

## Social Media Strategy

Table 6 Template Analysis – Theme: Social Media Strategy

<b>2. Social Media Strategy</b>
2.1 Quality of social media content
2.1.1 <i>Need to offer opinions</i>
2.1.2 <i>Offer a (free) service to clients</i>
2.1.3 <i>Two way dialog</i>
2.1.4 <i>Avoid being seen as overly promoting own company</i>
2.3 Use of social media to update own knowledge (e.g. following other organisations)
2.4 Use for networking
2.5 Advertising on social media
2.6 Need to tailor the content of each platform
2.7 Time Required/Full time nature of role
2.7.1 <i>Need for regular posts</i>
2.7.2 <i>Scheduling of social media posts</i>
2.7.3 <i>Monitoring outside of working hours</i>
2.7.4 <i>Client Expectations</i>
2.8 Marketing/Sales mainly responsible for social media use in an organisation
2.9 Experiment with social media