

Social Media for Organizations



History of Social Media

Social media is any websites or application that enables users to **create and share content** or to participate in **social networking**.



History of Social Media



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& GRAVEL ASSOCIATION

History of Social Media



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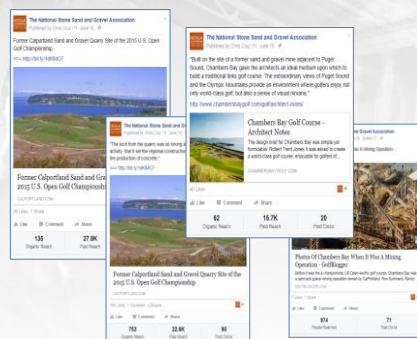
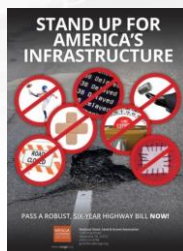
Why use social media?



- Amplify the reach of your content.
- Engage your members and nonmembers.
- Become a thought leader.

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Generating Content



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Using Social: Twitter

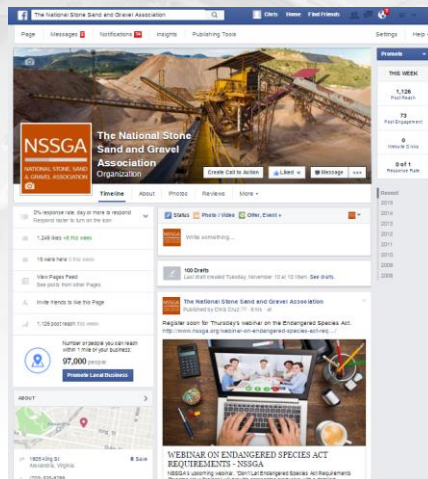


Using Social: Twitter

- 140 characters (letters, symbols, !@#)\$
– Save room for hyperlinks and RTs
- Retweets (RTs)
- Favorites
- #hashtags
- *What does it mean?* Amplify your content with headlines



Using Social: Facebook



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Using Social: Facebook

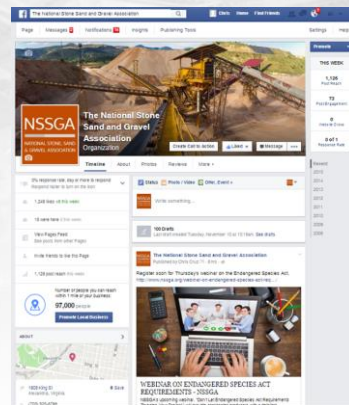
- 1 billion users
- “Like” and Share and interact with content: photos, videos and content
- Fan Pages for special interests
- *What does it mean?* Engage your fans with content



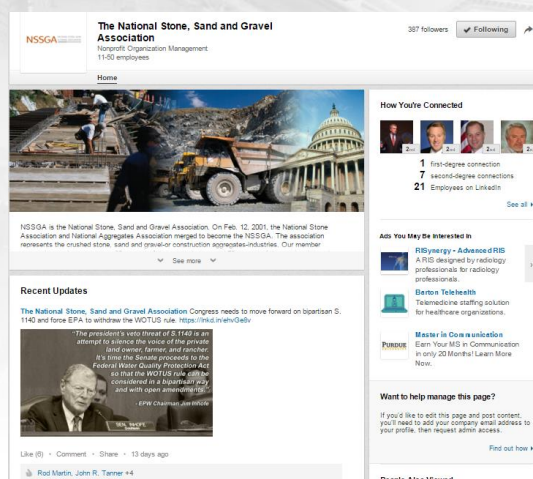
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Using Social: Facebook

- Tips for Using Facebook
 - Content with images performs well
 - Interact with Fans
 - Success measured in Likes, Comments and Shares
 - Free **Analytics** with Fan Pages
 - While posts can be longer than Twitter, best to be brief
 - Advertisements



Using Social: LinkedIn



Using Social: LinkedIn

- “Professional Facebook” to highlight personal resume and experience and content
- Groups and Company Pages are how associations can engage interested fans
- *What does it mean?* Promote educational events, professional conversations



Using Social: YouTube



Using Social: YouTube

- **Viral** is not something you can control
- Integrated with Google
- 300 hours of content are added to YouTube every minute.
- 85 percent of “online” adults are regular users
- *What does it mean?* Advertising opportunities for your organization and causes.





Nick Rodgers

Kentucky Crushed Stone Association



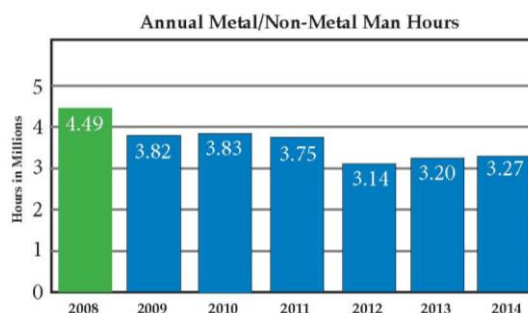
Kentucky Crushed Stone Association

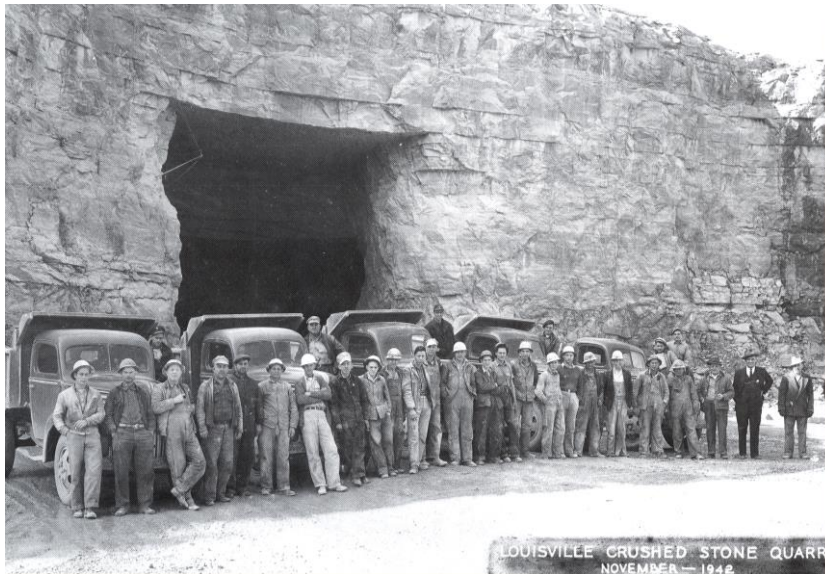
- KCSA is a trade association that was established in 1944
- 32 stone, sand and gravel producers
- 64 associate members who furnish and supply equipment, insurance, fuel, tires, explosives and other services
- Over 100 quarry operations serving all 120 Kentucky counties
- 22 active underground mines (the most in the nation)
- More than 50% of crushed stone is for transportation development



Kentucky's Crushed Stone Economic Impact Data

- \$735 million - value of limestone and dolomite produced annually
- 2,000 - number of employees within crushed stone industry
- \$70 million - annual payroll for employees
- \$15 million - severance tax paid to the state of KY
- \$20+ million - sales tax paid to the state of Kentucky
- 3.27 million man hours worked in FY14





KCSA's Social Media History

We Go Way Back...

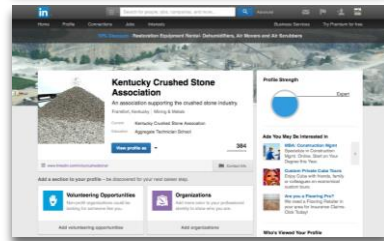
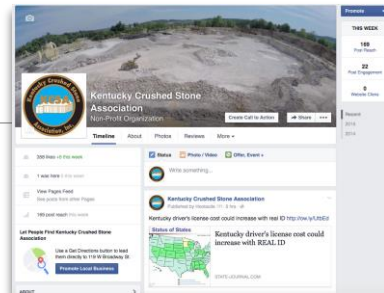


Social Media Challenges For KCSA

- Why should we get involved with social media?
- Where should we promote our industry and issues?
- When should we make the plunge?
- What should we promote?
- Who is our online community?



can we properly manage our accounts?



Our Social Media

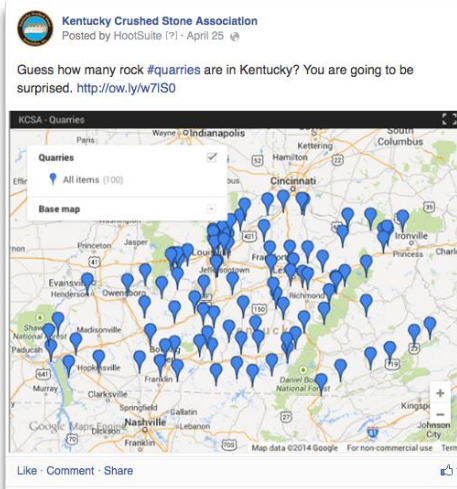
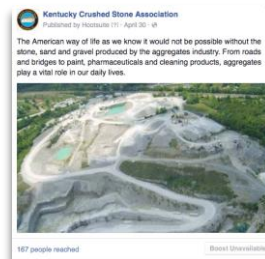


counts

- Facebook, Twitter, LinkedIn



Promotional Examples

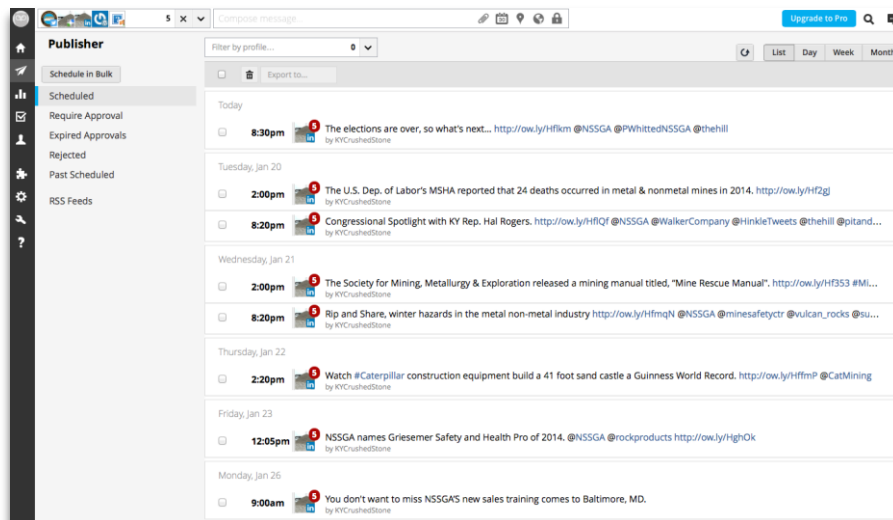


KCSA News and Web Site Promotion

Lim






- The Horse



Posting At The Right Time?

- hootsuite.com



Social Media Platform	Followers/ Viewers Jan. 31, 2015	Followers/Viewers November 8, 2015
	316 Followers	358 Followers
	399 Followers 879 Tweets	533 Followers 1,325 Tweets
	412 Direct Connections 75 Group Members	594 Direct Connections 105 Group Members



- We are increasing our digital visibility
- We are targeting our audiences more effectively
- We continue to expand our audiences each month
- Our members enjoy seeing our presence
- We have allowed our members/followers opportunities to engage with the association
- Our social program has helped increase our web site traffic and search rankings

Conclusion





/KYCrushedStone



@KYCrushedStone



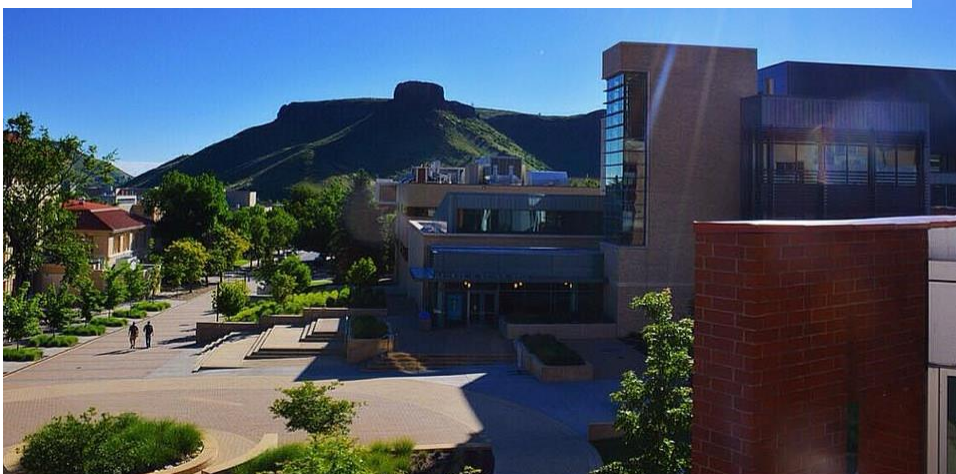
Kentucky Crushed Stone Association



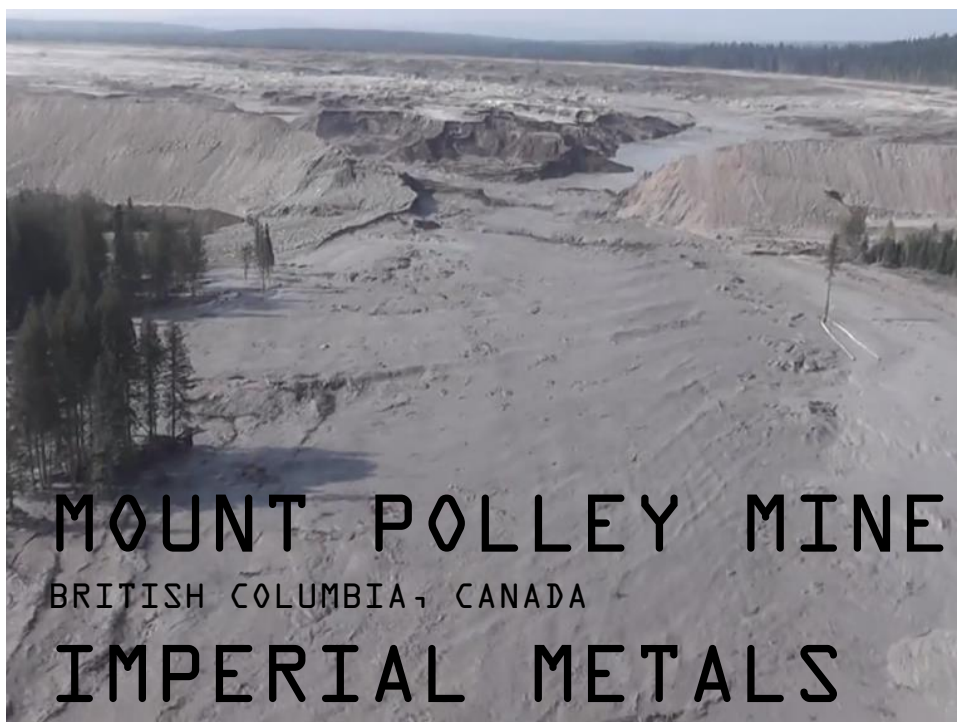
Nick Rodgers
Executive Director
Kentucky Crushed Stone Association
Frankfort, Kentucky



SPECIAL PROGRAMS AND **CONTINUING EDUCATION**
COLORADO SCHOOL OF MINES



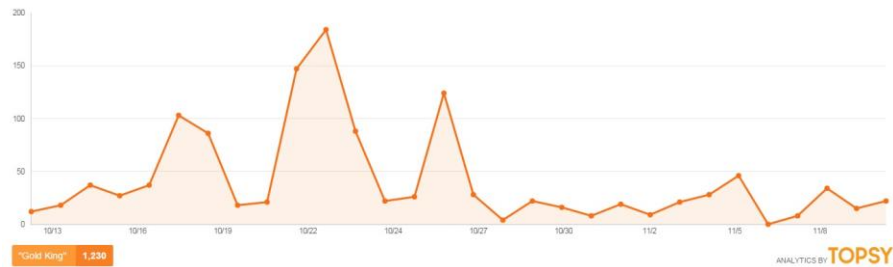




“Gold King” Social Data 30-Day November 11, 2016

Tweets per day: "Gold King"

October 12th — November 11th



Past 30 Days

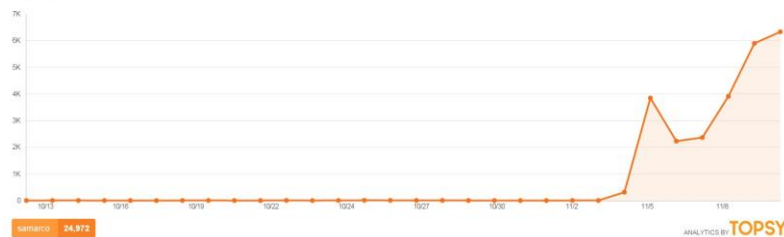
1,249 TWEETS

Topsy Sentiment Score: 36

“Samarco” Social Data 30-Day November 11, 2015

Tweets per day: samarco

October 12th — November 11th



Past 7 Days

23,634 TWEETS

Topsy Sentiment Score: 33

“BHP” Social Data
30-Day Data and Value Change
November 11, 2016
23K Posts



Market Value
Decrease (estimate)
\$9,500,000,000 (11%)

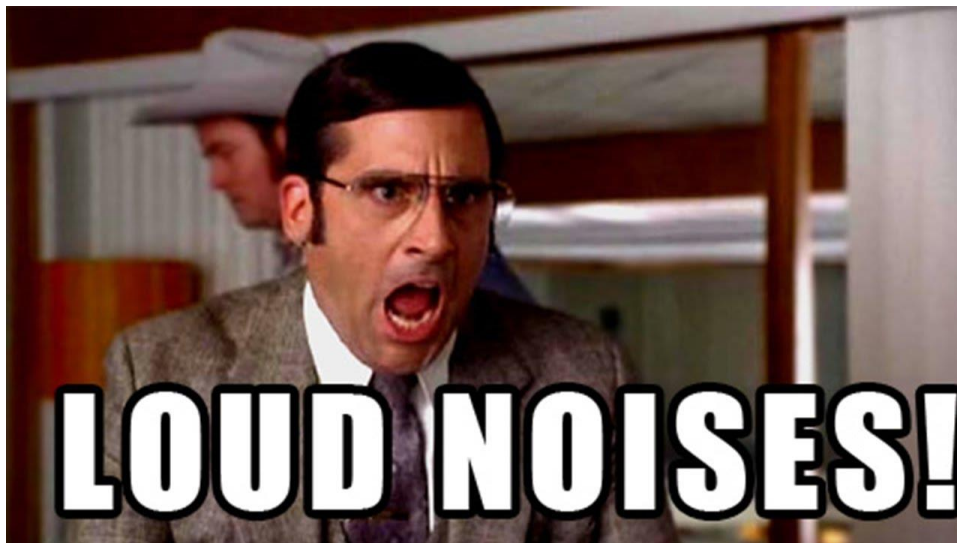
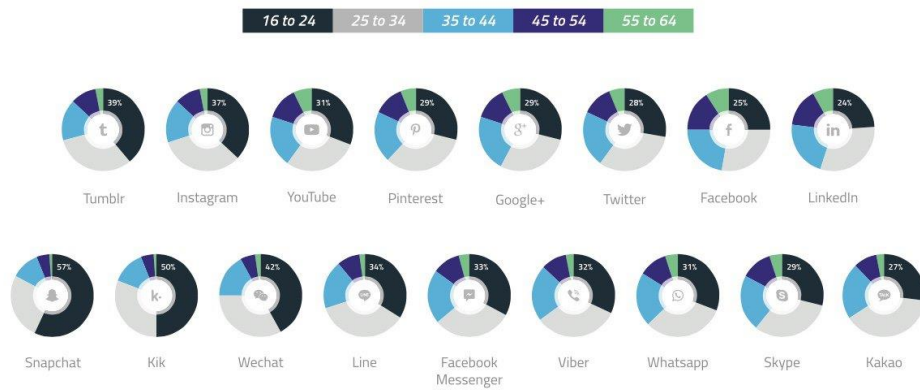




Chart 26: ACTIVE USERS OF THE TOP SOCIAL PLATFORMS AND MESSAGING TOOLS, BY AGE



Source: Global Web Index, Jan 2015



