

# Ep 7: 4 Elements of Every Successful Social Strategy

## Do you have a an informed social strategy?

- Do you have a Brand Story and elements that embrace your businesses' "why"?
  - Have you articulated not just the problem you will solve, but how your consumer will feel as a result?
  - Are your visual elements (logo, color, palette, etc.) and verbal elements (tone-of voice, etc.) consistent with this Brand Story?
  - Has this been adapted for each social channel based on what works well and who you are trying to reach?
- Do you have defined Audience(s) and Content Pillars designed to attract the right consumer?
  - Is the content you will create here authentic and ownable to you?
  - Are your pillars designed to convey your POV as a brand?
- Have you mapped out a Conversation Calendar?
  - Is your copy and photography consistently represent your brand?
  - Is your content sufficiently balanced and designed for sharing?
- Do you have Success Criteria specific enough to track progress and business impact?
  - Are you clear what analytics and KPI's will help you measure success?
  - Are you seeing any themes or trends?

### Areas to address immediately are:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### Action Plan:

Action	Timing	Progress	Complete