IN THE BLACK SOCIAL MEDIA STRATEGY

A Social Media Management Workbook



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A NOTE FROM US

Today we live in an online socially connected world. Social media marketing allows small businesses to compete with big businesses because it amplifyies word of mouth to consistently drive repeat business and new customers to your door.

This workbook will take you through the good, the bad and the ugly. We'll look at your social media profiles to date, and you'll realize what you've done well, what could be improved upon, and what habits you need to kick. Make sure you are as true to yourself as you can be. No one is perfect, and through this excersise your business and social reach will grow and thrive.

Let's set goals with this workbook, and then surpass them.

Use this workbook regularily. Yearly, bi-annually or monthly. Checking that you are on-track and staying with the "voice" you've set is important.

GO! FIGHT! WIN!

YOUR SOCIAL MEDIA ACHIEVEMENTS AND GOALS

PAST TO PRESENT

Take stock of what you've achieved so far. Which networks have you conquered, and which are you yet to discover? What campaign or activity are you the most proud of? What are you yet to try?

A FEW QUESTIONS

What do you need to learn to progress in future?
What is the most important thing you've learned so far?
What do you find most difficult about social media?

THE AUDIT

Have you been back through your old posts recently? Are there some posts that looked good before, but need tidying up now? Have a look at the engagement - do you respond to questions and how quickly? Do you join in with other people's conversation? Do you post varied content such as infographics, advice, quizzes or competitions?

YOUR SOCIALABILITY

New social networks are appearing each year, but that doesn't mean that you have to be on all of them. Which social networks are your business currently using? Which network does your business see the most return or results from? Which network do you personally enjoy using most - is it also the one your business gets the most out of?

SOCIAL GOALS

Think about your overall business goals. Which goals would you like to achieve through social media? Make sure your goals are SMART (specific, measurable, attainable, relevant, and time based). Is there any training or assistance you need to achieve them?

COMPETITION

Write down your main competitors below, then have a look at their social profiles from a customer's point of view. Is their contentuseful, interesting and engaging? If not, what can you learn from their mistakes and what will you change in response?

USING SOCIAL TOOLS TO COLLECT DATA

STUDY YOUR METRICS

Now that you've clarified what you want to achieve this year, you can decide the best way to get there. Firstly, look into your social data to see what methods work best for your business. Have you tested different formats and topics? Did you find that a behind the scenes snap did better than company news, or was it a blog you wrote? You can use Facebook, Twitter and Pinterest's own analytics.

TIME & MONEY

Social media takes time - and time is money. Are there any processes that take your business longer than you'd like? There are hundreds of free and paid social media tools available to increase the efficiency of the process - so record a few problems you'd like to solve here, then make sure you look into a tool to do the job.

BE AUTHENTIC

Content sits at the heart of all social networks, whether it's an Instagram photo, a 140 character tweet or a video on Facebook. If your business has a talented writer then you need to think of a way to create content to achieve the goals you noted down earlier. If you don't have a writer, think about how can you collate or reuse other people's content and build relationships to get to your goals instead.

PULL IT ALL TOGETHER TO CREATE YOUR STRATEGY

YOUR STRATEGY

YOU'LL NOW HAVE DISCOVERED:

- What you've done and what has worked so far
- What your SMART social media goals are
- What you need to learn and improve to succeed
- How your competitors compare and how you can do better
- Which networks and content types give the best response
- Which tools could make you more efficient

YOUR STRATEGY



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