

Creating Business Momentum.SM

Help – What’s a Social Media Strategy Consist Of?

Social media for businesses large and small is all the rage. Where do you start is the most FAQ. Here is a top 10 list of the most important pieces of any social media strategy.

The Top 10 Facets of an Effective Social Media Strategy for Business

1. Obtain stakeholder buy-in for a social media commitment, and agree on success metrics
2. Commit to a 2-year minimum social media engagement (and budget accordingly)
3. Register brands and names and/or domains with your preferred social media sites
4. Draft and finalize a social media objectives plan that is integrated with your sales and marketing activities
5. Configure accounts, grant administration privileges, assemble a social media account ability team of no more than 5 stakeholders
6. Create a mechanism for ongoing measurement (leads, hits, PR awareness, phone calls, ROI, etc.)
7. Create a mechanism for timely responses—positive, negative, and indifferent



8. Issue an overview and/or guidelines memo to the company highlighting the social media strategy and elevator communications
9. Measure and adjust your strategy based on results, trends and real-time activities
10. Execute a regular rhythm of social media activities; daily or weekly pending the site and objective

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