

MEASURED VOICE CASE STUDY:

HOW THE STATE OF MISSOURI USED SOCIAL MEDIA MESSAGING DURING A NATURAL DISASTER

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INTRODUCTION

We built the Measured Voice App to help our clients maintain a consistent brand voice across social media platforms and measure the impact of their messages.

We initially built the app to create a distraction-free environment where we could collaborate with our clients at USA.gov and GobiernoUSA.gov. It ended up saving us so much time that we opened it up to everyone, hoping that others would find it useful also. People now sign up for the app every day, and it is currently used by a variety of businesses, journalists, media outlets, and government organizations.

It's been gratifying to see so many people find value in our tool, but when a tornado hit Joplin, Missouri, the Measured Voice App was used in more important and meaningful ways than we ever imagined.

MISSOURI'S SOCIAL MEDIA STRATEGY

The social media team for the State of Missouri knows what they're doing. Before they started using Measured Voice, they had developed a strong and consistent brand across not only Facebook and Twitter, but also YouTube and Flickr. When they learned of Measured Voice's app in April 2011, they immediately saw its value and began to experiment with it as a collaboration, scheduling and measurement tool.

MO.gov's initial social media strategy was to rebroadcast messages from other state, city and federal organizations that were relevant to Missouri residents. The team's strategy and messaging changed dramatically on May 22, 2011 when a tornado tore through the southwestern part of the state.

EMERGENCY MESSAGING STRATEGIES

Under these new circumstances, the state of Missouri's social media team knew that simply recycling updates from other agencies would not be sufficient for those affected by the tornado. They would need to take the lead on creating and distributing content that was reliable, actionable, and comforting around the clock.

Execution of this new approach involved:

1. Gathering information from all possible authoritative sources.
2. Reviewing the information to identify the most urgent content.
3. Collaborating to ensure unified messaging.
4. Scheduling updates to provide a consistent stream of useful and timely information.

Their efforts were proven effective. During this time, the MO.gov team increased their daily output of messages by nearly 400%. Their Twitter audience grew by 23% and their Facebook audience grew by 82%. Twitter messages were retweeted more than 15 times each, on average. The timeliness and value of their content was clearly felt by many, and their audience grew in response. Most importantly, they got the word out to the people who needed it.

WHY MEASURED VOICE?

The shift in messaging strategy as a result of the tornado required a new workflow, and Measured Voice became the central platform for it.

What was it about Measured Voice that made it the right tool at such an important time? When we spoke with the individuals responsible for researching, writing and managing Missouri's social media messaging, they gave us this list:

- The startup costs associated with Measured Voice are minimal: Not only is it a free tool, but it is incredibly quick and intuitive to link Facebook and Twitter accounts and add collaborators..
- Measured Voice is approved for use by the U.S. federal government: This is a testament to the stability, usefulness and security that is built in to all of its features.
- Measured Voice allows two kinds of user: *contributors* and *editors*. Contributors can write and schedule messages, but they won't be published without an editor's approval. This makes it easy for many people to contribute messages while maintaining a consistent voice and standard of quality.
- Measured Voice is built to foster collaboration: The display and user settings are optimized to show who last worked on a

message and if it's still a draft, so everyone can contribute at their level of access.

- Allowing for easy scheduling of messages is one of Measured Voice's core features: In an emergency, this was a vital feature that allowed the individuals actually producing messages to sleep, while continuing to provide consistent messaging throughout the night.
- For each message sent, Measured Voice tracks clicks on bit.ly URLs, Twitter retweets, Facebook comments, and Facebook likes. This allows people to see which messages are most effective and improve their writing with practice.

LOOKING AHEAD

As the audience for the State of Missouri's online brand continues to grow, they are leveraging their experience managing communication during a crisis to become more useful, both to their audience and to the agencies they represent. The team continues to produce authoritative content in addition to spreading messages from other organizations, and they continue to use Measured Voice to do it.

We at Measured Voice were extremely excited and humbled to hear this story from the team in Missouri. We built Measured Voice to be the best tool to collaborate on, manage, and measure social media messaging. It was great for us to learn how the State of Missouri used it, and we're proud to share it with you.

TRY MEASURED VOICE FOR YOURSELF

If you think Measured Voice might be a solution for you, please get in touch to schedule a demo, or sign up for free and test it out for yourself.