CMS Social Media

Introduction

The College Music Society has developed a plan for use of social media. This plan is a work in progress and is intended to evolve continually to meet emerging needs, opportunities, and advancing technologies.

The Society is developing three aspects of social media:

Text-based social media outlets. Text-based means of communication are those with which the Society is most comfortable and familiar.

Photographic-based social media outlets. The Society is drawing on photos from its professional archives for social media needs.

Video — creation, archiving, and distribution — is the means of social media communication with which the Society is least familiar. CMS will work to expand video capabilities and disseminate effective video throughout social media networks.

Objectives

Objectives of CMS Social Media are:

1. building awareness of the organization and its services and products,
2. increasing participation in CMS initiatives, and
3. increasing engagement with and for (a) those within academia (students, faculty, and administrators), (b) independent musicians, and (c) those in the music business and industry.

CMS Audiences and Member Segments

CMS serves the music field which divides itself in a variety of ways. These divisions include, among others,

- music subspecialties,
- employment in and out of the academy,
- academic rank, and
- age — two segments: millennials and baby boomers

CMS will seek to discover, over time, where, within social media outlets, various divisions of its members *are most likely to interact*, and will design appropriate information dissemination and interaction accordingly.

Types of Content to be Posted to CMS Social Media Channels

CMS will post news of its activities and initiatives, broadly defined. Activities include such things as upcoming conferences and events, books and monographs, articles in *College Music Symposium*, as well as critical deadlines related thereto. CMS will also post concerning relevant news and events (a) within in the field of music, (b) within the general culture, and (3) concerning colleague organizations.

Content Organization

To bring order to social media chaos and avoid continuous postings perceived as entirely random, CMS will use the following schedule to focus content:

- *Monday:* Events in Music, CMS Professional Development
- *Tuesday:* Engagement, and Outreach
- *Wednesday:* Books & Monographs, *College Music Symposium*
- *Thursday:* Career Development, including *MVL*
- *Friday:* Focus on CMS Members (beginning with officers, editors, and authors)

Frequency of Postings

CMS will post each morning, Monday through Friday. Subsequent posts during each afternoon will be made when appropriate. In extraordinary circumstances, CMS may post on Saturday or Sunday. Recognizing that CMS activity ebbs and flows through the academic year, the heaviest posting will, generally, be between August and May, with June and July expected to be somewhat lighter months.

Source of Content

Content will be provided by (a) members of the CMS staff drawn from their areas of responsibility (e.g., membership, professional activities, engagement, books) and (b) officers, editors, and Chairs of CMS committees. All will be welcome to submit items within their area of work for distribution through the CMS social media system.

Process of Content Submission

Content will be submitted through an online form developed and managed by the CMS Director of Information Delivery. The form will be available through the Board.Music.Org website.

Editorial Process and Release Schedule

Submissions will be received by the CMS Director of Social Media, edited for distribution to the appropriate social media platform(s), and scheduled for release on the appropriate day. Generally,

- submissions received by 5:00 p.m. will be edited that evening,
- notices will be scheduled for release for an appropriate day thereafter in keeping with the daily schedule outlined above, and
- notices will usually be scheduled for release in the mornings by 8:00 a.m. Eastern Time.

Social Media Management

CMS will use the HootSuite program for social media management. Hootsuite is the leading social media dashboard enabling the management and measurement of social networks. Hootsuite will enable CMS to

- manage multiple social networks
- schedule messages and tweets
- track brand mentions
- analyze social media traffic

Hootsuite will enable the CMS staff to save its time and its sanity, and improve productivity by managing all CMS social networks within one application. The Hootsuite interface will enable CMS to listen, engage, and measure all social media. Hootsuite provides powerful analytics tools and customizable reports that will enable a complete and comprehensive analysis of social media participation, with real-time views of results. HootSuite is managed in the Cloud, so its software will not require management and maintenance by CMS technical staff.

CMS Director of Social Media

CMS has established a part-time Director of Social Media, initially for one hour per day, five days per week. Working under the supervision of the Director of Information Delivery, the Director of Social Media will be responsible for the following:

- monitoring and updating the submission system, as appropriate;
- managing the HootSuite social media system;
- receiving, editing, scheduling, and posting notices to social media platforms;
- reviewing analytics and reporting monthly concerning platform usage;
- assisting in fine-tuning and expanding the CMS social media system;
- expanding interaction;
- using the International Music Organization list to develop links.

Initially, the Director of Social Media will work one hour each evening, usually following the close of business of the Society's Executive Office. After Phase 1 is established, additional time will be needed for development and operation of the processes that will be part of Phase 2 and Phase 3.

Text-Based Platforms

CMS has established accounts on the following, essentially text-based, platforms:

- Tumblr
- Facebook
- Twitter
- LinkedIn
- Google+

Although essentially texted based, mixed media (e.g. photos, video, sound files) will be used when and as appropriate to support these text-based efforts.

The descriptions that follow are largely drawn for the information online concerning each of the distribution methods.

Tumblr — www.tumblr.com

Objective: Tumblr lets you effortlessly share anything. You can post text, photos, quotes, links, music, and videos from a browser, phone, desktop, or email and from wherever you happen to be. You can customize everything, from colors to your organization's HTML.

Founded: February 2007

What Tumblr is For: Tumblr celebrates creativity. Tumblr wants you to express yourself freely and use Tumblr to reflect who you are, and what you love, think, and stand for.

How May CMS Participate? CMS may join Tumblr as a business, the stated objective providing CMS with "... a means to create a brand identity you can be proud of. Tell your story through pictures, animation, text, music, video, and more. Build a following of loyal

fans and watch your content explode organically across the network and web." (See http://www.tumblr.com/business)

Facebook — www.facebook.com

Objective: Facebook's mission is to give people the power to share and make the world more open and connected.

Founded: February 4, 2004

Essential Glossary of Facebook Terms:
:

CMS Facebook Page

Since the goal is to represent CMS and its business, brand, and products on Facebook, we have created a **CMS Page**. The **CMS Page** lets us engage with people on Facebook. CMS will display its content on its official "page." The CMS page will be *the official representation of CMS on Facebook*; therefore, the **CMS Page** will not be, by Facebook's definition, a "community page."

Facebook offers tools, such as multiple administrators, that help us manage and track use and engagement.

Facebook Page information is found here: https://www.facebook.com/help/www/104002523024878

More about Pages will be found here: <https://www.facebook.com/help/127563087384058>

Pages vs Personal Timelines?

Each person who signs up for Facebook has one account with login information. It's a violation of Facebook terms to use *a personal account* to represent something other than *a person*. Each account can (1) have a personal Timeline and (2) manage Pages.

> **Personal Timelines**, which are sometimes referred to as profiles, are for individual, non-commercial use.

> **Facebook Pages** look similar to personal Timelines, but offer unique tools for connecting people to a *topic* they care about, like a business, brand, organization, or celebrity. Pages are managed by administrators who have personal Timelines. Pages are not separate Facebook accounts and do not have separate login information from a

personal account. A Facebook Page for CMS must be managed from a personal account(s).

Pages are used by businesses, organizations, and brands to share their stories and connect with people. Like a personal account, you can customize Pages by adding apps, posting stories, hosting events, and more, engaging and growing the audience by posting regularly. People who *like* a Page can get updates in News Feed.

Facebook Pages offer different features for organizations, businesses, public figures, brands, and organizations.

For "Pages" basic information, see https://www.facebook.com/help/281592001947683/

More Concerning Facebook Specifics

The *Timeline*, which is sometimes referred to as a profile, is the collection of the photos, stories, and experiences that tell the CMS story. (see <https://www.facebook.com/help/www/133986550032744?rdrhc>.)

The *News Feed* is an ongoing list of updates on the CMS *Page* that shows what's new with the Friends and Pages followed. *News Feed*—the center column of the home page—is a *constantly updating list of stories* from people and *Pages* followed on Facebook. *News Feed* stories include status updates, photos, videos, links, app activity, and 'likes.'

A *Tag* links a person, *Page*, or place to something you post, like a status update or a photo. For example, you can *tag* a photo to say who's in the photo or post a status update and say who you're with. A *tag* is a special kind of link. When you tag someone, you create a link to their *Timeline*. The post you tag the person in may also be added to that person's Timeline. For example, you can tag a photo to show who's in the photo or post a status update and say who you're with. If you tag a friend in your status update, anyone who sees that update can click on your friend's name and go to their Timeline. Your status update may also show up on that friend's *Timeline*.

Content Distribution and Audience on Facebook

There are several ways to share content on Facebook:

    (1) sharing with a broad audience,
    (2) sharing with a small group of friends, and
    (3) sharing with an individual.

CMS will focus on the first option, sharing information with a broad audience. All CMS posts will be public. From Facebook Help section:

Something that is <u>Public</u> can be seen by people who are not your friends, people off of Facebook, and people who view content through different media (new and old alike) such as print, broadcast (television, etc.) and other sites on the Internet."

Things shared via the **CMS Page** appear as posts on the <u>Timeline</u> and also appear in the <u>News Feed</u>. All posts will be available to the "broad audience," or general public.

Tagging People or Content

- To tag someone in a post, start typing their name and then select their profile from the dropdown menu that appears (make sure to capitalize the first letter of their name).

- To tag a Page, type the "@" symbol and then start typing the Page's name.

It is possible to <u>comment</u> on a post, and link to someone in a comment. Comment links create a link to a person's profile and may send them a notification so they can stay up-to-date on the conversation.   *It is CMS's policy that the organization will not comment from the official **CMS Page** on the posts of other persons or organizations.*

Twitter — www.twitter.com

Objective: Twitter's mission is to "help you create and share ideas and information instantly, without barriers."

Founded: First Tweet on March 21, 2006

At the heart of Twitter are short messages (140 characters) called **Tweets**. Subscribing to someone's stream of <u>Tweets</u> is called "following." Individuals and organizations are identified on Twitter via their <u>@handles</u>.

The CMS Twitter **<u>profile</u>** is where we will show people <u>what</u> they can expect from CMS Tweets and <u>why</u> they should follow CMS. We will add a photo, short description, and background image to give the world a taste of CMS.

Tweets can be more than words. Tweets can include photos, videos, and links.

Twitter for Organizations—Businesses and organizations use Twitter to share information about their services, gather real-time market intelligence, and build relationships with customers, partners, and influencers.

Hashtags—A *<u>hashtag</u>* is essentially an unmoderated discussion forum. These are rather loose in nature and rely on the users to maintain adherence to professional principles.

Hashtags offer a place for interested participants to discuss a particular topic freely. Hashtags may be retired at any time. *CMS can establish a hashtag for each of its major events.* Through a hashtag for a National Conference, for example, CMS members could use it to promote their conference presentations, open discussions on topics of interest, or plan meet-and-greets with colleagues.

Twitter basics will be found here: http://business.twitter.com/twitter-basics
Glossary here: https://business.twitter.com/glossary

Learning more about the mechanics of Twitter and how to use it will be found here: https://business.twitter.com

Challenge: establishing a brand personality for CMS. More on this will be found here: https://business.twitter.com/establish-your-brand-personality

Linked in—www.linkedin.com

Objective: The Linked In object is to connect the world's professionals to make them more productive and successful. When you join LinkedIn, you get access to people, jobs, news, updates, and insights that help you be great at what you do.

Founded: May 5, 2003.

A CMS Company Page

A Company Page helps LinkedIn members learn about your business, brand, products and services, and job opportunities. Any LinkedIn member can follow a Company Page. CMS will establish a **Company Page** on Linked in.

The Home section of the company page provides a friendly introduction to your business. It's a place where companies can start spreading their message and engaging with members. The Products & Services section enable the company to highlight products or services.

Complete details for establishing a company page will be found here:

http://help.linkedin.com/app/answers/detail/a_id/1561

A guide for working out details of and enhancing the CMS presence on Linked in will be found here:

http://help.linkedin.com/ci/fattach/get/2297995/0/filename/LinkedIn%20Company%20Pages%205%20Steps

CMS staff will analyze these instructions and establish the CMS presence on Linked in.

Google + — www.google.com

Objectives: Share publicly and build a following as people discover, +1 and re-share your posts with others around the world.

Google + makes a lot of assumptions. It does not bother to state what it is or does, simply assuming that a potential user is already well versed in a standard package of social networking and media practices. However, Google + is much like Facebook. When you establish a connection with another person on Google +, you add them to a certain *'circle'*, which it makes it easier than Facebook allows to categorize relationships with people. Posts can be aimed at certain *'circles'* of people. Google + is more flexible than Facebook, which makes it more confusing for novices. It is not as popular as Facebook, but Google + users can be very loyal so CMS might find a different following of people here. It also integrates with all other Google tools you use for ease of posting pictures, video, etc.

CMS will set up a page for The College Music Society on Google + using their system for non-profit organizations. See http://orgspring.com/how-to-create-a-google-plus-account-for-your-nonprofit-organization/. CMS staff will analyze these instructions and establish the CMS presence on Google +.

Photo-Based Platforms

CMS will take advantage of photographic opportunities using Instagram (www.instagram.com).

Objectives: Instagram is a fun and quirky way to share your life with friends through a series of pictures. Snap a photo with your mobile phone, then choose a filter to transform the image into a memory to keep around forever. We're building Instagram to allow you to experience moments in your friends' lives through pictures as they happen. We imagine a world more connected through photos.

Currently, you can share your photos on a photo-by-photo basis on Flickr, Facebook, and Twitter. Additionally, if you specify a location with your photo, you can opt to have us check you in on Foursquare.

Instagram works via an app, available for free in the Apple App Store and Google Play store.

Video-Based Platforms

CMS will expand its video presentations using YouTube.com. CMS has established an account on YouTube. The steps in this process of developing the CMS YouTube channel are as follows:

(1) Establish a set of clear **guidelines** for CMS officers, committee chairs, and event directors to use in taking video of themselves speaking about an initiative or coming event.

(2) Get officers, committee and council chairs, and event directors **committed** to video communication and **over the learning curve**. This will require some trial and error, encouragement, and incentives.

(3) Establish a **protocol** for the Director of Social Media to (1) receive the raw video, (2) edit the presentation by adding graphics and sound files, and (3) move the final video to YouTube.

Questions for Further Discussion, Follow Up, and Policy/Procedure Consideration

As the Society gains experience with social media and develops its systems, the following questions will be considered:

• To what extent and by what means will CMS overtly stimulate users to 'like', 'visit', or 'friend' the CMS social media platforms?

• To what extent and by what means will CMS ask current members to invite their friends/ contacts in their social media accounts to 'like', 'visit', or 'friend' CMS social media platforms?

• What is CMS policy toward public conversation and commentary on its social media sites?

• What level of proactive content stimulation is appropriate for CMS social media sites?

• What level of proactive social interactivity is appropriate for CMS social media sites?

• What are the nuances of and ramifications for CMS social media serving as <u>both</u> (1) a <u>*place*</u> that people "like" and follow *and* (2) a <u>group</u> to which people belong?

• Hootsuite will provide important data for periodic review. Google analytics will also provide a wide variety of metrics for specific tracking information. CMS will track

interactions with members, "Likes" and "followers" — especially in relation to posts and push-outs — and attempt to analyze this data.