

GUIDE

How to create a social media strategy



A 5-step guide to developing your
social media presence

ERASMUS+ TOURBAN PROJECT

IO1: RESEARCH ANALYSIS

ON UNDERSTANDING TOURISM CONSUMER BEHAVIOR EXPERIENCE - DRIVEN BY MOBILE ICT ON
SOCIAL MEDIA

How to create a social media strategy

A 5-step guide to developing your social media presence

What we'll teach you

This guide highlights the five steps you need to create a social media strategy for your business.

Nearly [one third of the global population](#) are active social media users. Social media presents businesses with the opportunity to earn customer trust, showcase expertise, and meet potential customers. But businesses that lack a clear social media strategy struggle to get the customer engagement levels, insight, and sales they're looking for.



1. **Establish SMART social media goals**
2. **Audit your social media presence**
3. **Introduce a content strategy**
4. **Measure your progress**
5. **Adjust your strategy**

To get the most out of your social media efforts, your strategy should include the following:

- Determine which sites are most beneficial to post to and when to post to them
- Decide how large you want your social media presence to be
- Identify the right metrics to use to measure your progress towards social media goals
- Consider how to engage current and potential customers online

Create SMART social media goals

All business planning should start with defining clear goals, and social media is no exception. One of the biggest reasons why social media strategies fail is because goals aren't aligned with core business values. For long term success on social media, choose goals based on traffic, leads, and sales.

Start by writing down at least three social media goals that relate to or support your business objectives. SMART goals are specific, measurable, attainable, relevant, and time based. Some examples are to increase brand awareness in key markets or to convert 30% of prospects to sales through social media. You'll notice that these social media goals don't revolve around vanity metrics such as Likes or Retweets.

Audit your current social footprint

To understand your current use and get to know what works with your audience, conduct an audit of your social media presence. Who is connecting with your business on social media, which social networks and content does your audience prefer, and what is your competition doing?

Conduct an inventory of your social media presence

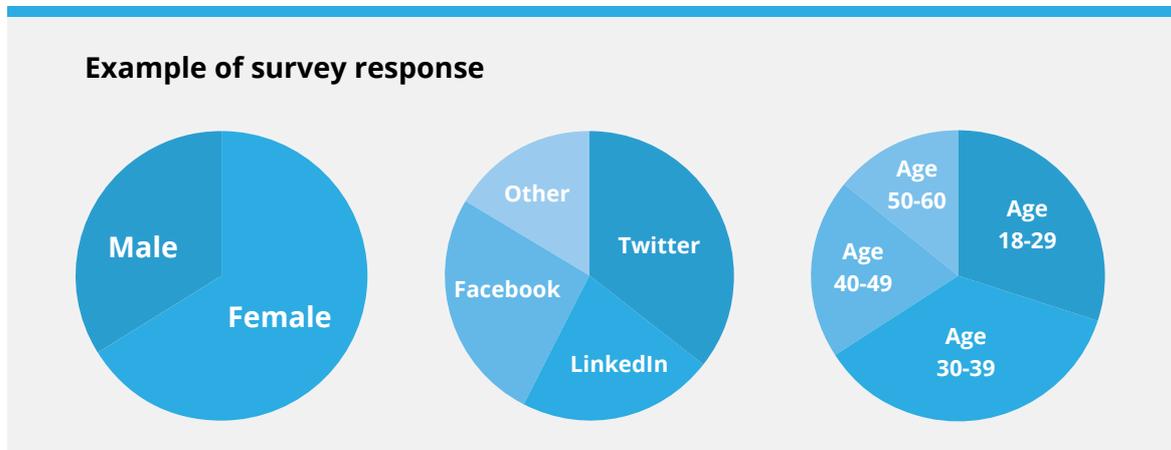
If you already have brand representation on social media, do an inventory search for officially sanctioned and unauthorized pages representing your business. Take note of the number of followers, quality and quantity of activity or engagement, and whether all links work within each social profile. Delete or report any rogue or spammy accounts and consider amalgamating accounts if your business has sprawling social presence.

Social Media Site	URL	Followers	Last Activity Date
1.			
2.			

Get to know your customer

If your business isn't currently represented on social media, your first step is to decide which sites are most beneficial for your business. This is a great time to connect with internal stakeholders and other teams

to discover how you can better support them through social media. Invite customers to complete a quick survey (with incentive) to understand their demographic and preferred content and social media channels.



Understand your competitive landscape

Investigate what your top competitors or industry influencers are doing on social media. Do they have a large social media footprint? What content resonates the most with their followers? Do an analysis of their strengths and weaknesses and let that inform your social media strategy.

Social profile	Strengths	Weaknesses
Competitor #1.		
My business		

Develop your content strategy

Now that you've solidified your goals and have an understanding of your target audience, it's time to determine what content will help you reach both. A [comprehensive content strategy](#) should include:

- Types of content you will post and promote
- Frequency of sharing
- Engagement plan
- Target audience for each type of content
- Content execution plan
- Content promotion plan

[Create an editorial calendar](#) as a part of your content strategy. This should map your social media goals, target audience, and campaigns against a weekly or monthly calendar. Think about what content you can share across various channels that will support your business objectives.

Your content strategy may also involve creating posts in advance to be posted later. Use Hootsuite to schedule posts to whichever social profiles you'd like. Remember to put your scheduled posts on your editorial calendar so you don't forget about them.

Example of editorial calendar

Day	Network	Media	Category	Tags	Topic	Repack
1	Twitter	Video	Workshop	#tourban	SM	FB

Track your social media success

Before you get into a content rhythm, check your analytics often to see how your social campaign or content is performing. Most likely, your audience prefers a variety of original content combined with relevant, trending posts.

Hootsuite offers advanced analytics and reporting so that you can easily find out who's reading, responding to, and sharing your content. Facebook Insights shares insights into your Facebook audience and content, while Google Analytics shows you who's viewing and engaging with your web pages. Remember to match your analytics up with your goals to ensure you're on the right track to success.

Tweak your social media strategy

With a general understanding of what resonates with your audience and supports your objectives, you can start to adjust your social media strategy accordingly. Re-write your content strategy based on your analysis and update goals as you've met them. Tweaking your strategy should be an ongoing process. Use analytics and feedback to guide you through updates.

My New Social Media Strategy

The following worked well to reach my goal of

1. _____
2. _____

The following did not work so well:

1. _____
2. _____

My goal for the next period is

In order to reach that goal, I will make these changes in my social media strategy:

1. _____
2. _____
3. _____

Social Media Audit Template



This template is to help you conduct a social media audit for your business. Follow these steps to execute your next social media audit.



Step 1

Create a [spreadsheet](#) and write down all the social networks you own and the owner for each.

Social Network	URL To Profile	Owner



Step 2

Go on [Google](#) and search up any other social media profiles that is representing your company that you don't own (imposters). Create a separate spreadsheet.

Social Network	URL	Owner	Shutdown Y/N



Step 3

Evaluate the needs for all your social media profiles and create a mission statement for each. For example: Instagram Profile—To share company culture and company achievements.

Social Network	URL to Profile	Owner	Mission Statement



Step 4

Make sure all your accounts are on brand. Proper profile photo, cover photo, icons, bios and descriptions are proper, and URL is correct.

Social Network	URL to Profile	Owner	Mission Statement	Branding Check Y/N



Step 5

Centralize the ownership of passwords.

For example: have your IT department own the key to all the passwords for the social media profiles.

Use a tool like LastPass to share access on a need to use basis.

Social Network	URL to Profile	Owner	Mission Statement	Branding Check Y/N	Password Centralized Y/N



Step 6

Create a process for how new channels will be established going forward and create a criteria.

Make sure to also take note of who is going to approve the requests.

For example:

- Requester:
- Who is the target audience?
- What type of content will be posted in this profile?
- Who is going to respond to content?

SOCIAL MEDIA STRATEGY



Your Company Name

Date of Strategy | *Author*

Vision and goals

What is your vision?

What are your goals for the next 3 months?

What are your goals for the next 6 months?

What are your goals for the next 12 months?

Accounts/Channels

Which social networks will you use?

Which social networks already created will you close down (duplicates, fake accounts etc)?

Which social networks will you create?

What will your security considerations be for each of the channels?

Channel strategy

For each social network duplicate the following sections:

Channel name

URL/username preference

What are the main goals for this channel?

What are the main content themes for this channel?

How often will you post to this channel?

Which resource will post to this channel?

Other notes

Social Media Playbook



Social network/channel:		
Post how often?	Who?	
Themes to post:		

Social network/channel:		
Post how often?	Who?	
Themes to post:		

Social network/channel:		
Post how often?	Who?	
Themes to post:		

Social Audit – Hashtags definition



List keywords and variations of your brand names and products

Mis-spelling of brand name

Product names

Previous brand or company names

Other references to your company, icons, mascots