

**Social
media
strategy
next
level**

**Social
media
strategy
skills and
vocational
training**



Social media strategy - tasks and skills

A social media strategy defines how a company wants to use social media, i.e. which advantages of social media should and can be realized for which areas of the business model and with which means and methods.

Task of a social media strategy

In the social media strategy, we determine

- what benefits the company wants to realize from social media,
- what competition it will face and
- which methods and
- means it wants to and can use for this

We derive the individual measures for implementing the strategy from the social media strategy.

Responsibilities of the Social Media Manager

The Social Media Manager is responsible for seven major areas of responsibility:

1. **Strategy**
2. change management
3. Monitoring/reporting
4. Interface function
5. Coordination of all social media activities
6. Quality assurance of content
7. Management of the community team

Strategic skills for a social media strategy

Social media performance potential:

Knowing the performance potential of social media in its individual components and being able to use their performance potential and competitive quality accordingly.

Corporate benefits from social media:

Recognize and evaluate benefits of social media for individual business models - overall and in its individual components.

Options for action: Define options for action, with which the benefits in social media can be secured in the respective competition.

Strategy definition: Developing strategy versions that are ready for decision and meet different possible priorities.

Strategy management: ensuring the implementation of strategies in terms of quality and quantity. Integration of benefits into company processes, monitoring and controlling of strategy results. Adaptation of strategies.

Significance of strategic skills for social media managers

The core task of a social media manager is to support the company's success through social media in the best possible way. All other tasks are derived from this.

In order to be able to fulfill this core task, strategic skills are required that meet this requirement. **Without sufficient strategic competence, the social media manager cannot fulfill his core function.**

Significance of the strategic skills of social media management for companies

A company's social media strategy determines what benefits a company can achieve from social media and its investments in it. Without a suitable social media strategy, investments in social media are offset by a more or less rudimentary, temporary and possibly random benefit. This results in economic disadvantages and competitive disadvantages.

The strategic skills of social media managers therefore have an impact - both positive and negative - on the success of the business model.

Training situation in strategy skills for social media managers

In the training of social media managers, the topic of strategy takes up only a few hours although it is a core task from which all other tasks of this function are derived. The development of campaigns and possibly the POST framework are usually covered. Neither of these topics covers strategy, nor are they suitable as an introduction or basis for building strategy skills.

We have a core function of social media managers - to ensure companies realize the benefits possible through social media - and a deficit as a whole in training in this area.

It is therefore hardly surprising that companies still use social media today without the appropriate foundation. Social media is merely used as a platform for marketing communication with the possibility of a feedback channel.

Required training as a basis for the development of strategic skills

Social media performance potential

- Performance potential of the components of the social media performance potential
- Competitive quality of the social media performance potential,
- Prerequisites, criteria and risks for the use of the various formats of the social media performance potential.

Basics and usage.

Corporate benefit of social media

Analysis of business models and definition of

- potential benefits from social media
- Social media relevance
- recognizable social media change potential.

Basics and usage.

Action options

Definition of options for action in social media in order to realize possible benefits through social media including

- Required social media performance
- Prioritization,
- social media relevance and competitive assessment.

Strategy definition

Definition of decision-ready strategy alternatives in order to present different priorities and approaches and their consequences as alternatives, including the evaluation of the respective strategy alternatives according to

- competitive quality,
- Risks and assumptions and prerequisites
- Resource requirements.

Basics and usage.

Strategy management

- Managing the implementation of the strategy in terms of quality and quantity,
- Integration of social media benefits in business processes to ensure the relevant business benefits,
- Monitoring and controlling of strategy results via KPIs,
- Monitoring of assumptions, prerequisites and framework conditions,
- Adaptation of the strategy or initiation of the follow-up strategy.

This training is generally not provided, or only to a limited extent.

As a result, today's social media managers lack the strategic expertise and companies lack suitable employees to develop a sound strategy. This has a negative impact on the use of company resources as well as on the benefits of social media for these companies.

Strategic competence is a key qualification for social media managers

Requirements and competence

Problems in vocational training in strategic competence are not only the problems of social media managers but also of their companies. The task of solving these deficits is in the interest of both sides: However, the initiative for this should better come from the social media managers.

Strategic competence, social media competence and the ability to apply them to business models are challenging and outstanding qualifications.

Strategy is not a serious topic or skill that can be developed in a few hours. This is an undisputed fact. The pbsm method compactly summarizes the requirements of social media, business models and strategy development so that they can be developed in an affordable strategy course.

The pbsm is currently the only method that meets the described requirements.

What the pbsm strategy course includes.

The pbsm strategy course includes more than 70 learning units and over 200 practical exercises for the applications.

The pure reading time for the content of the learning units is around 20 hours.

This makes the strategy course, to my knowledge, the most comprehensive and well-founded strategy course for social media.

You can use the strategy course free of charge.

Your free strategy course starts here - no registration required.



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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.