

# How Technical Communicators Influence Social Media Strategy?

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# The Voyage

- Influence
  - Join the trend over MSmP
- Roles
- Best Practices
  - Collaboration
  - Twitter Case Study
  - Best Practices for Twitter
- Business Returns

# The Pillars

## Influence



Connect,  
Engage, Interact  
—  
Follow  
customer's  
base pattern

## Roles



Spokesperson,  
Analyst, SEO,  
SME  
—  
Product Wikis,  
Forums, Blogs,  
Videos

## Best Practices



Respond to  
Customer  
Queries  
—  
Video  
Playlists, L10N  
support for  
videos

## Business Return



Analytics  
—  
Feature and  
Product  
Improvements  
—  
Intellectual  
Property

Influence



# Influence of Social Media

- Social media helps to make the information available for customers via multiple platforms using a single source.
- Different social media platforms have their own audience, consider the massive spectrum.
- Knowledge sharing and information exchange.

# Roles



# Roles of Technical Communicators

- Spokesperson, Analyst, SEO and SME.
- Familiarize with social media and linked content.
- Build content strategy and be a part of content marketing.
- Understand, develop, and deliver content via multiple platforms - key role in content distribution.
- Virtual warriors.

# Best Practices





## Best Practices adopted from MSmP

- People will talk about your company, product and services.
- Encourage the dialogue, do not defend or avoid.
- Start slow and gradually build rapport. Participate in a meaningful way, this builds trust.
- Be flexible and honest in your communication.

# Collaboration on Social Media

## Proactive Initiatives

- Product Videos
- Twitter Best Practices
- Engage with Customers (DTC, YouTube & Twitter)
- Make use of Analytics
- SEO, BRAND and SMaC Certification
- Engage other teams



## Aligning with Business

- Contributes towards TCD initiatives
- Better availability of documents /information
- User-friendly access to data
- Simplifying the overheads for the customers
- Better customer experiences
- Exponential growth in Brand

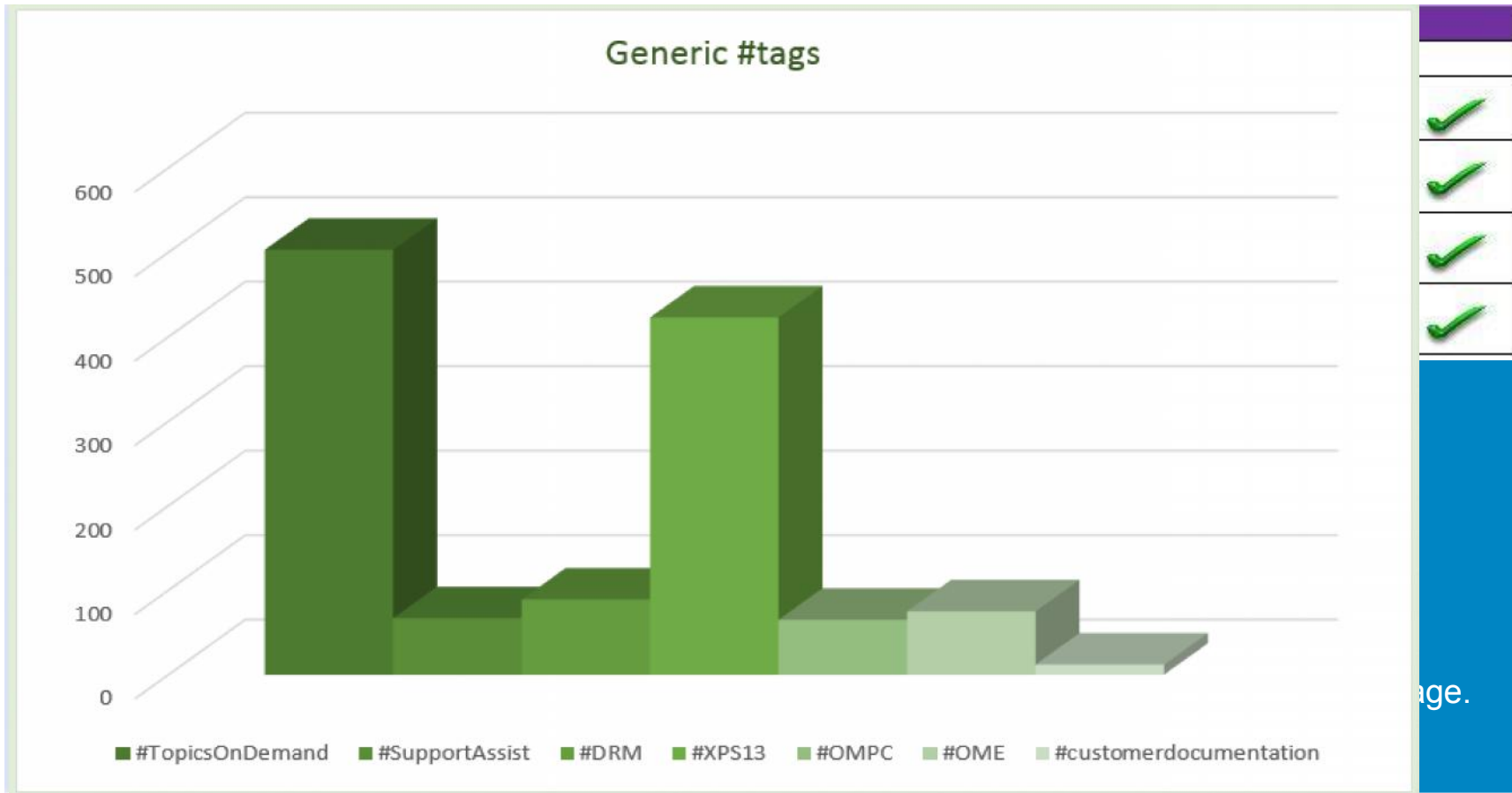
Twitter



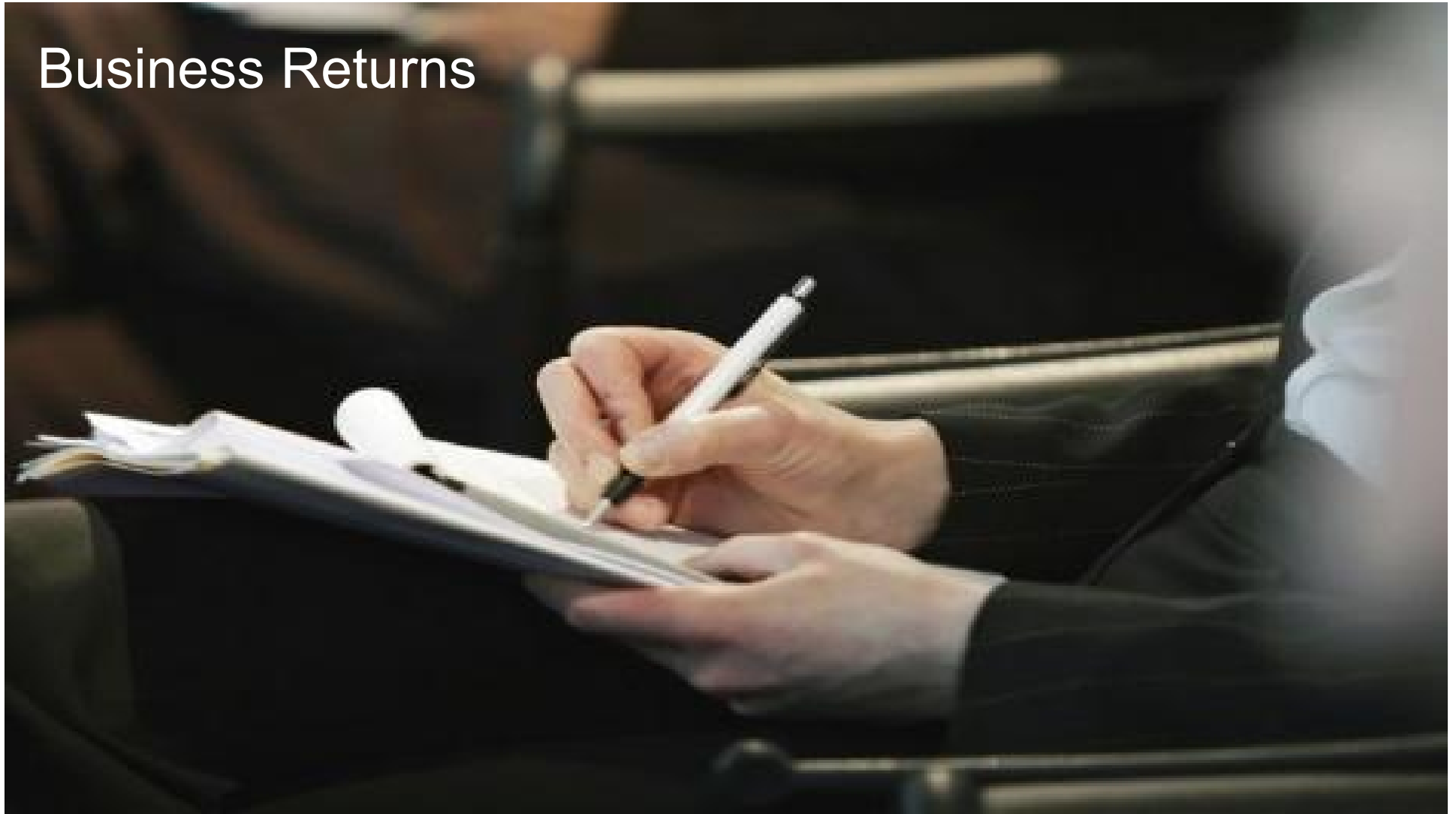
# Twitter: Best in Technical Communication

- No.1 platform in content dissemination and aggregating information.
- Use the supremacy of # in your favor.
- 150+ followers initiates lead generation.
- Has the most progressive self promoting algorithm.
- Provides better search results.

# Twitter Best Practices and Statistics



# Business Returns



# Business Returns and Long Term Gains

- Easy access to information.
- Reduces OpEx, maximizes ROI.
- Leads to Intellectual Property (IP) generation.
- Improves Net Promoter Score (NPS).
- Soft Metrics increases media effectiveness, leads to revenue generation.

Thank You