



2314 Wehrle Drive  
 Buffalo, NY 14221  
 (716) 361-9124  
 john@mobilefirstmedia.com  
 www.mobilefirstmedia.com  
 @mobile1john

# Social Media Strategy 101



## 10 Questions To Ask *Before* Starting a Social Media Program

Or midstream to see if you're on track, or need a strategy reboot!

- 1) What are the marketing, communication, business and reputational challenges, opportunities we seek to address?
- 2) Which audiences specifically are the top priority we are most interested in engaging with through social media?

**Potential audiences are many**—Be careful not to use one tactic, voice or plan for all your audiences if you know they have very different interests and/or habits, and diverse relationships with your business and its products or services. You will end up achieving very little through a global, watered down approach.

- 3) Why do we want to communicate through social media with the audiences named in #2? What end result do we seek for each, or results, or steps to results?
- 4) How are we currently communicating with the audiences identified in #2?
- 5) How are we measuring the impact and results of our current communication tactics with the audiences identified in #2? (If the answer is “We do not have current benchmarks, metrics or objectives,” your organization is not ready yet to begin social media tactics. Focus first on reviewing all data available against your business, reputational and other outcome goals. Only then can you set some realistic and meaningful objectives for your social media work.)
- 6) Are current tactics working? How well?
  1. Are we reaching our objectives and if not, why?
  2. What have we learned through audience research, whether formal or informal?

CONTINUED ON PAGE 2

## Fast Facts

### Principal & Founder

**John Senall**

**Experience:** 22 years

**Previous:**

University at Buffalo  
 Roswell Park Cancer Institute  
 Sinclair Broadcasting  
 Bflo. Federation Neighborhood Ctrs.

### Company Philosophy

MFM offers a flexible, experienced and cost-effective solution for companies needing help completing an existing project on schedule; managing and sourcing a new project in partnership with your staff; or through year-round analysis, measurement, training and counsel for integrated marketing, Web, mobile and digital communications. Our focus is on helping you achieve results.

**ADDRESS**  
 2314 Wehrle Drive  
 Buffalo, NY 14221

**PHONE**  
 (716) 361-9124

**WEB**  
 www.mobilefirstmedia.com

## About MFM

Principal & Founder

John Senall



John has held leadership positions at some of upstate New York's leading health care, higher education, media and not-for-profit

organizations, including Roswell Park Cancer Institute (one of 41 National Cancer Institute-designated comprehensive cancer centers) and the University at Buffalo (UB)— New York State's largest public research university.

At UB, John helped lead university-wide projects including the Digital Communication Transformation, collaborative social media strategy and assessment, publications, video and digital-print integration efforts. He managed the quality and assessment of marketing messages and products created for faculty, staff, students, alumni, elected officials, friends of the university and the public-at-large.

John also has managed successful co-branding, marketing and philanthropic fulfillment programs with partners including DuPont, Dunkin' Brands, New Era Cap, Fisher-Price, Coca-Cola Bottling Co. of Buffalo, Wegmans, West Herr Automotive, Marrano Homes, NHL/Olympic goalie Ryan Miller's Steadfast Foundation and NFL (Pittsburgh Steelers) punter Brian Moorman's PUNT Foundation.

He is the immediate past chair of the Public Relations Society of America's Northeast District, which encompasses Buffalo, Rochester, Syracuse, Albany, Boston, New Hampshire, Rhode Island and districts of New York City; and a member of the executive committee of PRSA's national Health Academy.

**For more information, or to arrange a confidential, free consultation, call or text 716-361-9124 or email [john@mobilefirstmedia.com](mailto:john@mobilefirstmedia.com)**

## Social Media 101, cont.

7) What are the highest priority gaps or holes we see in need of better results? These are the opportunities for improvement and enhancement to explore. Not just through social media—but through review and assessment of each medium and tactic currently being utilized across the brand and at each institution/center/satellite, etc.

8) What benchmarks do we seek to achieve through the addition of social media for each priority audience/need?

9) Which social media channels match up best for these needs and audiences? Each social media tool/app/tactic has its own strengths and weaknesses you should review. Each is appropriate for certain audiences and demographics, and inappropriate for other demographics.

10) What resources /people/time/budget do we have available, and what percentage of our resources/time seem wise to allocate, based on findings from #1 through #9 questions? Are there current duties or tactics that we will need to adjust in importance, and if so, is everyone in agreement on our new time and resource allocations for this effort?

## Why It All Matters

- Most organizations skip #1-#10 above. They waste precious staff time and volunteer time and money and resources spinning their wheels posting Facebook messages and Twitter messages with little to no strategy, objectives or measurement and adjustments.

They focus on getting likes, followers, etc. These are not outcomes at all. They mean little to nothing to any organization and are simply a measurement of how many people possibly could have seen the social presence at least once and clicked once. We have no evidence that they ever read any posts or ever came back or ever took any desired action or changed or adopted their minds about something.

*However all of that is measurable if time is spent in your pre-phases.*

- Often the right answer for an organization or company on “which social media tactics should we use?” is.... none! Or perhaps one or two only—specific tactics that appeal to a specific demographic of highest importance.
- After deciding what medium(s) and your general goals and benchmarks for the program, it is time to create a content strategy, message map and spreadsheet by date for each included institution's social presence and to pick the correct or desired spokespersons for those tactics.
- Put your strategy plan and draft topic schedule, plans together in a document for senior management to review along with your marcom strategy research and objectives, benchmarks. Decide who will staff the program. Who is the manager of it? Who is assistant1 or assistant2? Define each person's exact role in advance. Can you do it all with current staff? Do you need to bring in additional contractors? Or a split of staff/vendor relationships?
- After acceptance of the plan/revisions, begin the program and its measurement/reporting plan. After X number of months---review the program and its successes, challenges and make adjustments as needed to improve successes. Or test other tactics or variations through focus groups.
- Rinse and repeat! :-)