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New Media 101

Presented by Vice Chair Cathy McMorris Rodgers



Background

Facebook (Feb 2004) social network, where users connect with friends, interests, and share content.

*600 million users worldwide.

Twitter (July 2006) short message system for sharing media, and conversation in real-time, 140 characters.

*175 million users worldwide.

YouTube (Feb. 2005) allows billions of people to discover, watch and share video online.

*2 billion views/day; 100 million via mobile.



GOP Advantage

- 7 of the 10** Top Congressional Facebook Pages.
- 8 of the 10** Most-Followed Twitter Accounts.
- 8 of the 10** Most-Viewed YouTube channels.
- 3:1** Twitter Follower Advantage (650K to 250K).



By the Numbers

**Freshmen: 74 of 87 on Social Media
Conference-Wide**

Twitter:	79% (Today) vs. 28% (Jan. 09)
Facebook:	85% (Today) vs. 37% (Jan. 09)
YouTube:	87% (Today) vs. 56% (Jan. 09)



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Best Practices



Email List-Building

- **Community Lists:** Before speaking to a group, ask one of your staffers to ask for their email list in electronic form. Import them as prospects.
- **Business Cards:** Make sure a staffer enters every business card you or other staffers collect. Same with the office guest book & at events.
- **Opt-in:** Make it easy to subscribe to your e-newsletter. Use franked email surveys that have an affirmative opt-in. Give the option to un-subscribe
- **Strategy:** Send emails that are brief, timely, personal, simple, frequent (2-4 x per month) and relevant (create sub-lists).



facebook

- **Spotlight:** Post short “Notes” on community events, groups, or individuals worthy of praise.
- **Share:** Rich media is popular (photos, videos, links).
- **Respond:** Pick a few comments to respond to and follow.
- **Convert:** Post links to your web surveys or e-newsletter sign-up page to capture email addresses.



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Examples





Examples



Cathy McMorris Rodgers



Congratulations to New Eagle Scouts

Five young men were presented Eagle Scout Awards at a ceremony in Rosalia last week. There were over 100 people in attendance to watch the five receive the highest rank in the Boy Scouts. A representative of my office attended, and reports these five young men actually started in first gr...

7,271 Impressions · 0.30% Feedback

February 3 at 1:30pm · Like · Comment · Share

 Michael Scheele and 12 others like this.



Examples



Cathy McMorris Rodgers ✕

Congratulations to New Eagle Scouts



Cathy McMorris Rodgers
Taking a few minutes to catch up on Facebook! Keep the comments, ideas, and feedback coming! -Cathy



9,583 Impressions · 0.59% Feedback
📅 February 2 at 5:54pm · Like · Comment · Share

👍 Kyle Kunkler, David Brown, Bryan Myrick and 37 others like this.



Examples



Cathy McMorris Rodgers ×

Congratulations to New Eagle Scouts



Cathy McMorris Rodgers
Taking a few minutes to catch up on Facebook! Keep the comments, ideas, and feedback coming! -Cathy



Cathy McMorris Rodgers



Young Honor Flight Fundraiser Wins Prudential Spirit of Community Award

Please join me in congratulating Justin Peterson of Chewelah, Washington, who was named this week as one of only two honorees from Washington State to receive the Prudential Spirit of Community Award...

7,877 Impressions · 0.27% Feedback
February 8 at 10:18am · Like · Comment · Share



Examples

Cathy McMorris Rodgers

Congratulations to New E

Cathy McMorris Rodgers
Taking a few minutes
ideas, and feedback c

Cathy

Cathy McMorris Rodgers

Bill to Curb IRS Enforcement of Individual Mandate

As part of our efforts to repeal last year's health care law, I've introduced legislation that would prohibit the IRS from hiring new employees to enforce the unconstitutional individual health care mandate that was included in the law...

7,103 Impressions · 1.18% Feedback
February 8 at 10:07am · Like · Comment · Share

one of only two honorees from Washington State to receive the Prudential Spirit of Community Award...

7,877 Impressions · 0.27% Feedback
February 8 at 10:18am · Like · Comment · Share



Examples



Cathy McMorris Rodgers

Congratulations to New Ea



Cathy McMorris Rodg
Taking a few minutes
ideas, and feedback c



Cathy McMorris Rodgers

Bill to Curb IRS Enforcement of Individual Mandate

As part of our efforts to repeal last year's health care law, I've
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onstitutional individual health care
the law...

back
· Comment · Share

nington State to
munity Award...



Cathy McMorris Rodgers



CWA & KIDS Events - January 24, 2011

6 new photos

11,984 Impressions · 0.17% Feedback

January 24 at 9:28pm · Unlike · Comment · Share



twitter

- **@:** Mention or tag other users in your updates.
- **#:** Use hashtags to join a conversation (i.e. #tcot).
- **Share:** Tweet news, photos, videos, or quotes.
- **Respond:** Take time to reply to messages directed at you.
- **Search:** Find users talking about you and follow them.



Anatomy of a Tweet

A screenshot of a tweet from CathyMcMorrisRodgers. The tweet text reads: "VIDEO: Talking with @DennyRehberg of Montana about our amendments to defund ObamaCare http://youtu.be/jALE7fz2EKM #wcot". The tweet was posted at 6:52 PM on Feb 18th via web from Washington, DC, and was retweeted by 5 people. The user's profile picture shows a woman, and the name is CathyMcMorrisRodgers.

twitter Login Join Twitter!

VIDEO: Talking with @DennyRehberg of Montana about our amendments to defund ObamaCare
<http://youtu.be/jALE7fz2EKM> #wcot

6:52 PM Feb 18th via web from Washington, DC
Retweeted by 5 people

 **cathymcmorris**
CathyMcMorrisRodgers



Anatomy of a Tweet

Short-Link



The screenshot shows a tweet interface with a blue header containing the Twitter logo and 'Login Join Twitter!' links. The tweet text reads: 'VIDEO: Talking with @DennyRehberg of Montana about our amendments to defund ObamaCare'. Below the text is a short-link: 'http://youtu.be/jALE7fz2EKM #wcot'. Metadata below the link indicates it was posted at '6:52 PM Feb 18th via web from Washington, DC' and 'Retweeted by 5 people'. At the bottom, there is a profile picture of CathyMcMorrisRodgers and her name 'cathymcmorris' with the handle 'CathyMcMorrisRodgers'.



Anatomy of a Tweet



Short-Link



Hashtag





Anatomy of a Tweet



Short-Link



Hashtag



Mention





Broadcast Yourself™

- **Upload:** Floor speeches, cable news hits, candid clips.
- **Share:** Promote videos via social media and e-newsletters.
- **Optimize:** Give videos appropriate titles, descriptions, and tags so that users can find them easily. (closed captioning)
- **Track:** Look at the “Insights” to see what videos are popular, and how they are being discovered (i.e. website, search).



Examples

Candid with Cathy: January 2011
McMorrisRodgers 149 videos



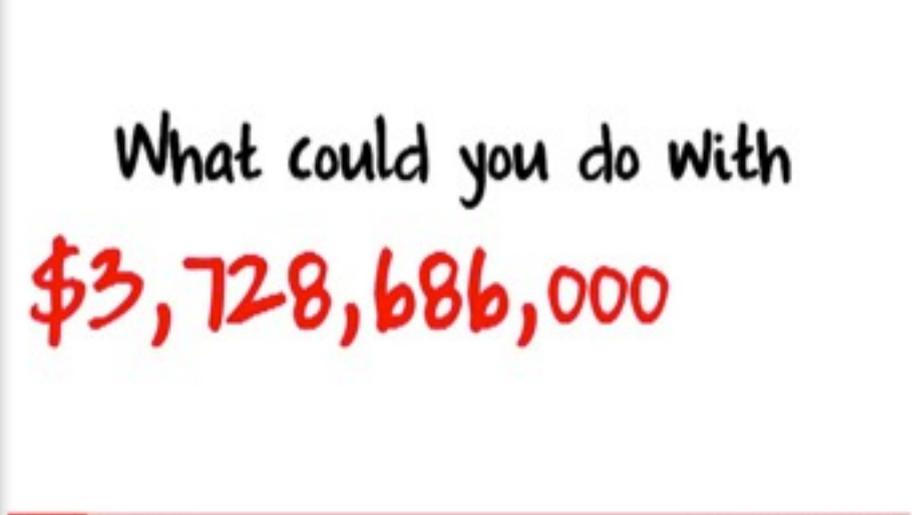
0:36 / 2:34 300p

This video is public.

618 views

Obama's Budget Proposal: What could you do with \$3.73 trillion?
CongressmanMcHenry 98 videos

What could you do with
\$3,728,686,000



0:06 / 1:40 360p

16,512



Sample New Media Plan

Mon: Upload Floor video to YouTube. FB. Tweet.

Tues: Upload Event Photos to Facebook. Tweet.

Weds: Do Live Q&A on Twitter or Facebook.

Thurs: Recognize community member/small biz.

Fri: Post Note on week-in-review or ahead.



Measuring Your Success

- **Metrics:** Followers, clicks, views, web visits, RTs, likes, comments.
- **Track:** Ask staff to report metrics weekly.
- **Experiment:** Focus on fundamentals first, but balance benefits/risks of trying something new.



Summary

- Be pro-active, authentic and responsive.
- Involve more than one staff member. Identify hidden talents.
- Develop an internal policy for social media; staff use and how to respond to criticism.

Conference Resources:

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