

Social Media...

Time Savers or Suckers?



facebook®

Saver?

or

Sucker?

- Direct link to target audience
- Ads can be more effective / less expensive than other marketing
- Cheaper than a flight



- Personal use
- Fight for fans / likes
- Quality of feedback
- Requires resources to respond





Saver?

or

Sucker?

- Quick access to colleagues
- Groups can be useful
- Better than business cards
- Integration w/other social media



- Kevin Bacon phenomena
- If multiple groups, flood of email
- Separate platform to communicate
- Limited usage as real-time tool





Saver?

or

Sucker?

- Fast answers
- Government-specific
- Robust resources (blogs, forums, groups, datasets, etc.)
- You can do it, we can help



- Tons of content
- Serious *and* social
- Emails without context
- Separate communication platform





Saver?

or

Sucker?

- Get by w/a lil' help from friends
- Twhirl, Tweetdeck, Seesmic, etc.
- The magic of hashtags
- Monitoring tool

- Time to build followers
- Fail whales
- The tyranny of the @
- Is anybody really listening?





Saver?

or

Sucker?

- Word up!
- Beats an email string
- Beyond your time and energy
- Searchable, findable, linkable content



- Barrier to entry – intimidating and learning curve
- Still need gardener(s)
- Always in draft form (scope creep)
- Ghost towns over time?





Saver?

or

Sucker?

- Viral = victory
- Video = vibrant
- Embed code is your BFF



- Viral = very hard
- Video = costly or cheesy
- Why did I come here again?



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Saver?

or

Sucker?

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