



## OVERVIEW

Technical difficulty: 6/10

Theoretical difficulty: 8/10

Prerequisites: Completion of the net101 'Social Media & Digital Fast-Track' course OR 3+ years of experience using social media within an organisational context.

You already know social, now it's time to get strategic. By the end of the day you'll have a clearer, more structured, more business-like approach to social media.

The course will be useful if you have responsibility for the formulation of a social media strategy or the need to present an internal business-case; or maybe you're currently outsourcing your socials and you'd like to reappraise what you're getting for your investment.

## THE PROGRAM

### 1. Social Media Strategic Alignment

Using a group exercise we will endeavour to strategically align your current social media responsibilities: organisational objectives > strategic objectives > target audiences > social media channel selection > content format & angle > budget allocation > measurement points > return on investment

### 2. Achieving Audience Reach – Organic and Paid

Achieving organic (unpaid) reach is not dead, but you need to be audience-focused and creative to make it work. We'll examine an Australian case study where it is working.

Increasingly you will utilise **paid reach** to get your message to your target audiences. We'll run through the campaign targeting options available on Facebook, Instagram, LinkedIn and Twitter, namely **'Target Audiences'** - targeting according to gender, age, location and user's stated and implied interests. **'Custom Audiences'** - targeting based on an email address or mobile number match from your own customer database; or **retargeting** users who have previously visited your website (we'll show you how to install social media retargeting tracking codes into your website, e.g. Facebook's Pixel). **'Lookalike Audiences'** - targeting users who are similar to your best customers, leads or website visitors.

### 3. Content Plan

Techniques to make your content sourcing, production and publishing efforts more efficient:

**Consistency of messaging** using social media management software, content & publishing calendars, and establishing brand-aligned content pillars (themes). **Recycling and repurposing** content to maximise the value of what you've already published. Incorporating contemporary **attention-grabbing devices** such as GIF's, memes and emojis. Freely **sourcing eye-popping images** and applying basic edits such as text and brand overlays. Producing much more **video** and mixing up the formats: time-lapse, hyper-lapse, slow-mo and stop-motion; installing **video captions**; and getting comfortable with your basic video kit and editing software.

### 4. Measurement & Conversion Plan

Get your measurement on! Applying a campaign mentality to all of your social media makes it easier to pre-determine what success will look like for tracking and reporting purposes.

We'll identify the **key measurement points & metrics** within and beyond your social media channels, i.e. reach, engagement, media consumption, social media conversions, website visits & website conversions, contact centre communications and physical location visits. We'll use our **Google Analytics** reporting to track website traffic which is derived from social media generally or from a specific social media campaign by installing **campaign tracking URL's** or applying campaign segments. We'll look at **landing page options** to increase website conversions. We'll finish with techniques to calculate the financial **return-on-investment** for your input of time and money (an extra benefit if you're currently outsourcing any aspect of your social media).