

**Social  
media  
strategy  
skills  
next  
level**

**Social media  
strategy  
in  
simple  
words.**



# What is a social media strategy?

## Definition

A social media strategy is a company's decision on the use social media and what benefits the company wants to realize from social media.

## Components of a social media strategy

Social media strategy defines which benefits of social media we want to realize for our business model and how.

Our social media strategy specifies the goals for the implementation of the strategy in its individual components.

## The foundation of the strategy

A social media strategy is based on

- the performance potential of social media for the company
- the individual business model of the company
- the competition the company faces in social media
- the company resources that the company uses for this strategy.

## The content of the strategy

A social media strategy consists of

- the focus of the strategy and its objectives
- the objectives, content/measures and resource requirements for the individual strategy components.

## Practical note

**Using social media without a strategy is an unconscious or conscious decision to forego many of the potential benefits of social media.**

Since this decision was presumably made unconsciously and therefore without knowledge of the consequences, it is the responsibility of those responsible for social media to provide well-founded information about this problem and to propose solutions. To this end, it is advisable to have strategic expertise in social media that enables this topic to be communicated at eye level.

**On the last page of this document, you will learn how to develop this ability.**

# What a social media strategy is based on

## Component social media performance potential

### Definition

Social media performance potential stands for the possibilities of achieving the desired impact with the help of social media. Social media performance potential consists of the impact methods (i.e. the methods with which impact is achieved) and the formats in which these methods are used (usage formats)

### Impact methods

The methods we use to achieve impact in social media

- Information,
- dialog,
- networking,
- cooperation.

### Use formats

The organizational and technical formats in which social media is used:

- Audience,
- community,
- network and
- their combinations.

### Why the social media performance potential is necessary as part of the social media strategy

Only if we know what tools we have at our disposal in social media and how they can/should be used can we achieve the success that is possible in social media.

### If the social media performance potential as a foundation of the social media strategy is missing

If we do not consider the full social media performance potential of social media in strategy development, we will most likely not be able to achieve the full potential success in social media.

### Practical usage

In order to be able to assess and utilize the social media performance potential, you need a solid knowledge of the impact and usage formats in social media, in particular their competition and performance quality.

**On the last page of this document, you will learn how to develop this ability.**

# What a social media strategy is based on

## Component business model

### Definition business model

A business model describes the basic principle according to which an organization creates, communicates and captures value. (Business Model Generation, Osterwalder & Pigneur). The business model therefore represents how the company's success is created.

### Why a company's business model is necessary in social media strategy development.

Every company has an individual business model. The benefits of social media are just as individual. Social media should contribute to the success of the company - in other words, to the success of the business model.

In order to recognize the overall potential benefits of social media for a company, we need to determine what benefits social media can bring to its business model.

If we only look at the benefits that social media can provide for individual parts of the business model or individual functional areas, we only recognize and realize part of the potential contribution of social media to the company's success.

### If a company's business model is not taken into account in social media strategy development.

If the business model is missing in social media strategy development, we lack a view of the overall potential contribution of social media to the company's success.

Social media strategies without this perspective become less effective and contribute less to the company's success - regardless of how successful they are in their limited approach.

## Practical usage

You need a basic knowledge of your company's business model - preferably in the form of Osterwalder & Pigneur's Business Canvas - and the ability to use this information to define the individual benefits of social media for the business model and its individual components. On this basis, you then develop options for action with which the respective benefits for the business model can be realized.

**On the last page of this document, you will learn how to develop this ability.**

# What a social media strategy is based on

## Component competition

Der Bestandteil Wettbewerb in der Entwicklung einer Social Media Strategie bezieht die Wettbewerbssituation in Social Media in die Strategieentwicklung ein. Er beschreibt in welchem Wettbewerb eine Strategie erfolgreich sein muss.

### Why competition in social media strategy development is necessary.

**In social media, we find ourselves in a very competitive environment - the competition for attention and participation.**

Strategies must be able to assert themselves in their specific competitive environment in order to be successful. No strategy is successful if it is not also competitive.

Every strategy must therefore also be designed for its specific competitive situation in order to have a chance of success.

### If social media competition is not considered in social media strategy development.

Social media strategies that do not take their competitive situation into account will inevitably lack competitiveness. The success of non-competitive strategies is more than unlikely.

## Practical usage

You need in-depth knowledge of the social media performance potential - in particular the impact and usage formats and their competitive quality. With the help of this knowledge, you must be able to evaluate the competitive situation as a whole and the options for action and define competitive approaches.

**On the last page of this document, you will learn how to develop this ability.**

# What a social media strategy is based on

## Component resources

Resources are the funds required to implement a strategy. Strategy as the economics of resources is a well-known definition of strategy.

### Why resources are needed in social media strategy development

**Resources help define which strategies are possible for a company.**

Strategies that are developed without considering the necessary resources are not strategies, but at best unrealistic considerations.

Even the best strategy is pointless if the company cannot implement it.

### If resources are not taken into account in social media strategy development.

If we develop a strategy without taking the necessary resources into account, we are not being realistic. Either we are not paying attention to whether the company can realize this strategy at all, or we are operating within a framework in which the resources are readily available at all times.

In the first case, we are acting unrealistically and wasting resources; in the second we are probably not focusing enough on opportunities, so that the strategy can hardly do justice to the exploitable opportunities.

## Practical usage

In order to master this step, you need a sound knowledge of the resource requirements from the impact and usage formats of the social media performance potential and the competitive situation as a whole and in the options for action.

**On the last page of this document, you will learn how to develop this ability.**

# How to develop a genuine social media strategy

## The social media strategy development process

- 1 Participants and tasks**

All functional areas of the business model that are to be supported by social media are integrated into the strategy development according to their tasks.
- 2 Social media potential for business**

The social media performance potential - defined in the potential-based strategy model - is the basis for strategy development.
- 3 Benefits from the social media for the business model**

The potential benefits of social media for the individual business model are determined via the social media performance potential.
- 4 Definition of options**

The options for realizing the respective benefits from social media are determined by the competitive situation and the priority of the benefit.
- 5 Definition of strategy alternatives**

The sensible strategy alternatives are derived from the preferred options for action.
- 6 Strategy decision**

The company management decides which strategy version is realized.

After the strategy decision, the strategy management phase begins. This is where the implementation of the strategy and thus its success is ensured. At the same time, the performance of the strategy and its framework conditions are regularly reviewed and adjusted promptly in the event of changes.

## **If a social media strategy lacks components**

**The problem of improving existing strategies with structural deficits: strategies are the result of situations and the decisions based on them.**

If situations change, the decisions no longer fit and the strategy based on these situations and decisions is outdated. Unfortunately, strategies are difficult to improve. Instead, it is better to consistently understand change and build on a strategy that takes account of this change and, if possible, the development behind it.

### **Practical usage**

Check the existing social media strategy to see whether it has taken all the important components of a strategy into account.

If this is not the case, develop a strategy that has a complete foundation.

Compare the content of the two strategies and you will see how much adjustment is needed in the measures to be implemented.

Communicate the problem, have the new strategy approved and adjust measures accordingly.

## **If a company has no social media strategy**

**Companies that use social media without an appropriate strategy are foregoing a greater contribution from social media to the company's success, using social media less economically and much less competitively.**

### **Practical usage**

It is not problematic to question an approach that you have practiced yourself if the situation has changed. It is problematic not to react to new insights and ignore improvements because you have previously used social media differently.

It is a sign of competence to address problems yourself before others do. It is even smarter to be able to present the solution at the same time. That's what makes a good manager.

**Turn the problem into an opportunity and demonstrate expertise.**





**Wilfried Schock**  
**ws@pbsm.info**  
**pbsm.info**  
**LinkedIn**

## Building social media strategy expertise.

Now you know the most important areas for building valid strategy competence in social media. For building practical strategy skills in this areas you have the following alternatives:

1. **Development of your own application method based on the potential-based strategy model.** You can **download** the **basics of the potential based strategy model** free of charge. Developing your own usage of the pbsm takes time. If you are developing your own application, expect it to take many months rather than a few weeks and bear in mind the risk of failure or the development of a less efficient approach.
2. **Training in the usage of the potential-based strategy model in an online-based strategy course** (with individual support according to your training objectives). The strategy course costs participation fees, but ensures a much faster development of strategy competence. **[Information on the strategy course can be found here.](#)**

## Do you have general questions about social media strategy or building strategy expertise?

Just contact me directly or ask your questions in the comments of my post.