

**social  
media  
strategy  
next  
level**

**Social media  
for CEOs:  
How to  
recognize fake  
strategies.**



# What are fake strategies?

Fake strategies are strategies that do not correspond to what they promise. In colloquial terms, this is also known as a scam. Fake strategies come in a wide variety of versions. They are far more common in social media than real strategies.

Particularly common variants	and their peculiarities
<b>Strategies that aren't strategies.</b>	These are measures, not strategies. These measures are usually oriented towards marketing. This ignores the performance potential of social media - which is very different from marketing - and ultimately marketing communication is practiced in social media. This is significantly less successful than the appropriate use of the performance potential of social media.
<b>Strategies that are unrealistic.</b>	Crucial areas of reality are excluded. This is particularly often the case with competition in social media. As a competition for attention, this is more intense than other forms of competition. Strategies without a solid competitive quality are therefore bound to fail.
<b>Strategies that are unfounded.</b>	The information basis is incorrect, incomplete or faulty and the conclusions drawn from it are methodologically inadequate. For example, the strategies do not take into account what benefits social media can actually bring to the company and what of this is permanently feasible for the company in competition.
<b>unfinished strategies</b>	Key areas of the strategy are missing or not fully implemented. This could be the competitive situation and strength of the strategy or the assumptions and prerequisites on which the success of the strategy is based.
<b>questionable strategies</b>	The potential performance of the strategy is not defined. It is therefore not clear whether and how the strategy can achieve its goals. This is almost always the case with competitors, but also often in the implementation of social media measures for corporate success. The use of social media for the business model as a whole is almost never the case. This means that a large part of the benefits of social media for corporate success are ignored.

# How do fake strategies arise?

**Fake strategies are not the result of malicious behavior but the consequence of a lack of training for those responsible for social media.**

The training of a social media manager rarely takes more than 3 months (full-time). The topic of strategy receives only minimal attention and is usually taught in the form of methods that correspond less to the development of strategies than to measures.

Even if social media is taught primarily as further education and not as vocational training, the comparison with the presence of strategy in an application-oriented vocational training is helpful. Even very few new graduates in a skilled trade or commercial profession have sound strategic skills. However, they do not need them either. Social media managers should be able to recognize the benefits and risks of social media for a company's business model right from the start and respond to them with appropriate strategies.

# What damage do fake strategies cause?

<b>Fake security</b>	The company and its employees invest resources and energy in the belief that these investments will pay off and lead to success. Fake strategies lead, at best, through extremely fortunate circumstances to a measurable positive result, but not to the possible positive success.
<b>Fake competitiveness</b>	If a "strategy" ignores the competition, it ignores a central area of reality. "Strategies" of this quality are not only uncompetitive, they also reduce the competitiveness of the company as a whole. The more relevant social media is for the industry and the business model, the more drastic the impact of this error is.
<b>Wasting resources</b>	Many companies are led into competition through fake strategies that they can neither win nor survive in the long term, and that means that the possible positive result is extremely expensive to achieve. For example, if SMEs enter a media competition in social media that media companies are not prepared to take on, this is the result of a fake strategy and leads to a waste of resources.
<b>Opportunities from Social Media</b>	Fake strategies are not based on knowing all the opportunities offered by social media. This means that opportunities remain unrecognized and therefore unused by the company. This is just one of the competitive disadvantages that result from fake strategies.
<b>Risiks from Social Media</b>	Social media can boost the success of business models. But it can also have a negative impact on business models, either completely or partially. Whole industries have already experienced this. Nevertheless, almost no company is aware of the potential for change that social media can have on the existing business model.

# Strategy check 1

How you check the quality of a social media strategy and recognize fake strategies.

<b>Documentation</b>	<p>The development of a social media strategy, including the decisions it contains, those involved and their information bases and sources, should be documented. In particular, the assumptions, requirements and priorities that went into the strategy development should also be documented.</p> <p>If these components are missing, the quality of the strategy can only be assessed to a limited extent before it is implemented. This means that this strategy is subject to a higher risk.</p> <p><b>The lack of documentation is a quality defect and an indication of a fake strategy.</b></p>
<b>Social Media Benefit</b>	<p>A valid social media strategy is based, among other things, on the potential social media benefits for the respective business model. In the strategy process, the company then decides on the social media benefits it wants to use with its strategy based on defined and documented criteria.</p> <p>If a strategy is not based on the potential benefits and the focus and the criteria underlying it are not documented, this reduces the quality of the strategy and is an <b>indication of a fake strategy</b>.</p>
<b>Social Media Potential for change</b>	<p>The potential for change that social media has for the business model should be taken into account when developing the social media strategy. If we ignore the existing potential for change that social media has for our business model, this strategy ignores relevant risks in reality and therefore has <b>quality defects</b>.</p>
<b>Options for action and competition</b>	<p>The options for action (for a benefit in a field of the business model) and its competitive situation show what benefits we can actually achieve from social media for our business model. This reduces the risk of getting involved in a competition that we cannot win and wasting resources accordingly. Options for action are therefore an indispensable part of the strategy development process. Their absence is a <b>lack of quality</b> and an indication of a <b>fake strategy</b>.</p>
<b>Strategy versions</b>	<p>In order to exploit the advantages of social media for a company's business models, different approaches quickly emerge, both in terms of the content of the strategy and its fields (options for action). By developing versions of the strategy, we work out the most effective and relevant strategy. If we skip this step, we assume that there is generally only one solution, which we also recognized immediately. This approach is not always realistic and therefore represents a possible <b>lack of quality</b>.</p>

# Strategy check 2

How you check the quality of a social media strategy and recognize fake strategies.

<b>Strategy components</b>	<p>Strategy components represent the structure of a strategy and contain the strategy content. They result in the measures with which the strategy is implemented. They also contain the requirements for implementation and the respective resources as well as the KPIs of the respective area.</p> <p>The strategy components thus form the bridge from the strategy to day-to-day business and the platform for strategy management.</p> <p>Missing strategy components such as</p> <ul style="list-style-type: none"><li>• <b>Company benefit:</b> the concrete benefit that the strategy is intended to achieve for the business model and how this benefit is exploited in social media, integrated into company processes and contributes to company success.</li><li>• <b>User benefit:</b> the benefit of the strategy for social media users is the basis of two prerequisites for the success of the strategy. If there is no concrete benefit, this success is correspondingly more questionable. This greatly reduces the quality of a social media strategy and is a sign of a fake strategy in the sense of an inadequate, insufficiently effective strategy.</li><li>• <b>Competition:</b> what competition we are entering with the strategy and how and why we will be successful in this competition. If the strategy component is missing, the strategy is questionable (fake strategy).</li><li>• <b>Topic areas:</b> represent the markets that we address in social media and on which our strategy is aimed.</li><li>• <b>Resources:</b> define the quantitative and qualitative resources that are required for the strategy and how they are secured.</li><li>• <b>Assumptions and prerequisites:</b> contains the assumptions and prerequisites - beyond the resources - of the strategy. If this information is missing, strategy management will be blind in at least one eye.</li></ul> <p>are a strong signal for an <b>incomplete</b> and/or <b>faulty strategy</b> and an indication of a <b>fake strategy</b>.</p>
<b>Strategy management</b>	<p>The success of social media strategies also depends on the quality of implementation and on permanent strategy management.</p> <p>If strategy management is not part of the strategy - i.e. if the strategy supports strategy management via the corresponding structure (strategy components), this reduces the probability of success in implementation and increases the risk of late adaptation of the strategy to changes or misjudgments.</p> <p>A lack of strategy management and a strategy structure that is not geared towards this reduce the quality of the strategy.</p>

# Strategiekompetenz beurteilen

Field	Competence	assess*
<b>Social Media Performance Potential</b>	Knowledge of the impact formats in social media and their application requirements - from the platform used to the content to competitive performance and user benefits are prerequisites for not only posting but also for using social media successfully for companies.	The structural differences between audiences and communities in terms of the quality of competition and the requirements for the functions of the platform for communication and selective user addressing can be explained.
<b>Business model</b>	A social media manager should know a company's business model well enough to be able to support it competently and comprehensively through social media. This includes being able to determine the potential benefits for the individual areas of the business model. If this ability is lacking, social media will at best only support the company's success to a limited extent.	Whether this is the case can easily be determined with the help of a business canvas of the business model, based on which the benefits of social media for this business model are defined and explained by the person responsible for social media.
<b>Options for action in competition</b>	Anyone responsible for social media should know the company's options for action regarding the potential benefits of social media and be able to competently assess them based on their content and their competitive situation. If this ability is lacking, it is unlikely that social media can be used effectively and successfully in competition, in line with its potential.	For topics that social media deals with, have the benefits for the business model, the competitive situation in the topics and the competitiveness through your own strategy explained.
<b>Assumptions, Prerequisites</b>	Every strategy is based on assumptions and prerequisites. Some are immediately recognizable, others are not. Each component of the strategy, as well as the entire strategy, should be examined to determine which assumptions and prerequisites are included for the success of the strategy. This can include, for example, the competition and its behavior, your own resources, the assessment of the competitiveness of your own strategy or the performance quality of the social media platforms used.	For the three most important measures in social media, explain the assumptions and prerequisites for the competitiveness of your own strategy and the performance quality of the social media platforms used for the usage formats used.
<b>Ressources</b>	Resources are a prerequisite for a strategy. Defining and securing resources is the task of the person responsible for social media. Developing strategies that can be safely and permanently covered by resources is a core responsibility.	Justify the competencies (quality of resources) and resource quantity for audiences and communities that are needed in the company's social media topics in order to be competitive based on the performance of the main competitors.
<b>Documentation</b>	Documenting strategy development and decisions, potentials, competitive positions, priorities, SMA, strategy versions and the criteria for their evaluation are essential for the evaluation and management of a strategy. Otherwise, a strategy is a black box and we can only identify and implement changes and necessary adjustments much later and with greater effort.	The importance of documenting strategy development for strategy management will be explained using concrete examples.

\*If a company lacks social media strategy skills, it is difficult to assess this strategic competence in candidates and employees. I can provide support in this case if required.

# How companies build valid social media strategy competence

## The biggest problem in social media is the lack of strategic competence of those responsible for social media.

A lack of strategic competence means that we work more and harder, but pay less and less attention to what is really important for the company's success. At best, we produce "social media successes" instead of making a comprehensive contribution to the company's success.

## The Problem

A key cause is the neglected or non-existent strategy training. We focus on producing social media managers who can handle day-to-day business, but we do not train social media managers who can contribute to the company's success. In our view, strategy is negligible in training because newcomers to the profession do not come into contact with strategy in a "normal" start to their role. In social media, as a relatively new function, a social media manager should be able to understand and apply strategy as well as possible. Because the probability is extremely high that their company either has no social media strategy at all, or has a strategy that does not work, or misunderstands an arbitrary collection of measures as a strategy.

## Solution

Understanding and applying strategy requires a lot of commitment, even with an effective method, and remains strenuous. Social media managers without strategic competence are and will remain a problem for their companies, which can be solved either

- by an upgrade in the form of strategy development
- or a personnel solution.

Since there are currently hardly any social media managers with sound strategic competence, solution 2 is not practical.

## My solution contributi

I trained social media managers myself for a few years and tried to impart strategic skills to beginners as part of a prescribed training course. In individual cases, this was successful, but of course it was and is not even a drop in the ocean.

That is why I developed the potential-based strategy model pbsm, which enables strategy development for social media in a relatively simple and compact but nevertheless well-founded way. The pbsm is currently the only strategy model that uses the performance potential of social media in a structured way for strategy development, makes the possible benefits of social media for the individual business models of companies recognizable and usable and leads to competitive and economical strategies through the resulting options for action in the competition in social media.

**This method can be learned online in a free course [here](#). The course includes over 20 hours of pure reading time and more than 200 practical exercises.**

This solution contribution is my personal "retirement project" and is therefore of a foreseeable time-limited nature.

## More information on social media strategy

<b><u>Social Media Strategy Course</u></b>	Free, comprehensive social media strategy course based on social performance potential and the business model of companies. The course is available online and includes over 20 hours of reading time and more than 200 practical exercises.
<b><u>Basics pbsm strategy modell</u></b>	Free pdf (240 pages) with the basics of the potential-based strategy model for download.
<b><u>pbsm.strategyblog in LinkedIn:</u></b>	a newsletter that focuses on social media strategy and development. The branch of the strategy blog on <a href="http://pbsm.info">pbsm.info</a> .
<b><u>pbsm.strategy model</u></b>	Information about the potential-based strategy model in social media, its advantages and effects.
<b><u>pbsm.info blog</u></b>	The strategy blog on <a href="http://pbsm.info">pbsm.info</a> , also with content on the topic of social media strategy.
<b><u>Follow me on LinkedIn</u></b>	Connect with me or follow me if you want to follow my content in your LinkedIn newsfeed. I prefer to write about social media strategy, but I also participate in discussions and content from current events.



**Wilfried Schock**  
[ws@pbsm.info](mailto:ws@pbsm.info)  
[pbsm.info](http://pbsm.info)  
[LinkedIn](#)



## Services Social Media Strategy

### Strategy course - online

Management and content support of the strategy course.

### Support professional training

Optimal individual support of course participants according to their needs.

### pbsm.strategist

Examination of the final paper for the pbsm.strategist degree.

### Coaching and Consulting

**In-house strategy training:** the potential-based strategy model is taught face-to-face in the company.

**Workshops:** the potential-based strategy model is applied in a workshop for strategy development.

**Supported strategy development:** Here I support the application of the potential-based strategy model in the company.



Wilfried Schock

[ws@pbsm.info](mailto:ws@pbsm.info)

[pbsm.info](http://pbsm.info)

[LinkedIn](#)