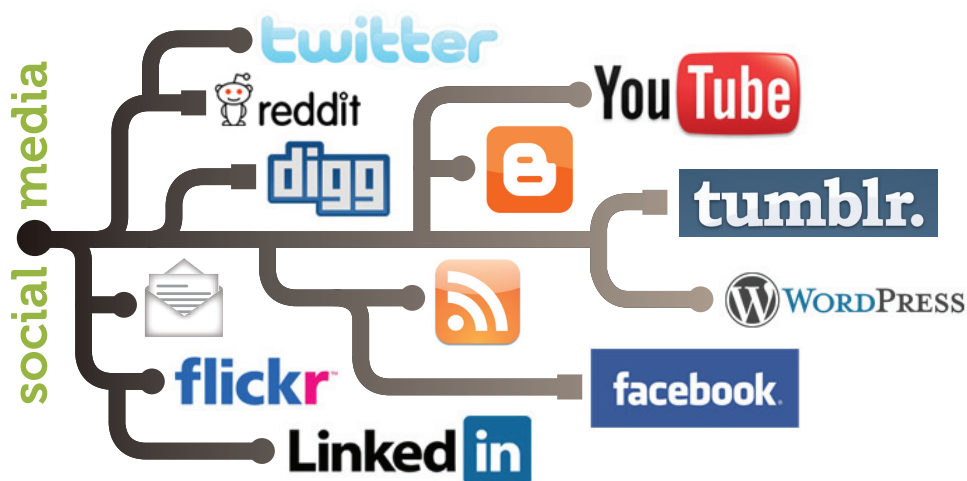


## Seven Steps for Social Media Strategy Integration for your Company

After talking to, working with and pitching dozens of companies and organizations on the principles of social media and why it works for more than just Business-to-Consumer Brands, we have realized that it is a much bigger time commitment than just another marketing or advertising campaign to be done effectively. The value is there for the time spent if done correctly and goals and expectations are aligned.

Here is what you need to do to make sure your social media efforts get the Return-On-Investment (ROI) they could and also why playing around doesn't really drive effective social media. All of these things really depend on who has what responsibilities within your organization and how it is structured but most are applicable in the larger, national and even global size companies. Smaller organizations can also benefit from the principles here in understanding all of the pieces that could help boost their leads, brand and web presence.



**First** - Your various business units or divisions and partners should be all be looped in and asked if they participate in social media and how. They should all be informed somehow of what you are doing and why, and potentially consulted on how they could improve their social media initiatives so you can have some Brand continuity across all of your channels.

**Second** - You need to look at your audience structure. Don't be thinking that a "catch all" corporate Facebook page or blog is enough. People are smarter than that. Speak specifically to them, with content that is what they want - be specific in touching all your audience with content and experiences they can relate to. Don't make it a "news" page. If you are updating them with content they don't care about half of the time, they will start to ignore it ALL of the time and that is bad. If you have the resources and a large enough market share, you could consider "several" Blogs (or add filters when they follow so they can select what information they want) and multiple Facebook pages for segments that are big enough to warrant them and truly create a dialog/interaction with a specific customer base.



**Third** - You have to have some buy-in at the C-level. They should be involved in whats going on and even use them to help aggregate industry news, company news, white papers, blog postings, etc. It is important to help them buy into goals that establishe a measurement of success - in effect, the ROI you want. This might also help you navigate any potential objections from "legal". Speaking of legal, if you do use a third party

