

BUILDING & IMPLEMENTING A SOCIAL STRATEGY



DIGITAL BASICS

Organizations today have embraced social as part of their digital strategy. However, the lack of process for optimization erodes the benefit of a company's activities on multiple social media platforms. Through actions that are native to each channel, a digital media strategy should be implemented to achieve operational rhythm.



STEP 1 DEFINE ROLES

It's important to include the right people at each stage of any digital process. Here's a quick way to view the roles and responsibilities for each step of a social strategy.

STRATEGY	CONTENT CREATION	COMMUNITY MANAGEMENT	REPORTING
Include people who will act as the stewards for business objectives and who are up-to-date on the most recent business initiatives. This will help inform what you should be talking about, and any interesting internal news/information you can include.	This step should be headed by the marketing and platform experts who will turn the conversation topics identified in step 3 into relevant content for a specific social platform.	This role is all about managing both the content creation process, as well as the deployment, listening and response that happen on all social platforms. This step requires people who are proficient with the social platform and are equipped with the tools to engage users in a timely manner and within brand guidelines.	This step in the process requires resources that will not only track data, but provide insights based off of it. It's essential that reporting is done consistently, and that the people responsible for implementing the findings are present.

STEP 2 PLATFORM STRATEGY

Should be structured to clearly outline how a business wants to use a platform to achieve business goals through relevant platform actions.



BUSINESS GOALS

First things first; make a list of your objectives. Business goals should be specific, and realize that they can change over time. As your goals grow and evolve, your conversations will grow to address them over time as well. Once you have your

business objectives, you need to determine what relevant social metrics best represent progress to reaching those objectives (ie. To increase brand health, you may decide to track the percentage of engaged users in your audience).

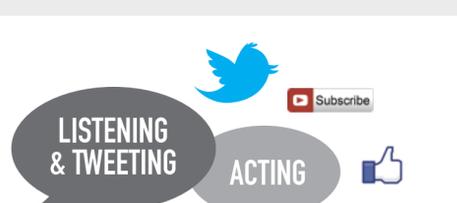
BUSINESS UNITS	ACQUISITION GOALS	GOALS
Sales, Operations	<ul style="list-style-type: none"> Increase leads by attracting 10% more visitors to website Increase awareness, Improve brand health 	<ul style="list-style-type: none"> Increase the number of repeat customers, increase customer satisfaction, etc.

GROUP BUSINESS UNITS
For larger enterprises, you may have many business units with very different business goals. It's important to group business units based on their audience and actions to be performed. For a platform like Twitter, it may make sense to group business units into different Twitter accounts i.e. Your main brand account may work

on general discussions about industry topics, while customer experience/service, may have its own account that focuses on listening and addressing customer complaints. Think about splitting accounts that target consumers and businesses differently.

RELEVANT ACTIONS:

Every platform has its own unique content and means to interact with it. For example, Youtube has videos that you can like, share, and subscribe to. It's important to understand each social platform's ecosystem and plan content to integrate with how users behave.



Now that we have our objectives and know our relevant actions, we can draft a sample strategy statement. Let's imagine a global tour operator that has a purpose to inspire travel, and wants to be top of mind to people interested in exploring the world.

EXAMPLE TWITTER STRATEGY
Engage in conversations about dream destinations around the world that inspire and enable travellers to plan their next trip.

STEP 3 CONTENT CREATION

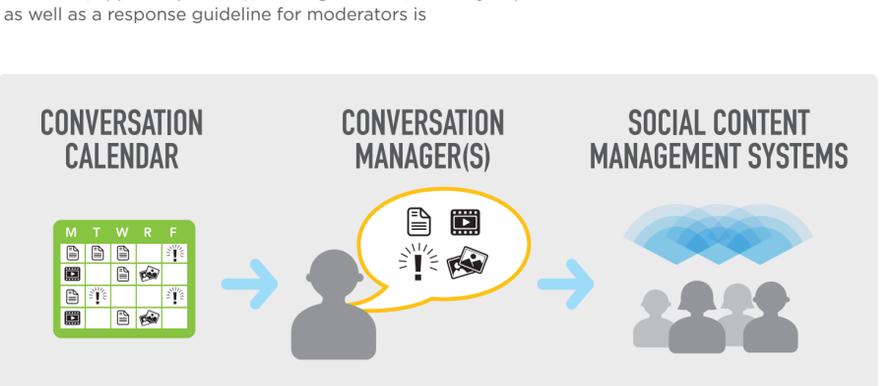
Now that you have objectives and know how you are going to structure your efforts on a particular platform, it's time to create content (curated, original or leveraged from existing content) specific to the community you are targeting. Here are some key steps for 3 main social platforms.

	Twitter	Facebook	LinkedIn
Targeting:	<ul style="list-style-type: none"> Keywords, Interests, Followers, Device, Language, Location, Gender, Television 	<ul style="list-style-type: none"> Location, Age, Gender, Language, Interests, Behaviours, Connections 	<ul style="list-style-type: none"> Location, Company (industry and size) Job title (function and seniority)
Message Content & Conversational Topics:	<ul style="list-style-type: none"> Compelling messages to resonate with audience ie; Offers, Help, Updates, Stats and News. 		
Form Factor:	<ul style="list-style-type: none"> ie; Images, Videos, Cards, Flock to Unlock 	<ul style="list-style-type: none"> ie; Images, Videos 	<ul style="list-style-type: none"> ie; Images
Frequency and Timing:	<ul style="list-style-type: none"> Amplification: Does this content need to be supported with media? 		
#Hashtag Management:	<ul style="list-style-type: none"> Look to extend content & tie into SEO and SEM learnings 	<ul style="list-style-type: none"> N/A 	

STEP 4 COMMUNITY MANAGEMENT

Community Management includes everything from managing the content creation process, to deploying and reacting to content. It's important to create a clear process and guidelines, due to the quick reaction social media demands. Having a process for creating content (ie. Content calendars/approval process), brand guidelines, as well as a response guideline for moderators is

crucial. The actual act of managing and monitoring conversations can be very complex depending on the size of your audience, the response times required to be effective, and the number of platforms you operate on. Plan on building an infrastructure with automated tools if you pursue this route.



PERFORMANCE MEASUREMENT

STEP 5 ANALYTICS & OPTIMIZATION

The social landscape is constantly changing as platforms like Facebook and Twitter continually update and optimize their offering. Your social efforts should take the same approach, using the data you collect to optimize your efforts and track your progress towards reaching objectives. Using paid social media is a great way to amplify your efforts.

