

# BASIC

## SOCIAL STRATEGY

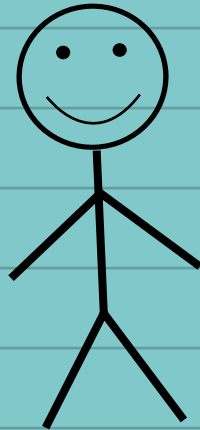
- ☐ Understand your audience. Build personas outlining who your audience is and which social channels they are active on.
- ☐ Develop your tone and voice for each platform. Clarify what your audience will get out of following you.
- ☐ Outline your objectives. What do you plan to get out of your efforts 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)
- \* Tweet Deck
- \* Hootsuite

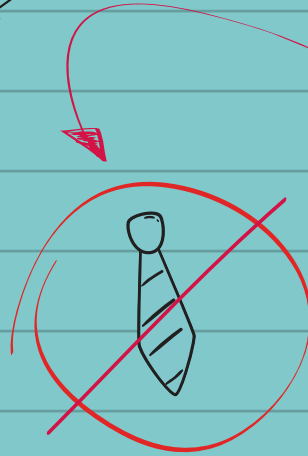
- \* Buffer
- \* Schedgr.am

# 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. Educated, 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 MANAGE

## 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.