

Social Media Playbook



Research

- Demographics
- Geographics
- Psychographics
- Behaviour



Objectives

- Increase presence
- Integration with offline marketing
- Increase interaction/engagement
- Build communities



Brand Voice

- Personality
- Tone and manner
- Language
- Voice style



Listen

- Monitor conversations
- Scan through social media
- See what competitors are doing



Team Alignment

- Everyone, from the CEO to the frontliners, should be aware of the company's social media objectives



Channel Selection

- Based on target audience
- Don't select more than you can handle
- Pick suitable channels



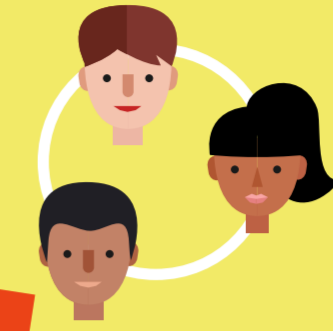
Content Planning and Generation

- Videos
- Photos
- Articles
- Tweets
- Campaigns



Build Relationships

- It doesn't happen overnight
- Quality over quantity
- Build true love, not blind followers



Developing a System

- Identify tools like Hootsuite and Buffer
- Create a flow timeline
- Assign roles and tasks

Engage

- Talk and solicit response
- Sincere responses > Bribed responses

Re-analyse

- What works? What doesn't?
- Share learnings with the whole team

Measure Performance

- Track metrics
- Evaluate KPIs



Customer Service

- Separate from standard social media replies
- Assign dedicated personnel