

Zestee Social Media School - Week 01 - Strategy



Overview

Social media offers wonderful opportunities to individuals and also to businesses and organisations. You can make the most of these opportunities if you have a clear picture of why you're using it, how often, which tools you choose to use and what you expect to gain from your social media activities. This worksheet will help you clarify the answers to these questions.

Objectives

- Understand what social media is and the importance and place within your business or organisation
- Re-evaluate your current social media strategy if you have one, or create a new one if you don't
- Consider which social media tools you are currently using and which others you could be using and why
- Identify and overcome challenges and concerns that may be blocking you making the most of social media
- Learn to find help when you need it and identify and use useful social media resources

Activities

1. Attend and contribute to chat at 8pm 07Feb12 Brisbane time at www.facebook.com/zesteeconcepts
2. Read blog posts <http://zestee.com.au/zestee-social-media-school-free-12-week-course-online/> and <http://zestee.com.au/zestee-social-media-school-introduction/>
3. Check www.facebook.com/zesteeconcepts throughout week to ask questions & read discussions
4. Read e-book **A Selection of Social Media Tools** (email renee@zestee.com.au and I'll send a free pdf)
5. Read and respond to **Questions to Consider** (below)
6. Complete **Social Media Strategy** table (page 2)
7. Create or review your social media strategy (based on table in page 2)
8. Create or review your policy & procedure document (see website for simple template)
9. Create or review your business/marketing plan (search online for templates if you don't have one)

Questions to Consider

- What exactly is social media?
- How do I feel personally about participating in this? Are there any challenges or concerns?
- What is your overall marketing plan & objectives?
- Where is your business or organisation now? (e.g. number of customers, turnover, profit etc)
- Where would you like to be? How do you think you might get there?
- What kind of budget and resources do you have?
- What role does social media play in achieving your objectives?
- Are you your brand? Consider personal vs business persona
- Which social media tools are you currently using? How are these working for you?
- Which other tools should you consider?
- How do I find the right help and resources when I need to?

Social Media Strategy

SMS Week	Social Media Tool/ Planning Document	Have already?	Need to create?	
1	Social Media Strategy			
1	Policy & Procedure Document			
1	Business & Marketing Plan			
2	Facebook (Personal) Profile			
2	Facebook (Business) Page			
2	Facebook Group			
3	Twitter account			
4	Blog			
4	Website			
5	You Tube Personal Account			
5	You Tube Channel			
6	Linked In Personal Profile			
6	Linked in Business Page			
6	Linked In Group			
7	Database			
8	Google + personal account			
8	Google + Business page			
9	Enewsletter			
10	Surveys			
11	Hootsuite/Tweet Deck			
12	Pinterest			
12	Instagram			
12	Foursquare			
	Other.....			

You can use the above table as a basic social media strategy to refer to, or you can take the time to make this a more detailed document (for example adding in your account names, the regularity you plan on using each tool, specific objectives, targets and measurements)

Policy and Procedure

Depending on the size of your business, you may wish to create a written document. See www.zestee.com.au for a very basic template or search for one online.

Business and Marketing Planning

This course will not cover this area in depth but if you are using social media in a business setting, it is crucial that it aligns with your business and marketing plans. There are numerous templates online.

Congratulations on completing week 1! Week 2 will cover Facebook from 8pm Tuesday 14th February (unless you have a Valentines Day date in which case you can catch up during the week!) . Renee ☺