utilising new media

1. Where's your audience?

2. Your audience is online but...

5.

3. Tell your story

4. Be social, cross radars

BLETHER MEDIA

kyle@blethermedia.com

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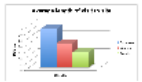
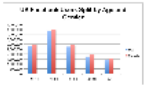
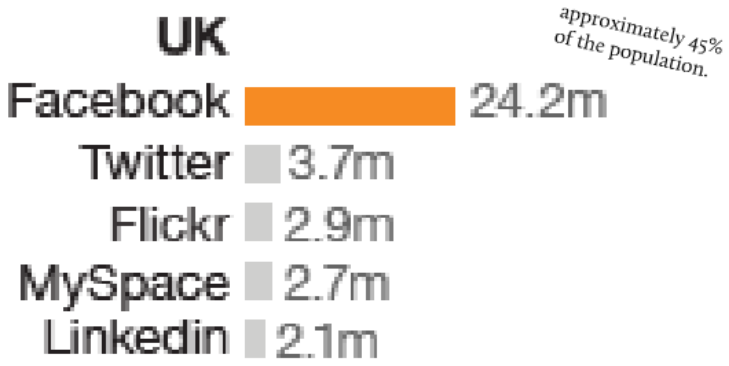
1. Where's your audience?

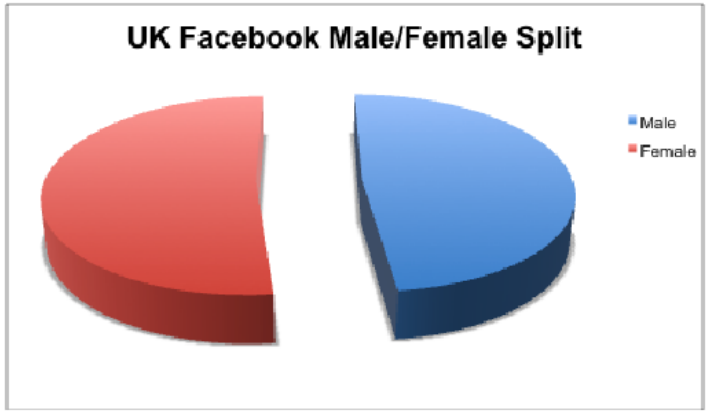
UK STATS AUG 2010:

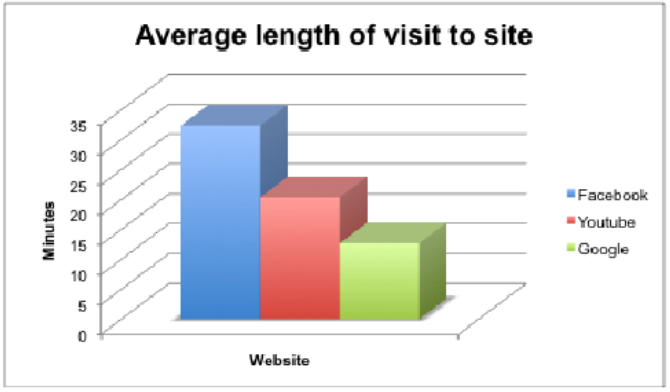


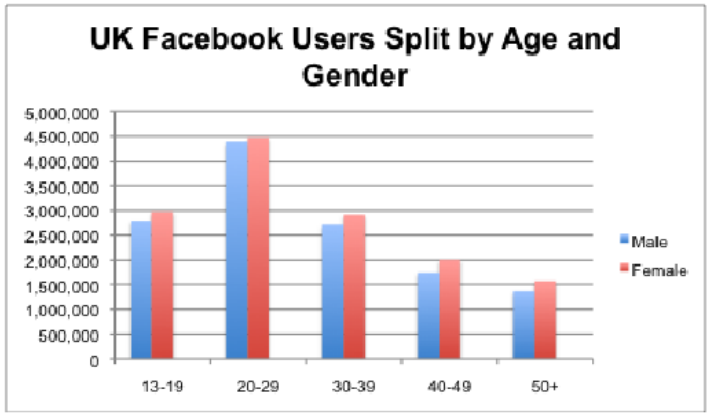


UK STATS AUG 2010:

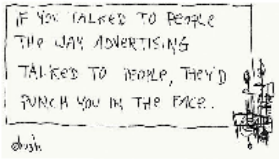






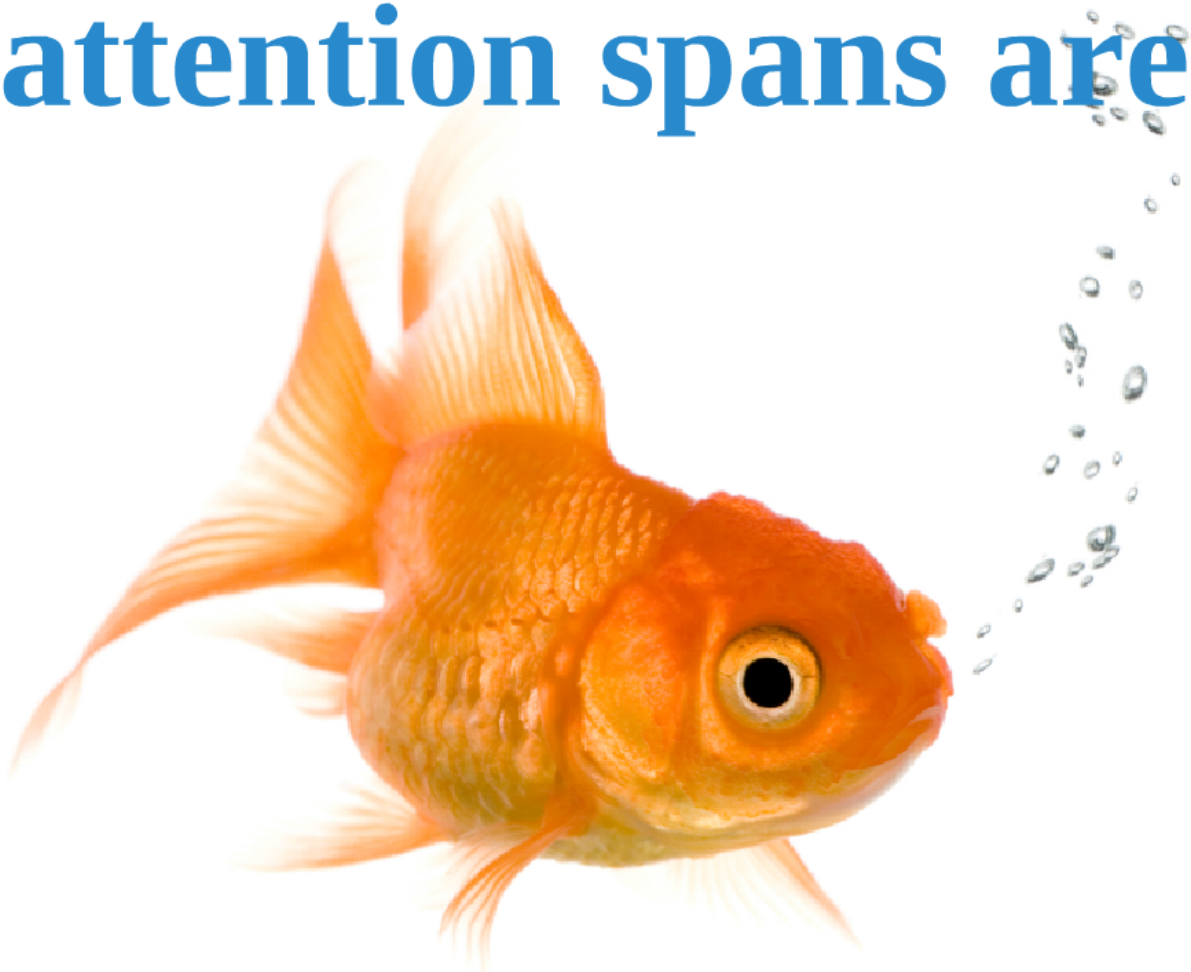


2. Your audience is online but...



we're not listening...

and attention spans are short...



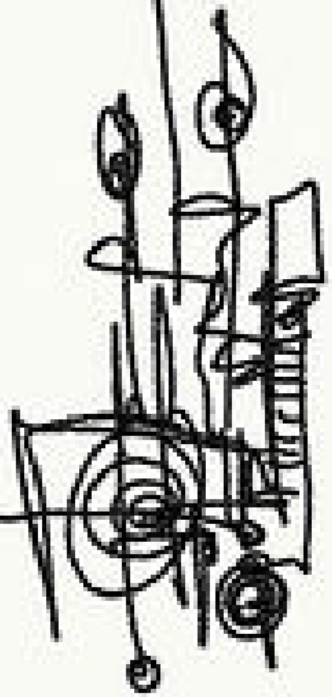
so you have to SHOUT louder...

social meda is a

conversation

not a broadcast

IF YOU TALKED TO PEOPLE THE WAY ADVERTISING TALKED TO PEOPLE, THEY'D PUNCH YOU IN THE FACE.



©hugh

3. Tell your story

think like a journalist...

Who... was involved?
What... happened?
Where... did it happen?
When... did it happen?
Why... did it happen?
How... did it happen?

what's your story?

Who... are you?
What... do you do?
Why... do you do it?
How... do you do it?
Where... do you do it?
When... do you do it?

and why should I

care?

tell your story quickly and effectively

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deo

use video

4. Be social, cross radars

it's about relationships

then get us
involved

track conversations

& join in

build social spaces

it's about relationships

make friends

friends become fans

fans become evangelists

involvement and engagement
trust and loyalty
social buzz
evangelism

wor(l)d of mouth marketing

make friends

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wor(l)d of mouth marketing

build social spaces

track conversations

petshaven: Looking 4 **foster care** for Fred, Ken, Micky, Jazzie, Tiny, Tina and "family" (chi & kitten)(all details on the PH... http://fb.me/FK4mRm2z
about 4 hours ago via *Facebook* · Reply · View Tweet

wendyrawley: Social-Emotional Problems in Children in **Foster Care** - Children's ... "Identification of Social-Emotional Probl... http://bit.ly/hcNT1Y (expand)
about 4 hours ago via *twitterfeed* · Reply · View Tweet

MsJamieJ: @bexyfroosh We've done **foster care** and hope to do more in the future.
about 5 hours ago via *Mobile Web* · Reply · View Tweet · Show Conversation

paperheart12: @PigtailPals I did it as a reminder to the lucky ones that don't face it as much as others. Like a sexual abuse and **foster care** counselor.
about 7 hours ago via *Twitter for iPhone* · Reply · View Tweet · Show Conversation

TOEIC 990: [foster] /fɔ:stə/ adj. entrusted to the **care** #English #eigo #TOEIC
about 8 hours ago via *Easybotter* · Reply · View Tweet

Fostercarenews: Increase in online advertising to place children awaiting adoption and Long Term **Foster Care** .Family Law http://goo.gl/1zyu
about 8 hours ago via *Twaitter* · Reply · View Tweet

musiccountry: Jimmy Wayne Part of CBS **Foster Care** Show http://bit.ly/fh261i (expand)
about 9 hours ago via *Visibli* · Reply · View Tweet

belmontnews: Real faces of **foster care**: The caption beside the picture of a smiling boy wearing a sports jersey describes a... http://dlvr.it/9hhWx

& join in

then get me

involved

5.

create a community of foster carers

comment on other causes

make the most of case studies

think nationally - target locally

Facebook ads

Low-cost
Highly targeted

Create content worth sharing

reach out to relevant networks - build an audience

use your audience

- run polls
- ask advice
- be transparent
- be better

run Facebook events

always have a **call to action**

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