

Bianchi PR Tipsheet #5

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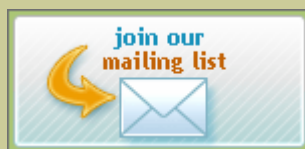
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→ 7 Ways to Maximize Your Social Media Efforts

You know that your company should be involved, in some way, in social media. You know that it's become an essential business tool and that you need to have a compelling and competitive online presence. But how do you make the most of the time you dedicate to it?

As you work to craft a social media strategy, it might be good to revisit some steps that can help you maximize your efforts:

Research, Research, Research -- Do you know where your target audience goes online? Do you know how they gather their information, in what format they like to receive it and what kinds of conversations they're taking part in? What kinds of conversations are being created by your competitors and peers? If you can't answer any of these, you have some work to do.

The Present Reality -- In order to measure results later, you need to know where you're at now. You also need to know what level your competitors are at so you can increase your chances of hitting the right chord once you begin. See what comes up in Google results when you search keywords. Are you there? If not, who is? And if you are, is it where you want to be? What kind of feedback, if any, do you receive on your company website?

Policy and Process -- Content posted online is viewable by everyone, all the time. Since social media is another face of your company and can impact your credibility and reputation, there should be simple policies put into place regarding who will post content, who should engage in conversations, who will respond if someone asks for more information or poses a complaint. Just like other project plans, being organized can cut down on a lot of growing pains. (See our newsletter on corporate social media policy [here](#)).

Get Schooled -- It may not seem like it takes much know-how to post a comment or write a blog post, but there are still some basics to be learned. Social media differs from traditional communication and there are different rules. Old school messaging and publicity tactics are usually ignored in this arena -- it's about getting involved in conversations, offering valued content and expertise and making new connections.

Integrate, Don't Separate -- Your marketing and PR tactics need to work in harmony. Whether they're traditional or of the 2.0 variety, they need to work together to enable a fully functional program. Your website, blog, Twitter page and LinkedIn profile should complement your newsletter, company magazine, mission

statement and vice versa. Make sure to keep an eye out for key message consistency across all platforms.

Ask for Help if You Need It -- Is your internal marketing or PR staff well-versed enough to singularly lead your social media initiative? Do they have enough time to dedicate to it? Often, people in these roles have many other responsibilities and social media can get pushed to the back burner. Remember, even worse than not being involved in social media is doing it poorly or inconsistently. It might be in your best interest to look into getting help or guidance from a PR agency or outside consultant to keep you on track.

Have questions or need social media support? Give us a call at 248-269-1122 or e-mail us at bianchipr@bianchipr.com.

