

NEW Manufacturing Alliance
Communication Task Force Meeting
May 3, 2010
Fox Valley Workforce Development Board, 2pm

Minutes

Attendees: Chris Linn, Casey Fryda, Jerry Murphy, Rick Berg, Lisa Cruz, Ann Franz, and Bobbi Miller

Lisa said there are both an art and a science to the use of social media. Typically, she asks businesses for a copy of their business or marketing plan and utilizes the social media tool that aligns with the goals of the business. However, in the case of the Alliance, she feels that the objectives are fairly well defined on our website and in the brochure.

Lisa's recommendation is that the Alliance creates an active presence with one of the social media sites as its first objective. She recommended using Facebook as a good tool to communicate information about manufacturing careers (due to the demographic of Twitter, she said we would be less likely that students would follow the Alliance on Twitter). Another recommendation from Lisa was to utilize third party applications that can be integrated with Facebook (for example, 'work for us' tab). Using Facebook, administrative rights can be given to multiple users. Once we have created a Facebook page, we can have a link on the Alliance homepage for easy access by students and teachers.

Google groups was another tool discussed by the group. Lisa said that with that type of group, Alliance members can share pain points without having public access to the discussion (as happens with LinkedIn).

Using a Twitter feed we could ultimately have a group of users who are followed by others. However, Lisa said students we're trying to reach are actually the slowest growing demographic so her recommendation is not to start with Twitter if our goal is to reach high school age students. Also, if we use this tool, we must be careful and set up rules to prevent swearing, etc. In order to find top Wisconsin users, Lisa suggests using tools such as twellowhood (yellow pages for Twitter). Once other local users are identified, chances are if we follow them, they will follow us too.

Regardless of the tools we use, it's important to have social media used as an integrated part of our efforts. A 'wheel' analogy was given by Lisa: she said using that analogy, the website is the hub and the spokes are different social media tools (Facebook, Twitter, etc.). The goal of using those tools (spokes) is to drive traffic to the Alliance website (the hub). However, the biggest challenge is to feed the content thru social media that will entice others to look at the website.

While some of the technology seems relatively high tech, Lisa said even flip cameras can produce valuable content that's searchable for social media tools. Another tip is to ask questions and see the conversation that is generated to answer the question. Lisa also recommends setting up a content calendar so people know when a message must be sent and who is responsible for sending it.

Given the number of tools the Alliance could use, Chris recommended that we start with one group (probably students) and learn more about the tools by connecting with them.

As an example of entities that have been very successful in using social media, Lisa recommended Badger Sports Park (she can warm an introduction if we'd like). Using Facebook, Badger's following went from 17 to 1,000 very quickly by simply tapping into their employee connections.

Next meeting: to be determined.