

# Social Media Field Guide: Action Planner

Take action. Get Results.



By **Krista Neher**  
CEO Boot Camp Digital  
[www.bootcampdigital.com](http://www.bootcampdigital.com)  
[www.kristaneher.com](http://www.kristaneher.com)

Contact: Krista Neher  
[info@bootcampdigital.com](mailto:info@bootcampdigital.com)  
[www.bootcampdigital.com](http://www.bootcampdigital.com)

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## Chapter 2: Strategy and Objectives

Listening is the first and most important step in building a solid social media strategy. Listening to conversations about your business, your competitors and your industry will provide you with the background information you need to build a successful social media plan.

### 2.1 Listening

Consider your business or brand, your competitors and your industry.

What are the keywords that you can search for?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_

“Listen” on the following social media sites:

- Twitter
- Discussion Forums
- Blogs
- LinkedIn
- Internet Searches (like Google, Bing, etc)
- Video Sites (like YouTube or Vimeo)
- Photo Sites (like Flickr)
- Facebook

What are people saying?

What are the popular topics?

Who are the types of people who are talking about your company? What are they like?

## **2.2 Strategy & Objectives**

Understanding your initial reasons for participating in social media will help to define a comprehensive strategy that matches your personal, marketing and business objectives.

**Why are you interested in social media?**

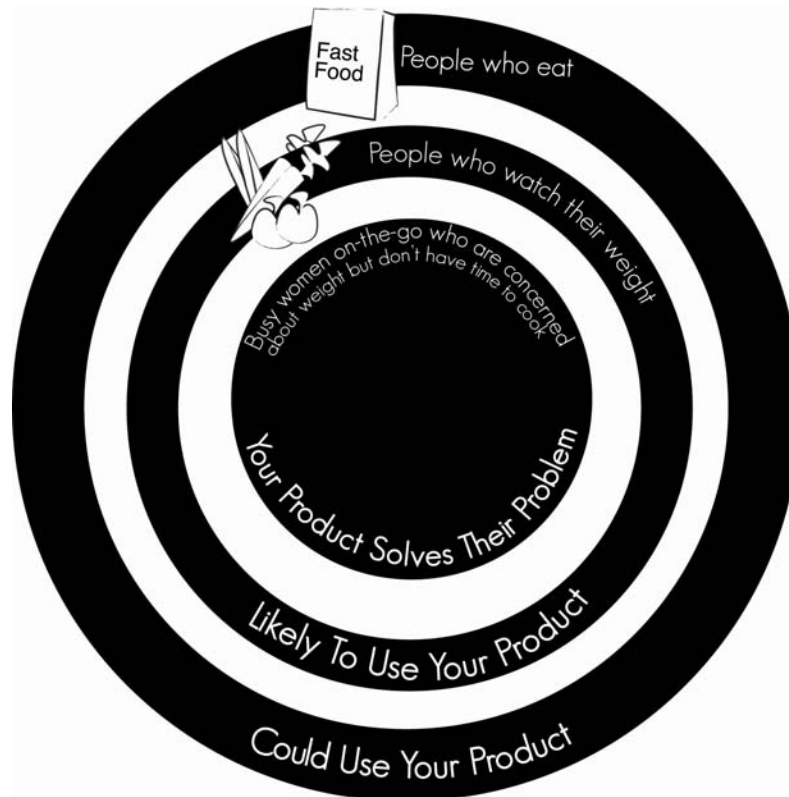
**How do you think that a social media will benefit your brand, yourself or your organization?**

**What are you hoping to get out of your participation in social media?**

**Are there business or marketing goals that you are hoping to achieve?**

## Chapter 3: Defining your Target Audience

Defining your target audience is vital to your social media marketing success. Many small business owners have trouble focusing their social media efforts because they do not clearly define their target. Reflect back on the rankings of the marketing objectives and assess if the targets are aligned with the prioritization of the marketing objectives.



**Could use your product:**

**Likely to use your product:**

**Your Product Solves Their Specific Problem:**

## Chapter 6: Content

What is your target audience passionate about that is related to your product?

What unique and valuable content can you share that isn't available elsewhere?

What unique expertise can you share?

How can you build KNOW, LIKE, TRUST?

What is in it for the READER? (Why will they care?)

What unique content can you share?

## Chapter 7: Publishing

Which of the following publishing tools can work for your business?

*Who* can you connect with around *which* publishing option? Which ones is your target audience receptive to and how can it meet your marketing objectives?

★ Blog

★ Email Newsletter

★ Webinar

★ Ebook

★ Whitepaper

★ Podcast

★ Video

★ Audio

## Chapter 8: Sharing

### How can you leverage sharing sites to syndicate (share) content?

What content will you share? What content can you encourage your fans/customers to share?

What are potential strategies or opportunities for different sites?  
Social News

Social Bookmarking

Slideshare

Photo Sharing

Music

PDFs





## Chapter 9: Social Networks

Which social best matches your target audience? Why?

How can you use each social network for your business?

### LinkedIn

- Profiles
- Groups
- Discussions
- Q&A
- Other

### Facebook

- Groups
- Pages
- Events
- Ads
- Other

## Chapter 10: Microblogging (Twitter)

**What are your business or personal objectives for joining Twitter?**

**Who should you connect with to achieve these objectives?**

**What are their interests and how could you search for them?**

**List 5 relevant search terms that you will track on twitter.** These can names of your brand or category, competitors, industry terms, locations, etc. The search terms should reflect your purpose and objectives.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

**What will you tweet about?**

What are the people that you want to connect with interested in? What can you tweet about that would be valuable to them?

How can you *get creative* and connect with your target audience? What can you offer them of value?

## Chapter 11: Collaboration and Co-Creation

Are there opportunities to leverage co-creation for your business?

Can your consumers help create or ideate around your product?

Do you have problems that your consumers can help you solve?

Can you use co-creation for customer service?

Can you run a contest based on co-creation?

## Chapter 12: Discussion and Review

What keywords can you search discussion forums for to find relevant conversations?

Are there niche discussion forums or topics that you can search?

Do you have experts who can respond to questions on discussion forums on behalf of your company?

Are there review sites that you should monitor for your industry/product/company?

Are there negative review issues?

## Chapter 13: Online Public Relations

What niche sites/blogs/publications can be relevant to develop relationships with?

Who are key influencers in your space?  
(bloggers, twitter, etc)

What news/information can you share through online PR?

How can you make your news more personal and less corporate?



## Chapter 14: Mobile

Are there opportunities to leverage location for your business?

Do you need to adapt your social network strategy for mobile devices?

Can customers get basic information about your business or brand from the internet?

Can you leverage location services?

Are there apps that are relevant to your business (iphone apps, android apps, etc)?

## Chapter 15: Measuring

### What are the key action metrics for your social media plan?

- ★ Number of updates
- ★ Number of replies
- ★ Creating social media assets
- ★ Posting content

### What are the key engagement metrics for your plan?

- ★ Number of fans/friends/followers
- ★ Number of interactions
- ★ Amount of social media activity
- ★ @ replies
- ★ Mentions
- ★ Contest entries
- ★ Search Rankings
- ★ Traffic
- ★ Clicks

### How can you track the business value?

- ★ Direct sales
- ★ Link to call to action
- ★ Track business over time
- ★ Conversions