

17.S: Social media strategy

Social media can be used strategically in a number of marketing and communication challenges:

- Community management
- Support and customer service
- Reputation management
- Search engine optimisation
- Communication and outreach
- Advertising and awareness
- Sales and lead generation
- Insights and research.

Creating a social media strategy requires careful planning, and a strong foundation that will allow you to be dynamic.

The steps to creating a social media strategy include:

- Get buy-in
- Understand the landscape
- Analyse
- Set objectives
- Create an action plan
- Implement
- Track, analyse, optimise!

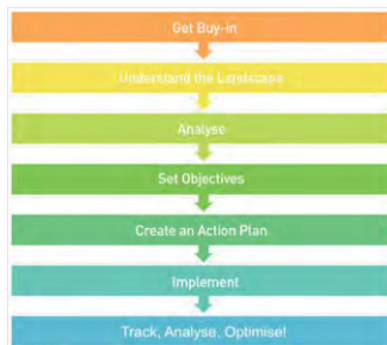


Figure 17.S. 1: The steps involved in a social media strategy

Social media is a vital strategic consideration for any brand. Whether your organisation is actively involved in social media or not, your consumers are. If nothing else, this means that there is market data available to you, if you just take a little time to find it.

Organisations that make a considered move in the social media sphere will find it both challenging and rewarding. The rapid feedback loop can often change preconceptions or even marketing plans, as the voice of the customer is amplified through social media. In addition, the collaboration with passionate customer stakeholders is extremely rewarding.

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