

Are you a good social listener?

PR News Social Media Conference

October 9 | New York City



It's nice to meet you



- Krisleigh Hoermann, Director of Operations | Digital and Social Media Consultant at American Heart Association | American Stroke Association
- 4 years at AHA/ASA
- Prior PR/social media to a variety of industries including nonprofit, healthcare, event, retail, energy and finance
- Grew up #volunteering
- #CommunityIsWhy



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Our journey

2007

- AHA YouTube Channel is launched

2008

- Go Red For Women Facebook is launched
- Social media policy and playbook is created

2010

- AHA officially joins Facebook and Twitter
- First full-time social media position is filled – in communications
- Social media strategy is created
- SMaC U finds it's beginnings with quarterly “Unconferences”
- AHA/ASA ramps up listening

2011

- AHA/ASA launches official blog
- AHA uses social media to drive Scientific Sessions
- Customer service team begins integration

2012

- ASA launches Facebook page
- AHA joins Google+, Pinterest and Instagram
- AHA livestreams several SoMe chats

2014

- Social community of more than 4 million people
- 125 community managers, social mindset integrated across the organization

Success factors for building a social business

The top 3 factors for success on social networks: strategy, prioritization and dedicated staff.

1. 41% Developed a strategy
2. 37% Prioritization by executive management
3. 28% Dedicated social media staff

Source: 2012 Nonprofit Social Networking Benchmark Report

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Are you listening?



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What is listening?



Your own island.



Image 1: <http://www.thinksnaps.com>

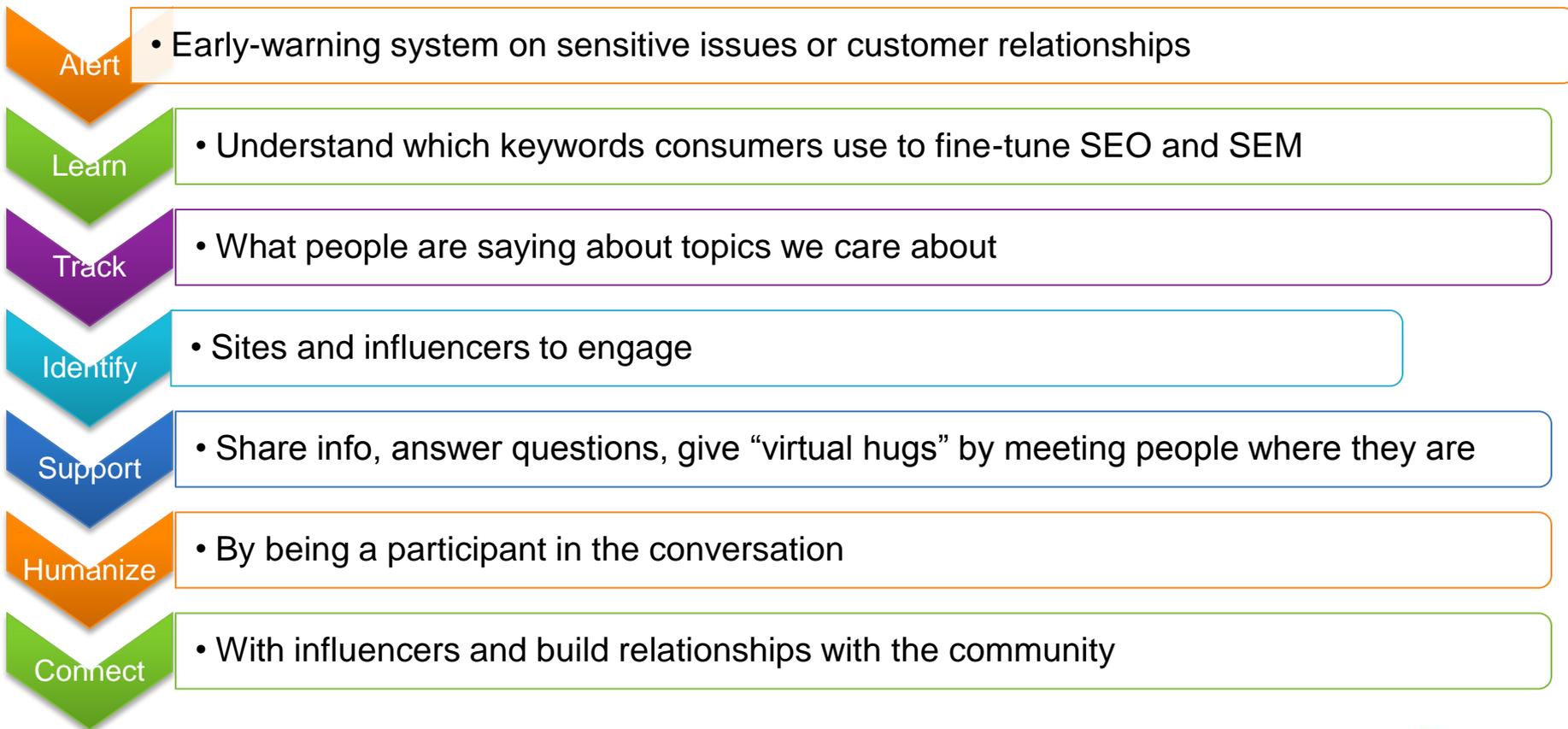
Image 2: <http://scienceblogs.com>

Everything else.



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Why do we listen?



Evolving dialogue: Virtual hugs



Chey c: @CashGriellias_ Following

Woke this morning and this in my mentions. You had no idea how much this means to me. Thank you! @American_Heart pic.twitter.com/SGED5FUEFy

Chey c: @CashGriellias_ · Jul 10
Everyone was shouting "Call 911" "Does anyone know CPR" I stepped up and performed CPR on the baby. I broke a couple ribs trying to (c)

American Heart Assoc @American_Heart
@ThatShy_Girl Yes that can happen, but a couple broken ribs will heal. Thanks for saving a life. #LifeSaver - GW
7/11/13, 7:50 AM
1 RETWEET 1 FAVORITE

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Making metrics matter

Context is king

Brand Reporting

- Reach
- Engagements
- Engagement rate
- Click-through rates
- Brand ambassadors
- Community growth
- Social services
- Demographics

Listening

- Volume of mentions
- Owned vs. Earned
- Source distribution
- Key influencers
- Engagement around specific topics
- Language used around specific topics
- Social services
- Brand topic vs. trending topic
- Demographics

Case study: The EmpowerMENT Challenge

The EmpowerMENT Challenge



*It starts at home.
It starts with you.*

#lifeiswhy

heart.org/healthierkids

- More than 9,000 mentions
- More than 1,200 participants weekly
- Most popular content: Fruits and Veggies and Physical Activity
- 80% was earned
- 78% on Twitter



Case Study: Social Services



Kivi's Nonprofit Communications Blog
at Nonprofit Marketing Guide.com



BLOG HOME

NONPROFIT MARKETING GUIDE HOME

THE BOOK

MEET KIVI LEROUX MILLER

Wonderful Response from the American Heart Association

by KIVI LEROUX MILLER on SEPTEMBER 6, 2012

in FUNDRAISING, NONPROFIT COMMUNICATIONS, THANK-YOU LETTERS, WHAT I GOT WHEN I GA

A couple of weeks ago, I shared with you what kind of communications I received from twenty different national nonprofits after giving year-end gifts in the last days of 2011. The [results were very mixed](#), with about a 1/3 of the organizations doing what I would consider good online donor retention, 1/3 doing it inconsistently, and 1/3 doing basically nothing.

One organization in that "nothing" category was the [American Heart Association](#) — and now we know why.

With her permission, I am reprinting the email I received from Maureen Ryan on Tuesday.



AHA staff notices a blog being re-tweet using TweetDeck. He discovers how the potential problem was handled AND the awesome social response.

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Next Steps

- Create your goals for listening
- Earn buy-in over time. It isn't a once-and-done
- Listening to your brand + other pertinent topics
- Leverage case studies to advise the business and executives
- Adjust how you use social media based on how people discuss topics of interest online
- Plan for success!

Make a plan



Commitments

My three listening commitments are:

1

2

3

Identify **three social media commitments** coming out of today



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