

# Social Media Implementation Plan

Intelligence	Content Venue	Promotional Platforms	KPIs
<p data-bbox="16 314 338 366">Listen for</p> <p data-bbox="65 381 289 477">Your Brands Your Competition Industry Trends</p> <p data-bbox="16 505 338 557">Listen in</p> <p data-bbox="38 594 330 695">Twitter, Facebook, Blogs, News, Forums, Suggestion Sites</p>	  	  	<p data-bbox="1061 350 1281 373">Size of the community</p> <p data-bbox="1071 408 1271 432">Level of Engagement</p> <p data-bbox="1037 464 1304 487">Number of App downloads</p> <p data-bbox="1030 522 1311 545">Number of queries resolved</p> <p data-bbox="1085 578 1256 601">Content Curated</p>
<p data-bbox="65 788 296 919">Market Research, Public Relations, Customer Service, Branding</p>	<p data-bbox="417 806 628 868">Digital Marketing, Public Relations</p>	<p data-bbox="705 791 982 919">Digital Marketing : Community Building which can be leveraged for several functions</p>	<p data-bbox="1026 795 1328 888">Social Enterprise Metrics : CEO – CFO – CMO's Office</p>