

## CHAPTER OVERVIEW

### 17: Retain - Social media strategy

#### Learning Objectives

In this chapter, you will learn:

- The strategic uses of social media.
- The steps involved in creating a social media strategy.
- To design documents and protocols you should have in place for social media success.

[17.1: Introduction](#)

[17.2: Key terms and concepts](#)

[17.3: Using social media to solve business challenges](#)

[17.4: Step-by-step guide to creating a social media strategy](#)

[17.5: Documents and processes](#)

[17.6: Dealing with opportunities and threats](#)

[17.7: References](#)

[17.8: Step-by-step guide for recovering from an online brand attack](#)

[17.9: Social media strategy risks and challenges](#)

[17.10: Case study - Fjordland's 2015 Christmas campaign](#)

[17.E: Social media strategy](#)

[17.S: Social media strategy](#)

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