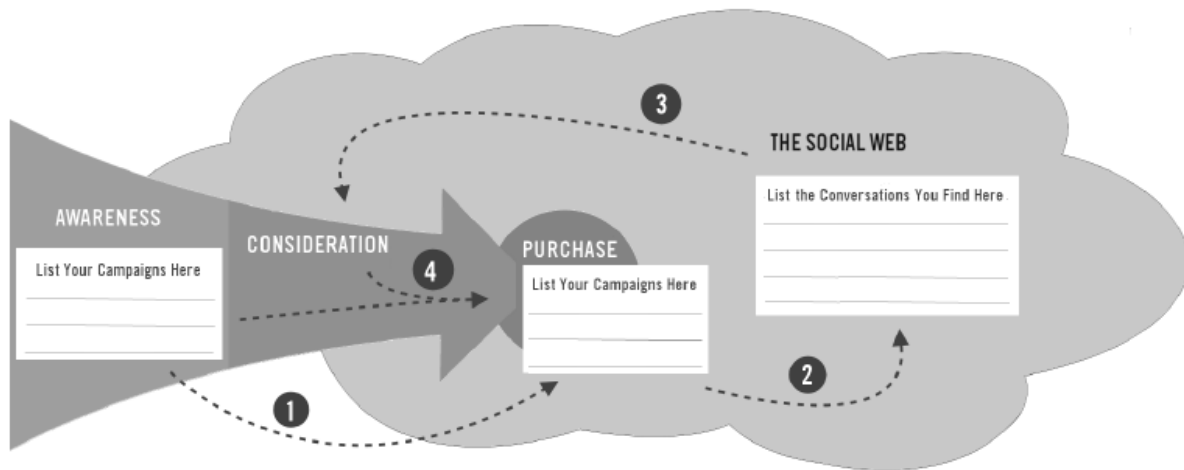


THE SOCIAL FEEDBACK CYCLE



**The Social Media Plan**

1. Objectives
  1. objective #1
  2. objective #2
  3. objective #3
2. Target Market
  1. Location
  2. Lifestyle
3. Key Message(s)
  1. key message #1
  2. key message #2
4. Goals
  1. goal #1
  2. goal #2
5. Internet Channels

Site	Link	Username	Password
Facebook			
Google			
Twitter			
Website			

**To Do:**

On Site Factors:

1. Link to Facebook Page. Use the “become a fan” button.
2. Link to Twitter. Use the “follow me” button.
3. Add Google Analytics
4. Add Keywords to webpages

Off Site Factors

1. Facebook Page
  - a. Complete *Social Media Profile*
  - b. Create Facebook Page
  - c. Send requests to build Fan list
2. Facebook Ad
  - a. Set ad budget
  - b. Ad language and image
3. Twitter updates
  - a. Create a following
4. Use Posterous to send updates to both Facebook and Twitter

Channel	Goal	Key Message	Date
Facebook	Set up Page	Use social media profile.	
Facebook	Set up Ad	Track impressions and clicks to confirm that the ad is targeted to the proper segments and is getting clicked.	
Twitter	Set up profile	Consistent with Facebook Page	
Google	Set up Google Analytics	to track keyword searches and off site links from social media to the website	

## Social Media Profile

1. Key Terms:  
Make a list of your best key terms and weave them into the rest of your worksheet items. Key terms are one, two, or three word terms that someone might use if they were searching for your business in a search engine.
  
2. General Information:  
Your Name  
Business Name  
Email Addresses  
URLs  
Instant Messaging screen names
  
3. Biographical and Descriptive Information:  
Short bio (50 words)  
Longer bio (100 words)  
Short company description (50 words)  
Longer company description (100 words)  
Business mission statement
  
4. List of Products

**Publication Calendar**

Channel	Goal	TO DO	Date
Facebook			Week 1
Twitter			Week 1
Facebook			Week 1
Twitter			Week 1
Facebook			Week 1
Twitter			Week 1
Facebook			Week 2
Twitter			Week 2
Facebook			Week 2
Twitter			Week 2
Facebook			Week 2
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Facebook			Week 4
Twitter			Week 4

**Discussion Topics**

What are your primary brand, product, or service promises?

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How are these promises related to the needs of your customers?

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How are these promises supported?

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What is the actual delivery mechanism that validates each promise?

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What are the actual customer experiences that demonstrate successful delivery?

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What channel has been used to convey each particular aspect of your promise or brand?

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How important to your customers are each of the promises and points and delivery?

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What marketing channels are you using now to generate awareness?

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What channel is your top performer in terms of ROI ? How are you measuring this?

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What are you doing at the point of sale?

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Which of your identified touchpoints are working? Which are not?

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Which touchpoints represent your “top three”?

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Are your strongest experiences driven by marketing or operations?

---

Which three touchpoints could you do without?

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Of the three that don't seem to matter, why do they exist?

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How visible are you, and what is the role of your personal presence?

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My Product or Service

Audience

Segment Feature, Benefit, or Other Item of Interest

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

List and define your business objectives.

Objective	Current Efforts	Current Status	Measures

List and define your audience.

Segment	Likely Social Media Channel	Best Practices and Notes