How To Talk To Strangers

Telling Your Story:
Putting a face to your cause, one stranger at a time.
Your Audience

• Do you know your audience?
  – If not, DO NOT PASS GO, do not collect $200.

• Speak to their wants/needs and offer solutions BEFORE trying to educate or motivate
Feng shui for the commute.

Yup, it's that good. It has a beautifully appointed, roomy interior. A Push-Button Ignition and voice-activated navigation system. And its

Nissan Altima

Next Generation

To learn more, visit NissanUSA.com.
Your Audience

• No budget for fancy research or focus groups?
  – Conduct your own through a Short Survey while offering a random prize drawing
    • www.SurveyMonkey.com
  – Ask your friends/neighbors to look over your plans/materials
  – Work with partners or groups that work with your audience (Examples: Local Farm Bureaus; Small Group at Church; Mommy Groups)
    • Offer to bring donuts at the beginning of a meeting for 10 minutes of their time
Your Audience

- Ask them
  - What they think your org does?
  - What they want/need that your org could help them with?
  - What do they want to hear from you?
  - What they think of your current materials?
  - What they think of your current events?
Say What?

• Are You Speaking Your Audience’s Language?
Your Toolbox
Your Toolbox

- Traditional Tools
  - Brochures/Printed Materials
  - Displays/Exhibits

- Social Media Tools
  - Networking/Relationship Building Tools
  - Micro-Blogging/Information Sharing Tools
  - Blogging Tools
  - Media Sharing Tools
Printed Materials

• Good printed materials should:
  – Serve as a tool for your staff/volunteers
  – Start a conversation
  – Speak to your audiences wants/needs
  – Provide a solution for your audience
  – Call them to action and provide them with information to do so.
  – Serve as a gateway to online and offline connection
What Brochures/Flyers are NOT
Printed Materials

- Engage Audience - Evoke Emotion
- Images (NOT Clipart)
- Short text points
- Z-Line
- Call to Action
  - Website
  - SM Links
  - QR Code
FINALLY A FASHION STATEMENT
THE TWO OF YOU CAN AGREE ON

THEY'RE ONLY KIDS FOR SO LONG.
LET THERE BE FUN WITH

Starburs Original
Example 2

Now you see it.

Now you don't.

Oscar Mayer Deli Fresh Turkey comes in a clear pack, so the freshness you see is what you taste.
Did you hear about that workshop everyone is talking about?

That Outreach and Social Media Workshop?

That’s it! I’m definitely attending the webinar on 7/13 at Noon. Register Here: xyz.com
your body
is mostly water
Keep it
pure

Introducing
Crystal Light Pure

Lightly flavored
No artificial sweeteners
No artificial flavors
No artificial preservatives
Only 11 calories

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Displays/Exhibits

• This isn’t a science fair
• Engagement is the goal
  – Do your images speak to your audience or you?
  – Do you have activities that engage your audience?
  – HOW will you engage them after the event?
A Word About QR (Quick Response) Codes

Free sites to generate codes:

http://qrcode.kaywa.com/
http://www.qrstuff.com/
"60 sofa styles you'll look perfectly comfortable."

THE RECLINERS WERE ONLY THE BEGINNING.
The comfort and quality of La-Z-Boy comes in more than 60 great-looking sofa styles, and each one can be customized to give you exactly the look you want. Select from 900 fabrics and leathers. Then add your own special details, like contrasting welts, nail head trim and accent pillows. Even choose from a wide selection of loveseats, chairs, sectionals, ottomans and more. It’ll make your room look as good as it’ll make you feel. And it’ll arrive faster than you think.

la-z-boy.com
Scan this QR code to learn more about the furniture featured in this ad.
Weekly Update

News and Weekly Updates

from the Indiana Association of Soil and Water Conservation Districts and Our Conservation Partners

View the Current Weekly Update>>

Past Weekly Updates>>

News Releases>>

Clean Water Indiana Legislative

We're smartphone friendly

Thanks to the Steuben County SWCD, we are smartphone friendly. If you have an iPhone, Droid, or Blackberry, you can scan the QR (quick response) code to
QR Code Ideas

• Posters, Displays, Handouts
• Business Cards
• Scavenger Hunts/Interactive Learning Games
• T-Shirts
• Contests
• Join Mailing List
Questions?
Reaching Audiences

Old Options:
• Printed Materials
• Paid Advertising/Media
• Earned News Stories
• Speaking Engagements
• Events

New Additional Options:
• Online Communities
• Networking Sites
• Blogs, Videos, Photos
• Online Voice
• Comments
• Ratings
Common Questions

• How do I figure out all of these sites?

• With all of the noise, will I even be heard?

• Why does anyone care what I ate for lunch?

• What is it with Twitter...I just don't get it... and why are strangers following me???

• Where is my time best spent?

• Your questions?
Social Media Communities

Social Media Landscape 2011

Publish
Blog, Microblog, Stream, Wiki...

Games
Casual, Social, MMO...

Share
Videos, photos, music, links...

Network
Personnel, pro, mobile, tools...

Discuss
BBoards, comments, FAQ...

Location
Plaestream, events, guides...

Commerce
Reviews, inspiration, co-shopping...

Google

Facebook

FredCavazza.net
Social Media Communities

Social Communities
- Facebook
- LinkedIn
- Google +

Publishing Communities
- Blogging: Blogger, Wordpress, TypePad,
- Microblogging: Twitter, Tumblr

Media Sharing Communities
- YouTube
- Flickr
How Can You Join the Conversation?

"I had my own blog for a while, but I decided to go back to just pointless, incessant barking."
How Can You Join the Conversation?

Research

RELATIONSHIPS

Reaction
Building Bridges

• About the people and relationships rather than just the topic
• Sharing experiences
• Finding common values
• Being yourself/authentic
• How does your passion matter to your audience personally?
Putting a Face to Your Passion: Facebook
Putting a Face to Your Passion: Facebook

- Connect with friends, classmates, colleagues & family
- Share daily experiences through your status updates, links and images.
- Don’t be all “cause” all the time.
- Connect through topics everyone understands and can engage
Tips for Connecting - People You Know

- Avoid jargon/acronyms
- Connect through common interest: Sports, Recipes, TV, Recreational Activities, Kids
- Weave in your passion by sharing images, links, stories, thoughts that show why you personally connect to your passion.
Putting a Face to Your Passion: Facebook Fan Page

St. Joseph County Soil & Water Conservation District

Government Organization · South Bend, Indiana

Wall

Share: 📣 Post 📸 Photo 🔗 Link 🎥 Video

Write something...

St. Joseph County Soil & Water Conservation District via Momcy James

st. Joseph County Soil & Water Conservation District via Momcy James

free soil test kit from NatraTurf

myproject » Blog Archive » FREE pH soil test kit (US and Canada)

www.myproject.com

to get your FREE pH soil test kit (available to US and Canada residents) simply fill out the form, limit one request per household.

June 30 at 6:40pm · Like · Comment · Share

St. Joseph County Soil & Water Conservation District

What use a rain barrel? According to harvestth2o.com, "lawn & garden watering make up nearly 40% of total household water use during the summer. A rain barrel collects water & stores it for when you need to water plants or wash car. Rain barrel provide an ample supply of free "soft water" containing no chlorine, lime or calcium making it ideal for gardens, flower or the potted plants."

June 28 at 6:44am · Like · Comment

St. Joseph County Soil & Water Conservation District

Give us a call to purchase 1 (or 2) rain barrels at: 574-291-7444 ext 3

June 28 at 6:44am · Like

Write a comment...
• Consider starting a fan page for your cause/org in addition to a personal page.

• Fanpages are GREAT places to build community that can lead to engagement offline as well.

• Claim your url at:
  www.facebook.com/username

• Add FB to your email signature, business cards, print materials and websites/blogs
Connecting with Your Fans

• Offer fans unique information via fan page “Extra Content”
• Fun and engaging atmosphere
• Ask questions of your community
• Offer them opportunities to contribute
• Event photo follow-up engagement
Questions?
Putting a Face to Your Passion: Twitter

- Share & receive relevant “cause” information/news by tweet & RT:
- Similar to Facebook status updates.
- Follow/be followed by new audiences.
- Authenticate self for audiences.
- Seek shared interests through search feature, hashtags#
- Leverage blog links.
- Use popular applications for desktop and mobile options.
RT @igobogo: This looks so delicious! Juicy Chicken Marinade - Guest post from @crisgoode! http://www.igobogo.com/Portal/?p=12970

• 140 Characters or Less
• RT: = Retweet or Forwarding on to your followers
• @USERNAME = someone’s twitter “handle” links to them and notifies them that they have been mentioned.
#Grill Time: Juicy #Chicken #Marinade http://ht.ly/5zW0Y #recipe #nom

- http://ht.ly/5zW0Y = Hyperlink - often times shortened
- #TERM = Searchable Term
  - Great way to find other related information and make your information searchable
  - Sometimes a joke #YouGotToBeKidding
  - Often used for events or Twitter Chats
  - Confused about a #? Ask. People want to connect.
- Tweets are public.
  - “d USERNAME” = DM or Direct Message is a way to communication with one person at a time.
Twitter Tools

• Hootsuite/Tweetdeck
  (http://hootsuite.com ; http://www.tweetdeck.com )
• Allows you to:
  – Organize those you follow into lists
  – Organize search terms into columns
  – Manage multiple accounts
  – Schedule tweets
  – Add photos
  – Shorten links
• Hootsuite Tutorial:
  http://www.youtube.com/watch?v=t9vs0PfgXsc
Become a resource and active community member

80/20 Rule - Promote engage others more than pushing your content

Provide your audience with quality useful information

3 Retweetable Tweets a Day ~ Stratten

“Scoop” your press releases/announcements on Twitter first.

DM media and others key influencers
Twitter: Building Community & Influence

• Find and network with others through #searches and tagging your info
• RT and comment on others in your field/interest
• Answer your followers questions and handle any complaints in helpful manner
Questions?
Putting a Face to Your Passion: Blogging

- Share your story through your words, photos and videos.
- Not all “cause” all the time. Instead, all of you - hobbies, interests, life.
- Make new friends in other bloggers through blog hops and networks.
- Comments are currency.
- Build relationships before asking anything of your readers.
- Connect your blog to your other social media accounts to leverage readership.
Putting a Face to Your Passion: Blogging
Putting a Face to Your Passion: Blogging

- Must be relatable.
- What does your audience want to know/hear/find?
- Must be authentic - not talking points.
- Be yourself.
- You’ll be surprised what people are interested in.
- Bottom line: Relationships.
Putting a Face to Your Passion: Photographs & Videos

- Post interesting, fun videos to YouTube
- Share your photographs on Flickr
- Consider your audience.
- Entertainment and art are key when sharing media
- Tutorials on hobbies to connect.
- Link media accounts to Facebook, share on Twitter and other accounts.
What is Worth My Time?

Your Audience

More Effective

Less Effective

Less Time

More Time

Your Audience
Where can you connect?

Social Communities
- Facebook
- LinkedIn
- Google +

Publishing Communities
- Blogging: Blogger, Wordpress, TypePad,
- Microblogging: Twitter, Tumblr

Media Sharing Communities
- YouTube
- Flickr
For free resources on how to get started, go to:

www.howtotalktostrangers.com

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www.howtotalktostrangers.com
www.goodenessgracious.com