



Creating Your Strategic Social Business Plan

Goals and Objectives

Goals are general. Objectives are precise.

Goal example: We will be the top widget company by December 31, 2013. Objectives example: We will introduce the new xyz widget in January 2013 and will achieve \$### million dollars in sales in 2013.

Goal 1 _____

Objective 1 _____

Objective 2 _____

Objective 3 _____

Goal 2 _____

Objective 1 _____

Objective 2 _____

Objective 3 _____

Goal 3 _____

Objective 1 _____

Objective 2 _____

Objective 3 _____



Mapping Objectives to Communication Strategy

Who? What? Where? When? Why? How?

Who?

Who are the people inside your organization essential for achieving objectives?

Who are the people outside of your organization essential for achieving objectives?

Who are your prospects and customers?

Who do you need to monitor or listen to and engage?

Who are the people who need to communicate with each other?

What?

What content do you already have that you can share, such as articles, videos, photos, podcasts, manuals, studies, surveys, papers, press releases, events, causes, fun, etc.?

What content should you create?

What content can you discover and leverage?

What can you do to create dialogue and engage others?



Where?

Where should you be in Social Media?

- | | | | |
|-----------------------------------|------------------------------------|-------------------------------------|-----------------------------------|
| <input type="checkbox"/> Facebook | <input type="checkbox"/> Google+ | <input type="checkbox"/> Foursquare | <input type="checkbox"/> Blogs |
| <input type="checkbox"/> LinkedIn | <input type="checkbox"/> YouTube | <input type="checkbox"/> Instagram | <input type="checkbox"/> Internal |
| <input type="checkbox"/> Twitter | <input type="checkbox"/> Pinterest | <input type="checkbox"/> Quora | <input type="checkbox"/> Platform |

When?

When is the best time for you to post content?

When is the best time for your audiences to engage with content?

How often should you share content?

Why?

Are your actions tied to your goals and objectives? Does it support your mission? Does it engage and help others?

How?

How are you going to make this happen? Who can help?

How will you measure your activities and results?

Do you need enabling technology?



Resources

Peter Drucker: Five Questions

- What is our mission?
- Who is our customer?
- What does the customer value?
- What are our results?
- What is our plan?

The Four-Way Test (Rotary)

1. Is it the truth?
2. Is it fair to all concerned?
3. Will it build goodwill and better friendships?
4. Will it be beneficial to all concerned?