

PLANNING GUIDE

For years, social media has played a supporting role in the media landscape professionals embrace to run marketing, communications, lead generation and customer support programs.

Many of the companies we talk to have been “experimenting” with social. In the meantime, your customers have adopted social as one of their preferred modes for communicating about their experiences with your company. These conversations are happening – so it is time to make social media management a first class citizen in your communication strategy. No more putting social in the corner.

If you are reading this guide, then you are probably someone who has experimented with social and is now thinking about how to develop a reliable, repeatable, measured and managed approach for using social media in every part of your company. We wrote this guide for you.

The guide provides a framework to help you successfully plan and execute social media initiatives. The recommendations are based on our work with hundreds of customers and agencies in virtually every market. You do not need to be a Spredfast customer to benefit from this guide. We intentionally kept the Spredfast product references to a minimum. However, if you are planning on using social media across your company, you should be evaluating Social CRM (SCRM) systems. A good Social CRM system is critical to making your social media work scalable, repeatable and measurable.

Now, on with the framework. It has seven parts:

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Aligning your social initiatives with corporate objectives

Determining your objective(s) for activity lays the groundwork for your entire ecosystem of work in social media: from strategy and tactics to measurement and analysis. Objectives may vary from type of industry to goal of marketing and communications. However, taking the time to identify objectives up front is a critical first step that every social team needs to take.

Initiatives

There is much debate in the social media industry about what to call activity. Some like the word “campaign”. Others feel that social activities should not be grouped into campaigns – as campaigns often have begin and end dates. These people argue that social activities do not have formal begin and end dates.

The reality is that you are going to have to organize activities into some named grouping. Call it campaigns if that works for your company. At Spredfast, we call a grouped set of activities an Initiative. Initiatives should include a pre-defined objective with key performance metrics, a set of people who will be helping to create the activity and engagement, any specific voices or personas you want used in communicating with your audience and the specific social media accounts like Facebook or Twitter you plan to use for the initiative.

Separating various types of activity into individual initiatives helps:

- ▶ Clearly define the goal of all activity
- ▶ Better track whether or not the goal of the objective has been met
- ▶ Focus on the right social channels and daily of activities per initiative, making your job as a practitioner more efficient

Objective/Goal setting

So what types of objectives should you be choosing for social programs? Typically, initiatives fall into one of four broad categories:

- ▶ **Brand Awareness** - elevating the awareness of your brand, product or offering
- ▶ **Customer Service** - better catering to the needs of your customers, for support or general relationship management
- ▶ **Lead Generation** - fill the pipeline for your Sales team through social media conversions that turn into leads
- ▶ **Community Building** - fostering engagement and dialogue to build a community of supportive customers and fans who develop a relationship with you

If you are a marketer or community manager today, you are accustomed to evaluating email communications with your prospects or members based on metrics like email opened, email read, and click-through to call to action. While these metrics are used across all email campaigns, you will certainly expect different open and click-through rates for an email to your existing customers (Community Building) compared to a list of prospects gathered at a trade show (Lead Generation).

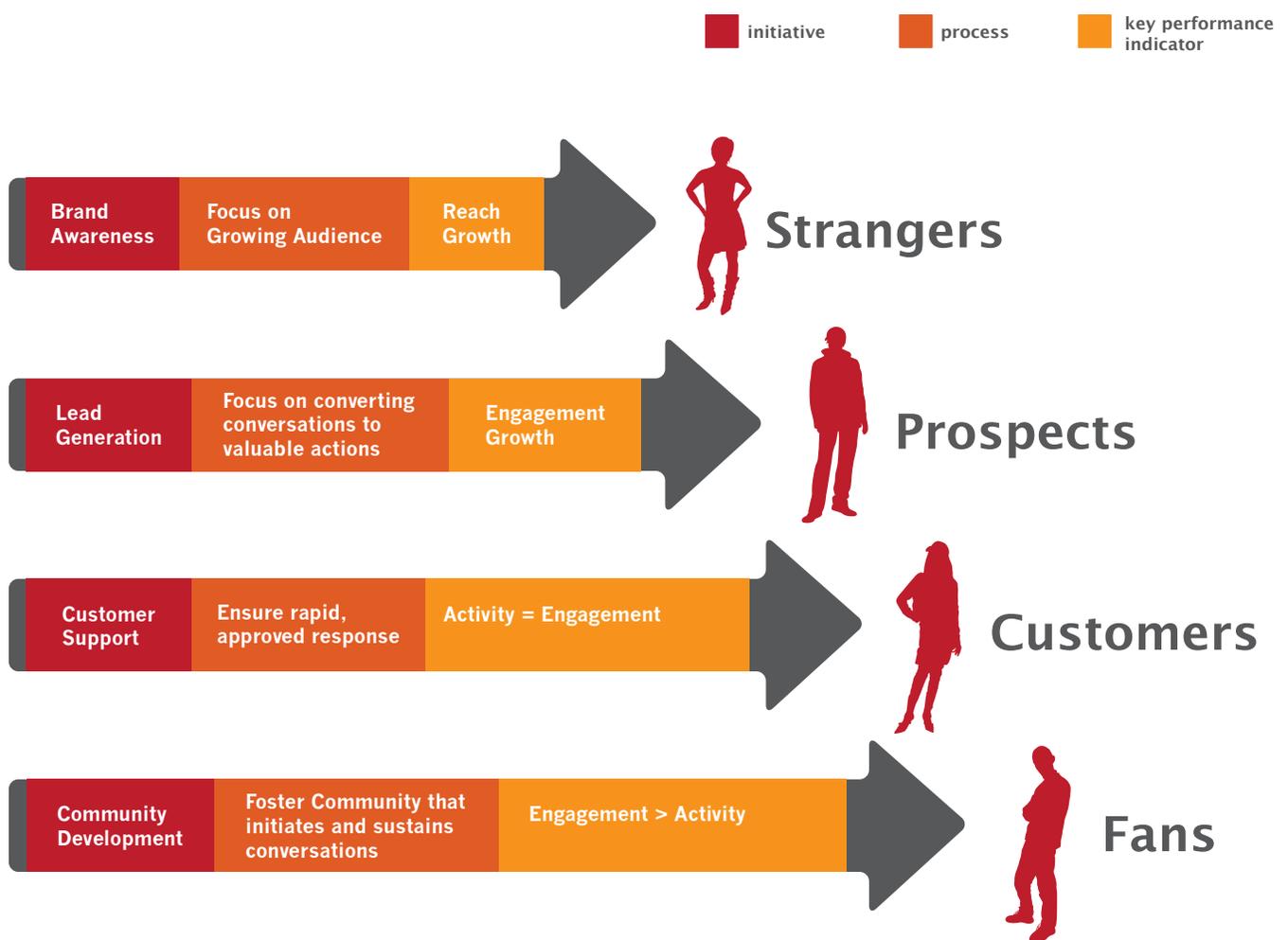
Your social initiatives have a similar set of metrics you can use to assess program success. Every initiative should, at a minimum, track three key social metrics:

- ▶ **Activity** is the amount of outbound activity you or your brand share, publish and communicate with online users.
- ▶ **Reach** serves as the measure of how large of a community you are reaching through your social media activity. This is simply a new way to look at what traditional marketers have called impressions in search marketing or online advertising.
- ▶ **Engagement** represents the overall interactions you or your brand are experiencing in social channels.

Granular metrics are key to assessment, and will be discussed in detail in the following pages, but the overarching trends of Activity, Reach and Engagement are the three measures to start with in every initiative.

Justification through alignment to corporate goals

So, now you have the four categories of corporate goals and the three social metrics every initiative should track. How do you relate them? In the diagram below, we show the general expectations you should be setting.



If you are a Spredfast user, the top three metrics are automatically collected for you. This allows you to quickly track progress towards your initiatives' objectives.

Organizing your social team

People are the heart of every social media program. No matter whether your team is small or large, it is critical to orchestrate everyone's efforts to deliver the best experience for your audience. This will be especially important as internal teams delivering social media programs continue to grow and mature.

We believe that the most effective way to organize your social media program is around the concept of initiatives, discussed in the previous section. For each initiative, there are typically two to three people who will identify strategy and tactics and coordinate participation from other people in your organization.

If you are already running social media initiatives today, you realize how time intensive this work can be. Typically, your colleagues who are new to social media will underestimate the amount of effort required. They assume that all your team is doing is responding to existing conversations. Or they assume that you are just posting to blogs and microblogs periodically. The perception may be it's work for an intern or a part-time activity. So, be sure to communicate the amount of work involved with both inbound and outbound social media activities. This will help people understand why you need both a core and extended team to make your initiatives successful.

Establish your social media voices

One of the first challenges in establishing the team to execute a social media initiative is defining what we call Voices. A voice is a consistent persona, and can represent an entity, a group of people, a fictitious person or a real-life person. Each of these options is completely valid for social communication – as long as you are clear and open about who and what the voice represents.

Most of the people on your social team will have their own accounts on Twitter, Facebook, LinkedIn and other social networks. Should those accounts be used to communicate your initiative's messages and to drive conversations? Or should all communication come from corporate or brand-specific accounts?

Of course, the answer is “it depends”, but here are two basic guidelines we suggest you follow:

- ▶ Establish a corporate/brand or group voice that has its own accounts on the key social networks (where appropriate). This voice should be the main content contributor for all outbound communications. It is likely that multiple people on the team will publish content through this voice. A good SCRM will make this process simple. It is also important to establish some basic guidelines on the tone and type of information this voice produces.

- For employees who are significant contributors, have them use any and all of their social network accounts to contribute content or take part in conversations. The employee should be able to decide which accounts they are willing to publish company content through. For example, many people are comfortable tweeting/re-tweeting company content through Twitter but are less comfortable posting corporate content on their personal Facebook accounts.

Engaging part time contributors

Having an entire team of social media staff members may be ideal. But many corporations face the need to split the responsibilities of social media between a number of staff members who only spend a portion of their time on social. These people are often in different departments, and may or may not work closely together internally.

Successful social media initiatives need the help of part-time contributors at some point. You must be able to find the right people. Here are some simple ideas for identifying part-timers for your social media work:

- **Recent college graduates in your department** – while this sounds cliché, the most recent college graduates in your company will be the most comfortable with the pace of social initiative communications. These people can help you during your baselining, as well as keeping pace with on-going conversations.
- **Product or Service specialists** – people who work with customers on a daily basis have a wealth of stories and information that fit perfectly in social media efforts. Try to recruit multiple people who support different products, services or geographies. Not only will that help you if a customer asks a specific question, you will also be able to spread the load of content contribution across a bigger group.

Part-time contributors will require significant management if you need them to be a significant part of your initiative. You will need to give them guidelines and content ideas as well as communicate their schedule and remind them as deadlines approach. The “Planning your content” section a little later in this document provides an outline of the key work items.



If you are a Spredfast user, our Voices and Accounts section helps you easily manage all of the accounts and permissions for individual users and roles in your initiative.

Baselining your social presence

Baselining social media activity helps give you a feel of where you are, where the competition and industry players are and what you should know about your client base. Many of the activities in setting your baseline use listening and monitoring to collect insights. This listening is meant to help you realize your positioning and help drive an agenda – not derail it. Don't get caught up in competitive one-ups or negative feedback. The absolute best thing you can do for yourself at this point is listen and learn.

There are three specific areas for you to baseline: current sentiment, competitive position in social media, top client and prospect conversations. Below is an overview of how to baseline each of these areas. Note that for most initiatives, it will take you about **two weeks** of monitoring to form some conclusions.

Listen to current sentiment

Something is being said about your brand right now. It might be a compliment on a product you sell. Or perhaps negative feedback on a service that your company delivered. Regardless of the sentiment, as a person helping to manage your brand and its reputation you should know what's being said as it happens.

Start by thinking of what keywords or topics matter to your brand. Here are some common starting points:

- ▶ Users or current customers
- ▶ Products sold
- ▶ Geographies of clients and/or store locations
- ▶ Services offered
- ▶ Public company figures
- ▶ Brand name mentions

Luckily, it's no longer necessary to manually determine the sentiment of activity. With free tools like Social Mention, automatic searches can be set up for the above types of topics and keywords, and the sentiment will be gauged for you.

Always having one ear to ground is a great idea in managing your brand online. But, this information gathered should always be taken with a grain of salt. Sentiment analysis is not a perfect science and should be seen as a good way to get an approximate overview. See where you fit in and if there's anything useful to take away from it.

- ▶ **If your sentiment is good** – Great! Take note of what people are reacting positively to and move on to competitive analysis.

- ▶ **If your sentiment is neutral** – There might not be enough being said about you or your industry. This probably means you have a clean slate to start conversations that are aligned with your objectives.

- ▶ **If your sentiment is negative** – Well, now you know what is being said. Be wary of knee-jerk reactions. These are just conversations, so provide feedback and response when necessary. Otherwise, factor in some tactics to address this negative sentiment when you are planning your engagement.

Competitors

Everyone has competition. Since social is such an open communication medium, you can easily track the conversations happening about direct market competitors, alternative options and new solutions. Getting smart on your competition can pay off in many ways: you can determine your brand strengths, how you do or should differentiate yourself and learn about the customer base of alternative brands.

Every communicator can do at least four things to get smart on the competition:

- ▶ **Use** search streams to listen to the competition. Search to hear what they are doing and saying. How are they communicating with your joint base of customers and/or prospects? Is there something being said that you have missed or can provide an alternative point of view on?
- ▶ **Search** for mentions of your competitors. Learn what customers and prospects think of competitor offerings and experiences. Are there pain points you can alleviate with your offering? Are there similar points of contention you can enhance for your brand to make your offering superior?
- ▶ **Determine** how you might be able to differentiate. Actions speak louder than words, and there's always a way to make yourself stand out. From learning about what actions and approaches others in your space are using, you can find new ways to speak to the needs of your customers in new or memorable ways.
- ▶ **Think** outside the box. Don't limit yourself to the handful of direct industry players you see as competitors. Expand your search streams to up-and-coming options, new trends in your space and alternative choices your customers have.

Clients & Prospects

Know your target audience – one of the foundational concepts in Communications 101. Social media only amplifies this requirement. You literally now have millions of people talking in a public forum about information and conversations that might be helpful to your brand. Think of it as a real-time, constant focus group.

Setting up searches for your brand, industry keywords and competitors allows you to gain better insight into target market. Ask these six questions when monitoring activity from this group:

1. What pertinent topics are most important to these people in social media?
2. What types of conversations and interactions are these people having? Are they asking for specific solutions to problems or looking for general information?
3. Is there activity happening with non-customers that might present an opportunity to find new prospects?
4. Are there patterns of content or interactions they prefer?
5. Are there obvious benefits these users are reaping from their use of social media?
6. Are there any trends in geography or location of customer activity that can help better inform business decisions? For example, if there is a more active or unhappy base of clients in particular areas, you can better engage or help them by location.



If you are a Spredfast user, you can set up any number of Social Streams to track your overall sentiment.

Planning your communication

One of the biggest misconceptions in social media is that all of your work is reactive. Not true. While you do need to allocate time to take part and add value to ongoing conversations, you also need to develop a communication plan to ensure that you are starting conversations aligned with your objectives. Now that you have baselined your presence, it is time to define your communication plan and that has two components: content and schedule.

Identify content opportunities

The two weeks you have spent listening to the market should have identified a set of interesting topics for you to cover. If you are struggling to formulate the list of content you want to share in your social initiative, here are seven questions to ask yourself.

- 1. Are there existing assets that can be repurposed to answers questions your customers or fans are asking?** You probably already have a base of assets available to your social media initiative – documents created for the website, presentations from conferences, television or print commercials. You should be able to use many of these existing assets – it is likely many of your social contacts have never seen them before.
- 2. What are the popular topics pertinent to your brand that you should be in front of?** From your overarching communications and marketing strategy, you already know the topics and themes you want to share with your base. Use this as an opportunity to see if there are ways to bring your top topics into current conversations taking place. You even might find new areas where you can expand your current content.
- 3. Are there topics you don't cover that should be a part of your regular content plan?** Elaborating from the first question, assess if there are gaps in your current content strategy from what your customers are talking about in social channels. Don't look at these as holes, but instead as opportunities to fuel your social media marketing strategy and free feedback on how you can bolster your programs.
- 4. Is your social media messaging aligned with the needs of your customer base in your content?** You already know as a communicator that messages have to be more concise than ever in social media. Think about the best ways to package your content for social media to meet the needs of your base.

- 5. Who are the people talking about your brand or industry? Are these current clients you should be reaching out to or new prospects?** You already know who is in your customer database. But are these the same people you are engaging with in social media? Or are these new prospects? If these are current clients or known prospects, you will need to deliver different content and communications than what they are already getting from your company. For example, you may choose to invite existing customers or known prospects that are talking about your industry into a VIP community you are developing for product feedback.
- 6. Did you learn anything new about competitive activity or approach that might be needed for your brand?** You're no doubt well versed in your competitive landscape. But is social media uncovering any candid conversations or information that may help better guide your approach with social media and overall brand marketing? If you hear about a bad customer experience, make it a priority to exemplify good customer service. If you hear lots of general questions about your industry, make it a point to become a top provider of information and resources.
- 7. Are there any learnings from customer activity that can be shared with the Customer Service or Sales teams?** After assessing the above five questions, organize this feedback into helpful insights for your internal teams. If you hear negative feedback, make them aware of these pain points to speak to. If you recognize a need in the market, ensure this is something your Sales team talks about with prospects.

Schedule your work

No matter whether your team is small or large, it is critical to define an overall calendar and schedule work to ensure that you are producing the content to achieve Initiative objectives. This is especially important when part time contributors make up a significant part of your team. Here is a set of best practices to follow in setting up your schedule:

- ▶ Use a calendar to fill in activity by day. When activity is widely dispersed, a centralized calendar helps alleviate the questions of who is supposed to do what and when. Have a blog? Assign days for posting. Run multiple Initiatives? Determine what should be published for each. In the next section of the guide, we provide some best practices on the appropriate frequency of activity per channel. Using those numbers, you can quickly fill in your calendar with assignments by channel.
- ▶ Schedule regular time to join the conversation. It is critical for core team members to set aside daily time for responding to mentions, commenting on blogs and generally being part of the conversation happening about your market and company. Depending on the level of conversation, as little as one hour a day may be enough. It is more typical to set up to four hours a day aside for this listening and responding activity.

- ▶ Clearly identify areas of responsibility. With an ever-increasing number of tools and platforms being used in social media programs, simply identifying areas of ownership can help eliminate confusion and allow people to feel more of a connection with the areas that pertain their job.
- ▶ Start with a single quarter view and fill out the first month completely. It is tempting to build a master schedule that shows activity stretching out for several quarters. But what you do in your first month is what will actually establish the right habits for your Initiative. So take the time to map out a complete content strategy for a whole month – taking care to synchronize your social efforts with big corporate milestones. Once you have the first month completed, go ahead and enter any known topics or activities you can for the next two months. If you do not know the topics yet, just put in placeholders assigned to different contributors.
- ▶ Provide ideas for content. Often, a centralized person or persons help empower and consult with other internal departments on how to participate in social media. A hardship for the part time contributors is what exactly they should be contributing. Offering ideas for content – from blog post topics to types of Tweets and Facebook posts – can empower others to become more engaged.
- ▶ Ensure team members are trained and aware of internal policies. Fear can hinder staff members' social media activity. Fear of what they are allowed to say in the voice of a corporate brand. Fear of not saying the right thing. Or even fear of sounding stupid. Training internal departments on how to use tools and providing them with guidance on communications policies leads to a well-educated staff who are more likely to get more involved in social initiatives.
- ▶ Be appreciative and say thank you. A little goes a long way, and everyone likes to hear they are appreciated for their work. This tends to be especially true for departments going out of their way to be involved in social media. Rally around these co-workers. Give praise of their efforts and always give credit when they make a big win with a social effort.



If you are a Spredfast user, you can develop and view your calendar in the Activity Section. Spredfast will automatically notify team members about upcoming activity assigned to them.

Engaging at the right time in the right places

Well, you have set objectives, listened, established voices and planned content. Now it's time to engage and drive results. During your baseline work, you selected a few social channels to listen to what people are saying about your company. Before deciding that those same channels are right for engagement, too, take a moment to look critically at the strengths and weaknesses of each.

Narrowing Down the Choices

Choosing the right social media channel can be overwhelming. Simply keeping track of the new channels being introduced on a regular basis is nearly impossible for anyone. And as a professional tasked with goals like brand awareness, customer service and lead generation, your time can be better spent than focusing on the latest "hot" tool.

The good news is, communicators can and should be funneling energy mainly into the "Big Six" – the six channels with a critical mass of users that have proved to be the most efficient in reaching users, creating and sharing activity, and engaging.

That's not to say that new channels shouldn't be explored as they are introduced into the market. But, when choosing where and how to spend resources, the Big Six comprise the greatest number of active users who regularly interact in social media.

Here is a current list of the Big Six:

<p>1. Social Networks <i>Facebook, LinkedIn, MySpace</i></p> 	<p>4. Content Sharing <i>YouTube, Vimeo, Flickr, SlideShare</i></p> 
<p>2. Blogs <i>Wordpress, Typepad, Blogger, Tumblr</i></p> 	<p>5. Social Bookmarking <i>Facebook Like, Digg, Reddit, StumbleUpon</i></p> 
<p>3. Microblogs <i>Twitter</i></p> 	<p>6. Location/Geolocation Services <i>Foursquare, Gowalla, Facebook Places</i></p> 

Channel	Objectives	Strengths
Content Sharing (e.g. SlideShare)	Brand Awareness Community Building	<ul style="list-style-type: none"> · Demonstrating expertise in respective industry · Appears in search engine results · Providing material and messaging for others to share
Photo Sharing (e.g. Flickr)	Brand Awareness Community Building	<ul style="list-style-type: none"> · Visual aids to bolster branding · Highlighting the human side of a brand with images of employees, fans, customers and partners · Ability for clients and users to tag images associated with you
LinkedIn	Customer Care Lead Generation	<ul style="list-style-type: none"> · Insight into prospects and current client base through profiles · Establishing credibility as a business · Providing help to customers in questions forums and groups
Geolocation	Lead Generation Community Building	<ul style="list-style-type: none"> · Presenting new specials for customers · Provides incentives for repeat visits with badges, pins and mayorships

Understanding the frequency requirements

The frequency of your activity will depend heavily on what channels you have chosen to use in your social media programs and the level of your advancement in these programs.

	Social Networks	Microblogs	Blogs
Beginner	2 posts per week	2 Tweets/day 1 reply/day	1 post/ wk
Intermediate	4 posts per week	4 Tweets/day 1 Retweet/day 1 reply/day	2 post/ week 3 external comments/wk
Advanced	5+ posts per week	6 Tweets/day 1+ Retweet/day 1 proactive engagement/day 1 mention find, response/day	3+ post/week 5 external comments/wk

Generally, as your programs grow and mature, your frequency of activity will grow. This is especially true if you are focused on brand awareness and customer service initiatives.

When starting and aiming for a baseline of activity frequency, there are some best practices around what mix of content and how many items should be shared per channel. For social networking, microblogs and blogs, the numbers tend to be fairly straightforward.

For other services, the first consideration should be whether your company produces the type of content or has the type of business model that fit with the service. For example, geolocation services may not be for you if your company does not have retail locations. Another point to consider is your company's willingness to share content on social platforms. Below is a list of additional popular services to consider with some best practice examples.

Channel	Considerations	Base Practice Example
Geolocation (e.g. Foursquare, Facebook Places)	Does your company have retail locations? Do you want to develop and manage local promotions?	Starbucks http://mashable.com/2010/05/17/starbucks-foursquare-mayor-specials/
Video Sharing (e.g. YouTube) Picture Sharing (e.g. Flickr)	Does your company promote activities – professional, charity, partnerships? As part of this promotion, does your company produce videos or shoot pictures? Informal videos or pictures taken by employees count.	Nikon Digital Learning Center http://www.flickr.com/groups/nikondigitallearningcenter/
Content Sharing (e.g. Slideshare)	Does your company produce presentations that are suitable for public distribution? Think of presentations at conferences, supporting materials produced for product launches and made available on your website.	The White House http://www.slideshare.net/whitehouse
Bookmarking (e.g. Delicious)	Does your company produce content about key subjects in many, ever growing locations? Do you want to keep an official listing?	Nokia http://www.delicious.com/nokiaofficial

Measuring your work

No matter whether you are a marketer, customer service manager or work in an agency, you are by now accustomed to measuring the results of your communication. At the beginning of this document, we introduced the high level measures of Activity, Reach and Engagement. It's now time to revisit these metrics.

The top three metrics

- 1. Activity** is the amount of outbound activity you or your brand share, publish and communicate with online users. Unlike typical traditional marketing activity, social media activity doesn't just include outbound communication from your brand and your multiple users associated with a campaign. It also includes reactive and responsive activity that is sent from social media channels. This may include answering questions, thanking people for sharing feedback or retweeting valuable content from other sources in your network.
- 2. Reach** serves as the measure of how large of a community you are reaching through your social media activity. This is simply a new way to look at what traditional marketers have called impressions in search marketing or online advertising. The idea here is that, with social media, you reach not only your first circle of fans and followers, but you also reach a second circle of people each time your first circle shares your information in their networks.
- 3. Engagement** represents that overall interactions you or your brand is experiencing in social channels. These may be replies, comments, Likes, retweets or a number of other direct interactions online users and community members make with your initiatives. If reach represents impressions in a traditional marketing model, engagement represents click-throughs and conversions.

If you do not have a SCRM to automatically gather and summarize this information, then you will need to manually track your results. Below are the basic low level metrics you should aggregate into measurements and trends for the Big Three metrics. You can certainly add more, but these are the minimum.

ACTIVITY	REACH	ENGAGEMENT
<ul style="list-style-type: none">- Number of network posts- Number of microblog messages sent- Number of blog posts- Number of videos, photos or presentations shared	<ul style="list-style-type: none">- Connections on social networks- Followers on microblogs- Mentions of brand- Total audience reached through connections and followers	<ul style="list-style-type: none">- Replies to brand on microblogs- Retweets of content- Bit.ly clicks by single platforms- Bit.ly clicks across all platforms- Comments received- Likes on Facebook

As we discussed in the first section of this framework (Aligning with Objectives), progress in each of these three metrics will depend on your overall objective. For Lead Generation, you will probably place emphasis on growing Engagement most, followed by growing Reach. In contrast, Brand Awareness objectives typically focus on growing Reach above all other metrics. Be sure to factor in Objective when you start tracking your metrics on a regular basis.

Track and communicate your progress

Setting up a target process to measure your social programs in an ongoing capacity helps make your work more efficient. It also helps hold you and your team accountable to maintain the effort of properly managing measurements and analysis.

Simple considerations help determine the best process for your specific needs:

- ▶ **Decide** what time each day or week to review and record metrics. Track these at the same time regularly to establish a process.
- ▶ **Track** these metrics in a dashboard to see progress and trends over time. As time passes, you will develop a historic view of all activity.
- ▶ **Determine** when you can regularly review this dashboard each week or month to pinpoint trends and useful data to help make better informed decisions on future program strategy and activity.
- ▶ **Schedule** monthly or quarterly meetings to review measurement data with a greater group of stakeholders. This will both illustrate the iterative progress of programs as well as review the data in a way that will allow for greater input on how to optimize programs based on historic activity.



If you are a Spredfast user, these metrics are tracked automatically for you and are available in both your Social Inbox as well as in the Analytics section.

Integrating with your other processes and systems

In the first one to two months of your social initiative, it is possible that you will not need to integrate your social initiative beyond basic coordination with complementary activities. However, in the long run, you will want to closely integrate your social media initiatives with the Marketing and Customer Care processes and systems of your company or client.

Integrating with your current marketing processes

Social media isn't meant to act alone. In fact, you will be doing your brand an injustice if you treat social media as a channel that behaves separately from your existing channels. Just as you learned to integrate your website with your offline marketing years ago, social media presents a similar opportunity now – more channels to reach more people to help spread your message.

The first step is to identify when and how you are going to communicate your social media initiative results to the rest of the organization. With the metrics we discussed in the last section, you should be able to show how your work is helping achieve business objectives. Get those metrics included in the weekly/monthly/quarterly reports for your group. In addition to the metrics, we also suggest you include some stories or conversations from your social media work. Nothing is more interesting to the organization at large than front line stories about customer or prospect interactions.

Second, develop your tactics for integrating social with existing communication channels. For each channel, we have identified the key question or integration point for your near term efforts:

- ▶ **Email** – understand your outbound email campaign timelines and coordinate your social outreach. In addition, ensure that your email templates include opt-in choices to your social media presence.
- ▶ **Website** – make opt-in choices for your social media initiatives prominent on your website. In addition, suggest embedding content produced in your social initiatives directly in the website – e.g. Twitter streams and blog posts.
- ▶ **Direct Mail** – ensure that your social accounts (e.g. Twitter handle) are included on all outbound pieces. Also, consider leveraging the creative developed for the direct collateral in your social content development.

- ▶ **Offline Events** – ensure that your social accounts are included in all collateral, booth signage and presentation templates. In addition, consider setting up event-specific social initiatives to help drive real time conversations. This is a simple way to help your offline events team drive traffic to presentations and booth.
- ▶ **Television** – understand the key messages and prepare your team to respond to online activity that may result from a television campaign. Be sure to set up your listening activity to look for ad keywords or personas.
- ▶ **Radio** – understand the key messages and prepare your team to respond to online activity that may result from a radio campaign. Be sure to set up your listening activity to look for ad keywords or personas.
- ▶ **Outdoor** – ensure that your social accounts (e.g. Twitter handle) are included on all outdoor advertising locations. Also, consider leveraging the creative developed for the direct collateral in your social content development.

Technical integration and two parting assumptions

In addition to thinking about how you can be integrating content and messaging across your communication channels, you should start thinking about how you can integrate your technology systems to get a 360-degree view of your data and metrics. We assume you are currently using a system to track and measure analytics on your website(s) and you are using a database or customer relationship management (CRM) system to collect data and profile information about your customer base.

Web Analytics

Looking at your social media metrics only provides a view into social media activity. But what happens in social doesn't just stay in social – it affects other channels like your website. Integrating your social media activity with web analytics such as Google Analytics and Omniture will paint a picture of the corresponding activities and channels influenced by social media. Having social media metrics and web metrics talk to one another will provide insight into:

- ▶ Bounces from social media to your website
- ▶ Referrals from social media links to your website
- ▶ Total new visits from social media
- ▶ Total new page views from social media
- ▶ Performance of goals set using your web analytics system

CRM integration

We are all just now scratching the surface on CRM integration with social media data. However, you should assume that you should at least be pushing in social profiles and getting this information into your Social CRM system. This is a blossoming area in the social media space. If you aren't starting to talk about how you can use this integration from a business perspective, you are missing opportunities to learn more about current customers and the next generation of prospects.

If you haven't already, start having internal conversations around what systems you are using and how you can take the next steps to marry the data flow from one to the other. Be proactive in prevention of data silos.



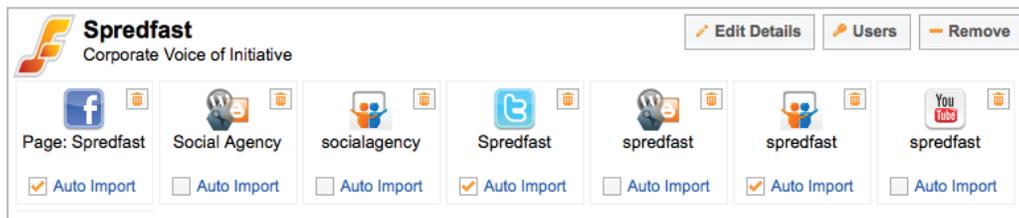
If you are a Spredfast user, you can take advantage of our packaged integrations to an ever growing list of third party applications, including [salesforce.com](https://www.salesforce.com), Google Analytics, and Omniture Analytics.

Managing Initiatives with a SCRM

As we discussed at the beginning of this document, a Social CRM system (SCRM) can save you significant time and effort. Along the way, we have provided some hints about how Spredfast can help with initiative management. This section provides a few simple glimpses of some of the basic functionality in Spredfast's SCRM.

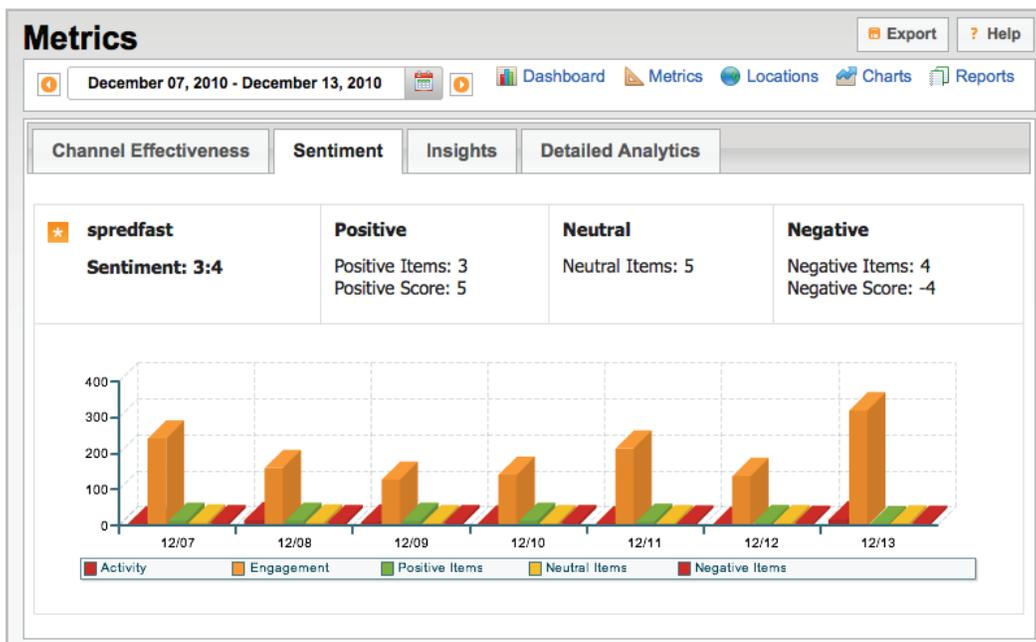
Organizing your social team

Keeping track of all your voices, their associated accounts and who has which permissions can get complex very quickly. Spredfast provides a simple interface for defining and managing all of this information.



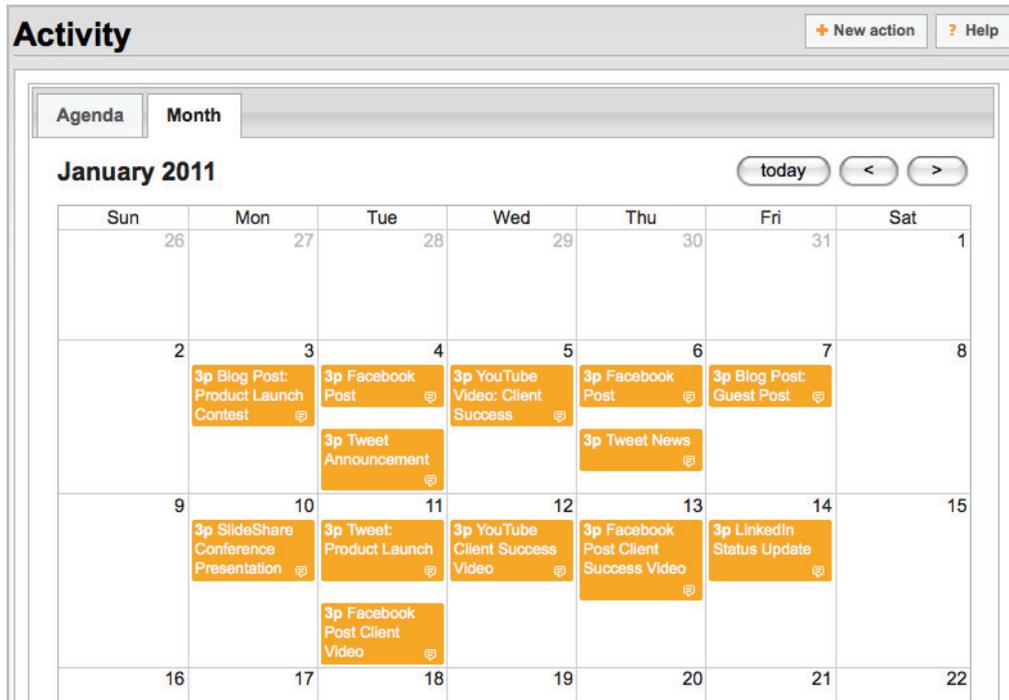
Baselining your social presence

Listening to the conversations that are happening about your company, competitors and your market is one of the first activities for an initiative. Spredfast helps monitor and aggregate all this information into a single Social Inbox. In addition, Spredfast integrates with other services – like Social Mention – to help provide aggregated sentiment analysis.



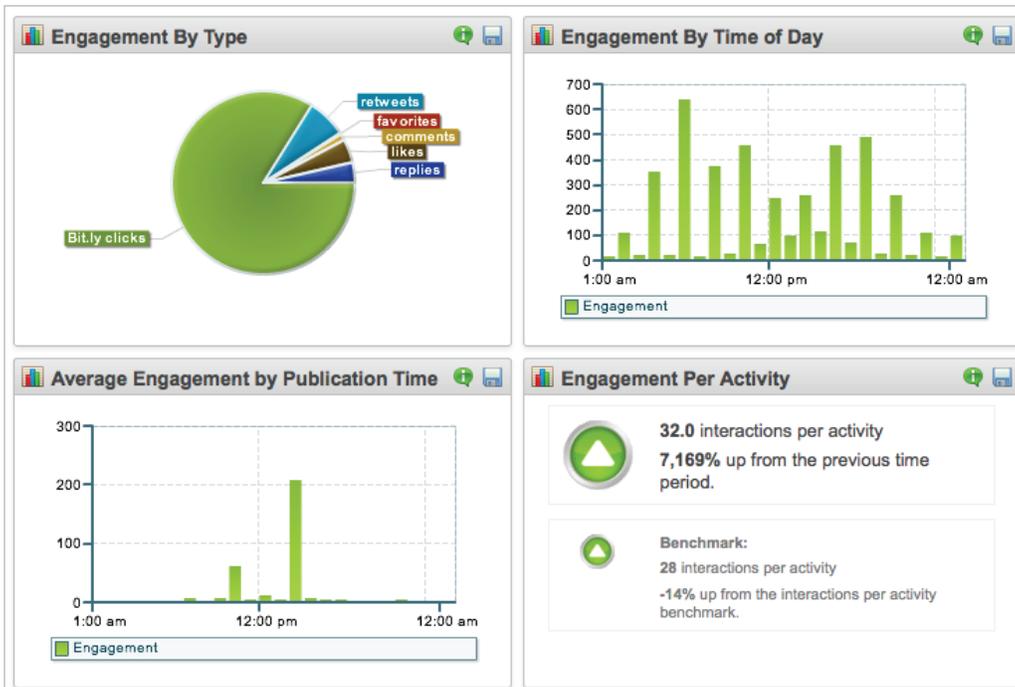
Planning your communication

Defining and keeping to your communication calendar is critical for every initiative. Spredfast allows you to schedule activity ahead of time and will then notify people when their deadlines are approaching. Spredfast will also automatically manage all approval paths if any of your outbound content needs to be reviewed before being published.



Engaging in the right places at the right time

Picking the right channels for your initiative is a challenge. So is understanding where you are getting your engagement and when. Spredfast helps you understand which channels are working and how.



Measuring your work

You will need to go beyond Activity, Reach and Engagement to really understand what is working and what is not in your social initiatives. Spredfast's detailed analytics give you access to this information with a few clicks –telling you what content is getting engagement and who your top mentioners are.

Top 10 Retweeted Content		
Name	# RT	Audience
RT @petersmeg:...	3	2115
Cool infographic...	3	4867
Does jamming...	3	2896
Get your social...	3	3166
amen RT @armano...	2	1003
10 tips to rock twitter	2	1825
Microblog	2	401
Agreed! RT...	2	3328
Facebook Co-Founder	2	2018
The New Twitter...	2	896

Top 10 Retweeters		
Name	Date	# RT
jordanv	12/08/2010 4:25pm	6
iberyoung	12/13/2010 12:55pm	6
Phillyberg	12/09/2010 11:03am	3
Spredfast	12/08/2010 4:01pm	3
jimrudden	12/09/2010 9:38am	3
JasonKapler	12/08/2010 4:11pm	2
DParkerSC	11/30/2010 8:43pm	2
SonnyJohns	12/02/2010 9:43pm	2
CLaTour	12/07/2010 12:02am	1
askdebra	12/03/2010 1:54pm	1

Top 10 Mentions By Audience		
Name	Audience	User name
@iberyoung @PSlackR @chillygal...	365610	kanter
RT @spredfast Last day to vote in...	15811	Sierra_Club
@Spredfast been there man. :) cc...	15172	AaronStrout
With my man date @iberyoung (@...	7204	daveiam
5 Tips to Rock Twitter like The...	5968	JeffHurt
Twitter goodness today 10 tips to...	4451	convio
Can't wait to see you tomorrow mom'...	3904	AustinJava
RT @TheTimHayden: @Spredfast...	3398	SonnyJohns
Compose FB Updates to Promote WPBlog...	3304	JasonStoddard
Look! @spredfast released a new...	2805	SpringCreekGr...

Top 10 Mentioners		
Name	Last Mention	Mentions
ShennandoahDiaz	12/14/2010 2:37pm	15
jordanv	12/14/2010 9:30am	12
LaughlinJames	12/14/2010 10:40am	11
JasonKapler	12/08/2010 4:11pm	9
daveiam	12/14/2010 8:17pm	7
Spredfast	12/03/2010 12:25pm	6
cariegrls	12/08/2010 3:42pm	6
CorinaFrankie	12/14/2010 9:00pm	6
Phillyberg	11/23/2010 11:19pm	5
iberyoung	12/13/2010 11:51am	4

For a more complete view of Spredfast's complete capabilities, please visit <http://www.spredfast.com/info/features>.

About Spredfast

Spredfast is a software company that helps companies manage their social media initiatives better. We provide a Social CRM system (sCRM) that companies use to coordinate activity across multiple social channels.

Spredfast sCRM delivers a single workspace for listening to current activity, managing multiple social accounts and voices, planning and publishing content, participating in conversation, and measuring engagement on all major social platforms – including Facebook, Twitter, WordPress, Blogger, LinkedIn, YouTube and Flickr. We also support additional platforms and tools that may be important to your business – including MySpace, Foursquare, Gowalla, Slideshare, Hyves, and TubeMogul. Since most social media initiatives are part of broader company campaigns, we have also integrated Spredfast with popular enterprise tools – including salesforce.com, Google Analytics, Omniture Analytics, Social Mention and Crimson Hexagon.

The majority of our customers use Spredfast across multiple departments, brands and geographies in their enterprise. Our corporate customers span virtually every industry and include such companies as AOL, Bayer, Nokia, IBM and HomeAway. We also work closely with large and small agencies, including Porter Novelli, Raidious and Spring Creek Group.



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