

Week 4

Brand Communities

1. Brand communities refers to the formation of a group of people in the **digital world** around a brand, organisation or cause
2. Some online communities are **unified around topics**, but brand communities unite around the joint loyalty to an organisation as their mutual interest
3. Organisations need to **sustain strong relationships** by utilising technology to meet the publics' desires and needs to thrive

Communities and relationships

1. Brand communities are made up of the relationship between publics and an **organisation or brand** and also between **individuals** who are **associated with the brand**
2. Brands can develop a **brand personality** that allows users to be more attached, engaged and attracted to the brand

Commitment in brand communities

1. Previously, **power and persuasion** were seen as key in **interaction** with the public or publics. In the world of social media, it is **committed relationships** that are key.
2. Commitment in brand communities is about the **dedication** of both the public and the brand to the value of the that relationships

Trust in brand communities

1. **Trust** is important in all relationships between organisations and the publics
2. Trust is a determining factor for a **long-term relationship** with an organisation or brand
3. Trust is a **belief** that the organisation or brand is **reliable** and has **integrity**

Developing Engagement with Social Media Communities

1. The **way** brands utilise mobile technology to intersect with social media and build relationships or to ignite widespread conversation about an organisation or brand, is an **area of significant focus**.
2. **Twitter** plays a key role in **brand perception** if a company uses Twitter to respond to **consumer problems**

Impact on organisations

1. Social media has had a **dynamic** impact on organisations

2. The way social media professionals approach relationships, dialogue and credibility has been the focus for **many scholars** and practitioners
3. Public relations in the social media world rests on understanding that **conversations, activities, and dialogue** are driven by **publics** and organisations
4. The term '**viral loop**' is used to describe the value of customer dialogue, activity and interaction on social sites.

Viral Loop

1. Businesses need to **develop this** to **survive** and also to **grow**
2. Organisations also need to understand the **flattening effect** of social media, which gives a **voice** to **publics** that might have been less vocal.

Social media Tactics

1. **Social media tactics** tend to be what people think about in relation to brands and social media
2. Tactics such as '**show a behind the scenes video**' or '**launch a contest**' are the **most visible** part of a campaign
3. They are **what brands do** in social media
4. One way **brands develop tactics** is by understanding how the culture of a **social media community influences** existing and new members to create engagement

The need for more than just tactics

1. Social media is an enabler, but not the goal itself
2. Social media should be **approached holistically**, considering the vision of the organisation and the potential of social media to enhance their vision

Developing a social media process

1. Social media is about **fluid conversations** and **relationships**
2. But social media is a developing and **maturing of frameworks** for how organisations can **fully engage** with social media communities.
3. Research, design, engagement and evaluation are all key components to a model for social media campaigns

Four step process

1. While every campaign needs to have its own creative flair and original engagement

2. There are **elements or steps to social media** campaigns
3. These are **Listening, strategic design, implementation and monitoring, evaluation**
 - **Listening:** the first step is to listen (**RESEARCH PHASE**) To understand what you should be listening to in the plethora of social media E.g. **competitors** perhaps, **similar websites**, pages etc.
 - **Strategic design:** The **goals, objectives, strategies, tactics** are all directly related to the **information gathered** in listening. The focus is to **ignite connections** and **conversations**
 - **Implementation and monitoring:** Need to **fully monitor** and **engage** with the **campaign throughout** its **life-cycle**. It is about **relationships** rather than pre-programmed content
 - **Evaluation:** This needs to **assess the effectiveness** and **growth opportunities** of the **campaign**. **Measurement across social media platforms** needs to be conducted

Organisation theory

Mission Statement

1. It is crucial to **understand why** the organisation exists. You need to review the **brand's mission or vision statement, value commitments, and strategic plans**.
2. These are helpful to analyse and apply to the social media process which will provide the direction for the **social media strategy**.

Organisational structure

1. After developing an understanding of what the organisation is about and what makes it **different from other** businesses. The next step is to **identify the structure** of the organisation
2. You need to look at the **marketing, public relations, communication and IT department structure**

Discovering support for social media team structure

1. **What kind of social media team or structure** would thrive in the organisation
2. To gather the best information possible, it is important to look at **leadership, key players and** required skills.

Leadership

1. The **CEO needs** to lead the organisation into a social culture
2. You should discover whether the **top leaders** in an organisation are **active on any** social media accounts and review what level of engagement they take with social media communication.

Key players

1. The **social media team** or department is often divided into **two groups**
2. The first are the people who **have leadership influence**, the ability to apply **action** to organisational behaviours and are committed to integration of social media as part of organisational life. E.g. **head of marketing**, the **director or PR**, **research analysts**, **managers of IT**, **social media director**.
3. The second group are **individuals** who are tasked with maintain and engaging the organisation's social media platforms. Is this a team or a few people?

Skills

1. What **skills exist** and what **may be lacking**
2. Some organisations may be able **to employ a team** whilst others may have **one or two people** with the necessary skills.

Leader

1. Each social media team **needs a leader** of some sort to lead the strategy for the social media engagement on behalf of the organisation. To advocate **for social integration** across the brand, to guide **other members**

World Artisans

1. Social media should be **engaging, punchy** and **to-the point, to** communicate in a way that **catches your ear or eye**

Creative Gurus/designers

1. **Visual engagement** is on the rise in social media. **Images** are important.
2. You need someone who will be **creative and develop** or use images **creatively**.

Data analyst

1. Each social media team needs an analyst
2. The ability **to gather data, apply information** and **adjust social media** initiatives is important