

The Agency & Process Pathways

A look at the execution of an effective social media strategy

Objective: To work with a client to develop a strategic social media strategy that will resonate with their target audience

Achievements:

- @ProcessPathways was named one of the top 10 influencers on social media in the Knowledge Mobilization space
- CEO of Process Pathways was named one of the top 100 influencers in the Knowledge Mobilization space

The Agency worked with Process Pathways, a Canadian administrative research software company, on a Twitter campaign to build their reputation on social media. The first objective for the Process Pathways strategy was to engage them on Twitter and to retain relevant followers using the 'Quality over Quantity' approach, meaning that if a client only has 50 followers, those 50 followers will be engaged and active. The second objective was to build a reputation for Process Pathways as a thought leader in the space by taking the time to listen and learn from the online conversations in their industry, and then contributing to this conversation.

As with any social media strategy executed by The Agency, it was important to focus on using only the social media platforms that would assist the client in meeting their objectives. For Process Pathways, we decided to run two Twitter accounts: @ProcessPathways, a company voice; and @ProPathwaysCEO, an account for the CEO to post and communicate with people while at conferences. A specific set of hashtags and topics of interested relevant to the organization and CEO were then chosen.

A strategic message strategy was also developed to outline what information would be appropriate to post on. For Process Pathways, it was important that the messaging always be knowledge-based as opposed to sales-based. Any posts made would need to be a fact or a link to relevant, newsworthy content dealing with research, innovation, and big data.

Post-secondary institutes were a key audience for the client. This demographic is highly active on social media, so the program gave our client an opportunity to engage with them on a regular basis. Shortly after launching the social media program, we instated a 'Favourite-ing' campaign where we favourite tweets by research groups and institutions to further interact with this group of influencers.

As a result of our social media program, both the @ProcessPathways and the @ProPathwaysCEO accounts were successful in reaching each of their respective goals.



Outcomes

- Engagement with a number of publications including MacLean's Magazine and Canada.com
- Connected with regular target audience of research institutions and industry organizations, including Consortia Advancing Standards in Research Administrative Information, Canadian Association of Research Ethics Boards, UCLA Health Systems, Victoria Hospitals, University of Nebraska Medical Center, the Canadian Digital Media Network, and Dr. Alexander Kumar (Antarctic Concordia Station)