

# SOCIAL MEDIA STRATEGY, IMPLEMENTATION & MONITORING

## Phase 1 - Foundation

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- 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

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- 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**

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- 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**

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- 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**

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- 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