

Redacted Social Media Tools & Strategy

Summary

With Redacted's initial social media plan, Redacted was employed to develop a social media campaign entitled *Redacted Rocks*, the focus of which was primarily HR recruiting with an appeal to a younger generation of career-minded people. The Buzz 12's team setup a variety of social media tools to post and monitor social media content and produce social media reporting methods. With the exception of very early on in the contract, most of the content posted by Redacted was very generic in nature and was related to common job and career guidance topics that were not related to Redacted. Prior to the end of the second year, Redacted made the decision to discontinue our relationship with Redacted and reevaluate the tools and methods being used and develop an internal Social Media strategy in house. We now own the tools they developed and two internally developed channels.

Redacted's Social Media strategy should initially focus on two important areas, both of which should be maintained separately using different tools:

- Community Relations Department should start small using Facebook and YouTube. After these tools are established and working, investigate and examine other social media tools and channels, Twitter for example.
- Human Resources should use LinkedIn and be coordinated and in step with any social media tools being developed by Training and OD Department.

Redacted Internally Developed Social Media Tools

Redacted Corporate YouTube Channel – <http://www.youtube.com/user/RedactedCorporate>

This channel was originally developed as part of the Continuous Improvement Initiative that directed us to research various social media outlets, and has subsequently been published as a tool to deliver Redacted-related and Redacted-produced YouTube videos after requests to feature Redacted Community Service efforts from existing YouTube videos. Some of the former divisions, like MWD, have existing YouTube channels that are currently not being updated with new content, but contain some good community content that portray Redacted in a positive light. This channel is currently in use by the Taleo Onboarding System to display custom-produced videos for new hires.

Recommendation:

- Use to promote Redacted's Community, Government, & Environmental messages and consider appointing reps in each Region to maintain current and relevant content that has been approved for public display
- Content delivery parameters will need to be closely defined with standard approval processes for posting.

For example, this channel is setup where any comments have to be preapproved before it gets published. It only takes a few minutes reading comments on most YouTube videos to see that closely monitoring potential comments is imperative. This feature has already saved us from one disparaging comment that never got approved/published. I also monitor and remove or disconnect people who want to become our contacts to pad their contact list, aka Spam.

- The channel will be far more successful if we produce and post our own videos internally.
- The channel allows us to show existing content, but you can only “feature” and promote videos that you upload yourself.

YouTube should be used sparingly and video content should be tightly monitored with a clearly defined approval chain.

Redacted Corporate Facebook Page - <https://www.facebook.com/RedactedMaterials>

This page was created as part of the Continuous Improvement initiative and has been fully developed but is not yet published.

Facebook has probably the most potential of reaching a large audience with positive messages and content and is capable of connecting/interfacing/interacting with a multitude of other information outlets, businesses, individuals, and can have an enormous impact on local campaigns if used properly.

Facebook is also fairly easy to master the basics, and can be expanded greatly using personnel who have minimal technical and programming skills.

Facebook is the hands-down best and easiest (free) platform/interface for uploading, managing, and distributing picture and blurbs/announcements. It is also a great tool for creating, organizing, showcasing, and monitoring social events.

Recommendation:

- Publish this page
- Use to promote Redacted’s Community, Government, & Environmental messages and activity both on the corporate level and at the Regions by appointing reps in each Region to access and maintain content using a standard format and protocol. Multiple Admin accounts can be created for different content providers.
- Content delivery parameters will need to be closely defined with standard approval processes for posting and all content will need to be closely monitored.

For example, friending, commenting, tagging, or any other interaction that involves employees or the public will require approval from an Admin before it can be published.

This page is setup to also administer the Redacted Rocks page should we decide to use it as well.

Facebook should be used sparingly and published content should be tightly monitored with a clearly defined approval chain.

Recommendations for Implementing Social Media for Community Relations

- Publish Social Media Policy that clearly outlines company-wide parameters for social media access and interaction
- Develop CR Social Media Team that includes Corporate and Regional content providers/approvers
- Publish corporate Facebook page and use this and the corporate YouTube page to start promoting **Redacted**'s Community, Government, & Environmental messages and activities
- Social Media Team team will function as an editorial board that meets once a week or once every two weeks to discuss events and news that should be considered for releasing on YouTube or Facebook and give clear directives on content posted. Each meeting could begin with a review of the previously release information and evaluate the outcome, good or bad, which would in turn develop a good lessons learned database
- Task team with determining overall, social media wants and needs, including types of content posted
- Task committee with drafting and publishing standards for both brand and publishing policies and approval processes for any future Social Media tools and/or campaigns that are initiated. '

Buzz 12 Tools – Currently Not Used

Gmail – VMCSocial@gmail.com used to setup, manage, and monitor, the **Redacted** Rocks blog account.

Recommendation:

Retire this email address because it will not be necessary if we retire the Blog.

Blog – Redactedrocks.com Wordpress account/blog used to post blog content and uses the **Redacted** Rocks brand/logo. This site and domain are currently managed and hosted at Wordpress.com for \$26 a year. The domain was recently renewed until October, 2013.

Recommendation:

Retire blog and keep the domain name but redirect Redactedrocks.com to the Employment section of Redactedmaterials.com.

With the exception of very early on in the contract, most of the content posted by Redacted was very generic in nature and was not related to **Redacted.**

Maintaining a blog requires a lot of writing and editorial work and is not necessary to deliver our content.

Twitter - https://twitter.com/Redacted_rocks uses the **Redacted** Rocks logo and brand. Currently has 665 followers and the account is following 1,721 with a total of 1,934 tweets made to date.

Recommendation:

- Further research is required to determine how useful a “specialty” Twitter account for our company is and what direct benefits are achieved.
- First assessment would be to archive the user base for reference and retire the **Redacted** Rocks Twitter account, then determine why and how **Redacted** would use a Twitter account, preferably a Twitter account that was named simply, **Redacted**.

An active twitter account is not useful unless you develop specific campaigns, monitor these campaigns, and respond/engage your audience’s responses directly. However, a twitter account can be very useful to

“listen” for news about Redacted from other sources. Redacted was using an expensive tool called, Sendible to monitor and report on Redacted “mentions.” The same results can be used with other free and inexpensive tools/services like Hoot Suite and Tweet Deck.

Maintaining a Twitter Account requires a lot of time and effort.

Redacted Rocks Facebook Page – <https://www.facebook.com/Redactedrocks> -- This page also uses the Rocks logo and brand and is in circulation as a recruiting and HR tool. Most all content is generic in nature and posts by Redacted contained very little company-specific information. Four Redacted employees were assigned administrators (content providers) for this page and have all been removed. Page currently has 79 Facebook Likes/Friends.

Recommendation:

Retire this page and use other tools like LinkedIn for HR recruiting that have specific HR message and tone using specific job opportunities and recruiting resources and events that are directly related to VMC’s recruiting and employee development strategies