

# Social media strategies beyond content plans

By  Mike Saunders

10 Sep 2018

Content plans are the bedrock of social media strategies for many organisations. They have become the planning and execution portion of social media and, in many ways, are the aspect of social media that takes up the majority of the time for social media professionals.



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Content plans have driven the desire to see our content distributed through advertising channels, influencers, competition channels and just about any other medium we can find. An over prioritisation of content plans has led marketing professionals to believe that the value of a social media strategy is all about impressions, comments and likes.

## Single essence of online presence

Content plans definitely have their place in the eco-system of a social media strategy, however, for many it's become the single essence of their online presence and this is concerning.

I recently had the opportunity to speak at *The Sunday Times* Next Generation Conference about this exact issue. I want to share a few ways that we can break beyond the content plan in our social media strategy and start making the most of this incredible technology that our customers use every single day.



SA youth's favourite brands revealed in 2018 Sunday Times Generation Next survey

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To form the foundation of these ideas I need to state these primary insights about people and social media:

- Social media is a crowded environment.
- People use brands to build their own brand.
- The post-truth era has degraded trust in information. More than ever, a consumer's perception becomes their truth.
- The power of social media is not in likes and comments. The power in social media is that it builds relationships.

- Content plans push us towards distribution thinking. Distribution thinking does not build trust, which is the bedrock of good relationships.

Now, with these insights in mind, let's dive into the strategies that can break your social media strategy past the content plan.

#### Framework 1:



### Social media strategies beyond content plans: Apply the 80/20 rule

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#### Framework 2:



### Social media strategies beyond content plans: Improve the trust equation

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#### Framework 3:



### Social media strategies beyond content plans: Nurture advocacy

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#### Framework 4:



### Social media strategies beyond content plans: Embrace the mosh pit

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#### Framework 5:



## Are you the cause of your negative sentiment online?

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### ABOUT MIKE SAUNDERS

Mike Saunders, CEO of Digitlab, is a renowned Digital Business and CRM Consulting expert acclaimed for his unique ability to blend technological expertise with insightful business strategy. His leadership in digital consulting, combined with his roles as an international keynote speaker and author, has solidified his reputation as a visionary in the digital realm.

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