SOCIAL MEDIA LAUNCH KIT
Part 9 of the Social Media Success Series
Before you launch any social media program, there are several steps you need to take to set the stage for internal accountability and coordinated execution that align with business goals. The following guide will help you create the foundation for successful social media engagement within your organization, long before the first tweet is sent out.

Affect outlines the five things you need to do before you launch a social media program:

1. **Identify Your Goals and Objectives**
   - Identify your company’s goals for engagement, which may be marketing driven, such as driving traffic to the web site, or broader, such as helping increase revenue. Goal identification also allows you to effectively measure the success of your efforts along the way.

2. **Craft a Social Media Messaging Document & Creative Brief**
   - This document will serve as a Bible for all social media content and removes the burden of constant approval from your team. It should include:
     1. All approved topics (and topics to stay away from)
     2. Anticipated responses to positive and negative social media coverage
     3. Approved language on how to refer to your company’s services, products and/or policies
     4. Brand “personality” guidelines, including tone, language and other style guide points

3. **Determine Platforms and Channels**
   - Considering your goals and your target audience, identify the most appropriate channels for which you’ll build out social media campaigns. For example, if you’re a B2B brand, LinkedIn is likely a strong choice. If you’re a consumer brand, Facebook may top your list.

4. **Create a Social Media Workflow Plan**
   - Create a workflow plan that formalizes responsibilities among each employee involved in the campaign and streamlines processes. Here are the bases to cover:
     1. Create a process – outline the procedure for identifying, responding to and approving each type of engagement such as a customer complaint or question
     2. Assign spokespeople to topics – this establishes accountability and ownership for each conversation you want to respond to or initiate on the platform
     3. Establish response times – users have come to expect quick, if not real-time, responses from brands on social media. Map out desired timeframes for action
     4. Train your spokespeople – put a plan in place for educating everyone involved in the campaign on the procedure and obtaining their buy-in

5. **Draft a Social Media Usage Policy**
   - A policy that outlines company-wide guidelines for social media participation is a critical tool for ensuring all employees maintain professional conduct while online. For tips on how to create this document, refer to the series’ tip sheet, How to Create a Social Media Usage Policy http://www.techaffect.com/social-media-tip-sheets/ or WOMMA’s “Quick Guide”: http://womma.org/main/Quick-Guide-to-Designing-a-Social-Media-Policy.pdf.

---

**Get More Information**

This is part of a series developed by Affect on strengthening your Social Media efforts. Get more information and download the rest of the Social Media Success Series at www.affect.com/social-media.