Like Me, Friend Me: Using Social Media to Market Programs and Build Communities

National Postdoctoral Association Annual Meeting
March 25-27, 2011
Bethesda, MD

So I went to class...

- Scalable Intimacy, Mike Troiano
- Future M: The Future of Marketing
- Cambridge Innovation Center
- October 2010

What I learned...

- Users are in control
- They talk to and trust each other
- Users are already THERE
  - Current FB users = 500 million+
Take home point…

We need to engage the people who decide whether or not to use, promote, and shape our services.

What are my choices?

**Wordpress**
- Provide timely content in article form
- Time-consuming, a bit challenging to create

**Facebook**
- Allows space for multimedia (videos, pics, links)
- Somewhat challenging to use

**Twitter**
- Easy to use, least time-consuming
- May feel pressure to post frequently

Who is doing this well?

Case studies:
- Harvard
- NYAS Science Alliance
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+ Harvard University

Facebook
- User-generated
- Outward-facing

Twitter
- Owner-generated
- Inward-facing

NYAS Science Alliance

Owner-generated
Inward-facing

Getting started

- Check institutional policy
- Determine staff commitment
- Outline content strategy

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Content strategy

What postdocs want
What you need to deliver
What serves your interests

Five essential functions

Create
Engage
Activate
Curate
Listen

Five essential functions

Five essential functions

Five essential functions

Listen and learn...

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Create your own, simply…

And mix up the content…


- Balance news with fun!
- Post often. Visitors lose interest **quickly**.
- Post various forms of content (articles, pics, video, audio)

Engage with people in real time…

- Follow everyone well-followed people follow
- Follow back everyone who follows you
- Comment on blogs everyone likes
Final thoughts from Mike...

- Focus on achieving scalable intimacy
- Recognize that your brand is really out there
- Create and curate content your target wants
- Remember the social, not just the marketing
- Takes time, but it's not hard after you begin

Thank you!

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