

# Social media strategy manifesto

**A lack of strategy** is one of the **core problems** of social media. Among other things, it leads to resources not being used in a target-oriented manner and social media management lacking orientation in a day-to-day business characterized by overload.

The following points serve as a framework for social media strategy development and are taken from proven strategy principles and adapted in the potential-based strategy model for social media.

1. **Strategic competence and task:** social media managers and other social media managers require valid strategic competence due to their task and are responsible for having this competence.
2. **Understanding strategy:** Strategy is understood as a decision about which potential a company wants to develop and with which resources and methods.
3. **Social media serves the company's success:** social media must therefore serve the business model as a source of corporate success.
4. **Strategy development:** the strategy must be developed for the company and with the company.
5. **Social media potential for the business model:** the potential of social media for the business model is the starting point for strategy development.
6. **Action options** Strategy based on knowledge of existing options for action.
7. **Strategy versions:** we take the most important strategy versions into account in strategy development..
8. **Competing positions:** Strategy is based on defined and realizable competing positions.
9. **Strategy elements:** the implementation of the strategy and its compatibility are organized, secured and controlled by the measures of th strategy components.
10. **Strategy evaluation:** Strategy versions are evaluated using common, appropriate criteria.
11. **Strategy decisions:** the social media strategy decision is a management decision based on knowledge of the possible goals, mehods and means.
12. **Strategy management:** managing social media strategy is a permanent task.

Valid social media strategies fulfill these requirements.



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## Strategic competence

Strategic competence is the sum of training and usage. And both require time and commitment and cannot be achieved in two or three weeks.

The best training currently available for developing social media strategies with the pbsm is the pbsm.strategist.

## Quality management

The pbsm is more capable than any other strategy model in social media, but also requires corresponding expertise. The pbsm.user and pbsm.strategist qualifications and the user directory are available so that companies can be sure of obtaining this competence. Only those who are registered there have the necessary expertise.

## Practical usage

After the training, you will know how to use the method in practice. Please contact me if you are interested.