# EXERCISES:
# SOCIAL MEDIA STRATEGY DEVELOPMENT

# THE FOLLOWING EXERCISES WILL FORM THE BASIS FOR YOUR SOCIAL MEDIA STRATEGY.
## PLEASE REVIEW AND COMPLETE WITH BELLA MEDIA

EXERCISE 1:
# SOCIAL MEDIA VISION

**Write a clear vision or mission statement covering your future social media activities.**

Revisit this once you have completed the rest of the exercises.

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EXERCISE 2:
# SOCIAL MEDIA OBJECTIVES AND TARGETS

**Use the following template to document your objectives and targets. To simplify, initially agree only your high priority objectives.**

| Social Media Objectives | Priority (H/M/L) | Targets |
|---|---|---|
| **A. Market/Customer Knowledge and Insight** | | |
| Market research/knowledge | | |
| Enhanced customer insight/understanding | | |
| **B. Engagement & Reputation Management** | | |
| Customer dialogue; engage with and energise key customers and influencers | | |
| Customer feedback and comment | | |
| Reputation management | | |
| **C. Enhanced Customer Experience and Loyalty** | | |
| Improved customer experience | | |
| Building brand loyalty, retention and repeat business | | |
| Customer advocacy | | |
| **D. Sales/Marketing Effectiveness, Efficiency and ROI** | | |
| Increased sales | | |
| Improved marketing effectiveness, efficiency and ROI | | |
| Building a 'Quality Customer' base – a strong online network of high value, high growth potential customers | | |
| Engage and co-create new product development | | |
| **E. Others** | | |
| | | |
| | | |
| | | |

EXERCISE 3:
# CUSTOMER MAPPING AND SEGMENTATION ANALYSIS

**Use the following template to undertake a Customer Mapping and Segmentation Analysis.**

| Customer Group | Importance (H/M/L) | Strategic Objectives | Social Media Strategy |
|---|---|---|---|
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EXERCISE 4:
# SOCIAL MEDIA PRIORITIES

**Agree the main social media actions and initiatives you need to take to achieve your agreed objectives, taking into account priority customer groups. For each action/initiative, state clearly the overall objective to be achieved and targets.**

**Key Initiative/Actions A**

| Overall Objective | Targets |
|---|---|
|  |  |

**Key Initiative/Actions B**

| Overall Objective | Targets |
|---|---|
|  |  |

**Key Initiative/Actions C**

| Overall Objective | Targets |
|---|---|
|  |  |

**Key Initiative/Actions D**

| Overall Objective | Targets |
|---|---|
|  |  |

**Key Initiative/Actions E**

| Overall Objective | Targets |
|---|---|
|  |  |

EXERCISE 5:
# ORGANISATION, PEOPLE AND RESOURCE ISSUES

**In this section you should address the key organisational, people and resource issues underlying a successful social media strategy. Consider the following:**

• Do we have the right organisational 'culture' and 'mindset' for Social Media? 'Be social before doing social!'

• Is the right organisational and decision-making structure in place?

• Has agreement been reached on resource allocation?

• Who will be responsible for your social media activities?

• What balance has been agreed between internal and external roles and responsibilities?

• Who is the Social Media Champion?

• Do you have agreed Social Media Policies and Guidelines in place covering 'Proper Use', 'Content Management', 'Customer Response Times/Quality' and 'Legal' aspects?

| Issue | Response |
|---|---|
| **Organisation** | **Insert here a summary of the key organisational issues that need to be resolved:** |
| **People** | **Insert here a summary of the key organisational issues that need to be resolved:** |
| **Resources** | **Insert here a summary of the key organisational issues that need to be resolved:** |