

Executive Summary

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About COMPANY NAME

Strategy Intent

Strategy Objectives

The objectives for the COMPANY NAME social media strategy are as follows:

Audience

When undertaking any social media activity for our business, we must keep our target audiences firmly in mind to ensure that the content we share is relevant and interesting to them. The target markets for COMPANY NAME are as follows:

Audience name

Age:

Gender:

Location:

Key Information:

Channels for reach:

Audience Name

Age:

Gender:

Location:

Key Information:

Channels for reach:

Brand Personality

Here we try to understand the tone of voice for COMPANY NAME on social media. It is important to define a 'voice' for the brand on social media so that anyone who takes over management of the channels understands the ideal style of communication.

Channel Selection

Going forward, COMPANY NAME will utilise the following social media channels, each stated with their own unique purpose or mission statement, target audiences, ideal graphic sizes, suggested types of content, and frequencies for posting:

Facebook



Purpose:

Key Stats: Active monthly user base of 15 million (Australia), spending 12.5 hours per week on the platform.

Target Audiences:

Profile Graphic Sizes (in PNG format):

- Profile: 170 x 170 pixels (will be cropped to a circular shape in ads and posts)
- Cover Image: 820 x 312 pixels
- Image Posts: 476 x 249 pixels

Suggested Types of Content for Facebook:

Frequency of Posting:

Once per day max, cycled through 9am, 1pm, 3pm, or 6.30pm.

***Review the Page's Insights tab on a monthly basis to work out when our audience is online, and then adjust the posting times to work in line with that.*

Twitter



Purpose:

Key Stats: 3 million active monthly users (Australia), and 32% of users are using 20 or more times per week, and 67% of users tweeting 5 times or more per day.

Target Audiences:

Profile Graphic Sizes:

- Profile: 400 x 400 pixels (please note that this will crop to a circle)
- Cover Image: 1500 x 500 pixels
- Image Posts: 1024 x 512 pixels

Suggested Types of Content for Twitter:

Frequency of Posting:

3 times per day, cycled between 5am, 12pm, 3pm, and 5-6pm.

LinkedIn Company Page



Purpose:

Key Stats: User base of 8 million, with 4.2 million logging on every month (Australia).

Target Audiences:

Profile Graphic Sizes:

- Profile Image: 300 x 300 pixels
- Banner Image: 1,536 x 768 pixels
- Image Posts: 520 x 271 pixels (as link preview image)

Suggested Types of Content for LinkedIn:

Frequency of Posting:

3 times per week, cycled between 7.30am, 12 noon, and 6pm.

LinkedIn Individual Accounts



Purpose:

Target Audiences:

Profile Graphic Sizes:

- Profile: 400 x 400 pixels (*note that this gets cropped to a circle*)
- Profile Background Image: 1,584 x 396 pixels

Suggested Activity for LinkedIn Individual Accounts:

- Following the company pages of organisations that fall within our identified target audiences and strategic partners, and engaging with their content (liking, commenting, sharing).
- Connecting with individuals prior to sales meetings.
- Sharing content from the COMPANY NAME company page.

Frequency of Posting:

Daily engagement and interaction, approximately 10 minutes per day.

YouTube



Purpose: To provide a place to store video content that sits within the second largest search engine in the world, and to provide a unique way to engage with and communicate with our audiences. Content developed here is also for broadcasted across our other channels.

Key Stats: YouTube has 15.6 million unique Australian visitors each month. 1 in 2 Australians watch YouTube videos.

Target Audiences:

Profile Graphic Sizes:

- Channel Icon: 800 x 800 pixels
- Cover Image: 2560 x 1440 pixels (safe zone in centre for text/logo - 1540 x 427 pixels)

Suggested Types of Content for YouTube:

Frequency of Posting:

As often as videos are created, ideally monthly at the very least.

Types & Sources of Content

Content for our social media channels will comprise a mix of communications about our product offering, and also content re-published from pre-approved, third-party sources. We will aim to follow the 60/40 rule – 60% of what we share will be interesting to our consumers, and 40% will be our products.

Leveraging Existing Web Content:

Video Content:

Video content allows us to tell rich stories to our followers and the people that we are advertising to. Video gives us a lift in ad recall, brand awareness, and purchase intent.

Videos for social media will be kept short. It is important to have movement in the first two to three seconds of videos to attract the attention of users who have Autoplay enabled on their devices. The ideal duration for Facebook is no more than 2 minutes, and all videos should have captions where appropriate.

Some recommendations for potential video content include:

Re-publishing external content:

We will consider republishing information relevant to our audience that will promote us as being helpful and in touch with our intended target audiences.

The types of content we will consider re-publishing include:

Tips for Sharing External Content

External content should always be shared with a direct link to the content in question, with checks to ensure that the link will work for everyone (i.e. it is not linking to content that is secured behind a login). A suitable image should be shared with every link to make it more aesthetically appealing, and the source or company in reference will have their social media profile tagged in the post if suitable.

Hashtags

Hashtags are integral to the way that our users navigate the online world as they act as a searchable links, and they enable users to track topics based on the keywords they contain.

Hashtags must always be used on Twitter posts. Below we have a series of branded hashtags that must always be used, and then a series of other hashtags that can be implemented as and when required, dependent on the image being posted.

Branded/Product Hashtags:

Other Hashtags:

Content Principles

Content for our social media channels will be:

Content Plan

In order to achieve consistency and rhythm across our social media channels, we can map out a general structure to be followed on a weekly basis. Other content can be slotted in and around this plan as and when required, however this assists us with knowing what to post. It also helps our users get comfortable with what they can expect from us.

Below we have set out an example content plan that could be utilised across the different platforms:

Example Social Media Graphics

Social Amplification

Strategic Engagement

Social media is not just about broadcasting content, it is also about engaging with the content of others in a strategic manner, with the aim of the engagement being reciprocated, thereby increasing our brand awareness and social media following.

On Facebook we will 'Favourite' certain pages, we will follow companies on LinkedIn and Twitter, and we will also interact with their content by liking, reposting, and sharing where appropriate. These may include:

Social Media Advertising

Social media offers particularly powerful advertising mediums that we can utilise to build our following, and promote our products. We would encourage mainly utilising the Facebook advertising platform due to its ability to target geographical areas and interests, but also a small portion of LinkedIn advertising for reaching individuals within target companies.

In the short term we will work with a \$\$\$\$\$ per month spend on Facebook/LinkedIn Advertising broken up into XXXX key objectives:

1. xxxxx
2. xxxxx
3. xxxxx
4. xxxxx

**This is the minimum recommended spend for now until we can garner some actual data after the first month of advertising.*

Objective One:

Marketing Objective for the Campaign:

Audience:

Placements:

Lifetime Budget:

Duration:

Optimisation for Delivery:

Ad Example:

Objective Two:

Marketing Objective for the Campaign:

Audience:

Placements:

Lifetime Budget:

Duration:

Optimisation for Delivery:

Ad Example:

Reputation Management on Social Media

Customers, both existing and potential, will be having conversations about our brand with or without us. Social media has opened up a way for us to get involved in the conversations that are happening about our brand, and gives us the opportunity to turn these potentially negative situations into positive outcomes.

In all circumstances it is important that any engagement with individuals is done so with professionalism, clarity, and no emotion. Responses must be kept to the point, and the aim is to address the complaint or comment quickly so that other users can see we are addressing the situation, and to move the conversation to a private domain such as a phone call or email.

Social media of course also gives our happy customers and brand advocates a channel to speak out – and it is just as important to engage with these individuals too.

Monitoring

All channels should be monitored via Social Report and Hootsuite. COMPANY NAME will endeavour to respond to any post/comment within 12 hours. This needs to happen 7 days a week, given that posts will be scheduled to go out across the entire week. When monitoring, any posts or comments must be categorised and handled appropriately.

< insert monitoring flow chart >

Community Engagement & Approved Responses

Below we have categorised what we believe to be the most common types of comments that may arise, and our approved responses. It is important that responses are always personalised to the individual, by tagging their first name into the response.

Positive Comments

Negative Comments

Escalation Protocols

When a negative comment has been posted, our Escalation Protocols must be adhered to:

Level	Example	Action
Very Low		
Low		
Medium		
High		

Success Measurement

The success of your social media strategy should be gauged by quantifying the following:

Website Traffic

Social Followers

Likeability & Engagement

Competitor Analysis

Website Review

Social media is a fantastic way to draw attention to our business online, but our company website needs to act as your centralised 'hub' online, and any social media advertising must link back to our website. With this in mind, we have undertaken a high-level review of the COMPANY NAME website and have the following recommendations to consider:

Appendix One: What is Disaster Recovery

Every new technology brings with it the capacity to screw things up in an entirely new way. With social media, it's now become possible to turn what was once a verbal gaffe behind closed doors into a public peccadillo.

Social media mistakes -- a tweet published accidentally, an ungracious response to a Facebook wall post -- are bad enough in a personal context, although they can usually be straightened out. But when such things happen with a corporate Twitter account or some other branded outlet, they can be messier by orders of magnitude.

It's not just that the wrong message gets out to that many more people, or that said message is associated with a multimillion-dollar name, or that it might well be enshrined forever in some digital archive you can't erase. It's that, on top of all those things, a mistake speaks volumes about your (in)ability to manage social media effectively.

It's best to think of such accidents as a "when," not an "if," situation. At some point, someone's going to say the wrong thing on your behalf -- maybe it'll even be you -- and you're going to have to clean it up, fast. How you do that, and how you guard more vigilantly against future mistakes, is a process that should be made part and parcel of the way you handle social media.

First step: Recognition

The first stage is to know when there's a social media issue that needs immediate attention. Consider a few examples of things that can go wrong:

- The external PR firm you've hired to tweet on behalf of your company posts an extremely undiplomatic reply to someone with a mild piece of criticism.
- A blog post from your CEO about a change in policy attracts a barrage of vituperation from readers.
- An overzealous social media manager summarily deletes negative comments from your company's Facebook page, causing a frenzy of ever-nastier comments and widespread blogging about the deletions.

Looking at these examples, you should keep two things in mind. First, sometimes the hard part is recognizing that you have a problem in the first place. The sheer natural volatility of the Internet makes it easy to assume that things will blow over in short order. But it's best to assume that they won't.

Second, the source of the crisis matters. If this is something that came directly from within your organization, courtesy of someone sporting your corporate identity, then you definitely need to spring into action. "In my experience, about 60% of the points of conflict around social media are driven by internally misinformed moves," says Vanessa DiMauro, CEO of Leader Networks, which specializes in online community management for other companies. "From what I've seen, internal missteps tend to be more common and more impactful."

This isn't to say that outside issues (such as someone raising a complaint) aren't worth your attention. In fact, if it looks like an unhappy customer or ex-employee has posted damaging information (whether true or false), it is just as important to handle that quickly and effectively.

Second step: Action (and apology)

So now that you know something needs to be done, what do you do?

First, you have to publicly acknowledge that there's an issue. Don't try to come up with a perfect answer at first; a speedy reply that indicates you've heard and understood is better than a detailed one that's a week late.

Create a space for the reply that is easy to get to and easy to pass around and that has at least some degree of permanence. A blog post is the best default choice, but make sure the post is on a blog that is clearly an official mouthpiece for your organization. Don't create a blog just for the reply.

If the explosion was on Twitter itself, use Twitter to draw attention to your follow-up, but don't use Twitter to issue the apology or clarification. Let's face it -- 140 characters are not enough for something so nuanced, even if it's just your initial reply.

After your first acknowledgement, take time (not too much, though) to craft a more detailed response. It doesn't have to be exponentially longer than your original note, but it should contain three things:

1. Your understanding and acknowledgment of the problem.
2. Affirmation that you have learned from the situation.
3. The steps you're taking to correct it now and prevent it from happening in the future.

Appendix Two: What is Risk Management

Social media questions organisations should be asking

“Is your organisation taking advantage of the unparalleled communication and stakeholder engagement opportunities presented by various social media platforms?”

“Have strategies and policies that address the risks and opportunities posed by social media been developed and communicated?”

“Are appropriate controls in place to manage your emerging risks created by social media (including reputation, security, privacy, disclosure and human resources)?”

“Does your organization have sufficient and appropriate resources, skills sets and capacity to monitor, assess and take advantage of the constantly evolving social media landscape?”

“Are you aware of what customers, employees and competitors are saying about you online?”

Managing social media risks

By combining new technologies and methods of engagement, social media can pose new risks to organizations and magnify existing ones. In addition to amplifying information technology risks such as viruses, malware, privacy, security and unauthorized applications, organisations must also manage brand, reputational and defamation risks and protect against the loss of intellectual property or inappropriate disclosures.

Despite the many specific risks introduced by social media, organisations must also evaluate the growing risks of doing nothing – of not embracing social media. A prime example of the need for balance is human resources.

While organisations initially worried about potential productivity losses, the new worry is that restricting social media access may deter candidates. Leading organisations are now using social media to identify, attract and engage potential employees.

5 steps your organisation should take today

1. Develop a social media strategy consistent with your organisational goals and objectives
2. Clearly establish roles and responsibilities with respect to social media
3. Identify risks inherent in the organization’s social media strategy
4. Determine key required risk management practices including the communication of social media policies
5. Implement a process to proactively monitor and respond to what is being discussed online about your organisation

Appendix Three: Risk Management & Escalation Protocols

What social media use is an employer entitled to regulate?

The first step is to distinguish between social media use in the course of employment (that is, people whose job it is to manage communications in social media channels on behalf of their employers) and social media use which is not directly in the course of employment. There is a separate set of issues which arise for the people who are running your social media communications for a living (who needs to "sign-off" on particular communications, who is responsible for moderating content, and so on) which should properly be the subject of those employees' job descriptions. Guidance for employees who do social media for a living is best provided on the individual basis that job descriptions allow for; whereas social media policies, which are of general application, are more useful for social media use which occurs outside the course of employment.

If employees are using social media outside the course of their employment, is that any of the employer's business? The answer, of course, is "yes". If the social media use is occurring on the employer's computer network, or on employer-provided smart phones, the employer has an obvious interest in the maintenance of its business equipment. However, even social media use in the employee's own home and on the employee's own computer has the capacity to affect the employer and the employment relationship.

When it comes to social media use outside the course of employment, there are four broad areas in which that social media use has the capacity to affect employment (and thus, in turn, to concern the employer, and to merit attention in the employer's social media policy).

The first area is social media use which has the capacity to damage the employee's professional reputation. For example, partisan political remarks by a journalist whose reputation requires objectivity, or contact between a teacher and a student which could give rise to impression of favouritism, are relevant in this area.

The second area is social media use which has the capacity to damage the reputation of the employer. In 2009, two employees of a pizza franchise in the United States posted a video of themselves to YouTube involving (a) food and (b) acts which you would rather not see in the context of food. In the next week, the franchisor's share price fell by 10%. Even "positive" commentary can fall into this category – there have been a number of cases in which brands have been damaged by positive commentary in social media channels by "customers" who turned out to be employees.

The third area is social media use which has the capacity to damage the employee's ability to work with their colleagues. Conduct which may be harmless as water cooler gossip can take on a whole new life once posted into social media channels. Indeed, in the Linfox case, Commissioner Roberts described the employee's conduct as having "much of the flavour of a conversation in a pub or cafe, although conducted in an electronic format". If the employee had confined his conversations to pubs and cafes, he might not have found himself seeking relief from unfair dismissal.

Finally, **the fourth area** is social media use which breaches another of the employer's policies (for example, policies dealing with discrimination, harassment, or the protection of confidential information). If an employer is aware of sexual harassment within a workplace, the fact that the harassment is occurring via Facebook rather than in person is unlikely to relieve the employer of liability for what has occurred.

The identification of these areas in which the policy will operate is the key first step in the policy, so that employees know when they have to take their employment into account when using social media. Many of the cases which are coming to employment lawyers involve employees whose answer to their employer's concerns is, "I didn't think that was relevant to my employment". Making employees aware of what social media use is relevant to their employment, and why, is the first step to ensuring that the social media use doesn't become a case which requires the attention of employment lawyers.

How long should my social media policy be?

A good social media policy should be concise. You don't want the key messages becoming lost in a thicket of definitional waffle or buried under a mound of examples. American employment lawyer and author Jay Shepherd suggests that you need only two words; "Be professional".

Most employers will probably find that they need more than two words, or even two sentences. After all, what "be professional" means can differ between occupations. The emphasis which the policy should give to particular ways that employees can get themselves into trouble on social media will depend upon how likely that trouble is to materialise in the context of each employer's industry.

To that end, it is worth spending a bit of time making sure that your social media policy is adapted for your workplace and your industry, rather than simply using a template designed for someone else's business. Asking yourself, "what's the worst that could happen?" and then asking, "how does my policy stop that worst outcome from happening, and how does it respond if the worst does happen?" provides an opportunity to make sure that the policy has the content it needs.

What are the key issues which the policy should contain?

The first of the issues identified by Annabel Crabb, that everything should be treated as being public, is a vital component of a social media policy. In both the Linfox case, and an earlier Fair Work Act unfair dismissal decision concerning a post on MySpace (which was held to have justified the dismissal of the employee) the employees thought that the material which they had posted was private. In each case, to each employee's cost, the employee was wrong.

The privacy settings of social media platforms can provide a most uncertain refuge; for example, even if a photograph is visible only to Facebook "friends", this does not prevent the photograph from being distributed more widely. Two Victorian employees discovered this fact last year, when photographs which they had uploaded to Facebook which depicted them "planking" in the workplace came to the attention of WorkSafe via "a member of the public". Each employee was prosecuted for breach of the Occupational Health and Safety Act 2004 (Vic), and each was fined \$1500.

Rather than relying upon the privacy settings of each social media platform on which employees are active, it is better to observe what Jay Shepherd calls the Cosmic Law – always assume that the person you would least like to see your social media post (or photograph, or video) will see it. That person may be your boss, or your opponent in a dispute, or your mother (or WorkSafe Victoria).

The Cosmic Law is sometimes expressed as "don't post anything which you wouldn't want to see next to your name on the front page of a newspaper" or "don't post anything which you wouldn't want shouted from the rooftops" – although if you follow the last formulation of the rule too literally, the only permissible Facebook status update is "[your name] is stuck up here on the roof".

The policy should emphasise that some things are better left unsaid, and that if something can only be said on the basis that it is "private", then it may be better not to say it at all.

Equally, if something can only be said on the basis that the person saying it is "anonymous", there is a good chance that it should not be said.

Other key issues which the policy should deal with include making employees aware that they should keep the personal and professional separate. This means that, for example, personal social media accounts should normally not be used for business communications, and employees should take care not to imply their employer's endorsement of their personal views. It is also worth paying specific attention to employees' obligations in relation to confidential information, and in particular, it is worth pointing out that even partial disclosure of confidential information should be avoided. It may be that no one particular post, or tweet, discloses any particular confidential information, but that disclosure can occur by a process of "jigsaw identification" when a number of such posts or tweets are put together.

Finally, the policy should expressly remind employees that breach of the policy may have consequences for their employment, up to and including the termination of their employment in appropriate circumstances. This doesn't need to be done in a threatening way, by the waving of a big stick, but employee misuse of social media can have serious consequences for the employer, and, accordingly, it is important for employees to understand that misuse can have serious consequences for the employees as well.

Appendix Four: Social Media Policy Considerations

If your company or organisation is considering creating a formal social media policy, here are 10 areas to consider:

1. Defining what 'Social Media' is to your business.

You can ask 10 different people what the term 'social media' means, and get 10 different definitions. Your employees are no different, you need to define exactly what sites/tools/etc fall under the 'social media' umbrella for the purposes of your policy.

For example, most people consider Twitter and Facebook to be social media, but what about email? Your blog? Your website? See how clarity can help?

2. Make employees aware of any special communication considerations involving your industry.

The pharmaceutical industry, for example, has strict guidelines as to what company representatives can and cannot say to current/potential customers via social media channels. Make sure your legal team is involved to make you aware of what the boundaries are.

3. Define what 'acceptable behaviour' is for your employees via social media.

What language can they use? How does their tone and the way they respond reflect on the company's branding and culture. Will what they post on the personal Facebook account impact their employment? Spell everything out so there can be no confusion later.

4. Define what employees should and should not disclose.

For example, employees should always disclose their affiliation with the employer when posting content to social media sites, and shouldn't disclose financial information about the company that 'isn't for public consumption'.

5. Make sure employees understand the 'chain of command' and who owns what.

If different groups/departments should handle responses based on content, etc, then clearly spell that out so the intern in product design doesn't respond when the manager in PR should be.

6. Spell out copyright usage in content creation.

Make sure employees understand and respect copyright laws regarding the usage of other people's content.

7. Make sure that employees understand they are responsible for the content they create and the responses they make.

Remember these three words: 'Google Never Forgets'.

8. Create stand-alone policies for additional social media presences that the company maintains.

For example, if your company has a blog, it should also have a corporate blogging policy. Different tools have different audiences and goals, and require a slightly different approach. For example, create a flowchart for responding to online comments that includes an escalation matrix.

9. Make sure all employees understand what your social media strategy is.

Help them understand what you are trying to accomplish via social media, and that will help them understand how their efforts feed into that ultimate goal.

10. Make sure employees understand that their social media usage on behalf of the company will be monitored.

Also remind them of employee guidelines, and how their behaviour using social media is governed by this.

Appendix Five: Landing Page Tips

Points to bear in mind when creating landing pages that you will direct social media advertising traffic to:

1. Good headlines and ad copy

The landing page headline and advertisement wording should complement each other. Your quality score for Facebook ads can be improved by having consistent content between the ad message and the landing page text.

2. Clear and concise headlines

The landing page headlines should not confuse or bore. They are one of the first things a visitor will read and should compel a visitor to take a closer look. Addressing a specific point that is related to the content of the website will catch a reader's attention more than a vague or uninteresting headline.

3. Impeccable grammar

This is particularly important as you are targeting qualified professionals and graduates.

4. Take advantage of trust indicators

For an effective way of building trust include testimonials, press mentions, guarantee seals and third party trust and security certifications, as applicable.

5. Use a strong call to action

After a visitor reads the headline, it is crucial that they know what to do next. Download Now, Register today etc.

6. Buttons and calls to action should stand out

Identify the key words people interested in <COMPANY NAME>'s products might be searching for. A conversion button should stand out and be placed right below a call-to-action or have the call-to-action as the button. The button, should be big bright and above where a user would have to scroll to see it.

Orange or yellow call to action buttons catch a user's eye.

7. Go easy on the links

Links connecting the user to too many other sites or pages will distract them and have a negative impact on conversions.

Lots of links on a home page make sense but on a landing page, simplicity is key.

8. Use images and videos that relate to copy

Implementing motivational speeches, videos of volunteer testimonials and assignment images into a landing page can have a positive impact on viewers, as well as give people an extra push to look further into a volunteer opportunity.

9. Keep it above the fold

The space a visitor sees without having to scroll is where the most important parts of the webpage should be.

Place the call-to-action button above the fold and in a location where the viewer's eye will scan to. Never have the button in a place where it has to be searched for.