

ADVICE

sig det videre™

MOVE CONGRESS 2013

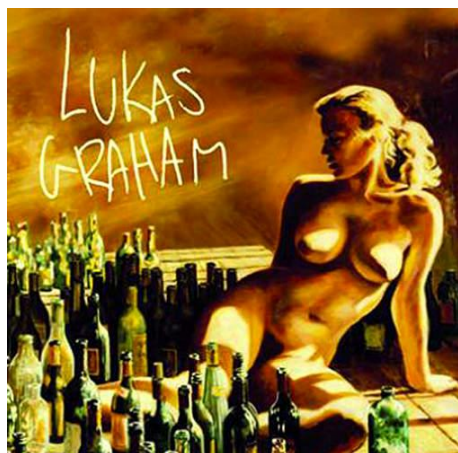
INTERNATIONAL SOCIAL MEDIA – ORGANISING FOR IMPACT

Jacob Holst Mouritzen

WHO AM I?

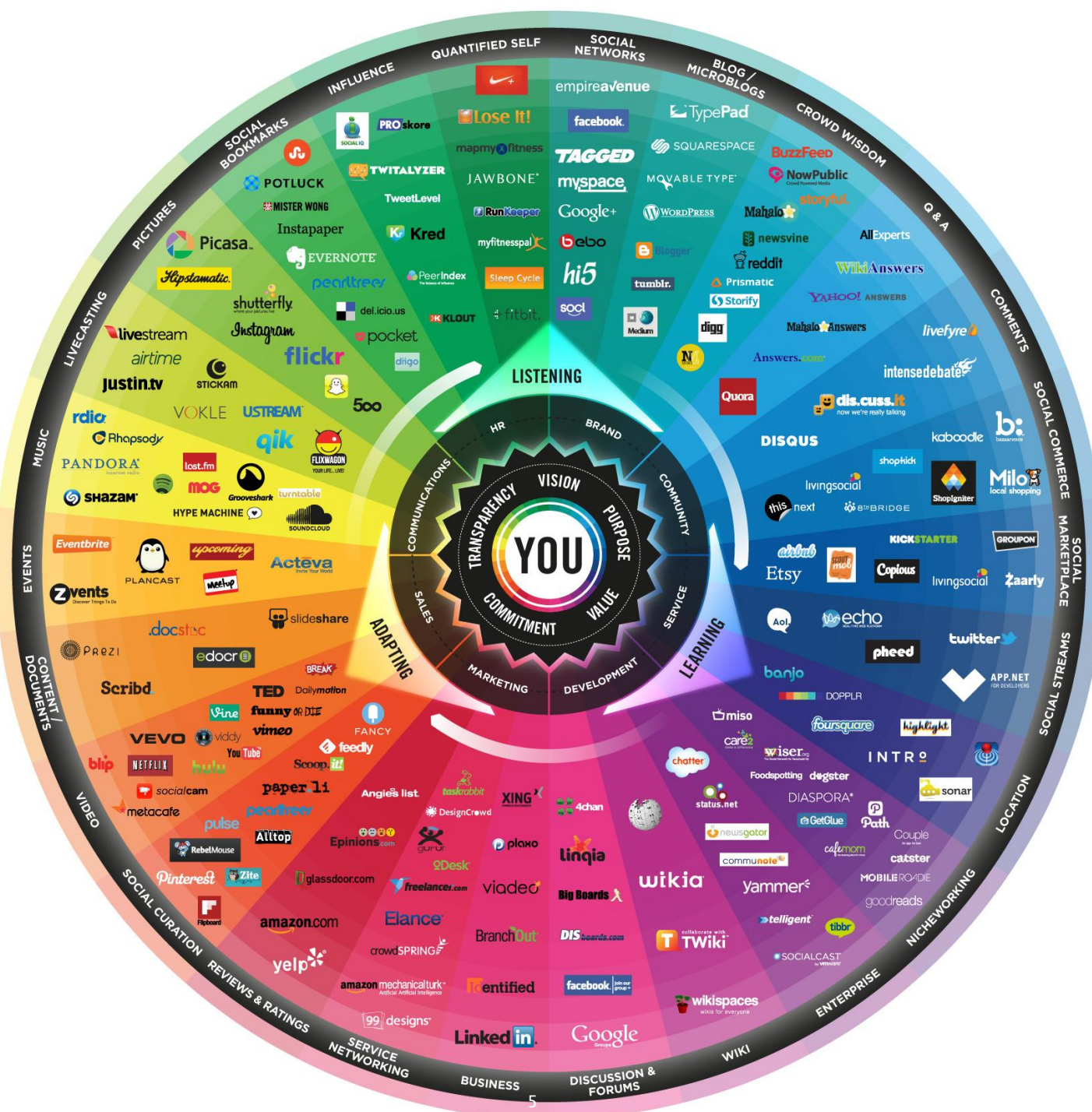


POLITIKEN
den levende avis



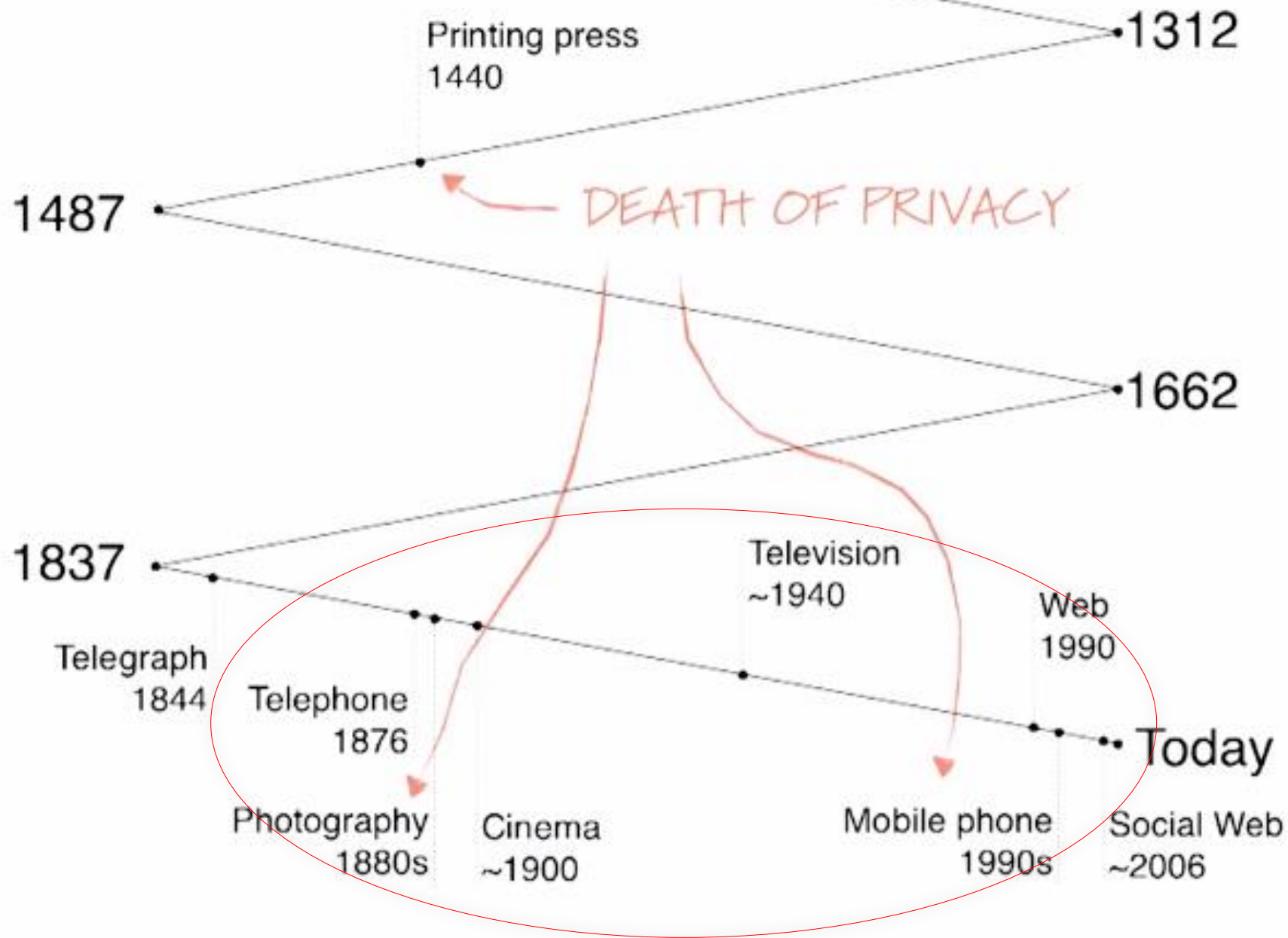
RØDE KORS

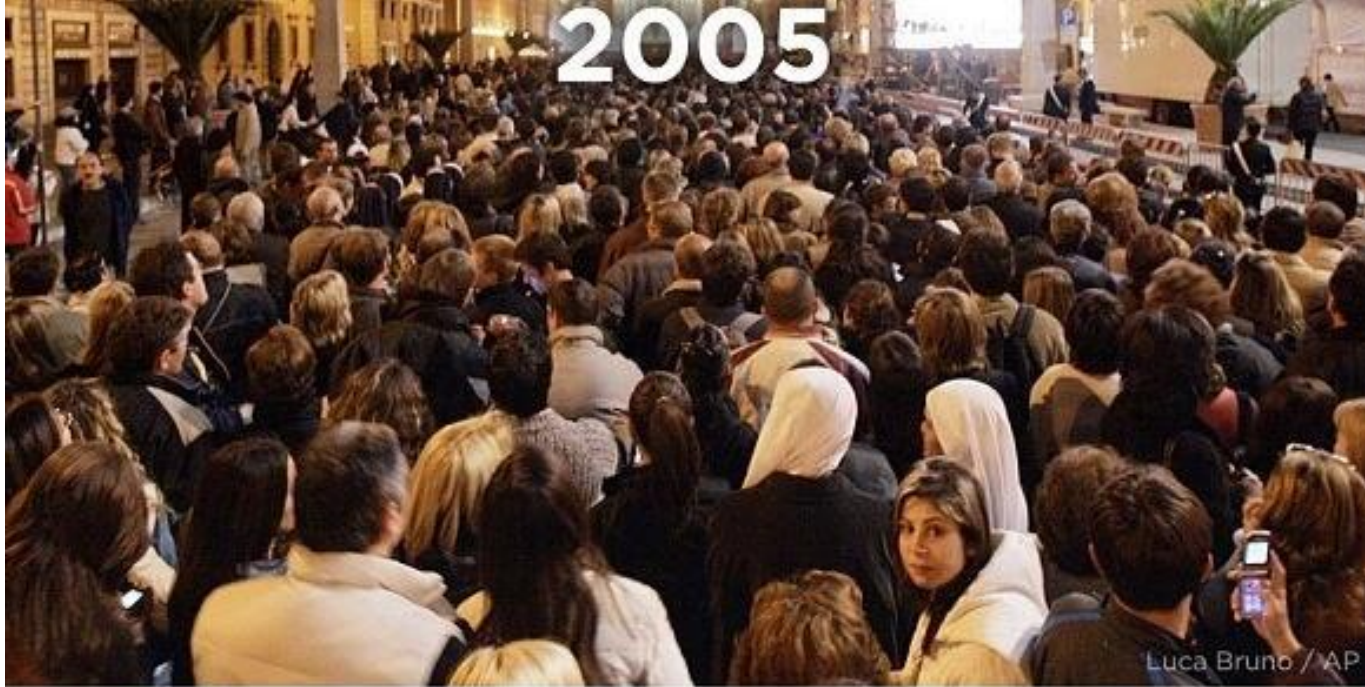
WHY AM I HERE TODAY?



SOCIAL MEDIA IS NOT ABOUT TECHNOLOGY

IT'S ABOUT COMMUNICATING WITH PEOPLE





WE ARE ALL MASS MEDIA PLATFORMS



[Why Klout For Business](#)[Perks](#)[Success Stories](#)[Contact Us](#)[Blog](#)[Press](#)

FIND AND ENGAGE THE INFLUENCERS IN YOUR AUDIENCE

[GET STARTED ►](#)

WHAT ARE PERKS ►

Engage influencers and drive brand awareness

SUCCESS STORIES ►

See how our customers are driving results

The background of the slide features a dark, monochromatic image of several people in business attire standing in a line. They are silhouetted against a lighter, hazy background, creating a professional and somewhat mysterious atmosphere. The figures are positioned across the width of the slide, with some slightly more prominent than others.

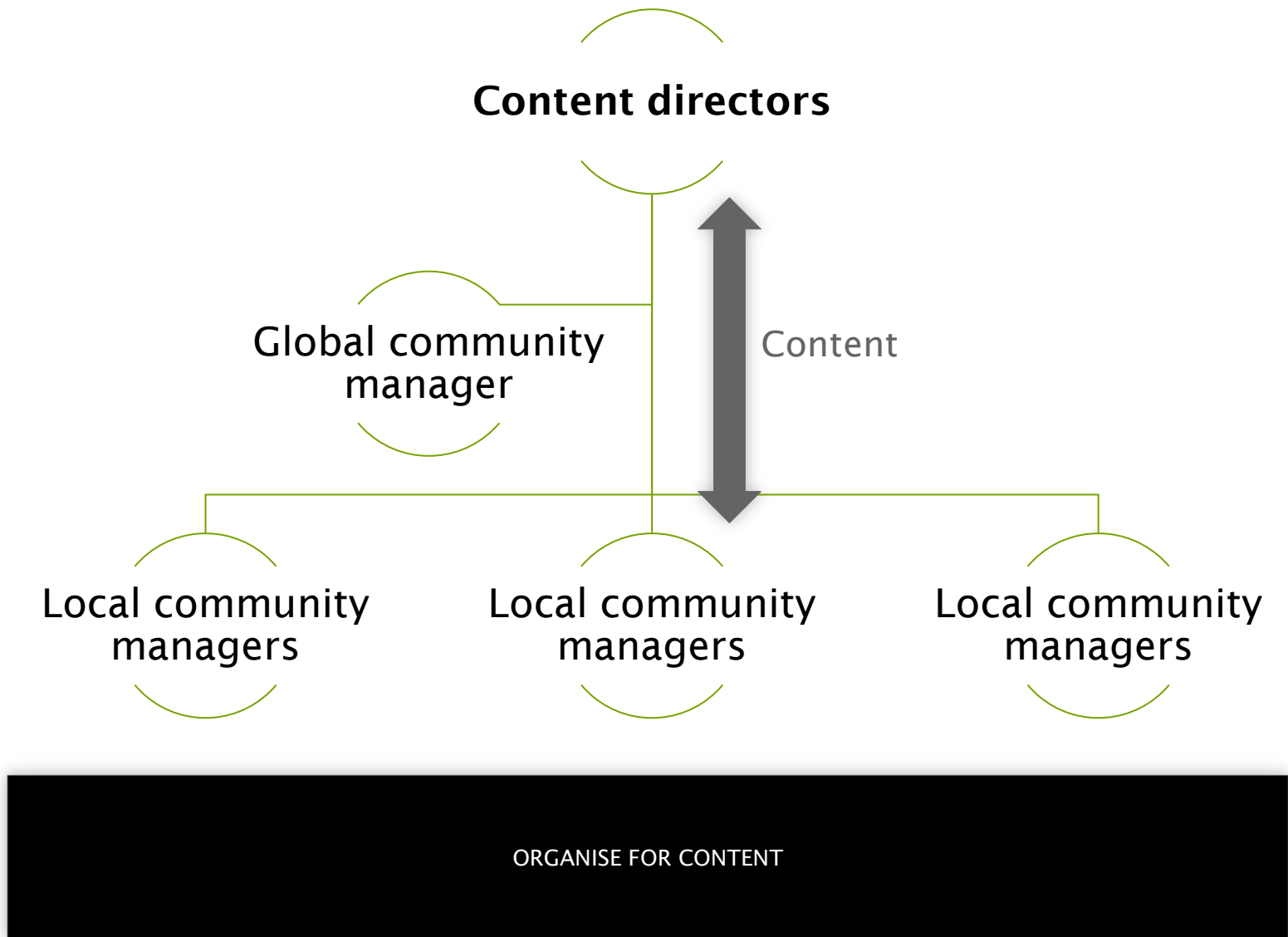
CONTENT IS KING

The background of the slide features a dark, monochromatic image of several people in business attire standing in a row. They are silhouetted against a lighter, hazy background, creating a professional and somewhat mysterious atmosphere. The figures are positioned behind the main text, adding depth to the visual composition.

CONTENT IS QUEEN

The background of the slide features a dark, monochromatic image of several people in business attire. They are shown from the waist up, standing in a line, with their forms rendered as dark silhouettes against a slightly lighter, textured background. The overall mood is professional and serious.

RELEVANCE IS KING



Why local community managers?

Culture and language

▶ PROS

- ▶ They can spot trends
- ▶ They speak the native language
- ▶ Can provide precise and **relevant** information
- ▶ Cultural understanding
- ▶ Authenticity

▶ CONS

- ▶ Hard to control
- ▶ **Expensive** to find and hire
- ▶ Very diverse communication

Create conversational calendars

But leave openings to be flexible and agile

	Facebook	Instagram	LinkedIn	Twitter	Blog	PR-plan
Monday	Picture from Concert in Köln	Picture from backstage in Köln		Whatever we want		
Tuesday	Snippet from new single	Video with snippet of new single		Snippet		Press-release to media
Wednesday						
Thursday	Playing in Berlin tonight. Ticket-link: bit.ly/LukeTheDukeBerlin	Still a few tickets. Find them at		Tickets for Berlin still on sale here		
Friday	Party-time! Thanks for an awesome show last night! Here's Lovesticks partymix for tonight.					
Saturday						
Sunday	Contest for Instagram	Drunk In The Morning Instagram contest				

Harvest content via listening

Use Instagram, Twitter and Googles native search to find content

**22** Martina Cescutti @MartinaCescutti 13 Oct
#MOVEWeek #findyourmove "passo dopo passo sotto lo stesso cielo" (@ Forgaria nel Friuli) 4sq.com/1eid9dW
[View details](#)

**42** Jose Manuel Paton @Jmpaton 12 Oct
Mañana en La Cabezuela. Familia y mucha, mucha naturaleza
#MOVEWEEK @AFEDES1 #Valdepeñas
pic.twitter.com/URbM59nwEn
[View photo](#)

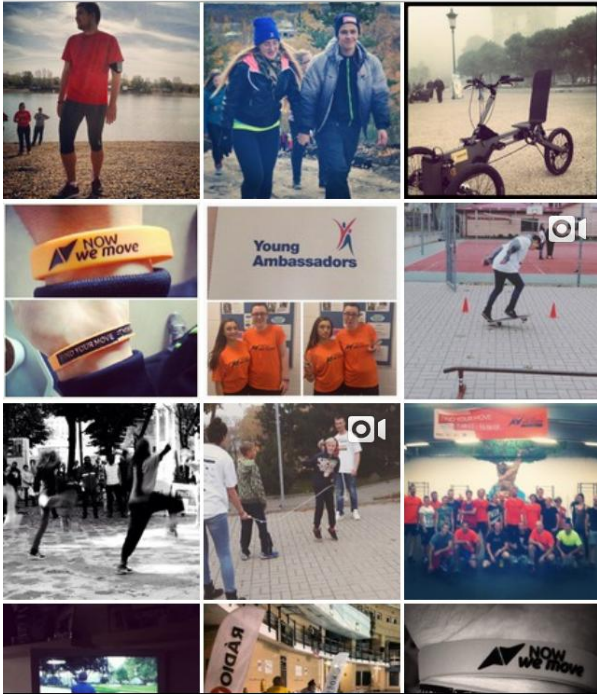
**23** ShinkyokushinBG @ShinkyokushinBG 12 Oct
ASKC Trakia #Plovdiv demonstration during the international
#MOVEweek instagram.com/p/fXfKV_GZvI/
Expand






**23** ShinkyokushinBG @ShinkyokushinBG 12 Oct
ASKC Trakia #Plovdiv demonstration during International
#MOVEweek instagram.com/p/fXe-abGZvW/
Expand

**40** Uisp Bologna @UispBologna 12 Oct
#NowWeMove #MoveWeek stamattina al Parco dei Cedri, Ca Bura o a San Lazzaro al Parco Europa....vi aspettiamo dalle...
fb.me/UXrXhHEv
Expand

●●●● movistar 3G 00.02 74 %

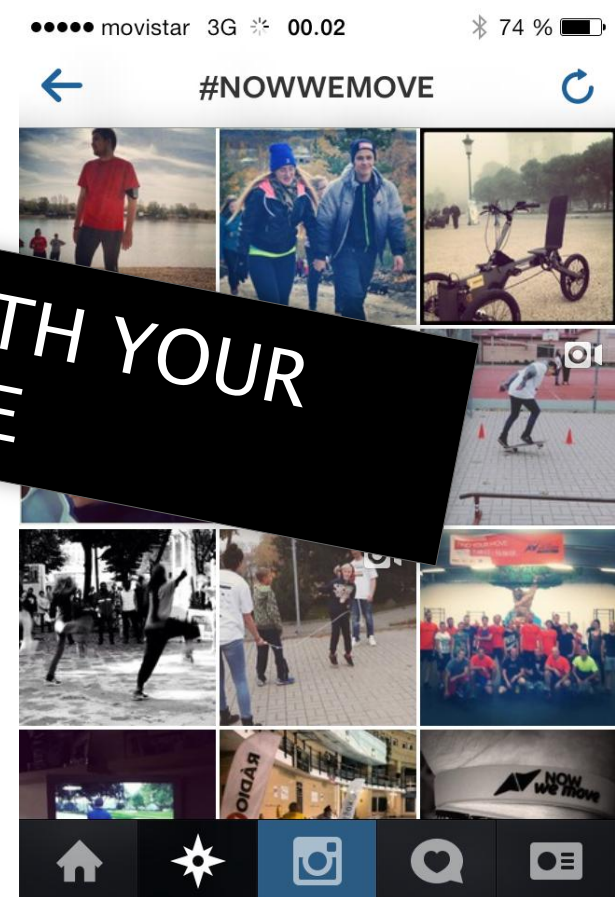
← #NOWWEMOVE ↻





Harvest content via listening

Use Instagram, Twitter and Googles native search to find content



MANAGE CONTENT WITH LISTS OR OTHER SOCIAL BOOKMARKING TOOLS

MANAGE CONTENT WITH LISTS OR OTHER SOCIAL BOOKMARKING TOOLS



The background of the slide features a dark, grayscale image of several people standing in a line, their forms rendered as silhouettes against a lighter, hazy background. The figures are positioned at various intervals, creating a sense of depth and a group of individuals.

Create individual profiles for each country

BUT NOT ON FACEBOOK

Global page on Facebook

Without a large advertising spend

The image shows a Facebook post from the page 'NowWeMove'. The post features a graphic with a purple bicycle and a list of benefits in Spanish: 'tonificas todos tus musculos', 'beneficia todo tu sistema cardiovascular', 'mejora tu postura', 'ahorras dinero', and 'mejora tu animo'. Below the graphic are 'Like' and 'Comment' buttons. The post text reads: 'Algunos de los muchos beneficios de ir en bici. ¿Algún fan de este invento de dos ruedas y pedales por aquí?'. It shows 3,745 likes and 1,027 shares, dated September 3. On the right, the sharing options are visible, including 'Album: Timeline', 'Shared with: Custom', and 'Tag This Photo'. A black callout box highlights 'Shared with: Spain' and 'News feed targeting: Spain'. A large black arrow points from the text 'Targeted posts' to the 'Custom' sharing option.

Like Comment

NowWeMove
Algunos de los muchos beneficios de ir en bici. ¿Algún fan de este invento de dos ruedas y pedales por aquí?
Like · Comment · Share · Edit · September 3

3,745 people like this. Top Comments ▼
1,027 shares

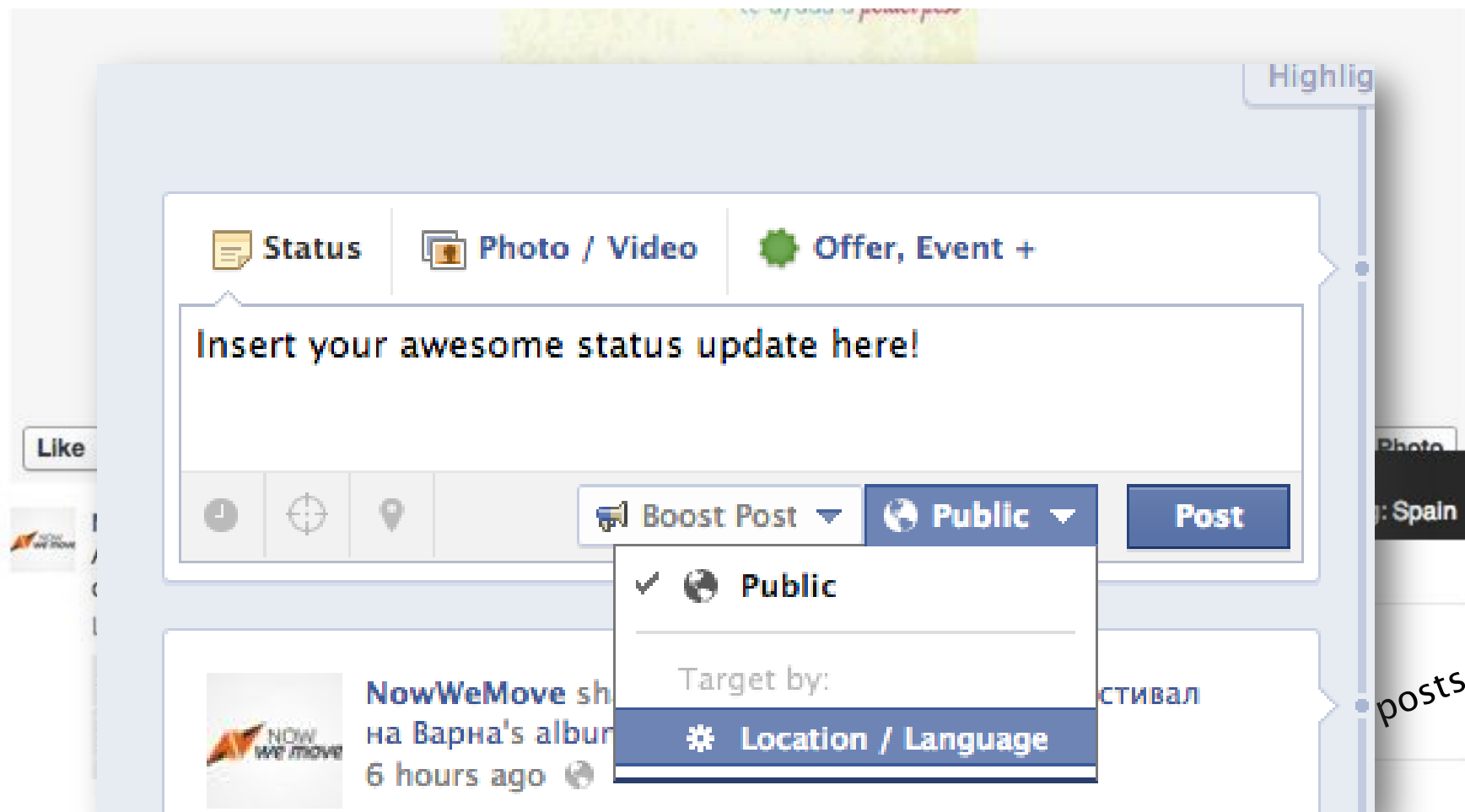
Album: Timeline
Shared with: * Custom
Tag This Photo
Edit Location
Change Date

Shared with: Spain
News feed targeting: Spain

Targeted posts

Global page on Facebook

Without a large advertising spend



Ask not what your community can do for you

But what you can do for your community



Ask not what your community can do for you

But what you can do for your community

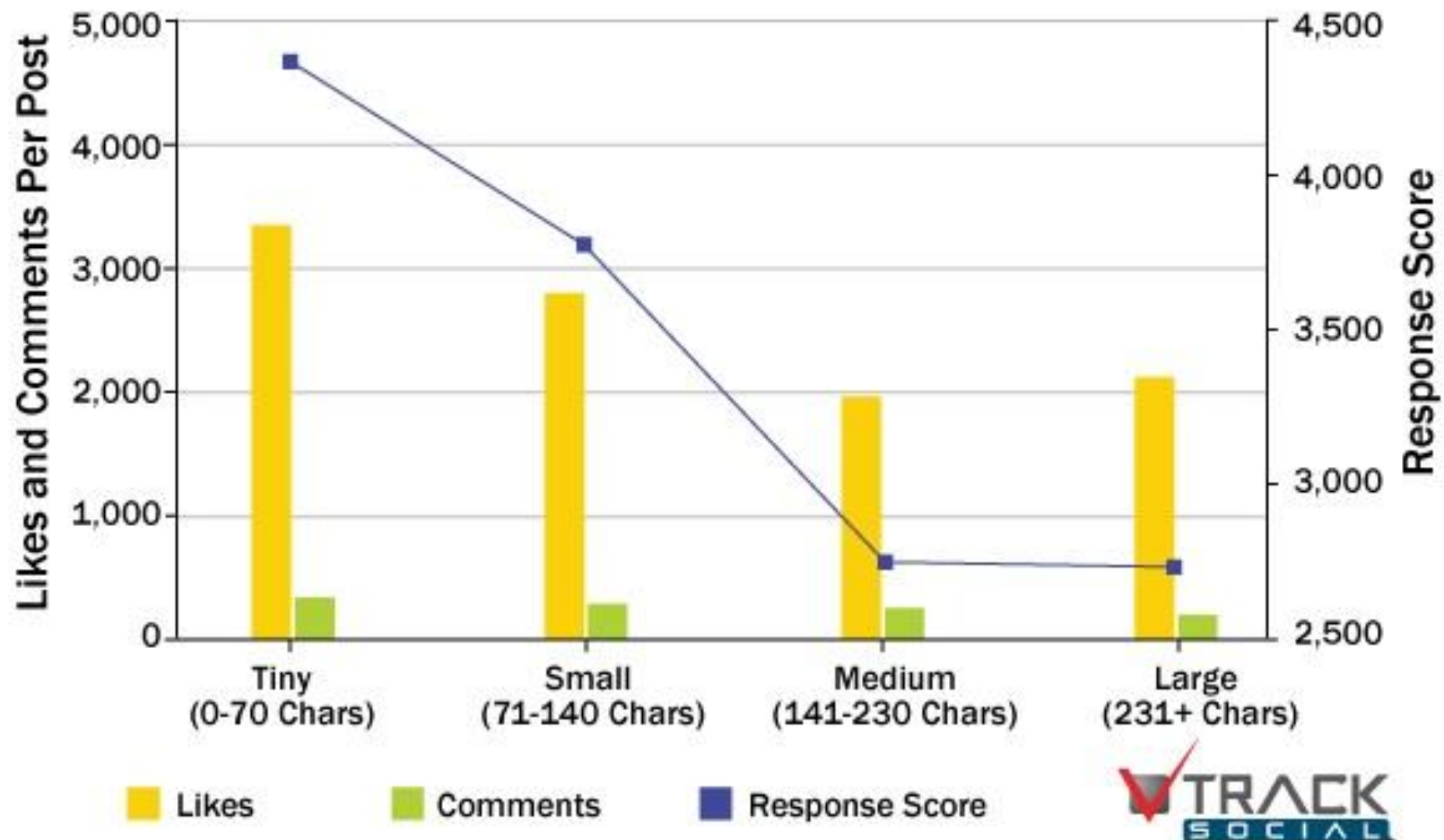


CREATE VALUE FOR YOUR AUDIENCE

The background of the slide features a dark, grayscale image of several people standing in a line, their forms rendered as silhouettes against a lighter background. The figures are positioned at various intervals, creating a sense of depth and a group presence. The overall tone is professional and minimalist.

Say it in 6 seconds and 140 characters

RESPONSE BY FACEBOOK POST LENGTH



In brief

Organize for impact

- ▶ Set up a staff of editors with ONE chief editor
- ▶ Communicate locally with relevant and good content in the native language
- ▶ Empower your user base to co-create with you. Give them a sense of ownership and you will blossom.
- ▶ Organise for content gathering in order to minimise your time spent.
- ▶ Be engaging with your audience. Not only in updates, but in the comments and on the wall as well
- ▶ Have fun! Social media should be awesome to do. Not a boring task