

# SOCIAL MEDIA STRATEGY

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# Activity

In groups select a journalist/  
publication/newsgroup to be your  
mock identity for today's class

# Social Media Strategy

Audience

Goals

Networks

Content

Analytics and Reporting

# Sample Plan



# Audience

- Who do you want to listen to you?
- Is there more than one group?
- What networks are they on?
- What are their demographics?
- What are their psychographics?
- What do they want to hear?
- What is your audience's goal?

# Activity

Define your audience.

# Objectives

- Qualitative
  - “To be the leading source of social media discussion in (X) field”
- Quantitative
  - “To achieve (X) number of followers by the end of the year”

# Activity

Define your Objective(s).



# Networks



# Activity

Select a maximum of three networks.



# Content

- What are your content topics?
- What are your hashtags?
- What are your percentage allocations of content per topic?

- Who's content will you share/retweet?
- How much content are you creating?
- How much content

HALF ART

THE MIXOLOGY OF  
*Content Marketing*

HALF SCIENCE

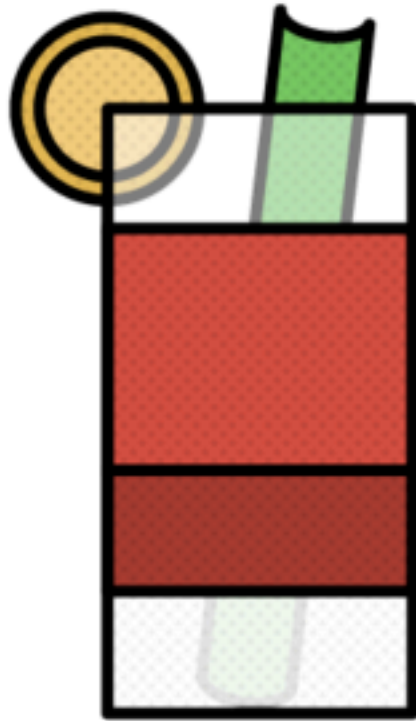


• PLEASE MARKET RESPONSIBLY •



# INDUSTRY NEWS

## BLOODY MARY



### Serving suggestion

Short, sharp servings of news via e-newsletters, blogs and social media

**3 parts** fresh news

**1 part** spicy trends

**1 part** clear examples

# USER-GENERATED CONTENT

## PIÑA COLADA



### Serving suggestion

Take a holiday with this one and pass on the serving suggestions to your users. Suggest a theme, hashtag or even use the product as a common prop.

**3 parts** user experience

**1 part** creativity

**1 part** branding

**Hashtag garnish** (optional)



### Getting your measures right

The key is finding the right stories to engage your audience and hitting them at the right time.



### Mixology Masters

**The Content Marketing Association** and **Hubspot** are industry news masters, gathering the choicest news and trends from contributors and distributing it to an engaged audience. Be sure to use your existing networks to reach more potential fans.



**45%** of marketers find e-newsletters or online magazines effective



### Getting your measures right

Take a back seat as much as possible. Consumers are usually more interested in hearing what their friends think than in what brands have to say.



### Mixology Masters

Both **Coca-Cola** with its personalised bottles and **Starbucks** with its designer doodle coffee cups have enjoyed big success with user generated campaigns and drinking vessels in recent years!



Millennials spend about **5.4 hours** every day engaging with peer-created content



# SOCIAL VIDEO

## MARGARITA



### Serving suggestion

Best served with an edge, shared with friends and jazzed up with a colourful accessory or two (think jokes, life hacks and striking imagery).

**1 part** colourful, artistic appeal

**1 part** clear message

**1 part** entertainment



### Getting your measures right

The nature of video content makes it relatively easy to monitor the reach of your content, including total views, views from your demographic, shares, subscribers and that all-important CTR.



### Mixology Masters

It's easier to make a statement using a visual medium; virtually anything is possible. Brands who Vine well include **Ikea** with its cute colourful life hacks and **Innocent** with its beautiful eco-warrior friendly imagery.



Video will be responsible for **79%** of all consumer web traffic by 2018

# BLOGS

## DAIQUIRI



### Serving suggestion

Flavour your blog with the stuff that matters in your industry. Aim at a target audience and make sure that you only get as technical as that audience requires.

**1 part** strong examples

**1 part** consistency

**1 part** specialist industry knowledge



### Getting your measures right

While it is imperative that your blogs are interesting and useful, bear in mind that they also need to be easily digestible at no more than about 400-800 words.



### Mixology Masters

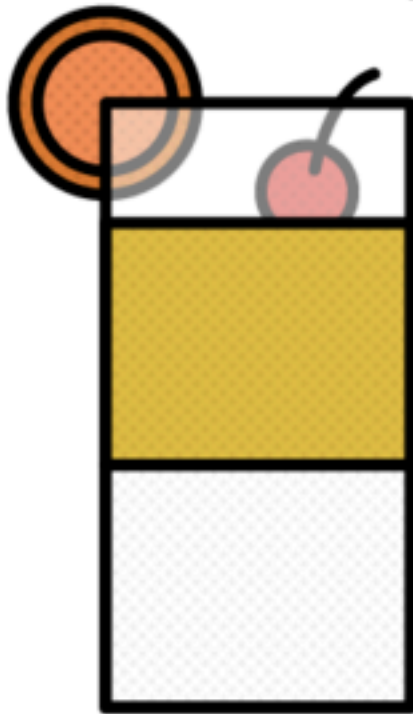
With an estimated 110 million estimated monthly users, there's no denying that the **Huffington Post** is one hell of a popular blog. As far as content marketing is concerned, specialist sites like **Copyblogger** and **Contently** are a great source of information.



**67%** of marketers have success with blog posts and articles

# VIRAL CONTENT

TOM COLLINS



## Serving suggestion

Identify what you want to achieve and decide whether you want to play up the sour twist or the sugar sweet finish.

**1 part** strong message

**1 part** compelling story



## Getting your measures right

When assessing the success of your viral campaigns, pay special attention to lead generation, brand exposure and conversion.



## Mixology Masters

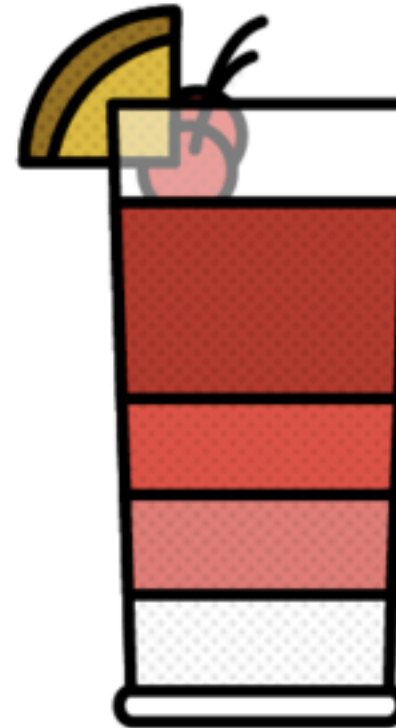
**Sport England** had a huge hit challenging negative body image this year with its 'This Girl Can' campaign, inspiring more women to get active. It will also be a while before anyone can forget the **Cadbury's** gorilla.



**Timing** is everything – hit people with viral at the beginning of the workday

# INFOGRAPHICS

SINGAPORE SLING



## Serving suggestion

Get the design right and watch your data come alive.

**2 parts** clear storyline

**1 part** quality data

**1 part** hard-hitting stats

**1 part** striking design



## Getting your measures right

You can sling all the data in the world at it, but without a compelling story to tell your audience, it'll miss the mark.



## Mixology Masters

**LinkedIn** is adept at creating simple engaging infographics like its 'A Well Balanced Blog', while **Custom Made** and **Ghergich & Co** effectively spell out the scale of a big problem in 'Spiralling Out of Control: Plastic Buildup In Our Oceans'

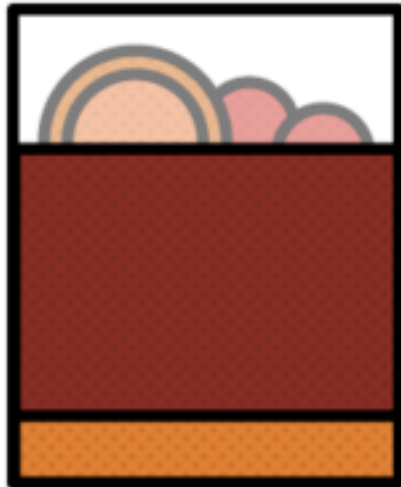


**41%** of marketers find infographics to be an effective content format



# WHITE PAPERS

## OLD-FASHIONED



### Serving suggestion

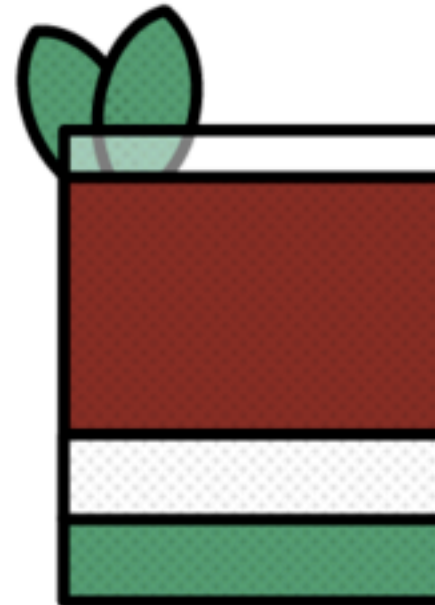
Serve up detailed information with a twist that shows you understand the requirements of your niche.

**4 parts** rich, in-depth information

**1 part** clear, concise presentation

# LONG FORM JOURNALISM

## MINT JULEP



### Serving suggestion

The trick is to take an original take on a subject or theme, add a clear storyline and top it up with enough convincing language to keep your audience with you until the end.

**3 parts** clear story

**1 part** fresh subject

**1 part** strong grasp of audience



### Getting your measures right

In order to make your company credible and generate leads, keep anything sweet or sour to a minute dash. Your strong point is the information you have to offer.



### Getting your measures right

While people expect to log some reading time when dealing with long-form, remember that successful content invariably requires a focus on quality over quantity.



### Mixology Masters

**The Content Marketing Institute** frequently publishes informative, in-depth guides on everything related to the industry.



### Mixology Masters

**Buzzfeed** are champions of long-form content, and business news site **Quartz** has developed the "Quartz Curve," a formula that predicts the success of content based on the length it favours.



Whitepapers **#1 content format** for B2B buyers researching a purchase decision



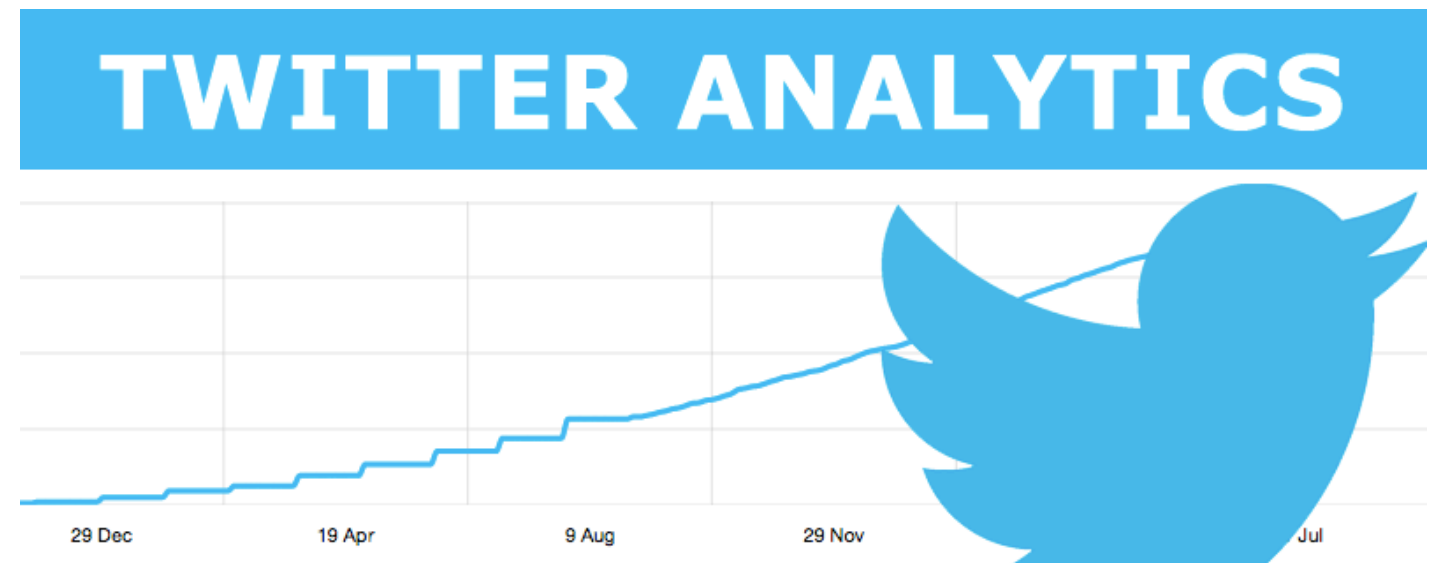
Data suggests the "ideal" post takes about **7 minutes** to read (about 1600 words)



# Activity

Discuss high level Content Plan.

# Technology





# Hootsuite Demo