

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 our 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 |
|--------|--------|----------|----------|
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