

Take Your Best Shot



Lt Col Paul Cianciolo

National Marketing & Social Media Manager

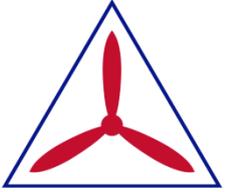
Capt Jessica Jerwa

National Social Media Analyst

PAO Academy @ #CAPNC17

30 August 2017



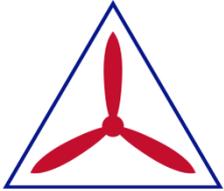


Official vs Personal

**Official You = Your Speaking
on Behalf of CAP**

**Personal You = Your Own
Views and Opinions**

It should not appear to others as though you're speaking for CAP.



What is Branding?

The craft & discipline of creating:

- ★ *Emotional Attachments*
- ★ *Intellectual Associations*

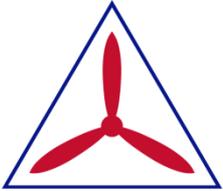
deliberately shaped to build greater brand value

delivered consistently both internally & externally

We are One CAP!!!



Civil Air Patrol
U.S. Air Force Auxiliary

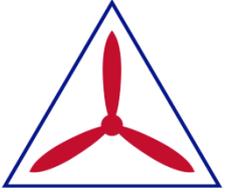


7 Step Plan

A chalkboard graphic with a wooden frame. On the left side, there are several social media icons drawn in white chalk: a Twitter bird, a Facebook 'f', a Snapchat ghost, an Instagram camera, and the LinkedIn 'in' logo. There are also several 'x' marks and arrows scattered around these icons. The main text on the right is written in large, bold, colorful letters: 'How to Create a Social Media Marketing Content Plan in 7 Steps'. At the bottom of the chalkboard, the website address 'www.SocialMediaExaminer.com' is written in a smaller font. A yellow and blue eraser is visible at the bottom left of the chalkboard frame.

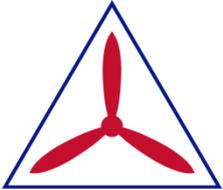
**How to Create a
Social Media
Marketing Content
Plan in 7 Steps**

www.SocialMediaExaminer.com



Step #1

**Understand How Your
Ideal Customer Moves
From Awareness to
Conversion**

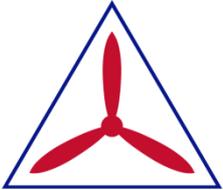


Step #1

THE MARKETING FUNNEL

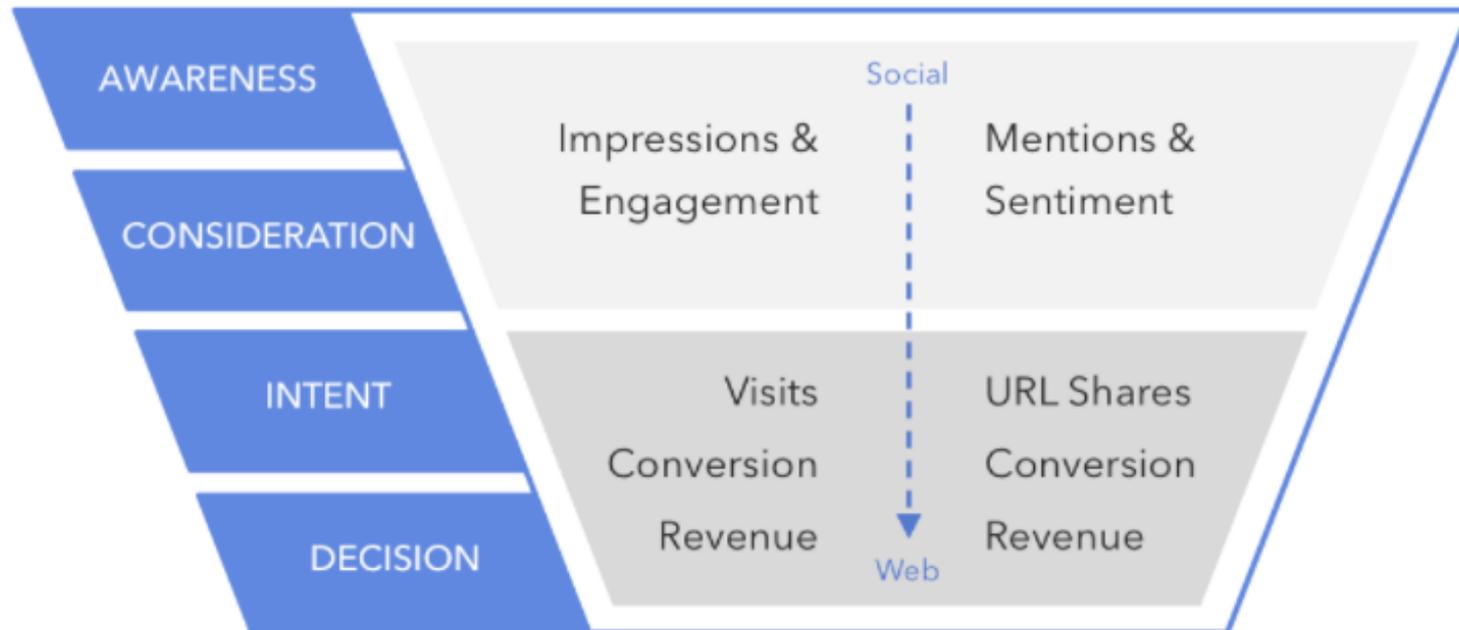


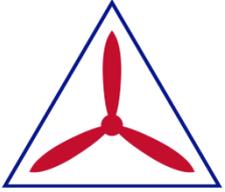
The job of marketing: gather qualified leads



Step #1

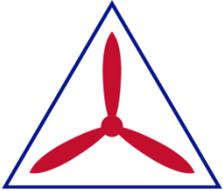
Social Metrics Matrix





Step #2

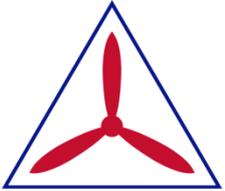
**Decide Why You'll Use
Social Media for CAP
Business, and Identify
KPIs/Goals**



Step #2

Required Planning Process for Annual PA Plans

1. Determine PA needs and opportunities;
2. Establish goals/objectives designed to fulfill needs and opportunities identified in Step 1;
3. Establish action strategies for each objective, including a way to measure the effectiveness of the tactics being used; and
4. State the desired impact envisioned for each goal provided in Step 3.



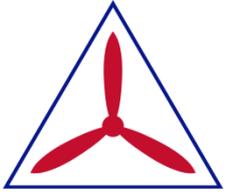
Step #2

Set SMART Goals in Annual PA Plan

- Specific
- Measurable
- Attainable
- Relevant
- Time-bound

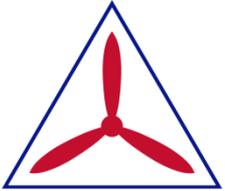


BY ANGIE SCHOTTMULLER, @ASCHOTTMULLER, 2012



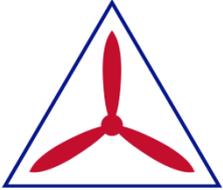
Congressionally Chartered Missions/Purposes

1. To provide an organization to – (A) encourage and aid citizens of the United States in contributing their efforts, services, and resources in developing aviation and in maintaining air supremacy; and (B) encourage and develop by example the voluntary contribution of private citizens to the public welfare.
2. To provide aviation education and training especially to its senior and cadet members.
3. To encourage and foster civil aviation in local communities.
4. To provide an organization of private citizens with adequate facilities to assist in meeting local and national emergencies.
5. To assist the Department of the Air Force in fulfilling its noncombat programs and missions.



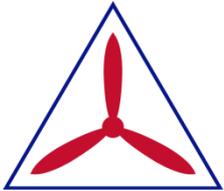
CAP Mission Statement

**Supporting America's
communities with emergency
response, diverse aviation and
ground services, youth
development, and promotion
of air, space, and cyber power.**



Public Affairs Mission

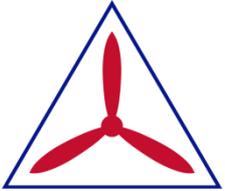
1. Inform internal and external audience of CAP's national importance
2. Safeguard the image and assets of the corporation
3. Strengthen relations with key audiences and customers



Step #2

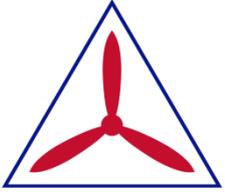
The Social Metrics Map

	Goals		KPIs
Awareness	Increase the number of people who know your brand and what you offer.	>	Mentions Sentiment Reach & Impressions
Consideration	Educate people on your products, mission, and value proposition.	>	Engagement Audience Growth
Intent	Differentiate your brand and products, and create urgency to take action.	>	Visits URL Shares Pageviews/Time on Site
Conversion	Entice people to purchase, donate, submit forms, etc. with offers and promotions.	>	Form Submissions Account Creation Purchases/Donations



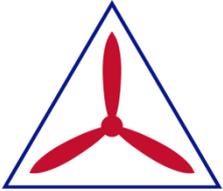
Example Conversion Goals

- Make online donation
- Fill out contact form
- Click on a link to website
- Signup for newsletter
- Download PDF
- Spend time on important website
- Engage in social media interaction
- View video



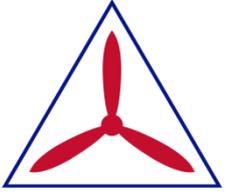
Step #3

Choose the Right Social Network to Engage Your Audience



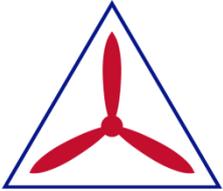
Step #3

Platform	Recommended Official CAP Use	Primary Purpose	Attributes	Marketing Use
	NHQ; Wing; Squadron; Program (FB Groups)	Brand Loyalty & Reputation; Craigslist	Audience Segmentation; Dialogue; Stories; Live	Advertising; Storytelling
	NHQ; Region; Wing; Squadron; Activity	Breaking News; Quick Info; Customer Service	Immediate Response to Questions; Media Use; Conversations; Live	Hashtags
	NHQ; Squadron; Activity	Mobile Photo/Video Sharing	Inspiring Content; Part of Facebook; Storytelling; Live	Influencers
	NHQ; Wing	Upload/Sharing of Video	Channels; Search Engine; Live	Teaching Opportunities
	Activity	Sharing Video/Pics that Disappear	Storytelling; Behind-the-Scenes & Exclusive Content; Live	Geofilters
	Program	Online Scrapbook; Showcase Products; Display Brand Essence	Lead Generation; Call-to-Action Responses; Micro-Target Search	Business Analytics
	NHQ	Business Networking with Professionals	Showcase Workplace, Job Opportunities	Groups



Step #4

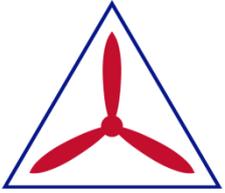
Research Content Topics



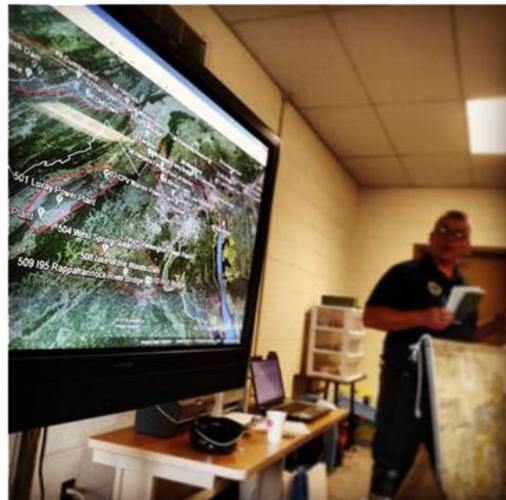
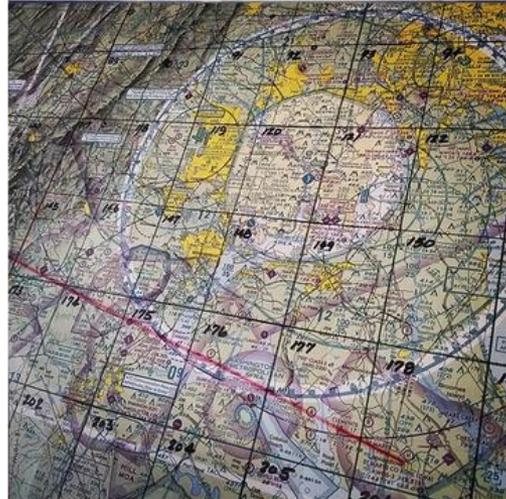
Step #4

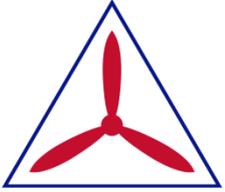
Get engaged in a two-way conversation and find out what kind of content your audience wants to consume.

- Twitter Poll; Ask for Comments
- Audience Questionnaire
- Talk to Friends, Colleagues, and Family
- Look at Competitors



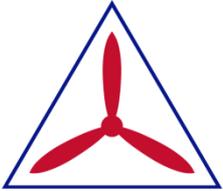
Instagram Mission Content





Step #5

Plan Your Content Calendar

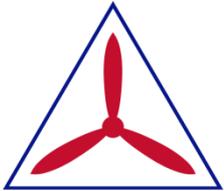


Step #5

Create Content for Blog; Use Social to Promote It

Break down your blog content into 4 sections:

- **Introduction:** pose an interesting fact/statistic.
- **Body:** divide the information into bite-sized chunks.
- **Conclusion:** summarize the topic.
- **Call to action:** download a free guide or join a webinar, for example.



Content Calendar

NHQ Social Media Content Calendar HQ CAP Public Affairs Team Team Visible

Board Instructions & Key | Content Ideas | Upcoming Events | Researching & Editing Content | Past Events Pending Archive

Publish Date	Title/Description	Status	Due Date	Type of Content	Producer/Designer	Editor
Friday 1st April	Email Newsletter	Completed	-	Latest blogs & LinkedIn Webinar		
Monday 4th - 10th April	Social Media Preparation and Scheduling with LinkedIn Focus	Completed		Social Media Marketing		
Tuesday 5th April	#TechTuesday: The LinkedIn 5 Minute Marketing Plan	Completed	Monday 3rd April	Blog Post	Warren Knight	WK
Friday 8th April	LinkedIn Love for Brands, Wholesales and Retailers	Completed	Thursday 6th April	Blog Post	Warren Knight	WK
Friday 8th April	Maximising The Potential of LinkedIn	Completed	Friday 7th April	Guest Blog Post	Warren Knight	MODA
Monday 11th - 17th April	Social Media Preparation and Scheduling with LinkedIn Focus	Completed		Social Media Marketing		
Wednesday 13th April	10 Ways to Grow Your LinkedIn Profile	Completed	Wednesday 12th April	Guest Blog Post	Warren Knight	Profession. beauty

Content Ideas:

- National Staff Office Profiles (Status: Brainstorming)
- Parody Music Video Contest (Status: Brainstorming)

Upcoming Events:

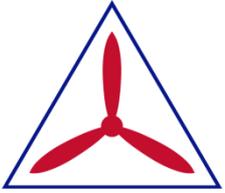
- National Donut Day: Jun 2 (Status: Brainstorming)

Researching & Editing Content:

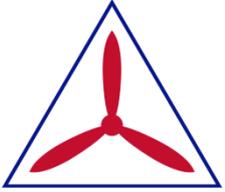
- Spiritual Resilience Blog Share (Status: In Progress)

Past Events Pending Archive:

- International Air Cadet Exchange
- 2016 National Conference: Aug 11-13 (Content Published)
- AFA Air Space Cyber Conference: Sep 19-21 (Status: In Progress)
- Setup Thunderclap for 75th: Dec 1

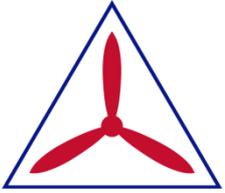


Once you know what you'll be blogging about and when, as well as where you'll share it, start developing the supporting content you'll publish on social media.



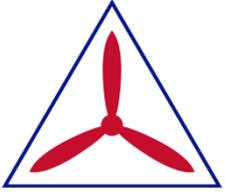
Step #6

Build Trust Through Consistent Engagement



Step #6

- Engage in two-way conversations!
- Respond to direct messages and comments.



Step #7

Measure Progress and Adjust Course



REACH

The more Twitter followers, Facebook fans, LinkedIn group members, etc. that you have, the greater your ROI for any campaign or promotion. Reach can often be tracked within the social media platform.

1

TRAFFIC

Getting visitors to your website or another URL where conversions happen is a major goal of any social media plan.

2

LEADS

Maybe the most important social media measure, this is the ratio of leads coming from each referring site.

3

CUSTOMERS

Track the number and social media-generated leads that become actual customers.

4

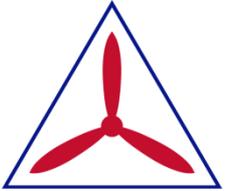
CONVERSION RATE

Tracking the percentage of visitors by social media platform or promotion piece tells you what's working and what's not.

5

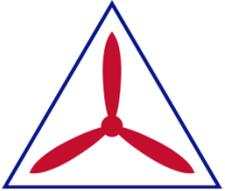
TOP 5 METRICS FOR SOCIAL MEDIA ROI





Example Conversion Goals

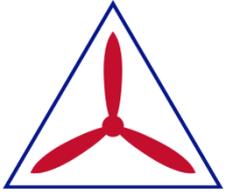
- Make online donation
- Fill out contact form
- Click on a link to website
- Signup for newsletter
- Download PDF
- Spend time on important website
- Engage in social media interaction
- View video



CAP Social Media Metrics

Link to Google Sheet with NHQ social media data for Facebook, Twitter, LinkedIn, and Instagram, YouTube.

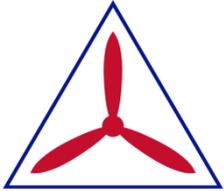
<https://docs.google.com/spreadsheets/d/1DMiNDijtIirXogkbp-ixlhoN6i0WogowE0IQYHJMXg/edit?usp=sharing>



Without a Plan, You are Just Throwing Spaghetti



Think before you post. Know what you want to accomplish with your content before publishing.



Social Media Content Marketing Plan Steps

1. Understand How Your Ideal Customer Moves From Awareness to Conversion
2. Decide Why You'll Use Social Media for CAP Business, and Identify KPIs/Goals
3. Choose the Right Social Network to Engage Your Audience
4. Research Content Topics
5. Plan Your Content Calendar
6. Build Trust Through Consistent Engagement
7. Measure Progress and Adjust Course