

**fivESEED**



**DEVELOPING A SOCIAL MEDIA STRATEGY**  
**Activity Packet**

**May 5, 2011**



## FACILITATOR



### **ROSIE BRANSTETTER, PRINCIPAL, FIVESEED**

Rosie has led innovative marketing and communications initiatives across numerous industries. In 2009, she founded fiveseed, llc a strategic communications agency with global reach built on the philosophy of creating positive change for clients and our community.

Her background includes tenure as a consultant with a full-service advertising agency specializing in higher education, where she was responsible for marketing strategy; brand development and positioning; market research; and website design and implementation projects for top institutions including the University of Nebraska System, Colorado State University, the University of Southern Maine, and the University of Michigan-Flint.

Today Rosie develops and manages integrated marketing campaigns for forward-thinking companies, nonprofits, and government agencies. And as a recognized expert in brand strategy, she is frequently invited to facilitate workshops and speak on the topics of branding, social media, and international marketing.

Rosie serves as a board member with the Colorado Chapter of the American Marketing Association, Rotary Club of Five Points Cultural District, and the Denver Young Nonprofit Professionals Network; and is actively involved in the Business Marketing Association, Frontier Asset Building, T4T Colorado, ProjectPAVE, Junior Achievement, National Jewish Medical Center (Kunsberg School), and Denver Public Schools (Goodwill Industries Career Education Center).



## COMPANY BACKGROUND

fiveseed, llc is a full-service strategic communications agency with global reach founded on the principle of creating positive change for our clients and our community.

We're in the business of building long-term relationships. It's why we work hard to earn and keep your business.

Our clients are willing to engage in the process of examining who they are, who they serve, and what they must do to successfully and effectively meet stated goals.

We embrace methodologies that involve direct interaction whenever possible, and strongly advocate a logical, intuitive, and straightforward approach to branding and strategic planning. We are highly detailed in exploring the best possible solution for the best possible outcome.

Ultimately, we work to deliver on a singular promise: Lasting solutions that produce real results.

## OUR PHILOSOPHY

**Long-term Relationships.** We recognize that you are investing in us, and we will work hard to earn and keep your business. We begin each project by immersing ourselves in your business - to understand your vision, your industry, and your customer. Then, together, we'll articulate shared objectives and identify baseline metrics to measure our success against.

**Research-Fueled Strategy.** We believe that thoughtful research brings value to any strategic endeavor. And we will leverage these insights to develop a sustainable brand strategy that will engage, motivate, and inspire.

**Authentic Brands.** We understand that brands are built from the inside out. This requires an alignment of vision, internal culture, and external image.

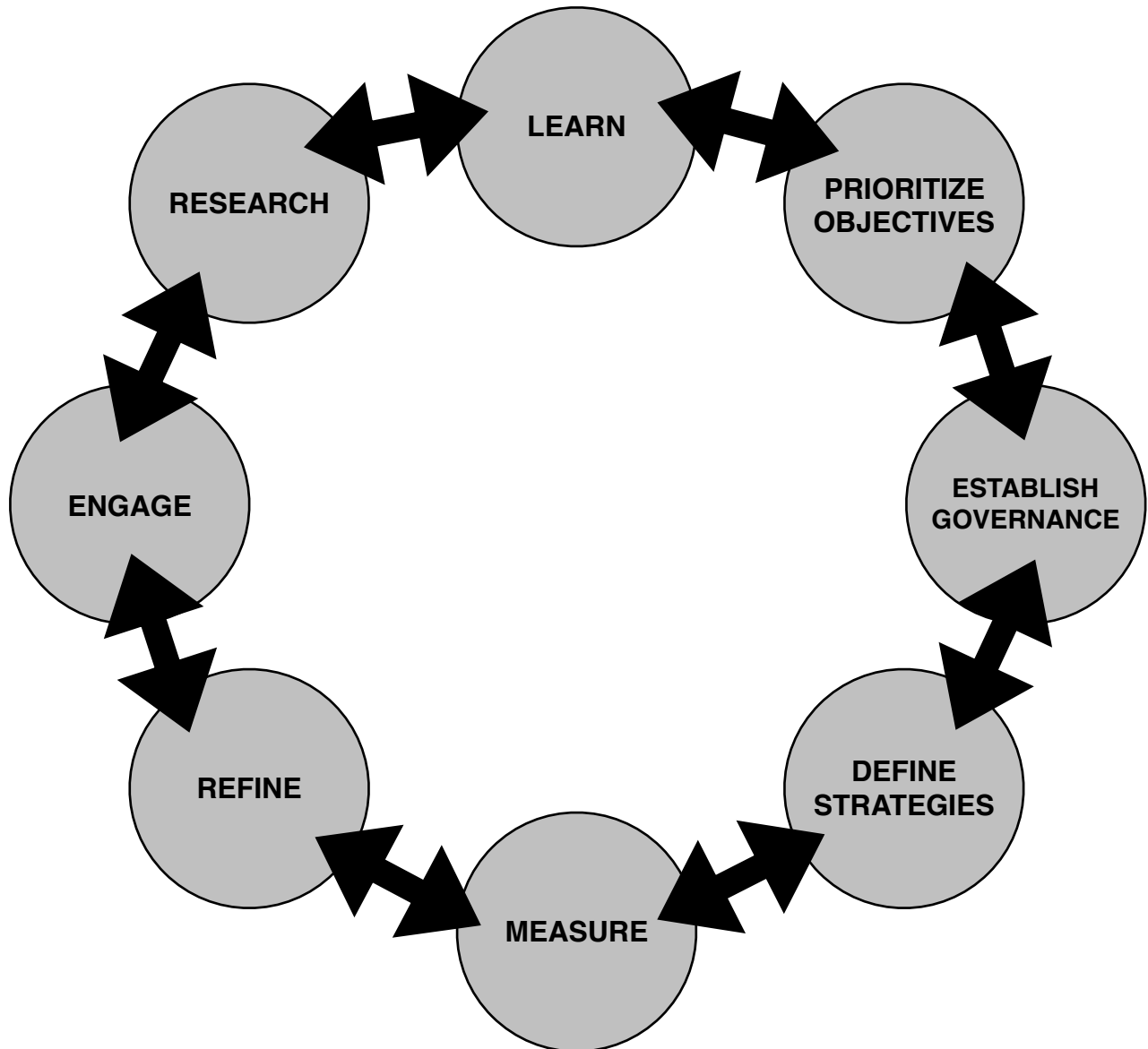
**The Greater Good.** We are dedicated to helping those who seek to make a positive impact on the lives of others.

FOR MORE INFORMATION PLEASE VISIT

[www.fiveseed.com](http://www.fiveseed.com)



## SOCIAL MEDIA FRAMEWORK





Learn

**HOW WILL YOU CONTINUE TO GROW YOUR KNOWLEDGE AND SKILLS?**



## S.M.A.R.T OBJECTIVES

**Specific:** What exactly will you accomplish?

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**Measurable:** How will you know when you've reached this goal?

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**Actionable:** Can you act on this objective immediately? If not, who needs to be brought into the discussion? Do you have the right resources in place? If not, how will you get them?

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**Realistic:** Is the objective attainable given the time and resources available?

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**Time-Bound:** When will this objective be achieved?

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### PLATFORM EVALUATION

**Step 1:** Create a comprehensive list of potential social media platforms.

**Step 2:** Evaluate based on level of engagement.

**Step 3:** Rank by priority for implementation.

**Step 4:** Make a decision to implement.

**Step 5:** Set a launch date.

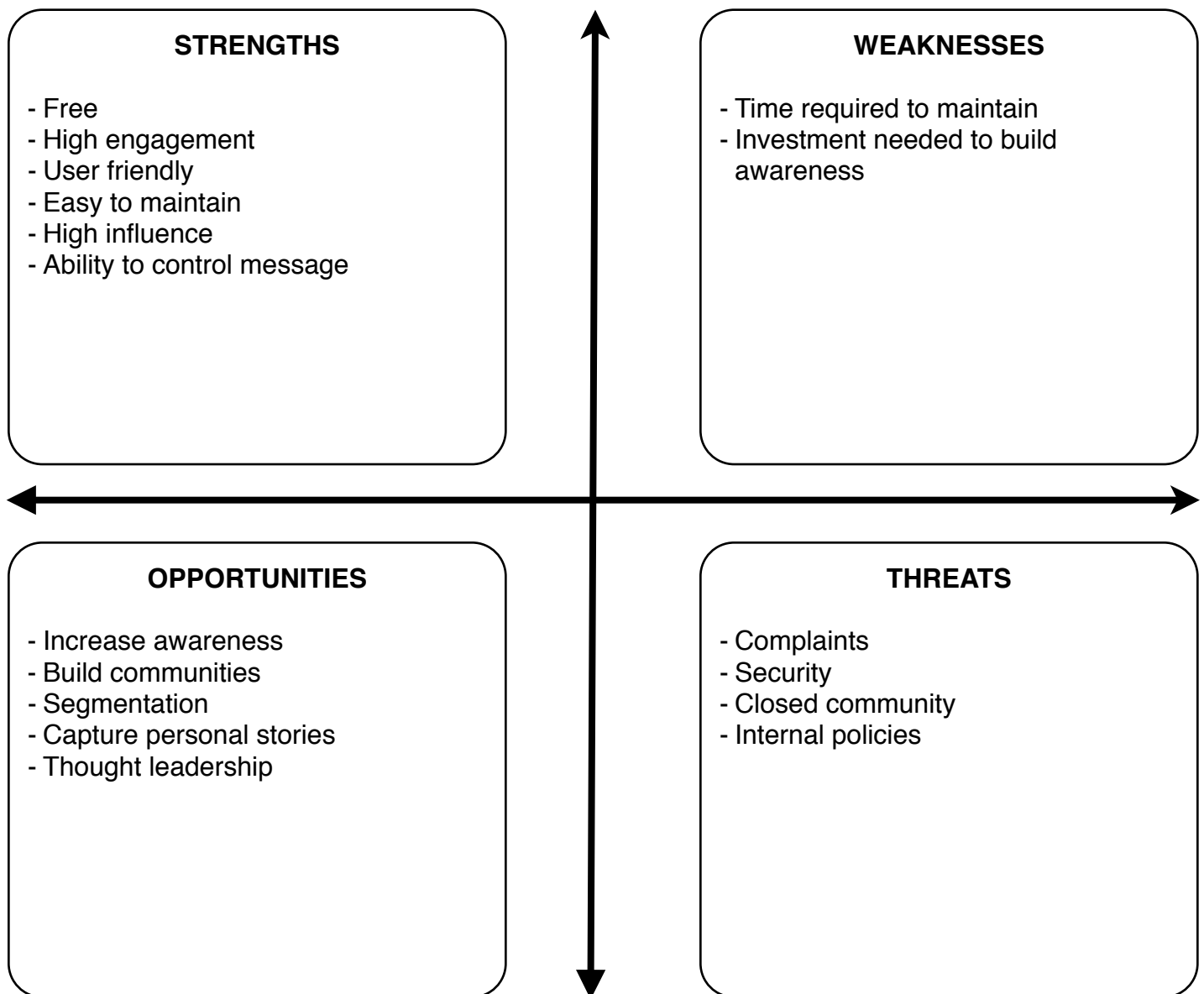
Platform	Level of Engagement	Priority	Implement?	Launch Date
<i>Example: Facebook</i>	<i>High</i>	<i>1</i>	<i>Yes</i>	<i>11/2/10</i>



Prioritize Objectives

## SOCIAL MEDIA SWOT ANALYSIS

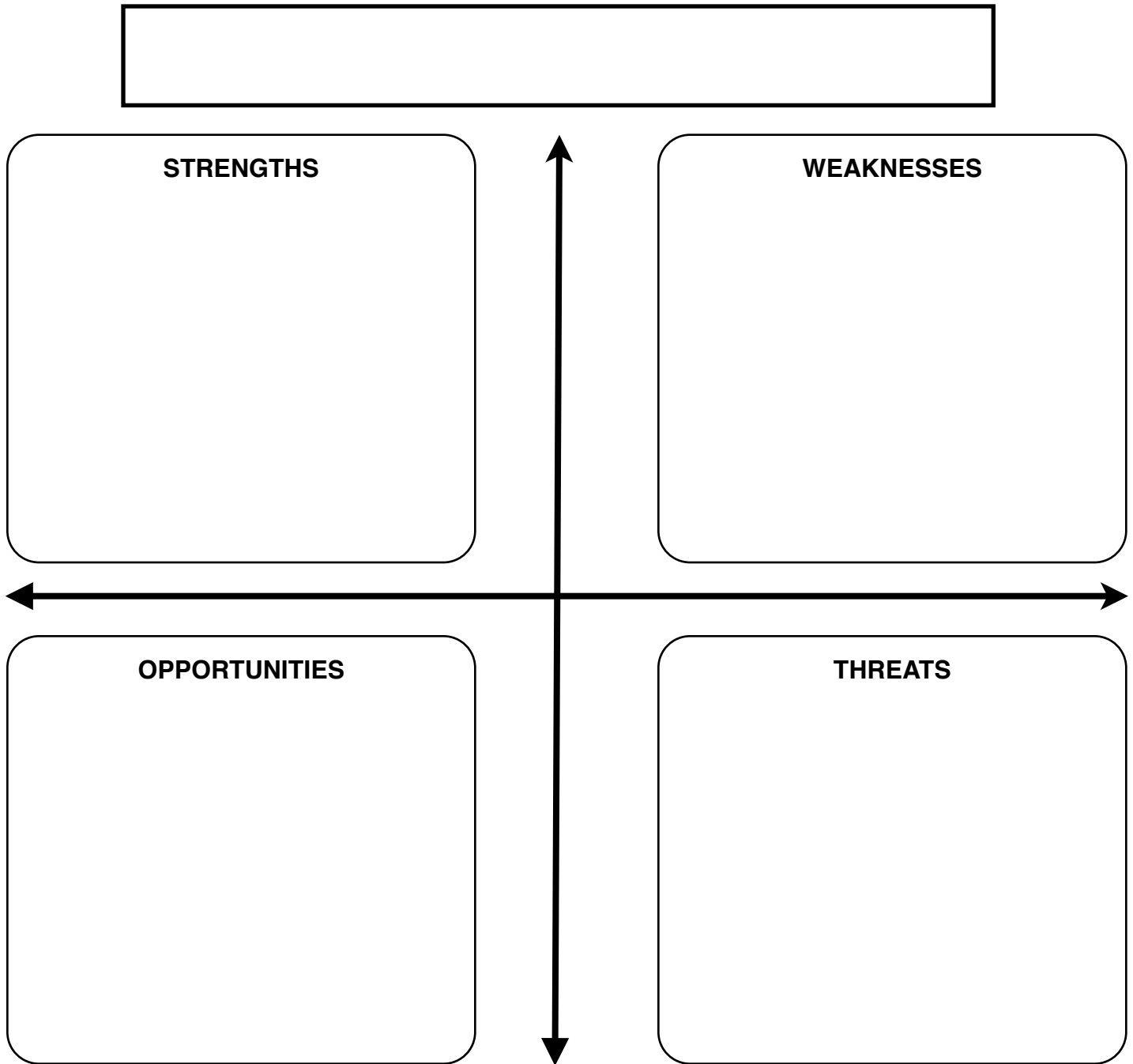
To be used as part of the platform evaluation.





### SOCIAL MEDIA SWOT ANALYSIS

To be used as part of the platform evaluation.



Define  
Strategies**STRATEGY BY PLATFORM****Step 1:** Identify priority platforms based on evaluation.**Step 2:** Outline a strategy by each platform.**Step 3:** Determine frequency of updating.**Step 4:** Determine metrics for measuring ROI.**Step 5:** Establish measurement tool.

Priority Platforms	Frequency	Category	Purpose	Metric	Tool
<i>Example: Facebook</i>	<i>Daily</i>	<i>Social Network</i>	<i>Insights, community engagement, advocacy, word of mouth, trust building.</i>	<ul style="list-style-type: none"><li>• Number of posts</li><li>• Number of active contributors</li><li>• Number of page likes</li></ul>	<ul style="list-style-type: none"><li>• Hootsuite</li><li>• Facebook Page Insights</li></ul>



Define  
Strategies

## SOCIAL MEDIA MARKETING OUTLINE

**Objective:**

**Target Audience:**

**Secondary Audience(s):**

**Strategy (1):**

Budget:

**Tactic (1a):**

Responsible:

**Tactic (1b):**

Responsible:

**Tactic (1c):**

Responsible:

**Strategy (2):**

Budget:

**Tactic 21a):**

Responsible:

**Tactic (2b):**

Responsible:

**Tactic (2c):**

Responsible:

**Strategy (3):**

Budget:

**Tactic (3a):**

Responsible:

**Tactic (3b):**

Responsible:

**Tactic (3c):**

Responsible:

**Total Plan Budget:**



Define  
Strategies

Research

## PREPARATION

1. Your elevator pitch in 140 characters:

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2. What type of program will this be? (Circle one)

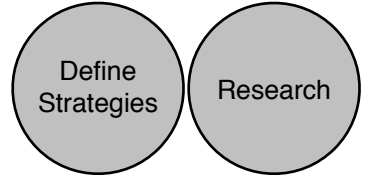
- ❖ Awareness
- ❖ Engagement
- ❖ Advocacy

3. Who is the target audience? (Reference page 14)

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4. What does this audience know about you today? (Circle up to two)

- ❖ Nothing
- ❖ Aware of you, but never acted
- ❖ Acted once
- ❖ Repeat actions/enthusiasts
- ❖ Advocates



## PREPARATION (Continued)

5. How does your target audience *use* social media? (Circle up to two)

- ❖ Creators
- ❖ Critics
- ❖ Collectors
- ❖ Joiners
- ❖ Spectators

\* SOURCE: Forrester Research's Social Technographics Data, <http://www.forrester.com/Groundswell/ladder.html>

6. What is your brand promise? (In a word or short phrase)

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7. How will you insert the “human element”?

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8. How will you measure your success?

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Research

**TARGET AUDIENCE**

**Educational level** \_\_\_\_\_

**Age** \_\_\_\_\_

**Race/ethnicity** \_\_\_\_\_

**Gender** \_\_\_\_\_

**Geographic area** \_\_\_\_\_

**Language** \_\_\_\_\_

**Occupation** \_\_\_\_\_

**Household income** \_\_\_\_\_

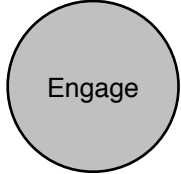
**Social Status** \_\_\_\_\_

**Lifestyle** \_\_\_\_\_

**Values** \_\_\_\_\_

**Motivations** \_\_\_\_\_

**Media use** \_\_\_\_\_



## SOCIAL MEDIA CONTENT CALENDAR

A Social Media Content Calendar should serve as an editorial guide to focus key messages and weekly communications themes throughout the campaign.

Types of posts:

1. Informing: Purpose will be to inform and share general information
2. Promotional: Purpose will be to build excitement
3. Engagement: Purpose will be to encourage engagement

Social Media Content Calendar 2010						
	Sunday		Monday		Tuesday	
<b>Week Theme:</b>	31-Oct		1-Nov		2-Nov	
My Most Important Answer	Facebook:	Share costume pics	Facebook:	Key message	Facebook:	Share your answer
	TYPE:	Engagement	TYPE:	Informing	TYPE:	Engagement
<b>#Tag:</b>	Twitter:	Top 10 List	Twitter:	News	Twitter:	FB page
#MyAnswer	TYPE:	Informing	TYPE:	Informing	TYPE:	Promotional
<b>Week Theme:</b>	7-Nov		8-Nov		9-Nov	
My Most Important Answer	Facebook:	Key message	Facebook:	News	Facebook:	Key message
	TYPE:	Engagement	TYPE:	Engagement	TYPE:	Engagement
<b>#Tag:</b>	Twitter:	We need your support	Twitter:	FB page	Twitter:	Follow Friday
#MyAnswer	TYPE:	Engagement	TYPE:	Promotional	TYPE:	Promotional
<b>Week Theme:</b>	14-Nov		15-Nov		16-Nov	
My Most Important Answer	Facebook:	Vote now!	Facebook:	Personal stories	Facebook:	Vote now!
	TYPE:	Engagement	TYPE:	Engagement	TYPE:	Engagement
<b>#Tag:</b>	Twitter:	Vote now!	Twitter:	News	Twitter:	Vote now!
#MyAnswer	TYPE:	Engagement	TYPE:	Informing	TYPE:	Engagement
<b>Week Theme:</b>	21-Nov		22-Nov		23-Nov	
Everyone has a role to play	Facebook:	What's your role?	Facebook:	Tell one person today	Facebook:	What are you thankful for?
	TYPE:	Engagement	TYPE:	Engagement	TYPE:	Engagement
<b>#Tag:</b>	Twitter:	Key message	Twitter:	We need your support	Twitter:	Top 10 List
#NCSColorado	TYPE:	Engagement	TYPE:	Engagement	TYPE:	Informing
<b>Week Theme:</b>	28-Nov		29-Nov		30-Nov	
Dad's Voice	Facebook:	Let's hear from the dads	Facebook:	Dad pics	Facebook:	How involved are you?
	TYPE:	Engagement	TYPE:	Engagement	TYPE:	Engagement
<b>#NCSColorado</b>	Twitter:	Why would you get involved?	Twitter:	News	Twitter:	Why dads should support
#NCSColorado	TYPE:	Engagement	TYPE:	Informing	TYPE:	Informing



## ROLES AND PROCESSES

It is important to clearly establish roles and responsibilities up front to reduce the risk of inappropriate, duplicative, or unapproved content being broadcast.

Who will have access to your social media accounts?

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Who will be responsible for preparing the dashboard?

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Who will write content?

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Who will approve content?

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Are there other departments or people who should be brought into this process?

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Who will be responsible for managing crisis communications?

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Measure

## **METRICS AND ANALYTICS**

What will you track? How will you monitor? When will you measure?

### **QUANTITATIVE**

### **QUALITATIVE**



Refine

## WHAT DID WE LEARN?

Experiment on a small scale. Record what worked and what didn't.

### **What worked:**

### **What didn't:**



## NOTES



## NOTES