



## SOCIAL MEDIA SPECTRUM

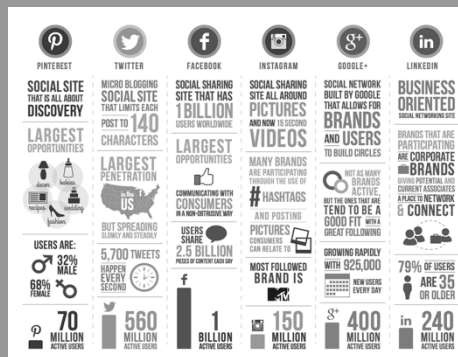


- |   |   |   |
|---|---|---|
| <ul style="list-style-type: none"> <li>• Started accounts</li> <li>• No real strategy</li> <li>• Post infrequently</li> <li>• Unsure of what to post when/where</li> <li>• Struggle with ROI</li> <li>• Waiting for culture to force any changes</li> </ul> | <ul style="list-style-type: none"> <li>• Focusing on one platform at a time</li> <li>• Defining strategy and measurement</li> <li>• Post regularly</li> <li>• Know your realms and persona</li> <li>• Keeping up with a culture change</li> </ul> | <ul style="list-style-type: none"> <li>• Complex strategy</li> <li>• Best practices</li> <li>• Multi-channel engagement</li> <li>• Network building</li> <li>• Leading a culture of continuous improvement</li> </ul> |
|---|---|---|

Image by Nemo via Pixabay

Beth Kanter – [bethkanter.org/networkedleadership/](http://bethkanter.org/networkedleadership/)

## ONLINE NETWORKS MATTER

Designed by: [www.designgarden.com](http://www.designgarden.com)

## WHO WANTS TO IMPROVE?

- |                 |             |
|-----------------|-------------|
| > Relationships | > Awareness |
| > Trust         | > Authority |
| > Engagement    | > Knowledge |



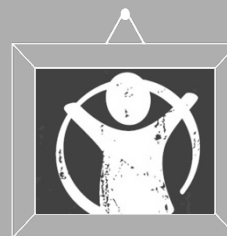
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## CASE STUDIES



**Carolyn Miles**  
 Save the Children CEO  
 15,700 Followers  
 3,437 Tweets

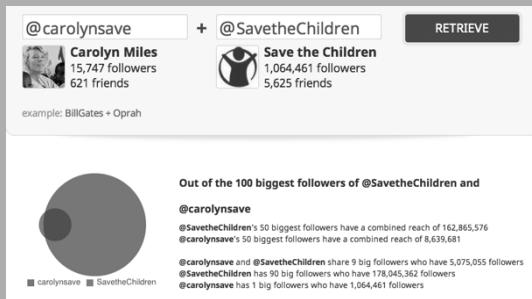
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**Save the Children**  
 International NGO  
 1.06M Followers  
 11,800 Tweets

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## CASE STUDIES



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The Goodman Theater | *Robert Falls*  
CF Santa Cruz County | *Lance Linares*  
Cricket Media | *Katya Andresen*  
Kiva.org | *Matt Flannery*  
First Focus | *Bruce Lesley*  
Robert Wood Johnson Foundation

### **STEPS TO GET MOVING**

1. Establish a "Personal Brand"
2. Choose and own your profiles
3. Lay some ground rules
4. Add the power of social to your media every day