

15 TIPS TO ENSURE YOUR SOCIAL MEDIA STRATEGY WORKS!

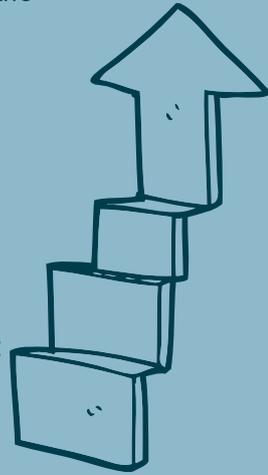
1 SET MEASURABLE & ACHIEVABLE GOALS

Set measurable and achievable goals that align with your company's overall business objectives. If you want your social media marketing efforts to have a big impact, they have to be aligned with what the business is trying to achieve. Take a look at the big picture and plan for your social media strategy to benefit the whole organisation. List your company objectives and then outline exactly how social media will help to achieve those goals. In the absence of clear business objectives, link your social media goals to your marketing goals instead.



2 BREAK DOWN YOUR GOALS

Break down your goals into specific tactics or campaigns and map out the specific steps you need to take to achieve those goals.



3 PRIORITISE YOUR GOALS

Prioritise your goals and tactics - you can't do everything at once so put first things first and work towards achieving the high-value and low complex tasks first before moving onto more complicated projects.

4 ALLOCATE RESOURCES

It's really important that anyone working on the strategy has a clear understanding of what they have to do. Make sure each task is assigned an owner and give them an ETA for completion. This ensures everyone is on the same page and all working towards the same result. Don't forget to adjust and adapt as you go - if something's not working, change it.



5 KEEP FOCUSED

As with most things, a social media strategy will start slowly and it's important to stick with it to reap the rewards. Some will take months to gain traction, depending on the industry you're in.

6 DETERMINE THE RIGHT CHANNELS

Choose the right channels. The main thing to consider here is your target market and the type of content you'll be producing. It's an important decision because you want to see results from the efforts you're making. Think about how best to deliver your content to the audience you're trying to reach.



7 SET A CLEAR BUDGET

Start off with a clear, set budget. The beauty of social media is you can adjust your budget on a daily basis if you need to. Operating in real-time means you can quickly see what's working and what you need to turn off, before your budget is exhausted. It also doesn't have to be huge - start off slowly and increase where you're seeing the greatest benefit.



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8 GET CREATIVE

Be creative. Big ideas and being different means you'll cut through the clutter. Being creative can mean different things to different organisations, so consider what being creative means to your business and break away from the norm.



9 POST ENGAGING CONTENT

Post useful and engaging content using all media options. Continuously updating your networks with content is key to engaging your existing followers and growing your following base. Keep mixing it up and offer useful how-to's, answer industry questions, provide statistics, useful hacks or behind-the-scenes content to keep people reading. Tailor your content for different audiences and deliver it in varying ways.



10 CREATE A POSTING SCHEDULE

A key component of a strong strategy is to map out on a calendar what and where you will post. Start with at least 3 months of content and update as necessary. Stay up to date with news and events and post relevant content when it arises.



11 AMPLIFY YOUR POSTS

If you want to reach those who aren't following you yet, you need to pay to boost that post or set up a specific ad campaign to target your overall objective.



12 POST A SERIES OF CONTENT

This can encourage readers to come back to see your next post. Then, they may scroll further and read your other content.



13 FOLLOW YOUR ANALYTICS

Keep an eye on your analytics to find out who your followers are and what they are enjoying. Make sure you're attracting the right people to your networks and follow their trends so you continue to build your audience.



14 POST AT THE RIGHT TIME

Post at the right time. Initially you won't know when that is, but use a test and learn approach to find out when most people engage with your content. All of this information lies in the insights section of your social channels.



15 ENCOURAGE PEOPLE TO FOLLOW & SHARE

Tell people about your networks. Make sure you have links on your website to all of your channels, and encourage your staff and promoters to follow and share.