

Social Media Strategy Overview



					
What?	Largest social network - 845m active users; high levels of engagement (avg visit is 23 mins, 40 times a month)	Micro-blogging site, all messages are limited to 140 characters; 127m active users	Video sharing site; more engaged users than TV audience; each user averages 1 hour per month	Business-focused networking platform; also features company pages, industry / interest groups, recommendations	Direct communication with previous customers / users who have signed up to receive newsletters
Who?	Consumers - females represent 58% of 'likes'; 55% ages between 25 and 44; around two thirds are from UK	Consumers - 60% of users are female; younger demographic than Facebook; most followers from North America; only 53% are active (post every two weeks)	Consumers - 53% of viewers are male; equal audience split between UK and USA	57% of users are male; 77% of all users are over 25 years old; more than half spend over 2 hours a week on LinkedIn	The target audience will be determined by the characteristics of the users who have previously purchased / signed up - but it should be tracked where possible
Objective	Show users the personality of Global Journey; engage users enough to comment / share our messages to their friends; drive traffic to Facebook store	Engage users, not sell; gather opinions (ask and answer questions); engage in conversations and interactions; drive traffic to Global Journey store	Support of web-site / iTunes store; opportunity to engage visually with a view to the user following the link to purchase; should not be limited to music only	Engage retailers and distributors of Global Journey and selling of StoreSound service; build audience for Global Journey	Drive traffic to desired call to action - e.g. Global Journey store; Facebook page; BelieveBand page with a view to converting them to purchase
Frequency	Twice per week (Monday and Wednesday) at noon	To maintain presence on people's timeline, once per day is recommended - although it should be reacting to comments / feed-back so frequency may vary	Despite no new content for almost 4 years, views have held up - so, content does not need to be very frequent - one release every month would be sufficient	One comment per week onto industry groups; join two customer groups per month; post one update from Global Journey per week	One email per month will ensure that the content is not too invasive, but is regular enough to be recognised
Message Type	Photos; videos; question; survey; poll; quotes; fill in the blank; competitions (e.g. fan of the month)	Photos; text; videos; links (most likely to be shared)	Video feed with short description and keywords, including link to purchase music	Personal in style, but with professional focus; links work well	This can be whatever the focus is for the month; should be a mixture of text and HTML to avoid being classified as spam
Message Example	Today is the King of Rock 'n' Roll's birthday - happy 80th Elvis Presley - <link to Legends album>	We have just taken delivery of our new Cafe Cuba range - it sounds great! Check it out bit.ly/aj5ksh7	Video feed with short description and keywords, including link to purchase music	Our new Cafe Cuba range is available to order now - and here is a testimonial from a satisfied customer to explain why you should start selling it - bit.ly/ad5avhx	Father's Day is coming up in 3 weeks time, so why not treat him to the very best of Frank Sinatra - it contains all the greats and is only £2.99