

{Company Name}

Social Media Strategy

Social Media Action Plan for 2014

Table of Contents

Executive Summary.....	3
Current status	4
Specific Social Media Goals / Requirements / Expectations	4
Objectives for Social Media Communications	4
Tactical Objectives for Twitter Strategy.....	5
Tactical Objectives for Facebook Strategy	6
Tactical Objectives for LinkedIn Strategy	7
Tactical Objectives for your Company LinkedIn Profile	7
Tactics for Google+	8
Tactical Objectives for Blogging Strategy.....	8
Strategy for Monitoring & Measuring	9
Estimated Time Investment.....	9
Estimated Cost Investment	9
Conclusion	9
Professional Services	10

Social Media Strategy

Integrate Social Networking with your Online Activities

Executive Summary

{write this part only after whole document is complete}

Give a summary of your Social Media Strategy, and how this will increase your online exposure and credibility.

Outline of what is discussed in this document.

NOTES

Delete this section once the Strategy document is completed.

Definition: What is a strategy?

Strategy is a long term vision that you want to achieve.

You want to use social media tools to engage with the project management community globally as well as project managers who form part of your teams. Develop a strategy that will give you the fastest results in the shortest amount of time.

When creating the Social Media strategy for your company, your team or for your own professional growth, you need to document the **answers to the following questions:**

- What's your goal using Social Media tools?
- How much time can be devoted to Social Media?
- Who is person who would monitor the social media activities for the team?
- Have you researched where your target audience hangs out?
- Do you have a Content Strategy to integrate? (this is required to know what updates, tweets, documents etc will be shared on social channels)
- What are the best practices to apply?

Recommendation:

A winning strategy is to have an adaptable, step-by-step, ongoing formula to bring SM onto projects according to the nature and size of the project, different members involved and the environment in which members are operating.

As a team agree upfront which social networking tools to be used, document how the team should use the tools, when to use the tools, and what type of content should be contained, and not contained, in posts.

Current status

Currently, {company name} is represented by {name} and it has a presence on x types of Social Media platforms. They are (examples):

1. Business Blog
2. Twitter
3. Facebook
4. LinkedIn
5. Google+

{Describe current Social Networking activities for each social media tool

Describe the traffic patterns experienced as a result of Social Networking efforts.}

Specific Social Media Goals / Requirements / Expectations

State primary goal(s) for Social Media as a communications tool.

Give a description of the requirements/expectations from Social Networking.
Use these examples as guidelines:

1. To build trust relationships with geographically distributed teams.
2. To connect with a wider project management community outside of my own company.
3. To share information with stakeholders from any location at any time.
4. Increase traffic to business website and/or blog.
5. Improve search engine rankings.

Objectives for Social Media Communications

Describe the agreed objectives for Social Media activities.

Remember the S-M-A-R-T principle.

S=Specific; M=Measureable; A=Attainable; R=Realistic; T= Time-bound

Here are a few examples of objectives:

- Grow **Twitter** following/connections with targeted community to 2500 by {date}. Track Twitter as a source of traffic to website.
- Grow **Facebook** presence. Grow Business Page – attract 500 fans by {date}. Track Facebook for number of subscribers from Facebook Opt-in and traffic to website.
- Grow **LinkedIn** connections to build strong network with people in the project management industry – 500 connections by {date}.
- Grow Blog (company/personal) with good quality, relevant content on a regular basis – 50 pages by {date}.

- Create Wiki by {date} for all projects to serve as central document repository, for team members to upload Lessons Learnt and to collaborate.

Tactical Objectives for Twitter Strategy

Example objective: Use Twitter to establish connections with project management practitioners and to build relationships with project management experts.

List the steps you will take for *micro-blogging* on Twitter.

Here are some examples of action steps to use for Twitter:

1. Update your Twitter profile with keywords you want to be found for. Be descriptive; use the same username on different social media platforms.
2. Upload headshot photo into Twitter profile that shows your personality.
3. Change background to include business logo, other websites.
4. Find people to follow by doing a search for experts in your field who are tweeting.
5. Try to follow back relevant people and companies that are following you.
6. Create lists to segment people who you are following. Follow other project management lists.
7. Search for #hashtags like #pmot, #pmp, #projectmanager and follow people using the hashtags to discover interesting links to articles etc.
8. Retweet other tweets that may be interesting or relevant to your followers.
9. Use tools like Hootsuite and Tweetdeck to organize your Twitter feeds and schedule updates.
10. Spend 1- 2 hours per week on Twitter, to build your network and start interacting with them.

KEY METRICS:

- Connections with followers in the project management industry.
- Blog traffic from Twitter

Tactical Objectives for Facebook Strategy

Your Facebook strategy is applicable to a Business Page.

Expect to spend about 15 minutes per day/1-3 hours per week on Facebook.

Here are examples of what the Facebook actions could look like:

Define Your Facebook Page's Goals and Purpose

What do you want to accomplish with your Facebook page? How do you want to use your Facebook page to grow your business?

Here are some goals to consider for your Facebook page:

- Building a community/strengthening relationships
- Traffic generation and List building
- Selling products/services
- Announcements and promotions
- Content and value

Create an outline for your Facebook page. Include all of the tabs you're going to have.

1. Ensure **Information** and **About** sections are complete including a link to your website.
2. Create a Welcome/ Landing page with an opt-in box in return for something of value like a Free Report, a White Paper or video course to collect people's names on your list.
3. Add relevant Facebook applications (including connecting your blog to your Notes tab)
4. Create Facebook events that will generate exposure for your business.
5. Create a survey or poll to research your Facebook community.
6. Add unique, vibrant and interesting photos and videos especially for promoted posts.
7. Send targeted invites to your friends to Like your Page.
8. Post relevant, educational, informative and resourceful content, articles or links, daily – ideally twice a day and engage your consumer in a two-way dialogue. More than 70% of interactions occur during the first hour after the post; so stay online and be available after you post.

Best Practices based on latest research:

Promote your Facebook page on your (and your employees') email signature, on your homepage, and in other social networks that you're a part of. Then also remember:

- Length of post – increased engagement with posts of 80 characters or less.
- Mix up posting in real time, versus using a posting tool like Hootsuite.

Ideas for engagement tactics:

1. Ask questions that get quick responses (one word answers)
2. Give your fans a look behind the scenes.
3. Use questions/polls and recognise all comments.

KEY METRICS:

- Engagement rate – dividing your total "likes" and comments by total number of fans
- Conversion from Facebook for subscription, webinars, events, etc

Tactical Objectives for LinkedIn Strategy

The strategy must guide all the actions you take when networking on LinkedIn personally.

{Familiarise yourself with LinkedIn by using the LinkedIn Learning Centre resource available.}

Set your goal: What do you want to achieve with your LinkedIn presence?

Expect to spend 1-2 hours per week on LinkedIn. Here are a few examples **of strategic actions:**

1. Optimise your profile by uploading a professional image and having a compelling headline. You have 120 characters to describe who you are, whom you serve and how you help. Use brief descriptive keywords.
2. List your current position and at least two past positions. Describe each role in depth and use the keywords that will resonate with your target markets. Add your education information.
3. Customise your website listings: choose “other” option and describe the links. Instead of “my website”, use your website name with relevant keywords.
4. Edit your vanity LinkedIn URL: www.linkedin.com/in/yourname. This will let your LinkedIn profile show up in search results under your name.
5. Send LinkedIn invitation to connect to existing contacts (colleagues, people you may know)
6. Join groups that are relevant to project management. Ask questions; respond to comments.
7. Build credibility and strengthen relationships with 5 Recommendation Requests (LinkedIn endorsements).
8. Ways to interact on LinkedIn:
 - Get active in LinkedIn groups.
 - Write some recommendations.
 - Create a LinkedIn event.
 - Create a strategic and engaging Poll or “Ask a Question” to your network and LinkedIn community.

KEY METRICS:

- Referrals from social networks
- Connections and recommendations on LinkedIn.

Tactical Objectives for your Company LinkedIn Profile

Companies can build a profile on LinkedIn that showcase products, employee networks, blog posts, upcoming events and status updates. You can also post jobs on LinkedIn.

Possible strategic actions include:

1. Create a Products and Services Page.
2. Begin using recommendations to allow customers to recommend your products to others.
3. You may use videos on Products and Services Page next to product descriptions.
4. Encourage employees to both promote company brand and their own personal brands.

Tactics for Google+

One of the main benefits of a Google+ profile is the SEO benefits and making it easier to show up in the Search results. Always connecting with other project managers and their communities.

Possible strategic actions include:

1. Use the About Tab to give a quick overview of what you/your business is about.
2. Link back to specific pages or services (as many links as you prefer)
3. Use a bulleted list for a description of your products and services.
4. Use (new) Events feature to send customised invitations to events like webinars, work functions or Google Hangouts. Attendants can upload pictures in the same album using Google+ mobile app, creating a living photo journal.
5. Use Circles to segment your followers and send targeted communication to each audience.

Tactical Objectives for Blogging Strategy

If you're blogging for business purposes, establish a blogging strategy that includes overall goals and success metrics. Blog using your identified keywords in every blog post. Put about 2 hours aside weekly for blogging: (see examples of objectives below)

Short term objective: A) Increase brand exposure.

1. Establish content strategy for business (what content will be shared, where, how often etc)
2. Setup an editorial calendar to schedule blog postings and topics
3. Post content to blog on regular basis, e.g. 1-2 times per week
4. Add Opt-in form to encourage subscription to blog and grow blog following

Short term objective: B) Increase engagement

5. Use blog to attract more newsletter subscribers.
6. Give valuable offer away in return for name and email address; follow-up with emails.
7. Encourage readers to participate by including calls to action at the end of each blog.
8. Respond to comments within a day, have forum pages etc

KEY METRICS:

- Number of posts and number of blog comments
- Audience growth - unique and returns
- Conversion rate; Subscribers to blog and newsletter and "free offer" list
- Inbound links

For more information and tools for Blogging, please visit:

<http://linkymerwe.com/business-blogging-toolkit.html>

- A Report – How to turn your Blog into a marketing tool
- A Blogging Check-list
- A Blogging Resources Guide

Strategy for Monitoring & Measuring

Once you have established a presence on the selected Social Media platforms, it is of utmost importance to maintain your presence to leverage from the time investment made.

The best way to maintain your efforts is through monitoring and measuring. Decide up front how you will measure your success.

For Social Media Marketing **ROI** can also mean: “return on influence” which essentially means, how did your social media efforts affect your brand?

Are they “re-tweeting”, attending your events and joining your groups? Are you engaged in conversations with other project management practitioners?

Suggestions for {company name} brand identity through a comprehensive **monitoring strategy**:

1. Use **Google Alert** and **Twitter Search** to monitor discussion of {*company name*} and key people in your company, discussion of brand names associated with your company, partners?
2. Use **Google Alert** and **Twitter Search** to monitor for discussion of {*your*} industry, top competitors, *competitive product names, industry keywords*.
3. Use Google Alert and Twitter Search to monitor names of industry thought leaders.
4. Include social media network links in all business promotions: (Business Card, email signature, website, flyers)
5. Measure which Social Networking activities create results. Concentrate efforts on those platforms.
6. Use any number of measuring (Google Analytics), monitoring (Tweetdeck, etc tools) available.

Estimated Time Investment

Describe the expected time investment to establish and maintain your presence as per strategy.

Use the automated systems that are available everywhere on the **internet to save time**.

Commit to Social Media Networking by {give time commitment here}.

Estimated Cost Investment

Most, if not all the social Media websites that you’ll use are free or almost free. Twitter, Facebook and YouTube for instance are all free. However, sites like LinkedIn offer premium services for a nominal charge.

If you decide to hire an assistant to handle specific parts of your social media efforts, or to outsource the work to specialists, be sure to allocate the appropriate funds to do so.

Conclusion

The purpose of having a Strategy is that you want to be clear about your use of social media.

This Strategy template has covered the **main social media channels**, but there are others that you would want to consider based on your industry.

Professional Services

For project managers who find this Social Media Strategy Guide too complex, overwhelming or too time consuming, you may benefit from having assistance with developing your own **Social Media Action Plan**.

You will benefit from having a **consultation for a customised action plan**.

Need assistance?

Contact Virtual Project Consulting today to discuss how we can be of service to you.

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About Linky

Linky van der Merwe is the founder of **Virtual Project Consulting**, a company dedicated to provide project management best practices and to recommend resources to aspiring and existing project managers.

In order to market her online blog, she has been an avid Social Media user for many years. She is passionate about project management and she likes to educate project management practitioners about the value of social media.

