

FACEBOOK AND TWITTER AND BLOGS, OH MY!

A Beginner's Guide to Social Media

Almost everyone has a Facebook or LinkedIn page, a Twitter account or a blog these days, but most of us don't think about them as marketing tools. Yet social media is a powerful way to reach people. But the mere existence of that power doesn't make it easy to harness. More often than not, the opposite is true. Until now. In this workshop, designed for beginners, we'll look at the most popular social media channels, review how they can be used effectively and show you some strategies that will help you post great content.

OBJECTIVES

In this workshop, participants will:

- Evaluate social media and choose channels to pursue.
- Develop a plan for using social media.
- Learn strategies for writing blog posts and tweets.

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BLOGS

Your Words on the Web

Do you need a blog? Maybe not in the traditional sense. But you do need a place to point people, and a Facebook For Business account isn't appropriate for every industry. Traditional web sites can be expensive to build and hard to update. But you can make a pretty good site that's easy create and maintain using blogging software – even if you don't want to blog. And it's very inexpensive.

If you don't want to create your own blog or deal with the pressure of posting regularly, there are other options. You can spread your opinions and expertise by commenting on other people's blogs. It's an effective means of getting your opinions, news and messaging into the world. Or publish blog-like articles at a free site like IntrepidMedia.com. It's also a great place to practice. IntrepidMedia functions like a blog without the pesky formatting and no expectations of 3 to 5 posts a week. And it gets lots of visits.

Tips

- **Choose software carefully.** Test drive several to find the one that lets you build the kind of site you want and is easy for you to use, update and link to other social media outlets. Most offer free trials. We use TypePad (www.typepad.com), but there are plenty of others.
- **Create a showcase for your company, products and services.** Having an online home for your business can help customers, partners and the press find you more easily. And it gives you place to showcase what's happening in your enterprise.
- **Be responsive.** Blogs enable you to respond to current events and breaking news, send updates to customers, establish a position, spread your messaging and generally promote yourself and your venture. If you allow comments, it's also a good means of getting feedback and building community.
- **Blog at least three times a business week.** It's becoming the industry standard, and it increases the likelihood of your blog showing up in search results.
- **Choose good topics.** The easiest blog posts are links to a news story or other blog with a few sentences of commentary or reflection from you. New product or sale announcements, speaking opportunities, media hits and other developments also make great posts. Guru Chris Brogan offers topic tips at www.chrisbrogan.com; so does www.Mashable.com.

BLOGS

Blog-writing Tips

You don't have to write a term paper. A well thought-out paragraph can be plenty. Use the MAIN IDEA/KEY DETAILS strategy and you can have a solid blog post in no time.

Content	
<p>MAIN IDEA What is the one most important thing you want your audience to know?</p>	<p>KEY DETAILS What significant information (examples, explanations, evidence) supports your main idea?</p>
<p>Too many people in education say "We're gonna do what works!" when in fact we know very little about what works in education.</p>	<ul style="list-style-type: none"> • Research on merit pay is slight and inconclusive. • Research on charter schools is significant and inconclusive. • Research on tying test scores to individual teachers is non-existent.

If you want a longer post, add the THINK/DO:

<p>THINK After your audience has finished reading, what is it exactly that you want them to think?</p>	<p>DO After your audience has finished reading, what is it exactly that you want them to do?</p>
<p><i>[What you put here usually relates to what's in the MAIN IDEA space. I often use my THINK as my beginning, or my next-to-last paragraph.]</i></p> <p>The only thing we know that really works is better teaching but Secretary Duncan's "Race to the Top" criteria encourage investment in teaching only modestly.</p>	<p><i>[If someone could only do ONE thing to make this happen, what would I want that to be? This can be your opening paragraph or the final call to action.]</i></p> <p>Encourage political leaders to focus on reforms that increase the quality of teaching in our schools.</p>

Here's the result:

Steve Peha Says:
July 31st, 2009 at 11:59 am

I'm often fascinated by people who use the phrase "We're gonna do what works!" when they don't have enough information about what works to know what works.

Merit pay? We don't have enough information to know if this works. Tying test scores to individual teachers? We don't have enough information to know if this works? Charter schools? Again, not enough information, or at least not enough convincing information, to know for sure what works here.

Yet both the Obama administration and the Wall Street Journal use the phrase "do what works" as though they know. In fact, after years of reform, there's very little information about "what works". In fact, perhaps the one thing we do know for sure is that we don't know "what works".

In terms of the broader educational discussion, the only thing we know that works is better teaching. And there's not much in Duncan's Race to the Top or in the WSJ's criticism of it that speaks to this issue.

BLOGS

The Fine Art of Commenting

Even if you don't have your own blog, you can take advantage of the power of the blogosphere. Executed carefully, commenting on other people's blogs can be an effective way to present your expertise to an audience outside your network. But proceed with caution: nobody likes a blog-jacker.

Find the two or three most influential blogs in your industry and become a regular contributor. You're better off commenting consistently in a few places than sparsely in many places. And to get maximum value, don't forget to use your real name as your user name.

EXAMPLE:

Original post:

More Standards?

Speaking of incentives, isn't there an enormous perverse incentive built into this current common standards push? One of the problems with standards now is that they're often vague, vacuous, and/or voluminous and impossible for a teacher to possibly cover. That's because this is a field that doesn't really like to make hard decisions when they can be avoided. But to get more states to buy-in to this effort, even accounting for their ability under this proposed framework to augment the core some with their own standards, isn't there a powerful incentive to be as inclusive as possible in order to get the most states to sign-on and appease as many constituencies as possible? In other words, in the media this will be seen as a failure unless some critical mass of states sign-on to it. Yet, in fact, it might really be a success even if only a handful join initially. Perhaps the problem isn't that few states will join, it's that everyone will...

Excerpt of Reply

Steve Peha Says:

June 3rd, 2009 at 3:33 pm

I've been working in schools for 15 years, all over the country, at every grade level, and in every subject area, and I can tell you that standards are pretty useless when it comes to actually teaching kids anything useful.

Replies from Other Commenters

john thompson Says:

June 3rd, 2009 at 6:45 pm

Steve,

I'm really not cyber stalking you. But I read your fantastic post just after a comment on my blog at TWIE turned me on to the work of Charles Payne. You wrote:

BLOGS

Comment-writing Tips

These tips also work for blog posts, tweets and status messages!

- **Strive to be the best (or at least the most interesting).** Ideally, the reason people will read you more than they read the blog owner is because your posts are better. Even though you're just commenting, work hard at what you write. Think of yourself as the blog owner.
- **Use a word processor.** Don't compose in those tiny comment fields. You'll make too many mistakes. Use spell check, but read your comment out loud, too, so you don't miss anything. Edit closely. Then copy and paste into the blog.
- **Give credit where credit is due.** When the blog owner or other commenters make a good point, acknowledge it. Be generous with your praise because at various points you may want to be generous with your criticism, too.
- **Take your topics seriously and yourself less so.** Be light or funny when you can but don't force it. Humor makes you likeable.
- **Get powerful but not personal.** Say it loud, say it proud. But don't say it about anyone in the crowd.
- **Bring the thread around to your ideas.** No matter what people are talking about, bring the discussion around to your ideas. Every post you make should contain at least one of your key positions.
- **Take crystal-clear positions.** Many commenters don't really have positions, they just rant and rave. You can be different and better by knowing ahead of time what your positions are. And you can move all your comments in that direction.
- **Play well with others.** You're trying to build a following among other visitors to the site. Talk to them. Befriend them. They are your audience. Write back to other commenters, as well. Make sure everyone knows who you are and what you stand for.
- **Leave your contact info behind.** Make sure interested parties can contact you directly by closing with your e-mail and the URL of your blog, website, or LinkedIn profile.

facebook

Friends or Fans?

We all know that networking is one of the best ways to grow your business. And your Facebook friends are a great resource. They know you well, and they want the best for you. So go ahead and involve them. But be careful inviting professional contacts to your personal Facebook page if it's populated with pictures of you at a drunken frat party or a wild bachelorette night. You can't control who searches for you on Facebook, but you can control who sees what at > *Settings* > *Privacy Settings* at the top of your page. For some businesses, a Facebook page can serve as a web site, but for most, having a separate web presence is a good idea.

Tips

- **Build a Facebook for Business or fan page.** Create a dedicated space for your enterprise that doesn't mingle personal photos and updates with professional content. You can build a business page here: www.new.facebook.com/home.php?ref=home#/pages/create.php. A fan page might not be right for some businesses, like a biotech company, but for many retail or service businesses, it's a nice addition to your web site and a way to build community.
- **Establish a schedule.** Update your status at least once every business day to keep you and your business top of mind.
- **Post purposefully.** Use your business/fan page to post breaking news, important updates and other information. If you're promoting your business on your personal page, limit your work-related posts to once a week so you don't overburden your friends.
- **Differentiate your content.** Facebook allows you to offer content specifically for fans, enabling you to target messages more effectively.
- **Use your status message as a headline.** Status is a great way to convey important information, to ask for insight on companies or investors you're interested in, and to ask for help expanding your professional network. Keep it short, engaging and interesting. If it's long, consider linking out to your blog page or writing a Note. For tips on writing status updates, see pages 7 and 11.
- **Go straight to video (or audio).** Facebook is a great place to post links to YouTube videos of you making a presentation, providing a visual FAQ or demo'ing your product. You can even do "private" videos for investors, partners, etc.; or build community by getting video testimonials or footage of people using your products.



These brands do a nice job of leveraging Facebook: ZipCar, Oreos, Community Coffee, PopTarts, Nike Soccer



The Place for Business

With more than 16 million users, LinkedIn is an effective place to connect with people and to gather intelligence. It's a handy "filing cabinet" for your work history and references that's easy for interested parties to access. LinkedIn also is a good venue for promoting your business and showcasing your skills by contributing to the knowledge base.

Tips

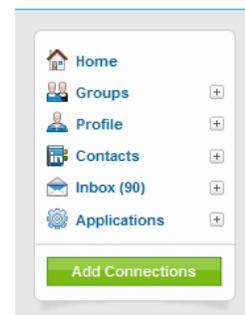
- **Use the status bar.** Keep people updated on what you're doing or what you need to know. Promote your latest blog post or a professional success. Note that you're in search of work, partners, investors, etc. Mention that you're seeking info on a certain company. For tips on writing status updates, see pages 7 and 11.
- **Complete your personal profile and make connections.** But be judicious. Don't link to people you can't recommend or with whom you don't have good enough relationships to actually make an introduction.
- **Create a company profile.** This extends your reach and can be a helpful tool in recruiting talent and investment. Do it here: www.linkedin.com/companies?didentcompy=.



writer, consultant, activist, rabblrouser

Margot Margot says if you're looking for career advice, check out these articles I wrote for Monster.com: <http://bit.ly/3abNCV>

- **Utilize tools and apps.** Join a group to find others in your industry or area, or promote your blog and track others with Blog Link. Groups and Applications are tabs on your profile page.
- **Give (and request) recommendations.** If you've got something nice to say about a connection, give a recommendation. It's a nice thing to do, plus it puts your name in front of that person's connections. And don't be shy about asking for recommendations yourself. Pull the best of these for use on your website/blog, in proposals and/or for other promotional purposes.



- **Gather information via the Answer tool.** The more specific your question, the more likely you are to get what you're after. It's also a great way to expand your network with people who respond.

- **Answer questions to showcase your expertise, help potential customers and raise your profile.** Providing helpful information makes you and your venture a knowledgeable, authoritative resource. Quick tip: We prefer sorting questions by date, rather than "degrees away from you".



- **Promote your LinkedIn presence** on your website, blog, resume, business card, Twitter account, etc. Post your resume and check the job and opportunity listings regularly.



Answer-writing Tips

LinkedIn’s Answer function allows you to show what you know to a very broad audience in and outside your current network. Chances are good that some of those folks can be of value to you and your enterprise. But creating a good response is more than knowing the answer. How you write up your input is just as important. Short and informative is the gold standard. Here are some tips:

- **Organize your thoughts** before you start typing. Here’s an easy tool:

Content	
MAIN IDEA What is the one most important thing you want your audience to know?	KEY DETAILS What significant information (examples, explanations, evidence) supports your main idea?
[Make this one complete sentence.]	[A quick bullet list of 3 to 5 key points that flesh out your MAIN IDEA]

- **EXAMPLE:**

Content	
MAIN IDEA What is the one most important thing you want your audience to know?	KEY DETAILS What significant information (examples, explanations, evidence) supports your main idea?
Demand is increasing for communications workshops that improve quality and productivity.	<ul style="list-style-type: none"> • Fewer human & capital resources make productivity more valuable • Internal (emails) & external (marketing) comms are crucial in tough times • Same skills useful for outplacement

- **Be concise.** The best answers are the ones that provide just enough information in as few words as possible.

Margot Carmichael Lester
 writer, consultant, activist, rabblrouser
[see all my answers](#)

Best Answers in:
 Writing and Editing (1)... [see more](#)

We’ve been seeing increased demand for our communications workshops. As more companies are having to produce more and better with less money and headcount, they’re starting to value training that teaches folks to communicate more effectively in writing, whether it’s an email message or a direct mail piece. Along the same lines, we’re getting more calls that usual about our productivity workshops that helps teams of writers and other creative team members work more efficiently and effectively together. I think it’s a safe bet that companies will continue to value quality and productivity while the belts are tight. (More info on these programs at the link below)

Another sign of the times: We’ve been asked to morph our general writing workshops into resume and cover letter writing sessions as part of out-placement offerings. I expect we’ll continue to see a lot of interest in this type of training for another year or so until the economy really begins to recover. (More info our outplacement series at the second link)

Hope this helps!

Links:
http://tms.typepad.com/the_word_factory/training-workshops.html
http://www.tms.org/margotlester/Effective_Writing_Series_OVERVIEW.pdf



Answer-writing Tips

- **Post links to other helpful online resources first**, then to your blog, website or Twitter profile.

Links:

http://tms.typepad.com/the_word_factory/training-workshops.html

http://www.tms.org/margotlester/Effective_Writing_Series_OVERVIEW.pdf

- **Finish your post with an invitation** for people to contact you for more information.
- **Expand your audience.** Many other online communities offer an answer type of application:



YAHOO! ANSWERS

WikiAnswers.com[™]



***A quick word about HARO:** Help A Reporter Out serves the news media/blogosphere by connecting reporters with sources (that would be you). Subscribe to HARO's free daily feed and you'll get instant access to reporters looking for experts on issues and industries. Getting picked up in an article or blog post gives you additional credibility.*

twitter

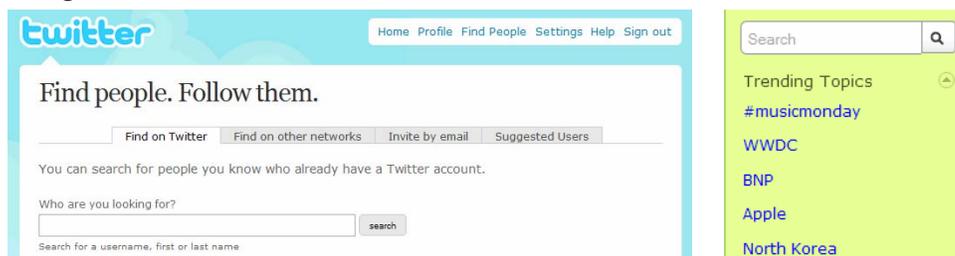
A Small, but Powerful Tool

Twitter isn't just for the self-absorbed. It's a fantastic venue to promote yourself and your expertise, drive traffic to your blog, gather intelligence and network — 140 characters at a time.

Tips

- **Choose an appropriate handle and user name.** Use your real name or company name and choose a profile image and background that reflect your brand.
- **Maximize your bio.** Put as much relevant information, such as your blog or website, in your tiny bio.
- **Use hashtags for research and promotion.** Hashtags (the number sign: #) add context to tweets making your tweet more searchable. See www.twitter.pbworks.com/Hashtags.
- **Build a following.** Ask your personal and professional network to follow you, put your Twitter information on your website, blog, resume, business card, LinkedIn account, etc.
- **Post relevant content.** The best way to get people to follow you is to provide them with information they need, not just blatant self-promotion. See page 7 for tweet-writing tips. Most experts suggest no more than 10 per day, but the best guide is to tweet only when you have something relevant to say or to re-tweet (RT).
- **Play nice.** Use some of your daily Tweet count to RT others, especially people you want to notice you (your RT will show up on their feed).
EXAMPLE: margot_lester RT @carrborocowork We have a few great offices available. Come be the backbone of our community! Pls retweet, thx!
- **Reply judiciously.** Respond to tweets that really resonate. And be sure to acknowledge followers. If you get a direct message (DM), reply, RT or other @name shout-out, note it.
EXAMPLE: @DekaDemure thanks for the follow!
- **Follow relevant people in companies and industries of value to you.** If you know their names, you can find them at twitter.com/invitations/find_on_twitter (below, left). Or search by company name from your home page (below, right). You can also use an app like SnapBird (snapbird.org/).

Name Steve Peha
Location Carrboro, NC
Web <http://www.ttms.org>
Bio When it comes to education, I'm the Affable Contrarian.



twitter

A Small, but Powerful Tool

- **Follow journalists.** This will help you stay on top of area and industry news, and develop a list of media who might cover your business. Find reporters at www.mediaontwitter.com/.
- **Follow opinion leaders and others of value.** Twellow and WeFollow are good Twitter directories that can help you find and be found.



- **Try Twitter Lists.** This new app can help you organize Tweeples so you can follow/tweet more deliberately. Assemble lists of experts in your field. Make a list of preferred customers or analysts. Outline or promote your professional and educational associations and affiliations. Corral the important people you follow in various categories. Build a list of people who tweet about issues in your industry.
- **Find work/talent.** Stay on top of hiring trends and make HR connections by following recruiters: booleanstrings.wordpress.com/recruiters-on-twitter.
- **Participate in chats.** Develop knowledge and followers by participating in one of the many weekly Twitter chats listed here <http://spreadsheets.google.com/cc?key=ruaz3GZveOsoXUOOt86B3AQ>
- **Gather market intelligence.** Search and/or follow companies to find out what the Twittersverse is saying about them, or use TweetScan to monitor certain keywords.

TWEETSCAN

Search Cloud:

#birther #cnn #iranelection #obama #skincare NPR Topshop Voyage.tv antifa aut
 university bingo bogota braun casino ciencia 3.0 crystal light entrepreneurship filipino
 firefox fitness frusciante glasvezel india iphone katee kathy griffin kia maddow

- **Do due diligence.** Search for people you're considering as partners, vendors, investors or employees to see what they're tweeting – and what's being tweeted about them.
- **Track trends.** You can get a feel for what has Twitter's 32 million global users' attention by noting the trend lines or with an application like Trendistic (www.twist.flaptor.com).



twitter

Tweet-writing Tips

If you want to get noticed on Twitter, write like a reader. What would get *you* to pay attention to a tweet? A good guide is the 80/20 Rule of Headlines. About eight out of 10 people read headlines. Only two of the 10 keep reading or click through. So it's really important that you convey as much information as possible in your headline and make it sizzle. And you want to do it in 10 words or less, if the direct mail industry is to be believed. Tweets are now showing up on Google, so if you're into SEO terms, add them to your tweets. Hint: This also applies to status messages.

Here are some tips for writing better short updates:

- **Don't tweet anything offensive, objectionable or stupid.** Twitter is public, and potential investors, partners and customers will look for you.
- **Keep it short but effective.** Keep your posts to 120 characters or less to leave room for the *RT @name* or a *#hashtag*. Include SEO terms if you have them. Shorten links by using <http://bit.ly> or <http://tinyurl.com/>, which are free.
- **Pick a style that suits your update.** Try a few before posting to see what feels best:

Newsy

Today's Word Factory blog: Are we in recovery? <http://tinyurl.com/cqcwzr>, & RT @atompkins: <http://bit.ly/155TOy> #economy

Announcement

Job search/outplacement resources from The Word Factory blog: bit.ly/3abNCV. Pls RT. Thx.

Question

How do you define "good writing"? Like this: <http://bit.ly/CSrdz>

How-to

Self-promotion made easy with @ontheroadwithiv, today on The Word Factory blog <http://tinyurl.com/pkbr2n>

6 tips for meeting his mom: <http://bit.ly/93qMr> #dating

Call to Action

Read this: RT @margot_lester Does living in a big city reduce chances of finding love? Find out on The Word Factory blog: <http://bit.ly/KHqy>

Testimonial/Reference

Ontheroadwithiv Happy Friday Everyone! Hope u all are psyched for a rocking day and an awesome weekend! #followfriday @margot_lester - She rocks!

Writing in this short form may not feel natural at first, but practice using these models and your status messages and tweets will begin to come more quickly and easily to you.

THE MESSAGING IS THE (SOCIAL) MEDIA

Communicating with a Purpose

You'll do well using the strategies we've learned so far. But if you really want to leverage the power of social media, you'll need a content strategy. That's a fancy way of saying you need to have a clear goal for all the writing you're going to be doing.

That's why it's handy to have a blueprint, an inventory of salient concepts you want to promote. This blueprint ensures consistency of message and terms, and encourages concise communication.

Consistent and concise messaging is crucial to breaking through the "noise" that assaults anyone online these days. Focused, aligned communication makes it easier for your message to stand out – information that's consistent and precise is easier for target audiences to consume.

A solid blueprint comprises these key elements:

Your mission/vision statement or main idea: why and how you do what you do. This is the most important thing you want people to know.

You might also include a values proposition/positioning statement that shows how you "fit" with potential employers. We tend to hire people who are like us, so the positioning statement should be written in terms meaningful to the audience. This can work with your mission/vision.

Example: I'm results-oriented, efficient, and ethical.

3-5 key messages or details: major concepts that support the values proposition and the mission/vision. This series of proof points consists of statistics or other metrics that support the messages using any one (or a combination) of the following:

- **Examples:** phrase or sentence describing an event, result, or circumstance
- **Explanations:** how a result was achieved
- **Evidence:** metrics, factual data and other tangible measurements

We've got two strategies that can help you formulate your own blueprint: the Content-Purpose-Audience strategy and the What-Why-How strategy. Take a look at the examples and try each one. Chances are good one of them will work well for you.

Once you've got your blueprint, use it to guide your social media posts. If you're thinking about posting something that doesn't support these core ideas, think twice. It may not be worth posting or you may need to revisit your main ideas. Get more insight and tips from these posts on The Word Factory blog: <http://bit.ly/4kpxEC> and <http://bit.ly/2KTBlj>.

THE MESSAGING IS THE (SOCIAL) MEDIA

Using the Content-Purpose-Audience Strategy

Content	
<p>MAIN IDEA What is the one most important thing you want your audience to know?</p>	<p>KEY DETAILS What significant information (examples, explanations, evidence) supports your main idea?</p>
<p>[Make this one complete sentence. You might even be able to use it as the opening to your piece.]</p>	<p>[Use this space for a quick bullet list of 3 to 5 key points that answer the QUESTIONS and flesh out your MAIN IDEA.]</p>
Purpose	
<p>THINK After your audience has finished reading, what is it exactly that you want them to think?</p>	<p>DO After your audience has finished reading, what is it exactly that you want them to do?</p>
<p>[Shoot for one primary THINK, but it's ok to have some other related ones. Whatever's here usually relates very closely to what's in the MAIN IDEA space. It can become your beginning, or next-to-last paragraph.]</p>	<p>[If someone could only do ONE thing to make this happen, what would I want that to be? Again, this can be the opening paragraph or the very last "send 'em off with a bang" call to action.]</p>
Audience	
<p>AUDIENCE The person, type of person, or group of people you are writing to.</p>	<p>QUESTIONS The most important questions your audience will have about your topic.</p>
<p>[Who is the main person you're writing to? It's ok to have two or three audiences, but there should be one very specific audience that guides your content, tone and THINK/DO]</p>	<p>[The information here relates to your KEY DETAILS, and informs your THINK and DO. Think about the pushback you may get from people and write that in the form of questions here. You don't have to answer/address all of them in the piece, but it's helpful to have considered them.]</p>

THE MESSAGING IS THE (SOCIAL) MEDIA

Using the Content-Purpose-Audience Strategy

Content	
<p>MAIN IDEA What is the one most important thing you want your audience to know?</p>	<p>KEY DETAILS What significant information (examples, explanations, evidence) supports your main idea?</p>
<p>Teaching That Makes Sense is one of the most innovative education consulting companies in the country.</p>	<ul style="list-style-type: none"> • Only set of cross-grade, cross-curricular teaching and learning strategies available in the US. • Our “Integrated Literacy” model is a highly-efficient research-based approach to improving reading and writing at all grades. • We have had great success with “at-risk” populations. • 15 years of successful operation. • Free materials, and e-mail and phone consulting for life.
Purpose	
<p>THINK After your audience has finished reading, what is it exactly that you want them to think?</p>	<p>DO After your audience has finished reading, what is it exactly that you want them to do?</p>
<p>Teaching That Makes Sense is the best choice for solving the toughest problems we have in our schools.</p>	<p>Hire Teaching That Makes Sense to solve the toughest problems in your school or district.</p>
Audience	
<p>AUDIENCE The person, type of person, or group of people you are writing to.</p>	<p>QUESTIONS The most important questions your audience will have about your topic.</p>
<p>Principals Teachers District Office Administrators Decision-Makers on Training and PD</p>	<p>Are your methods research-based? What does it cost? What services do you offer? Do you have references? Can I review your materials?</p>

Elevator pitch:

Teaching That Makes Sense is a North Carolina-based education consultancy specializing in highly innovative approaches to raising student achievement. Working primarily in reading, writing, assessment, and educational leadership, we help K-12 schools reach the highest levels of student achievement and community success.

The Content-Purpose-Audience Strategy

Content			
MAIN IDEA	What is the one most important thing you want your audience to know?	KEY DETAILS	What significant information (examples, explanations, evidence) supports your main idea?
Purpose			
THINK	After your audience has finished reading, what is it exactly that you want them to think?	DO	After your audience has finished reading, what is it exactly that you want them to do?
Audience			
AUDIENCE	The person, type of person, or group of people you are writing to.	QUESTIONS	The most important questions your audience will have about your topic.

THE MESSAGING IS THE (SOCIAL) MEDIA

Using the What-Why-How Strategy

WHAT do you think? (Opinion)	WHY do you think it? (Reasons)	HOW do you know? (Support)
[Make this one complete sentence. You might even be able to use it as the opening to your piece. This is your MAIN IDEA – your mission/vision and values.]	[Use this space for a quick bullet list of 3 to 5 key points that support your WHAT. These are your KEY DETAILS.]	[Use this space to outline the KEY DETAILS or proof points, using evidence, explanations or examples.]

WHAT do you think? (Opinion)	WHY do you think it? (Reasons)	HOW do you know? (Support)
I work with companies to create communications strategies and tactics that support organizational goals.	<p>I am an award-winning content producer who brings projects in on time and under budget.</p> <p>I am the “I” in team – an effective leader who also can be a supportive team member. I also work well on my own.</p> <p>I love to work hard to meet meaningful organizational goals.</p>	<p>Evidence: Independent Publishers Association Gold Medal for nonfiction; American Society of Business Press Editors Gold Award for feature series; International Association of Business Communicators Gold Quill Award for publications.</p> <p>Explanation: Whether I’m leading or following, I’m always driving for results. I know how to set a clear vision when I lead others and rally the team to the most productive point of view even if I’m not in charge.</p> <p>Example: I generated \$200,000 in consulting hours for Teaching That Makes Sense with minimal training or support.</p>

Elevator pitch:

I work with companies to create communications strategies and products that support organizational goals. An award-winning content producer, I bring projects in on time and under budget. I am the “I” in team – an effective leader who also can be a supportive team member or an effective solo performer. More than anything else, I love to work hard to meet meaningful organizational goals.

The What-Why-How Strategy

WHAT do you think? (Opinion)	WHY do you think it? (Reasons)	HOW do you know? (Support)

Folks Worth a Follow



thebrandbuilder is a marketing and social media consultant



ClubENetwork posts events, videos and other cool stuff for entrepreneurs



DavidBThomas, first-ever social media director for global software company, SAS, often links to good social media articles and resources



EntMagazine provides links to stories and other resources



FastCompany includes links to stories, blogs and other items of interest



gcventures (Game Change Ventures) provides resources and support for early-stage ventures.



HelpAReporter and **ProfNet** tweet requests from reporters looking for sources



KauffmanFDN keeps you up-to-date on what's happening at the entrepreneurial support organization



kbodnar32 blogs about social media for business at SocialMediaB2B.com



ontheroadwithIV interviews entrepreneurs and thought leaders and tweets about it



mashable provides great tips and resources for all things social media



smbiz holds monthly Twitter chats and tweets info of value to small business people



waynesutton, social media evangelist and big thinker, posts helpful tips and links

Social Media Resources

Where can you go for the latest information on how to leverage social media and the latest information on tools and techniques? We like these resources:

Mashable
The Social Media Guide

www.mashable.com



www.chrisbrogan.com



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