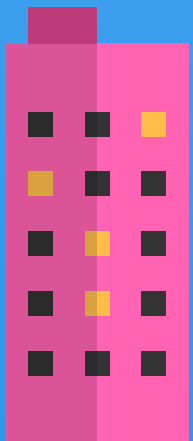


WHAT SHOULD BE INCLUDED IN A SOCIAL MEDIA STRATEGY

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BUSINESS GOALS & OBJECTIVES

Look closely at your company's overall needs and decide how to use social media to help meet them. Set **SMART** objectives so you know when you have met your goals

IDENTIFY CUSTOMERS

Profile your clients find out your target audience's likes, dislikes and wants & needs. Only by truly understanding and knowing your clients can you communicate effectively with social media



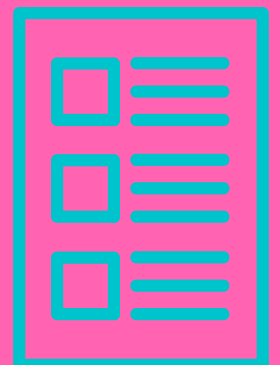
RESEARCH COMPETITION

Compile a list of your main competitors. Search which social networks they are using and analyse their content strategy.



CHANNELS & TACTICS

From understanding your target audience choose which primary and secondary social networks you should focus on. Don't waste time creating content for the wrong channels.



BUDGETS & RESOURCES

Look at your objectives and the tactics you have chosen. What will you need to fulfill your objectives? What management tools do you need? Will you need outside help?



CONTENT STRATEGY

Content & social media go together. You will need great content to share. There are 3 main parts to any social media content strategy: type of content, time of posting & frequency of posting.

The type of content you should post on each social network relies on how you present posts; text only, images, links, video, etc.

