BUILDING A SOCIAL MEDIA STRATEGY

Naturally Boulder: Morning Mingle

June 24, 2015

The Social Media Timeline

February 2004

April 2005

February 2007

March 2010

June 2011

April 2013

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May 2003

July 2003

February 2004

July 2006

March 2009

October 2010

September 2011

March 2015

Social Media Stats

1.4 billion active users

1 billion users

347 million active users

300 million active users

288 million active users

230 million active users

200 million active users

44.5 million users

Source: Statista 2015
Source: Instagram

“WHAT'S UNIQUE ABOUT YOUR BRAND AND HOW WILL YOU SHARE IT WITH THE WORLD?”

-- INSTAGRAM

Social Strategy

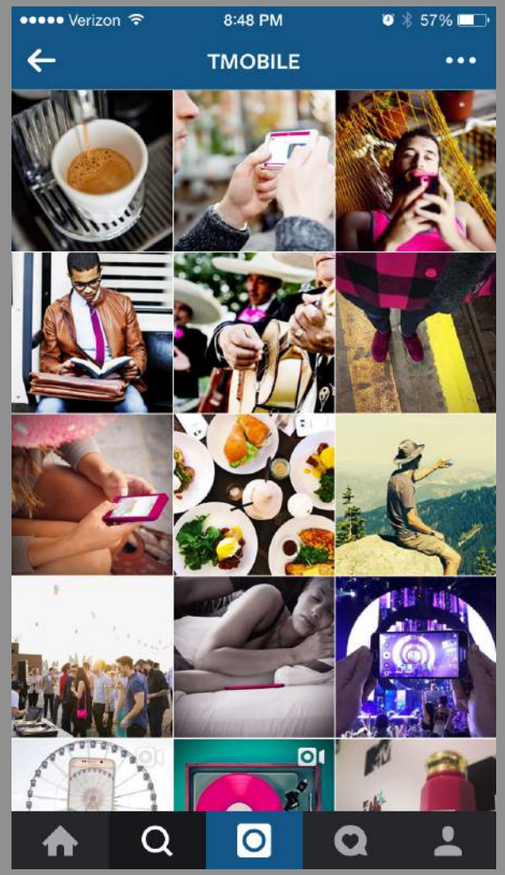
Every post should follow the same process

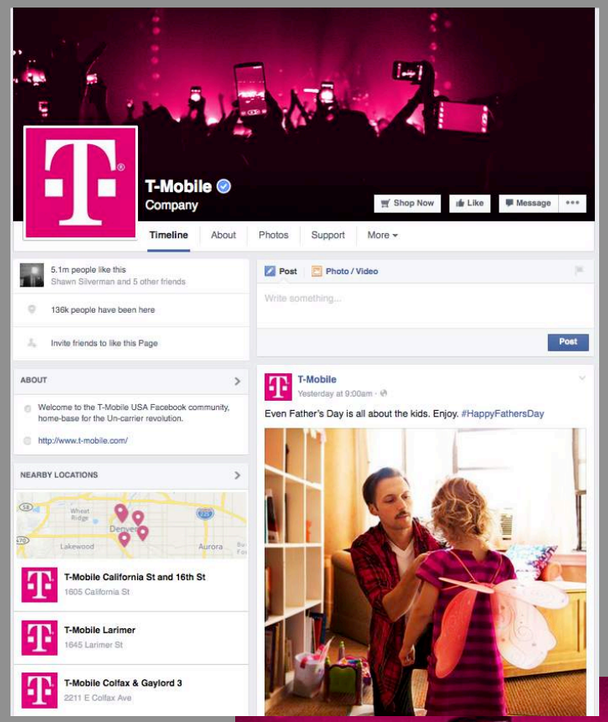
Goals and Objectives

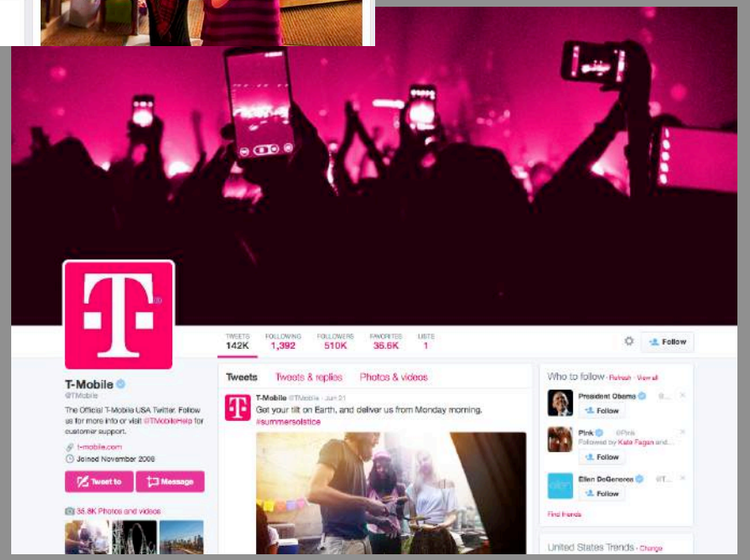
- Focus on business goals/objectives
  - Driving sales
  - Brand awareness
  - Product launches
  - Customer engagement
  - Support program/campaign
  - Influencer connections
  - Driving web traffic

Brand Theme / Story

- Follow your brand identity/guidelines
- Your images should tell a story, separately and together
- Use your channels to share your brand story







Editorial Plan

Content Topics

- Brand initiatives
- Product launches
- Holidays
- Seasonality
- Popular events

Who is posting?

- Social team / PR / Marketing / Sales

SUN	MON	TUES	WED	THUR	FRI	SAT
	1	2	3	4	5	6 D Day WWII
7	8	9	10	11	12	13
14 Flag Day	15	16	17	18 Ramadan begins	19	20
21 Father's Day Summer Solstice	22	23	24	25	26	27
28	29	30				

June is:

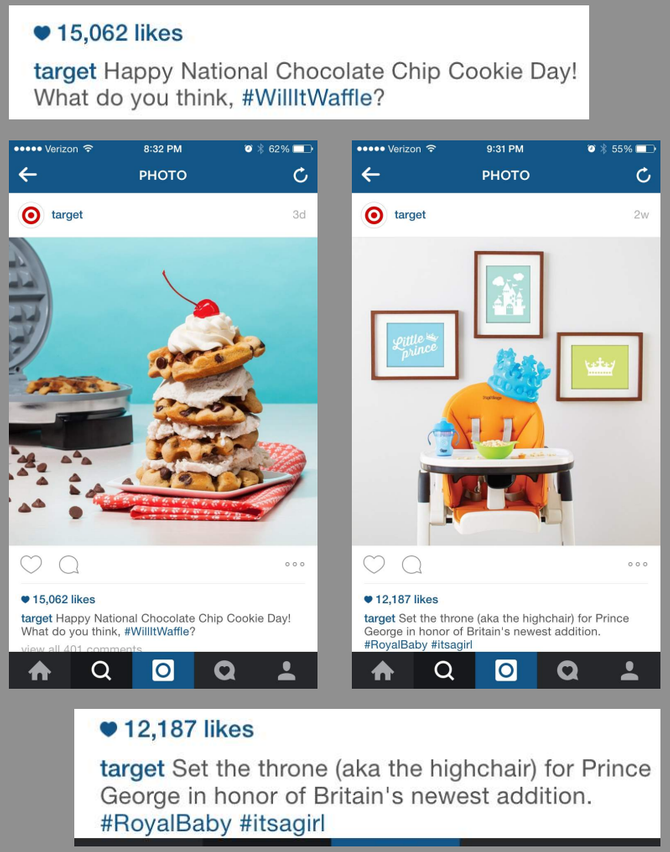
- Aquarium Month
- Candy Month
- Dairy Month
- LGBT Pride Month
- National Accordion Awareness Month
- National Adopt a Cat Month
- National Fresh Fruit and Vegetables Month

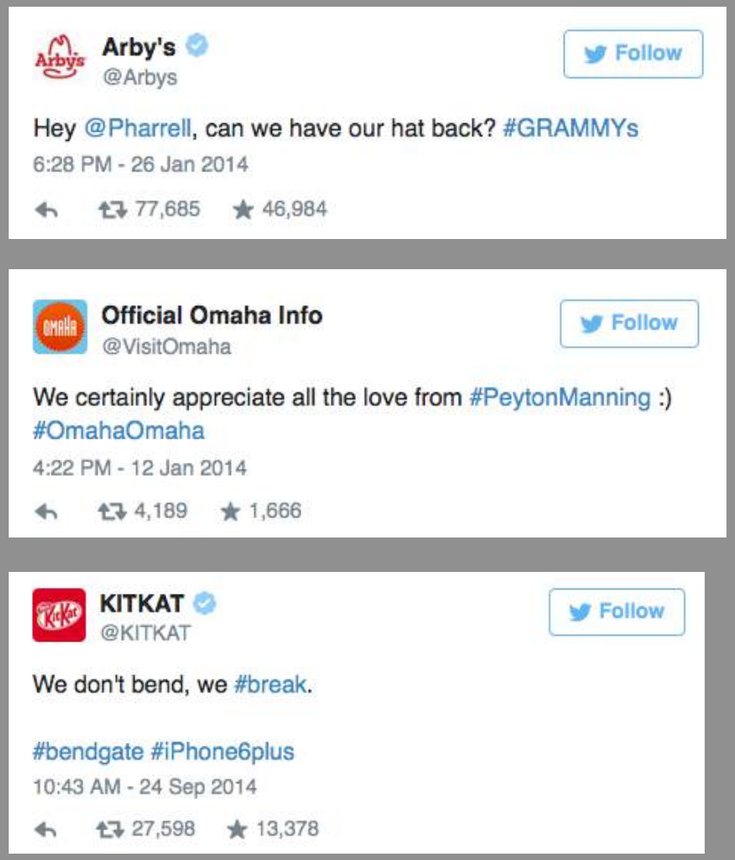
June is:

- Ragan Conference
- NBA Finals
- NHL Finals
- High school graduation
- Summer vacation
- Company picnic

Real Time

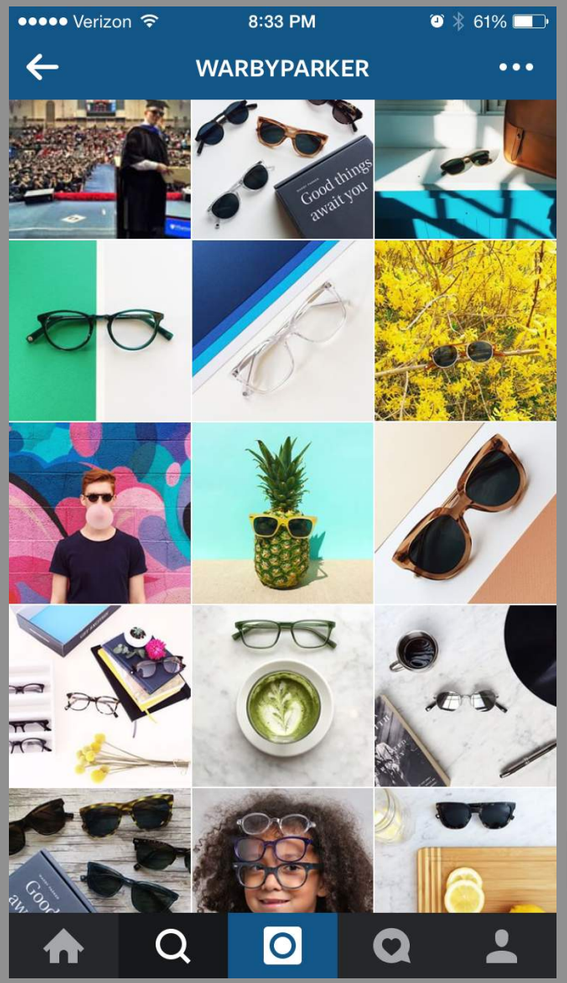
- Be flexible with your editorial calendar
- Find real time moments that make sense for your brand
- Highlight cultural moments that make sense for your brand





Quality Content: The Subject

- Quality doesn't = complicated
- Quality = thoughtful
- Quality = a good eye



Quality Content: Taking Photos

The “W”s

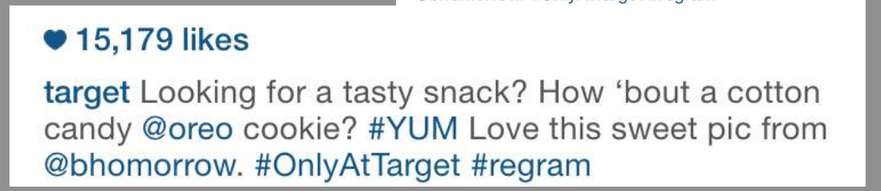
- **Who** has the right creative eye on your team
- **What** is the subject / focus of your content
- **Why** is the content relevant to your brand / what goal does it support
- **Where** is the content taken; indoors / outdoors? Lighting? Background?
- **When** is the best time to capture the content and when is the best time to post

Supporting your images

- Apps: VSCO Cam, Overgram, PicStich, …
- DSLR Cameras

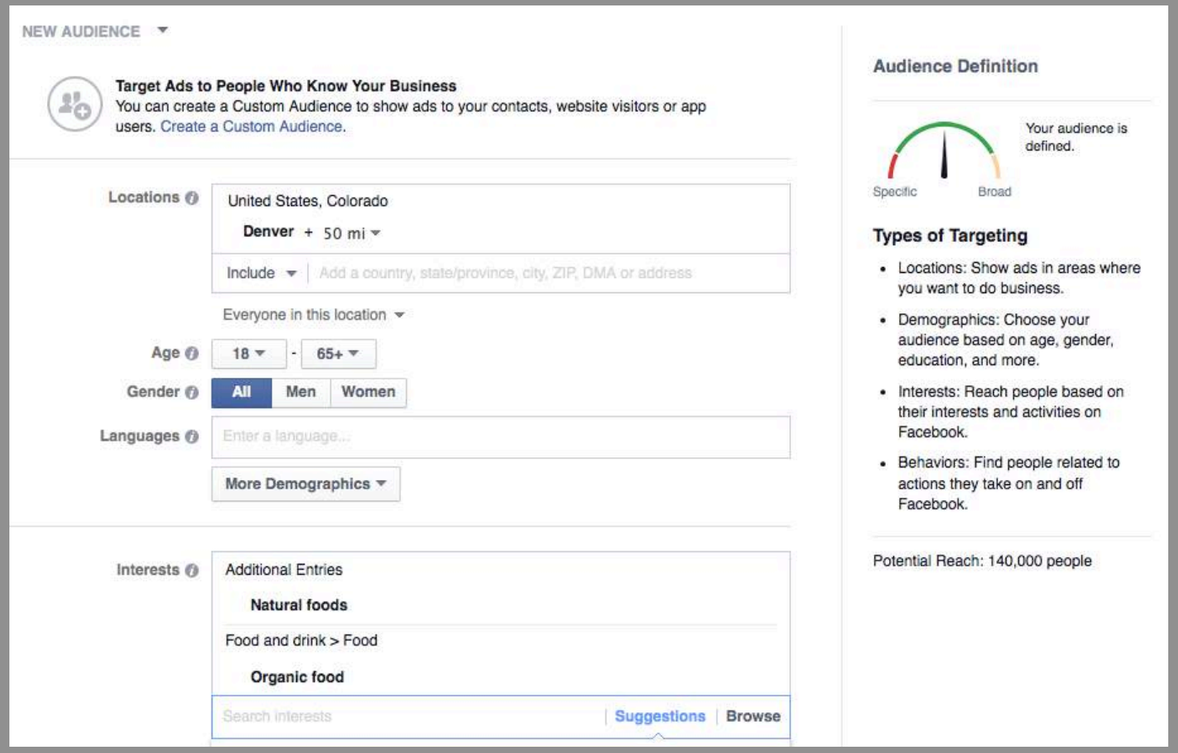
Posting & Distribution

- Thanks to your ed cal, your post will go up on time
- Be sure to add all sharing elements
- Tagging helps you distribute
  - Tagging connects you to likeminded conversations / fans
  - Tagging helps explorers find you



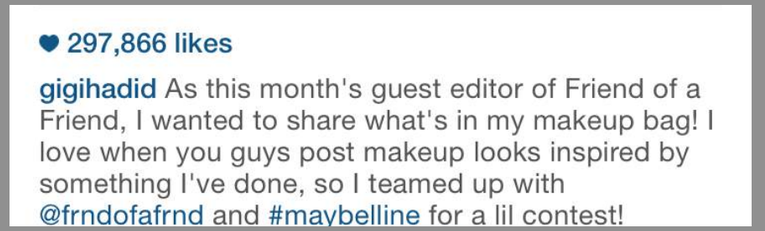
Posting & Distribution

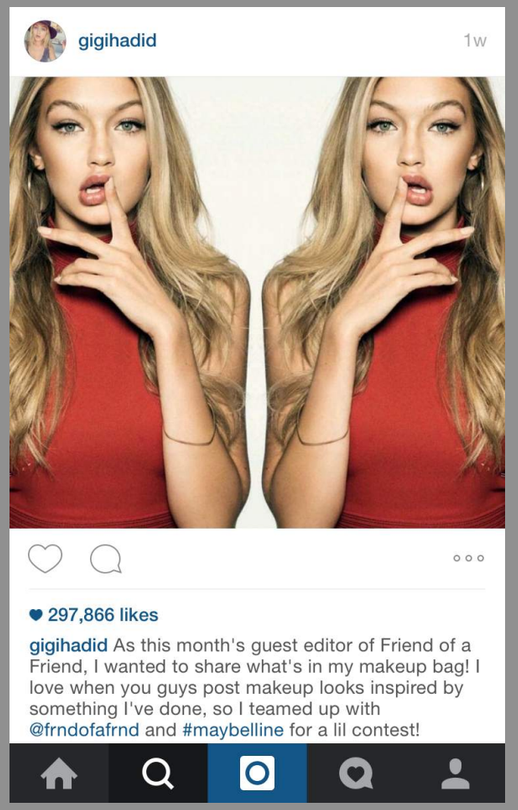
- Supporting with paid will help your content move
- All channels provide targeting options
- Share your content with your core consumer base

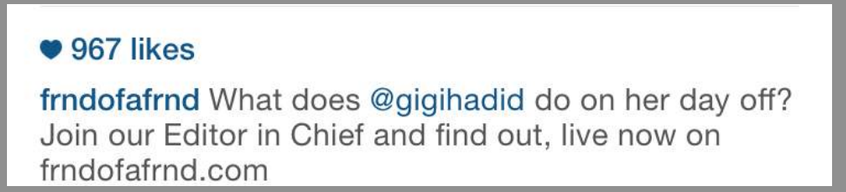


Engage & Build Followers

- Use popular hashtags to enhance and connect your content
- Engage with fans to provide a better brand experience
  - Offer sweepstakes
  - Thank fans
  - Repost content
- Social media takeovers
  - Partner with likeminded influencers to run your account

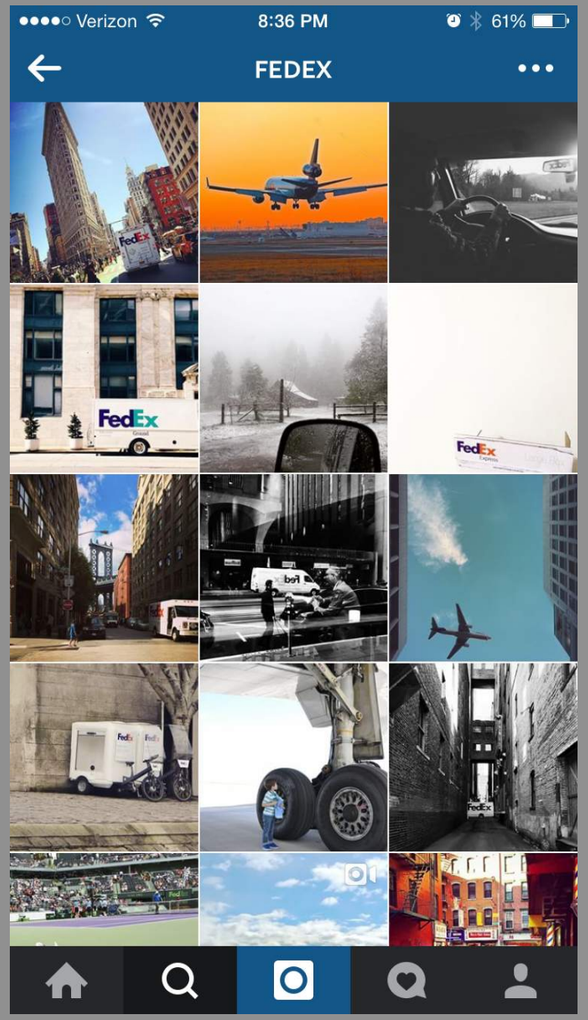


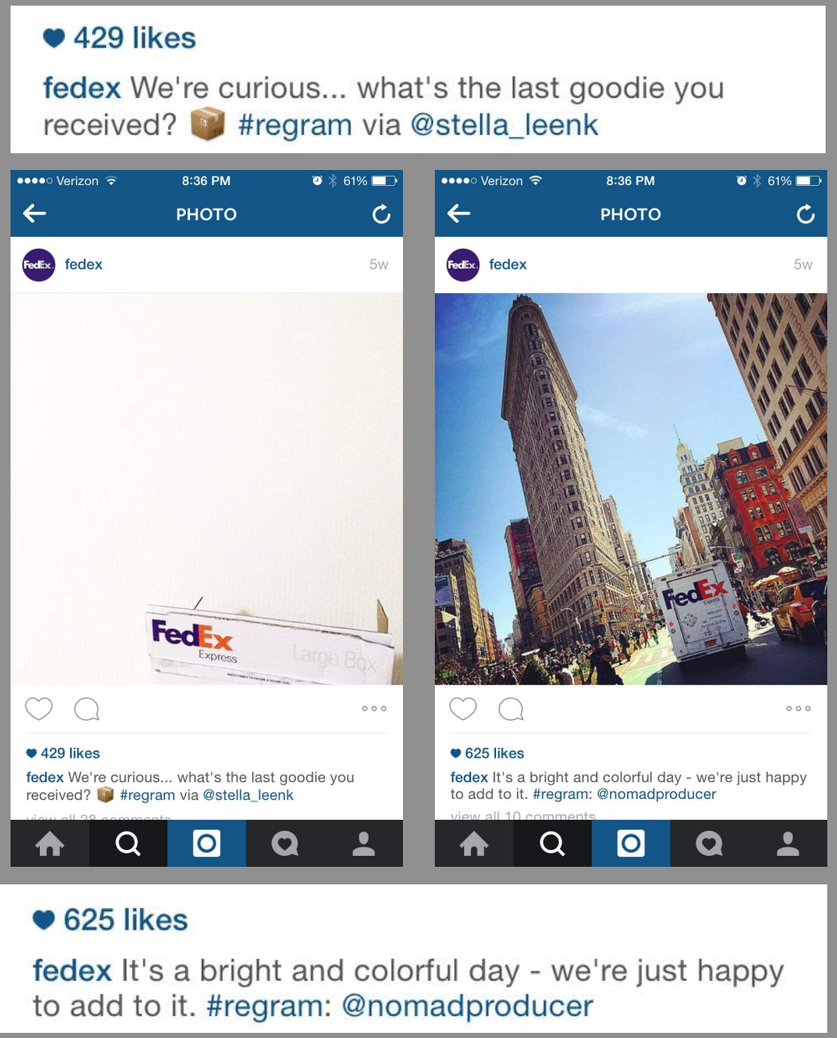




Regram / Repost

- Highlight active / loyal followers
- Deepens brand connection
- Provides free authentic content





Begin again…

Goals and objectives
Brand theme/ story
Editorial plan
QUALITY content creation
Posting & distribution
Engage & Build

THANK YOU!

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