

Digitally Speaking: How to Create a Comprehensive Social Media Strategy in 5 Simple Steps

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To be successful in social media communications, you need to be aware of your organization's brand, goals and target audience. You also need to develop an awesome content strategy, complete with powerful imagery and persuasive messaging.

So how do you create a strategic social media plan that will help you achieve your objectives? Follow the 5 steps below:

Step 1: Establish Your Goals

Before you get started, sit down and ask yourself why you are using social media in the first place. Your social media goals should align closely with your organization's brand and objectives.

Your social media goals may include one or more of the following:

- Developing media relations
- Increasing community engagement
- Increasing brand awareness
- Selling products and services

Step 2: Identify Your Target Audience

With your target audience, you need to think of their needs and wants. You also need to think about what action you want your audience to take on social media, whether it's to buy products or read your news update.

The more you understand your audience, the more likely you will be able to connect with them on social media.

Step 3: Develop Your Content Strategy

Social media content comes in many forms, including text, images and videos.



So what kind of content are you going to post on social media? Well, that depends entirely on your goals and target audience. For example, if you want to foster community engagement, then posting quizzes, polls and games is the way to go.

Step 4: Pick Your Social Media Channels

You probably already know that Facebook is the world's largest social network, but did you know that Twitter is the dominant platform for [media professionals](#)? When selecting your social networks keep in mind your objectives, the audience you're targeting and the type of content you want to deliver.

Here's a simple preview of what each social network offers:

- Twitter for real-time updates
- Facebook for overall reach
- LinkedIn for B2B (business-to-business)
- Pinterest to reach the female demographic
- Snapchat to reach Millennials
- Google + for search engine optimization
- Instagram to provide rich, visual storytelling
- YouTube for online videos you can embed and share elsewhere

[Get more detailed information](#) on which social networks to use for public relations and marketing.

Step 5: Measuring and Analyzing Your Success

If you are not measuring how social media is helping you achieve your objectives, then how can you convince a manager to invest more resources in social media?

When it comes to social media measurement, go beyond the vanity metrics of followers, likes and views!

Get Ready for Launch!

Before you send out your first tweet or post, make sure you prepare a social media content calendar and develop a social media policy as well as a response system to help you deal with trolls and angry commenters.

[Learn how to respond to trolls and bullies on Twitter.](#)

You are now ready to put your comprehensive social media strategy into action!

