

VERSION [0.0]

[DATE]



SOCIAL MEDIA STRATEGY

[DOCUMENT SUBTITLE]

PRESENTED BY: WANITA ZOGHBY-FOURIE

[COMPANY NAME]

[COMPANY ADDRESS]

SOCIAL MEDIA STRATEGY

OBJECTIVES

COMPANY OBJECTIVES

What is your company's three key objectives for the year?

SOCIAL MEDIA OBJECTIVES

What are your key social media objectives for the year? When setting these objectives ask yourself how they align to you Company objectives.

CURRENT STATE ANALYSIS

LIST YOUR CURRENT SOCIAL MEDIA

Social Media Platform	No of followers	Rate how well this is used? (Poor/ Average/ Good/ excellent)
1		
2		
3		
4		
5		

AUDIENCE, MARKET AND PRODUCT. (MATCH YOUR PRODUCT TO YOUR AUDIENCE AND THEN THINK OF THE SOCIAL MEDIA PLATFORM WHERE THIS WOULD BEST BE PROMOTED)

Product or Service	Target Market	Social Media Platform
1	Identify your target market and be as specific as you can. Tip: Start with who is not your target market.	
2		
3		
4		
5		

SOCIAL MEDIA PLATFORM ANALYSIS

Platform e.g. LinkedIn/ Facebook etc	Completed Properly? (either add yes or write out what needs to be done).	On Brand? (are you branded correctly on this platform? Write yes or what needs to be done.)
1	Identify your target market and be as specific as you can. Tip: Start with who is not your target market.	
2		
3		
4		
5		

MORE SOCIAL MEDIA QUESTIONS

Question	Answer
Who has control over passwords?	
Other admins on your platforms?	
Any accounts that need to be deleted?	
Do you have all information for your set up?	
Will you run campaigns?	
Do you have a content plan?	

SOCIAL MEDIA RISK ANALYSIS

LIST THE RISKS THAT YOU MAY NEED TO DEAL WITH.

Social Media Platform

HOW CAN YOU OVERCOME THESE RISKS?

	Questions
1	
2	
3	
4	
5	

RESOURCES

WHICH SYSTEMS OR PEOPLE CAN YOU USE TO AUTOMATE YOUR SOCIAL MEDIA?

	Name of Resource	To help with?
1	(List your resources – this could be the name of a person, a product e.g. Buffer or an outsourced company. If your name is against everything, look at what you can change to make your social media experience better.)	
2		
3		
4		
5		

CONTENT (YOU NEED TO DEVELOP A CONTENT PLAN WHICH SITS ALONGSIDE THIS STRATEGY PLAN)

	Questions	Answers
1	Content developments: Who will develop content?	
2	How often will content be developed?	
3	Where will other content be sourced?	
4	Do you have a content plan?	
5	Will you be running campaigns and promotions?	
6	Do you have a Social Media Policy?	

SOCIAL MEDIA METRICS

THERE ARE 6 KEY PERFORMANCE INDICATORS THAT SHOULD BE MEASURED ALONG THE WAY AND THE KEY METRICS UNDER EACH ONE NEEDS TO ALIGN TO YOUR BUSINESS STRATEGY.

They are:

- Activity:** The output of your social team
- Reach:** Your audience and potential audience
- Engagement:** Interactions and interest in your brand
- Acquisition:** Creating a relationship
- Conversion:** Actions, sales and results
- Retention and advocacy:** Happy customers and brand evangelists

CHOOSE WHICH OF THESE MEASUREMENTS WOULD BEST SUIT YOUR BUSINESS. THESE WILL CHANGE OVER TIME. DON'T CHOOSE TOO MANY, ONLY WHAT YOU CAN COMFORTABLY MEASURE.

Activity – The output of your social team	Yes	No
Average response time: The average time it takes a team member or brand representative to respond to comments and inquiries.		
Content rate: The number of pieces of content you produce per period		
Post rate: Number of social media posts per period.		
Post topic mix: The percentage of posts to each social media network per period broken down by content topic (e.g. resources, special offers, blog posts, etc.)		
Post type mix: The percentage of posts to each social media network per period broken down by type (e.g., image, link, video, text, poll, etc.).		

Questions	Answers	
<p>Response rate: The percentage of questions, comments or problems from people talking about your brand that you respond to within a certain amount of time.</p>		
<p>Reach – Your audience and potential audience</p>	<p>Yes</p>	<p>No</p>
<p>Audience growth rate: The rate at which a brand adds (or loses) audience members per channel</p>		
<p>Average position: The average position where a brand’s ad appeared on a search engine results page</p>		
<p>Brand awareness: The overall number of mentions of your brand online per period</p>		
<p>CPM: Cost per thousand ad impressions in paid advertising</p>		
<p>Fans/followers: The total number of people in your various networks per period</p>		
<p>Influence score: Influence scores, offered by providers like Klout and Kred, measure how influential a person or brand is on a particular social channel</p>		
<p>Keyword frequency: The number of times that a particular keyword or phrase is found within a brand’s social graph</p>		
<p>Post reach: The estimated number of people who see a specific piece of your content at least once during a time period</p>		
<p>Potential impressions: The number of times a piece of content could be displayed, regardless of whether it is interacted with, during a time period</p>		
<p>Potential reach: The potential number of people in a brand’s audience, compounded by friends of audience members or others in a community who could have the opportunity to see a piece content, during a period of time</p>		
<p>Share of audience: The rough percentage of people a brand will reach as compared to its competitors</p>		

Questions	Answers	
Share of engagement: How a brand's engagement metrics compare to others in similar fields		
Share of voice: How big a brand's portion of the conversation is compared to others in their space		
Sentiment: Percentage of overall brand mentions that are positive, neutral and/or negative in sentiment		
Video views: Number of views your video content gets on channels like YouTube, Vimeo or Facebook		

Engagement Metrics – Interactions and interest in your brand	Yes	No
Amplification rate: The number of shares on average for each post. Depending on which networks you're active on, you might want to amplification rate apart		
Applause rate: The number of approval actions, or virtual "applause," you get from your audience per period, including +1s, likes, thumbs-ups, favorites, etc.		
Average engagement rate: The percentage of your total audience that has engaged with your content in any way on a social channel per reporting period.		
Comment rate: The average number of comments your content gets per post		
Conversation rate: The number of conversations going on per social media post. On Facebook, Google+, LinkedIn, Pinterest and Instagram, this will be comments. On Twitter, it's replies		
Engagement as a percentage of audience: Total engagement actions across all social networks divided by total audience		
Engagement per fan/follower: Total engagement actions for one network divided by the number of fans (or followers) for that network		

Questions	Answers	
<p>Virality: The rate at which a piece of content spreads across the social web. A good way to measure this one is total shares per piece of content</p>		
<p>Acquisition metrics – Building a relationship (Google analytics can provide a lot of these stats)</p>	Yes	No
<p>Blog subscribers: Number of subscribers to your blog</p>		
<p>Bounce rate: The percentage of visitors who only went to a single page of your site, bouncing back to the place they came from rather than clicking further into the site</p>		
<p>Click-throughs: The number of clicks on a link within a post on a given social network</p>		
<p>Click-through rate: The rate at which your audience clicks on a link within a post on a given social network, found by dividing the number of clicks on a post by the number of impressions for the post</p>		
<p>CPC: Cost-per-click (for paid search or social advertising)</p>		
<p>Email subscriptions: Number of subscribers to your email list</p>		
<p>Leads: The number of potential sales contacts earned through social media per time period</p>		
<p>Links: Number of pages linking to a specific page of content on your site</p>		
<p>Micro-conversions: Any measureable activity that a brand’s users frequently engage in before a conversion</p>		
<p>Page views: Number of pages viewed or clicked on a site during the given time</p>		
<p>Percentage of social visits: The percentage of traffic to your site that is referred by a social media source</p>		

Questions	Answers	
Rank per keyword: Average position your content earns in a search engine for a specific key word or phrase		
Sessions (formerly unique visitors): A group of interactions that take place on your website within a given time frame (A single session can contain multiple screen or page views, events, or social interactions)		
Session duration (formerly time on site): Total duration of all sessions (in seconds) / number of sessions		
Traffic: Number of visits and visitors social media drives to your sites per period		
Traffic ratio: Percentage of traffic from each of three main segments, including: <ul style="list-style-type: none"> • Direct visitors – Those who visit your site by directly typing your URL in their browser address bar, • Search visitors – Those who visit your site based on a search query • Referral visitors – Those who find your site through another blog or site. 		
Conversion metrics – Action, sales and results	Yes	No
Average purchase value/average order value: The average value of each purchase made by your customers		
Average revenue per customer: How much the average customer spends with a brand, found by dividing yearly revenue by yearly customer count		
Conversions: Number of conversions per time period (Conversions can be defined as the ultimate action you'd like users to take on your site. Examples might be: email subscriptions, downloads, registrations, installations widget or tool, etc)		
Conversion rate: The percentage of users who take a desired conversion action, found by dividing number of conversions by total traffic per period		
CPA (cost per acquisition or cost per action): Dollar amount of how much a brand pays in order to attain a lead		
Cost per conversion: Dollar amount of how much a brand pays in order to attain a conversion		

Questions	Answers	
New visitor conversions: Number of conversions that occurred per time period by visitors new to a brand's website		
Return visitor conversions: Number of conversions that occurred per time period by visitors returning to a brand's website		
RPC (revenue per click): the average amount of revenue generated per click in paid advertising		
Social media conversion rate: The percentage of total conversions that can be attributed to social media, found by dividing social media conversions by total conversions		
ROI or return on investment: Revenue generated by social media efforts divided by all known social media expenses		
Retention metrics – Happy customers and brand evangelists	Yes	No
Brand evangelists: Number of customers your brand would consider evangelists based on their social media advocacy		
Customer annual or lifetime value: A prediction of the net profit attributed to the entire future relationship with a customer		
Customer retention rate: The percentage of the total number of customers retained in context to the customers that have cancelled.		
Customer reviews/ratings: Number of positive or negative customer reviews or ratings received per period		
Customer satisfaction: A measure of how products and services supplied by a company meet or surpass customer expectation		

Questions	Answers
Customer satisfaction rate: A score expressed as a percentage between 0 and 100, with 100% representing complete customer satisfaction. This metric is most often determined by a single question in follow-up surveys along the lines of, How would you rate your overall satisfaction with the service you received?	
Customer turnover rate/churn: A measure of the number of customers who leave over a specific period of time	
Customer testimonials: Number of positive customer testimonials gathered per period	
K-factor: The growth rate of websites, apps, or a customer base	
Net Promoter Score: To calculate this one, customers answer the question, How likely is it that you would recommend [your company] to a friend or colleague? Using a scale of 0-to-10 points.	
Support cost per ticket: The total monthly operating expense of a support team divided by the monthly ticket volume	

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ACTION PLAN – WHAT ARE THE STRATEGIC CHANGES THAT NEED TO BE IMPLEMENTED?

Step	Action	Due date for completion	% complete
1		[Date]	%
2		[Date]	%
3		[Date]	%
4		[Date]	%
5		[Date]	%
6		[Date]	%