



FEDERATION FOR THE
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Effective use of social media for associations

Michel Duquet, Canadian Historical Association

Nicola Katz, Federation for the Humanities and Social Sciences

December 7, 2017



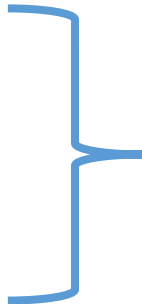
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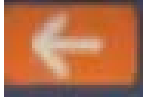
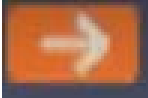


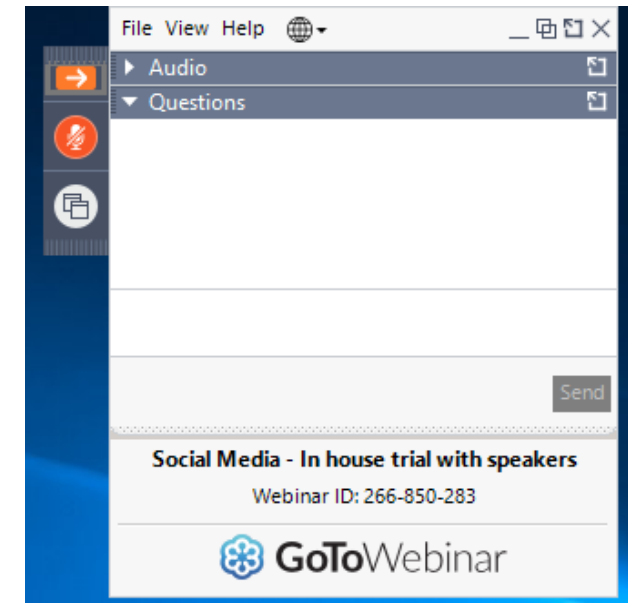
Today's agenda

- Housekeeping
 - Speaker introductions
 - Federation perspective
 - Association perspective
 - Q&A
- 
- Best strategies
 - Platforms used
 - Measuring and adjusting
 - Preparing a campaign
 - The #congressh experience



Housekeeping

- Use your chat box to ask questions anytime
- Use orange arrows to show/hide the chat box
 
- Go to ideas-idees.ca/webinars for troubleshooting
- We will post slides after today's event
- We will post the webinar video next week



Today's speakers



Nicola Katz

Communications Manager

Federation for the Humanities and Social Sciences

(also moderating today)



Michel Duquet


Executive Director

Canadian Historical Association



Federation social media strategy

Key benefits:

- Audience platform preferences
- Static  dynamic information consumption
- Value of control over timing
- Language preferences
- Implications of anti-spam legislation (CASL)
- Use of ad buys
- Internal resources and capacity



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Federation's active platforms



Customized by audience:

- Objectives
- Frequency
- Language



Tracking, measuring, adjusting

Metrics

- Ad hoc metrics check-ins
- Monthly and quarterly reporting
- Areas for improvements, tweaks

Amplification

- Event-specific partnerships
- Stakeholders year-round
- Influencer relationships

Scheduling & other tools

- Hootsuite
- Lists
- Social 'listening'

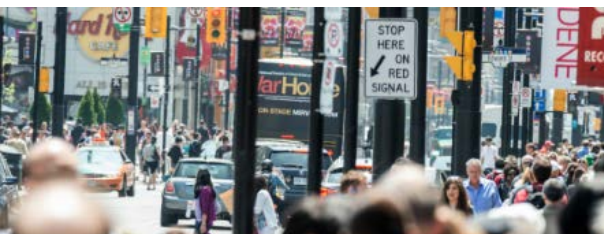
Insiders

- Staff training
- Access to corporate accounts
- Support on specific initiatives



Preparing a Federation campaign

- Establish messaging
- Select visuals
- Build handle/hashtag lists
- Consider all channels
- Prepare links and images
- Schedule tweets
- Live & (re) tweet
- Plan post-event promotion





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The #congressh experience

Planning for success

- Consistent messaging
- Handle/hashtag lists
- Bulk scheduling
- Mini-campaigns
- Robust blog plan
- Influencer strategy
- Hired tweeters
- Hired bloggers
- Conversational retweeting
- Ad buys
- Media amplification
- Measurement and analytics





The #congressh experience

Mitigating risk

- Hashtag vigilance
- Issue monitoring
- Crisis communications
- Cyber pirates





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Closing thought



Infographic courtesy of socialmediaonlineclasses.com

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Who is CHA ?

Canadian
Historical Association



Société historique
du Canada

- Founded in 1922
- National, bilingual, not-for profit organization devoted to the scholarly study of communication of history
- With 1,000 members, it is the largest of its kind in the country
- CHA office staff



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Canadian
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Société historique
du Canada

CHA social media strategy

The CHA embraced social media in 2012 to:

- Increase awareness of what the CHA does in and beyond academia
- Retain existing members and acquire new ones
- Release time-sensitive information to our members and the public at large



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CHA's web presence:



- This is our primary source for news – linked to Twitter and Facebook



- The activity in this account is especially heavy around Congress



- Closely tied in with the CHA website and Twitter



- Out with the old, in with the new





CHA tracking, measuring, adjusting


- The CHA makes use of social media analytics to keep track of what works and what is less productive
- A quick look at the number of people reached on Facebook for example:
 - Usefulness of a history degree - 9600
 - Prizes - 6700
 - Job offer – 6500
- Storify has been used by some members to capture and report our hashtag's results and/or showcase everything that happened during the CHA Annual Meeting, for example
- We have archived some of these “stories”



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CHA tracking - Facebook




Canadian Historical Association / Société historique du Canada
Create Page @Username

- Home
- About
- Photos
- Events
- Reviews
- Videos
- Posts
- Services
- Shop
- Groups
- Notes
- Offers

Like Follow Share ...

Canada
November 14 at 1:05pm · 🌐

Governor General's History Awards - Sarah Carter receives the Governor General's history award for scholarly research: The Sir John A. Macdonald award <https://shar.es/1PLszs>



Governor General's History Awards - Canadian Historical Association

The University of Alberta professor's book looks at women as victims of land dispossession during the development of the Canadian West

CHA-SHC.CA

5171 people reached [Boost Unavailable](#)

Like Comment Share

Susan Johnston, Nicole Taylor and 23 others

6 Shares

+ Add a Button

1,264 people like this and 1,269 people follow this


Community [See All](#)

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1,269 people follow this

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<http://www.cha-shc...> [Promote Website](#)

Organization

Hours 8:00AM - 4:00PM
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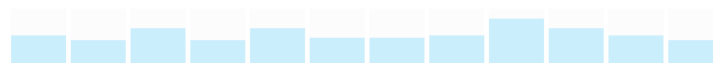
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CHA Tweets

2017



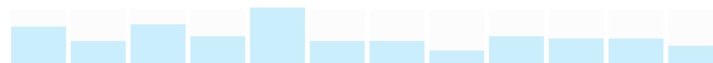
2016



2015



2014



2013



2012



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Preparing a CHA campaign

- Prepare messages ahead of time
 - Prize competitions
 - CFP for the annual CHA conference
 - CHA membership campaign
- Repetition and multitude of messages sent using different means
 - One message is not enough
 - Emails, blogs, listservs
- Target specific audiences
 - Headers of the tweets, Facebook messages crucial



Lessons from the CHA Congress experience

- The more we familiarize people with our annual meeting, the better the attendance



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Lessons from the CHA Congress experience

Canadian
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Société historique
du Canada

A Beginner's Guide to the CHA Annual Meeting

By Andrea Eidinger

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Lessons from the CHA Congress experience

- Participants are encouraged to go on social media to share their experience



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Lessons from the CHA Congress experience

The Canadian Historical Association / La Société historique du Canada

Connect with us!

Engage in conversations! At this year's Annual CHA meeting (#chashc2017) share your twitter address for live tweeting. Add MT @CdnHistAssoc and the presenter's twitter account to your Tweet. You can follow the Congress and CHA meeting #chashc2017, #histcan, and #cdnhist. Check our Facebook Page - Share photos and check for messages about the meeting. Your contributions will extend our research between sessions, members and associations!

Communiquez avec nous!

Engagez la conversation! Partagez votre adresse Twitter et gazouillez en temps réel durant la réunion annuelle de la SHC de cette année (#chashc2017). Ajoutez MT @CdnHistAssoc et le compte du présentateur dans votre gazouillis. Vous pouvez suivre le Congrès et la réunion de la SHC #chashc2017, #histcan et #cdnhist. Consultez notre page Facebook - Partagez des photos et vérifiez les communications au sujet de la réunion. Vos contributions nous permettront de partager nos recherches entre les séances, les membres et les associations!

 MT @CdnHistAssoc

 Canadian-Historical-Association-
Société-historique-du-Canada

 #chashc2017
#histcan
#cdnhist

URL www.cha-shc.ca

We welcome your comments and suggestions
N'hésitez pas à nous faire parvenir vos commentaires ou vos suggestions
comments.commentaires@cha-shc.ca

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Lessons from the CHA Congress experience

- Two graduate students are designated to tweet – in French and in English during three days of the CHA conference



Lessons from the CHA Congress experience

- The program app is an integral part of our social media toolkit



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Lessons from the CHA Congress experience



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Lessons from the CHA Congress experience

- Doing things in a timely manner, works!



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Q & A

Nicola Katz



@ideas_ideas

Michel Duquet



@CndHistAssoc



Use the GoToWebinar question box on your screen



Email us at membership@ideas-idees.ca





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Canadian
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Société historique
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Thank you

Thank you for attending today's webinar

Please fill in the webinar survey this afternoon

Share the video next week on the Federation website
www.ideas-idees.ca/webinars



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