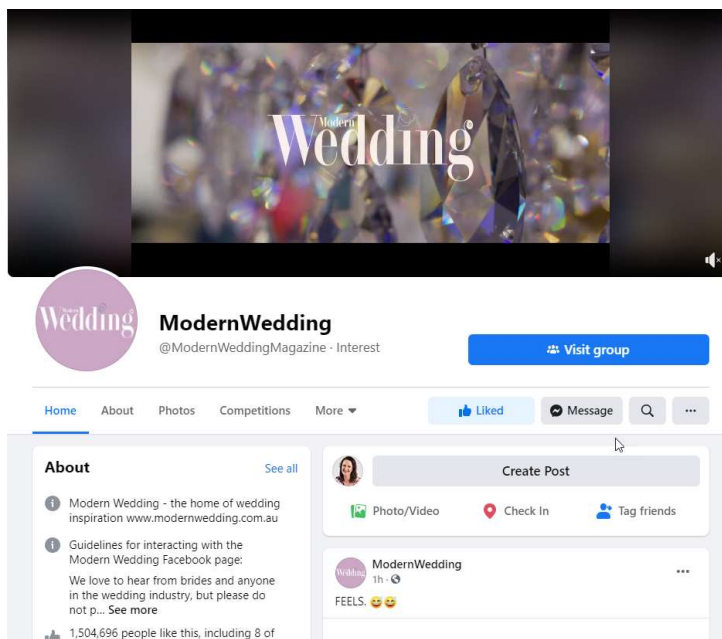


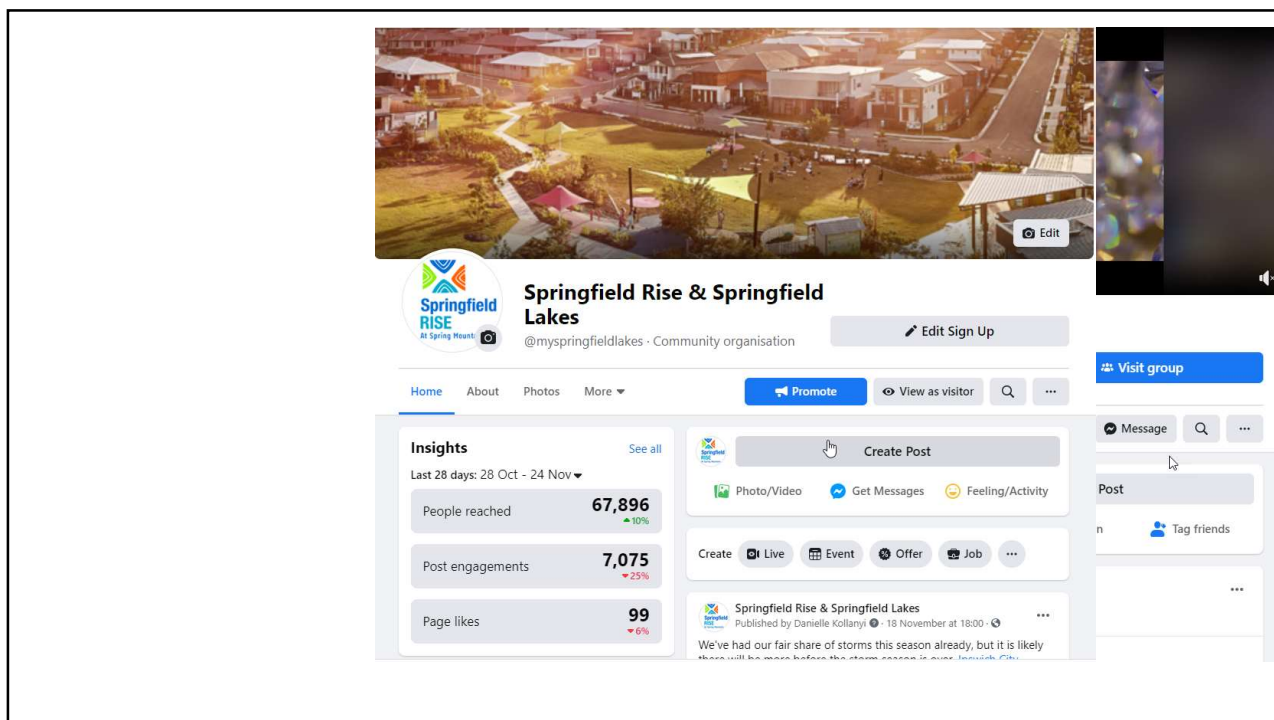
Welcome to Creating Powerful Customer or Cause Communities



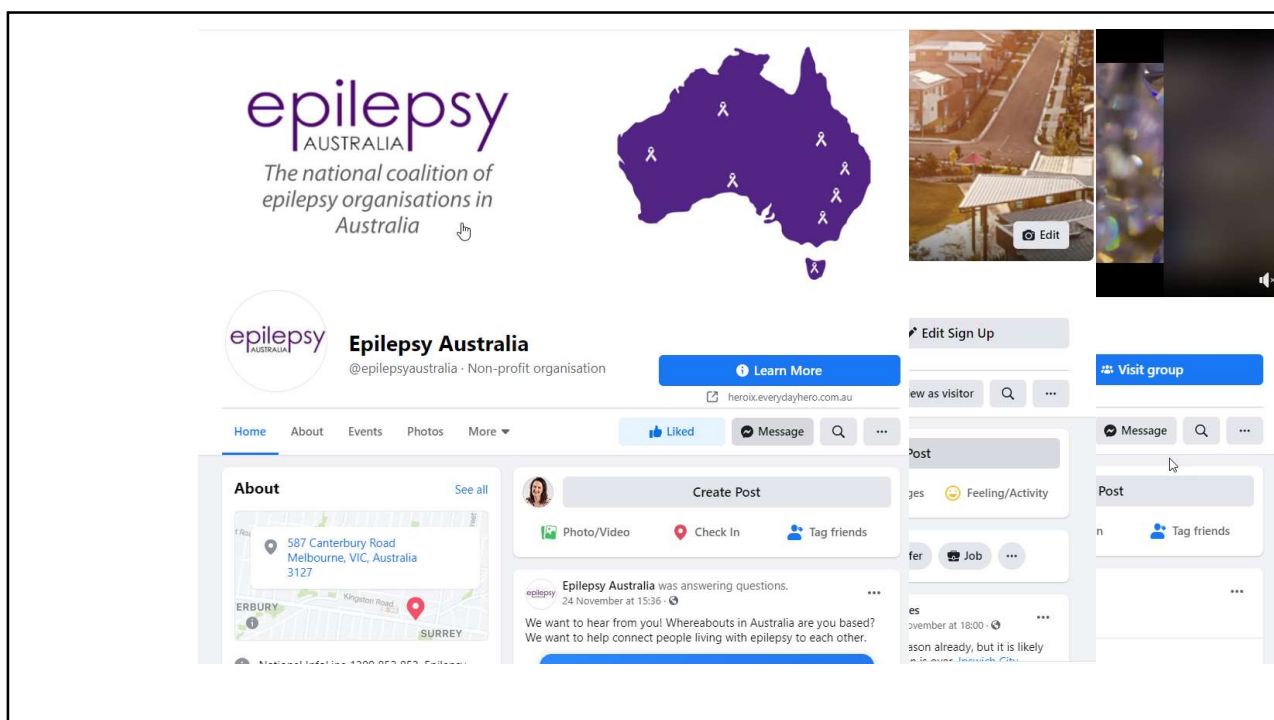
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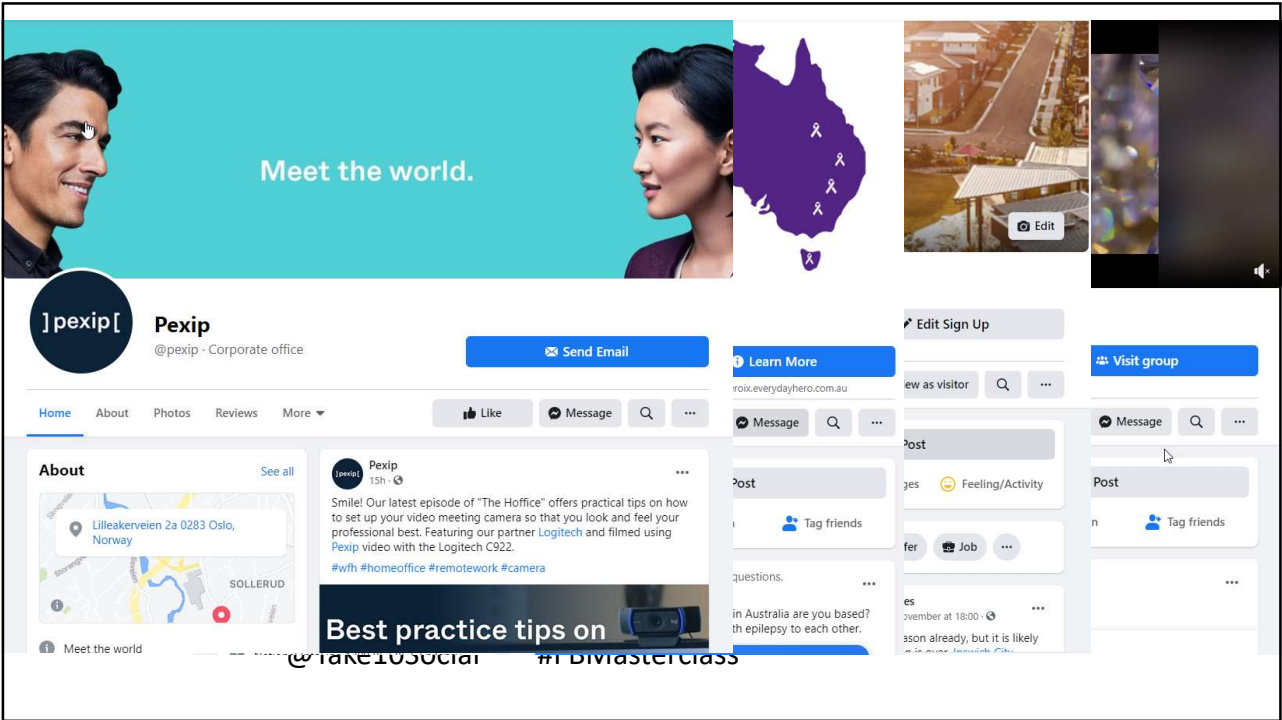
2



3



4




5



6

Today's Session

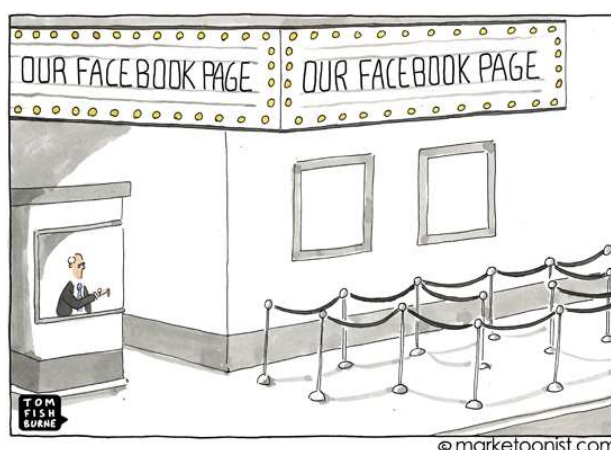
- Psychology of social media & community building
- Starting a Community
- Stages to community growth
- Content creation for community



**LET'S
START THE
JOURNEY** >>>

7

Build it and They Will Come



8

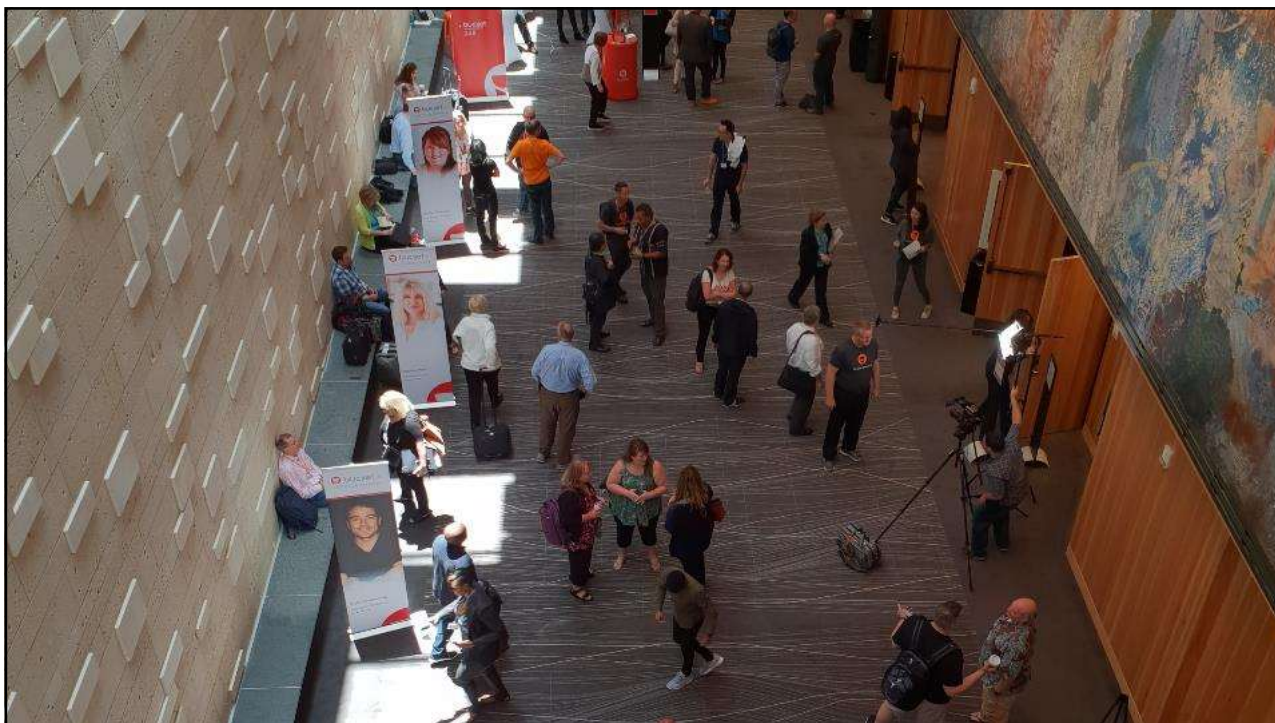


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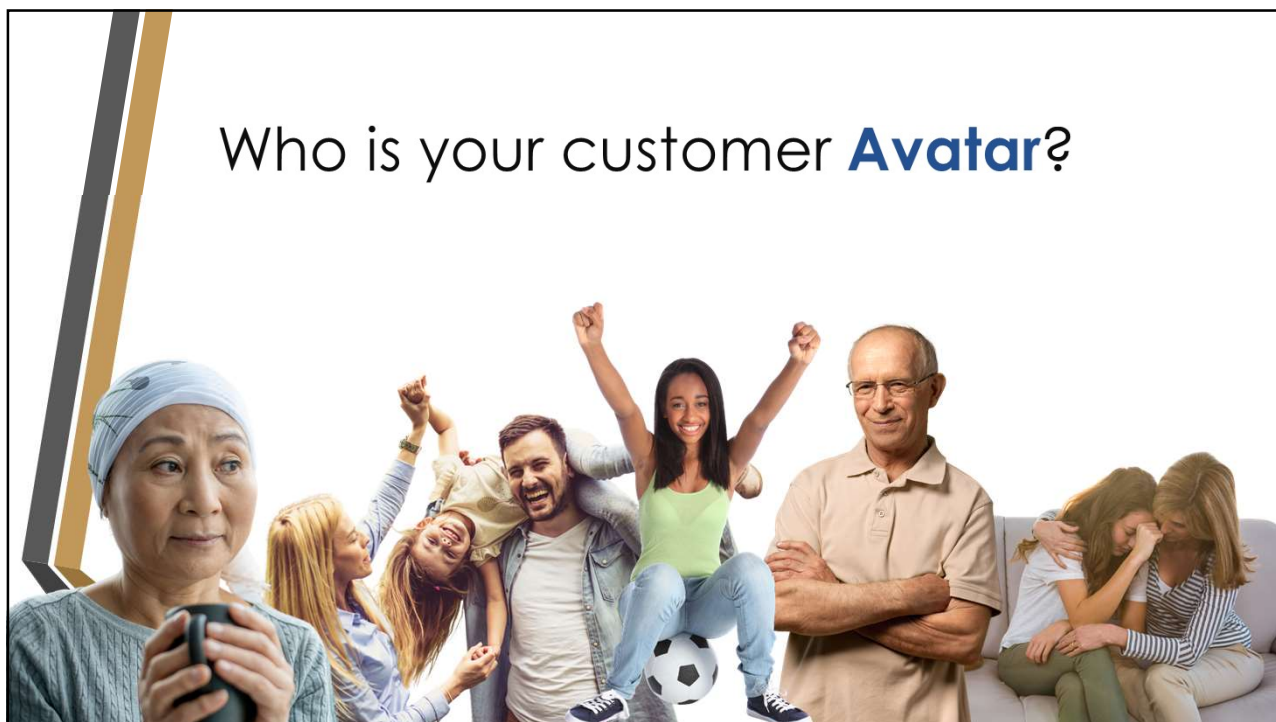


The future of
Social Media is
**hyper-
personalisation**

10



11



12

bit.ly/SocialMediaAvatar

SARAH

Age35 - 44

Identify With/AsNone

LocationAustralia

StatusMarried

Children2

JobPart time

Salary\$75k - \$100k

SOCIAL MEDIA
SUCCESS ACADEMY

MY IDEAL CUSTOMER



CHALLENGES & OBJECTIONS

CHALLENGES, PROBLEMS & FRUSTRATIONS

Finding unique, locally made clothing

MAJOR OBJECTION

Too expensive, time taken to make the clothes

VALUES, MOTIVATIONS & INTERESTS

VALUES

Family, eco-friendly, DIY

SOCIAL MEDIA PREFERENCES

GROUPS & COMMUNITIES

Mumpreneurs, Australian teachers

VALUES, MOTIVATIONS & INTERESTS

VALUES

Family, eco-friendly, DIY

MOTIVATIONS

Australian made clothes for her kids

INTERESTS

Yoga, tennis, pilates

SOCIAL MEDIA PREFERENCES

GROUPS & COMMUNITIES

Mumpreneurs, Australian teachers



www.socialmediasuccess.academy

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14

www.socialmediology.com.au

7

Your donors, clients, members, staff, referral sources and other stakeholders
- **lead you to more like them** -



15

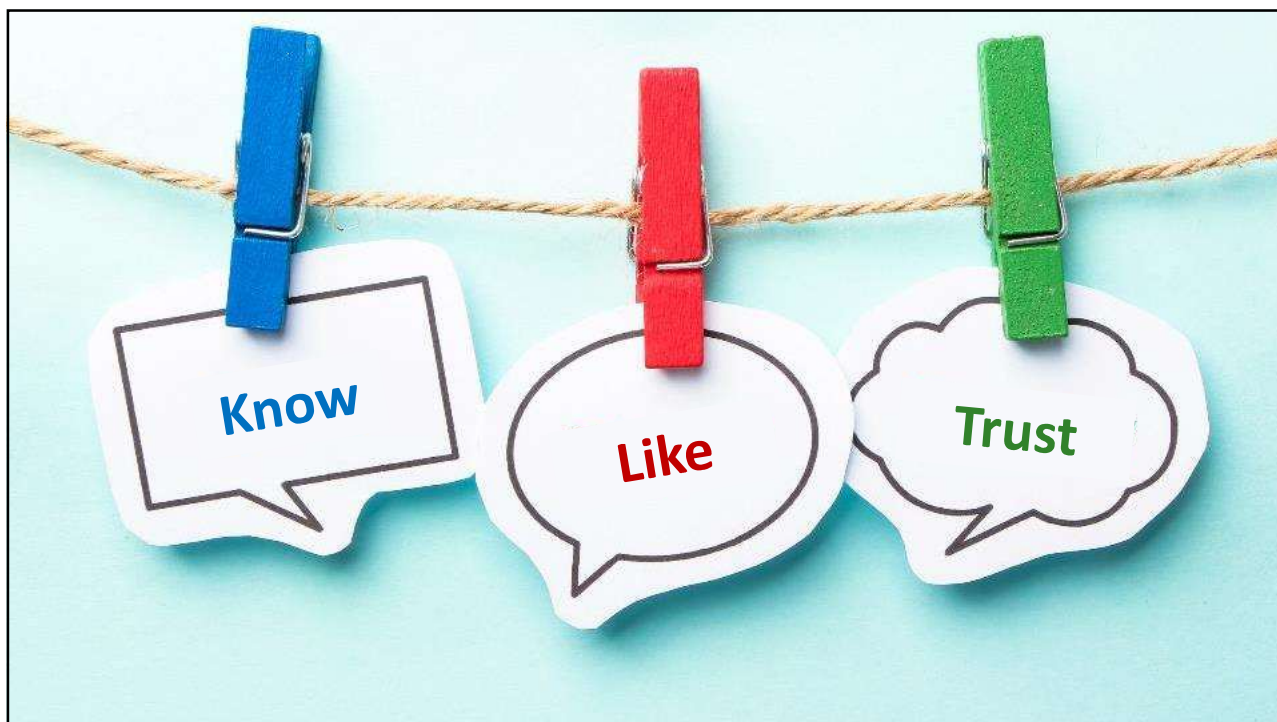
It's not about numbers. It's about
quality relationships, conversation & engagement



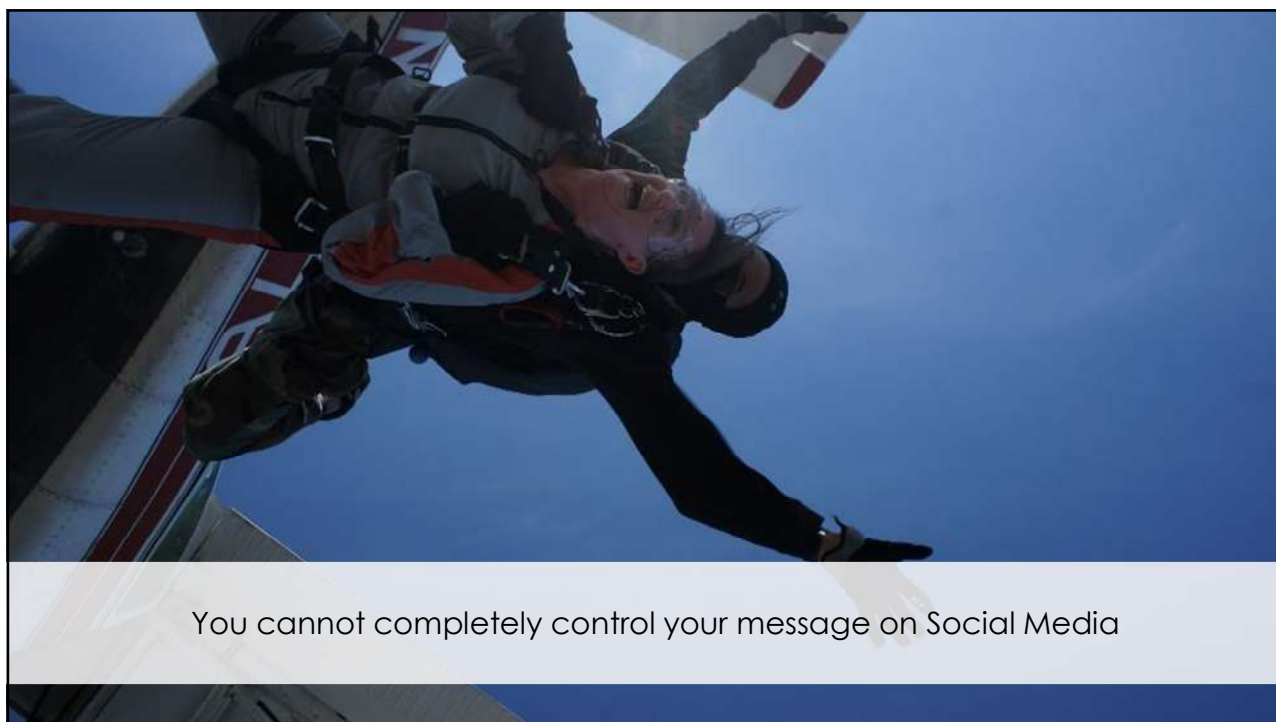
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17



18



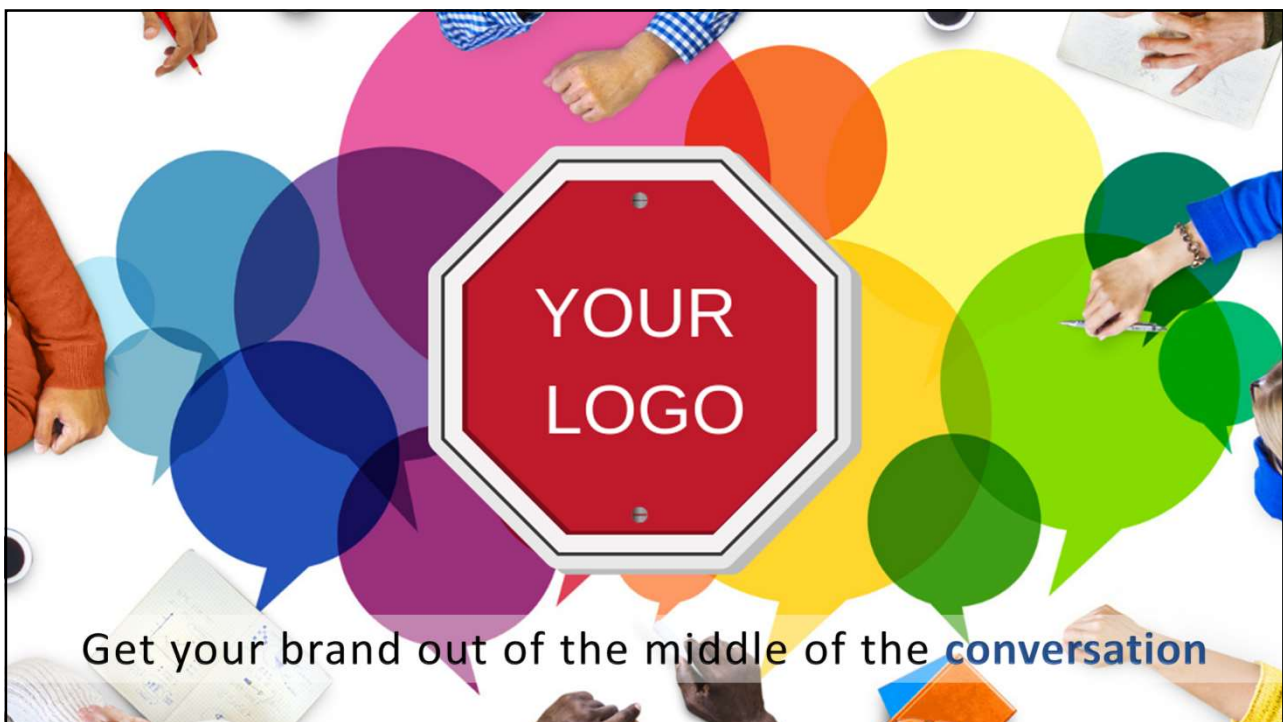
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20



21



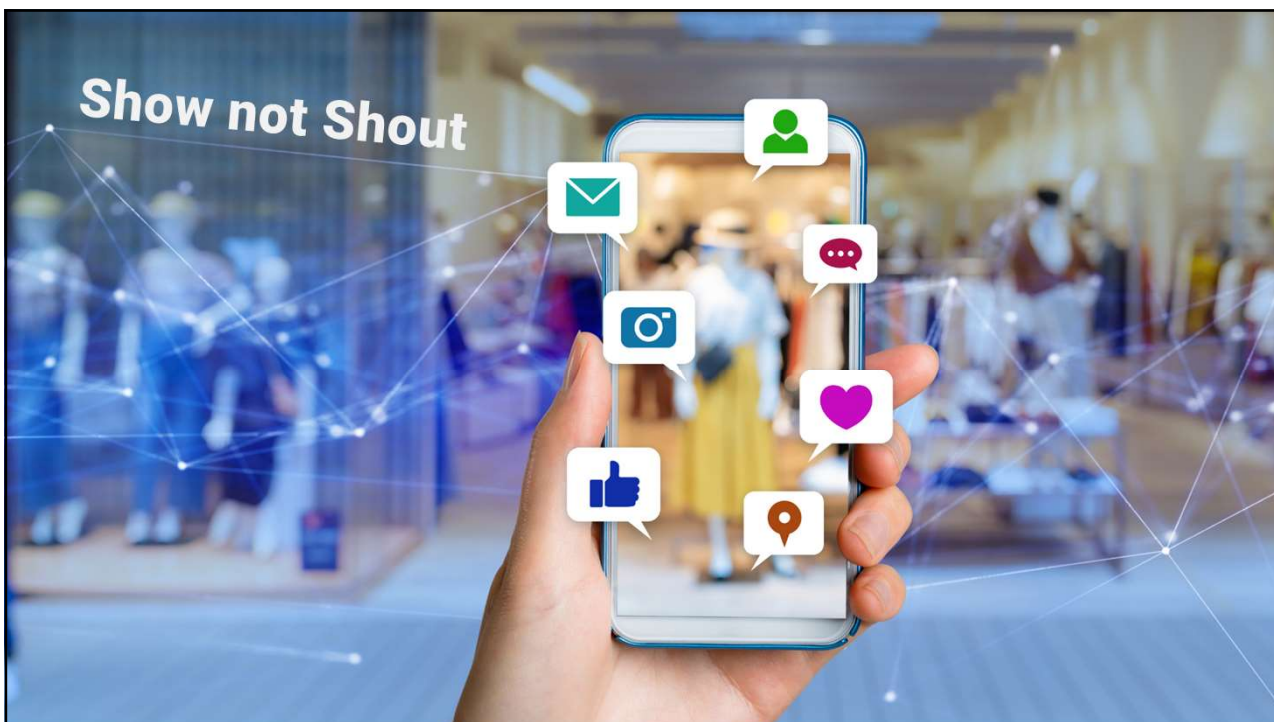
22

Create content that evokes an
Emotive response



23

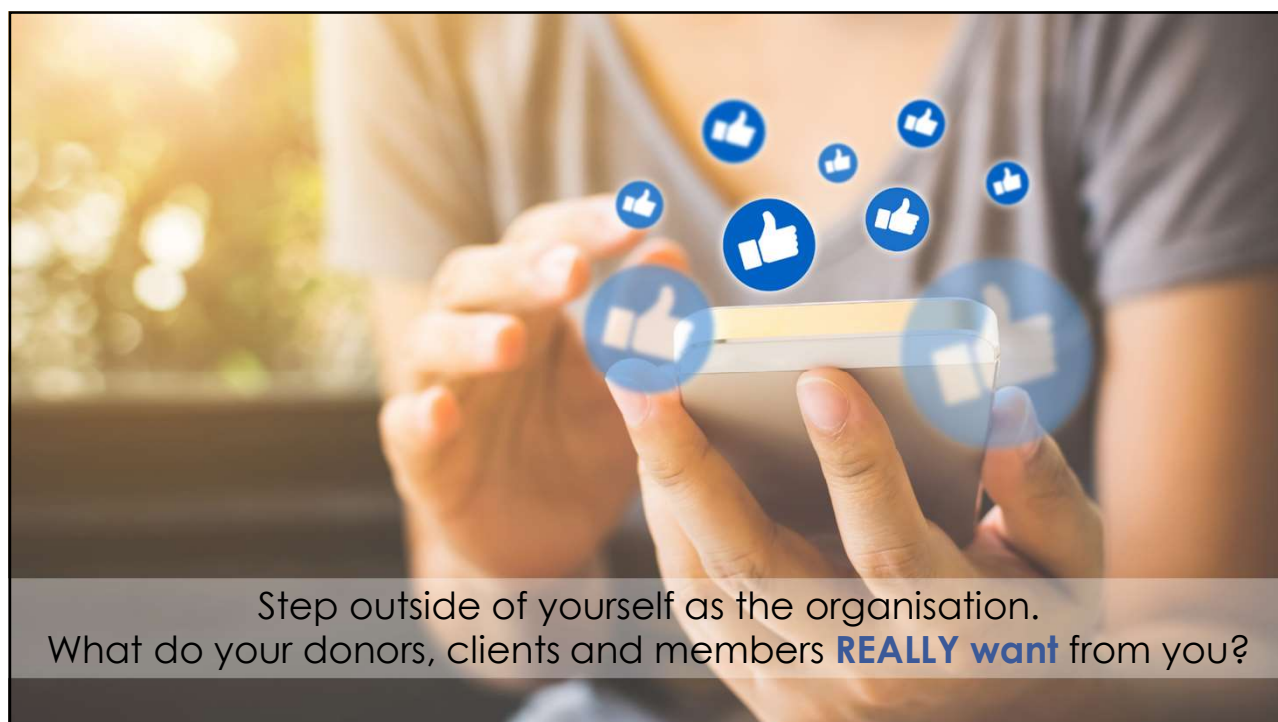
Show not Shout



24



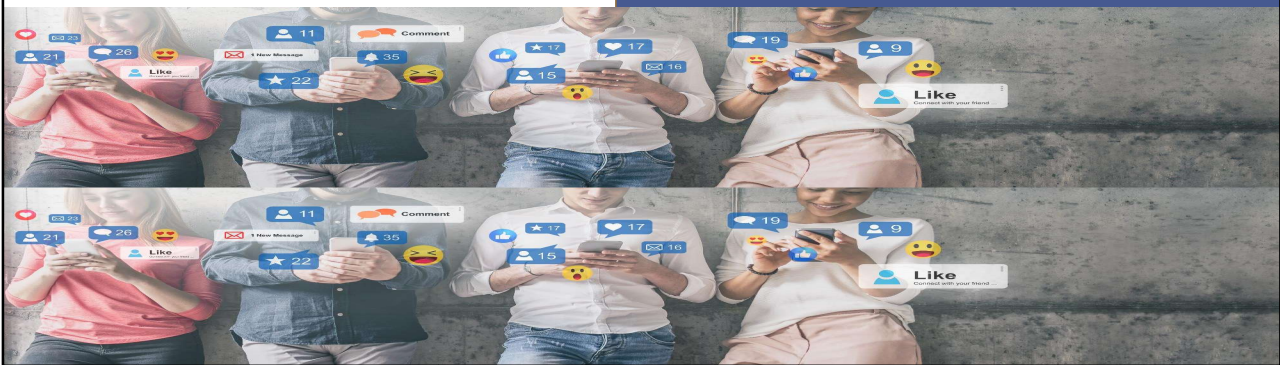
25



26

Social Media
conversations are
happening on
a **public stage**

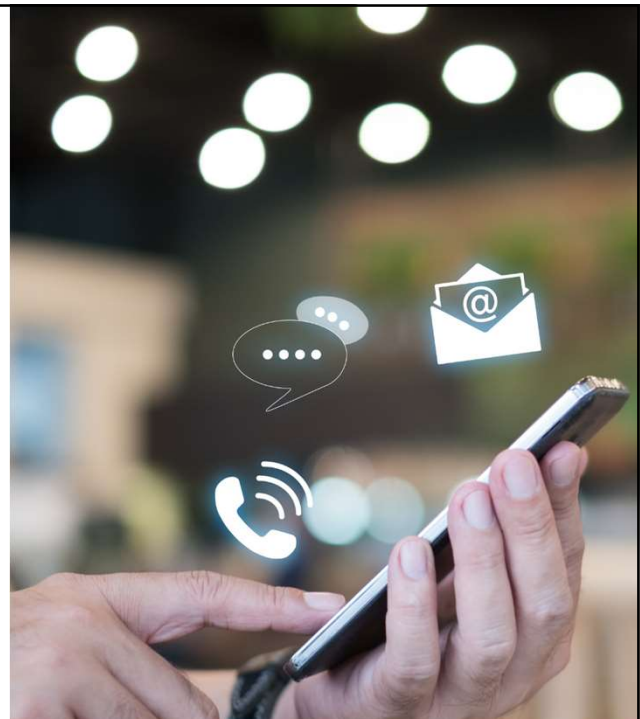
.....for the world to see



27


Integrate!

Social Media needs to be
integrated into all aspects of
your operations to succeed



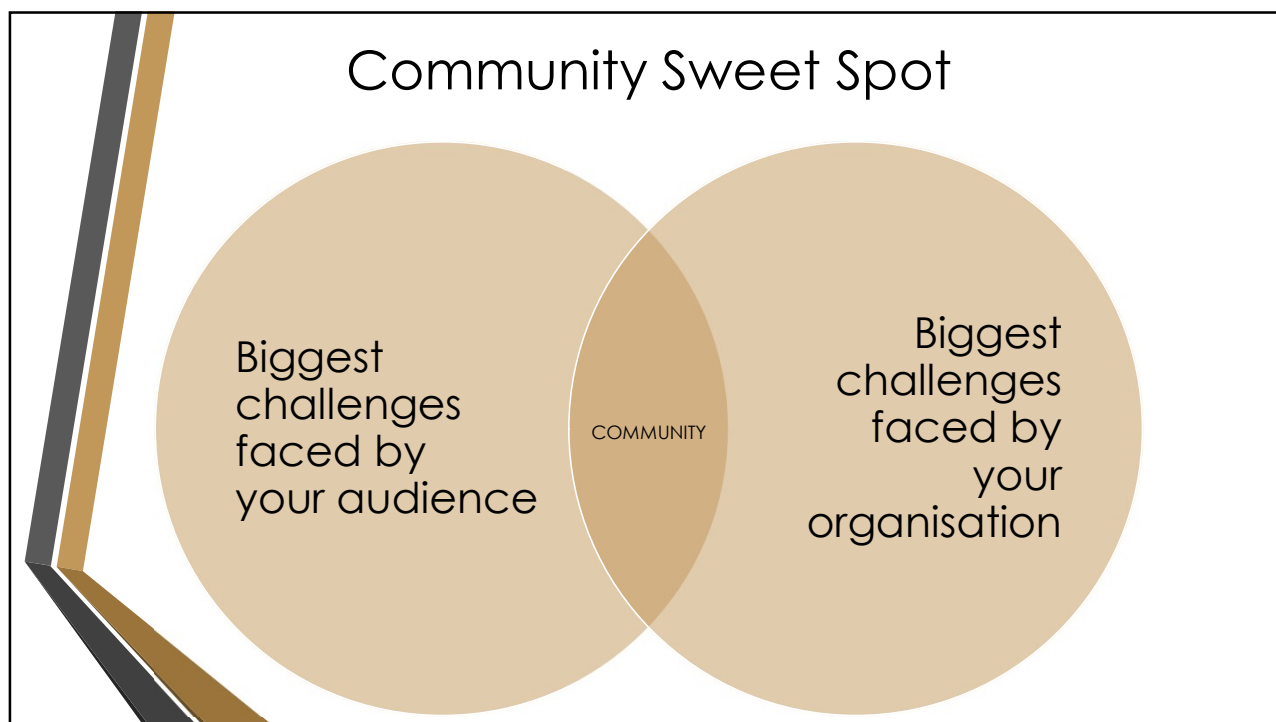
28

What is the
behaviour you
want to
influence?

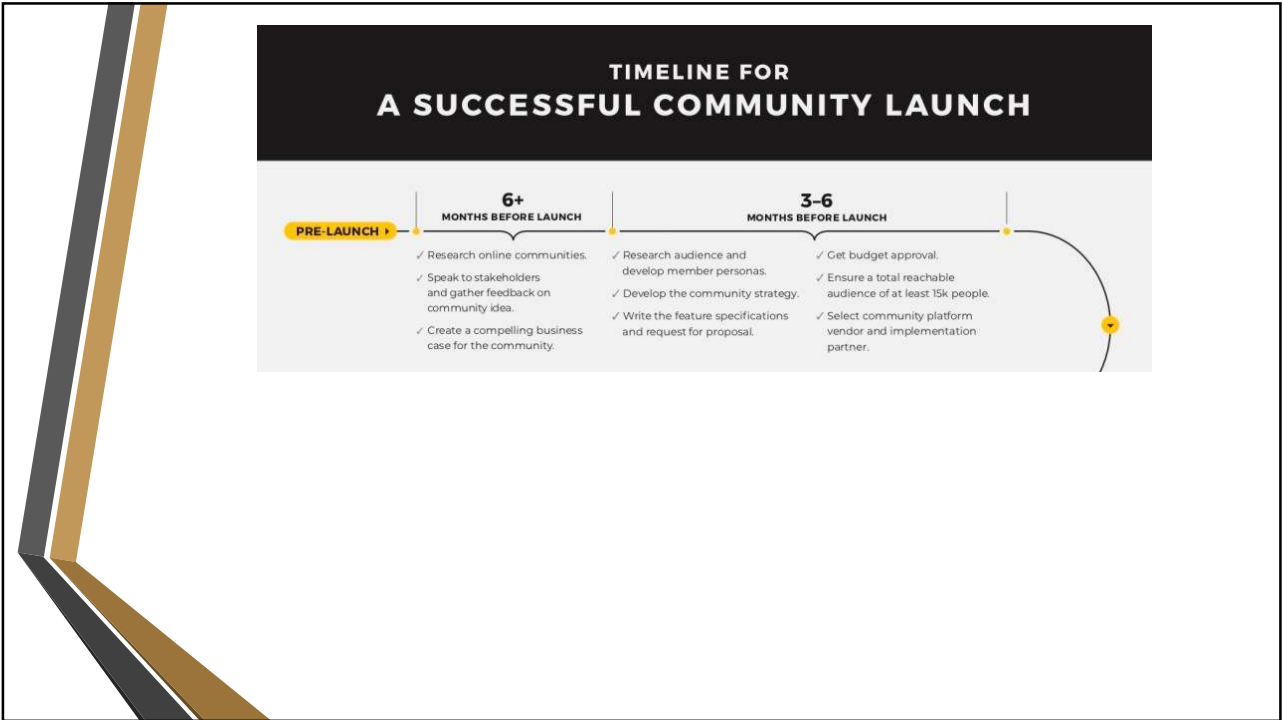


SIGN ME UP!

29



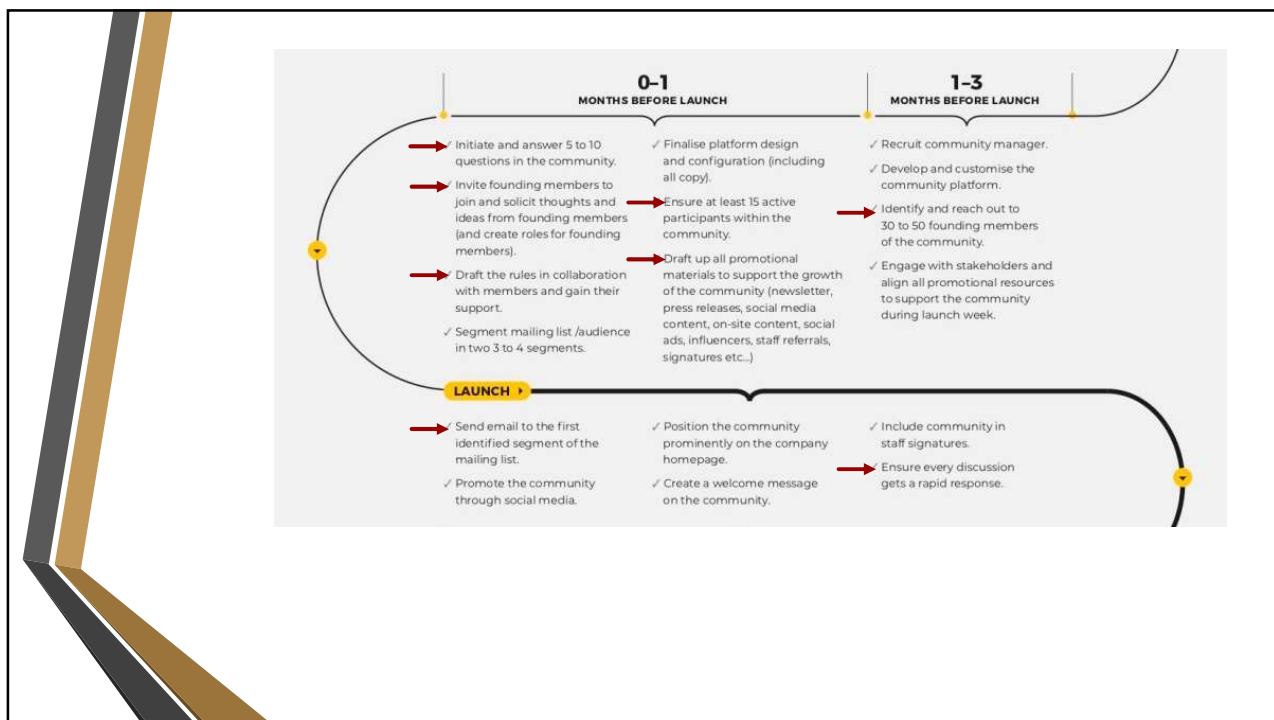
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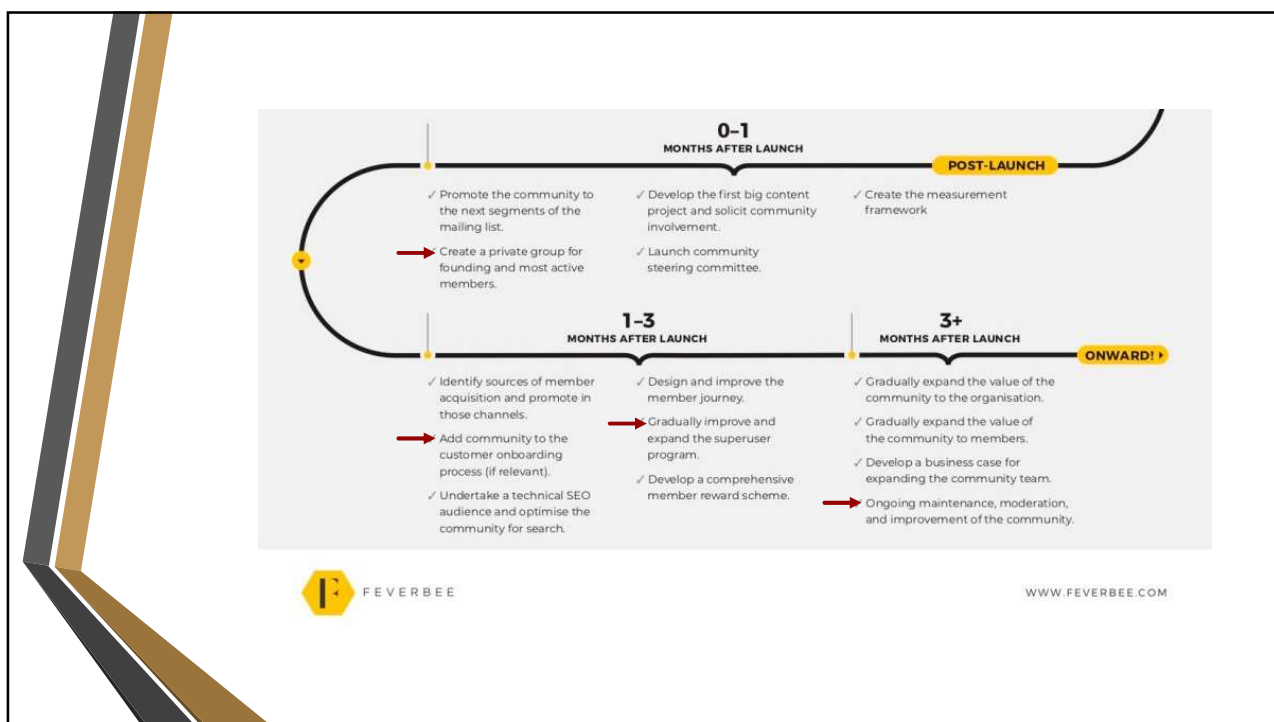
31



32



33



34

Who Makes Up Your Community?

STAKEHOLDERS

- Current Clients
- Potential Clients
- Past Clients
- Staff
- Donors
- Members
- Volunteers

INFLUENCERS

- Collaborators/referrers
- Media
- Friends/Networks
- Reviews
- Local community



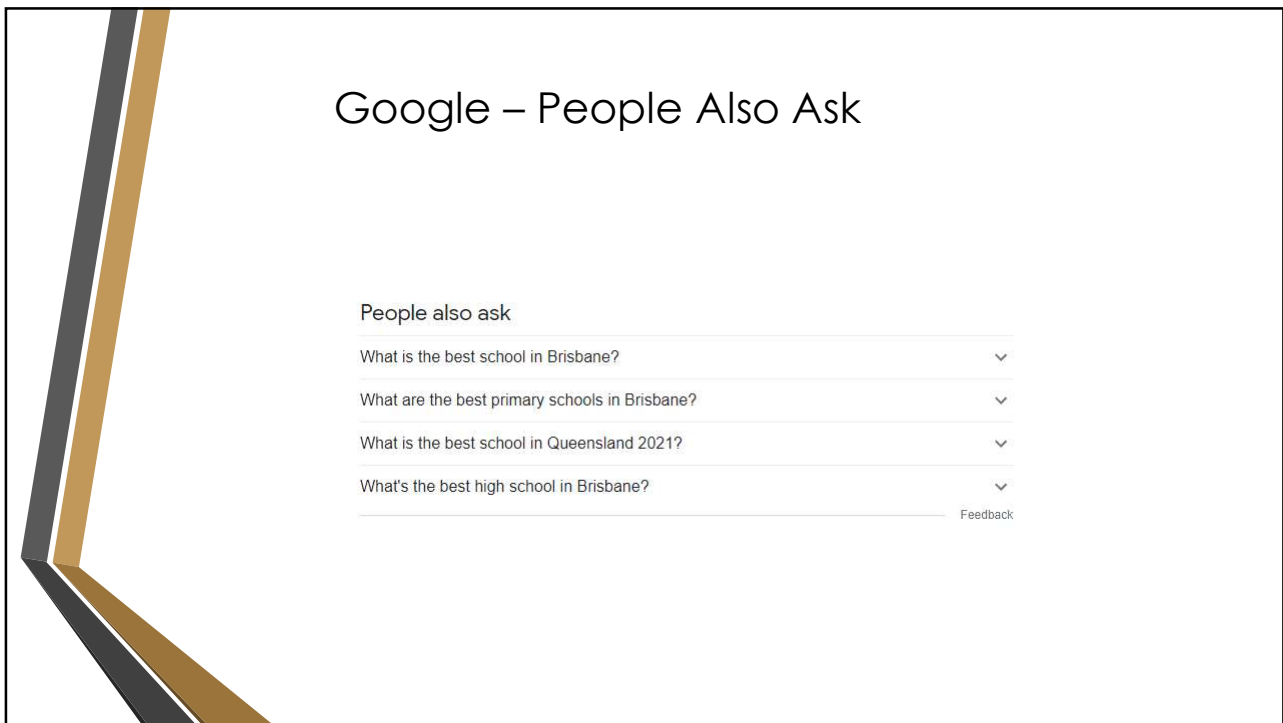
35

Topic Blowout

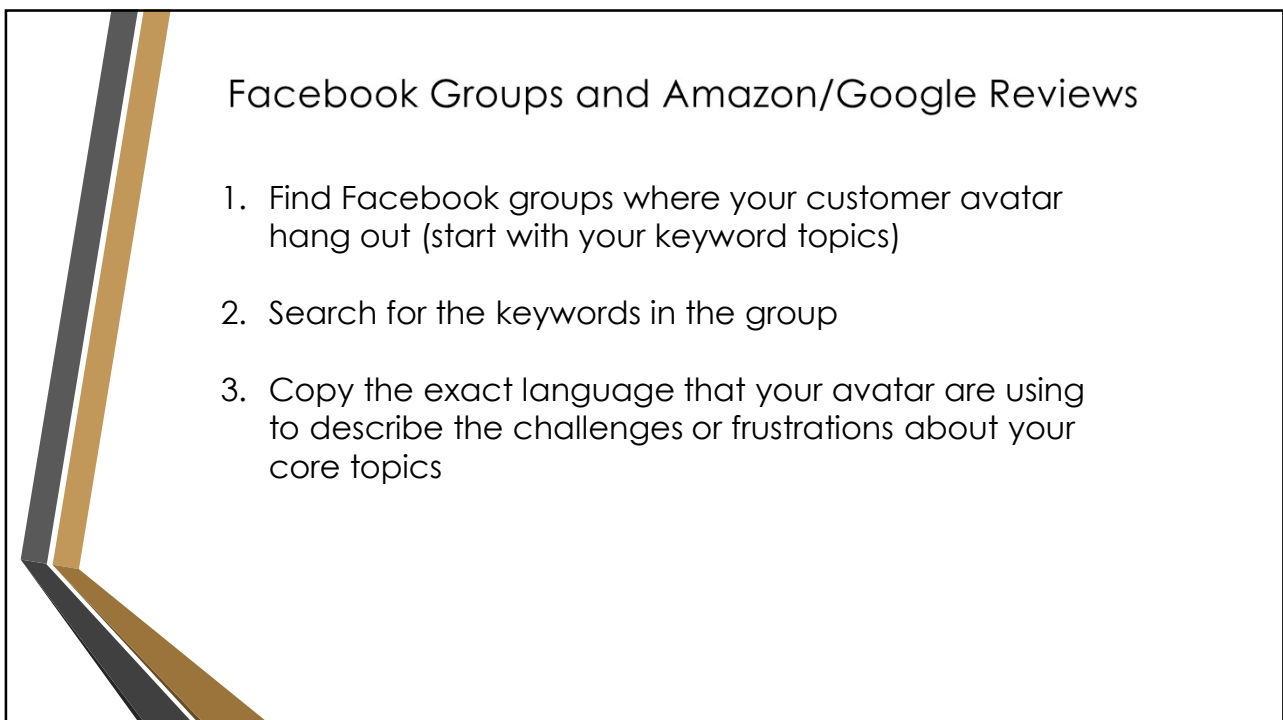
- Think about what people will be **searching** for
- Topic blow out **exercise** (Top 10 topics)
 - What is?
 - What to do/not to do
 - Best of/Worst of
 - Checklists
 - How to
 - Top 3, 5, 7....



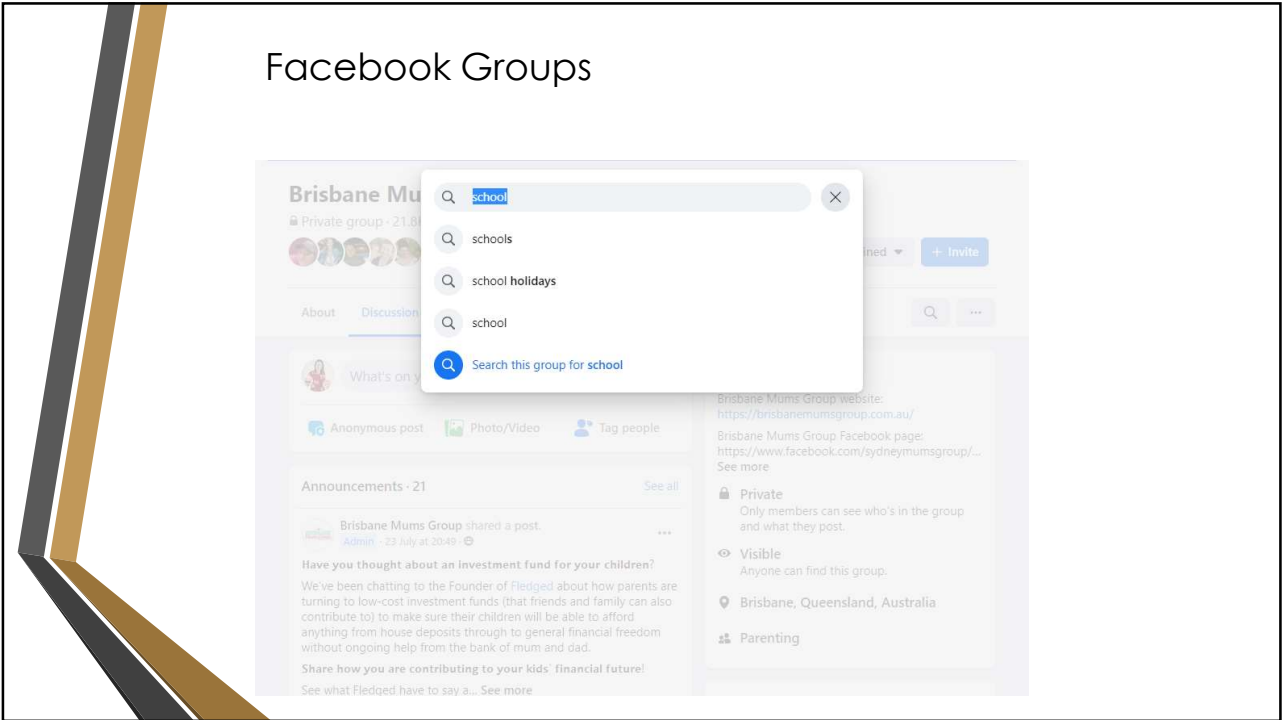
36



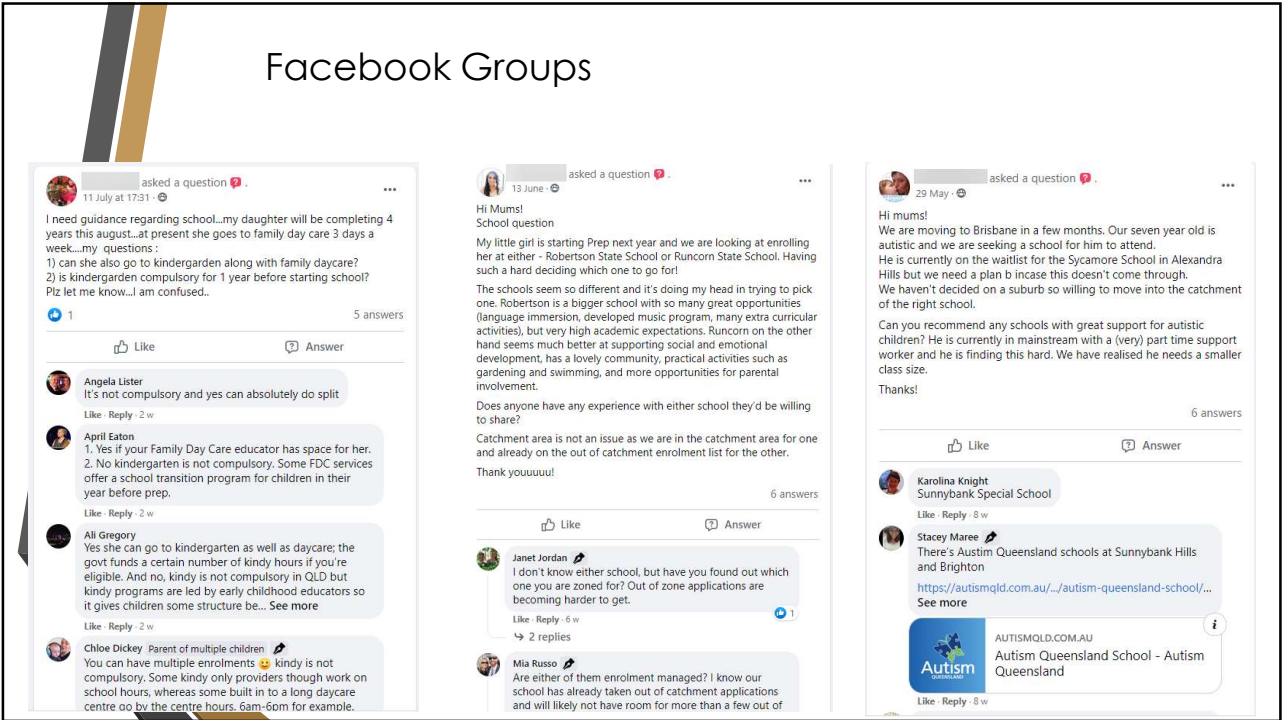
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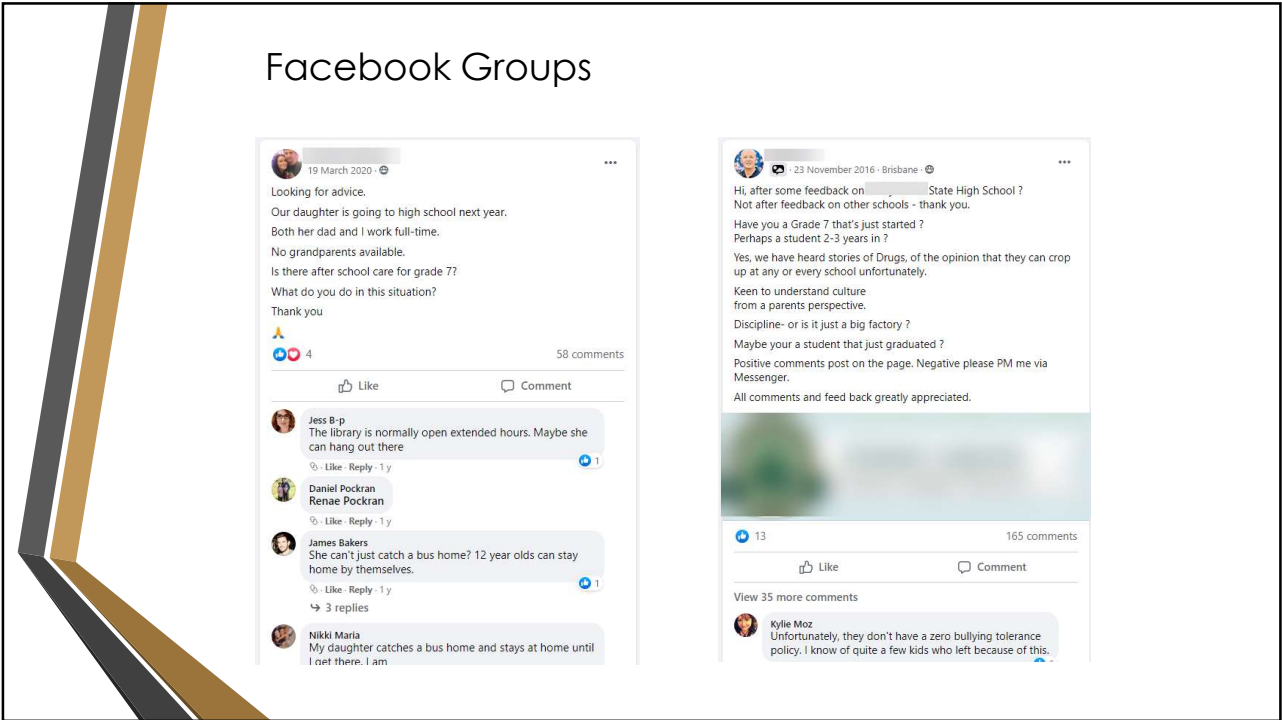
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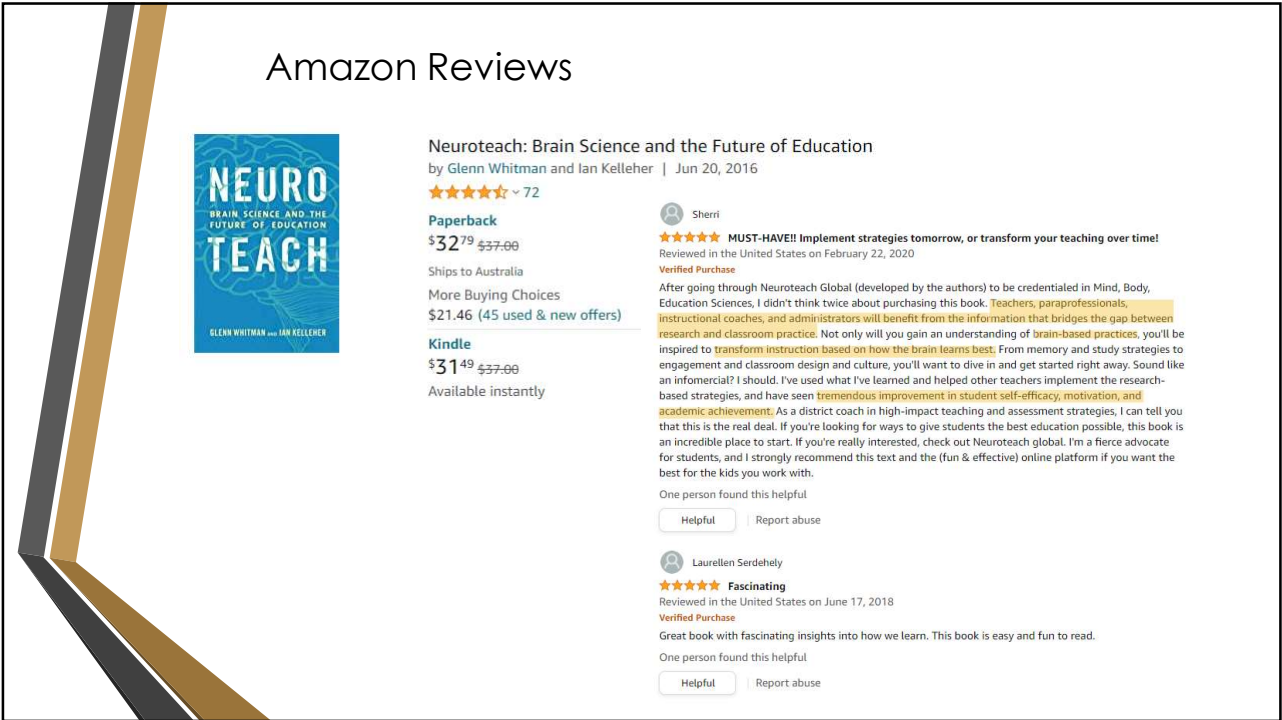
39



40



41



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Community Building Content

Ask questions that help build community, with no hidden agenda – then deliver on that

- If you could have dinner with an influencer/thought leader (in your industry) who would it be and what question would you ask them?
- What is the biggest challenge you have with xyz? (ideally make this question something that the community can respond to and answer)
- If you had \$1 million to donate which cause or organisation would you support and why?

43

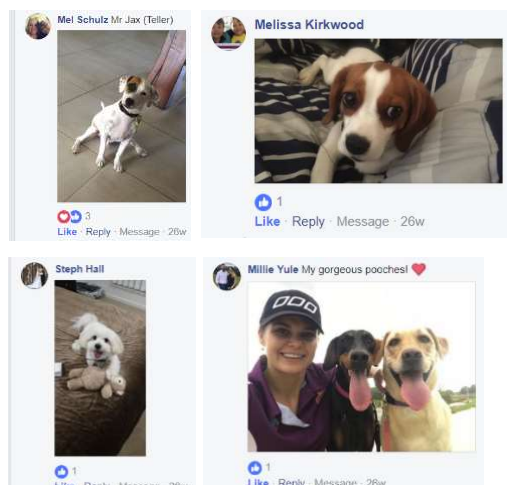
User Generated Content

Did you know today is National Dog Day? Share a photo of your Yarrabilba pooch! #NationalDogDay



3,019 people reached

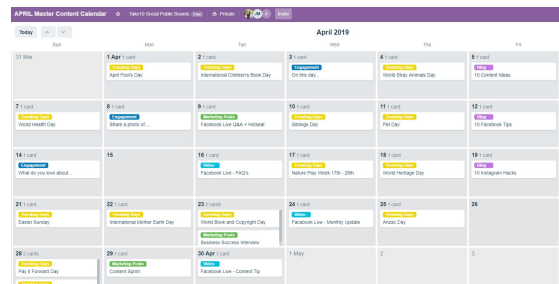
Boost Post



44

Content Mix

- Trending days
- Blogs
- User generated content
- Inspiration/motivation
- Education
- Day to day happenings
- Case studies/examples
- Marketing posts
- Brand building
- Community building
- 3rd party articles
- Shared content



45

Repurpose, Multiply and Batch Your Content

Create 5+ pieces from 1

- Video transcribed for blog post
- Audio from video/webinar to a podcast
- Image with a quote (shortened url in post)
- Link with a quote
- Video with a quote
- Address each subhead in a different post

Root Cause Analysis (RCA)

Open Disclosure

Partnering with Consumers to Improve Health Care Services

Comprehensive Care Standard 5

Custom workshops and training programs

Faculty

Bernie Harrison

Helen Ganley

Peter Hibbert

Tim Smyth

Cathy Balding

Brent James

Rox Pearson

Yvonne McCann

Helen Eccles

Louise O'Riordan

Sandy Thomson

Vince Gaglioti

Ruth Bunby

Sam Campanella

Shelley Thomson

Triona Fortune

Tammy Doyle

Project Summaries

About Improvement Academy

• Open Disclosure

• Improving Consumer Engagement

ACHS ACHS Improvement Academy brings q...

Watch on YouTube

Purpose of the aged care system

Royal Commission into Aged Care Quality and Safety- Final Report Vol 1. Executive Summary p80

'The purpose of the aged care system must be to ensure that older people have an entitlement to high quality aged care support and that they must receive it. Such care and support must be safe and timely and must assist older people to live an active, self-determined and meaningful life in a safe and caring environment that allows for dignified living in old age.'

Royal Commission into Aged Care Quality and Safety- Final Report Vol 1. Executive Summary p91

'High quality aged care puts older people first. It assists older people to live a self-determined and meaningful life through expert clinical and person care services and other support, provided in a safe and caring environment. High quality aged care is respectful, timely and accessible, and provides a safe and caring environment that allows for dignified living in old age.'

46



**Join our
Social Media Success Facebook
group for more support
bit.ly/SocialMediaSuccesses**

QUESTIONS

 @socmediologist

 SocialMediology

 Kate vanderVoort

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