



Social Media Strategy Handout

Introduction:

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- I'm a Social Media Strategist and Trainer specializing in:
- Social Media Management, Marketing, and Training for:
- Small and Large Businesses
- Entrepreneurs
- Busy Executives
- Churches and Non-Profits

I help build their brand and connect with their clients using various online social networks.

Social Media Strategy

Why have a social media strategy?

What does social media look like in your business?



Essential Elements of a Social Media Strategy

In this section, we will discuss:

Identifying Your Goals and Objectives

- Identifying Your Target Market
- Researching Your Competition
- Budget and Resources
- Content Strategy
- Choosing a Channel and Tactics
- Assigning Roles and Responsibilities
- Managing and Measuring Your Success

Why Have A Social Media Strategy?

Keep Your KPI Goals Smart



Audience Persona

Competitor Analysis

What does their social media look like? Are there any tools you can use? Free or Paid?

Networks Should We Be Everywhere?



Demographic Information

Facebook

Instagram

Snapchat



Content Strategy

Content Strategy Goals

Components of a Content Strategy

Content Types



Content Posting Strategies

Graphic Design Tools

Sourcing Content



Social Media or Editorial Calendar

Frequency and Timing

Determine The Best Times To Post



Copy Style

Budget and Resource

Budget

Budget and Resource Cont...



Staffing Your Team

Assigning Roles and Responsibilities

Key Partnerships...Who can you leverage?



Management and Measurement

How will you measure your results?

Which tools will you use?

How often will you report?



Management Tools

Measurement Tools

Social Listening Tools



Social Media Policy

Social Media Policy Database

Online Best Practices Tips
