



How to guide your social media efforts toward success

Whether you are a social media beginner or you have been using the platforms for a while, answering these key questions will help guide your social media efforts toward success.

Question One Who is my audience?

Your marketing efforts will be stronger if you can identify your target market first.

Question Two Which social media platforms does my audience use?

Armed with information on who makes up your audience, the next step is to determine which social media channels they use and direct your efforts accordingly.

Question Three What do I want to achieve with social media?

Do you want to increase awareness of the causes? Do you want to drive more traffic to your organisation's website? Without clear goals in mind, you won't know how to measure your social media effectiveness. It's important to set social media goals that are specific, measurable, and achievable within a specific timeframe.

Question Four What is my social media budget?

There is a misconception that social media is completely free. While it's true that it is free to set up an account on all the major platforms, most offer premium features which may be worth considering, such as LinkedIn, Facebook Advertising Manager and Twitter Promote.

Question Five How much time can I give to social media?

Time is another cost you need to factor in to the social media equation. To achieve results and credibility you have to be prepared to devote time regularly to producing and promoting content and engaging with your audience.

Question Six What type of content will I create?

Your answer to the previous question may influence the type of content you will create for social media. Do you have time to write regularly for a blog? Would it be better to make short videos for YouTube instead?

Question Seven What are my industry peers doing on social media?

You can learn a lot by taking some time to observe what your peers are doing online. Which social media platforms do they use? What type of content do they share? How does their audience respond to them? What are they doing really well? What aren't they currently doing that you could do well?

Question Eight Who is the best person to handle social media?

You may wish to take full responsibility for maintaining your social media presence, but if you are giving the task to someone in your organization, or hiring outside help, you need to ensure they are the right person for the job.

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