



INC2:Social Media Marketing Strategy

SOME 2400 Using Social Media Winter 2020

Social Media Strategy

Let's put what we've learned in SOME 2400 this term into action!

Welcome to Social Media Strategy!

This strategy will help you create, develop, build and manage your social media presence to promote your brand.

Through this process your target audiences will be identified and key messages implemented. Various social media channels will be utilized to position you as a leader in your industry, share your message, and create a strong network of followers and work to build your overall online presence. These social media platforms will create a stage for information sharing, engagement and brand awareness.

During the initial process, your focus should be placed on establishing all of your online profiles to ensure continuity of your brand. It is imperative to maintain your brand and create a cohesive and consistent experience for your visitors and the online networks you are building. Each of your pages or profiles will be visually crafted to look and feel consistent, fresh and professional. This social media strategy will be your guide toward meeting all the identified goals in the plan.

Please read the following and complete the questions in this document.

1. Download this file to your computer and save it.
2. Open this file and complete the form fillable areas.
3. Once complete upload this to the assignment folder on DC Connect and follow the assignment directions.

This template is part of your Social Media Strategy for the SOME 2400 Course offered for Photography and Video Production students at Durham College.

THINK

Research | Discovery | Analysis

Who is ?

Mission:

Vision:

Target Audience:

Messaging:

Positioning:

Strengths:

Weaknesses:

Competition:

What is the competition doing well?

How will be better than the competition?

What can you do differently?

Barriers:

- What are any roadblocks or obstacles your organizations faces in relation to social media?
- Examples:
 - Time
 - Budget
 - Fear of negative comments

Benefits:

PLAN

Objectives | Goals | Timeline

Once you have completed the THINK portion of this document, it is time to create your social media plan and set some goals for your online profiles.

Objectives:

What:	<input type="text"/>
How:	<input type="text"/>
What:	<input type="text"/>
How:	<input type="text"/>
What:	<input type="text"/>
How:	<input type="text"/>
What:	<input type="text"/>
How:	<input type="text"/>

Measurable Goals for your social media profiles: three months post-launch

- Social Media App #1:

- Social Media App #2:

- Social Media App #3:

- Social Media App #4:

DO

Execute | Implement | Launch

Now that you have done your research and discovery on who you are and developed your social media goals, it is time to execute your plan! Throughout all social media channels you will be building a robust fan base of followers and maintaining a strong, up-to-date online presence.

Target Audience:

General Strategy to Achieve Goals:

- *Craft visual identity for all pages*
- *Adjust all bio and information on all channels to improve search*
- *Add themes and details to content calendar for the year*
- *Find bloggers and media who cover topics relevant to your company/industry in the GTA*
- *Monitor conversations – Google Alerts*
- *Daily posting on Facebook and Twitter*
- *Maintain rule of thirds in posting*

1. Promote your brand

2. Share your personality

3. Post about *your* community