

Social Media for Teams: How to Create a Content Engine with the Staff You Have

Goal: Disperse social media content responsibilities throughout your organization to have a deeper well of content available.

Fill these roles with people on your staff...Roles can be combined as you see fit.

Social Media Manager(s): Identify 1-2 staff who will manage Social Media channels and post content on a pre-set schedule. Once there's engagement, the Social Media Manager can solicit content from the community by reaching out to supporters and encouraging them to submit content around themes, campaign initiatives or through contest submissions. The manager also responds to comments in all channels.

The Editor: The editor maintains an editorial calendar that sets weekly/monthly themes. The editor gathers staff together on a set schedule to set themes, and sets "maintenance" and "campaign" windows with the marketing or development team.

The Writer: The one who writes original content like blogs, success stories, campaign letters, etc.

The Beat Reporters: The Beat Reporters funnel information to the Manager. The "beats" may include, "programs," "marketing/communications," and "fundraising." Program staff feed events information; Marketing/Communications staff feed campaign information; Fundraising staff feed asks to the Manager. *What other Beat Reporters does your organization need?*

The Photographer(s): Identify people on staff with an affinity for photography. Turn them into volunteer photographers. Allocate some of their time for documenting events, programs, and important milestones. The photographers or program directors ensure that releases are signed for subjects who are photographed. The photographers upload their photos to a photo sharing site for the organization like [Flickr](#).

The Curator: Lists are always popular in Social Media. Identify someone on your staff who enjoys research and list making. The curator gathers content from other sources and uses services like [Scoop.it](#), which allow you to curate content based on keywords or themes. The Curator also collects (free) visual content from other sources on Flickr or Creative Commons



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that can be used for free (get permission before publishing and always attribute the work).

The Re-Purposer: Keeping your weekly themes in mind, the Re-Purposer reuses content from your website, direct mail offerings, reports, blogs or other any communication channels by highlighting different facets of the same piece of content. *To start, what content do you already have?*

The Archivist: The Archivist keeps an eye on the uploads to the photo sharing site, ensuring that photos are tagged correctly according to the agreed upon taxonomy or vocabulary.

Graphic Designer: With the Over app for the iphone, one can overlay text on top of a photo to create zingy images that get attention on social media channels. The resulting images that are created can be used on Facebook, Google+ and Instagram.

The Listener: The Listener follows Google alerts to monitor what people are saying about your organization. Google alerts also gives the Listener the opportunity to stay up-to-date on issues related to your mission. The Listener should share insights with your Social Media Manager.