Social Media Strategy 101

1. Identify & Plan

What are your goals?
Who makes up your audience/community? Stakeholders, Members, Influencers, and Resource Providers?
What are their goals?
Which networks does your audience prefer and where can you go to meet everyone’s goals?
What level of craft and curation do the messages require?
How interactive is the network?
What type of interaction will you allow?
What will your personality be? Editorial style and tone?
Will you have a team to help you managing your community? What will their roles be?
Do you need to gather tools to help you monitor and measure your networks?

2. Deliver & Participate

Determine the frequency of messaging. Hourly, Daily, Weekly, or Monthly?
Deliver content to the appropriate network.
Monitor the conversations by watching and listening.
Participate in conversations. Ask good questions and clear up misinformation.
Encourage desired behaviors like user-generated content.

3. Analyze & Evolve

Use analytics to determine who, what, when, where, and how.
Measure how goals are being met, or not.
Calculate the return on investment to inform throttling up or down efforts.
Shift focus and adjust efforts depending on changes in demographics and interactions.