

Creating a Social Media Strategy

Fitting social media into your business

There are [3.2 billion active social media users in the world](#) -- and while your small business may only be after a tiny slice of that pie, you're missing out if you don't have social media strategy.



What is a social media strategy?

A social media strategy is a strategic plan for how a company will incorporate social media into its business. Without a strategy, you run the risk of having a haphazard social media presence that wastes your time and your clients' time.

So, the first thing [Quiet Corner Communications](#) will do is sit down with you to develop a strategy.

The Foundations of a Social Media Strategy

Let's start at the beginning. Here are the four things you need to develop a social media strategy:

- A social media audit
- Social media objectives & goals
- Budget, tactics, & tool
- Measurement & reporting plan

Once we've established these fundamentals we'll get to *the fun stuff!* With the foundations in place we can work on:

- A content strategy
- Developing a brand persona & voice
- Creating a calendar of key dates

Conducting an Audit

Perhaps the most time-consuming part of this process is conducting a social media audit. This helps us understand how your current efforts are performing, how your audience behaves, what your competitors are doing, and the trends in your industry.

- **Step 1: Audience Analysis** - We'll start by taking a close look at your followers on each channel. Then we'll identify the audience you want to target, where they are, and how to reach them.
- **Step 2: Internal Audit** - We'll begin by listing each of your social media properties. Then we will take a look at the past year of activity on each of them and note your posting frequency, follower accounts, engagement rates, and referral traffic. Based on the results, we may get rid of underperforming, off-brand, or unauthorized accounts and shift resources to better performing accounts.
- **Step 3: Competitor Audit** - It's time to spy on your competitors! We'll find out what they're doing on their social media channels, look at their metrics (and compare them to yours), and see what content is performing well. We may also look to aspirational brands for inspiration and ideas.

Once the audit is complete we have what we need to get started developing and implementing your strategy. Email theresa@quietcornercomms.com for a consultation.

