



# Member Meeting

11/20/2013

Community Management Presentation  
with special guest speakers,  
Christina Collada and Christian Aniciente



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AMA.PDX.EDU

# What is Community Management?

- “ Social Media
- “ CRM (Customer Relationship Management)
- “ Engagement
- “ Content Marketing
- “ Fast paced growing profession

## 4 Tenets of Community Management

1. Community Advocate
2. Brand Evangelist
3. Savvy Communication Skills
4. Gathers Community Input for Future Product and Services

Source: *The Four Tenets of the Community Manager* by Jeremiah Owyang (former Sr Analyst at Forrester Research: Social Computing)

# Statistics

## SALARY RANGES

by City / Job Title

	<i>Social Media</i> <b>SPECIALIST</b>	<i>Online Community</i> <b>MANAGER</b>	<i>Public Relations / Brand</i> <b>MANAGER</b>	<i>Social Media</i> <b>STRATEGIST</b>	<i>Social Media</i> <b>Marketing</b> <b>MANAGER</b>
1 New York, New York	46k - 71k	54k - 79k	49k - 90k	55k - 103k	73k - 116k
2 San Jose, California	47k - 72k	54k - 80k	50k - 91k	56k - 104k	74k - 117k
3 San Francisco, California	45k - 70k	53k - 78k	48k - 88k	54k - 102k	72k - 114k
4 Los Angeles, California	38k - 59k	44k - 65k	41k - 74k	46k - 85k	61k - 96k
5 Boston, Massachusetts	42k - 65k	49k - 73k	45k - 82k	51k - 95k	67k - 106k
6 Washington, DC	42k - 65k	49k - 72k	45k - 82k	50k - 94k	67k - 106k
7 Baltimore, Maryland	36k - 56k	42k - 63k	39k - 71k	44k - 82k	58k - 92k
8 Chicago, Illinois	39k - 60k	45k - 67k	41k - 76k	46k - 87k	62k - 98k
9 Seattle, Washington	33k - 51k	39k - 57k	35k - 65k	40k - 74k	53k - 84k
10 Philadelphia, Pennsylvania	34k - 52k	39k - 58k	36k - 66k	41k - 76k	54k - 85k
11 Atlanta, Georgia	40k - 61k	46k - 68k	42k - 77k	47k - 88k	63k - 99k
12 Dallas, Texas	36k - 56k	42k - 62k	38k - 70k	43k - 81k	57k - 91k
13 Minneapolis, Minnesota	34k - 52k	39k - 58k	36k - 66k	41k - 76k	54k - 85k
14 Miami, Florida	35k - 54k	41k - 60k	37k - 68k	42k - 79k	56k - 88k
15 Austin, Texas	32k - 50k	38k - 55k	34k - 63k	39k - 72k	51k - 81k
16 San Diego, California	36k - 55k	42k - 61k	38k - 70k	43k - 80k	57k - 90k
17 Denver, Colorado	33k - 51k	39k - 57k	35k - 64k	40k - 74k	53k - 83k
18 Detroit, Michigan	41k - 77k	40k - 59k	37k - 67k	37k - 90k	55k - 87k
19 Houston, Texas	36k - 55k	41k - 61k	38k - 69k	43k - 80k	57k - 90k
20 Phoenix, Arizona	30k - 47k	36k - 52k	32k - 59k	36k - 68k	48k - 77k

# Similar Job Titles

- “ Social Media Specialist
- “ Social Media Strategist
- “ Social Media Marketing Manager
- “ Social Media Coordinator
- “ Online Community Manager
- “ Digital Marketing Project Manager
- “ Online Marketing Manager
- “ SEO/SEM Analyst

# The Good

53,314,170 reasons to share more happiness.

we're bringing our best fans and the brightest ideas together.

will you join us?

in honor of the **Coca-Cola Facebook page** becoming the first brand to receive 50 million likes," the company will identify individuals developing ideas associated with increased happiness and ask them to **collaborate with the Facebook community to spread joy globally**. Ideas may include those that encourage people to become more active, socially involved or give to others, and the end result of the plan may be an invention, cause, social application or another innovation.+

- <http://www.coca-colacompany.com>



all originals  
#represent

 **adidas Originals**  
17,115,116 likes · 256,224 talking about this

Company  
Welcome to the official Facebook Page for adidas Originals. Join Facebook to start connecting and connect with adidas Originals.

About Photos Likes Create a cover Live Performance Se...

17m

# The Bad



**BP America**

Like This Page · September 7

Are you pursuing a career in energy? We hired 700+ students out of college last year.

7,060 people like this.

882 shares

View previous comments

155 of 2,193

**Grant Boling** MOAR OIL SPILLS!!  
October 3 at 9:23am · Like · 3

**Jeff Shelton** Good for them. Takes a lot of hands to clean oil off the wildlife.  
October 3 at 9:29am · Like · 4

**Gregory Marshall Smith** But, were they college-degree jobs or cashier jobs at the local BP station?  
October 3 at 9:31am · Like · 2

**Derek Fossier** Everytime this stupid ad gets promoted, my hate for BP increases.  
October 3 at 9:36am · Like · 3

**John Kennedy Bishop** For summer jobs now they are unemployed.  
October 3 at 9:48am · Like · 1

**Artt Siverson** The company that allowed billions of gallons of crude oil to spew into the Gulf of Mexico for WEEKS???????????? LMAO  
October 3 at 9:50am · Like · 3

# The Ugly

SPREAD  
CHEER AND CHICKEN  
.....  
this holiday season



**OFFICIAL**  
Chick-fil-A

6,379,778 likes · 63,005 talking about this

Like

Chick-fil-A · Fast Food Restaurant  
It all started with a man named Truett Cathy, a restaurant called The Dwarf Grill and the Original Chicken Sandwich.

About Photos Locator Menu House Rules



## Welcome to the Chick-fil-A® Facebook page!

This community was created by Chick-fil-A fans for Chick-fil-A fans. So join in. Post your comments, photos, videos, links and stories about Chick-fil-A experiences, meals, events, promotions, or restaurants. And share the love!

Of course, while we do want you to make yourself at home, we also want to respect and protect the members of our community. So please don't post materials that:

- Include profanity, hate speech or attack another member of our community
- Contain spam, viruses or other malicious content
- Spread defamatory, infringing, obscene, misleading or unlawful material
- Contain software or other material protected by intellectual property laws

*Be careful what you post...*

## Kit Kat 'Pedobear' Photo: Nestle Pulls Instagram Image Resembling Infamous Meme

Posted: 07/19/2012 12:22 pm

Like 426 people like this. Be the first of your friends.



Source: [http://www.huffingtonpost.com/2012/07/19/kit-kat-pedobear-photo-instagram\\_n\\_1686379.html](http://www.huffingtonpost.com/2012/07/19/kit-kat-pedobear-photo-instagram_n_1686379.html)



# Guest Speakers

## ” Christina Collada

- . PSU Alumnus with degree in Economics
- . Former Google employee that worked on Google+ Local and Zagat

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## ” Christian Aniciente

- . PSU Alumnus with degree in Marketing and Advertising
- . Former PSU:AMA member and board member
- . Social Media Coordinator for PSU

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Questions?



AAMA

PORTLAND STATE UNIVERSITY  
American Marketing Association