INTRODUCTION
ABOUT ME: TECH, START-UPS & SOCIAL GOOD

Academic
• Ph.D. digital media (University of Wollongong).
• MSc. in Health Promotion Studies & Social Marketing (University of Alberta).

Passion for Tech, Start-Ups, Social Good
• Founder, Dooley Social Change, working in Australia/Canada/UK/USA.
• Projects: Sustainable brands, Universities, women’s rights organization, health care, government, arts, & private industry clients (tech/innovation).

Thought Leadership
• 11 academic, professional, governmental & global NGO conferences in five countries.
• Published author, academic & government publications.

Volunteer
• Passion for photography & travel.
DIGITAL MEDIA: AN EVER EVOLVING EXPERIENCE

Source: https://www.youtube.com/watch?v=likKsLON2rM
AGENDA

1. ASK THE RIGHT QUESTIONS

2. CHOOSE THE RIGHT INFLUENCERS

3. DETERMINE THE ROI OF ONLINE PARTNERSHIPS

4. CONNECT WITH THE RIGHT COMMUNITY & OFFER ACTIONABLE SOLUTIONS

5. CHANGE THE RULES
TIP 1.
ASK THE RIGHT QUESTIONS
Ask the right questions:

- What they wear
- Biggest concerns
- Health habits
- Music preferences
- What they eat
- What cocktail(s) they order
- Where they work
- How they spend their holidays
- What influences their purchasing decisions
- What their community is like

Sources:
# MEET THE YUCCI

<table>
<thead>
<tr>
<th>HIPSTER TRAITS</th>
<th>YUCCIE TRAITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wears: Lumberjack shirts, charity shop jeans, beanie hats and Buddy Holly glasses</td>
<td>Wears: 90s clothing, including orthopedic-style sandals, mini back packs, high-waisted jeans, over-sized sweaters and round sunglasses</td>
</tr>
<tr>
<td>Listens to: Old vinyl</td>
<td>Listens to: Their huge playlists on Spotify</td>
</tr>
<tr>
<td>Travels by: Fixie bike</td>
<td>Travels by: Uber</td>
</tr>
<tr>
<td>Eats: Quinoa salads, expensive burgers and kale</td>
<td>Eats: Anything from a food truck (pop-ups are so passe), artisan donuts and vegan ice cream</td>
</tr>
<tr>
<td>Drinks: Cocktails in jam jars and craft beer</td>
<td>Drinks: Vodka and green juice made in their Nutribullet, craft beer</td>
</tr>
<tr>
<td>Smokes: A pipe or roll-up cigarettes</td>
<td>Smokes: A vapouriser</td>
</tr>
<tr>
<td>Holidays: A yoga retreat or a festival their friend has set up</td>
<td>Holidays: An Air BnB apartment</td>
</tr>
<tr>
<td>Look: Beards, red lipstick, dip dye hair, undercuts for girls, long hair for men, sleeve tattoos</td>
<td>Look: A few meaningful tattoos, a short moustache for men or clean shaven</td>
</tr>
<tr>
<td>Star hipsters: Jarvis Cocker, Alison Mosshart</td>
<td>Star yuccies: Mark Zuckerberg, Zoella</td>
</tr>
<tr>
<td>Works: Freelance graphic designer, musician</td>
<td>Works: Social media consultant, vlogger</td>
</tr>
</tbody>
</table>

# YUCCIS AS PARENTS

## Parental Attitudes: High-Level Agreement

<table>
<thead>
<tr>
<th>Statement</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>I have a better impression of companies that engage in programs that support causes/charities</td>
<td>62%</td>
</tr>
<tr>
<td>I prefer to support local community programs than national charitable programs</td>
<td>57%</td>
</tr>
<tr>
<td>Businesses have the financial and technical resources to help solve social problems</td>
<td>50%</td>
</tr>
<tr>
<td>I generally don’t know what a company’s causes/charities are when I purchase their products</td>
<td>55%</td>
</tr>
<tr>
<td>I try to buy products from companies that support causes/charities I care about</td>
<td>50%</td>
</tr>
<tr>
<td>I can contribute to causes/charities I care about more easily through a company's program than my own</td>
<td>40%</td>
</tr>
<tr>
<td>It doesn’t matter to me whether a company has a cause/charity it supports</td>
<td>32%</td>
</tr>
<tr>
<td>Corporations do enough for society by making useful products or services and by employing people</td>
<td>32%</td>
</tr>
</tbody>
</table>

"Engagement runs deeper than you know, and getting to know customer hows and whys helps you create a better product, set of services and user experience.

- Forbes.com
TIP 2.
CHOOSE THE RIGHT INFLUENCERS
How to nail your influencer strategy:

1. Critically analyze their posts, values, & their followers to determine brand alignment

2. Influencer agreement: # of posts, co-creation, ad agreement & scope of coverage

3. Know the legal rules – e.g., *Sponsored Content*
In 2018, content marketing is about creating interesting content people actually want to engage with. Stop talking about your brand, and start creating content people want to read, watch or listen to.
- Forbes.com
TIP 3.
DETERMINE THE ROI OF ONLINE PARTNERSHIPS
Begin with one metric. Be clear on the purpose of your influencer strategy. Are you trying to build brand awareness? Then track the traffic to your site or watch new follower growth. Is your goal conversion? Then measure the specific conversions like sales, downloads, etc.
- Forbes.com
TIP 4.
CONNECT WITH THE RIGHT COMMUNITY & OFFER ACTIONABLE SOLUTIONS
THE URBAN MINIMALIST

Tech savvy

Values less clutter

Rebel against consumer culture

Value experiences > material possessions

Enjoys physical things that are consumable, e.g., travel, bike rides, outdoor events

Has a smaller group of closely knit friends, but is part of a large social network

Trying to save money

Buys & eats local as well as organic

Active in the sharing community – Airbnb, car2go

https://aspiringminimalist.wordpress.com/about/
SOCIAL VS. EGO BRANDS

SOCIAL
1. Customer tips & tricks
2. Seasonal or life stage content
3. Curated articles

EGO
1. All about “me”
2. Good news stories about company
3. Branded content

https://socialmediaexplorer.com/social-media-marketing/is-ego-coming-between-the-value-you-could-offer-your-audience/
Everyone has a problem to solve, and if you're able to identify these pain points and provide beneficial insight, you'll become a hero.

- Entrepreneur.com
TIP 5.
CHANGE THE RULES
We live in an age of data: We have more information than ever before that will tell us what people are up to. But the greatest inspiration comes when you can form theories about the why. Despite being more than a half century old, the focus group is still one of the best techniques for achieving this.

- IDEO
Q & A

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