



SOCIAL MEDIA



STRATEGY GUIDE

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Introduction

This area serves as the introduction to your policies and guidelines playbook. This allows you to give context to the reader by providing history, staff information, and other information to set the stage.

I have been an avid gamer since I could handle a controller. Growing up, role playing games with deep storylines and non-linear paths to completion were often what consumed my free time. I say consumed because it engulfed my mind and spirit. Like a good book, some of these games made it hard to put the controller down. Other times, I get to a point where I feel lost and hopeless, unsure of my next steps toward success.

Often these games had this awesome accessory you could purchase called a strategy guide. These guides had everything and would walk you through the optimal line of success, provide insight to the side quests, and overall aided to the success of completing the game.

These guides were but just that, guides. Just because you were able to sit down and read the guide, did not mean you won. You still had to go into the game and complete the challenges ahead. The guide told you how to beat the villain or boss, but it still took you five, six, fifty times to do so.

Fast forward to the present day. I do not get a chance to play these games much. Between other hobbies, work, family, there has not been much time to devote to these games. I work in the realm of social media. Maintaining relationships, marketing events, sharing news are all quests that I encounter day after day. The solution to succeeding in these quests is non-linear, just like the games I used to play. Add in the side quests of analytics, graphic design, storytelling, and it becomes a very daunting task that consumes my mind and spirit. Unlike the games I played growing up, there really is not a strategy guide. Well, not until now.

Just like the strategy guides for video games, reading this does not mean you are automatically a winner. In fact, this guide is merely a framework with space and opportunity for you to do your own work. Jot notes down, make changes, make it your own. I can only hope that one or more pieces to the guide help you get out of those moments where you feel lost and unsure of what the next step is.

Thank you for reading this much of the strategy guide, I hope you are able to enjoy the rest. Visit joshkohnert.com to reach out to me with any direct questions or assistance you may want.

What Are You Doing: The Why

This section identifies your key reasons/goals/missions as to why the brand is on social media in the first place. Everything else in this document needs to be able to address how it is going to accomplish what is listed here. Without the why, social media is just a glorified webpage, and you lose out on a ton of benefits and opportunities.

Your Audience: The Who

This section allows you to look at the target demographics of your social media and develop personas for them. Which platforms are your personas likely on? How would you differentiate their messaging to properly speak to them?

Social Media Platforms: The Where

This is a quick directory to the different social media sites and platforms the brand is on. Be sure to include urls, make note of those that are mobile apps, and provide usernames. Never share passwords in this document. Consult with your IT department on password banks and password sharing.

Content for Platforms: The What

Content

This is a list of the places you go to create content as well as listing routine content that you create. This builds a general knowledge pool related to your brand. It is important to have this to serve as a go to when needing to fill out your week to engage your audience. URLs to homepages are effective.

Posting

This section discusses the general practice of posting in terms of how many times a day and when do messages typically go out. This section also introduces general practices for sharing content that will later be enriched in the communication plan and best practices.

Comments

This section discusses the actions that need to be taken when positive, neutral, and negative comments are posted by users on posts shared in the community.

Video, Audio, and Photo Sharing

This section discusses the procedure for sharing content of users in your communities. It is important to note that a best practice is to ask the user if you can share their content with others, not only on that site that you found the content, but with other communities as well. You can also establish a practice or procedure for your audience to get permission.

Links

This section discusses the policy for sharing links and recommends utilizing link shortening software such as bit.ly.

Identity & Brand Design

Identity

This section discusses how the brand identifies itself on social media. Are the messages going out with “I/Me” language or “Our/We” language. Think of the brand as an individual and describe characteristics of the individual in how they would act on social media.

Tone

This section discusses the tone of messaging. Are we warm and inviting or cold and sarcastic? Do we regularly use emotes or are we more reserved with emotes and punctuation? Do we write to sound smart or do we write to clearly convey the message we are trying to get across?

Branding

This section is the visual identity and it should match the overall visual identity of the brand. Social media may pick specific fonts and colors within the overall pallet to give its own brand or consistency when designing and creating visual content.

Naming Conventions

This section discusses the procedure for setting up accounts on new platforms including the appropriate username and email addresses for registration. Should be consistent with current sites.

Institutional/Company Identity

This section includes statements from the larger visual identity policy as reference, especially those that directly affect social media.

Managing Social Media: The How

Page & Group Administration

This section sets the procedure and practice of who is an administrator for the social media accounts. This section also describes who else has access to the log-in information.

Account Management

This section talks about the hours of operation as well as sets specific policies as to what devices should be allowed to access the social media sites. A best practice is to establish the policy that users are not allowed to access brand accounts via personal devices.

Site Maintenance

This section addresses analytics and the policies for collecting insight information about the social media communities. This section also discusses the policies and guidelines when updating information on the site such as bios, cover photos, and profile pictures.

Responsibility

This section provides information on responsible use of social media, whether it is for personal use or professional use. This section also outlines behaviors that should not take place online.

Content Calendars and Workflows

This section discusses how far out in advance the brand is planning anticipated content and how it funnels into a content calendar. This section also discusses the general workflow for bringing the various content types listed above into fruition. Identify key players and approval processes needed to ensure the content is being created in advance and accurately.

Community Building

Social Networking

This section discusses the brand's approach to social networking and more importantly why it is important to the brand that social networking takes place. Following this includes several sub-categories.

Digital community following. *This section discusses your policy on following user accounts*

Ads and targeted marketing. *This sets the guidelines for using ads on different sites and it includes information on the common practices.*

Annual Engagement Events. *You may have several of these for each annual event. Include the basic purpose and strategy for running the event.*

Engagement

This section outlines all the ways the brand interacts with users.

Audience

This section is demographic information on each community.

Respect

This section discusses that it is important that the users respect each other and respect the brand and goes into protocol when that does not happen. This varies a little differently than negative comments.

Planning for Effective Use

Best Practices

Graphic Design Cheat Sheet. The following identify the specs for creating graphics for each of the social media sites.

	Instagram	Facebook	Twitter	LinkedIn
Profile Photo	320x320	170x170	400x400	400x400
Landscape	1080x566	1200x630	1024x512	1200x627
Portrait	1080x1350	630x1200	n/a	627x1200
Square	1080x1080	1200x1200	n/a	n/a
Stories	1080x1920	1080x1920	n/a	n/a
Cover Photo	n/a	851x315	1500x500	1128x191

While it is a best practice to design graphics for the specific social media site, there are dimensions that react nicely, specifically shared images. Profile pictures and cover photos should follow their respective dimensions, but the following can and are used for mass sharing:

General rectangle shape (landscape): 1600x900

General rectangle shape (portrait): 1080x1350

General square shape: 1080x1080

Scheduling Practices. This section discusses the when and how many times a day does the brand post to the communities. As a source to you, this is the best practice for each social media site. It is not an expectation or goal, especially starting out, to meet these numbers. This is a measurable sweet spot depending on the quantity and quality of content you can produce.

Facebook	1-2 post average daily
Twitter	3-4 posts average daily, can enter “live mode” during events
Instagram	1-2 photos average weekly.
Pinterest	6-8 posts daily average. 2-4 boards updated daily
TikTok	3-4 posts average daily
Reels	3-4 posts average weekly
Shorts	3-4 posts average weekly

Time & Resource Management

This section is used to provide an explanation of procedure and/or software the brand uses to manage their time efficiently. This includes instructions to templates for making graphics, content calendars, etc.

Conclusion

This document is meant to be a living document because social media is a rapidly changing environment. New sites are created, new features are added to old sites but above all, there is a core procedure and practice that is implemented.

This framework is also not definitive. You may have additional needs that you wish to include in this document. If you feel that what you are adding could be beneficial to the greater social media world, reach out as I am always making updates to this guide.

This document teaches these practices. Utilize this tool to onboard new employees and create abbreviated versions to share with external constituents that work with your brand regularly.

Again, I thank you for reading this guide and I wish you all the success with your social media work. If you need anything, visit joshkohnert.com and reach out to me directly on social media or through email. Let this be the start of our conversation, not the end of it.