**Update Afera Social Media initiative - January 2014**

Distribution: Steering Committee, Marketing Committee, Virtual marketing team

## General

As the Afera Social Media Initiative is taking form in 2014, we suggest to create a brief monthly update to be shared with the members of the Steering Committee, the marketing committee and of course the participants in the Afera virtual marketing team.

In order to make this update as efficient as possible – both to read and to create – we propose to use a standard format. As this first update is drafted, we invite you to give us feedback if this format matches everyone’s needs or where improvement is possible.

## Strategy

We are following the strategy document as approved in both the Marketing Committee and Steering Committee in 2013. Modifications or suggestions for modifications will be highlighted in this paragraph.

The vision behind the strategy and the future importance / opportunity of Content Marketing and Social Media marketing for both Afera and it’s individual members was presented during key notes at both the 2013 Annual Conference, and the 2013 Technical Seminar. All key notes of Afera events are subject to attendee review and valuation. The Social media initiative rated 7,7 (on a scale of 1-10) on the annual conference (average all subjects 7,4) and 7,6 on the technical seminar (average all subjects 7,1). Member attendees from both a business scope and from a technical scope value the subject and recognise its importance.

## Operational

The formation of the Afera Virtual Marketing team took place in Q4-2013. It proved difficult to match all participants’ schedules in the hectic end year period.

Participants of the Afera Virtual Marketing team are:

* Mike Punter - CEO Parafix UK – chairman Mktg Ctee
* Peter-Deike Müller - tesa Industry DE
* Lars Burk -tesa Online Management DE
* Patrick Eraets - Marketing Director - Chargeurs / Novacel BE
* Henning Mohme - 3M DE
* Simon Jones - 3M UK
* Bathsheba Fulton – Afera editor
* Jacques Geluk – Technical Journalist
* Astrid Lejeune – Afera SG
* Bert van Loon - Mostly Media

The first online meeting took place on January 15, 2014. The planned free Google video conference tool turned out to be technically unsuitable for this group size and we moved on the fly to voice conferencing hosted by 3M. As video will be a better conference tool for a group of approximately 10 people, Lejeune is currently testing a cost competitive conference solution for the next meeting (scheduled for February 12, 2014).

The first meeting served a s a kick off, bringing everyone on the same page, and was mainly focussed on discussing the current content scope and operational planning to produce content for the next 3-6 months.

The main action points from the meeting were:

* To develop basic non-branded content, focussed on the consideration phase of designers and engineers, from previously developed content by 3M.
* To pick one topic from the blogging long list, and write a concept blog to be reviewed by the participants of the virtual team before being published.
* To draft a content policy and style manifesto as a writing guideline for future purpose
* To draft a keyword long list based on available info + input by the participants of the virtual team.
* For participants to share and deliver input on various subjects: names of bloggers, online platforms, relevant LinkedIn groups, and subjects for blogging items.

Action points are currently in progress and will be reviewed during the next meeting on February 15.

We will suggest to open a repository (drop box or Google drive for participants of the team to share document (strategy, presentations, action list, etc.).

## Results

Once we have the basic non-branded content, focussed on the consideration phase of designers and engineers, ready and the first trial blog posts are reviewed positively we can scale the operation to two blogs a month and start to develop social media activities to increase visibility and traffic towards Afera’ content sources.

We will draft baseline measurement of KPI's as reference from the moment we start blogging and the social media activity on a regular basis (second half of February 2014). We will than include a management dashboard of KPI’s with this monthly update.

## Planning ahead

As we near the completion of the organisational set up, we will be able to run the project on clear timetable (march - dec 20114). At this moment in time we are developing the annual content calendar (draft enclosed).

## Actions

See attached CM\_AFERA\_ACTIONLIST