

Social Media Goals-- a thought Starter

The number of LIKES or FANS are bragging rights for some organizations, but in reality, is it enough to simply grow a fan base in social media? This document provides a bit of an overview on how people behave in social media, giving you some background to design appropriate social media goals.

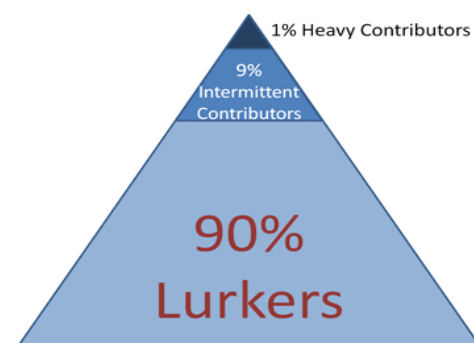
Emotional Business Bonding on Social Networks

- People have a need to both seek and provide help to others. Mutual assistance between strangers is a phenomenon that has been uniquely enabled by the Internet.
- Online communities are becoming the way people find, create and connect with others "just like me" - people who share similar tastes, sensibilities, orientations or interests.

by Jack Loechner

Web Communities & Expectations

- Web communities – 10% contributors, 70% voyeurs
- The vast majority of online conversation is driven by a small group of web users – less than ten percent of them. The rest of the web community sits back and watches.
- Whether or not they comment, there is value to being in front of these folks.



A business has four true goals:

- Connecting with consumers
- Building loyalty
- Nurturing connections to make more connections
- Making money and growing

A social strategy must support business goals:

- Using Social Media to support organization vision and mission and to facilitate the realization of existing business goals.
- More and more people's first interaction with a brand is through the search box. Whatever they see at first click needs to be in line with their expectations.

- The last time someone told you about a brand, odds are you didn't rush down to the nearest store to check it out. You probably did a quick search online to see what's being said, and read what others are saying.

Social Media goals vary considerably. Most organizations write several goals and they may look like this....

GOAL ONE: To listen to the needs of (target group), and specifically those in (more specific group)

Outcomes:

- Gain insight about trends, perceptions/resources needs

GOAL TWO: To position the organization as (your positioning or desired differentiation here)

Outcomes:

- Create/generate greater brand awareness amongst the target group
- Engage the business community in showcasing what we do differently and why we are who we are

GOAL THREE: To generate awareness and encourage involvement with existing customers

Outcomes:

- Stay top of mind with our target market
- Generate new client leads
- Increase event/program/service participation by enhancing profile opportunities through web-based opportunities

What are your business goals?

Which goal(s) are best supported by Social Media?

I will know my social media efforts were effective, if in twelve months:
Capture several statements that would lead you to feel your efforts were effective.