



Get Social: Creating a Social Media Strategy

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Before You Post

DATA GATHERING AND
BRAND ANALYSIS



SOCIAL MEDIA STRATEGY?

A social media strategy documents how a business or organization will plan, execute, and measure social media marketing activities

- Marketers who document strategies are **538% more likely to report success**
- Those who document processes are **466% more likely to be successful, too**
- **88%** of marketers who set goals actually achieve them

Creating a documented strategy focused on processes and goals will improve your results.



Take Inventory

Conduct a social media audit

- List current social media accounts
- Search Google and social media platforms for old accounts or similar accounts and products
- Analyze current data-number of followers, customer satisfaction scores, KPIs, etc.
- Create a baseline



Know Your People

Understanding your audience is critical to a successful social media strategy

- Who is your audience?
- Segment audience into personas
- Glean data from website visitors using Google Analytics
- Are you active on the correct platforms for your audience?
Competitors?



Who are you?

Your social media content should be consistent with your brand

- What is your brand?
- **Voice:** Your brand personality described in an adjective. For instance, brands can be lively, positive, cynical, or professional
- **Tone:** A subset of your brand's voice. Tone adds specific flavor to your voice based on factors like audience, situation, and channel
- Social media activity reflects your company's beliefs



Let's Get Social

GOALS, CONTENT, TACTICS AND
MEASUREMENT



Strategy²

Social media strategy should align with the business strategy



Graphic: MDG Advertising

Picky Pays

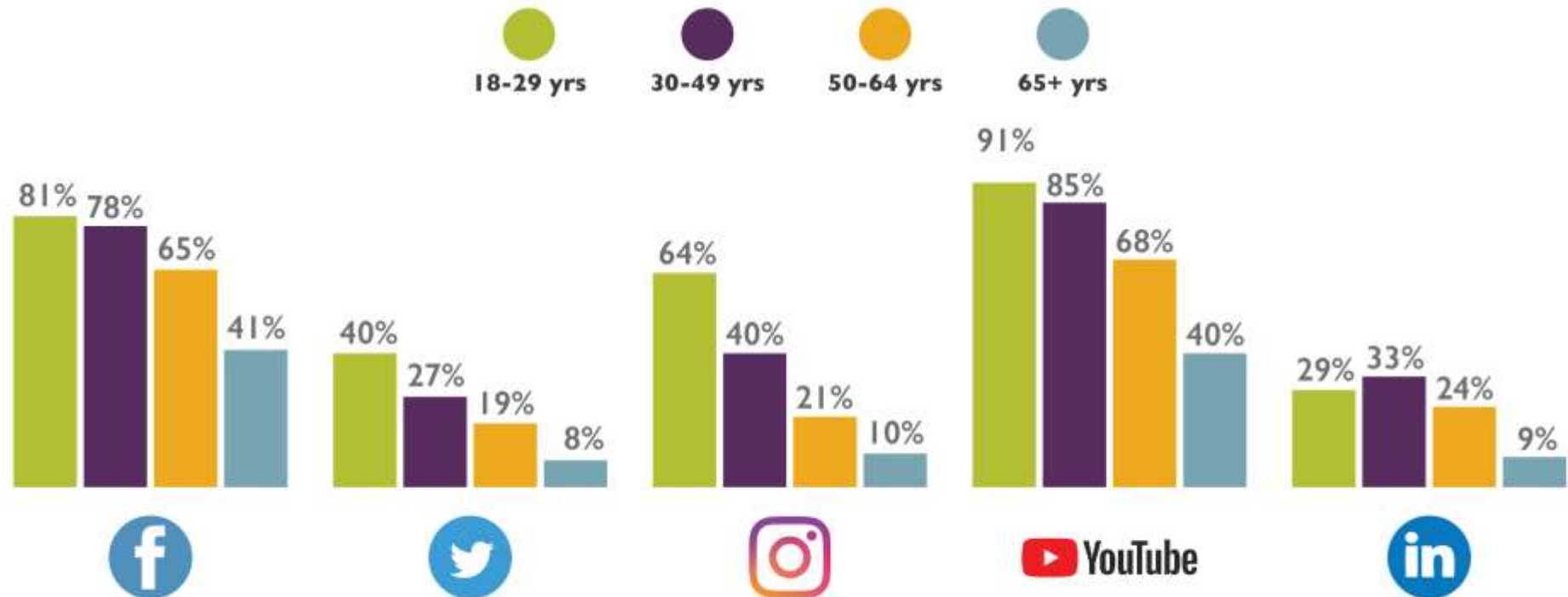
Careful selection during the planning phase,
can increase results

- Determine the best platforms for your business
- Better to be active on a few networks, than to be inconsistent on several sites
- Select SMART goals
 - **S**pecific
 - **M**easurable
 - **A**chievable
 - **R**elevant
 - **T**ime-bound



ONLINE SOCIAL NETWORKING

PLATFORM USERS, BY AGE



Content is King

Right content. Right place. Right time.

- Create a content management plan
- 80/20 rule
- Mix it up-video, tips, articles, quotes, images, industry news, etc.
- Tools
- Schedule and monitor



Measurement

Understanding your audience is critical to a successful social media strategy

- **Awareness:** these metrics illuminate your current and potential audience
- **Engagement:** these metrics show how audiences are interacting with your content
- **Conversion:** these metrics demonstrate the effectiveness of your social engagement
- **Consumer:** these metrics reflect how active customers think and feel about your brand





Thank You

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