

Social Media Strategy 101

SLSBC 2011

1. Goals

- Specific I want to increase traffic to my website by **10%**
 - Measurable
 - Realistic We want a monthly average of **70** interactions on Facebook
- I want **20** new Followers on Twitter every Month

2. Audience

Who is your audience? What do you know about them?

- Age, Race, Gender
- How do they talk to **you**
- How do they talk to **each other**
- What is the best way to reach them

3. Channels

What channels should you use and what will be best for your company/brand?

- Facebook: B2C
- Twitter: B2B, B2C
- YouTube: B2C
- Blog: B2B, B2C

4. Resources

- Time
- Man Power
- Accountability and Responsibility

The Four “C’s” of Social Media

- Content
 - Always provide interesting and valuable content, don’t just post to post
- Consistency
 - Create a schedule and stick to it, even if it’s just 15 minutes a day. Consistency is key
- Customization
 - Set yourself a part from the competition by customizing your online presence
- Community
 - The most important of all the “C’s” don’t forget that the reason you’re on social media is to build your community – be thoughtful and genuine with those people