



Driving Your Social Strategy

Anthony Shop

Chief Strategy Officer, Social Driver



21 JUNE 2017



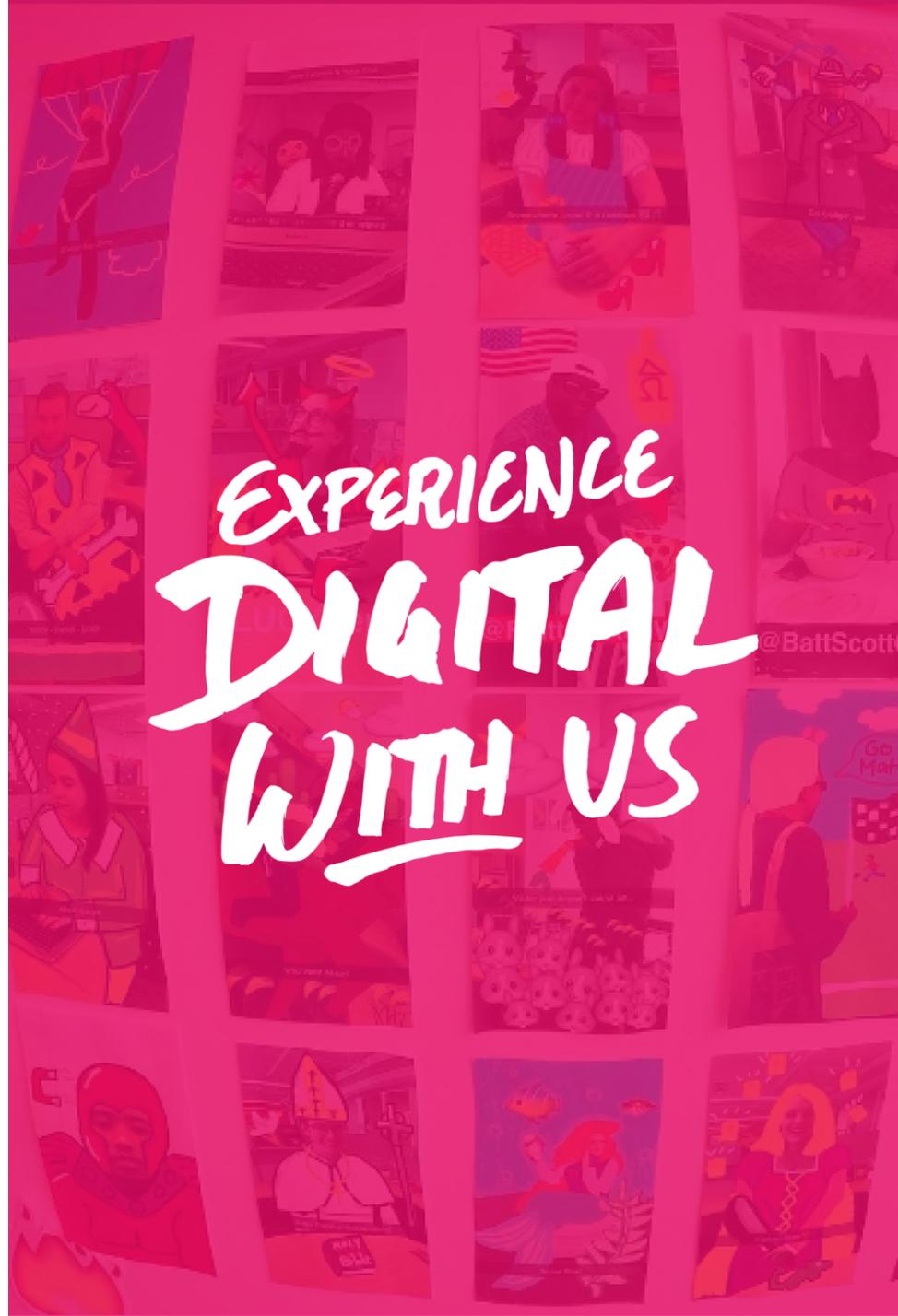
Driving Your Social Strategy

- **Embrace People As the New Channel**
to make your brand part of their story
- **Drive Conversations**
by harnessing converging media
- **Create Engaging Content**
to motivate people to join in
 - **Activity: 6 E's of Engagement**



**Digital
strategy and
creative to
connect with
people today.**

EXPERIENCE
DIGITAL
WITH US





**WHAT'S THE
SECRET TO
SOCIAL MEDIA?**



Denny's @DennysDiner

stops furiously scribbling amidst dozens of coffee cups

there is no dress. it is not the dress that changes colors, it is only yourself.

RETWEETS 2,136 FAVORITES 2,090

7:45 PM - 26 Feb 2015

Samsung Mobile @SamsungMobile

Blue. Black. White. Gold. We see them all.
#GalaxyS5 #TheDress



RETWEETS 585 FAVORITES 832

Amazon @amazon

#TeamBlue amazon.com/gp/aw/d/B00MVR



McDo Philippines @McDO_PH

No confusion here. We're pretty sure this one's white and gold. #TheDress

JCPenney @jcpenny

So. Many. Colors. #TheDress "@StephNLieb: I just scored six great dresses on sale @jcpenny"



LEGO @LEGO_Group

#whiteandgold or #blackandblue? We found a way around science- you can have both #TheDress #dressgate



SNICKERS @SNICKERS

Hey internet, you obsess over a dress when you're hungry. #DressGate #BlackandBlue #WhiteandGold #EatASNICKERS



RETWEETS 81 FAVORITES 89

10:57 AM - 27 Feb 2015

Guin @Guin

Proud to be black? #Drinkaw



RETWEETS 1,155 FAVORITES 1,595

4:26 AM - 27 Feb 2015

Oreo Cookie @Oreo

Fashionably late? #TheDress



Xbox @Xbox

do you think this is #whiteandgold



GUINNESS





TheSalvationArmySA

@SalvationArmySA



Follow

Why is it so hard to see black and blue? One in 6 women are victims of abuse.

[#StopAbuseAgainstWomen](#)



RETWEETS

16,027

LIKES

8,129



4:08 AM - 6 Mar 2015



553



16K



8.1K





UNLEASHING THE ENERGY

GED Grad Day



GED Testing Service - Home of the GED Program

April 17 · 🌐

You're a GED grad now, but we all started somewhere. Share your journey with a #ThrowbackThursday 📷 of yourself back in the day! #GEDGradDay



👍 Like

💬 Comment

➦ Share

👍👎🗨️ 571

Chronological™

66 shares

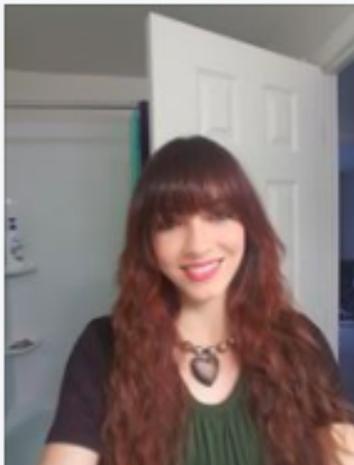
86 Comments

UNLEASHING THE ENERGY

GED Grad Day



Catherine Formato Rooks When I was getting ready to graduate from high school, I had found out that I wasn't going to receive a diploma but a certificate of completion. It was humiliating for a long time because I had to watch my entire class get their diplomas. So after a while I heard about this GED program so I signed up for it because no college would accept me without a GED or Diploma. So I took the program and was in it for 2 years and luckily, I only had to take 2 tests: Math and Science. I finally passed science with a true miracle thanks to the board of education for changing the passing score from a 150 to a 145. After taking the Math practice test 20, 30 times I begged my advisor to let me take my math test. I told her, if I don't take it now, I'll never find out if I can pass. On April 13th last year, I passed with a 150. 5 points higher than the new score. Miracles can happen so if you're trying to get your GED.....no matter what, do not give up. Its worth all the blood, sweat and tears in the end.



Like · Reply · 12 · April 18 at 5:02pm



GED Testing Service - Home of the GED Program Hi Catherine, thank you for sharing your photo with us! Would you give us permission to repost it and potentially use it in a video we create for GED Grad Day? Let us know.

Like · Reply · April 26 at 4:56pm



Catherine Formato Rooks Sure, as long as it keeps students motivated to want to pass the exam. And as long as it's just my photo and nothing else. 😊

Like · Reply · 1 · April 26 at 4:58pm

UNLEASHING THE ENERGY

GED Grad Day



GED Testing Service

@GEDTesting

Follow

Catherine is right - don't give up, it's worth it
👍 . Retweet if you agree! #GEDGradDay
#MondayMotivation

#MONDAY MOTIVATION

"Miracles can happen, so if you're trying to get your GED....no matter what, do not give up. It's worth all the blood, sweat and tears in the end."

- Catherine

RETWEETS 12
LIKES 16



3:21 PM - 15 May 2017

PEOPLE ARE THE NEW CHANNEL

**To achieve remarkable results,
we must unleash
the energy in people.**

@afshop @socialdriver



**Drive
Conversations
with Converging
Media**

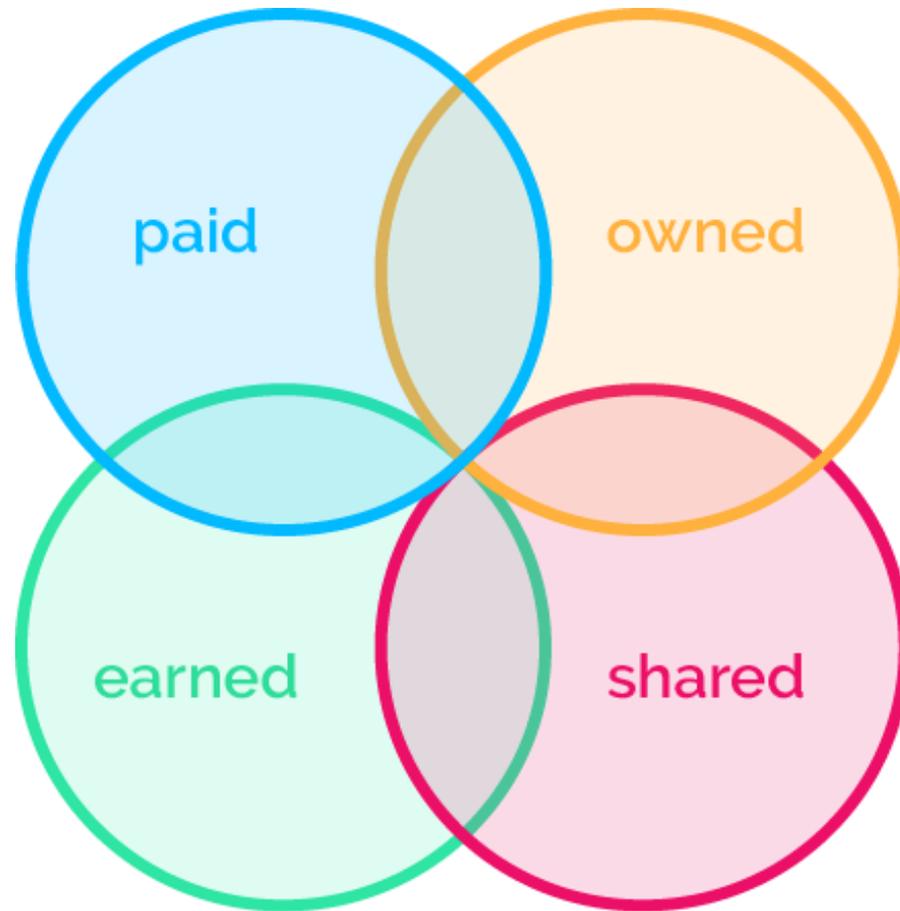
TRADITIONAL MEDIA

paid

earned

owned

CONVERGING MEDIA



DRIVING CONVERSATIONS

Change the Equation

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[HOME](#) » [NEWS](#) » [STEMBEATS](#) » TOP 5 U.S. CITIES FOR ADVANCED MANUFACTURING

Top 5 U.S. Cities for Advanced Manufacturing

October 9, 2014

For at least 20 years, many Americans all but wrote off manufacturing as of factory jobs simply evaporated or went overseas. It's time to think again. Advanced manufacturing has come roaring back to life in many places, often in the nation's hardest-hit industrial towns. Many advanced manufacturing jobs don't require a four-year college degree, so you can start working and earning just a year or two after high school. But make no mistake: this *is not* low-skilled work. Most of the fastest-growing jobs in the sector -- like computer-controlled machine operation or repair of high-tech industrial equipment-- require strong math, science, and technology skills.

These middle-skilled advanced manufacturing jobs* are likely to become even hotter as older workers retire. Fifty-two percent of the advanced manufacturing workforce is 45 or older. Compare that to just 42 percent for the workforce as a whole.

The top five cities for advanced manufacturing (based on CTEq's analysis of the nation's 100 biggest metro areas) are:

5. Tulsa, Oklahoma



Tags

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Yearly Archive

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**OWNED
MEDIA**

 **SOCIALDRIVER**

DRIVING CONVERSATIONS

Change the Equation



CHANGE THE EQUATION

@changeequation



Following

Are you in **#Tulsa**? Find out what the other
Top 5 cities for Advanced Manufacturing are:
bit.ly/1s00k4E **#STEM**

RETWEETS

2



2:01 PM - 20 Oct 2014



SHARED MEDIA

DRIVING CONVERSATIONS

Change the Equation

TulsaRegionalChamber
@TulsaChamber

Go, Tulsa! @changeequation has ranked it as a top 5 city for #AdvancedManufacturing: bit.ly/1uA8udp



RETWEET 1 LIKES 2

1:24 PM - 21 Oct 2014



City of Tulsa
@cityoftulsagov

RT @TulsaChamber: Go, Tulsa!
@changeequation has ranked it as a top 5 city for #AdvancedManufacturing: bit.ly/1uA8udp

RETWEETS 2 LIKES 3

1:26 PM - 21 Oct 2014

SHARED + EARNED
MEDIA

Gray
@grayconstructio

Top US cities for advanced #manufacturing ow.ly/CuE7c via @changeequation #Tulsa #Houston #Detroit #GrandRapids #Toledo

7:31 AM - 9 Oct 2014

Fab Lab Tulsa
@fablabtulsa

Tulsa named Top 5 city 4 Adv Mfg by DC based @changeequation! @tulsaworld @tulsatech @tulsacc #OkMfgAlliance

RETWEETS 5 LIKES 5

10:25 AM - 22 Oct 2014

DRIVING CONVERSATIONS

Change the Equation

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 TULSA WORLD

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Free Access: Jobs Autos Pets Homes Classifieds Contests  Deals Display Ads Special S

Home ▶ Business ▶ Manufacturing

Tulsa manufacturing: Top grade

Study names Tulsa in top 5 cities for advanced manufacturing

■ Industry group rates job growth in 100 cities

Story Comments (1)

Print Font Size: - +

Recommend 250 Tweet G+1 6 Pin it 0 Share 9

Posted: Wednesday, October 22, 2014 12:00 am | Updated: 8:45 pm, Thu Jun 11, 2015.



By CASEY SMITH World Business Writer |

1 comment

Tulsa is building itself a top-5 reputation for making complicated things.

Job growth in Tulsa's advanced manufacturing sector has been significant enough in recent years to land the metro a spot on a list naming top cities for the industry nationwide.

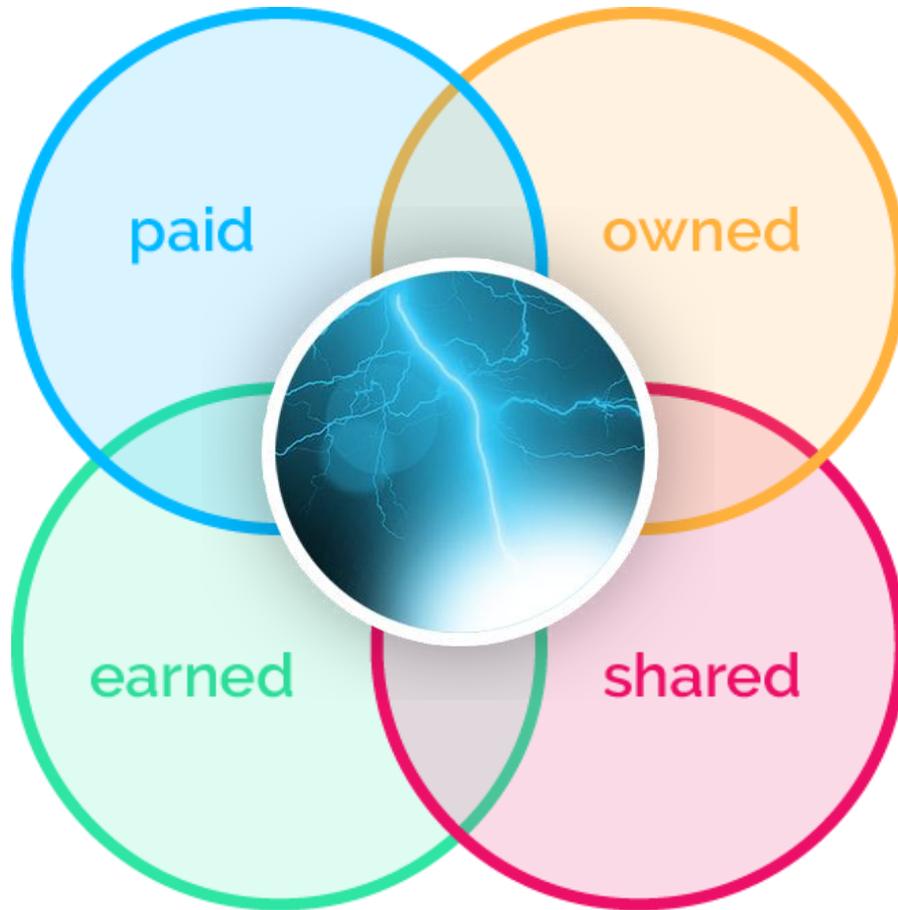
Fiber Pad, Inc. Thermoformer operator Randall Moore makes a plastic component that goes into airplanes that the company manufactures in Tulsa in summer 2014. STEPHEN PINGRY/Tulsa World

D.C.-based nonprofit Change the Equation recently issued a list ranking the [top 5 U.S. cities for advanced manufacturing](#), and Tulsa came in at No. 5.

EARNED MEDIA

 SOCIALDRIVER

CONVERGING MEDIA





**Create Engaging
Content to Motivate**



SOCIAL MEDIA STRATEGY:

The 6 E's of Engagement

- Elevate
- Empower
- Ease
- Entertain
- Entice
- Educate



Nick Durante

@nickdurante91

 **Follow**



@Seamless hi. I ordered Chinese last night, got white rice instead of brown. Don't mind terribly, just FYI.

LIKE
1



7:09 AM - 25 Nov 2015



1



1



Tweet your reply



Seamless  @Seamless · 25 Nov 2015



Replying to @nickdurante91

@nickdurante91 We're sorry! Please PM us your order number so we can look into this for you. Thank you!





Nick Durante

@nickdurante91

 **Follow**



. @Seamless thanks for taking notice of the issue, you guys have great customer service. Happy Thanksgiving!

LIKE

1



7:47 AM - 25 Nov 2015



Tweet your reply



Seamless  @Seamless · 25 Nov 2015



Replying to @nickdurante91

@nickdurante91 Happy Thanksgiving to you too, Nick!





Peter Shankman ✓

@petershankman



Following

Hey @Mortons - can you meet me at newark airport with a porterhouse when I land in two hours? K, thanks. :)

RETWEETS

16

LIKES

28



4:08 PM - 17 Aug 2011





NCAN @collegeaccess · May 5

ICYMI: #IRSDRT won't be back for 2017-18 #FAFSA filers, but should be restored by Oct. 1 for 2018-19 filers:



DRT Gone for 2017-18 FAFSA, Officials Tell Congr...

DRT Gone for 2017-18 FAFSA, Officials Tell Congress
collegeaccess.org



NCAN @collegeaccess · May 12

Removing #IRSDRT "could substantially drive down college enrollment among low-income students." ow.ly/1BUM30bE3FN via @hechingerreport





Verizon 9:43 AM 100%

< Tweet 🔍 ✍️

 **Coca-Cola** ✓
@CocaCola 

Hey Anthony! Time is running out to get your personalized #ShareaCoke bottle. Get yours now: bit.ly/1BcGuAA



Share a **Coke** with **Anthony**

 Promoted
7/28/15, 5:51 PM

989 RETWEETS 866 FAVORITES

Reply to Coca-Cola

 Home  Notifications  Messages  Me

Advising Corps Retweeted



TCU Advising Corps @TCU_CAC · May 31

Incredible article about @AdvisingCorps in the @NYTimes! "Bringing the Dream of an Elite College to Rural Students"



Bringing the Dream of an Elite College to Rural Students

By placing college advisers in public schools, an organization is trying to break down the social, economic and psychological barriers that keep rural students from attending elite colleges. nytimes.com

1 2



Michelle Obama @MichelleObama · May 5

Thank you @NickCannon & many others who supported #CollegeSigningDay. I am proud of every student aiming to #reachhigher. #BetterMakeRoom



291 2.0K 14K



CHANGE THE EQUATION @changeequation · Jul 28

As the internet and job market continues to grow, so does the need for quality #STEM education. #10kdays



Since the recession began in 2007, computer and math jobs have grown by **725,000 or 21%** which is faster than any other occupational category.

{ CHANGE THE EQUATION } STEMtistics WORKFORCE

← ↻ 36 📄 ❤️ 23 ⋮



CHANGE THE EQUATION @changeequation · Jul 26

New #STEMtistic: Hispanic students who take AP exams are more likely to succeed in #college. bit.ly/2arzUmJ

AP EXAMS FOR SUCCESS

STEMtistics
{ CHANGE THE EQUATION }

Only **21%** of Hispanic students took AP exams in 2012, but Hispanic AP exam takers are **28%** more likely to succeed in college.

← ↻ 1 📄 ❤️ 1 ⋮



Central Michigan U. [@CMUniversity](#) · May 26

Heading up north this weekend? Post how you're showing your CMU pride using [#ForeverMaroonAndGold](#) for a chance to win CMU gear! 🔥👍



🔄 1 🔄 11 ❤️ 112 ✉️



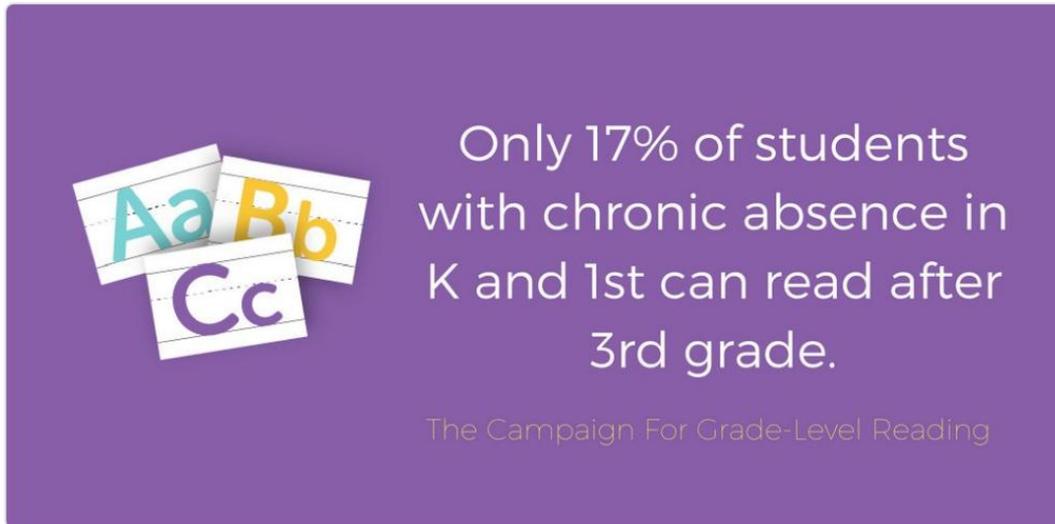
Grade-Level Reading

@readingby3rd

Following



Absenteeism in Kindergarten & 1st significantly decreases a child's ability to read past 3rd grade
[#AttendanceAwarenessMonth](#) [#SchoolEveryday](#)



Only 17% of students with chronic absence in K and 1st can read after 3rd grade.

The Campaign For Grade-Level Reading

RETWEETS
130

LIKES
73



9:16 AM - 27 Sep 2016



130



73





Form Your Future @FormYourFuture_ · Apr 22

Your chances are even sweeter when you submit your FAFSA: fafsa.gov
#NationalJellyBeanDay #FormYourFuture



👁️ ↻ 1 ❤️ 📧



Better Make Room 🎓 @BetterMakeRoom · 4h

FYI #ClassOf2017: The final 2016-2017 #FAFSA deadline is June 30th! Don't lose out on \$ for college. Fill out ASAP ➔ fafsa.gov



👁️ ↻ 12 ❤️ 6 📧



ELEVATING YOUR ADVOCATES

#Internet4Schools



ELEVATING YOUR ADVOCATES

#Internet4Schools



ELEVATING YOUR ADVOCATES

#Internet4Schools



The FCC
@FCC



Following

Learn how the @FCC reboot of #Erate will ensure high-speed Internet access in schools & libraries go.usa.gov/FkaJ

#Internet4Schools



RETWEETS

11

FAVORITES

7



2:30 PM - 12 Dec 2014

Action Alert

#FixFAFSA: Share Your Stories

The Free Application for Federal Student Aid (FAFSA) enables millions of students to attend college. However, the complexity and length of the application results in low completion rates. Only 44 percent of high school seniors complete the form by graduation and college students leave roughly \$24 billion in federal student aid unclaimed.

Every year, NCAN hears stories from our members about the struggles students have with the FAFSA form. Bryce is a student at James Madison University. Served by the ACCESS College Foundation in both high school and college, Bryce completed his own FAFSA during his freshman year of college to return sophomore year. After making an error on the form, Bryce lost his full scholarship to JMU. With the help of his ACCESS advisor, Bryce was able to correct his FAFSA, regain his scholarship, and remain enrolled in college.

NCAN is asking our members, and their students like Bryce, to share their FAFSA stories with their elected officials.



Write



Tweet

Compose Your Message

Recipients

- US Senators
- US Representative

Guidelines

NCAN encourages our members to share their FAFSA stories with their elected officials. Students are also encouraged to participate, so please share this action with them. Following this screen, you will see a message to elected officials that you're able to edit. Please make it as personal as possible. This is your chance to tell your story. It does not need to be formal. It is more impactful if it's straightforward and honest.

What should you include in the FAFSA story?



jennywu1
University of Michigan

Following

jennywu1 Super excited to announce that I will be pledging my #collegiance to the University of Michigan! 💙💛#victors2021 #midecisionday @umichadmissions

load more comments

alli_crosey Congrats girl! See you there 💙💛

jennywu1 Thank you!! 🙏 @magpitchh
jennywu1 Yes girl! See you there! 💙💛 @alli_crosey

jennywu1 Thank you! 💖💖 @rutherfordrylee

jennywu1 I'm so excited!! 💙💛💙 @iris.kwak

karlylasko yay!!!!!!

livzavalaa Congrats!!!

oliviakukla_ So proud of you 💜



290 likes

MAY 4

Add a comment...



sandersmariah

Follow

sandersmariah I Will Officially Be A Wayne State Student In The Fall Of 2017!! 🤔🤔🤔🤔

sandersmariah #collegiance #MIDECISIONDAY



21 views

MAY 12

Add a comment...



DESIGNING FOR SHARING

STEM Vital Signs

VITAL SIGNS

Florida

Overview

THE CHALLENGE

STEM Demand

K-12 Achievement

OPPORTUNITIES

Diversity

STEM Content

Teachers

Teaching Tools

Florida

Print PDF Summary >

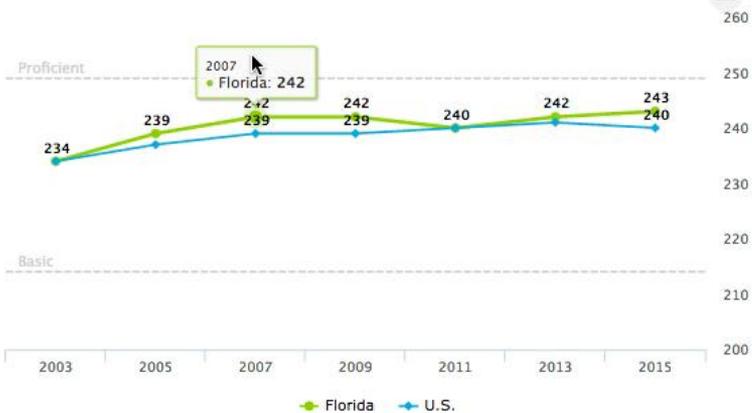
Florida has made some progress in K-12 math, but it still has far to go ^

Since 2003, Florida students have made substantial gains in fourth-grade math. In eighth grade, a sharp decline since 2013 erased much of the previous decade's progress.

4th Grade

All Students Race/Ethnicity Income Community Type

Florida trends in 4th grade math scores, 2003-2015



SOURCE: U.S. Department of Education, 2015

f in

{CHANGE THE EQUATION}

N/A: Data not available or reporting requirements not met

GED

Recipe for Success



GED Testing Service ✓

@GEDTesting

Follow

@BrevardAdultEd #GEDGradDay is tomorrow!
Post a picture tipping your hat to celebrate
GED grads. goo.gl/jQF03m

RETWEETS

2

LIKE

1



8:11 AM - 17 May 2017



1



2



1



Brevard Adult Ed @BrevardAdultEd · May 17

Replying to @GEDTesting

We will post it!!!!





Rhonda Hart Currier at Santa Rosa Adult School.

May 18 at 10:03am · Milton, FL · 🌐

#GEDGradDay 2017 I tip my hat to honor all my grads past, present, and future!



👍❤️ 44

3 Comments



Juan el grande @charlyjuanka · May 18

#GEDGradDay seeking new frontiers because never is too late or too early to learn.



👍🔄❤️ 1✉️



Debbie Bergholdt @djbergholdt · May 18

#GEDGradDay Hats off to all GED grads! and everyone studying for the test from the GEDTS accommodations department.



👍🔄❤️ 18✉️



GED Testing Service

@GEDTesting

Follow

Replying to @djbergholdt

Thanks for celebrating GED grads with us on #GEDGradDay!

9:35 AM - 18 May 2017



Mimi Abdulkadir @abdulkadir_mimi · May 18
 Congrats from Washington D.C! I tip my hat to all of you and your accomplishments #GEDGradDay @GEDTesting



← 1 ↻ 2 ❤️ 8 ✉️



conchita mays @avone514 · May 18
 #GEDGradDay



← ↻ ❤️ 1 ✉️



Reecie D Stagnolia @kyaereecie · May 18
 KYAE staff members Cody Davidson, Gayle Box, Sharon Johnston and Rudy Rhoades tip their hats to GED graduates! #GEDGradDay @GEDTesting



← 1 ↻ 4 ❤️ 14 ✉️



SA Hispanic Chamber @SAHispanicCC · May 18
 Today is #GEDGradDay Hats off to all the GED grads and everyone studying for the test! Your Hispanic Chamber believes in you. #ReachHigher – at Pearl Brewery



← ↻ 3 ❤️ 13 ✉️



Chaz Temming

April 18

Since i have gotten my GED i moved over a 1000 miles away and started fresh i work for Delta Air Lines now in Denver Colorado and love it more than ever

Like Comment

4



GED Testing Service - Home of the GED Program

Hi Chaz, thank you for sharing your photo with us! Would you give us permission to repost it and potentially use it in a video we create for GED Grad Day? Let us know.

April 24 at 5:47pm · Like · Reply



Write a comment...





ACTIVITY

The 6 E's of Engagement

- Elevate
- Empower
- Ease
- Entertain
- Entice
- Educate

#WhyApply
Sept. 22

ENGAGEMENT IS NOT JUST POSTING.

**Elevate, Empower, Educate,
Ease, Entertain and Entice
to connect with people.**

@afshop @socialdriver



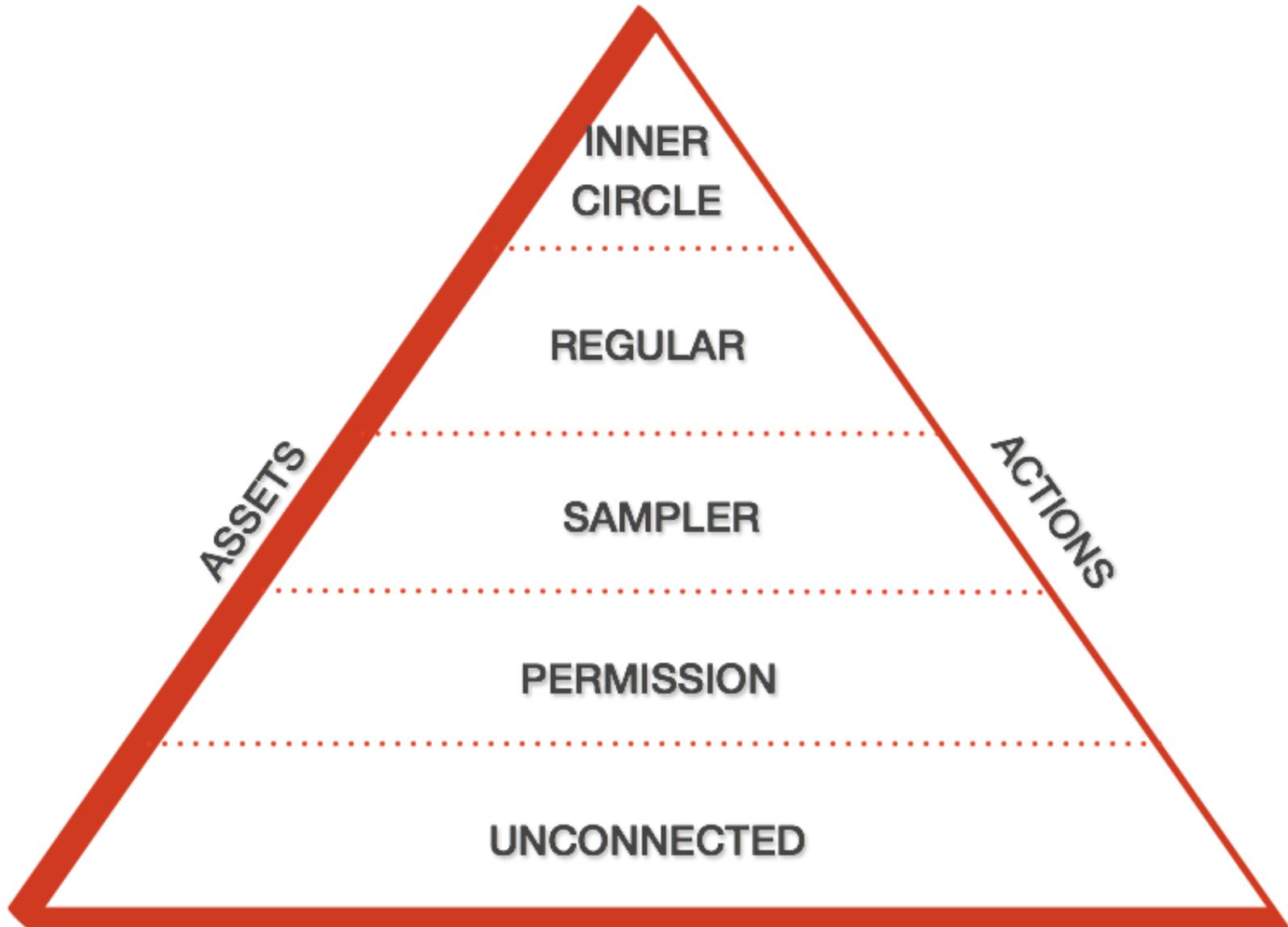
Driving Your Social Strategy

- **Embrace People As the New Channel**
to make your brand part of their story
- **Drive Conversations**
by harnessing converging media
- **Create Engaging Content**
to motivate people to join in
 - **Activity: 6 E's of Engagement**

A group of approximately 15 young people, mostly in their late teens or early twenties, are posing for a group photo outdoors. They are dressed in casual summer attire like tank tops, t-shirts, and caps. The background shows a gravel path, a wooden fence, and some trees. The entire image is overlaid with a semi-transparent green filter. In the center, the text "= BE =" is written in a white, rounded, sans-serif font. Below it, the word "DRIVER" is written in a larger, white, stylized, rounded font with a slight shadow effect.

= BE =
DRIVER

Permission Pyramid



Content Traffic Light

RED LIGHT:
We do not
engage

- Things you never post
- Users you never engage with

YELLOW LIGHT:
Proceed with
caution

- Any post or response that will need approval
- Erroneous comments — should be rectified by responding with the correct information

GREEN LIGHT:
People we
engage

- Good to go- things that are always ok to post and ok to engage with
- Things that are right on target and on-brand