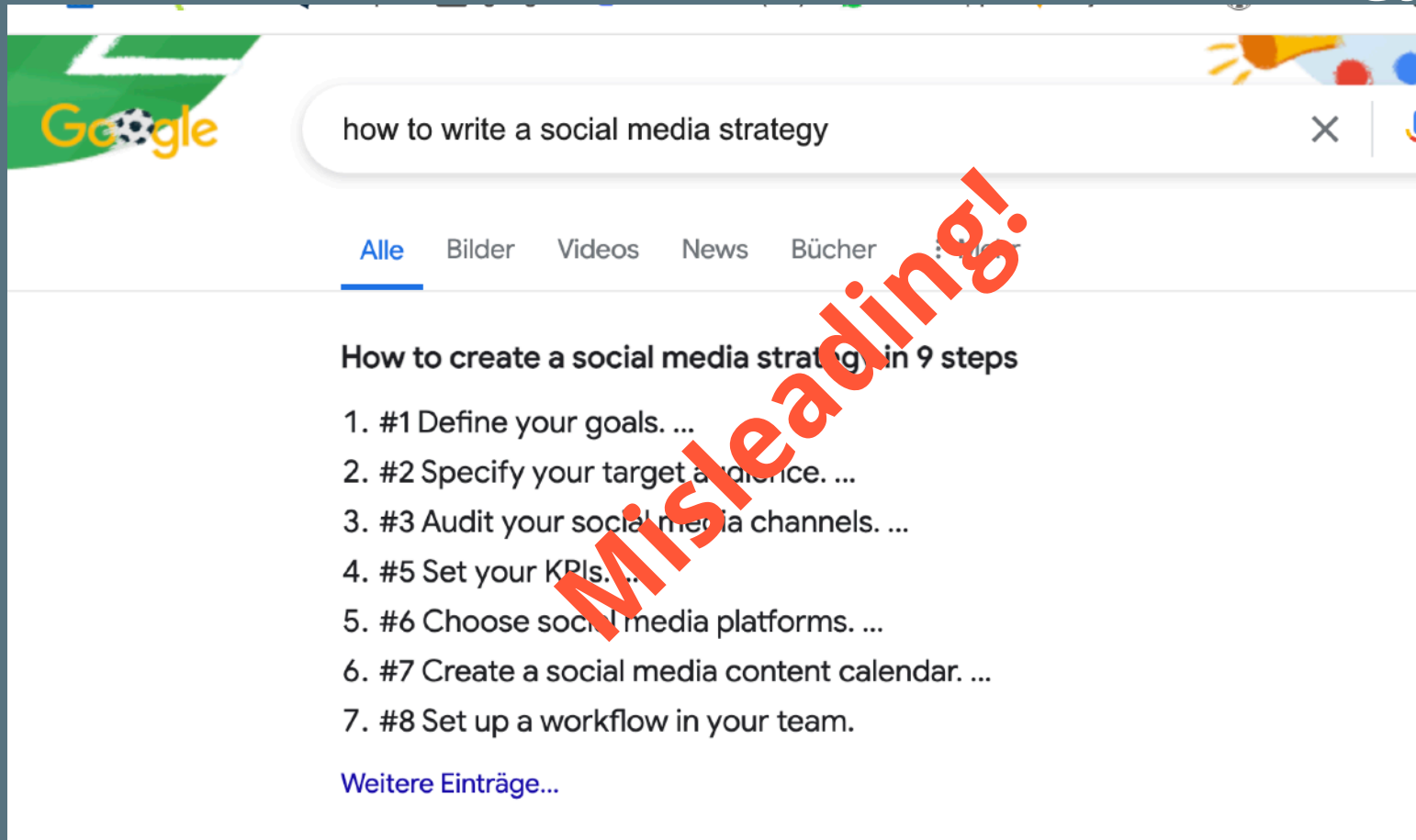
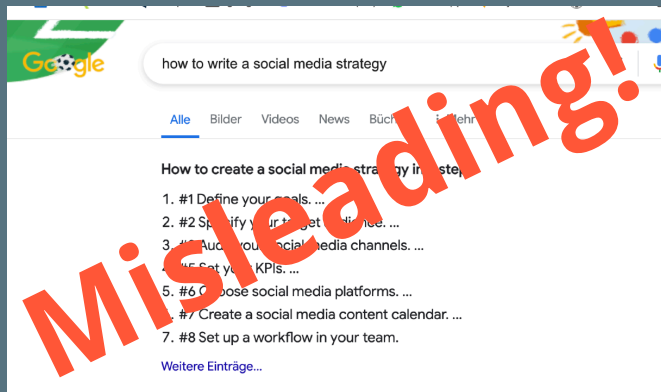


How **NOT** to write a social media strategy



Read why this is misleading->



This recommendation is misleading because it leads to measures rather than strategies.

Remember the difference between measures and strategies.

Strategies

- Strategies are decisions about which potential a company uses and in which way and which it does not.
- So social media strategies are about
- the performance potential of social media and how the company wants to use this potential.
- the benefits of social media for the business model and what benefits the company focuses its resources on.
- the competitive situation and how the company wants to master it successfully.

Strategies then lead to the appropriate measures.

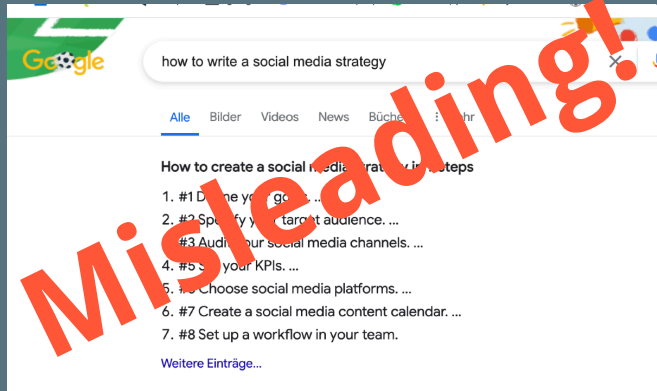
Measures

In our measures we describe how we want to achieve a specific goal.

For example, we define

- which content
- we want to use on which social media channels
- in which content formats.

Measures are the children of strategy. Unfortunately, most measures are orphans because they do not come from a strategy.



**This recommendation is
damaging.**

Reader

When procedures are communicated in specialist books and a large echo on Google repeats the same recommendations, the readers run the risk of actually applying them.

In doing so,

- they waste company resources.
- forego success for the company.
- make competency deficits obvious among colleagues and managers with strategic competence.

Service Provider

Even if not everyone who recommends this approach is aware of its weaknesses and problems,

- their own strategic competence is clearly called into question for all those who are better informed.
- this damages the reputation of their own company and of themselves.

How social media strategies are developed in a concrete and practical way.

1. You know the performance potential that social media has for companies. This is an essential requirement.
2. You use this knowledge and the company's business model to derive the fundamentally possible benefits of social media for the company.
3. You examine the competitive situation in social media for the fields that are particularly relevant for the company and use the competitive situation to check whether this competition can be overcome using the company's resources.
4. You define the most interesting strategy versions according to criteria such as chances of success, economic significance of the respective benefits, etc.
5. You define the individual content for the most relevant strategy and evaluate the quality of the strategy versions
6. You present the best strategy versions for decision-making.
7. You implement the final strategy and manage its results, timeliness and impact.

key learnings

1. Don't believe everything that is spread on the Internet. After all, Google doesn't check content for accuracy.
2. Not every technical book is up to date.
3. Content in technical books is also apparently adopted without being checked.
4. Anyone who recommends this method of strategy development has a strategy problem themselves.

strategy competence

If you would like to gain really in-depth social media strategy skills, there is a comprehensive strategy course online - free of charge but not something you can complete quickly in an afternoon.

- over 70 learning units
- more than 200 practical exercises for application.
- also with a certificate if desired.

Visit the free strategy course