**Step by Step Guide to Social and Digital Media Strategy**

**Micro Strategy Checklist and Worksheet**

**1. Identify your Audience**

List your key audience(s)/users.

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Do you know who the key influencers are?

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Which social media platforms do key audiences engage with?

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What are audiences ready for?

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**2. Define Objectives and Success Metrics**

What is the ask? What do you want the social media strategy to achieve? e.g. awareness, sales, user loyalty. (Ensure expectations are reasonable)

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Define success metrics. E.g.

**Web 2.0 Metrics** **Engagement Metrics**

Posts \_\_\_ Site visits \_\_\_

Tweets & re-tweets \_\_\_ Unique visitors \_\_\_

Facebook friends/likes \_\_\_ Visit frequency \_\_\_

Followers \_\_\_ Page views per visit \_\_\_

Ratio: Following to Followers \_\_\_ Time on site \_\_\_

Mentions \_\_\_ Newsletter registrations \_\_\_

Shared pages \_\_\_ Conversions \_\_\_

Page 1 search rankings \_\_\_

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**3. Establish the “Social Media Team” and Resources**

Who will be responsible for crafting strategy and tactics?

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Who will be responsible for implementing the strategy and tactics?

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What resources will be required? E.g. financial, human, ICT

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**4. Select Social Media Platforms**

Which social media platforms suit different messages/audiences?

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**5. Engage Users**

Content: types of media, tone of voice, frequency of postings, guidelines

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Duties: producing, posting, sharing, responding

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Policy: dealing with negative comments

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**6. Build Reach**

Promote online: website, email, newsletters, interactions with other sites/users

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Promote offline: PR, Word-of-mouth, flyers, posters

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**7. Monitor and Report**

At the end of each campaign:

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| * Evaluate metrics achieved against those planned
* Identify whether or not objectives achieved
* Identify key trends or user behaviour patterns emerging from campaign
* Identify tactical improvements or changes
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