



## Pinpoint your actual goals

Before you start any strategy, you need a well-drawn out plan of goals and objectives. Decide what you actually want to gain from your social media - i.e. to communicate with regular customers, or to introduce new people to your brand etc.

When you have your goals create a mission statement for each social media account, a one-sentence declaration as to what you're trying to achieve on this platform. This will help focus your whole strategy.

## Run an audit

It's hard to make a new strategy, if you don't already know what is currently working and what isn't. Do an audit or check, to see what social media sites your target audience is using, who is currently connecting with you on social media and most importantly whether your social media presence represents you.

This will help show what is working and relevant, and what isn't. Remember, it's better to have fewer accounts run well, then to stretch yourself and have some that don't represent you. You should ask yourself two questions before deciding what social media accounts to use and which ones not to:

- **Is my audience here?**
- **If yes, how are they using the platform?**

## Create or revamp your existing account

Make your account look clear, professional and all you!!! Make sure you highlight what you do, your goals and mission. Get a great profile and cover picture setup across all your platforms and accounts, if you're not great at that kind of thing, just find another creative who can help you create one. Oh, and make sure the branding matches your brand and website, creating a seamless flow.

Cross-promote your social media accounts and invite your followers on one platform to like/follow you on another!



## Observe and learn

The great thing about social media, is you can see what everyone else is doing. Learn from the large brands in your industry - the ones who have spent a lot of money and time trying to perfect social media. Take inspiration from them, but also see what you can do different i.e. being more personal/personable.

Try and learn from your target audience - since you are hoping to capture their attention after all. Learn how they communicate, the contents they share, when they share it and why.

## Create a schedule and calendar

This helps put all your activities in order, and saves you a lot of time and ensure a continuity of tone and language. Your calendar should reflect each of your mission statements, this will always set you right back on track when needed.

## Implement, evaluate and rethink

There is always room for improvement, when you create your strategy, set yourself some targets. After you implement your strategy, test it, this will serve as a gauge to measure how efficient your strategy is.

For example:

- **Track the number of new followers**
- **The number of clicks your post/link gets**
- **Or, the number of website visits driven by social media** - you'll probably need Google Analytics for this

And, don't forget to keep these results, so you can use them for your next strategy.