

Social Media and Crises

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DGM 730

Lecture 9

Social Media Strategy



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Lecture outline

Social Media Strategy

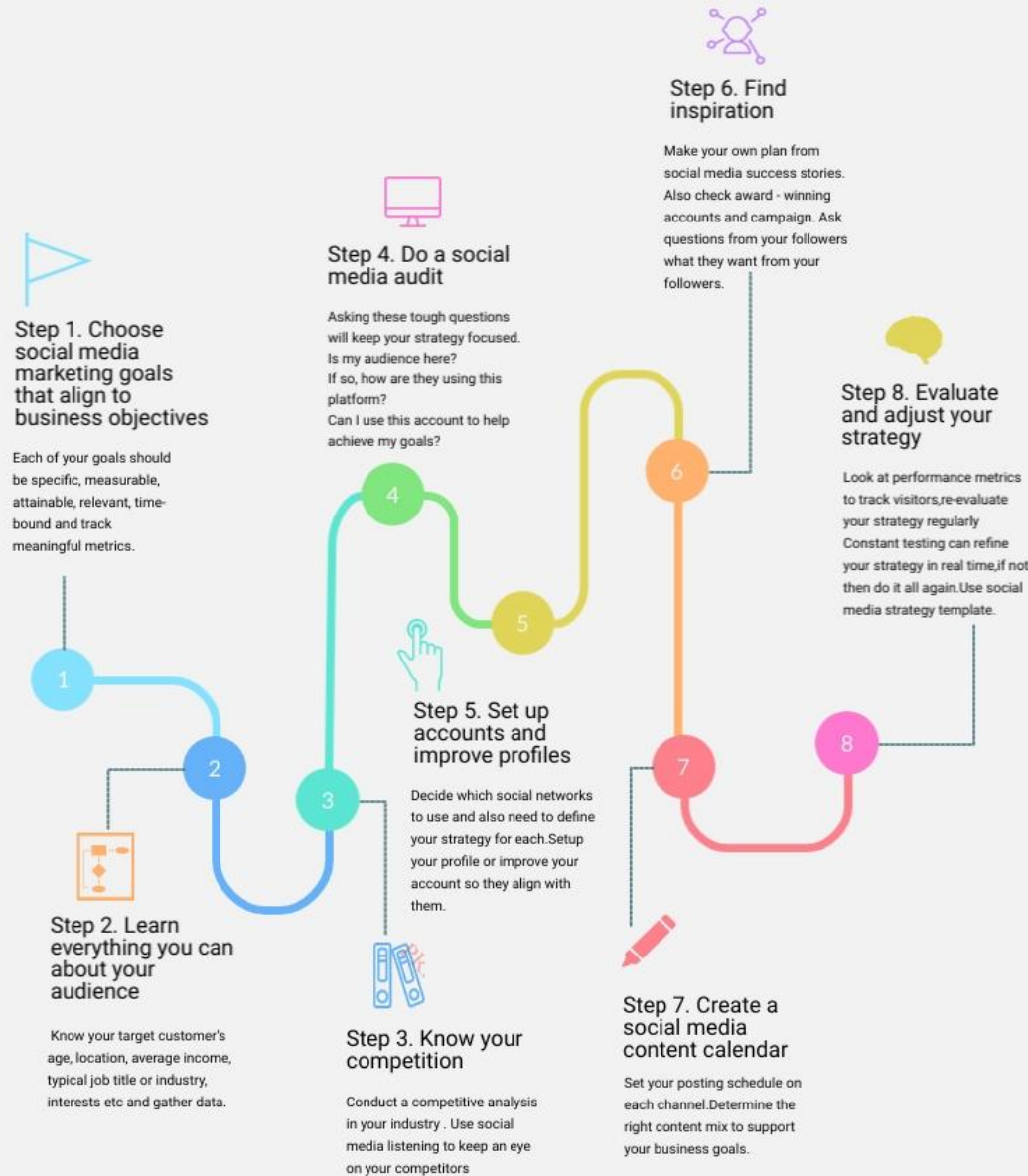
- The role of platforms such as Twitter, Facebook and YouTube.
- A look at the processes required to use these tools effectively.

20 Steps for Social Media Strategy

1. Select Relevant and Realistic Social Media Marketing Goals
2. Determine Your Most Relevant Metrics
3. Decide Who You Want as Your Social Media Audience
4. Understand Your Social Media Audience
5. Select the Right Social Media Networks for Your Audience
6. Investigate How Your Competitors Approach Social Media
7. Establish a Realistic Social Media Budget
8. Plan the Types of Content You Intend to Share
9. Set Up Your Accounts Properly Before You Make and Promote Content
10. Establish the Best Times to Post and Set Up a Content Calendar
11. Create Suitable Content to Share with Your Followers
12. Promote Your Social Channels
13. Engage with Your Audiences
14. Build a Community for Your Audience
15. Consider Paid Promotion to Boost Your Audiences
16. Consider Working with Influencers to Widen Your Reach
17. Consider Working with Brand Advocates
18. Consider Using Chatbots as Part of Your Social Media Marketing Strategy
19. Run Cross-Channel Campaigns
20. Track Your Results and Adapt Your Social Media Plan

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How to Build Social Media Strategy?



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How to Build Social Media Strategy?

1. Select Relevant and Realistic Social Media Marketing Goals

- ❑ One of the most significant problems faced by many businesses engaged in social media is that they have never spent the time to set relevant and realistic social media marketing goals. They know they need to be on social media, but have no idea why they are there.
- ❑ Of course, your social media marketing plan needs to fit into your business planning as a whole. Ideally, you will have set strategic goals for how you want your business to progress. Your social media marketing goals should complement your overarching business goals.

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1. Select Relevant and Realistic Social Media Marketing Goals

☐ Suitable Social Media Goals Could include:

- ☐ Increasing brand awareness
- ☐ Achieving a set higher quantity of sales
- ☐ Improving your ROI
- ☐ Driving people to increase in-store sales
- ☐ Grow your fan base



Specific	Measurable	Attainable	Relevant	Time-Bound
Make sure your goals are focused and identify a tangible outcome. Without the specifics, your goal runs the risk of being too vague to achieve. Being more specific helps you identify what you want to achieve. You should also identify what resources you are going to leverage to achieve success.	You should have some clear definition of success. This will help you to evaluate achievement and also progress. This component often answers how much or how many and highlights how you'll know you achieved your goal.	Your goal should be challenging, but still reasonable to achieve. Reflecting on this component can reveal any potential barriers that you may need to overcome to realize success. Outline the steps you're planning to take to achieve your goal.	This is about getting real with yourself and ensuring what you're trying to achieve is worthwhile to you. Determining if this is aligned to your values and if it is a priority focus for you. This helps you answer the why.	Every goal needs a target date, something that motivates you to really apply the focus and discipline necessary to achieve it. This answers when. It's important to set a realistic time frame to achieve your goal to ensure you don't get discouraged.

Lec. 9**How to Build Social Media Strategy?****2. Determine Your Most Relevant Metrics**

- ☐ The existence of fake followers on any social network means that follower numbers have little value as a metric.
- ☐ Ideally, you should look at the marketing goals you set, and determine which metrics will provide you with the answer as to whether you are meeting that goal.
- ☐ For example, if you have a goal that aims to increase your brand awareness, then Post Reach is a relevant statistic. It will tell you how far your content is spreading across social channels.

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2. Determine Your Most Relevant Metrics

- ☐ If your goals are more sales-based, or you want to drive people to take a particular action, then you should take notice of the number of Clicks. Tracking Clicks per campaign will give you a good indication of what drives people to buy or do what you ask of them.
- ☐ You will often take most interest in the engagements on your posts. This shows how people interact with your content and whether it resounds with them.

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3. Decide Who You Want as Your Social Media Audience

- ❑ One of the most common mistakes made by firms on social media is to think that all followers will be good for them. There is a good reason why pundits deemphasize the metric Follower Numbers and call them vanity metrics. There is little point in having somebody as a follower unless he is likely to take an interest in the content you share.
- ❑ This is probably the biggest problem with buying fake followers. fake followers don't engage with your account. Some aren't real people at all, merely bots. They certainly won't make future customers. These people, whether they are real or fake accounts, will not spend any money on your products. They will not refer people to you. They are of no value to you at all.

Lec. 9**How to Build Social Media Strategy?****4. Understand Your Social Media Audience**

- ❑ **Not all social media audiences are alike. Different types of people use social media in varying ways. If you're going to meet your goals, you need to be using the same social media networks as your target audience. Similarly, if you intend to engage in influencer marketing, you need to ensure that you engage influencers whose audience matches your target market.**

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5. Select the Right Social Media Networks for Your Audience

- ☐ Some people worry about how they are going to find the time and energy to operate accounts on every social network. In most cases, you don't need to. You simply need to find the right social networks for your business. You want to discover the social networks where your intended audience spends their time.
- ☐ You may have to carry out some research first to discover where your intended audience hangs out. This shouldn't be too difficult, particularly if you know your customers. If you don't already understand this, you could survey them, asking them for their preferred social accounts.

Lec. 9**How to Build Social Media Strategy?****5. Select the Right Social Media Networks for Your Audience
Don't Waste Time on Social Networks Your Audience Don't Use**

- ☐ If a sufficiently large proportion of your target audience spends time on a social network, you want to be there too. If they have little interest in a platform, you can give it a miss, and not waste your time and resources there.
- ☐ There is another factor that you should consider to make your life easier. Many businesses find it easier to use some form of social media marketing platform to help them schedule posts in one place in bulk.

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6. Investigate How Your Competitors Approach Social Media

- ❑ You will usually have competitors who will also run a social strategy. You will definitely need to know what they are doing. What is their focus? Whom are they targeting? What key phrases are they trying to dominate?
- ❑ You can quickly conduct a competitor analysis to help you better understand their strengths and weaknesses. This should give you a better understanding of what potential customers expect from businesses in your industry.
- ❑ You might spot your competitors' weak social areas and be able to exploit the gaps. For instance, one of your competitors might be influential on Twitter, but have a weak Facebook presence, despite your target market using that network. In that case, it may pay you to put more resources into Facebook rather than competing head to head on Twitter.

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7. Establish a Realistic Social Media Budget

- ❑ Social media marketing is as viable a form of marketing as any other marketing type for most companies, and you should be prepared to allocate a budget accordingly. You can't expect social media success if you simply tag it onto the pre-existing list of duties your existing office staff performs.
- ❑ On the other hand, you shouldn't spend more on your social media activities than you can realistically earn in increased sales, or at least in brand recognition and awareness if that is more where your goals lie.
- ❑ As with any form of marketing, you should calculate a return on investment (ROI) from your social media expenditure, bearing in mind the goals you set earlier in your strategy.

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8. Plan the Types of Content You Intend to Share

- ❑ Of course, to be successful on social media, you will need high-quality content to share. One of the biggest mistakes that businesses do is to share excessive promotional material. Remember, social networks are designed to be social – they were never intended to be a marketplace for you to sell your products.
- ❑ Therefore, you need to balance the content you share socially, to be a mixture of informative and entertaining items, with a small percentage of promotional material added in. You will also need to like and share other people's content.
- ❑ This is probably the most significant reason that most influencers gain that status. They know their audience well and create the perfect content to interest their followers. As a brand, you need to do the same.

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8. Plan the Types of Content You Intend to Share**Be Realistic About What You Can Produce**

- ☐ You need to understand any limitations you may face when creating content. For example, you might want to run a great YouTube channel, but if you don't have the equipment, people, knowledge, and time to create high-quality videos, it is pointless going down that track. You don't want a YouTube channel with just one or two poorly-filmed videos of talking heads.

Lec. 9**How to Build Social Media Strategy?****8. Plan the Types of Content You Intend to Share****Don't Mix Your Personal Tastes with Those of Your Target Audience**

- ☐ The odds are that you, or the person running your business social account, will also run personal social accounts. You must distinguish between the two types of accounts. Just because you like to make a particular type of post on your own accounts, does not mean that those posts will work on the company accounts.

Lec. 9**How to Build Social Media Strategy?****9. Set Up Your Accounts Properly Before You Make and Promote Content**

- ☐ It is vital that you set your accounts up correctly. You will want a consistent visual look across all of your social channels. Use the correct colors, logos, and similar graphics on each network.
- ☐ Don't waste any of your social real estate. Take the time to fill in your bios and profiles fully. Make sure that you link to relevant places, perhaps even create specific landing pages on your website for people who click through from your social accounts.
- ☐ It is worth taking the time to ensure that you have uploaded all the images on your bios and profiles at the best resolution for the social network.

Lec. 9**How to Build Social Media Strategy?****10. Establish the Best Times to Post and Set Up a Content Calendar**

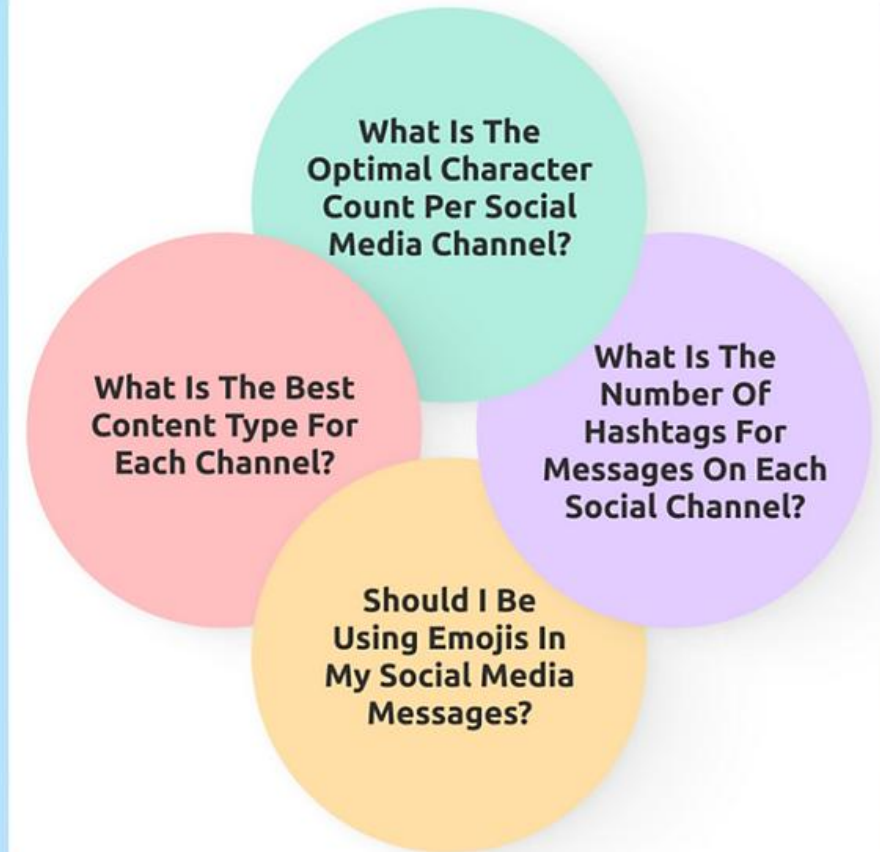
- ☐ While you could manually make all of your social posts, that is inefficient, and may not lead to the best results. Most of the social networks now use some form of algorithm to filter the results they give people. This means that if you post at a different time to when your target audience is online, they may never see your content.
- ☐ Ideally, you will want to use one of the social scheduling tools so you can set up and organize multiple posts at the same time.

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11. Create Suitable Content to Share with Your Followers

- ❑ There are four questions you should ask yourself when creating content:
- ❑ Don't forget the importance of images and videos. Visual content is more than 40 times more likely to be shared on social media than other types of content.



Lec. 9**How to Build Social Media Strategy?****11. Create Suitable Content to Share with Your Followers****Create Diverse Content**

- ❑ While you want your content to have a general look, particularly within individual social campaigns, you don't want all your social content to look the same. People respond best to variety in their social feeds. Depending on the social network, they like a mix of attractive imagery, entertaining videos, and even some compelling text copy. Of course, some social networks only allow you one or two of these content types, but you can still alter the mix of posts within a medium.

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11. Create Suitable Content to Share with Your Followers**Customize Your Content for Each Social Network**

- ❑ It's important to remember that not every social channel is identical. Ideally, you should customize your content for each network.

X (Prev. Twitter)

- ❑ X (Prev. Twitter) comes with a self-imposed limitation – you can't write more than 280 characters in a tweet. So, your message needs to be short and to the point. You can include links in tweets and hashtags (but no more than 1 or 2). Tweets with images perform far better than those without.

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11. Create Suitable Content to Share with Your Followers

Customize Your Content for Each Social Network

Facebook

- ❑ Facebook posts can be longer than tweets, but don't make them excessively so. People can be easily turned off by a wall of text. It is always a good idea to include some personal comments, even if you are simply sharing curated content. Short videos perform well on Facebook. Add an image or video with every Facebook post, but relate them to your text. Link posts often perform well on Facebook

LinkedIn

- ❑ LinkedIn is a professional network, so you need to ensure that all the posts you share there are suitable for such an audience. People often read posts on LinkedIn hoping to educate themselves, particularly anything that can help further their careers.

Lec. 9**How to Build Social Media Strategy?****11. Create Suitable Content to Share with Your Followers**
Customize Your Content for Each Social Network**Instagram**

- ❑ Instagram is an image-based social network, so you need to share interesting, relevant photos, and short videos. You can combine these to tell a Story, which has the advantage of sitting at the top of people's feeds, rather than being lost in regular posts.

Pinterest

- ❑ Pinterest is also very image-focused. Indeed, people Pin images on themed boards. So you need to focus your Pinterest content around a pinnable picture. Pinterest can be perfect for creatively showcasing products, particularly if you have a predominantly female target audience.

Lec. 9**How to Build Social Media Strategy?****11. Create Suitable Content to Share with Your Followers****Customize Your Content for Each Social Network****YouTube**

- ❑ YouTube is, of course, renowned as the home of medium to long-form video. You set up a channel and post videos to it, preferably following an overall theme. You need something to set you apart from all the other YouTube channels. You should aim to post at least one video per week, so your audience knows they can expect new videos consistently. You should generally avoid simply uploading your existing television ads. Aim to make and upload well-made, high-quality videos. One way to avoid making videos that look too obviously like ads is to make interesting videos that incorporate your products.

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11. Create Suitable Content to Share with Your Followers Customize Your Content for Each Social Network

TikTok

- ❑ TikTok is beloved by **Generation Z** and, to a lesser extent, millennials. If they're your target market, then you should be making short-form videos for the platform. Videos on TikTok can be of any length up to 10 minutes, although most are around 15 seconds. Trends are significant to TikTok's audiences, so take note of the latest trends and try to make and share a quick video following the trend as soon as you notice it. As with YouTube, it's vital you choose a niche for your TikTok videos that is likely to interest your target audience. With TikTok videos being short, you need to post often to keep the attention of your viewers.

Generation Z is "the generation of people born in the late 1990s and early 2000s"

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12. Promote Your Social Channels

- ☐ Although good content will ultimately sell your social channels, you still need to gain your initial following. People have to find your channels before they can choose to follow you.
- ☐ You can promote your channels in various ways, some highly visible, others more subtly.
- ☐ You should place buttons for all your social accounts at various places on your website – on your home page, in your footer, on your About and Communications pages, for example. If you have an email list, you should include a reference to your social channels in any emails and newsletters you send. You can easily add buttons to your social channels in the footer of every email.

Lec. 9**How to Build Social Media Strategy?****13. Engage with Your Audiences**

- ❑ People don't just go onto social networks to read, look at, or watch content. They go online to interact with other people and to be social. Successful businesses do not just broadcast to their social audiences. They engage with them too.
- ❑ This is why you should not attempt to cover every social network unless you have a very diverse target market and an army of personnel dedicated to this task. By focusing your attention on the social networks your target market frequents, you can use your resources efficiently.
- ❑ Some firms have found it very useful to create custom hashtags. Not only can these encourage discussions and sharing, but they also make it easier for you to search for posts that reference your business.
- ❑ Ideally, you should respond to all social mentions of your business and demonstrate that customer care is a priority for you.

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14. Build a Community for Your Audience

- ❑ One of the best ways of engaging with your audience is to create a clear community for them. You want to be one of their "go-to" places each day. A crucial part of this is establishing a personality online. You want to ensure that your business comes across as having heart and soul, and people don't see you as a faceless corporation.
- ❑ Try and make your posts interactive and involve your audience. Make a point of asking them for an opinion. You could perhaps include quizzes and questions to collect your followers' views. Whatever you do, make sure your posts are interesting and newsworthy. Don't simply regurgitate your advertisements. You want your followers to return to your posts regularly, so they must find them of value.

Lec. 9**How to Build Social Media Strategy?****15. Consider Paid Promotion to Boost Your Audiences**

- ☐ Most social networks allow you to buy some form of paid ads. Most will enable you to demographically target your ads, making them only visible to your preferred target audience.
- ☐ Paid promotions allow you to reach relevant audiences to whom you don't currently connect. You can use advertisements to build brand recognition, promote particular posts/videos, or even to sell products.

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16. Consider Working with Influencers to Widen Your Reach

- ❑ We obviously understand the advantages of working with influencers and engaging in influencer marketing. If you select the right influencers, you have the chance to reach a whole new audience, who hopefully will have an interest in your business and its products.
- ❑ Influencers have already mastered the art of social media marketing – that is their strength. They have built a solid reputation online, and have a large number of keen and interested followers.
- ❑ You might consider working with influencers, having them to direct their followers to your social sites. You will, of course, have to create content that will interest them when they arrive at your pages, however.
- ❑ If you select influencers whose followers match your target audience, and you provide quality content to people that the influencers direct your way, you have a chance that these people will then become your social followers too

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17. Consider Working with Brand Advocates

- ❑ You might already have access to keen and eager people who are happy to promote your brand on social media. You can include these brand advocates in your social media marketing strategy. They may not have the same reach as the top influencers in your niche, but some will already have sizeable audiences and solid reputations, and you have the added advantage that they already know and like your product.
- ❑ Brand advocacy simply means that the people who love your product or services continue to show support for your brand by promoting your organization organically to new audiences. Your brand advocates can play a significant role in word-of-mouth marketing and drive new business by being enthusiastic fans of what your company does.
- ❑ Brand advocates can include your executive leadership, company partners, employees, and existing customers.

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18. Consider Using Chatbots as Part of Your Social Media Marketing Strategy

- ❑ If you use messenger-type apps, such as Facebook Messenger or WhatsApp, with your followers, then you could consider adding a chatbot. These can help you resolve problems for your potential or existing customers without the need for any human interruption.
- ❑ SocialBee describes "the greatest benefit may actually be the fact that a chatbot will provide your customers with a smart assistant with the ability to communicate with them almost like a human consultant and it will progressively begin to get to know your customers and which of your products they are interested in."
- ❑ If the thought of using a chatbot daunts you, you don't need any coding skills or have to pay a costly development team. There are several existing chatbots you can integrate into your social channels for a monthly fee.

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How to Build Social Media Strategy?

19. Run Cross-Channel Campaigns

- ❑ Many businesses now have more than one social account and tie them together with cross-channel campaigns. You can even include your influencers and brand advocates in these campaigns too.
- ❑ Of course, if you sell multiple products targeting different groups of people, you might have quite a few business social accounts. That doesn't mean that you need to include every social account in every campaign. Focus on those accounts that match the target audience for a specific campaign.
- ❑ Every social network has its quirks and ways of doing things. For instance, hashtags began on Twitter. They're still important there, but you shouldn't use more than one or two per tweet. That network also has a fixed limit of 280 characters. Instagram seems even more beloved of hashtags, and you can use up to 30 hashtags in an Instagram post. They don't like you using the same combination of hashtags in too many posts, however.

Lec. 9 How to Build Social Media Strategy?

19. Run Cross-Channel Campaigns

- ❑ On the other hand, while some people use hashtags on Facebook, they have never taken off there in the same way they have on Instagram, Twitter, or even TikTok.
- ❑ So, you can't just use the same items of content, unaltered, on all your social networks in a cross-channel campaign. You need to think of a cross-channel campaign as one giant story you tell across all your social accounts without repeating yourself. You want to tell a connected, cohesive story that does not feel repetitive to your audience, particularly to those who follow you, your influencers, and your brand advocates across multiple social networks.
- ❑ One way to do this is to share only the content types that each network specializes in for your campaign.

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How to Build Social Media Strategy?

19. Run Cross-Channel Campaigns

- ❑ For example, you would only share images relating to your campaign on Instagram, videos of more than a few minutes duration on YouTube, short videos on TikTok, and short, sharp 280-character tweets on Twitter (but ensuring you include a suitable visual.)
- ❑ You will, of course, wish to use consistent branding across all the messages on all your social networks for your cross-channel campaign. Ideally, you might create an overall landing page giving more details about your campaign and linking all your messages there. Remember to create a unique, memorable hashtag for these campaigns (and even encourage people to use it on those networks with less hashtag interest, like Facebook.)

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How to Build Social Media Strategy?

20. Track Your Results and Adapt Your Social Media Plan

- ❑ Of course, no matter how much you plan your social efforts, there is no guarantee that things will work as you expected. If you don't track your results, however, you will never know the success of your social campaigns.
- ❑ You began the process by setting goals and then determined your most relevant metrics. Therefore, you will want to keep a constant eye on how these metrics are progressing. Are your social campaigns having the desired effects on these metrics?
- ❑ We have previously looked at 15 Instagram Analytics Tools for Influencers. Some of these also provide metrics for other social platforms. Many of the social networks offer their own analytics tools that will provide much of the necessary data. For example, you will find an Insights section for your Facebook page and Analytics sections on Twitter and YouTube.

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How to Build Social Media Strategy?

20. Track Your Results and Adapt Your Social Media Plan

- ☐ Use these tools to track your success. If they show that you are producing popular, well-shared content, create more of that type. If your content doesn't perform so well, take note of what does work, and adapt your social sharing to focus on the kind of material your followers preferred.
- ☐ You could also consider surveying your social audience to discover what they think of your social media marketing strategy. Your followers may come up with valuable ideas that you hadn't thought about. Don't be afraid to make changes if there is a chance that you can further improve your social success.

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How to Build Social Media Strategy?

Case Study

The Crisis of the Oil Giant BP



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The Crisis of the Oil Giant BP

- In 2010, a catastrophic oil spill occurred when the Deepwater Horizon drilling rig exploded in the Gulf of Mexico, causing a massive oil leak. This incident was one of the largest environmental disasters in history, severely impacting ecosystems, local economies, and the company's global reputation.
- The 2010 Gulf of Mexico oil spill was an environmental disaster caused by a massive oil leak following the explosion and sinking of the Deepwater Horizon offshore drilling rig. This floating rig, operated by the British company BP (British Petroleum), was located in the Gulf of Mexico and the incident occurred on April 22, 2010. It is considered the largest oil spill in the history of the United States and the world. The U.S. Coast Guard estimated that approximately 4.9 million barrels of oil were discharged from the well, which was located 1,500 meters below the sea surface. The incident resulted in the loss of 11 workers on the platform, who were never found. The well was officially declared sealed on September 19, 2010.

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Conclusion

Social Media Strategy

- The role of platforms such as Twitter, Facebook and Youtube.
- A look at the processes required to use these tools effectively.



Lec. 9 Recommended Reference

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Thank You