

SOCIAL MEDIA STRATEGY GUIDE



**MASTERING YOUR
COMPANY'S
VOICE**

STEP 1: SOCIAL MEDIA AUDIT

- The goal of a social media audit is to analyze the effectiveness of existing social media efforts, understand audience behavior, identify competitors, and determine trends.
- There will be four assessments:
 - **Social Media Platforms**
 - **Website Traffic**
 - **Audience Demographic**
 - **Competitor**



SOCIAL MEDIA PLATFORMS ASSESSMENT (PART 1)

- **Twitter**

- **URL -**
- **Follower Count -**
- **Average Weekly Activity -**
- **Average Engagement Rate (# of interactions/reach) -**

- **Facebook**

- **URL -**
- **Follower Count -**
- **Average Weekly Activity -**
- **Average Engagement Rate (# of interactions/reach) -**

SOCIAL MEDIA PLATFORMS ASSESSMENT (PART 2)

- **Instagram**

- **URL -**
- **Follower Count -**
- **Average Weekly Activity -**
- **Average Engagement Rate (# of interactions/reach) -**

- **LinkedIn**

- **URL -**
- **Follower Count -**
- **Average Weekly Activity -**
- **Average Engagement Rate (# of interactions/reach) -**

WEBSITE TRAFFIC ASSESSMENT (PART 1)

- **Twitter**

- **Volume -**
- **Percentage of Overall Traffic -**
- **Conversion Rate -**

- **Facebook**

- **Volume -**
- **Percentage of Overall Traffic -**
- **Conversion Rate -**

WEBSITE TRAFFIC ASSESSMENT (PART 2)

- **Instagram**

- **Volume -**
- **Percentage of Overall Traffic -**
- **Conversion Rate -**

- **LinkedIn**

- **Volume -**
- **Percentage of Overall Traffic -**
- **Conversion Rate -**

AUDIENCE DEMOGRAPHICS ASSESSMENT

NOTE: SELECT DEMOGRAPHICS THAT MEAN SOMETHING TO YOU. THESE DEMOGRAPHICS ARE NOT REQUIRED EXCEPT NETWORKS & PAIN POINTS

- **Age -**
- **Gender -**
- **Education Level -**
- **Income Level -**
- **Primary Social Network -**
- **Secondary Social Network -**
- **Pain Points -**
 - **What are they struggling with?**
 - **What do they need?**
 - **What do they want?**

COMPETITOR ASSESSMENT (PART 1)

- **Competitor #1**
 - **Social Networks -**
 - **URLs -**
 - **Follower Count -**
 - **Frequency of Posts -**
 - **Strengths -**
 - **Weaknesses -**

COMPETITOR ASSESSMENT (PART 2)

- **Competitor #1**

- **Social Networks -**
- **URLs -**
- **Follower Count -**
- **Frequency of Posts -**
- **Strengths -**
- **Weaknesses -**

STEP 2: GOALS, OBJECTIVES & KPI



- **Goals** are the organization's "destination." They outline where you want to go and how you plan to get there.
- **Objectives** are your "Road Map." They are specific steps or tasks that must be completed to reach the goal.
- **KPIs**, or **Key Performance Indicators**, are measurable items that can be used to track performance.

SMART FRAMEWORK

Utilize the SMART
Framework to
formulate your goals
and objectives



SMART FRAMEWORK

**Utilize the SMART
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and objectives**

- **Specific:** Develop goals and objectives that are clear and specific and not open to interpretation.
- **Measurable:** Develop specific criteria that will measure the progress and effectiveness of your goals.
- **Attainable:** Ensure your goals are challenging but also realistic.
- **Relevant:** Make sure that your goal is essential to your business's success.
- **Timely:** By committing to a time frame in which this is going to happen, you'll keep the often repeated chorus of "I'll do it tomorrow" at bay.

WHAT ARE YOUR GOALS?

FILL IN THE BOXES... NOTE: YOU DO NOT NEED MORE THAN ONE GOAL EX. I WANT TO GROW MY FOLLOWERS TO 1,000, OR I WANT TO ACQUIRE 100 NEW CLIENTS.

Goal #1

Answer:

Goal #2

Answer:

Goal #3

Answer:

WHAT ARE YOUR OBJECTIVES?

FILL IN THE BOXES... NOTE: OBJECTIVES SHOULD BE QUANTITATIVE (NUMBERS) & HAVING MORE THAN ONE IS BENEFICIAL EX. GROW FOLLOWERS BY 50% IN 6 MONTHS. I WANT TO POST TWICE A WEEK. I WANT TO POST ONE ARTICLE A WEEK (OR A MONTH).

Objective #1

Answer:

Objective #2

Answer:

Objective #3

Answer:

WHAT ARE YOUR KPI(S)?

FILL IN THE BOXES... NOTE: YOU CAN HAVE MORE THAN THREE. HAVING TROUBLE PICKING OUT A KPI? CHECK OUT THE NEXT SLIDE.

KPI #1

Answer:

KPI #2

Answer:

KPI #3

Answer:

COMMONLY USED KPI(S)

- **Social Media Presence**
 - **Follower and Fans**
 - **Number of Mentions**
 - **Reach**
 - **Inbound Links**
 - **Blog Subscribers**
- **Social Media Engagement**
 - **Retweets**
 - **Social Shares**
 - **Comments**
 - **Referral Traffic**
- **Social Media Reach & Influence**
 - **Share of Voice**
 - **Net of Social Influences**
 - **Post Reach**
 - **Potential Reach**
 - **Video Views**

COMMONLY USED KPI(S) CONTINUED

- **Action and ROI**
 - **Conversions**
 - **Sales Revenue**
 - **Issues Resolved**
 - **Cost Per Lead**
 - **Lead Conversion Rate**
 - **Customer Lifetime Value**
- **Internal KPIs**
 - **Blog Posts**
 - **Videos**
 - **Social Media Posts**
 - **Social Media Budget**

STEP 3: TARGET AUDIENCE

Target Audience or "Market is the specific group of people you want to reach...they are united by some common characteristics, like demographics and behaviors" (Newberry, 2018).



Target Audience #1: Persona Template

1

AGE & LIFE STAGE

Answer:

2

LOCATION

Answer:

3

JOB TITLE

Answer:

4

PAIN POINTS

Answer:

Target Audience #2: Persona Template

1

AGE & LIFE STAGE

Answer:

2

LOCATION

Answer:

3

JOB TITLE

Answer:

4

PAIN POINTS

Answer:

STEP 4: YOUR ONLINE PERSONA AND VOICE

- What adjectives describe your company?
 - Answer:

- How will you interact with customers?
 - Answer:



STEP 5: STRATEGIES AND TOOLS

In this section, you will be looking at paid, owned, and earned strategies as well as the tools you will utilize to execute your social media strategy and content plan.

What is Paid?

- **Paid** - displayed or broadcasted advertising where the brand pays to leverage a channel.



STRATEGIES AND TOOLS - CONTINUED

What is Owned & Earned?

- **Owned** - the content assets owned or wholly controlled by the brand such as websites, blogs, videos, Facebook, etc.
- **Earned** - user-generated content when customers become the channel. This can be consumers' social media posts, tweets, reviews, videos, photos, and open online communities.



Strategies:

- **Paid -**
- **Owned -**
- **Earned -**

Tools:

- **Approved Tools -**
- **Rejected Tools -**
- **Existing Subscriptions/Licenses -**

STRATEGIES AND TOOLS - CONTINUED

STEP 6: TIMING AND KEY DATES

Holiday Dates:

Internal Events:

Reporting Dates:

When will you run analytical reports?



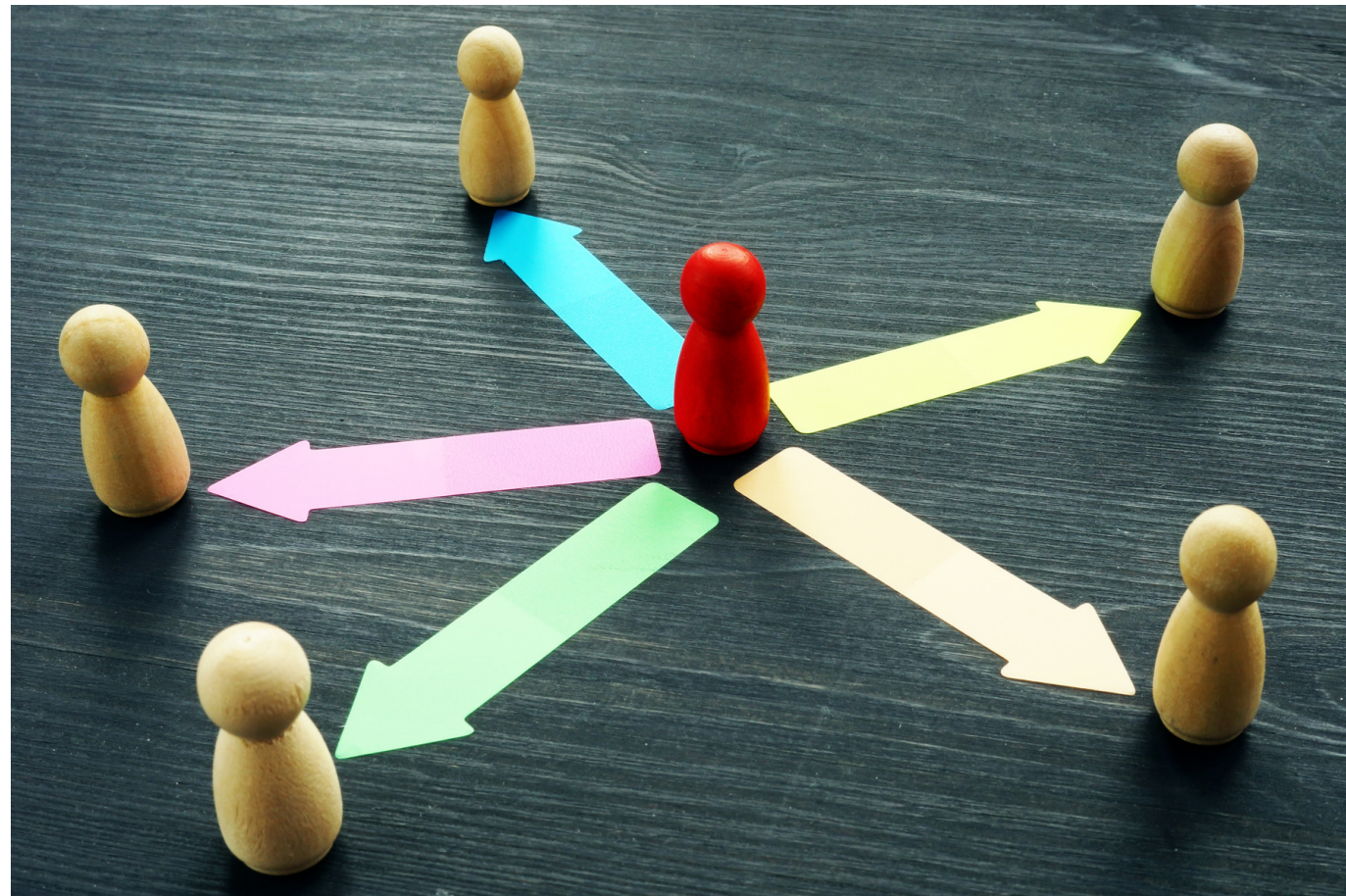
STEP 7: SOCIAL MEDIA ROLES AND RESPONSIBILITIES

Marketing Director:

Social Media Manager:

Social Media Coordinator:

Supporting Social Media Team Members:



STEP 8: SOCIAL MEDIA POLICY



EXAMPLE

Social media is a deeply ingrained in our day to day lives. We use it to spread company messages, interact with customers and partners, and to share our personal activities, thoughts, ideas, plans and more. As an employee and representative of Raincoast Adventures you are expected to demonstrate best practices and a sense of etiquette in your use of social by following some simple guidelines:

- Be respectful to all
- Use common sense
- Stay out of trouble (don't start a fight or post something that's illegal)
- Be polite, not rude or insensitive
- Be the solution, not the problem
- Be nice to strangers
- Act helpful to customers
- Don't slag the competition
- Excited about a company event or campaign? Feel free to spread the word to your networks.
- Not sure if your social message is up to par? Ask before you tweet - we're here for you.

Raincoast Adventures is serious about the appropriate use of social media by our employees. Violation of the Raincoast Adventures social policy may result in corrective action, up to, and including, termination. You may also be subject to legal action, including criminal prosecution. The company also reserves the right to take any further action it believes is appropriate. Should you have any questions or concerns please speak to your Manager or anyone on the HR team.

STEP 9: CRITICAL RESPONSE PLAN



Social media can be very positive for a brand, but it can turn negative quickly. If you do not have a go-to response to negative or disparaging comments, then your reputation/brand can be in jeopardy. Thus, thinking through different scenarios and writing them down is key to successfully executing your Social Media Plan.

CRITICAL RESPONSE QUESTIONS

- List a couple of negative scenarios that may arise.
 - Answer:

- How will you react to a negative comment?
 - Answer:

CRITICAL RESPONSE QUESTIONS

- What's a go to message(s) that you can use to answer negative comments?
 - **Answer:**

- What if they use inappropriate words? Do you delete the comment? Do you leave it alone?
 - **Answer:**

STEP 10: CONTENT PLAN

Ever heard "Content is King?" Well, it's true. However, a content plan without a strategy is like walking into a networking event and having no idea whom you need to talk to. So, you throw your elevator pitch around the room without a goal, target audience, or plan. This is why we started with a strategy, but now, we hop into the fun part!



CONTENT PLAN QUESTIONS

Remember what you wrote down in the Target Audience section? Your content will focus on those target audiences, mainly their "Pain Points".

Options for content:

- **Events**
- **Holidays**
- **Articles (Feedly.com has articles)**
- **Re-shares**
- **Inspirational/Motivational Posts**
- **Quotes**
- **Brand Awareness Posts (Thought Leadership)**
- **Conversion Posts (Problem Solving)**



Thank you!

For additional help, contact me!

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