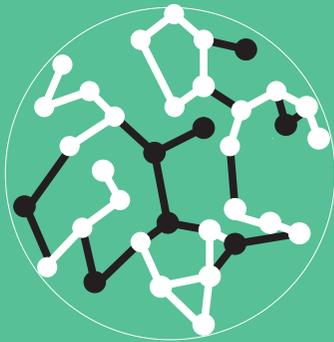


SOCIAL MEDIA

Goal: Developing a social media strategy to reach business goals

Social media allow people to do many different things that are relevant to their business. Social media platforms can be used to find and contact potential partners and customers. Customers can recommend items to others. They can leave good or bad reviews on experiences they have with products and services. User data can be gathered and analysed with the help of IT. Social media can also allow employees to collaborate efficiently.

Develop a social media strategy that fits the goals of your business. Consider encouraging or inviting users to generate content that sheds a positive light on your brand. User-generated content relating to a brand has been shown to improve brand equity (the awareness of the brand and its symbols and associations, which differentiate the brand from others) and brand attitude (the overall evaluation of a brand by consumers), whereas firm-generated content has been shown to only impact brand attitude. [1]



Communication

How can I use it?

- 1** **Treat** social media as a platform that can be used to add value for customers. If you want to build a community around your business, do not use it just to promote products. Establish yourself as an expert in the field by putting quality content out there that is interesting to potential customers.
- 2** **Determine** your goals. Examples are providing a platform for customer interaction or increasing brand awareness.
- 3** **Consider** the type of interactions you would like to have with your customers and which platforms will best support those. Using multiple platforms can help you reach a larger audience, but only makes sense if you have the resources to maintain your presence on them.
- 4** **Tailor** content to the platform you are using.
- 5** **Plan** posts ahead of time to ensure consistency in post frequency and quality.

[1] Bruno Schvinski & Dariusz Dabrowski (2016) The effect of social media communication on consumer perceptions of brands, *Journal of Marketing Communications*, 22:2, pp. 189 - 214