

Checklist for a Social Media Campaign:

There are some general guidelines to follow for an effective social media campaign.

These include:

1. Analyze metrics, analytics, and feedback regarding customer social media usage and how.
2. Set a theme, story, and goals for the campaign.

The theme of the campaign must be determined. This could be a focus on creativity and humor or a way to communicate information about sales and contests. This will be in line with Integrated Marketing Communications (IMC) efforts and must align with the other current marketing themes.

Goals: Specific goals must be determined for the campaign which are also measurable and timely. These could include enhance public relations, increase sales numbers, increase followers and comments on social media postings, recruit highly qualified candidates for jobs, etc., within a certain time frame.

Determine what story or type of storytelling is used: Engaging stories and real-world application can be quite effective in social media. The company will need to determine what type of story they want to use and what the story will be. Will the company have Facebook users help find a new potato chip flavor, will they vote on new colors for the logo, or will they share user experiences on a blog? This will be something that must be determined.

3. Based on steps 1 and 2, select the social mediums to be used. A successful social media campaign does not rely on just one medium. Several different mediums should be employed. Common choices include:

Facebook®

Twitter®

LinkedIn®

Yelp®

Instagram®

Pinterest®

Company website

Company blog

And many more

This is an ever-changing world and companies must keep up to date with social media options.

There are several different ways that social media can be used. These include:

Page publishing

Stories about friends

Sponsored stories

Ads with Social Media

4. Determine your reach and frequency of the campaign on social media. Will someone monitor the sites daily, hourly, or weekly? The more frequent the better when it comes to social media, and sometimes having someone specifically monitoring this medium in the company can be a great asset.
5. The manner and tone of your company's reaching the customer: Empathy, understanding, and openness must be used. You do not want social media just to be used as a complaint forum for their product or service. Allowing the customer to personalize their experience and to show that real-world connection will be effective in the success of your company.