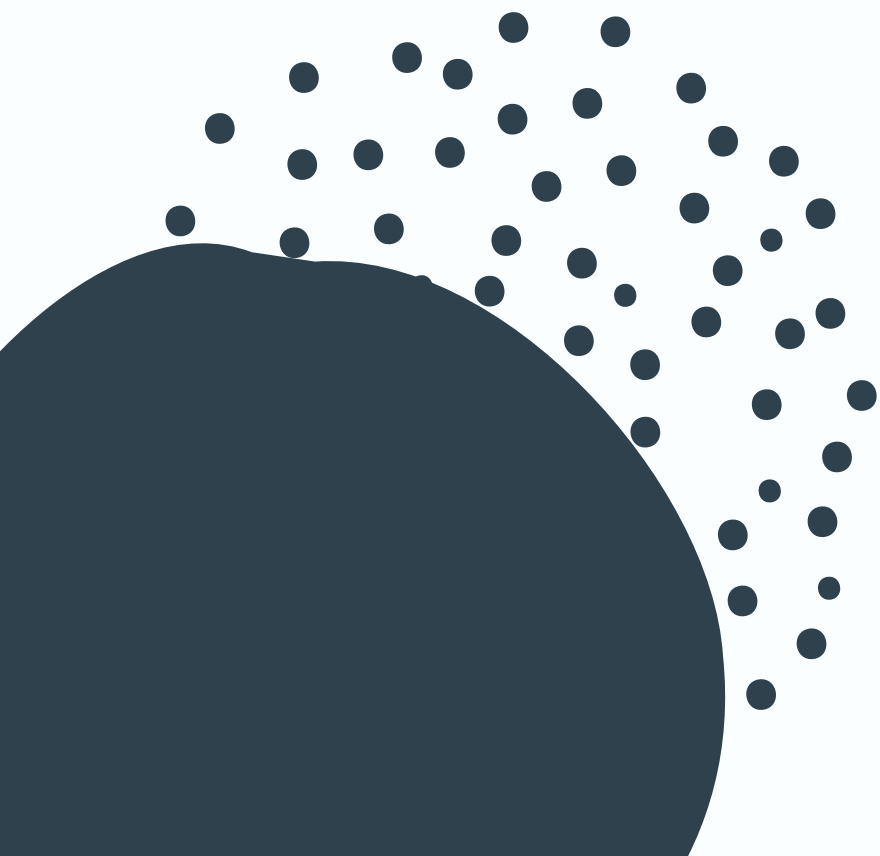


Everyone loves a thank you!

Thank people who have already liked your page(s), those you know are sharing information already & are enthusiastic about their work.

**THANK
YOU**

Recognize last names of fans (if you feel comfortable) & ask a staff member if they are related.



TYPE OF REWARDS



SMALL GIFTS

- Selfie sticks
- Portable chargers
- Candy

SALES/WEB REFERRALS

- Use data to show your social media efforts are boosting website visits/sales

TAGGING PEOPLE IF THEY WISH

- Some people love the recognition/others do not

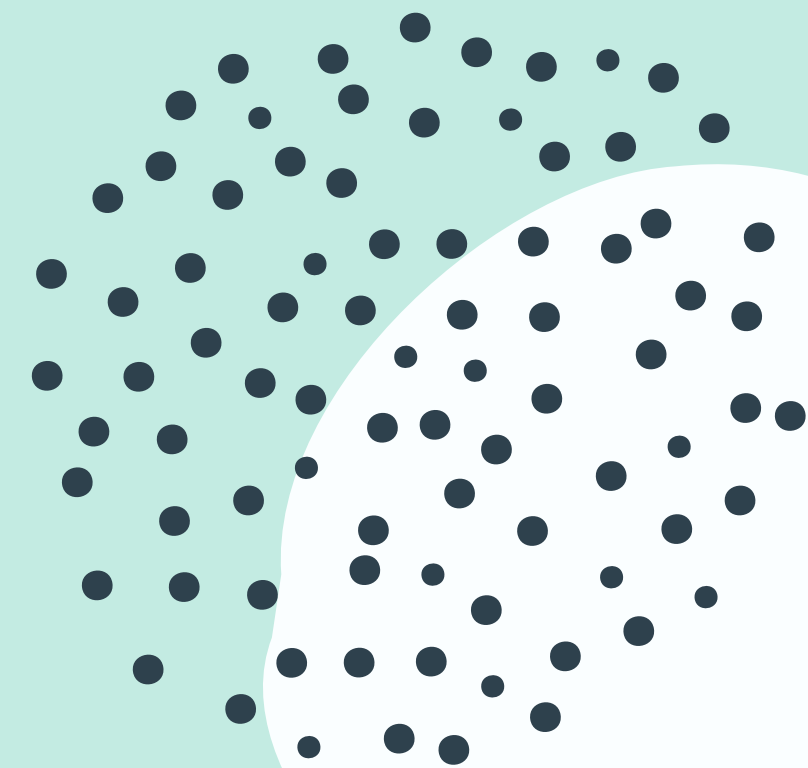
SET GOALS

- Share social media goals & show your colleagues that they are helping you achieve your goal

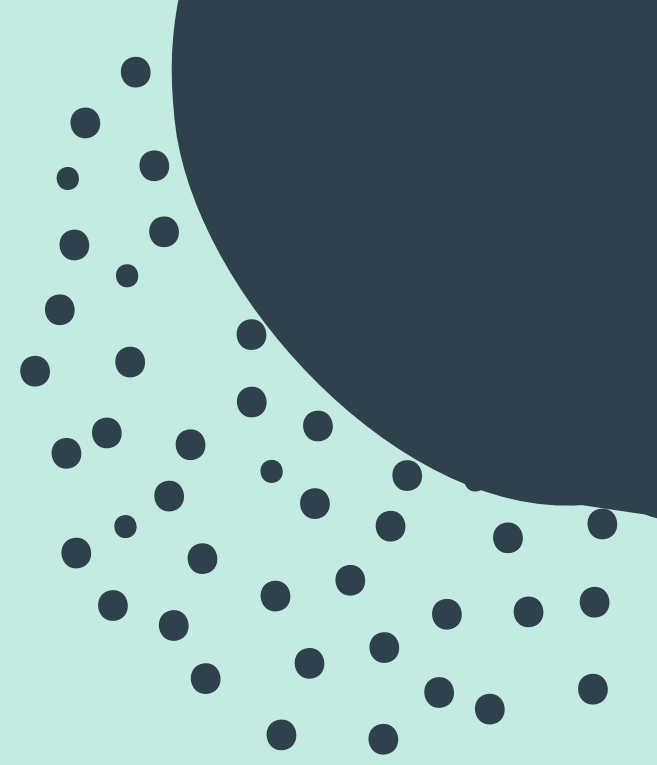
GENERAL IDEAS

- Feature personal & professional accomplishments from colleagues (with permission)

- Email positive article links/photos to the entire company with a note saying "In case you'd like to share this on your own social media pages..."



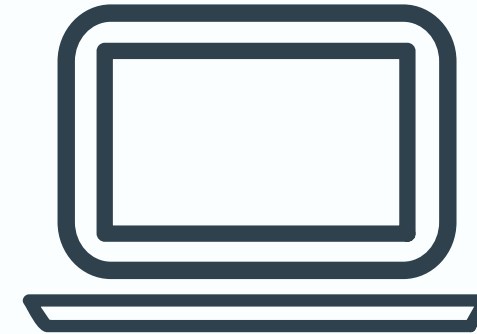
Factors for Success



Building Trust



Curiosity



Monitoring Social
Media Pages

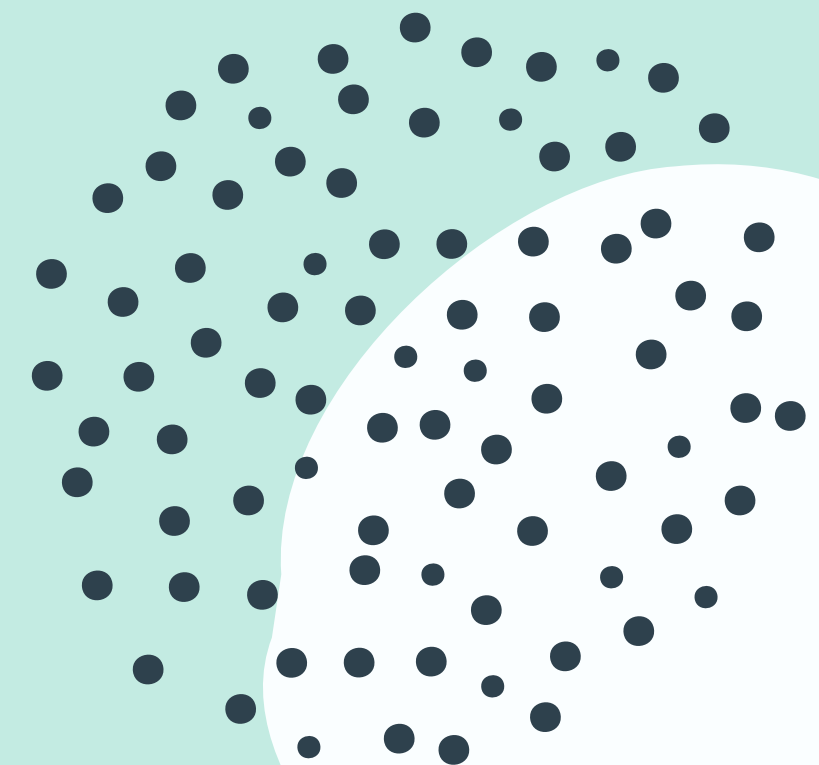


INDIVIDUAL WORK

If you find something related to your industry, run it by a colleague to have your questions answered.

ACCEPT SUGGESTIONS

Encourage staff members to share photos/content ideas with you. It is important to have one clear voice on social media, so write the copy yourself.





Why Employee Engagement is Important

- The average person has 338 Facebook friends and less than a third are considered to be "close" or "genuine" friendships
- Revenue boosting, partnership opportunities, donations, etc. can all come from awareness
- Passionate employees = proud employees

Building Your Success



CREATE A COMMUNITY

- You want people to come across your social media accounts & question why they haven't already joined the community

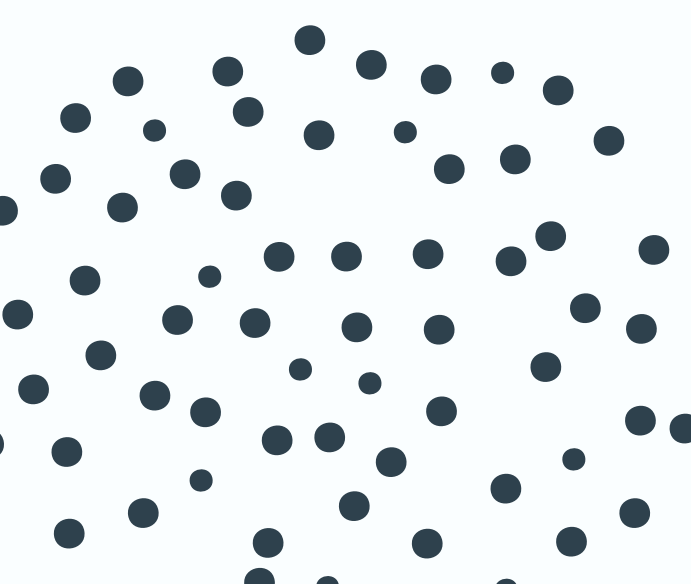
SHARE A VARIETY OF POSTS

- Mix up your content with staff spotlights, inspiring messages (when applicable) & revenue boosters/self-promotion
- Someone who became a fan solely because a friend was featured as a Staff Spotlight might also be interested in volunteering/purchasing a product/applying for a job at the company

Case Studies

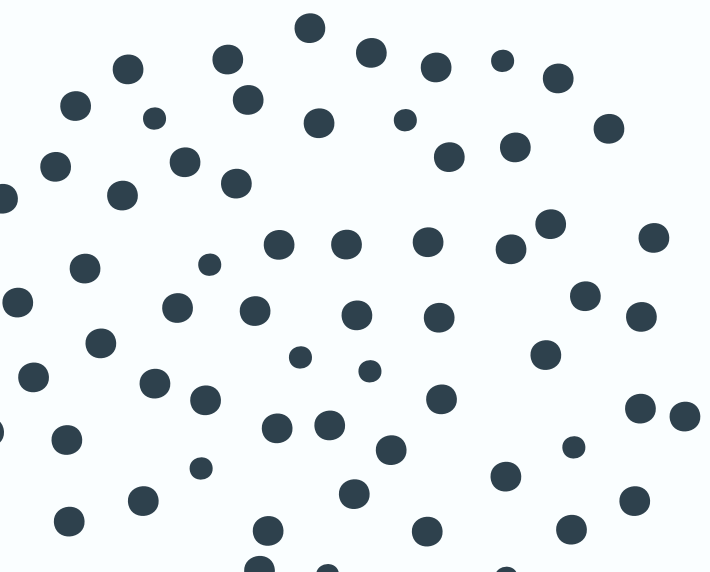
ZAPPOS

- Shows faces of employees/humanizes staff
- Says nice things about staff
- Matches their branding
- Laid back atmosphere



HILTON HEAD AIRPORT

- A picture is worth 1,000 words
- About 10% of their Facebook fans liked this post.



HILTON HEAD AIRPORT

- Tracy responded to the passenger
- Heartwarming story
- Shows staff are compassionate



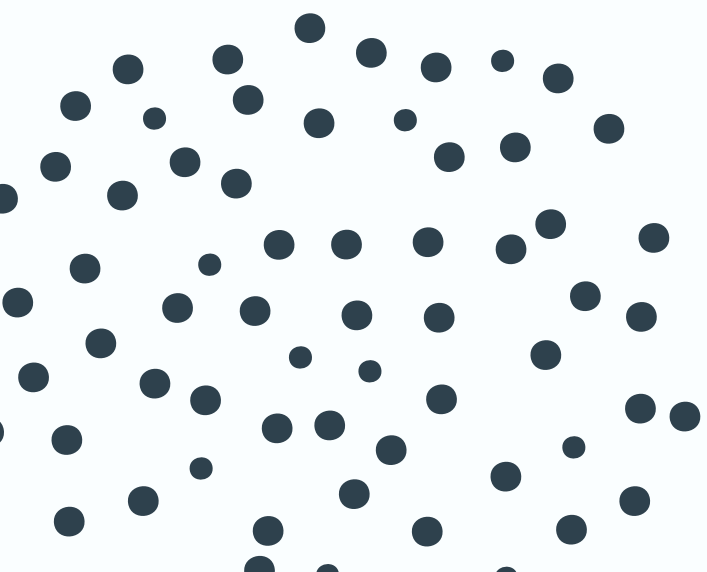
Jill Hoblick Thank you so much, Tracy! Your kindness and compassion truly touched my soul. Delta is incredibly lucky to have such a dedicated team member. I received my luggage the next day and was able to enjoy my grandson's graduation from bootcamp. I truly appreciate the kindness and concern you extended to me on that very late Wednesday night.

Like - Reply - 16w



Tracy Beckford Jill Hoblick your very much welcome... I really appreciate it 🙏🙏

Like - Reply - 15w



HUMANIZE YOUR STAFF

- Your best salesman might coach a little league team
- Your receptionist might have a new puppy
- Your CFO might be a marathon runner

Focus on the culture of the company. People want to work with others with similar interests/similar backgrounds.





EMPLOYEES WHO ARE ALREADY FANS/FOLLOWERS

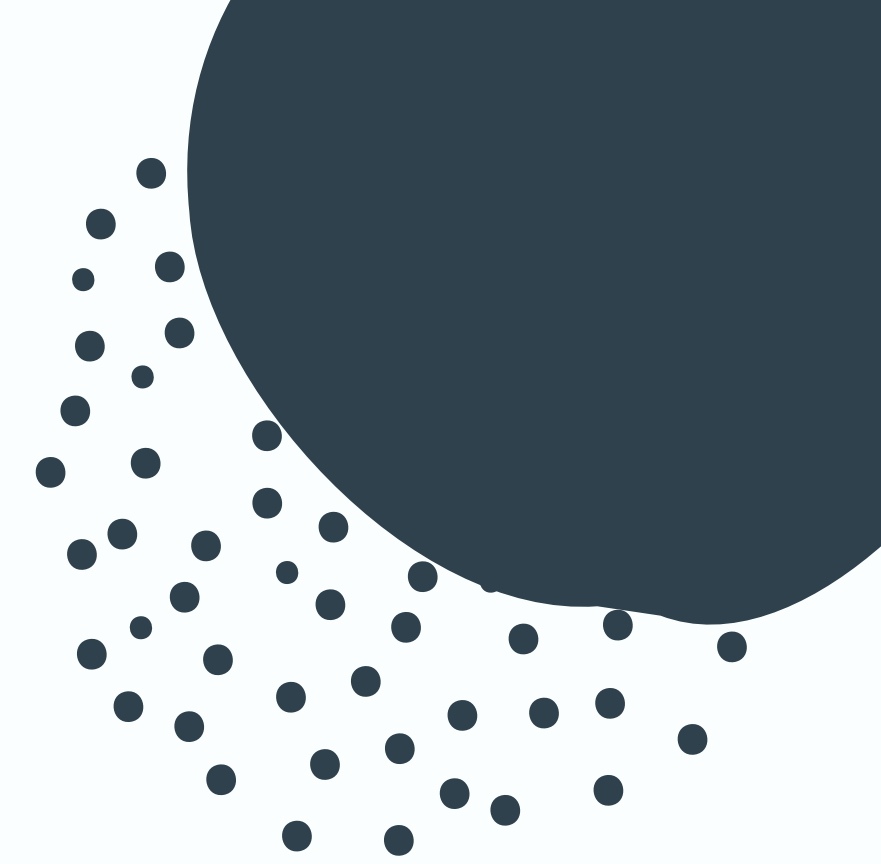
Encourage them to keep doing what they're doing & ask for photos when they visit tradeshow/sales meetings.

EMPLOYEES WHO HAVE SOCIAL MEDIA ACCOUNTS BUT DO NOT FOLLOW YOUR COMPANY'S PAGES

Build trust & show you will not exploit anyone for liking a post.

EMPLOYEES WHO DON'T BELIEVE IN THE POWER OF SOCIAL MEDIA

Give them time & remind them they don't need to create an account to view the pages.



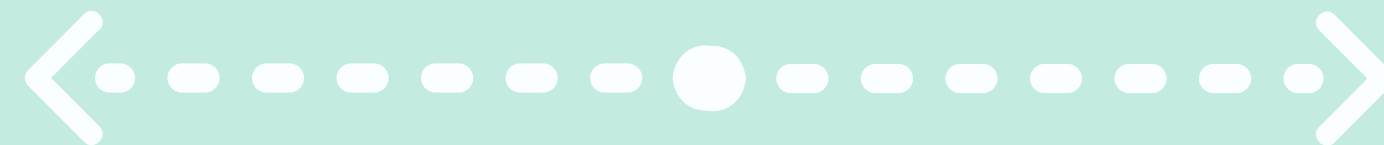
Staff Engagement

Most Popular Posts

- Days the company is closed or when there is inclement weather
- Gender reveal for pregnant employee

Give Employees a Sneak Peek

- If you have big news to announce, share it with your staff first & tell them when it will be posted on social media



When responding to recommendation requests, your company or your employee might be tagged in a positive fashion.



93.8%

OF U.S. BUSINESSES WERE
USING SOCIAL MEDIA FOR
MARKETING PURPOSES
CURRENTLY



82%

OF THE U.S. POPULATION HAS
A PROFILE ON AT LEAST ONE
SOCIAL NETWORKING SITE

LET'S BUILD
AWARENESS
ABOUT WHAT WE
DO

LET'S GET
CREATIVE WITH
OUR
STORYTELLING

LET'S MAKE OUR
SOCIAL MEDIA
PAGES REFLECT
OUR COMPANY
CULTURE

LET'S GIVE
CREDIT WHERE
CREDIT IS DUE

LET'S MAKE
EMPLOYEES FEEL
APPRECIATED
FOR THEIR
EFFORTS

LET'S SHOW OUR
COLLEAGUES
HOW SOCIAL
MEDIA CAN
BOOST REVENUE

LET'S CREATE
POSTS THAT
FOCUS ON
EMPLOYEE
SUCCESS

LET'S CREATE
POSTS THAT
PROMOTE OUR
INDUSTRY/SHARE
NEWS

LET'S CREATE
POSTS THAT
PROMOTE OUR
MISSION

LET'S CREATE
POSTS THAT
SHOW BEHIND-
THE-SCENES
WORK

LET'S CREATE
POSTS THAT
BRING REVENUE/
AWARENESS

LET'S CREATE
POSTS THAT
MAKE PEOPLE
WANT TO WORK
WITH US/BUY
FROM US

TRY NEW TYPES
OF POSTS

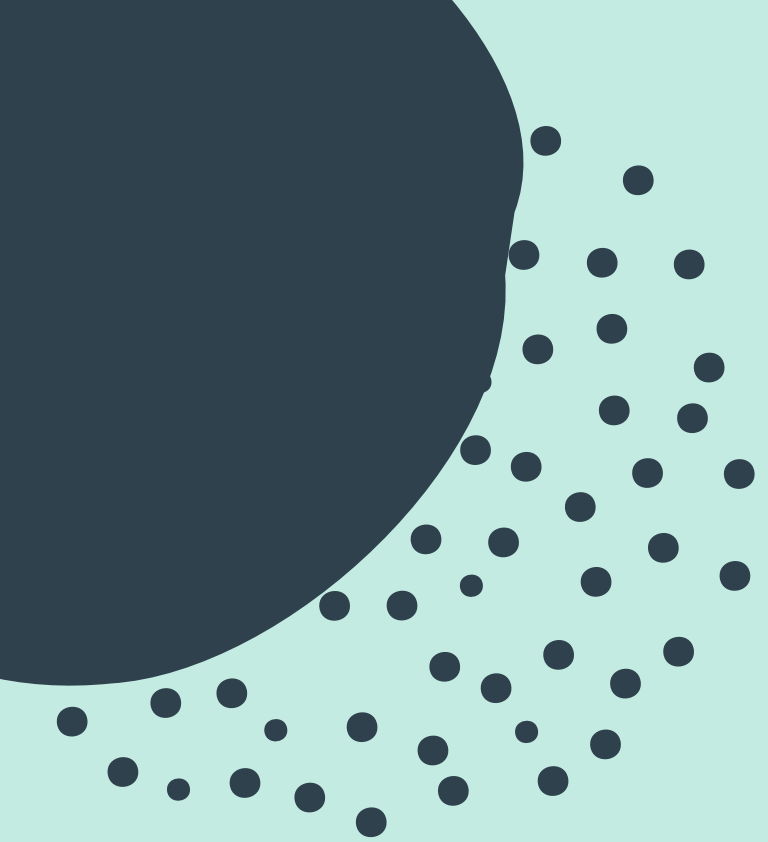
NOT EVERY POST
WILL BE A SLAM
DUNK

IMITATE OTHER
PAGES IF YOU
LIKE THEIR
CONTENT

CELEBRATE
ACHIEVEMENTS

SHOW WHAT
MAKES YOUR
BRAND & YOUR
EMPLOYEES
UNIQUE

BE PROUD OF
YOUR PROGRESS



FINAL WORDS

CONNECT WITH ME!

FACEBOOK - @NICOLEHAGY

TWITTER - @NICOLEHAGY

INSTAGRAM - @NICOLEHAGY

LINKEDIN - /IN/NICOLEHAGY

GO MOUNTAINEERS!