

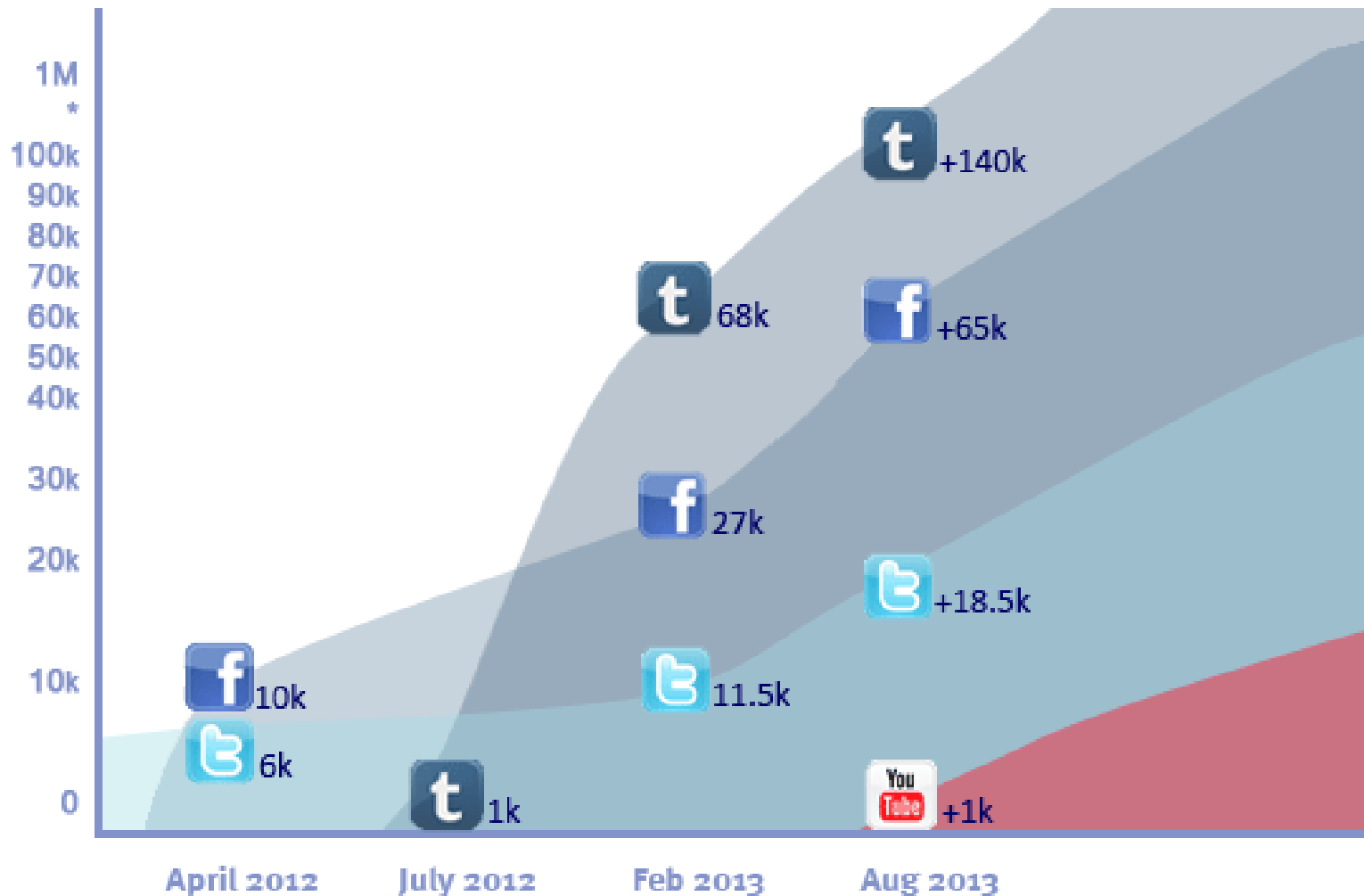
Social media

Reaching millions of #webmakers



Purpose: *Set strategic communications objectives for 2013 social media communications and engagement support*

How will we harness 2012 growth to grow our audience by +1.5M in 2013?



Strategic Plan for 2013

In 2012 we established the brand, concept & values for Webmaker at a heavy clip – and grew in all directions at once.

It's time to focus and be more strategic.

Customize Channels:

Apply insights on maker, mentor & supporter audiences; tailor content for different audiences; program channels for goals/outcomes

Build Resources:

Identify gaps that block users; build support page for users; support Community team by building tools & public awareness (Knowledge Base)

Track & Evaluate:

Track outcomes to optimize growth & engagement; create gallery to surface maker content & activity; establish content development and feature request process for new and existing projects

Applied Insights: **Makers**

About Makers:

- ✓ Loves kudos, celebration, prizes, ranking
- ✓ Attends events (on & offline)
- ✓ Responds to high quality visuals, direct CTAs, & mission (belonging to social change movements)
- ✓ Tends to self-support & problem solve (but would like help)
- ✓ Values speedy results (makes)
- ✓ Shares content on social media

Tailored Content Plan:

Celebration: use Dashboard to locate & publish 'makes' resulting from CTAs

Events: promote Webmaker events to drive sign-ups

Sign-up CTAs: plan campaigns that drive sign-ups & Community growth

Survey: identify motivators, track user response, surface opportunities, QA

Reduce friction: smoother user experiences, fewer steps to making, easy access to Support

Share Campaigns: produce content worth sharing

Applied Insights: **Mentors**

About Mentors:

- ✓ Mentors collaborate and establish partnerships
- ✓ Wants to create projects and organize events
- ✓ Values/seeks recognition
- ✓ Requires infrastructure to establish large, international working groups
- ✓ Wants access to marketing support, materials, and event guides
- ✓ Needs dev/labs workspace to interface with MoFo, plus shared & partner communities

Tailored Content Plan:

- Establish & support infrastructure*
- Promote & celebrate mentor events & Community activities*
- Produce support materials (templates, style guides, etc)*
- Assist in creating working groups & style guides for mentor self-promotion on channels*

***Led by Mentor Group**

Tailor Content for Different Audiences

- Consolidate channels, aggregate similar communities
- Program channels with campaigns, CTAs and content customized for makers, mentors & supporters
- Set goals/outcomes for all content on channel
- Track user flow from CTA through product experience.
Fill gaps, surface issues
- Create 100 contributor group (social media content) to adapt content for channels and engage on FB (Q3/Q4)

Platform: **Facebook & Facebook Groups**

- ✓ Program concise, high-quality content about people, products, & social change (photo galleries, videos, news, campaigns); reduce jargon
- ✓ Increase engagement activity (regular surveys, polls, CTAs, campaigns & awareness); define success through stories & kudos
- ✓ Integrate lion engagement team (to address slight non-English audience majority & help cultivate local communities)



**Top content: MozFest Photos, Kid making at a Mozparty,
Thank you to Mentor, Adlibs with Zombies**

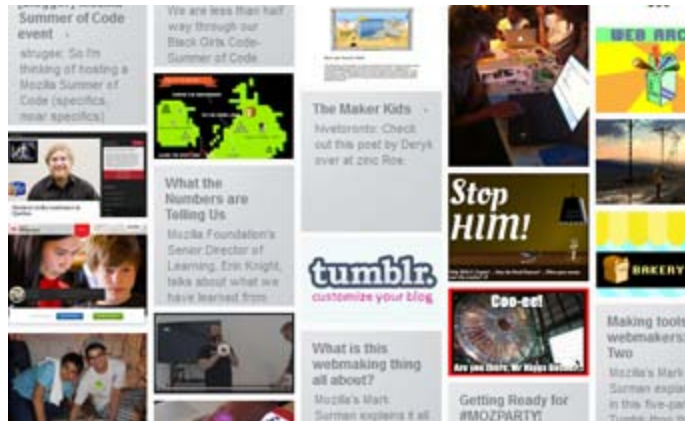
1,300 page views per day

Avg. 100 new likes per day /lose 7 followers per day.

Mozillians in action: Males age 18-24 in Cairo, Bangkok and Jakarta lead the discussions online. Occasionally in English.

Platform: **Tumblr**

- ✓ Generate buzz: program for Makers. projects, makes, event photos, product description & mission CTAs. “Made for Tumblr” content is innovative content.
- ✓ Content can be dense, quality over quantity: Tumblr posts have a long shelf life, unlike FB and Twitter.
- ✓ Tumblr is not a robust engagement tool within the platform; goals must focus on share & make and ♥ activity.



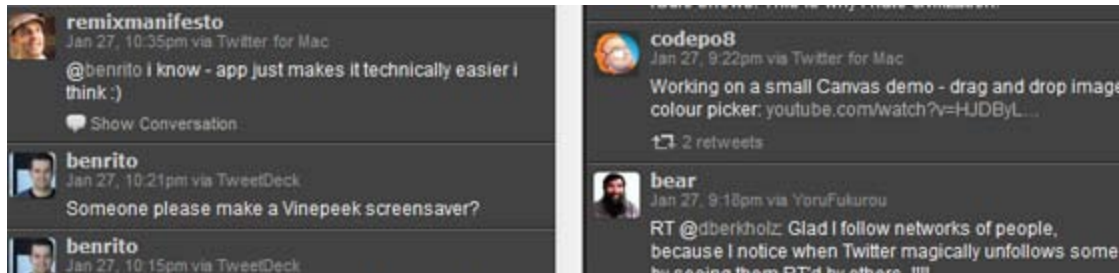
Tapping into Tumblr's 91.6M blogs, 87M posts per day, & active reblog culture
Is crucial

We have a 'spotlight:tech' position on Tumblr – easily our best advertising of 2012

This channel grew **4985%**
In 6 months.

Platform: **Twitter**






- ✓ Establish @Mozilla as the senior parent brand – a voice for The Mozilla Project
- ✓ Build @webmaker as product channel for Webmaker
- ✓ Hootsuite remains our Twitter ‘staging area’ ; the platform from which we consolidate & focus channels and audiences in Q1-2



A/B Testing: Every message must have a goal, every goal a metric

Consolidation: Guide audiences to target channels using consistent tone, content type & testing.

Co-Ordinate: Manage publishing calendar of events and project landmarks.

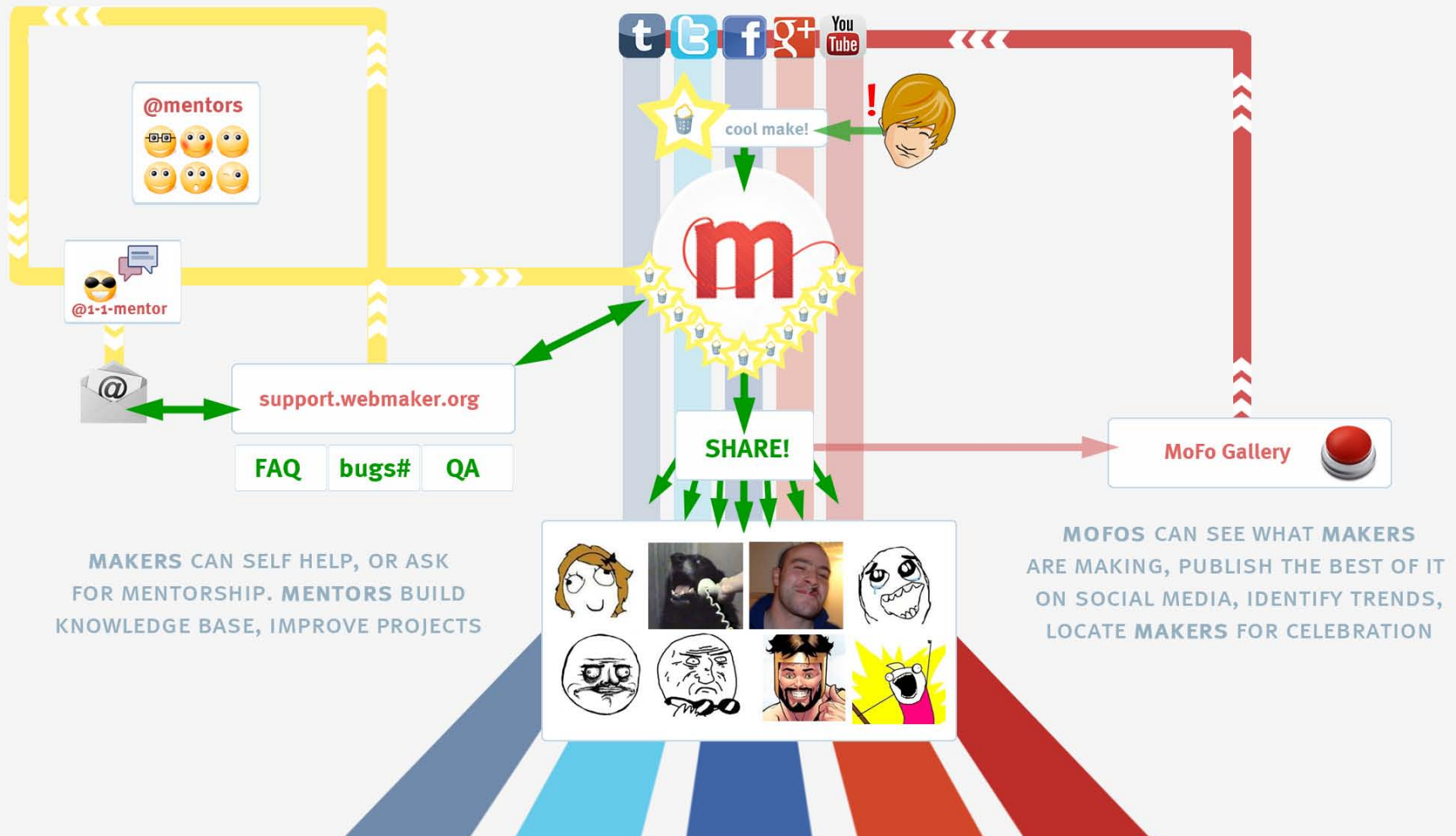
Channel:	Maker	Mentor	Supporter
	@mozilla @webmaker	@mozilla @mozlabs @mozmentors @HiveLearningNYC	@mozilla
	Mozilla Facebook	Mozilla Facebook SCP Group	Mozilla Facebook
	Mozilla Webmakers Tumblr	HIVE NYC Tumblr [+new channel]	Mozilla Webmakers Tumblr
	Mozilla Mailing List	Webmakers Mailing List	Mozilla Mailing List
	Mozilla Webmakers YouTube #webmaker	Mozilla Webmakers YouTube #weekly call	Mozilla Webmakers YouTube

Consolidated channels for target audiences

Metrics, Metrics, Marsha

- Meet product targets and goals with high quality metrics, evaluation and optimization
 - Manage and report analytics & metrics tracking systems; locate knowledge gaps.
 - Determine effective data collection strategies needed to evaluate results of regular campaigns, goals and CTAs.
- Test use cases, establish asynchronous feedback tools & survey users
 - Establish contact points on channels. Collect feedback and support ongoing Mentor project development.
 - Survey Makers on channel. Identify motivators, track user response to content, surface opportunities, QA

New resources: support page & gallery



Minding the Gaps: Knowledge Base & Support Page

We know our audiences need these things:

→ Create Knowledge Base to support Engagement Team

What is it? A comprehensive list of resources & contacts to support speedy knowledge distribution and effective engagement activity

→ Create Support Page for Makers (support.webmaker.org)

What is it? A centralized FAQ for Makers and Mentors to scan for self-serve answers

Create Gallery to Drive Maker Insight

→ Create gallery that provides access to all generated Makes and relevant data (views, shares, rank/likes) .

What is it? A resource for all of MoFo that provides rich data on makes and makers, that describes how our product is used and responded to.

- Key attributes being ability to locate and filter created content (makes) to seamlessly re-share into MoFo social media channels
- Functionality should include share, gallery view, and stats
- Filters should include projects by Type, projects by Date, Top Shares, Top Views, Most Favorited

Establish Content Development and Feature Request Process with Engineering

→ Feature Request Process

Needed: Method for anyone to surface bugs, identifying user needs within Webmaker cycle, get universal issues (content performance, thumbnail generators, misspells etc) into the priority queue and roadmap.

→ Integrate Comms into the development and editorial process for Webmaker properties

Needed: Process for joining content scoping for new projects, establishing content management/data planning & process review w/ comms/editorial team. Testing/QA prior to launch

Reaching +1.5M followers in 2013

- ✓ By customizing our channels – consolidating and focusing on our audience, driving towards goals, tracking progress and adapting quickly.
- ✓ By filling existing gaps and sharing our 2012 learning with the world, by building places where this info can be discovered
- ✓ And by improving our inbound data and internal processes to ensure we spend our time on the Webmaker Mission– Helping our audience make things worth sharing.