

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.

→

Do you know who the key influencers are?

→

Which social media platforms do key audiences engage with?

→

What are audiences ready for?

→

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)

→

Define success metrics. E.g.

Web 2.0 Metrics

Posts ____

Tweets & re-tweets ____

Facebook friends/likes ____

Followers ____

Ratio: Following to Followers ____

Mentions ____

Shared pages ____

Page 1 search rankings ____

Engagement Metrics

Site visits ____

Unique visitors ____

Visit frequency ____

Page views per visit ____

Time on site ____

Newsletter registrations ____

Conversions ____

3. Establish the “Social Media Team” and Resources

Who will be responsible for crafting strategy and tactics?

→

Who will be responsible for implementing the strategy and tactics?

→

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

→

4. Select Social Media Platforms

Which social media platforms suit different messages/audiences?

→

5. Engage Users

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

→

Duties: producing, posting, sharing, responding

→

Policy: dealing with negative comments

→

6. Build Reach

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

→

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

→

7. Monitor and Report

At the end of each campaign:

- 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