

Stop
Bullying,
Start
Texting
(or
Tweeting)

February 19, 2013

BULLYBLOCKER

This business report includes recommendations, rationale and measuring information on a social media site that can be integrated into the BULLYBLOCKER Program to generate traffic and increase bully reporting via the program text line.

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Introduction

The purpose of this business report is to recommend the best site in the area of social media networks to generate traffic and increase bully reporting via the BULLYBLOCKER text line. The report includes a social networking site recommendation that will then be followed by the rationale behind choosing this social media site, information on the site, how it functions and will be useful to the BULLYBLOCKER program and tools to help measure the analytics of the social networking site recommended. The recommendations given in this report will help the BULLYBLOCKER program grow within its target audiences, measure its growth and promote the program all free of charge. These are also tools that can be used and implemented as the program grows in users and employees.

Recommendation

As the BULLYBLOCKER program strives to prosper and grow through school presentations, power points, rack cards and posters I recommend that the program add a Twitter account to their promotional campaign.

With the program's request to increase awareness, impact and the consequences of bullying amongst fifth to ninth grade students this would be the best social network site to accomplish that. Through my experience with both business to consumer companies as well as business to business companies over the past two years, I've learned that if you are targeting the middle to high school audiences this particular social network is the most popular.

It would be best to post on the account when your target audience is most active on the site: while students are on their way to school, after school lets out, weekends, holidays and school breaks. I recommend "tweeting" at least once or twice a day, possibly three or four on weekends or breaks. But, tweeting excessively could make your followers feel bombarded and unfollow your account. The program should also be tweeting content that appeals to parents and principals. Although they aren't your target audience, they will be amongst your followers and can carry close relationships with members of your target audience.

I also recommend daily, weekly and/or monthly themes and contests to attract new followers and keep existing followers interested. Tweeting pictures of presentations given at schools and rack card graphics are also good content for tweets. In the appendix you will find a month's worth of Twitter content that could be used for the month of February. I used the theme "Fact Friday" for the month of February's content. With this theme, every Friday, the first tweet will encourage followers to mention the program's Twitter account and tweet a fact about bullying followed by the hashtag, #BULLYBLOCKER.

Rationale

In 140 characters, Twitter not only allows you to share your thoughts with the world in a quick and easy manner but allows other people to share your thoughts as well. According to *Mediabistro*, a website that offers comprehensive news and analysis of traditional media, digital media, and social media through an extensive blog network and allied newsletters, Twitter was the world's fastest-growing social platform in 2012. They've reported that the micro-blogging network's 40 percent active user rate is more than enough to push Facebook and Google+ into second and third place respectively.

The CEO of Zappos.com, the largest online shoe store according to *CNNMoney.com*, says that they've found that Twitter has been a great way for them to connect on a more personal level with their employees and customers. They use it to help build their brand, not drive sales. I have found that Twitter will not only build the brand of the program, it'll also help you receive more feedback and hire people if you all decided to expand your staff.

Having a Twitter account will also provide information from the BULLYBLOCKER program at the tip of your targeted audience's fingertips. With cell phone applications, desktop applications, web and SMS messages the BULLYBLOCKER program will be easily accessible to anyone in need of help if a Twitter account is adopted by the program.

Twitter

In order to set up an account on Twitter you must first sign up with an active email account, password and a username that is easily affiliated with the name of the BULLYBLOCKER program. You should then update your profile name with the name of the program, location to Mobile, Ala., and the program's website link. Make sure to place a tab that links to the program's Twitter account on the official program website as well. This will help you drive traffic between the official website and the program's Twitter account. Next, you should set a profile picture for the program's account and fill in the account's bio. The bio should include the mission of the program and the number to the text line and the BULLYBLOCKER logo be the page's profile picture.

Updating the design of your profile with the same colors or similar designs to the program website will also make your account identifiable and build brand identity. You can then follow accounts with similar characteristics as your account. This can be done by using the Twitter search bar to search for people tweeting questions and using hash tags such as: Mobile, Ala., education, bullying and adolescent and teen health & wellness as a way to gain and build follower relationships. A hash tag makes a certain word easily searchable when preceded by the pound sign (#).

You can then begin to use your Twitter account to spread the word about anti-bullying one small, direct thought at a time. Don't be afraid to use your Twitter account to have dialogue with your followers. If someone wants to respond to something you've tweeted they'll respond in what's called an "@Mention." Using the "@" followed by the username, without any spaces in your tweet, will send a mention back to that account user. You should also retweet useful information posted by your followers that can be seen as relevant to the message the BULLYBLOCKER program is trying to send. If a follower would like to contact you privately or vice versa a "DM" will be sent. A "DM" is a message sent directly to another account user. DMs use an inbox and outbox system, but can still only use 140 characters just as a tweet. DMs can only be sent to account users who follow you. DMs cannot be seen by anyone other than yourself and the account you are messaging.

Management and Measuring Tools

Being that the program is only managed by one person at this time, there are a number of programs available for use to help manage the program's account and measure its progress. Below are two social media management programs that will best assist you in the startup of the program's Twitter account.

- **HootSuite:** This is a free online tool for managing Twitter that allows you to view your Twitter home feed, Twitter mentions and sent Tweets all from one screen. This tool can also be used if the program decides to start using more social media sites such as Facebook. This tool allows you to personalize columns, so you can view multiple feeds from the same social networking account or multiple feeds from different social networking accounts at the same time. It also allows you to schedule your tweets for future dates and times if time management issues occur. HootSuite also provides custom reports using the comprehensive social analytics tools to measure and track the number of followers your account has, the number of users your account is following, lists and @ mentions. This tool is also a Twitter Certified Product for tweeting and analytics.
- **TweetDeck:** This is a free desktop tool used for keeping track of Twitter, Facebook, LinkedIn and MySpace accounts. This tool allows you to update your accounts, follow topics with saved searches, and manage conversations and direct messages with @ replies, record, share or watch video clips, and view YouTube videos. You can also share and view photos since the tool supports Flickr, Twitgo and mobypicture. The analytics from this tool aren't as intense as HootSuite but they're good to get you started and teach you how to use and read analytics. TweetDeck is owned by Twitter.

Conclusion

With the proper use of Twitter and its support programs, Hootsuite and TweetDeck, the BULLYBLOCKER program will not only grow within fifth to ninth grade students but the program's message and mission will be communicated far beyond its target audience. Using the measurement and management tools will easily help the program gather analytics, follow the growth of the Twitter account and promote its mission free of charge. Twitter, Hootsuite and TweetDeck can all continue to be used as the program grows in users and employees, giving the program, its users and employees consistency.

Appendix A

Date	Twitter Post (Tweet)
February 1, 2013	<ul style="list-style-type: none"> • Today begins February Fact Friday! Tweet and tell us what you know about bullying. Don't forget to mention us and use #BULLYBLOCKER
February 2, 2013	<ul style="list-style-type: none"> • Did you or someone you know witness bullying today? Text "BULLYBLOCKER" to 839863 and let us help. • Bullying doesn't always occur on school grounds but teachers, principals and parents are always there to help. #BULLYBLOCKER
February 3, 2013	<ul style="list-style-type: none"> • If you were a victim or witnessed any type of bullying this weekend text "BULLYBLOCKER" to 839863.
February 4, 2013	<ul style="list-style-type: none"> • Happy Monday, save a friend today. (Attach picture of BULLYBLOCKER rack card) #BULLYBLOCKER
February 5, 2013	<ul style="list-style-type: none"> • 86% of students believe picking on, making fun of or bullying kids causes teenagers to turn to violence in schools. #BULLYBLOCKER
February 6, 2013	<ul style="list-style-type: none"> • Don't be one of the 3.2 million students that are victims of bullying each year. Text "BULLYBLOCKER" to 839863 and report bullying.
February 7, 2013	<ul style="list-style-type: none"> • 90% of 4th through 8th graders report being victims of bullying #BULLYBLOCKER
February 8, 2013	<ul style="list-style-type: none"> • What do you know about bullying? Mention us and use #BULLYBLOCKER in your tweet to let us know!
February 9, 2013	<ul style="list-style-type: none"> • Bullying takes place all the time. Report it by texting "BULLYBLOCKER" to 839863. • Remember, just because it's online and not in person doesn't mean it isn't bullying. #BULLYBLOCKER
February 10, 2013	<ul style="list-style-type: none"> • Our #BULLYBLOCKER presentation at (insert name of school) was great! (Attach a picture taken at the presentation)
February 11, 2013	<ul style="list-style-type: none"> • Have fun over Mardi Gras break! Have fun and help keep the city bully-free! #BULLYBLOCKER
February 12, 2013	<ul style="list-style-type: none"> • Happy Mardi Gras! Stay safe and report any bullying by texting "BULLYBLOCKER" to 839863.
February 13, 2013	<ul style="list-style-type: none"> • 71% of students report incidents of bullying as a problem at their school. Report it to us by texting "BULLYBLOCKER" to 839863.
February 14, 2013	<ul style="list-style-type: none"> • Happy Valentine's Day! Spread the love by texting "BULLYBLOCKER" to 839863 to report bullying.
February 15, 2013	<ul style="list-style-type: none"> • What do you know about bullying? Mention us and use #BULLYBLOCKER in your tweet to let us know!
February 16, 2013	<ul style="list-style-type: none"> • Bullying takes place everywhere. Report it by texting "BULLYBLOCKER" to 839863. • Posting rumors, embarrassing pictures or videos, and making fake profiles on social sites is bullying. Report it. #BULLYBLOCKER
February 17, 2013	<ul style="list-style-type: none"> • Bullying is wrong. Make it right by taking a stand! #BULLYBLOCKER
February 18, 2013	<ul style="list-style-type: none"> • Would you like the #BULLYBLOCKER program to come to your school? Tweet us and let us know!
February 19, 2013	<ul style="list-style-type: none"> • Did you or someone you know witness bullying today? Text "BULLYBLOCKER" to 839863 and let us help.

February 20, 2013	<ul style="list-style-type: none"> • According to bullying statistics, 1 out of every 10 students who drops out of school does so because of repeated bullying. #BULLYBLOCKER
February 21, 2013	<ul style="list-style-type: none"> • Did you know there are 4 types of bullying? Cyber, Indirect, Physical and Verbal. Text “BULLYBLOCKER” to 839863 to report all types.
February 22, 2013	<ul style="list-style-type: none"> • It’s the last Fact Friday. Mention us and use #BULLYBLOCKER in your tweet to tell us what you know about bullying!
February 23, 2013	<ul style="list-style-type: none"> • Bullying doesn’t always occur on school grounds. Report it by texting “BULLYBLOCKER” to 839863. • A bully is five times more likely to have a serious criminal record when he or she grows up. Report it. #BULLYBLOCKER
February 24, 2013	<ul style="list-style-type: none"> • #BULLYBLOCKER targets bullying occurring on school campuses, after school, busses and via social networking sites. We’re here to help.
February 25, 2013	<ul style="list-style-type: none"> • Reporting bullying is anonymous. Text “BULLYBLOCKER” to 839863 to report bullying today. #BULLYBLOCKER
February 26, 2013	<ul style="list-style-type: none"> • Did you or someone you know witness bullying today? Text “BULLYBLOCKER” to 839863 and let us help.
February 27, 2013	<ul style="list-style-type: none"> • Physical bullying begins in elementary school, peaks in middle school and declines in high school. #BULLYBLOCKER
February 28, 2013	<ul style="list-style-type: none"> • #BULLYBLOCKER allows young people to openly communicate and report bullying to the Office of the Mobile County District Attorney.