

Influencer Relations Management Program

Overview and Tip Sheet



The goal of our IRM program is to increase influencer engagement, and thereby dramatically increase our brand reach. As our spokespeople, you're the ones that will make it happen.

Start by identifying three to five influencers in your market (or region) to engage with. Select them based on their contributions to media (commentary or contributed articles), Twitter following and engagement and LinkedIn presence. Establish a relationship with these influencers, at whatever pace works for you. With participation from our full management team, we should begin to see a greater level of engagement with this community.

If you spend 10–20 minutes a day getting to know your influencers and engaging them in an organic way, you can expect the following outcomes:

- Influencers inviting you to events
- Influencers coming to our events
- Blog posts on our blog
- Contributed blog posts for their blogs (see blogging tips below)
- Engagement on LinkedIn groups, Facebook groups, and Twitter

Please also share any notable interactions with the Corporate Communications and Social Media teams.

Here is a list of five tips to get you off and running:

- 1. Decide which channel(s) you want to be active on.** Choose one or two social media platforms and concentrate on those rather than trying to work on all platforms at the same time.
- 2. Optimize your social media profiles.** Use a real photo, write a good description about yourself or your company, include a link to the Meltwater website, etc.
- 3. Find and follow the influencers assigned to you.** Find your name on the list and follow them on social and on the new Meltwater!
- 4. Share interesting content at least once a day.** If you share interesting and useful content you can get more re-shares, more visitors to your website, and under some conditions, more customers as well.
- 5. Engage at least three times a week.** Social media is a two-way communication channel, so respond to a thought provoking tweet or join a group on LinkedIn and add to a conversation.

Overall Social Media Participation Tips

- 1. Start small.** Comment on an influencer's blog postings or write your own blog entry based on your reaction to their content. Then comment on other blogs, Facebook pages, tweets, and so on.
- 2. Identify yourself.** Give your name and, when relevant, role at your company when you post outside your company's blog. If you publish, post, or tweet outside your company, and the subject involves the work you do, make it clear whom you represent: yourself, your company, or some combination.
- 3. Respect rules.** Pay close attention to copyright, fair use, and financial disclosure laws. Use quotes when quoting and give credit where it's due.
- 4. Keep confidentiality.** Don't provide confidential or other proprietary information about our company or our customers. Take the time to learn what internal conversations and information need to stay private. When in doubt, ask.
- 5. Be transparent.** This is not that same as "air your dirty laundry." Rather, transparency means admitting your biases, being the first to correct your own mistakes, and never altering previous posts without indicating you have done so.
- 6. Be nice.** Don't pick fights in your quest to spark a conversation. Show proper consideration for privacy. And avoid inflammatory topics and language.
- 7. Link often.** Find out who else is blogging on the topic and cite them in hyperlinks. What goes around comes around. Connect with influencers as soon as you meet them at a conference or local event, e.g., follow them on Twitter or LinkedIn, tweet at them, and suggest a follow up conversation.
- 8. Add value.** Provide worthwhile information and perspective. Don't merely summarize without some insight into the subject. Respect influencers' time and intelligence.
- 9. Be yourself.** Let your real voice be heard, but if you're engaging as a Meltwater employee, please keep our values and brand voice in mind.

Twitter Tips

- 1. @username.** Respond to other users by adding their account name to your tweet. This targeted message will appear on your list of recent tweets and pop up for the other users, even if the person you're talking about doesn't follow your messages. Make sure to start with something other than a username if you want people who follow you to see the message in their timeline.
- 2. Retweet.** Some messages begin with the letters RT. That's a retweet or a rebroadcast of someone else's message. Pass along interesting links or spread public-service announcements from other users by writing your own opinion, adding your own spin or sharing a new insight to the original message. Make sure to credit your source by including their @username and their link. MT or modified tweet is similar to RT but means that you have changed the original tweet in some way.
- 3. Hashtags.** Adding a hashtag indicates that a tweet belongs to a particular discussion. The # symbol can be used to track a conversation of interest. Visit <http://search.twitter.com> and type the # symbol followed by an event or topic (without spaces) that interests you.
- 4. Direct message.** DM for short, this chat is a private message between two users who follow one another. You can't DM someone who doesn't follow you. On Twitter.com, the best way to compose a DM is by clicking on the "direct messages" link and choosing the recipient from the pull-down menu. Don't auto-reply with DMs to people who start following you, even to say thanks.
- 5. Add links.** Use a URL shortener that not only lets you post interesting links with your tweets, but also track how many people are clicking on and sharing what you found of interest. Meltwater provides one.
- 6. Measure your progress.** Success in Twitter isn't just measured in number of followers. Use a media intelligence tool to track how well you're connecting with your influencers.
- 7. Know your best and worst times to tweet.** Plenty of companies claim to know that Tuesdays at noon are best, but really it all depends on when the people you care about are tweeting. Monitor your influencers to find out when they are most active! Find out where they're living (Facebook, Twitter, LinkedIn, etc.), and engage with them in their habitat. If you see that they're on LinkedIn more, join a group they're a part of and follow the steps below to engage.

LinkedIn Tips

- 1. Polish your LinkedIn profile.** Your profile should be professional, formatted, clean, and free of typos and errors. This means you should feel confident in publishing your LinkedIn profile as if it were a website.
- 2. Personalize your public profile URL.** Make sure your public profile reflects your name: <http://linkedin.com/in/kawika>. Few people will take you seriously with a public profile URL that reads similar to this: <http://linkedin.com/pub/firstname-lastname98lksjdfkjsdf>.
- 3. Use the “Experience” description area.** Use your 2,000 characters in the description section wisely. This is where you can really display the strengths and qualities that set you apart from peers. Give helpful anecdotes about problems you have solved. Put in a testimonial. Use this section to showcase what you have been able to accomplish and your particular expertise.
- 4. Join groups.** Use Groups as a tool to help you get connected to the right people. Join groups in your industry, the industries of clients you would like to have, groups with common interests, alumni groups, and some big groups (i.e., LinkedHR with 975,703 members). Joining a group allows you to send messages to key members or prospects, inviting them to connect with you.
- 5. Include personal notes with invitations.** When inviting someone to connect, tell him or her how you know them or why you want to connect. Sending a generic invite appears as though you don't know them well or that you don't care enough to send them a personal note. Make certain to include a detail about your relationship that will trigger their memory of how they know you. If you don't know them, clearly state the reason why you want to connect.
- 6. Be courteous.** LinkedIn is a business-networking site. Be polite. Try to be responsive and not ignore messages. A good guideline is to respond within 72 hours. Make sure to use appropriate language and tone. Remember to use “Please” and “Thank you” in your messages.
- 7. Highlight projects.** A LinkedIn profile is not an online resume. It's an online portfolio. LinkedIn is not just for job seekers. Rather, it's for anyone who wants to highlight his or her best work.