



مجموعة جامعة
الجميع الذكية
للتعليم القابضة



Social Media and Crises

Lecture 9

DGM 730
Social Media Strategy

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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

الـ ٢٤ ساعة الحاسمة

دليلك الموجز لإدارة أزمة إعلامية

التسرب النفطي في خليج المكسيك 2010 هي كارثة بيئية نجمت عن تسرب نفطي هائل حصل بعد انفجار غرق «منصة بحرية لاستخراج النفط» وهي منصة ديب واتر هورايزن وهي منصة عائمة بالدواسر تابعة لشركة بريتيش بتروليوم (BP) البريطانية في خليج المكسيك في 22 أبريل 2010، ويعتبر أكبر تسرب نفطي في تاريخ الولايات المتحدة الأمريكية والعالم. حيث قدر خفر السواحل الأمريكي مقدار التسرب بـ 4.9 مليون برميل خرجت من البئر الواقعة على عمق 1500 متر تحت سطح البحر. أدى الحادث لفقدان 11 عاملاً في المنصة، ولم يُعثر عليهم إطلاقاً. وأُعلن عن إغلاق البئر نهائياً في 19 سبتمبر 2010،

أزمة شركة "بريتيش بتروليوم" النفطية العملاقة



<https://www.youtube.com/watch?v=kS8g9LiW--g>

وقعت حادث التسرب النفطي عام ٢٠١٠، حيث انفجرت منصة الحفر **Deepwater Horizon** في خليج المكسيك، مما أسفر عن تسرب نفطي هائل. هذا الحادث كان واحداً من أكبر حوادث التسرب النفطي في التاريخ، وأثر بشكل كبير على البيئة والاقتصاد والسمعة العامة للشركة

لكن ما الذي جعل الأزمة أسوء في الإعلام ؟

Live



قال الرئيس التنفيذي لشركة بريتيش بتروليوم البريطانية، المعروفة اختصاراً بـ "بي بي"، إن كارثة التسرب النفطي، بإحدى المنصات التابعة للشركة قبالة السواحل الأمريكية عام 2010، أدت تقريباً لتدمير الشركة.

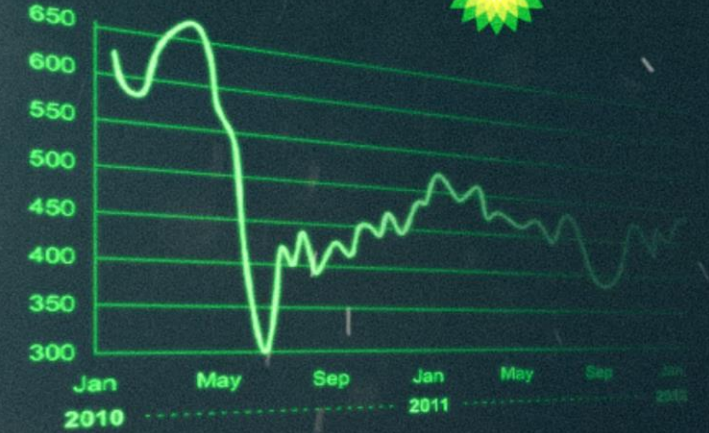
ووصف بوب دادلي الانفجار، الذي وقع في منصة "ديب ووتر هورايزون" لاستخراج النفط، وتداعياته بأنها "تجربة قريبة من الموت" بالنسبة للشركة.

وكان الحادث واحداً من أسوأ الكوارث البيئية في الولايات المتحدة، وأدى إلى تكبد الشركة غرامات وتعويضات، وكذلك تصفية أصول بأكثر من 45 مليار دولار.

وقال دادلي لبي بي سي إن الحادث كان "مأساوياً"، وهز الشركة "في صميمها"، وأدى إلى تغييرات كبيرة في بنيتها التنظيمية.

Tony Hayward

BP CEO



أخفى فريق الاتصال للشركة عدداً من الحقائق من وسائل الإعلام والجمهور وأخفق الرئيس التنفيذي في ظهوره الإعلامي ومحاولة تقليل تأثير الأزمة بعبارة **"أريد استعادة حياتي مجدداً"**

مما تسبب في هجوم واسع من وسائل الإعلام وخسائر فادحة في أسهم الشركة والتي لم تتعافى من هذه الصورة لسنوات عديدة

متى تعرف أن لديك أزمة ؟

يمكن تقسيم مستويات الأزمات إلى خمس مستويات من مرحلة الهدوء وحتى العاصفة الكبرى ويختلف تقييمها باختلاف القطاع ونوعية الخدمات وهنا مثال توضيحي نطبقه على أحد الشركات

المستوى 1

لأسئلة الروتينية والشكاوى.

المستوى 2

عميل غاضب .

تضارب في الحقائق والمعلومات

المستوى 3

أكثر من 10 عملاء غاضبين في الساعة.

سحب المنتج ، انتشار الأخبار السلبية

انقطاع الخدمة. عدم توفر المنتج (الخ)

بسرعة ، سوء سلوك الموظف.

المستوى 5

دعوى قضائية. حادث خطير أو إصابة. سلوك الموظف غير القانوني. إصابات أو

حالات تسمم لدى العملاء

ما الذي يجب أن تفعله في كل مراحل الأزمة الإعلامية ؟

1 الإجراءات الاحترازية لمنع الازمات

تطوير دليل إجرائي حال حدوث الأزمة .
التحقق من مصادر الأخبار والمعلومات .
تحديد متحدث رسمي لمواجهة الإعلام والجمهور .
تحديد أهم الرسائل الاتصالية وتوضيحها للفريق .

1

2 أثناء الأزمات

تقرير دوري للإدارة الإعلامية .
تحليل الأزمة مباشرة وتقديم .
صياغة البيان الصحفي إن يلزم .
تحديد الاستراتيجية المناسبة للرد .

2

3 بعد الأزمة

تحديد مكامن القصور والخلل .
تحديد التأثير على الصورة الذهنية .
التعديل في الخطة الإعلامية والتسويقية .
التركيز على تقوية العلاقة مع الجمهور .

3

لا تنتظر حدوث أزمة حقيقة

فالأدلة والخطط الإجرائية هي الحل لتفادي حدوث الأزمة قبل حدوثها ؛ فإذا لم تكن متأكدًا من المدة التي ستستغرقها مؤسستك لتفعيل خطط الأزمات الخاصة بها فهذا هو الوقت المناسب لاختبارها - قبل وقوع حادث فعلي !

دورة حياة الأزمة إعلاميًا



٣ - ٤ ساعات

تحديد قنوات وأشكال
النشر للتحضير والاستجابة والتعافي
مراقبة الاتصالات
خطة إعلامية
إدارة الموارد المتاحة

ساعتين - ٣ ساعات

حدد من هم الجهات المعنية
الرئيسية وتوقع مخاوفهم.
صياغة رسائل واضحة ومتسقة
تحديد خطة الاتصال مع الأزمة
التواصل الداخلي مع الموظفين

الساعة الأولى

جمع الحقائق من مصادر
داخلية وخارجية .
أنشئ فريق إدارة الأزمات
لتنسيق استجابتك.
قيم درجة الخطورة والتأثير المحتمل

استخدم مصفوفة أصحاب المصلحة

يمثل فهم الجمهور عنصراً رئيسياً في إيصال الرسالة المناسبة وإدارة الأمة

نشيطون
جداً

الطاقة المستثمرة

لا نشاط

معارضون

مقاومون نشيطون

مدافعون

داعمون نشيطون

متجنبون

مقاومون سلبيون

مناصرون صامتون

داعمون سلبيون

يختلفون معك

مصالح مشتركة

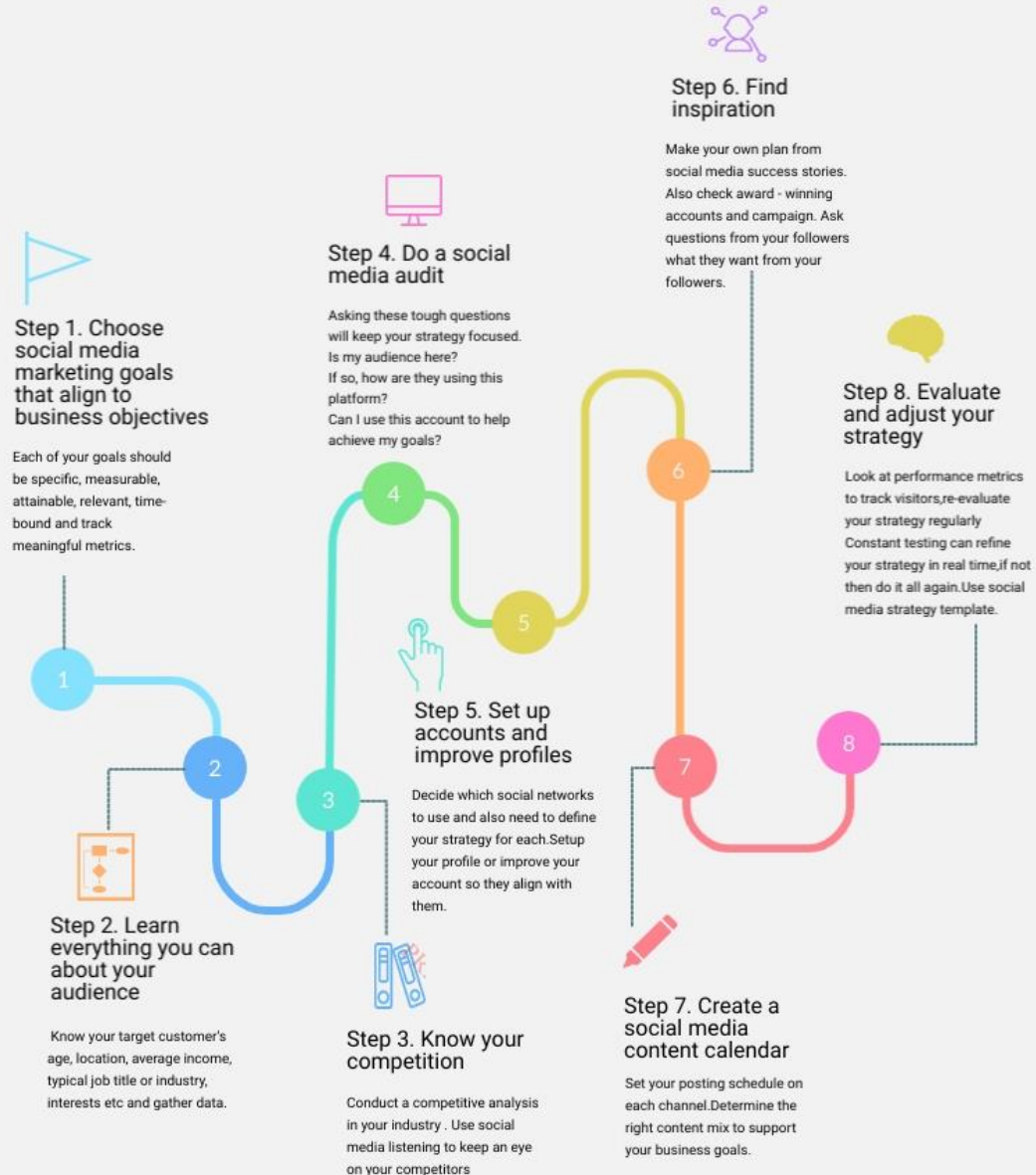
يتفقون معك

قائمة تدقيق Checklist

المصدر
د. أيمن السعيد - لينكدان

- ☐ تقييم مستوى الأزمة.
- ☐ تنبيه أصحاب المصلحة والموظفين الداخليين.
- ☐ دع الموظفين يعرفون كيفية الرد (إذا تم سؤالهم).
- ☐ إيقاف مؤقت لجميع أتمتة وسائل التواصل الاجتماعي.
- ☐ قم بالإدلاء ببيان عام على جميع القنوات.
- ☐ قم بإنشاء صفحة الأسئلة الشائعة حول الأزمة.
- ☐ مراقبة جميع المناقشات في مواقع التواصل الاجتماعي.
- ☐ الرد على كافة الشكاوى.
- ☐ تحليل المقاييس الاجتماعية خلال فترة الأزمة.
- ☐ تقييم كيفية منع حدوث أزمة أخرى.

How to Build Social Media Strategy?



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 **شامل business goals**.

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** عائد الاستثمار
- ❑ 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.

2. Determine Your Most Relevant Metrics المقاييس

- ❑ 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**.

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.

How to Build Social Media Strategy?

قرر من تريد أن يكون جمهورك على وسائل التواصل الاجتماعي

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** **الروبوتات**. **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.

هناك سبب وجيه
وراء قيام النقاد
بالتركيز على
مقياس أرقام
المتابعين
ويطلقون عليها
مقاييس الغرور.

4. Understand Your Social Media Audience

ليس كل جماهير وسائل التواصل الاجتماعي متشابهة

- ❑ 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.**

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.**

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.**

How to Build Social Media Strategy?

تحقق من كيفية تعامل منافسيك مع وسائل التواصل الاجتماعي

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.

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** النفقات , bearing in mind the goals you set earlier in your strategy.

How to Build Social Media Strategy?

خطط لأنواع المحتوى الذي تنوي مشاركته

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.

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.

لا تريد قناة على YouTube تحتوي على مقطع فيديو واحد أو مقطعين فيديو تم تصويرهما بشكل سيئ لرؤوس المتحدثين.

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.

9. Set Up Your Accounts Properly Before You Make and Promote Content

قم بإعداد حساباتك بشكل صحيح قبل إنشاء المحتوى والترويج له

- ❑ 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.**

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.

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.

من المرجح أن يتم مشاركة المحتوى المرئي على وسائل التواصل الاجتماعي بأكثر من 40 مرة مقارنة بأنواع المحتوى الأخرى.



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.

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.

Twitter

- ❑ 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.

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.

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.

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.

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.



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 **بمهارة**.
- ❑ 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**.

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.

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.

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.

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

17. Consider Working with Brand Advocates

فكر في العمل مع المدافعين عن العلامة التجارية

- ❑ 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.

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.

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** إلى هذا لا يعني أنك بحاجة إلى تضمين كل حساب اجتماعي في كل حملة. 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.

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.

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.)

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? لقد بدأت العملية بتحديد الأهداف ثم حددت المقاييس الأكثر صلة. لذلك، سترغب في مراقبة تقدم هذه المقاييس باستمرار. هل تحقق حملاتك الاجتماعية التأثيرات المرغوبة على هذه المقاييس؟
- ❑ 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.

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.

Social Media Strategy

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



Recommended Reference

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