

Branding your Social Media Space

Brand standards, applied consistently, help PMI project a strong identity and differentiate PMI from its competitors. Proper use of the PMI logo on the web, including social media spaces, is critical to maintenance of brand standards. Chapters can benefit from PMI's efforts around branding by visually identifying themselves with the PMI brand.

Most social networks identify posts by using a square graphic image known as a 'profile picture' or 'avatar.' The chapter logo icon may be used alone as an avatar on social media websites; however, the PMI identity must be included in any social media pages or group names; for example, "PMI Delaware Valley Chapter," not "Delaware Valley Chapter." The *Standards Guide for PMI Chapter Logos*, as well as many other helpful resources for chapter leaders, can be accessed at PMI.org/MarketingPortal.



Setting the Stage

Set up social media environments thoughtfully. This includes your (1) profile, (2) moderation policies and (3) administration settings.

1. Profiles

Here is an example of the Twitter profile for the PMI Netherlands Chapter. Although the example below is from Twitter, these rules can be generalized and applied to any social media property. You will notice:

- Graphic branding that ties the chapter to the PMI global brand
- Thoughtful choice of a social media handle and clear identification of the full chapter name
- A well-written chapter description
- A link to the official chapter website
- Recent use of the social media property (current content)



1. Full chapter name listed
2. Short, accurate, descriptive handle: @PMINLCH
3. Following @PMInstitute for the latest updates
4. Great bio description
5. Link to chapter website
6. Recent update

2. Moderation Policies

- Create moderation policies for your social media spaces so that social media community members know what is and is not acceptable in each space. Abide by the policies you create. PMI’s Facebook Comment Moderation Policy can be found [here](#).
- Regularly monitor your own chapter-branded social media properties. These properties are your “home turf” and you should have a good idea about what’s going on; however, close monitoring does not have to equate to tight moderation. Choose a moderation approach that is best suited for your chapter, your audience and the objective of the social media community.
 - For example, your moderation approach for your chapter Twitter feed could be having the moderator check @mentions and direct messages once per day, answer each question or complaint, congratulate chapter members who share good news and report spammers through Twitter’s official channels.

3. Administrative Settings

While administration settings are easily ignored, they are crucial to how your social space functions. Be conscientious about reviewing all the administrative options for your social media space. Use Help resources and documentation to understand the options if necessary.

Some examples of how administrative settings can affect how your social media space functions include:

- In LinkedIn discussion groups, you can enable a setting that automatically requires moderation for group members who have few or no connections. This means you are far less likely to have spam postings in your group...a very useful setting.
- On Facebook, you can enable or disable the ability to receive direct messages from your fans. The choice of whether or not to receive messages directly from your social media community should be based on whether you have customer care personnel or community managers who are able to fill this role.

Engaging your Social Media Community

Engagement with your social media community can take many forms. The two basic forms are proactive and reactive. Proactive posts are created and shared content from your chapter. It is highly recommended that you create an editorial calendar that will add structure to your proactive posts. Reactive engagement is all about responding to posts and questions submitted by your social media community members and often centers on customer service.

- Setting a posting cadence and specific time of day to “check in” can help ensure a structured approach to posting
- Familiarize yourself with [PMI’s social media spaces](#), which produce regular content of interest to the global PMI membership. Curate the content by picking items that you think your audience members will find interesting and use it to fill in the gaps in your content calendar by sharing it on Facebook, re-tweeting it on Twitter and so on.
- Localization is to your advantage. While PMI is a global brand, your chapter members will join your chapter network to hear about local PMI events, learn the latest chapter news, see photos of people they know and to network with local chapter members. Showcase your local content and content produced by your chapter members to create a unique social media space. Mix in other project management material that you feel would be of interest to your chapter members. Always be sure to obtain permission and attribute work properly by linking back to the original source and to respect copyright, fair use and intellectual property laws. Share only reputable content.
- Stimulate visually. Multiple studies have proven photos and videos to be the social objects that elicit the most engagement.
- Mix “heavy” posts (e.g., blogs and videos) with “light” posts (e.g., polls, trivia, and open-ended questions) and your communication strategy will be optimized to drive engagement.

Sample posting cadence

- Twitter: 3-5 posts per day at 9, 12 and 3
 - LinkedIn: 1 discussion thread per week with at least 1-2 additional comments to stoke the conversation
 - Facebook: 1 post per day at 9 or 12
- *Note: posting cadence can/should change as you learn which channel drives the most engagement/value for your fans/followers

A Word on Governance

Good governance practices for running a social media space are easy to overlook, but a few simple steps can make your space safer for everyone and save your chapter trouble in the long term.

- Have a back-up. Name multiple administrators to each social media account. If only one administrator can be assigned to the account (such as with Twitter), make sure more than one person holds the username and password.
- Keep your accounts secure by using [strong passwords](#). Do not reply if you receive a suspicious email, instant message or webpage asking you for personal information, such as a username or password. You can find more tips for keeping your information secure [here](#).
- Your chapter website should contain links to the social media spaces managed by your chapter. In turn, the social media spaces managed by your chapter should contain links back to your website. This is a way of verifying that your social media spaces are legitimate.

Measuring Success

Social media measurement dashboards look different for every organization, depending on business objectives and capabilities. When creating your dashboard, it is helpful to know about the three levels of social media measurements:

- **Level 1: Awareness:** Awareness is measured through passive metrics, such as blog traffic, inlinks, page likes, impressions and followers, which tells you the likely pool that your social engagement reaches. Using these numbers will provide you with a baseline understanding of your social media community size. Most awareness metrics are available to you through the administrative settings of your social media accounts.
- **Level 2: Engagement:** Engagement denotes a more active audience, who signals that they are seeing and consuming your content by taking measurable action, such as commenting, reposting, sharing, mentioning, re-tweeting or liking a post. This audience is the one that is most likely to activate around a campaign or initiative, and is the one from which you can measure the success of campaigns or messages. Engagement metrics are available through low-cost tools, such as Hootsuite or Tweetreach and through free reporting, such as Facebook Insights.
- **Level 3: Impact:** By looking at correlations between your audiences' activities and key indicators, such as the size of priority topics, sentiment around your brand, or total volume changes of a conversation, or even effects on revenues, you can begin to draw a correlation about the real impact of your social communities. Measuring impact can be quite challenging and often requires advanced analytics tools.

The Key to Social Media Success

The key to social media success is taking a strategic and thoughtful approach to the type of social presence you want to build for your chapter, the types of conversations people in your community want to have with PMI, and how you will measure the success of your social efforts. Follow the guidelines outlined above and you'll be on your way to building a thriving and engaged social media community in your area.

Additional Links

For an excellent overview of strategy, lessons learned and evaluation of efforts, PMI recommends reading the [Centers for Disease Control and Prevention's Social Media Toolkit](#).

For an advanced resource on tying social media objectives to business objectives, organizational considerations, the meaning of social media analytics and selection of advanced social media monitoring tools, see ["A Framework for Social Analytics"](#) by the Altimeter® Group.

Questions

If you have questions about these guidelines or suggestions for updating this document, contact chaptersupport@pmi.org