

A Step Ten Step Guide

A guide to writing content for social media

Step One

Fundamentals: The digital world is a very public space. Brands must act with integrity, play nicely and have fun to successfully engage the public.

Step Two

Goals: Do you know why you are active in social media? The only way to calculate success and ROI is to measure against targets.

Step Three

Material: Your content needs to be consistent in tone of voice and messaging whilst also being relevant to your target market.

Step Four

Worth: Providing valuable content is essential. It could be useful, entertaining, or offering monetary value.

Step Five

Foundations: You should have a clear social media policy and plan in place that identifies the process and management of your digital activity.

Step Six

Locations: Deciding which channels are relevant needs research. How you plan to interact with users across each channel will also need consideration.

Step Seven

Structure: Not many brands can be a social destination, especially a financial services brand. It takes focused time and effort to prove your credibility.

Step Eight

Management: It is key to understand how to react and contribute across social media on a day to day basis. Finding, joining and starting discussions requires set responsibilities.

Step Nine

Timeframe: You do not need to post content every day as you risk over exposure. However, the production of content is helped by a schedule and pre-agreed topics.

Step Ten

Audit: Use active listening, Google analytics and a comparison to your competitors to calculate the success and ROI of a campaign.

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