

Social media strategy and planning

MARK 360 Week 4

Topics for today's class

- Social media strategy
- Jay Baer's 8 step process for social media strategy
- Setting goals for social media
- Using the right metrics to measure success
- How will you implement?
- How will you manage your accounts?

Social media is difficult

- You need to know WHY you are doing it and what you want to achieve
- SM isn't a quick fix – it takes time to see results
- Organizations need to have realistic expectations
- SM isn't “free”
- SM is about connections not about direct selling
- SM is about listening to your audience
- Organizations can't possibly be everywhere – choose the most appropriate channels to meet your goals
- Train and empower your staff and have a good social media policy

Social media strategy

- “WHY” comes before “HOW”
- Be channel agnostic when thinking strategically – select the tools later
- When it is time for tactics, select the appropriate channels to fit your strategy

8 step social media strategy

1. Gather data – social media audit
2. Social listening and competitor comparison
3. Set objectives
4. Define key performance indicators
5. Identify the “one thing” / brand “voice”
6. Analyze target audience
7. Create content and channel plan
8. Draft social media policy and assign employee team responsibilities

STEP 1: GATHER DATA – SOCIAL MEDIA AUDIT

Gather data as a starting point

- Customer characteristics
- Current social media metrics (identifying any null cases)
- Website metrics
- Business metrics

STEP 2: SOCIAL LISTENING AND COMPETITOR COMPARISON

Use social listening

- “Your customers (and competitors) will give you a good guide to where and how you should be active in social media, if you broaden your social listening beyond your brand name.”
- Easier with software – labour intensive to do it manually and more difficult to see trends and hidden patterns
 - What’s being said about us?
 - What’s being said on topics of interest to us?
 - What’s the sentiment of what is being said?
 - Where are people saying it?

Competitor Analysis

- Monitor what two or three key competitors are doing on social
 - What networks are they on?
 - How active are they? How often do they post?
 - How does their reach compare to our?
 - How does their audience growth rate compare to ours?
 - What level of engagement do they get?
 - Sentiment expressed about them?

STEP 3: SET OBJECTIVES

What is your *major* objective for using social media?

- You can use social media to help accomplish several business objectives.
 - “But the best social media strategies are those that focus (at least initially) on a more narrow rationale for social.”

Awareness?

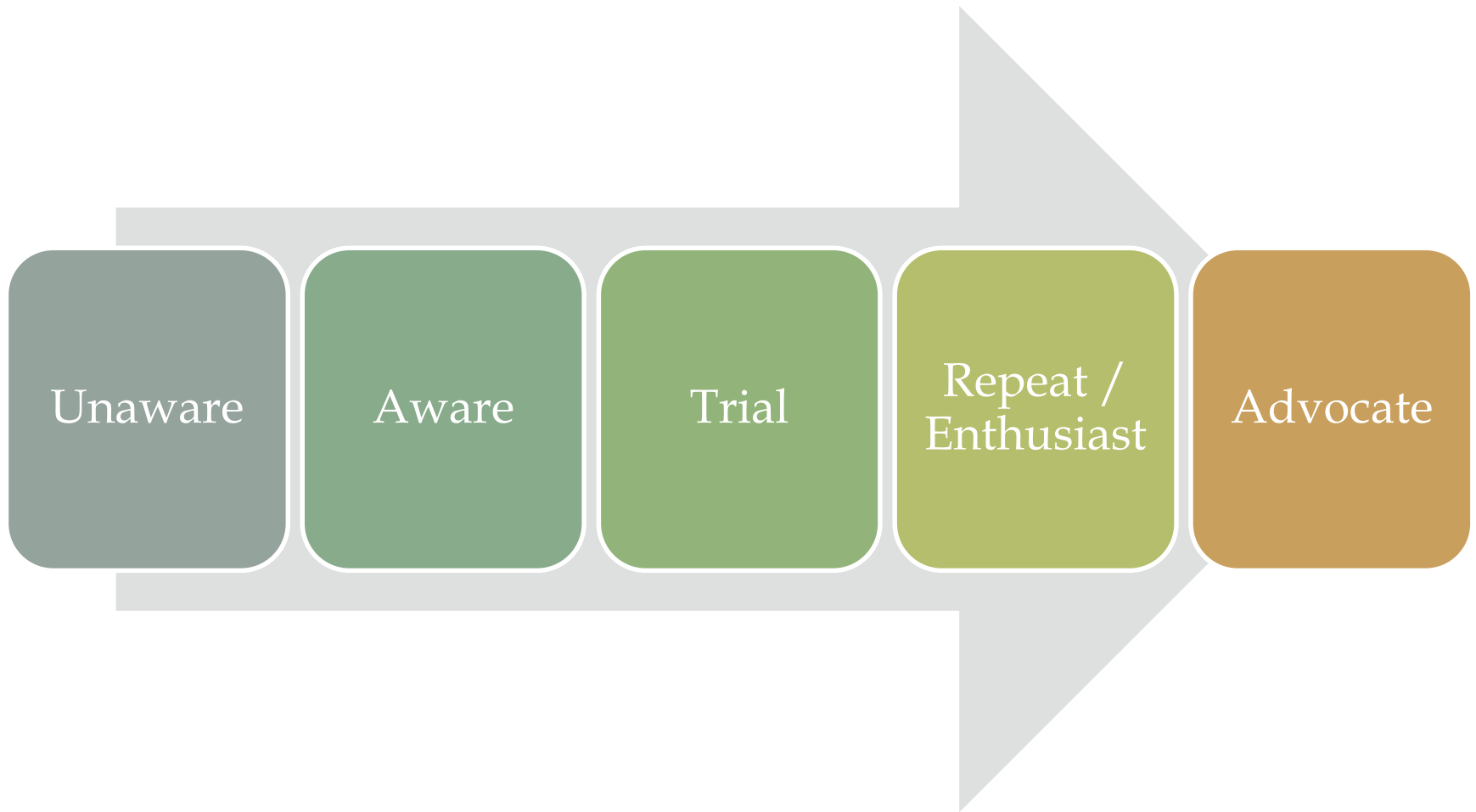
Loyalty and retention?

Sales?

Customer support?

- Pick onetry to focus on what social is best for in your industry

SM goal could be moving people along the awareness continuum



STEP 4: DEFINE KEY PERFORMANCE INDICATORS

Goals and measures

- “the goal isn’t to be good at social media, the goal is to be good at business because of social media”
- “How are you going to determine whether this is actually making a difference in your business? **What key measures will you use to evaluate social media strategy effectiveness?**”
- Whatever you are trying to accomplish dictates how and what you measure

Thinking about measures

- Measure behaviour not just data
- Think about the difference between weak metrics (eg. Facebook Likes) versus stronger metric (eg. Facebook engagement through comments)

STEP 5: ANALYZE YOUR AUDIENCE

Who and where is your audience?

- With whom will you be interacting in social media?
- **What are the demographic and psychographic characteristics of your current or prospective customers?**
- Where are they most active?
- How does that impact what you can and should attempt in social media?

**STEP 6: IDENTIFY BRAND
“VOICE” / THE “ONE THING” TO
INSPIRE PASSION**

Why would anyone care?

- “It doesn’t matter who you are, or what you sell, **your product features and benefits aren’t enough to create a passion-worthy stir.**”
- “How will your organization appeal to the heart of your audience, rather than the head? “



Engagement, humanization, and brand “voice”

- Social media is about people, not logos
- “The mechanics of social force companies to compete for attention versus your customers’ friends and family members. Thus, **your company has to (at least to some degree) act like a person**, not an entity. How will you do that?”
- Social media empowerment / social media policy (no #fails here)

STEP 7: CREATE CONTENT AND CHANNEL PLAN

Tactics on particular social network channels

- **“Only after you know WHY you’re active in social at all, and HOW you’ll MEASURE social media strategy success should you turn your attention to the “HOW” of Facebook, Twitter and the rest.”**
- **“The channel plan should be distinct, in that you have a specific, defensible reason for participating in each”**

Questions to ask

- Are we on the right social networks?
- Are we able to assess ROI or clear correlation between social and business success?
- Are we targeting and segmenting our participation?
 - “If you are doing the same stuff in every social network, why bother?”

Overall message

- **“For each and every social network, you need to understand what audience you want to engage with; your content plan and editorial calendar; necessary resources; and how you’ll measure the success of that specific presence.”**

**STEP 8: DRAFT SOCIAL MEDIA
POLICY AND ASSIGN EMPLOYEE
TEAM RESPONSIBILITIES**

Pick your team

- Get the right team together to manage and analyze your social presence (earned and owned social media might be different from the team that manages your paid media)
- Should definitely be cross functional
- Could be internal or external people

Basic administrative activities needed to manage social media

- Make sure the resources are in place to succeed? (people and software)
- Draft a social media policy so that employees know what is appropriate and what is not
- Run some crisis management scenarios