



Thriving In The New Reality (Communications Today)



Iowa Tourism Conference
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Waterloo, Iowa

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Iowa Lottery



Contest Questions!!!!

The Iowa Lottery started in what year?

- a) 1972**
- b) 1985**
- c) 1999**





Contest Questions!!!!

The largest lottery prize won in Iowa is in what range?

- a) \$10 million-\$15 million**
- b) \$50 million-\$100 million**
- c) \$100 million-\$200 million**
- d) \$200 million-\$300 million**



And Here Are The Big Winners!



**The Shipping 20, winners of a \$241 million
Powerball jackpot in June 2012.**



Contest Questions!!!!

How many Powerball jackpots have been won by Iowa Lottery players?

- a) 1**
- b) 6**
- c) 8**
- d) 10**



Contest Questions!!!!

The Iowa Lottery has raised how much money for vital state causes?

- a) \$1**
- b) More than \$500 million**
- c) More than \$1 billion**



Contest Questions!!!!

Where have Iowa Lottery players said they kept their winning tickets?

- a) In the freezer**
- b) In the Bible**
- c) In a dentures case**
- d) All of the above**



Macro Trend: The New Busy





“Even when considering some of the most basic purchases, over 50 percent of Millennials use four or more sources of information to help them make their purchase decision and about 33 percent use seven or more sources.”

Source: Edelman



Macro Trend: Shift To Thrift





“Over 50 percent of consumers are more value conscious than ever before after a steady diet of recession-era deals. The tipping point for hotels has become to strengthen loyalty among the great-recovery business traveler by providing additional complimentary services and amenities tailored to their specific needs.”

Source: Deloitte & Touche



Macro Trend: LuxYOUry





Social Media Puts You At The Center Of It All

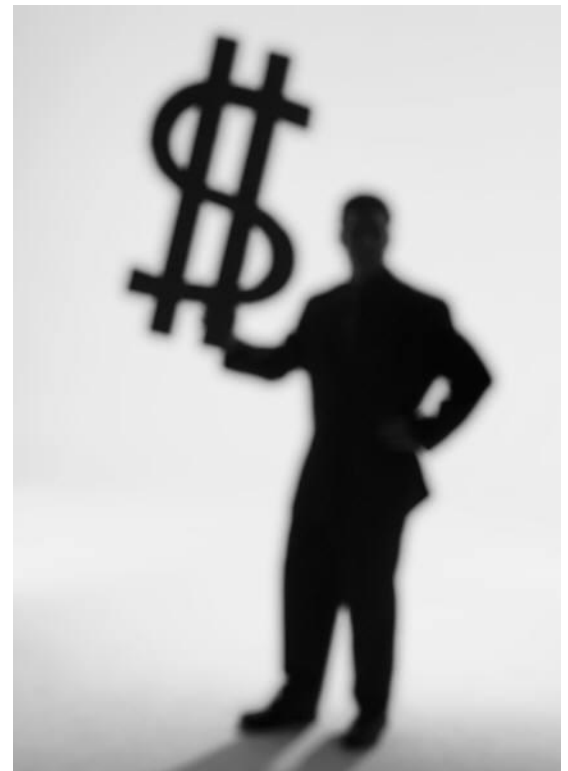




Measuring The Results

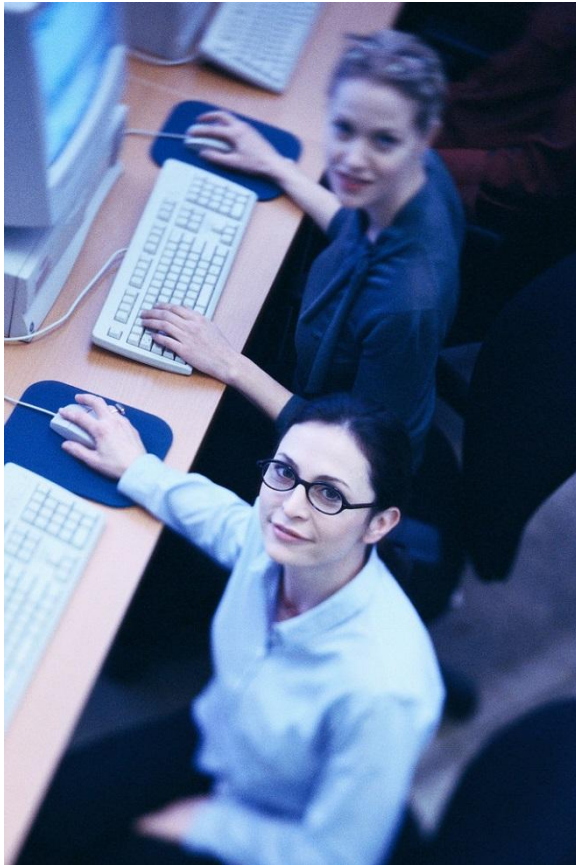
For Return On Investment, think:

- ROE: return on engagement
- ROP: return on participation
- ROI: return on involvement
- ROA: return on attention
- ROT: return on trust





Responsible Social Media



- Help develop best practices/safeguards
- Help write standards and policies
- Research/spot trends
- Help others learn by doing
- Analyze what's working & not working



General Comments

- Today's communications cycle is NOW! Provide good news, well told.
- Understand a sense of urgency & when you need to use it.
- You must know how to effectively communicate across different platforms, using different "voices."
- There is no separation between personal and professional – I am the lottery's brand, even in my personal life.



Comments, Cont.

- Doing it wrong on social media can be worse than not being there at all.
- The Internet is FOREVER. Remember that before you post something.
- Even tiny bits of information can lead to news stories today.



Things To Consider Before Getting Started

- **What do you want social media to do for your organization?**
- **Do you have a goal for your content? How will you schedule and prioritize it?**
- **Who will approve content before it's published?**
- **How many departments or divisions will be contributing content?**
- **Who will be responsible for providing content and on how many platforms?**



The Right Mix For Social Media Postings



- 1. Product, service, and company announcements and offers**
- 2. Questions that you'd truly like to know about your customers**
- 3. Links to information related to your industry**
- 4. Interaction with others: replies, comments, opinions, support, praise**



But Someone Said They Don't Like Us!

Some people will ALWAYS complain.

It's good when someone brings an issue up on social media because it gives you the chance to address it publicly.

Negative comments are an opportunity to demonstrate great customer service. (Even better is when your followers address the issue for you!)

If you weren't on social media, you wouldn't know what was being said and wouldn't have the chance to respond.





What Your Followers Need ...

Who, What, When, Where, Why. Most important: Cut to the chase!

Avoid insider jargon. Like the LIHEAP bill. Huh? It's the low-income energy assistance bill.

Provide context: Explain that it's legislation designed to help low-income lowans pay their utility bills and find ways to cut utility costs, such as by weatherizing their homes.

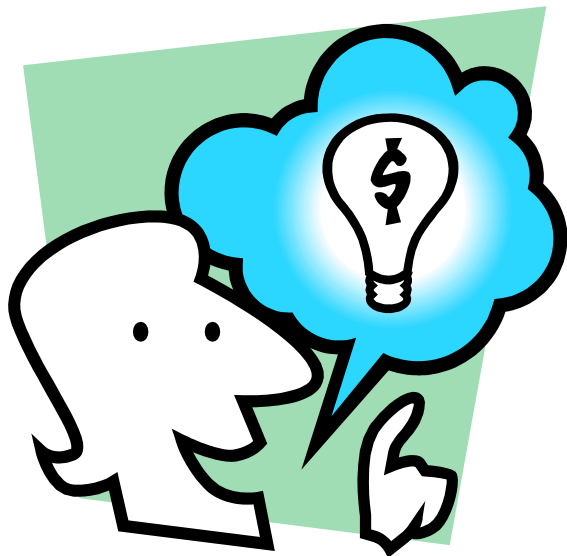
Show the impact on people.

Answer the question: What's it mean to me?

Show significance: Is it a first? Is it the last? Is it really big? Does it help a lot of people?



Keep At It!



- Not every platform will be successful. But you learn through the process.
- Building a base of likes and followers takes time. Stick with it!
- Friends can introduce you, and sometimes following other popular sites can get you noticed.



ialotteryblog.com

The facts behind the fun.

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