



*Experience Authentic Transformation*

## QUICK GUIDE



## SOCIAL MEDIA MANAGEMENT

## **Summary**

1. Social media account
2. Social media workflow
3. Social media listening
4. Social media strategy
5. Social media publishing
6. Social media advocacy
7. Social media influencer program
8. Social media organic content management
9. Social media paid content management
10. Engagement tools
11. Proactive community management
12. Social media pre-emptive management
13. Social media impact
14. Social media KPIs and reporting
15. Social media security & governance
16. Social media automation tools

## **Quick wins**

1. Social media tactics
2. Social media operations

# SOCIAL MEDIA MANAGEMENT CHEAT SHEET

## SOCIAL MEDIA ACCOUNT

- Create social media accounts based on your brand. Make sure all branded accounts have consistent usernames that allow people to find them easily and be able to associate the name to your brand.
- Set your accounts' privacy settings to public. Public accounts get better recognition.
- Page security and access rights are to be given to trusted personnel only.
- Intellectual policy and disclaimers are to be concise and clear and shared with all your team.
- Account verifications include either email or mobile phone verifications depending on the platform you use.
- Recommended social media platforms for your business – Instagram, Facebook, TikTok, LinkedIn, YouTube, and Twitter.

## SOCIAL MEDIA WORKFLOW

- Integrate social media channels to one another with call-to-action buttons and to your website with each respective icon.
- Specify policies for business units, divisions, and groups as part of the workflow.
- Create workflow across the team with a maker-checker initiative, otherwise known as “dual approval.”
- Design your publishing calendar, content library, and validation process beforehand (we recommend this to be done 6 months prior to launching)
- Display your social media analytics for all channels on your dashboard (we recommend Hootsuite)

## SOCIAL MEDIA LISTENING

- Conduct a competitive analysis by comparing key indicators such as content, campaigns, audiences, influencers across share of voice, reach, mentions and engagement rates for all your competitors.
- Monitor your brand's performance and trace sentiments across all social media channels, blogs, and online avenues.

- Track performance metrics activities against business impact metrics i.e., sales, media spend, and website conversions.
- Measure the impact of your earned and owned activities across different geographic markets and over time.
- Identify influencers and detractors targeted to improve performance and create campaigns.
- identify a potential crisis before it spreads and mitigates negative PR.
- Create reports for every level from analysts to C-level.

## **SOCIAL MEDIA STRATEGY**

- Design a growth strategy to increase your fan base.
- Design a brand strategy to increase positive brand significance and sentiment.
- Develop an engagement and interaction experience strategy.
- Manage your content to enhance reach and response rates.
- Manage relationships by integrating customer care, complaint management, and consumer insights.
- E-Commerce provides for a great purchase experience and monetizes value, this can be achieved by recruiting loyal fans, monetizing values, and generating business by influencing sales.

## **SOCIAL MEDIA PUBLISHING**

- Integrate social media accounts for management from a single interface.
- Engage with your audiences by easily publishing content through all social media platforms from one place.
- Organize your scheduled posts and collaborate with your team for efficient campaign planning.
- Increase the visibility and longevity of your content by scheduling posts for when your audiences are online.
- Filter your content for moderation. Make sure your content is acceptable to use and compliant.
- Practice secured and governed Publishing.

## **SOCIAL MEDIA ADVOCACY**

- Boost brand awareness and social responsibility campaigns.
- Increase employee engagement, happiness, and retention.
- Measure and optimize team participation, content performance, and social reach.

## **SOCIAL MEDIA INFLUENCER PROGRAM**

- Find the right set of influencers based on your brand on your preferred social media channels with a streamlined and scalable process.
- Get a detailed overview of influencers' performance to create a unique unbiased shortlist.
- Investigate possible indications of fraud and fake influencers in the vetting stage.
- Discuss and rank top contenders and sort them into organized collections.
- Monitor whether chosen influencers meet your standards with detailed performance analytics.

## **SOCIAL MEDIA ORGANIC CONTENT MANAGEMENT**

- Align your content calendar with your marketing plan and strategy.
- Create content and develop a posting strategy for all your social media channels.
- Be wary of graphics support. If you are including photos, memes, and other visual audience engagement assets for use in various social media channels, make sure they are in the right sizes and formats.
- Incorporate branded and designed imagery to include Music, Video, Photos, Infographics, and GIFs. Use Boomerangs, Animations, and Special Effects to create amazing breath-taking content.
- Post content based on predicted future performance – using grades from A+ to D.
- Avoid investing in low-performing content and manage prime time for posting.

## **SOCIAL MEDIA PAID CONTENT MANAGEMENT**

- Leverage integrated persona insights to drive key strategic decisions, including content planning, targeting, and influencer discovery.
- Frame your paid success in the context of the wider social landscape.
- Position yourself within an industry, country, or region and look beyond your own historical performance.
- Use objective markers based on up-to-date data to improve your strategy or justify an increase in budget.
- Understand how efficiently you spend money on Facebook to make competitive decisions about your future ad spend.
- Know how well your owned Instagram profile ads are performing and spend smarter every time you post.
- Review the ratio of paid vs organic content and compare their overall interactions. Make sure to look over the impact of promotion on your content performance.
- Run paid social media campaigns.
- Run paid page Like Ads.
- Use predictive analysis, assign targeting tool, post for AA+ relevance, and sponsor/promote ads on all social media platforms.
- Optimize and budget your social media content to control costs.
- Analyze and compare paid content with your total spending.

## **ENGAGEMENT TOOLS**

- Incorporate creative campaigns. These are 360-degree campaigns used to promote a business. Use inclusive engagement apps such as Woobox or Wishpond to create contests, to increase engagement.

## **PROACTIVE COMMUNITY MANAGEMENT**

- Formulate detailed documentations by conducting detailed discussions with stakeholders.
- Increase your teams' productivity and show how community management helps support wider marketing initiatives by measuring response time across profiles.

- Add focus to a fast-moving process and enable your teams to do their best work with defined roles, assignments tagging, and real-time notifications.
- Make sure teams can respond to your fanbase with timely and engaging communication on all your key platforms.
- Maintain the highest standards with efficient handling of customer issues in the community through the direct handover of support request tickets to the right systems. Always strive to keep your customers happy.
- Let support teams do what they do best. Keep your team in the loop about the status of the query for smooth interdepartmental communication.

### **SOCIAL MEDIA PRE-EMPTIVE MANAGEMENT**

- Design a crisis management guideline.
- Device a stop method for when your audience starts tweeting complaints about the retweets.
- Remove spam and unwanted comments, but make sure to do this in a manner that does not disturb the naturalness of your comments. In other words, reply to mean comments rather than removing them.
- Unfollow inactive users.
- Use services like Twidium and FriendorFollow to filter out your follow count and clean up.
- Look at 'Spam Followers', these are users that have a few followers but follow thousands of people.

### **SOCIAL MEDIA IMPACT**

- Monitor all the contributions of paid and owned social media.
- Benchmark your growth against competition.
- Categorize posts and compare them against historical data.
- Equip your social media teams with tools to report the revenue impact of social leadership.
- Clarify the connection between social media and web traffic metrics.
- Align social media measurement according to your company's KPIs.
- Gather social media insights to influence strategies across your business

- Create Social ROI dashboards which may include daily recommendations, post-level ROI calculation, content theme analysis, competitor analysis, and per platform analysis.
- Set up your web analytics and goals. Determine the best tagging practices to enhance brand tracking of competitor profiles.

## **SOCIAL MEDIA KPIs AND REPORTING**

- Audience Growth
- Content Reach
- Engagement Score
- Sentiment Analysis
- SEO impact

## **SOCIAL MEDIA SECURITY & GOVERNANCE**

- Deploy Social Media Publishing tool which integrates to social media accounts posting, scheduling, and management, Analytics, Listening and Competitive Benchmarking
- Standardize security policies and controls across branded social media accounts.
- Identify the policies and procedures which govern the roles and responsibilities and the access rights.
- Automate Content Moderation filtering for acceptable use and compliance.
- Lock profiles to prevent hackers and hijackers from co-opting brand-owned accounts with help of alerts.
- Discover accounts to help find, categorize, and monitor social media accounts affiliated with your brand and take them down.

## **SOCIAL MEDIA AUTOMATION TOOLS**

- Hootsuite
- Buffer
- Sprout Social
- Social Bakers
- ...and more



## QUICK WINS

### SOCIAL MEDIA PREEMPTIVE MANAGEMENT

- Reshare and Retweet posts from influencers and celebrities.
- Setup Auto Feeds RSS.

### SOCIAL MEDIA OPERATIONS

- Define your target audience.
- Analyze keywords and use relevant keywords based on your content.
- Use trending hashtags and mentions.
- Use Bookmarks.
- Use private hashtags.
- Always include calls to action and generate lead forms.
- Use a visual Instagram planner such as Planoly to see how your feed will look.
- Upload stories at all times.

**FIN**