



## Phase 1 - Foundation

- Conduct client survey
  - current use of social media
  - gap analysis
- Compose creative brief
- Outline concept definition
- Estimate budget - time and financial resources
- **Framework established**

## Phase 2 - Concept and Strategy

- Refine concepts - determine core uses of social media from a range of options, including:
  - branding
  - product promotion
  - customer service
  - user-generated content and dialogue
  - lead generation
  - public relations
  - human relations
  - market research
- Identify target audience for each core use
- Assign key client personnel
- Determine optimal mix of key sites
- Delineate scope of content - key words, concepts, tag lines, resources
- **Strategy defined**

## Phase 3 - Implementation and Integration

- Build presence and profiles on key sites
- Establish blog, if requested
- Incorporate graphics, backgrounds
- Research, find and invite friends/connections/followers
- Provide training on key sites and tools
- **Social Media strategic plan is launched**

## Phase 4 - Promotion

- Cross-promote content across social media sites, websites/blog
- Continue to add appropriate friends/connections/followers
- Initiate engagement with appropriate industry influencers - cross promote
- **Social Media strategy takes hold**

## Phase 5 - Monitoring and measurement

- Use appropriate analytics to measure effectiveness of social media tactics
- Monitor feedback from users
- Survey social media landscape for new sites, functions, strategies and update as appropriate
- **Strategy remains fresh and relevant**

