



Integrating Your Social Media Plan Into Your Business

Take action steps toward developing a dynamic plan for your social media presence.

Prepared by



Who am I?

- I am Gretchen Lindell
- Grew up in New Jersey
- Studied Communication (BA) at UMASS, Amherst
- Studied Educational Media and Technology (EdM) at Boston University (while working in the Office of University Relations for BU.)
- When I moved here, I started teaching at JBC.
- I also began consulting for local small businesses. (Hanson Signs, Goose Creek Aviation, Bollman Plumbing, and more)
- I got married and then my family grew...and grew...and grew!
- When I left JBC to focus on my family, I continued to consult for small businesses, and I started teaching Intro to Communication and Public Speaking at SUNY JCC.
- I write for multiple blogs, manage many websites, run a YouTube channel for my son, and am in the process of developing courses for busy moms who run small businesses.

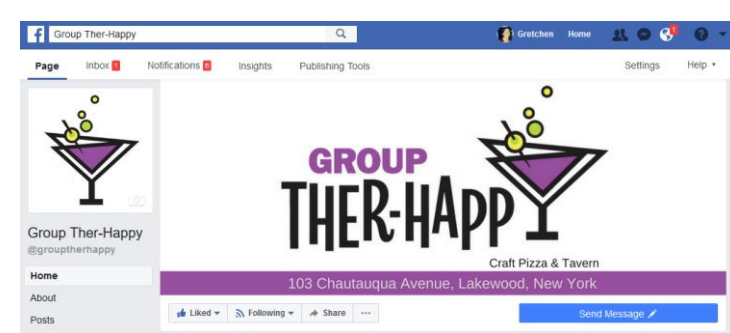
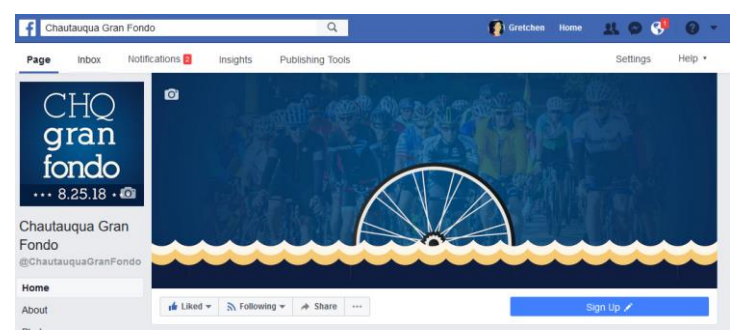
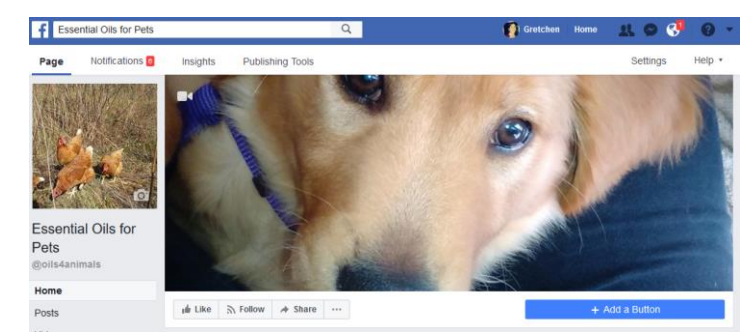
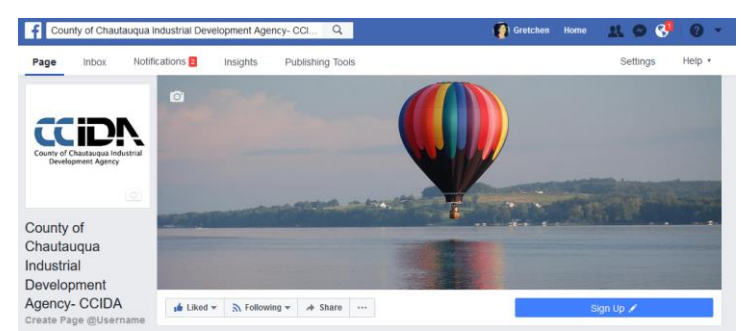
****Here We Are!****





Some Properties I Developed, Maintain, or Help To Manage

And That's Just Facebook!



But the real question is...

Who are YOU?

Some Questions to Consider:

- What are some of the things you personally struggle with in terms of your social media presence?
- Where do you find solutions for your issues?
- If you could wave a ***magic wand*** and make something happen with your social media, what would that be?



What we will cover today.

Integrating Your Social Media Plan Into Your Business:

In this seminar, you will be guided through how to:

1. Perform a social media audit;
2. Identify your social media goals; and
3. Define time/resource allocations for your social media plan.

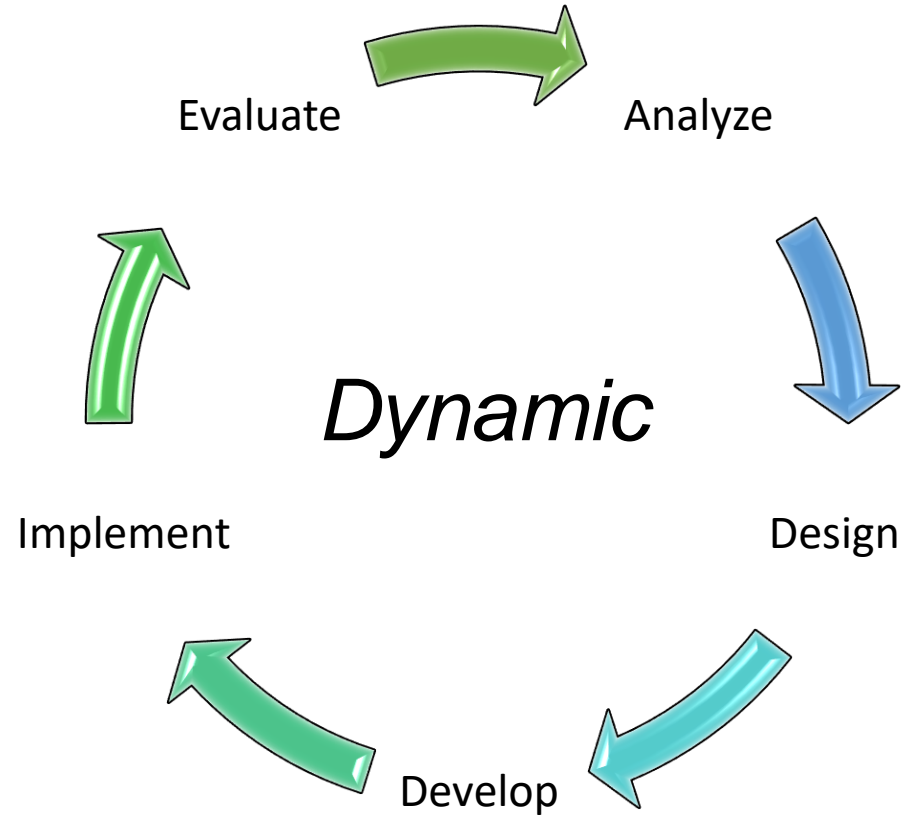
4. **BONUS!** Let's consider upcoming social media trends and how to account for changes in the digital landscape.

Model for Successful Social Media Plan

For the purpose of this seminar, we will utilize the ADDIE Model of Design.

- Step 1: Analyze
- Step 2: Design
- Step 3: Develop
- Step 4: Implement
- Step 5: Evaluate

ADJUST!



Step One: Perform a social media audit.
(Analyze)

Step 1: Perform a Social Media Audit (Analyze)

WHERE IS YOUR BUSINESS ONLINE?

What does your digital presence currently look like?

Not online? Don't be too sure. You might not have put something online, but your competition, a customer, a community member, etc., may have "posted" something about you.

ACTION STEP: Google your business, where do you show up?

- Websites, Facebook, Instagram, Twitter, Google, Yelp, Media Releases printed on other websites, etc.
- Write down every place you find your business listed. (This includes the places that YOU DID NOT publish (i.e. Google and Yelp Reviews, Facebook/Other Social Posts, and mentions on other websites).
- Make a note of any old, outdated, or abandoned digital properties that need to be removed.
- List any sites that you thought you had a presence where you don't.

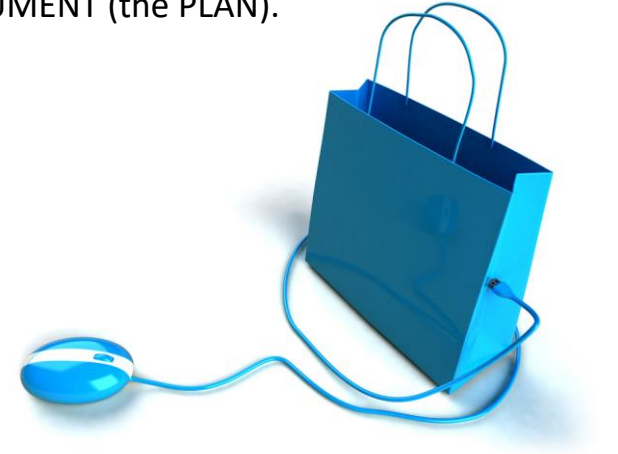
Step Two: Identify your social media goals.
(Design)

Step 2: Identify Your Social Media Goals (Design)

Utilizing the information gathered during the analysis, we are able to begin to design a WORKING DESIGN DOCUMENT (the PLAN).

Some New Questions:

- Who are you?
- What type of business or service do YOU provide?
- Are sales the most important to you or are you looking for foot traffic?
- Can people purchase your goods/services online? In-person?



“Whatever you do, do it well.
Do it so well that when people see
you do it, they will want to come
back and see you do it again, and
they will want to bring others and
show them how well you do what
you do.”

~Walt Disney



Source: https://en.wikipedia.org/wiki/Mickey_Mouse

Step 2: Identify Your Social Media Goals (Design)

Where should you be?

Where is your audience? That's where!



LinkedIn

YouTube

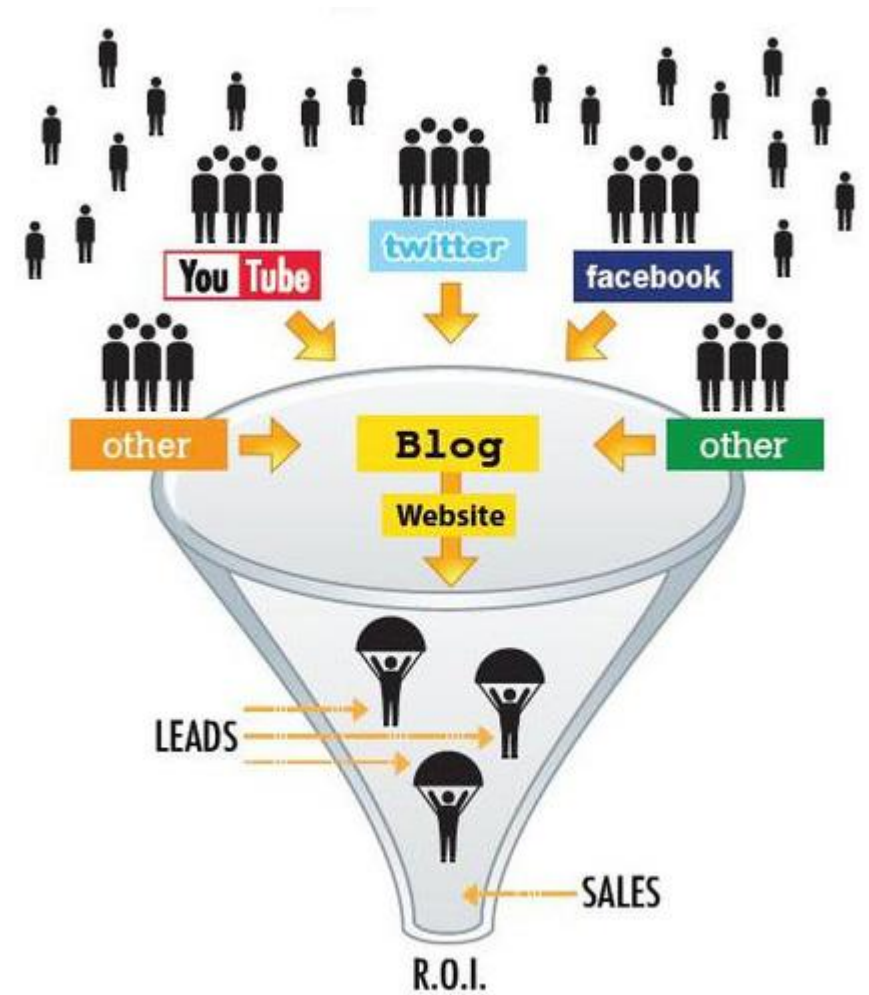


Email Marketing™
from Constant Contact®

Step 2: Identify Your Social Media Goals (Design)

Do you want your audience “to go” somewhere with you?
somewhere with you?

Make sure that step is clear...



Step 2: Identify Your Social Media Goals (Design)

What Do YOU Want Social Media to Do For Your Business?

ACTION STEP:

Make some goals. Think BIG.

Examples:

- Summerfest will be easily recognizable as an event in Chautauqua County. (Brand Awareness)
- ABCCompany will generate new leads through social channels. (Sales)

“If you fail to plan,
you are planning to fail!”
~Benjamin Franklin



Can I Do This?
Can I Measure This?
Will it help me achieve my
goals?



Step 2: Identify Your Social Media Goals (Design)

ACTION STEP:

Prepare objectives for each goal, so you can measure them.

Example:

- Summerfest will be easily recognizable as an event in Chautauqua County. (Brand Awareness)

Objective: To create content on Facebook that drives tourists to attend Summerfest event on July 6, 2019.

Step 2: Identify Your Social Media Goals (Design)

Example:

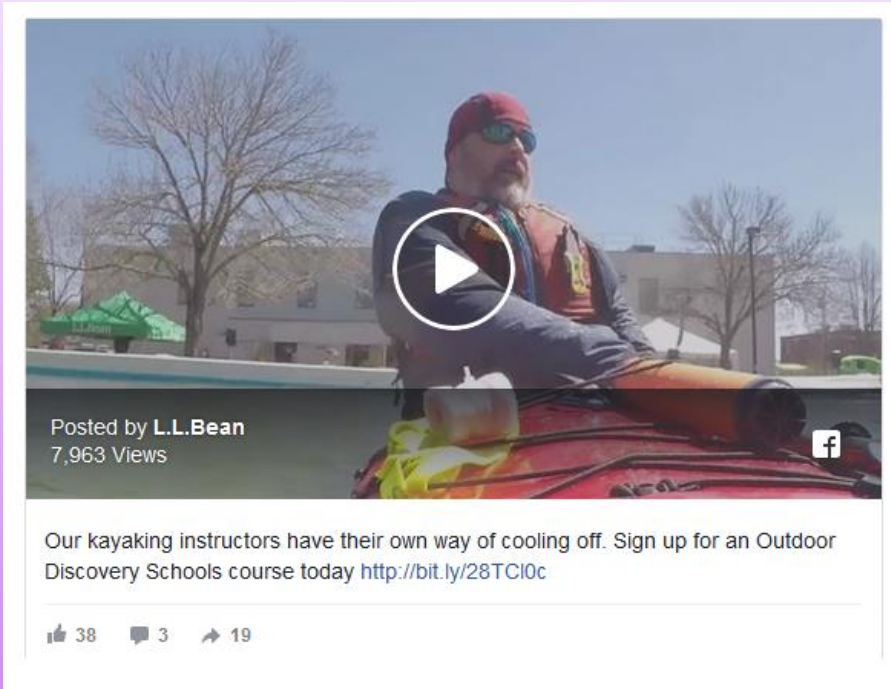
- ABCCompany will generate new leads through social channels. (Sales)

YOU TRY IT!

Objective:

To create content on _____ to drive traffic to _____ during this timeframe _____.

Can I Do This? Can I Measure This? Will it help me achieve my goals?



Source: <https://blog.hubspot.com/marketing/facebook-lead-generation-tips-ht>

Step 2: Identify Your Social Media Goals (Design)

ACTION STEP: Write it ALL down!

- List Your Goals
- For each goal, develop at least two objectives that can be measured.
- Write those down.
- Measure your success and shortfalls.
(It's called a Working Document for a reason...)



Google Analytics

bitly



Step Three: Define time/resource allocations
for your social media plan.
(Develop)

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(Develop)

Consider this...Do YOU Have the Human Resources You Need?

- Do you or someone within your business have the necessary time and skills to manage your social presence?
- Are you willing to invest in training?
 - *Thinking about having an employee who...manages your social AND works on other projects.*
If so, consider this person's schedule. Social media management takes time. Whoever will manage your page may seem scattered, as they frequently pull away from other duties.
 - Can YOU manage this person effectively? If not, who can?



Step Three: Define time/resource allocations for your social media plan.
(Develop)

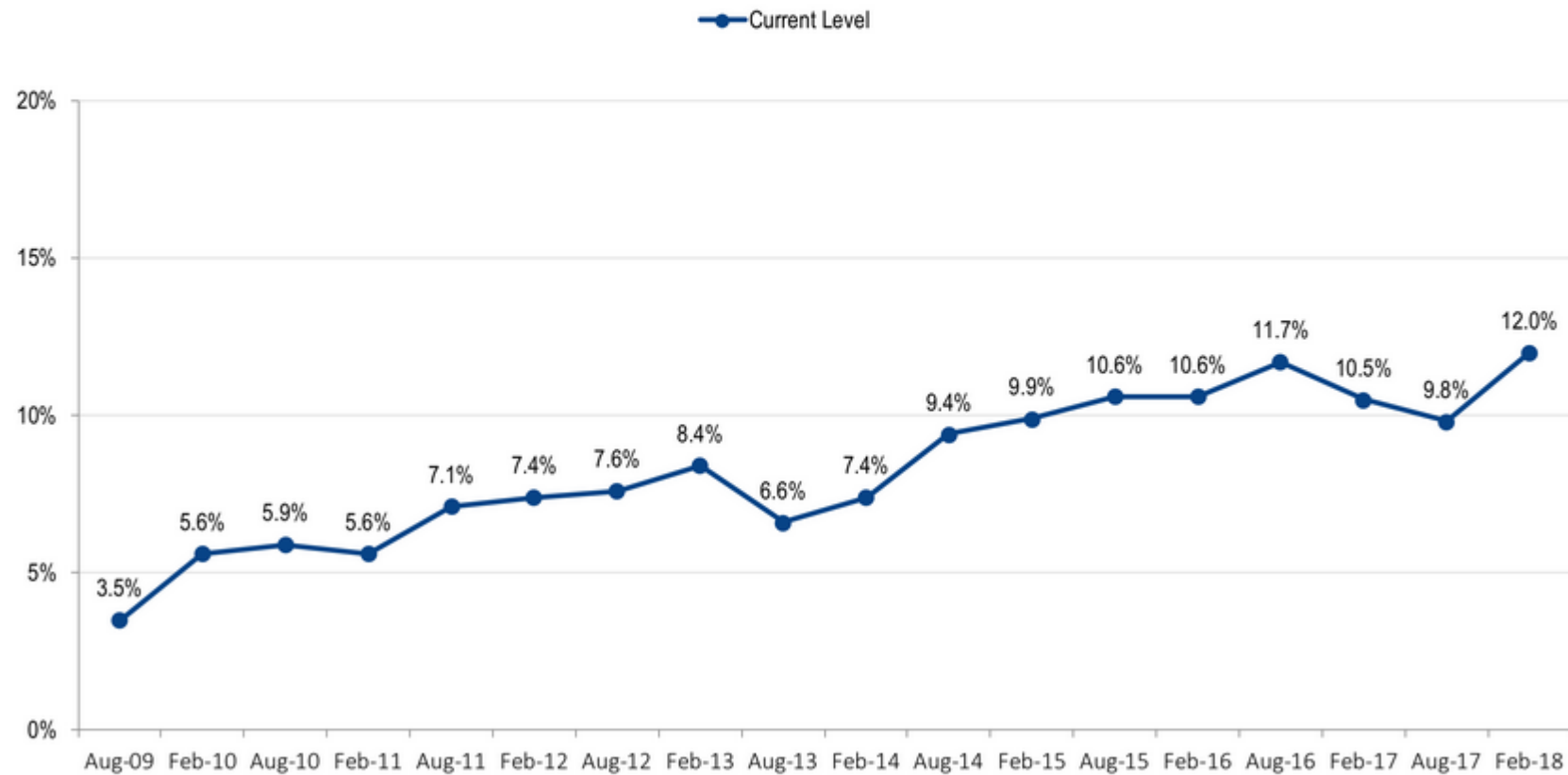
Tips for Managing a Social Media Manager

- Pre-Develop a Content Media Calendar
- Schedule Frequent Training
- Be involved in the planning process
- Make sure your social media manager is connected to the community.
- Schedule frequent update meetings.
- Be aware of the actual time your social media manager is putting into the job.



Step Three: Define time/resource allocations for your social media plan. (Develop)

Results from the February 2018 CMO Survey indicate that companies currently spend 12% of their marketing budgets on social media. This is up from 3.5% in 2009 when this question was first asked. This increase is expected to accelerate with social media spending predicted to reach 20.5% of marketing budgets in the next five years!



Source: <https://cmosurvey.org/2018/07/social-media-spending-use-and-distraction/>

Step Three: Define time/resource allocations for your social media plan.
(Develop)

How Much Money Can YOU Spend?

While many people believe that social media is FREE advertising, that's NOT true. There are many costs involved.

Here's a list of some expenses you can expect:

- Professional design costs (Graphics, like banner images, post graphics, and ads.)
- Equipment cost (Computer, phones, cameras, etc.)
- Software costs
- PPC/PPV ads, Boosted Posts, ADVERTISING
- Social Media Management Software
(if you develop a complex plan)
- Training costs



Step Three: Define time/resource allocations for your social media plan.
(Develop)

It's Time to Develop a Plan!

*Once you know that you have the resources necessary to manage your social media, it's time to create a plan. Plans can be simple or complex. **MY ADVICE:** Start simple. Get some wins, and then once you're comfortable and successful, add to your plan.*

Pull in all of the information, you've already found. Then add some more.

- Start with your audit.
- Assign roles and responsibilities to your staff.
- Draft your goals and objectives.
- Define how you will evaluate each goal.
- Outline your budget.
- Schedule your content. (Create a social calendar.)
- Schedule your evaluation of the plan.
- Start posting!

Step Three: Define time/resource allocations
for your social media plan.
(Implement)

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Create a Social Media Content Calendar

- What information are you going to share?
 - When are you going to share it? What days?
What times?
 - How will you engage with your audience, when it's out there?
 - What details can you plan for?
-
- Be ready for social trends, be flexible, and be consistent!

A blank calendar grid for the month of January 2010. The grid has columns for the days of the week (Sun, Mon, Tue, Wed, Thu, Fri, Sat) and rows for the weeks. The year '2010' is written in a small box at the bottom right of the grid.

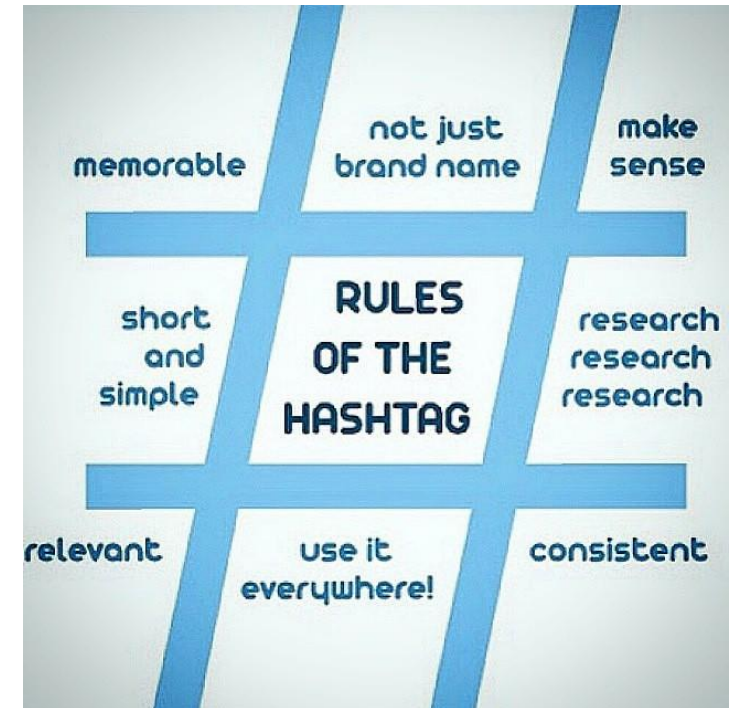
Social Media Management Tools Like Sprout Social Can Help

A screenshot of the Sprout Social social media management interface. The interface shows a calendar view for September 2017, with a grid of days and icons representing scheduled posts for various social media platforms (Facebook, Twitter, LinkedIn, Google+, Instagram). The interface includes a navigation menu on the left, a top navigation bar with tabs for Messages, Tasks, Feeds, Publishing, Discovery, and Reports, and a right sidebar with filters, tags, and profiles. A scheduled message preview is visible at the bottom of the calendar grid.

Step Three: Define time/resource allocations for your social media plan.
(Implement)

Take notice of Social Conventions for YOUR Social Properties

- What hashtags are important to YOUR business.
- Who should you tag?
- What type of language is appropriate?
- Where are you directing your audience?
- What do you want them to do?



Step Three: Define time/resource allocations for your social media plan. (Implement)

Time to Implement YOUR Plan: START

LECOM Health Challenge - the Path to the PGA TOUR
Published by Gretchen Lindell · 12 hrs ·

Golf Channel
16 hrs ·

What a special moment.

GOLFCHANNEL.COM
Watch: Tiger's emotional Masters celebration with his son, Charlie

497 People Reached 76 Engagements Boost Unavailable

Joe Spoto, Scott Farrell and 30 others · 2 Comments · 1 Share

Like · Comment · Share

Most Relevant

Write a comment...

Patricia R. Munn I loved this!!!! Wooohooo Tiger!! 🥰🥰🥰
Like · Reply · Message · 11h

Christine Gaduski Attaway I was watching, very touching
Like · Reply · Message · 11h

Get More Likes, Comments and Shares
This post is performing better than 65% of other posts on your Page.
Boost it to get more great results. [Boost Post](#)

26,213 people reached

153 Likes · 11 Comments · 333 Shares · 14K Views

Like · Comment · Share

Most Relevant

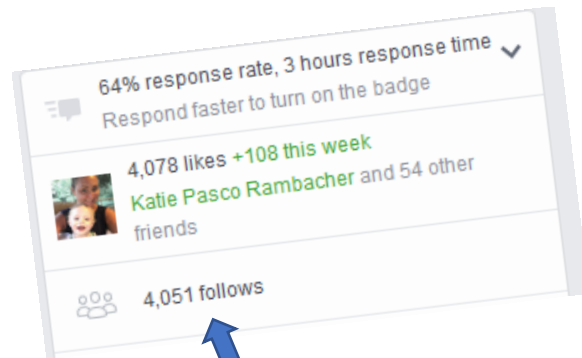
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Evaluate the results. What's YOUR timeline?

MY ADVICE:

PLAN EVALUATION UPDATES INTO YOUR CURRENT PROCESSES!



In April, we had 3858 Likes!

What are people saying about us?

Who else do we need to LIKE us?

Who LIKES us?

**Facebook Analytics
June LIKES**

- Erie: 1.11% (44 LIKES)
- Warren: 1.0% (42 LIKES)
- Buffalo: 2.3% (92 LIKES)
- Pittsburgh: 0.5% (20 LIKES)
- Cleveland: 0.0% (0 LIKES)
- Rochester: 0.5% (20 LIKES)
- Toronto: 0.0% (0 LIKES)

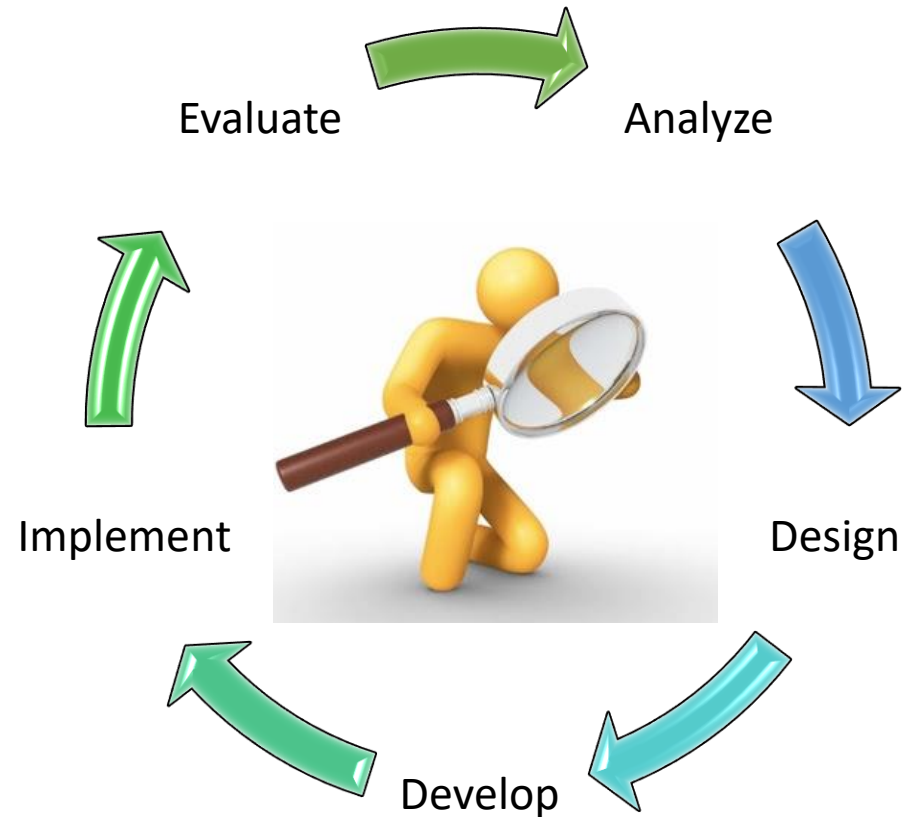
Step Three: Define time/resource allocations for your social media plan.
(Evaluate)

Continuously Go Through *the Loop*

Once you go through all of the steps, you will have a complete Social Media Plan that you can continue to refer to.

Keep doing what's working and adjust the things that are falling short.

Make time for your plan. Don't expect a plan to work that is getting managed.



BONUS!

Let's consider upcoming social media trends and how to account for changes in the digital landscape.

BONUS!

Upcoming Social Media Trends

2019 SOCIAL MEDIA TRENDS

by  CRUNCHYSOCIAL.COM

1.  **Video Victory!**
More and more businesses are promoting themselves with live videos and stories.

Influencer Marketing **2.** 
Utilising non-celebrity influencers continues to engage customers through relatable content.

3.  **Disappearing Content**
Content that lasts for only 24 hours highlights the urgency of an offer, incentivizing buyers.

Transparency **4.** 
Businesses are learning to be more transparent with their customers as it's easier for customers to share their opinions.

5.  **Interactive Chatbots**
Marketing over direct messages is increasing in popularity as they become more user friendly.

Created by  CRUNCHYSOCIAL.COM

Source: <https://www.crunchysocial.com/blog/top-five-social-media-trends-in-2019/>

Questions?

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