

CREATING YOUR SOCIAL MEDIA STRATEGY ~is like~ throwing a party.



iab presents a model in social media

PAID. OWNED. EARNED.

Guiding your brand through social media requires a structured approach. The Paid, Owned, Earned model is an acknowledgement that a one-dimensional communications strategy cannot move the needle. Instead, disseminating your message relies on the convergence of your paid, owned and earned media tactics. The whole of your paid, owned and earned communications model is greater than the sum of its parts. A holistic approach can help you consolidate your ROI.

Planning your party.

- STEP 1** **WHAT'S THE OCCASION?**
Why are you having your party? Every party has a reason for happening. Similarly, all social strategies should have a purpose or objectives — these objectives will guide the content and design of your social communications.
- STEP 2** **WHO DO YOU WANT AT YOUR PARTY?**
You need to know who your guests are before planning a party they will enjoy. Who is the target audience for your social communications? Understanding your audience helps improve the relevance of your message.
- STEP 3** **WHERE ARE YOU HAVING IT?**
Where are you having your party? Choosing the right venue is crucial. Does your target audience spend their time on social media? If so, are they on Facebook, Twitter, LinkedIn, etc. This will help direct the finite resources you have.
- STEP 4** **WHAT'S THE THEME?**
What's the entertainment? You need to offer your guests something to ensure they stay at the party and like you. Similarly, in social media, assess what you offer your audience (ie. Great content, deals, customer service.)
- STEP 5** **HOW WILL YOU KNOW IT'S A SUCCESS?**
There are key ingredients to a great party. You should understand what success looks like before you try to achieve it. What are the Key Performance Indicators of your brand's social community and overall business objectives?
- STEP 6** **WHO ARE YOU?**
It's your party, so it needs to reflect your personality. The way you dress, the way you speak with people translates to the look of your social properties and the content you communicate. Defining your brand and brand voice in social media is a useful exercise.

- Have you considered**
- 1 Have you defined your short and long term objectives in social media for your brand?
 - 2 Does your social strategy align with the overall business goals / brand purpose? Is your brand's social voice properly defined and is it authentic, unique and relevant to your brand?
 - 3 Have you developed your social media brand standards and updated your brand guidelines with this information?
 - 4 What are your competitors doing on social media that you could do differently / better? What unique perspective can you bring to the table that your audience will want to hear?
 - 5 Have you developed an online 'persona' for your desired audience? Have you considered the way they consume online media?
 - 6 What portion of your core target is on social media? What platforms do they use and do they have specific accessibility (disability/mobile) or language requirements?
 - 7 Is there a budget to support your strategy? Social media is not free, consider the cost and time associated with your paid media, community management and content creation
 - 8 How will you measure your success / ROI? Have you thought of KPI's that will demonstrate progress and ladder up to your objectives? How will you communicate your objectives — and your progress in meeting them — to stakeholders?
 - 9 Have you considered your social media team and clearly defined responsibilities for activation, community management, media and content production?

Getting the word out.

How do you make sure people come to your party? The first step is making sure people know your party is happening. Reaching people is harder than ever. Fortunately, there are many helpful tools at your disposal.

What is POE?

<p>PAID</p> <p>Definition: Use of paid advertising channels to deliver a brand's message and/or drive traffic to owned or controlled properties.</p> <p>Role: Create awareness, drive traffic and jumpstart owned, earned & shared efforts.</p> <p>Tactics: Engagement ads, Display, ads, Email, TV, Print, Radio, OOH, Experiential, Paid Influencer Outreach.</p>	<p>OWNED</p> <p>Definition: Media, content, assets and community platforms partially or wholly owned & controlled by the brand.</p> <p>Role: Platform to house robust brand content & create long-term relationships /engagement with customers.</p> <p>Tactics: Pre-existing social properties, Social Links on Website, Email Database.</p>	<p>EARNED</p> <p>Definition: Unique brand presence on established channels gained through editorial influence other than advertising.</p> <p>Role: Expand reach & credibility of the brand's message in trusted channels.</p> <p>Tactics: Word-of-Mouth, Influencer Outreach, Blogs, Social Engagement.</p>
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Multi-screen experience.

Your audience will engage with your content over a range of devices. Some demographics have a higher affinity for certain devices than others. Increasingly, Canadians are accessing social media on-the-go — so ensure your program is accessible to your target by considering a multi-screen strategy.

Making your party great.



You've managed to get people to your party. Now, how do you get them to stay... and like you?

Content

Content is the most important part of your social media campaign. Creating content that resonates with your audience, is in line with your brand guidelines, and reinforces your business objectives is difficult. Without content, your audience can't engage with your brand in a meaningful way. Content is the 'punch' at your party — it helps get people talking, it has an effect on people.

Social Platforms are not created equal. Each platform at your disposal boasts different ways to create and publish content. Every platform also aggregates content differently — this presents unique implications for the reach of your brand messaging.	Social Networks	Blogs /Microblogs	Visual Content	Audio Content	Video Content
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Objective
Before making any post, you should understand what it is trying to accomplish. What's your reason for making the post?

Timing
When is your audience most likely to see your content? Think of their lifestyle. Leverage analytics and consumer insights.

Engagement
How do you prompt an action in a way that entertains and delivers messaging that supports your overall branding?

Measurement
How do you know the user has carried out an action? How can you close the loop?

Have you considered

- 1 Have you considered the SEO implications of your content strategy and standards pertaining to content tagging?
- 2 Have you considered how you might respond to negative types of engagement? Do you actively measure sentiment towards your brand online?
- 3 Have you performed a content audit to identify any existing assets that might be repurposed for social media?
- 4 Have you considered how your social media content will be unique and differ from your other channels (e.g. website)?
- 5 Do you have internal resources for producing rich content (audio, video, applications)? If not, consider external support.

Engagement

Action taken upon your content is called engagement, when users engage with your content, their friends/connections on that social network are able to see your content. Engagement can increase the reach of your communications.

PAID MEDIA

Paid Media is an important tool in your acquisition and engagement strategy. A combination of online /offline media can work to drive traffic to your owned social media properties.

ONLINE ~vs~ OFFLINE

TYPES	TYPES
Engagement Ads	TV
Display Ads	Print
SEM	Radio
Email	OOH
Content Integration /Blogger Partnerships	Experiential
	PR

Have you considered

- 1 Have you defined the objectives for your paid media? Do you have analytics in place to measure against these objectives?
- 2 Have you secured the media budget to support your social media?
- 3 Where will you direct users from your online media? If you are using online media, are your landing pages aligned to your objectives?
- 4 Is your creative compliant to the required media standards? Is the messaging aligned to your objectives and is your brand represented appropriately?
- 5 Have you evaluated your overall company media activity — both internally and externally (print, PoS, emails, TV) to identify opportunities where this can support your social media initiatives? Do you have a senior level support directive to assist you in accessing these opportunities?

OWNED MEDIA



Owned Media is your party. It includes everything that happens on your branded social media space.



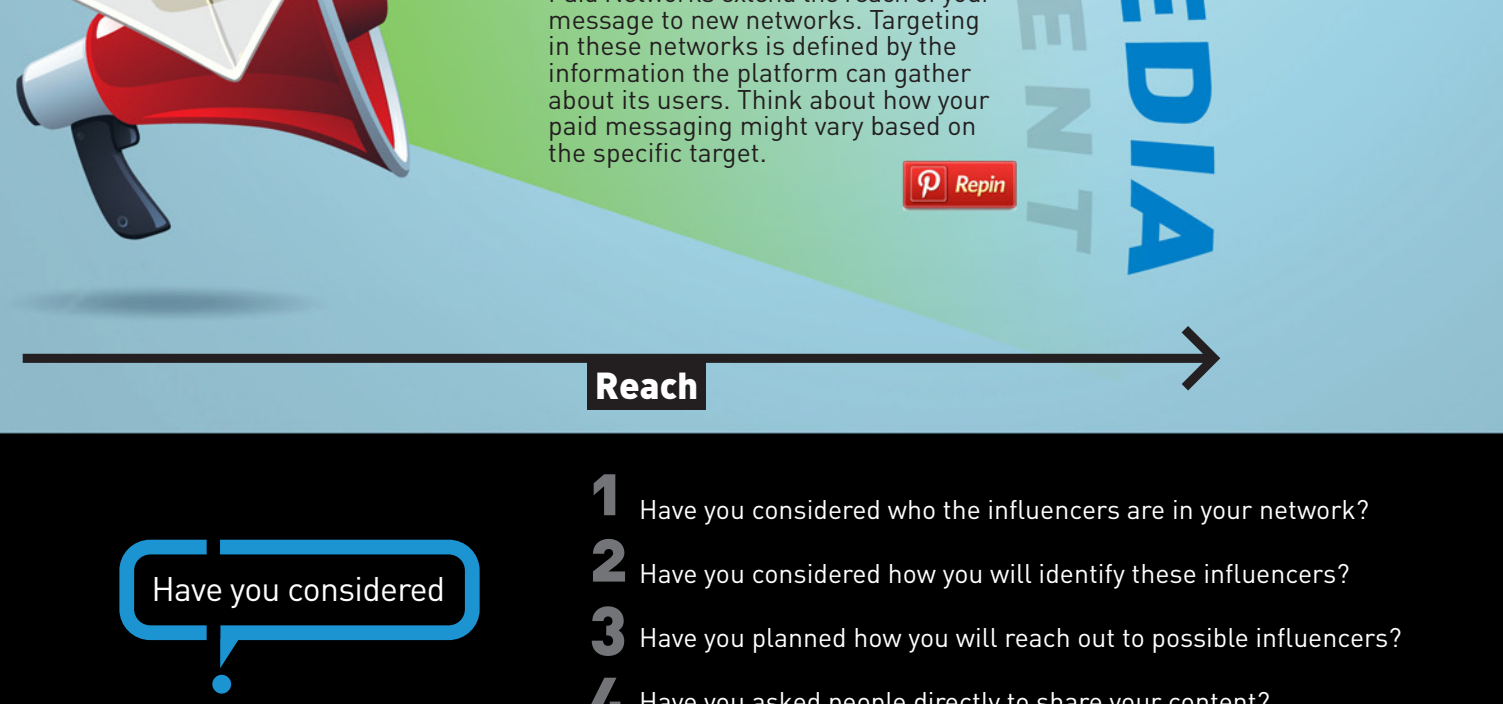
Have you considered

- 1 Do your owned media properties represent your social media brand guidelines?
- 2 Have you considered the user experience across devices?
- 3 Do you have community management resources in place? Any given guidance on expectations related to response times, FAQ's and escalation procedures outlined in your social media brand guidelines?
- 4 Have you considered what happens over weekends? Social media is always-on.

EARNED MEDIA



Earned Media is what happens at and around your party. It's everything everyone is saying about you and your party.



Have you considered

- 1 Have you considered who the influencers are in your network?
- 2 Have you considered how you will identify these influencers?
- 3 Have you planned how you will reach out to possible influencers?
- 4 Have you asked people directly to share your content?