

Tips for Creating a Splash-Worthy Social Media Campaign

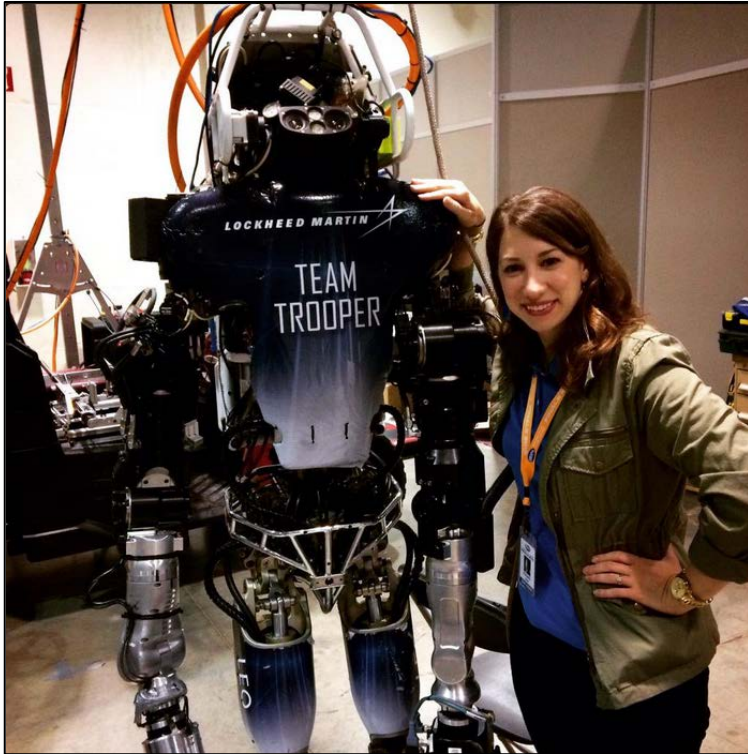
Case Studies: Digital Content Strategies that Senior Leaders Love

PR News' Digital PR & Marketing Conference
Miami, Florida | June 6, 2016 | #social16



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Introductions



Founder of @LockheedMartin social program. Friend of robots. Adjunct professor @foxschool.



Colleague & fan of fast ships. Tweeting as @EmilyKleiman.

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If You Remember One Thing...



WHY Care?
Share?

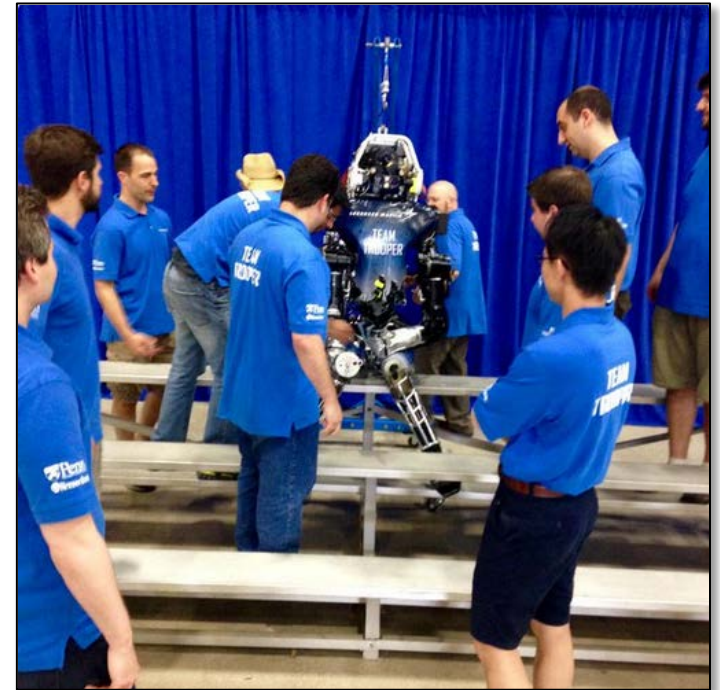
Robots & the Red Carpet



Campaign Goals



- **Demonstrate commitment to a future where humans and robots work together**
- **Highlight collaboration among research community**
- **Attract future talent to industry**
- **Maximize STEM partnership with National Geographic**
- **Educate media and general public on tough technology challenges associated with robotics**



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Campaign Elements



- Robot Media Day, On-Site Interviews
- Robot Red Carpet Experience
- #RobotRedCarpet Contest
- Reddit AMA
- Brand Journalism



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Tips & Takeaways



Robots compete for \$2 million in DARPA disaster contest

Jane Wells | @janewells
Friday, 5 Jun 2015 | 12:41 PM ET



Robots build cars, vacuum floors, remove explosives, perform surgery.



There's still an awful lot they can't do. MIT has long been working on a [robot that can fold laundry](#). Robots generally lack complex perception and manipulation, creative intelligence and social intelligence, according to [Oxford University](#).

- **Get to know reporters *online* before meeting them offline**
- **Use Tweetdeck or Twitter lists to filter & group hashtags and users of interest**
- **Offer unique opportunities to take reporters behind-the-scenes in advance of events**
- **Respect boundaries and ask about communication preferences**



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Tips & Takeaways



- Consider whether model release forms are necessary (especially important when kids are involved!)
- Study up on customer service best practices—particularly when “free” and “first-come, first-served” are involved
- Engage your partners in cross-promotion of events & content on their social channels
- Encourage volunteers to share their experience online



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Tips & Takeaways



LOCKHEED MARTIN INVESTORS MEDIA SUPPLIERS EMPLOYEES

WHO WE ARE WHAT WE DO NEWS & EVENTS INNOVATION CAREERS

Home → News & Events → Facebook → 2015 Features

#RobotRedCarpet

Share on Twitter or Facebook using #RobotRedCarpet for a chance to win an iPad mini.
Contest open June 5-6, 2015

Show the world why you're excited for robots! To celebrate the nationwide premiere of the "Robots 3D" movie, Lockheed Martin and National Geographic are hosting a "Robot Red Carpet" experience at the DRC Technology Expo June 5-6. Stop by Booth 42 for tickets to an exclusive screening of the movie (limited number available). Not attending the DRC Finals? You can still participate in the #RobotRedCarpet!

Share on Twitter: Just tweet a photo and comment showing why you're excited for robots! Be sure to include #RobotRedCarpet in your post.

Share on Facebook: Watch the Lockheed Martin Facebook page for a #RobotRedCarpet post. Add your photo and comment in the post's comments section—and be sure to include #RobotRedCarpet in your comment!

See complete contest rules.

Twitter feed showing contest entries and announcements:

- Thank you #robotredcarpet @LockheedMartin @DARPA For the Twitter contest and great day! (2 days ago)
- Come on we have to go see the best robot movie ever! #robotredcarpet #DARPADRC pic.twitter.com/1YLFnyTv3 (1 day ago)
- #robotredcarpet we have great time. Thanks pic.twitter.com/Yyh3m4R1zw (2 days ago)
- Congratulations to our final #RobotRedCarpet winner! twitter.com/shanepase/stat... (2 days ago)

- **BEFORE** creating a contest—consider where your audience is mostly likely sharing content
- **Make your contest easy to understand and enter**
- **Call out your hashtag visually as well as in copy**
- **Use real-time feeds to curate & display entries** (Tool pictured: TINT)
- **Don't forget the fine print**

Tips & Takeaways



- **Make it about the community—** invite others to participate in the conversation
- **If engaging on Reddit, be prepared for colorful language—with AMAs, “anything” means ANYTHING**
- **Prepare for anticipated questions while allowing SMEs to answer in their own voice**
- **Have faith that the community will self-regulate (within reason)**
- **Place a speedy typist at the keyboard**



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Tips & Takeaways



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INVESTORS MEDIA SUPPLIERS EMPLOYEES

WHO WE ARE WHAT WE DO NEWS & EVENTS INNOVATION CAREERS

DARPA Robotics Challenge

WE'RE ENGINEERING A BETTER TOMORROW

The DARPA Robotics Challenge (DRC) was an international competition of robot systems and software teams developing robots capable of assisting humans in responding to natural and man-made disasters. The DRC brought together industry, academia and government from around the world to showcase the state-of-the-art; build trust in what robots can do together with humans; and inspire future capabilities.

Lockheed Martin led the Trusted Remote Operation of Proximate Emergency Robots (TROOPER) team, one of 24 teams representing some of the most advanced robotics research and development organizations in the world.

The DRC Finals, which took place from June 5-8, 2015 at Fairplex in Pomona, California, were a culmination of the three-phased program. The DRC Finals required robots to attempt a circuit of consecutive physical tasks selected by DARPA for their relevance to disaster response, with degraded communications between the robots and their operators. Technologies resulting from the DRC will help transform the field of robotics, pushing forward the development of robots with task-level autonomy.

View highlights from the event on the [DRC page](#) or view the [Lockheed Martin DRC Flickr gallery](#).

DRC RESULTS: BUILDING A COMMUNITY OF ROBOTICS RESEARCHERS

A global community rallied around researchers and their robots during the DARPA Robotics Challenge Finals. Leo, an Atlas robot powered by Team TROOPER, navigated a course designed to test the boundaries of robotics technology.

While Leo didn't take home the top prize, the robot did demonstrate what the event was all about: Collaboration and inspiration. [->LEARN MORE](#)

- Use owned properties to build buzz ahead of the event—provide context & CTAs
- Take advantage of paid promotion & targeting when sharing in social
- Borrow editorial calendar templates (Hootsuite offers a few for free!)

LEARN MORE ABOUT ROBOTICS

the NEXT GREAT LEAP IN ROBOTICS

Scientists and engineers believe robotics could be the key to solving many of our most difficult problems, from deep space and deep sea exploration, to delicate surgery and mitigating natural disasters. Robotics also has potential to help us in our everyday lives, from driverless cars and pilotless planes to lending helping hands at home and at work. So what will push us even further towards the next great leap in robotics? Researchers at Lockheed Martin believe there are four driving factors. [->LEARN MORE](#)

Mastering the 4 "Ps" of Robotics

PERCEPTION
PROCESSING
POWER
PLANNING

LOCKHEED MARTIN

A universe where robots walk freely among people might sound like science fiction. But someday, thanks to creative scientists and engineers, our world may contain autonomous or semi-autonomous robots working with people, helping us do tasks that are better suited for machines. What technology will it take to get us there? Engineers believe it comes down to mastery of the four Ps: Perception, Processing, Power and Planning. [->LEARN MORE](#)



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Launching Littoral Combat Ships

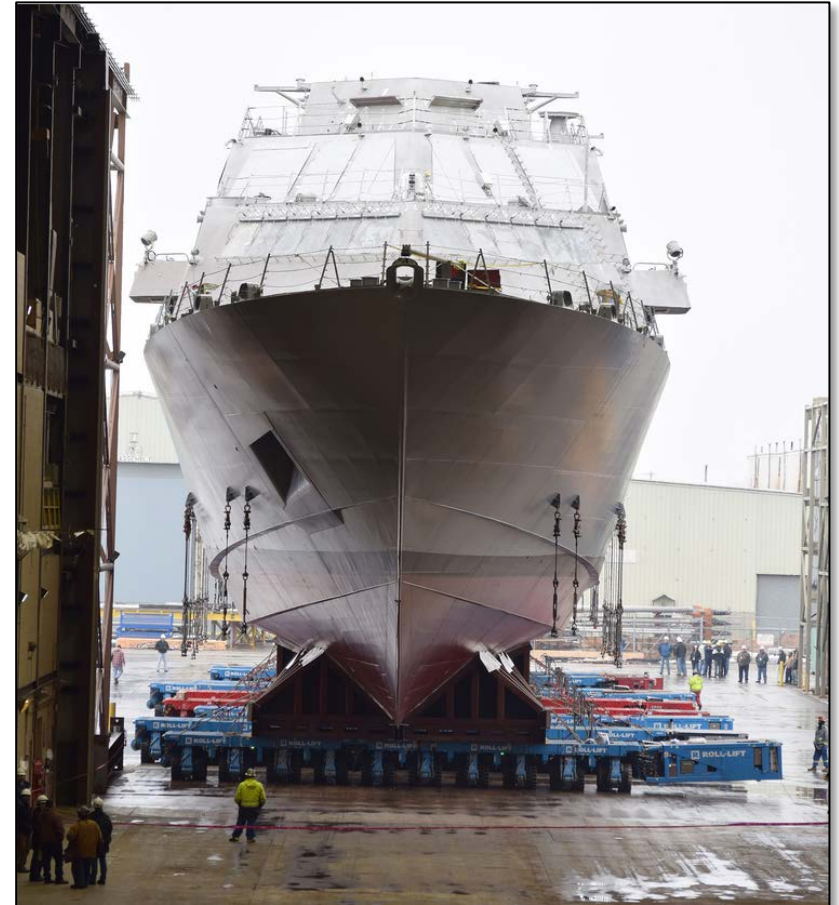
(Sometimes in sub-zero temps)



Campaign Goals



- **Build excitement for U.S. Navy’s newest littoral combat ship—most recently in the dead of winter, in Wisconsin**
- **Shape a positive-neutral balanced conversation in shared and earned media**
- **Repeat success of live streaming previous ship-launch event, at a fraction of the cost**



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Campaign Elements



The screenshot shows a website for the USS Sioux City (LCS II) launch. At the top, it says "Sioux City (LCS II) Launch" and "THE NAVY'S NEWEST DEFENDER HITS THE WATER IN". Below this is a countdown timer showing 9 days, 5 hours, 35 minutes, and 47 seconds. There are navigation tabs for "FEATURED STORIES", "LCS II IN THE NEWS", "FEATURED VIDEOS", "PHOTO GALLERY", and "SOCIAL MEDIA". The main content area features a large image of the ship under construction with a text overlay: "The Lockheed Martin-led industry team's LCS program will reach another milestone on January 30 as the future USS Sioux City is scheduled to launch in Marinette, Wisconsin." Below this are three smaller article teasers: "3-2-1 CREW! What is 3-2-1? It is named 3-2-1 because these rotational crews will support two Littoral Combat Ships and maintain one deployed ship. Freedom-class LCS crews are a fierce and flexible force.", "What is a Christening? The Lockheed Martin-led industry team's LCS program will reach another milestone on January 30 as the future USS Sioux City is scheduled to launch in Marinette, Wisconsin.", and "Sioux City Embraces Its Ship and Crew. 'We return the Navy salute. And look forward to the commissioning ceremony.'". At the bottom, there is a section titled "LCS II in the News. See what everyone else is saying about Sioux City." with links to various news articles.

- Formal & informal media outreach
- New & evergreen features on company website, shared and promoted in social media
- Live streaming on Periscope
- Incorporating talent acquisition messages & CTAs

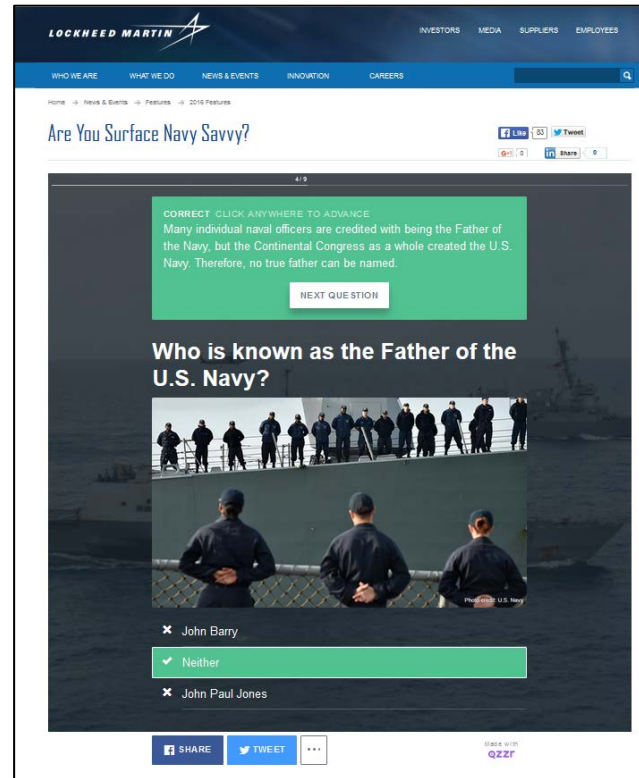
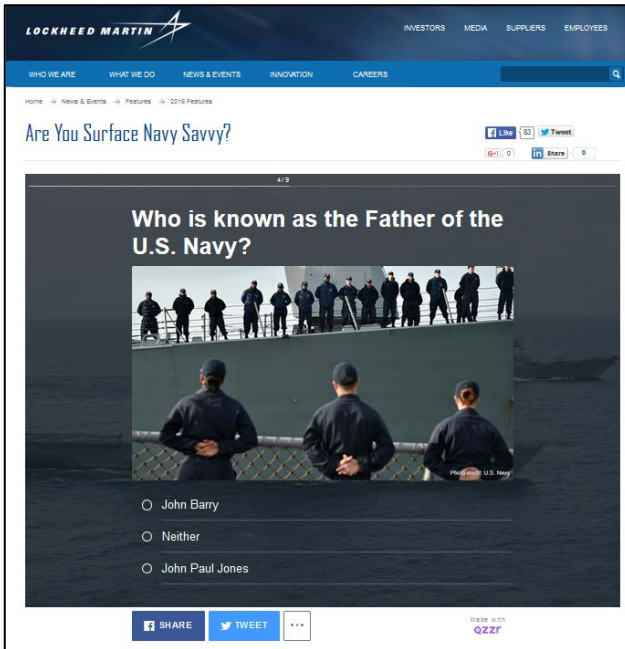


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Tips & Takeaways



- People love quizzes (Tool pictured: QZZR)
- Coming up with the wrong answers is harder than you'd think
- Keep quizzes short and make results fun & shareable




Tips & Takeaways




- **Go live**—after a few practice rounds
- **Aim for unique angles** (Don't be ashamed of selfie sticks)
- **Experiment with animated GIFs** (Photoshop is handy for this)

 Lockheed Martin @LockheedMartin · Jan 30
Watch the @USNavy #LCS11 splash into the Menominee River: lmt.co/1OXUgA3







Littoral Combat Ship LCS 11 Sioux City Side Launch

← 1K 1.2K ...

 Lockheed Martin @LockheedMartin · Jan 30
LIVE on #Periscope : LIVE: Future @USNavy ship #LCS11 Launches Sideways into River periscope.tv/w/aXzmtUyNDUw...






← 50 57 ...

 U.S. » Crime + Justice | Energy + Environment | Extreme Weather | Space + Science Live TV U.S. Edition +  



U.S. Navy launches new warship

The U.S. Navy launched the USS Sioux City into the Menominee River in Marinette, Wisconsin on January 30, 2016. Source: CNN

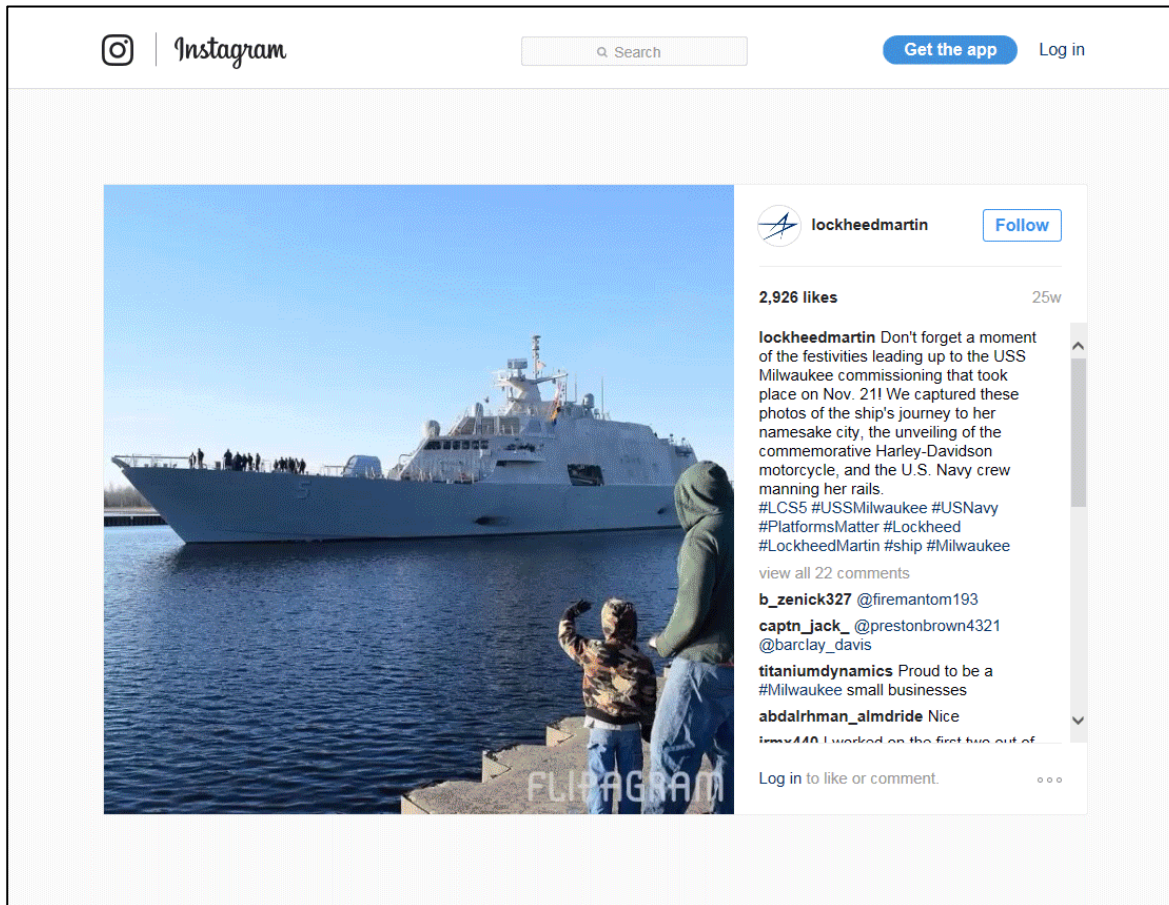
    

Military technology (51 Videos)

Tips & Takeaways



- **Video not an option? Try a collage app (e.g., Flipagram)**
- **Be selective in which photos you choose—they'll rotate quickly**
- **Make sure the caption gives context to all photos**



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Parting Thoughts



WHY Care?
Share?

- **Make it easy for audiences to experience and add to your story**
- **Experiment with GIFs and animated imagery**
- **Complement use of free/low-cost tools with paid promotion on major social networks**
- **Remember that social media works best when it's part of an integrated campaign**

