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Social Media Strategy

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**Flux – Social Media Strategy**

***Social Media Overview***

Flux Magazine and FluxStories.com currently engages in social media, but is not doing so to its full potential. Social media is a hot topic among public relation and marketing professionals. When used correctly, social media is a very powerful tool, which fosters two-way communication between an organization and its key publics.

**Target Audiences**

***Students/20-somethings***

Flux Magazine and FluxStories.com’s largest audience is 20-something year-old students. All of the magazines content is student produced and appeals to other students. Eclectic, fresh and in-depth stories, in both the print magazine and online multimedia platform, connect students to the broader Northwest region and make them very relevant to their lives. This audience reportedly spends almost 10 hours a day using tech devices, often engaged in social media. Almost all of this audience logs onto at least one social media networking site a day.

***Alumni***

Flux Magazine is the capstone publication of the University of Oregon School of Journalism and Communication (SOJC). The magazine is sent to many Alumni each spring as part of the development program. Besides this once a year mailing, no out reach or connection is made with this audience. A wide range of ages and professions makes up this particular audience.

**Blogging**

Blogging is becoming one of the most common outlets for organizations to connect to its publics. Blogs are quickly replacing newsletters and other more traditional means of communication from organizations. Currently, Flux has a blog, which it updates 2-3 times per week. The blog features stories, opinions and advice written by staff that doesn’t fit in the magazine or on the website. Flux has the opportunity to enhance its connection with audiences by better utilizing its blog.

***Active Listening***

Flux should start monitoring other student magazines, related publications and frequent visitor’s blogs to see where it stands in the bloggesphere. This will also allow Flux to monitor any positive, or negative coverage it may receive.

***Outreach and Engage***

Flux should continue with its frequent postings, but become more active in the conversational aspect of blogging. Currently, there is not two-way communication between Flux’s blog and its readers. By engaging more actively, Flux will be better able to interact and respond to its readers.

* Flux’s web publisher is currently in charge of monitoring, updating and running the blog. Content is voluntarily produced by Flux staff and covers a wide array of topics. This structure seems to be working and is recommend to stay the same.
* Flux’s current blog topics include: Arts and Culture, Behind the Scenes, Environment, Food, Lost in Translation, Outdoors, Quirk, and Travel.
* Flux needs to regularly monitor comments to ensure no negative buzz or press is being generated by users. If inappropriate comments are submitted, the web publisher should remove them accordingly to the blog’s code of ethics.

***Tactics***

By following these tactics Flux will be able to successfully enhance and maintain its blog:

* Update on a regular basis. Consider setting a set publishing schedule so readers get in a routine of visiting for new posts.
* Hyperlink key words that will provide more information about a key idea.
* Respond to comments within 24 hours to validate and keep readers engaged.
* Provide a link to the blog on the home page of FluxStories.com
* Become familiar with search engine optimization and use key words that will help the blog be a top result in a search engine.
* Create a Flux Blog Code of Ethics and Comment Policy.
* Set up Google analytics to monitor visits.

**Twitter**

Twitter is a social networking and microblogging site that allows its users to send short, direct messages to a mass public. Twitter allows you to interact with publics in specific areas of interest. Flux currently has a Twitter account, but is not run consistently, and when it is always pushing information, rather than engaging in conversation. Flux has the opportunity to engage with thousands of people and organizations through more tactical Twitter usage.

***Active Listening***

Flux needs to search for publications, readers, and other organizations to follow and start monitoring what they are saying. Flux can learn a lot strictly by monitoring what its key publics are saying.

Outreach and Engage

Flux should start tweeting in a conversational way that will inform, engage and communicate with its key publics. By using Twitter in a conversational way, Flux will be able to get key messages out to publics without it feeling pushed.

* Tweets should be written and supervised by the public relations and advertising team. Writing engaging tweets takes time and practice. Having multiple people writing, editing and reviewing tweets before the are sent will ensure the key message is being addressed.
* Tweets need to be balanced between promoting stories, connecting with new people, and replying to others. If Flux only sends tweets promoting its stories, followers will feel unengaged and discounted, ultimately leading to unfollowing.
* Flux needs to ensure there is always someone monitoring its twitter account and make replies are being handled promptly. Twitter is becoming the number one way consumers express their concerns or complaints about a company or organization. Any organization is prone to negative buzz and a plan should be in place to handle this.

***Tactics***

By following these tactics Flux will be able to successfully enhance and maintain its blog:

* Tweet on a regular basis. Consider setting up a Hootsuit account and schedule tweets throughout the week to help be consistent.
* Make sure the account is being monitored regular to handle, mentions, replies, retweets or negative buzz.
* Consistently search for new people to follow and make connections with them.
* Use TweetDeck and set up key word searches to actively monitor what’s being said.
* Set up a bit.ly account and track retweets and visits of URLs.

***Evaluation***

To evaluate and track the success of Flux’s improved blogging and twitter usage, Flux should register with a couple different tracking sites. The first is Google Analytics. Google Analytics gives detailed information about web visits and your guests. This would be beneficial in tacking the traffic on the web. Google Analytics can also be used in a round-about way for Twitter as well. Flux can look at web traffic that coincides with specific times of a tweet. This will allow you to see if a particular tweet generated a lot of visits to the website. Another great tool for monitoring Twitter is bit.ly. bit.ly is a service that shortens URLs for your use in Twitter. It also monitors how many times these URLs are visited. This is great for tracking how engaged and interested other people are with your tweets. These are two great tools that would be beneficial in evaluating Flux’s blog and twitter.