

BASIC

SOCIAL STRATEGY

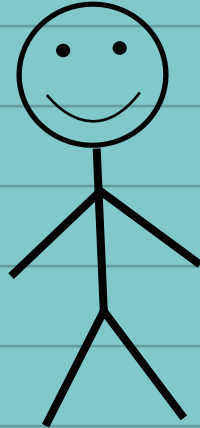
- ☐ Understand your audience. Build personas outlining who your audience is and which social channels they are active on.
- ☐ Develop your tone and voice for each platform. Clarify what your audience will get out of following you.
- ☐ Outline your objectives. What do you plan to get out of your efforts on social? Brand awareness? More traffic to your site? Build your email list?
- ☐ Determine your social budget. Social platforms such as Facebook are pay-to-play now. It is still very inexpensive, but if you want to effectively reach your audience, you will have to do some ads.
- ☐ Determine the best times to post. This process will be case by case and will take a little trial and error.
- ☐ Be Consistent! If you are going to post once a day on each channel, make sure you post every day.
- ☐ Use scheduling tools:

- * Facebook (native)
- * TweetDeck
- * Hootsuite

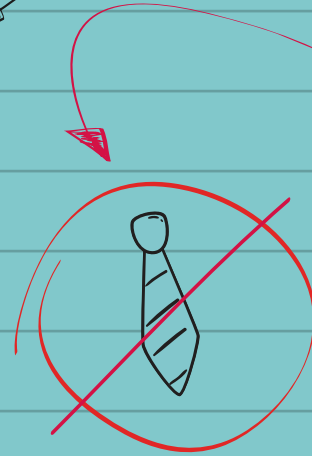
- * Buffer
- * Schedugr.am

SOCIAL MEDIA

Cheat Sheet



Audience



SOCIAL BRANDING

- ☐ Keep your social channels consistent with your brand.
- ☐ Place your company logo everywhere. On your profile, photos, memes, or anything else you post.
- ☐ Be conversational. Create a two way conversation with your audience.
- ☐ Create and post content that resonates with your audience. Educate, entertain, or enrich their lives.
- ☐ DO NOT like your own posts! Encourage your employees to like and share your content.



SEO FOR SOCIAL

- SEO is critical for social because search engines index social posts as well. This means your social posts can show up for the terms your audience is searching for.
- Consider your top keywords. Do any of them apply to the social post? If so, insert them where they best fit.

- Use relevant and popular hashtags on Twitter and Instagram to increase discoverability. [RiteTag](#) can help you identify the best tags based on your content.
- Use social meta tags for further optimization when publishing your content through [Yoast](#), or [Socialize](#).



SOCIAL CRISIS MANAGEMENT

Make Sure It's An Emergency

KNOW THE SIGNS

1. Informational asymmetry (where the brand knows no more about what is happening than the public).
2. Change from normal patterns of mentions (whether it is a skyrocketing number of mentions or the types of mentions – anything out of the ordinary could be a crisis).
3. Potential for material or reputational harm to the company (something that will stick with people or that could lead to financial losses).



Steps To Take As The Crisis Hits

- Respond immediately.
- Turn off ALL scheduled posts on every platform.
- Respond where the crisis is; whichever platform needs the most support.
- Apologize authentically.
- Control the situation – As much as you can.
- Quickly reply to negative comments and steer your audience to the information they need.
- Know when to take the discussion private or offline. Do not feed the trolls!

After the Crisis

- Congratulate your team!
- Debrief everyone who was involved and make a plan to ensure this issue never happens again.
- Turn your scheduled posts back on.

Steps To Take Before Crisis

- Keep your team list updated.
- Set up a chain of command.
- ALWAYS be listening.
- Use Google Alerts or BuzzSumo to monitor news about business and industry.