How to Use Technology & Trust to Mobilize What Matters

Social Media TNT

- Climbing suicide rates
- Cyber bullying
- Addiction
- Social Isolation

What’s the leading cause of mortality?

A. High blood pressure  
B. High cholesterol  
C. Inactivity (no exercise)  
D. Social isolation  
E. Fast foods  
F. Alcohol  
G. Obesity  
H. Depression

What do you hope to accomplish by reaching your ideal audience on social media?

KiKi’s Five Elements of Building Tribes & Trust

People  Shared Experiences  Shared Purpose  Resources  Trust

Considerations

VOICE-FIRST TECHNOLOGY FOR SEARCH & CONTENT
SOCIAL MEDIA CONCERNS & FACEBOOK’S FUTURE

Voice-First

Facebook organic (free) reach is down to a mere 1–6% of your fans now.

Building Trust in Communication

CONSISTENCY  INTENTION  INTERACTION
Forrester’s POST Methodology

People | Objectives
---|---
POST
Strategy | Technology

Talk Triggers* – Get People to Talk About You!

Remarkable | Repeatable
---|---
Reasonable | Relevant

*The Talk Triggers matrix was created and presented beautifully by the wonderful business thinker and speaker Jay Baer of Convince & Convert.

Do Something Different

Tony Robbins

XDP

Daybreaker
KiKi’s Five Elements of Building Tribes & Trust

People  Shared Experiences  Shared Purpose  Resources  Trust

Getting Started!
Consider these questions and then share your thoughts with others in your study group. Please let each person share their initial answers to each question without interrupting (each person should respond in two minutes or less). Once everyone has had a chance to speak, take 5 minutes to discuss as a group.

1. Is social media the best way to develop a community or create awareness with your ideal audience? If so, why? If not, why bother with social media at all?
2. Trust in institutions, businesses, and government has been low (below 40%) for several years. Can social media be used to build trust? What about scandals like Facebook and Cambridge Analytica – how does that impact communication using social media?
3. In social media, what is the best way to spend your resources (time/money/attention) for the best return?
Applying the Five Elements of T+T

1. How do you find your people? How do they find you?
2. How do you provide shared experiences? How do you make it easy for people to connect with each other?
3. How do you communicate your shared purpose?
4. What resources are you providing? What do people really need?
5. How do you help new members to trust your group? How are you continuing to develop trust within the group?