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Social Innovation Brokers
WE FOR YOU

GUIDEBOOK FOR TRAINERS & TRAINEES: [MODULE 4.2.1](#)

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Implemented by:



Tool 17: Social Enterprise Marketing

Building a Social Media Strategy consists of 8 important steps.

STEP 1 - Define your target audience

Identify the demographics, interests, and behaviors of the people you want to reach through social media.

- Identify your product or service: Understand the specific product or service you are trying to promote through social media.
- Research your current customers: Look at your current customer base to identify patterns and common characteristics, such as age, gender, income level, and interests.
- Identify your ideal customer: Use the information you have gathered about your current customers to create a profile of your ideal customer.
- Research your competition: Look at the social media profiles of your competitors to see who they are targeting and how they are reaching their audience.
- Use social media analytics tools: Use social media analytics tools to gain insights into your current audience and to identify potential new audiences.
- Create buyer personas: Develop detailed personas that represent your target audience, including demographics, psychographics, and their goals, pain points, and decision-making process.
- Test and refine: As you begin to engage with your target audience, measure the results and feedback, validate your assumptions and make adjustments accordingly.

By following these steps, you will have a clear understanding of who your target audience is and what they are looking for, which will help you create more effective and relevant content for your social media strategy.

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JOB TITLE

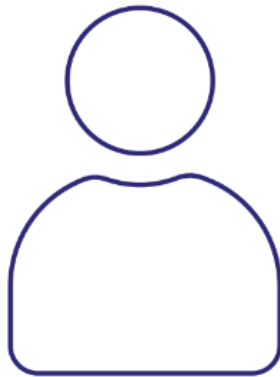
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CHALLENGES AND OBSTACLES

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GOALS AND MOTIVATIONS

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SALES OBJECTIONS

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SOURCES OF INFORMATION

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EXPERTS

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WEBSITE

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STEP 2 – Set goals

Establish specific, measurable, and time-bound objectives for your social media presence, such as increasing brand awareness or driving website traffic

Start with your overall business objectives: Identify how social media can support and align with your larger business goals, such as increasing brand awareness, driving website traffic, or generating leads.

- **Be specific and measurable:** Make sure your goals are specific and measurable, for example, "increase website traffic from social media by 20% in the next quarter."
- **Set realistic and attainable goals:** While it's important to aim high, make sure your goals are realistic and attainable given your resources and current social media presence.
- **Prioritize your goals:** Identify the most important goals for your social media strategy, and focus your efforts on achieving those first.
- **Establish a timeline:** Set a specific timeline for achieving your goals, for example, within the next quarter or the next 6 months.
- **Make it actionable:** Break down your goals into smaller, actionable steps that you can implement and track progress on.
- **Create a plan:** Create a plan outlining the specific tactics and strategies you will use to achieve your goals, and assign ownership and timelines for each task.
- **Monitor progress:** Regularly measure progress against your goals and make adjustments as needed.

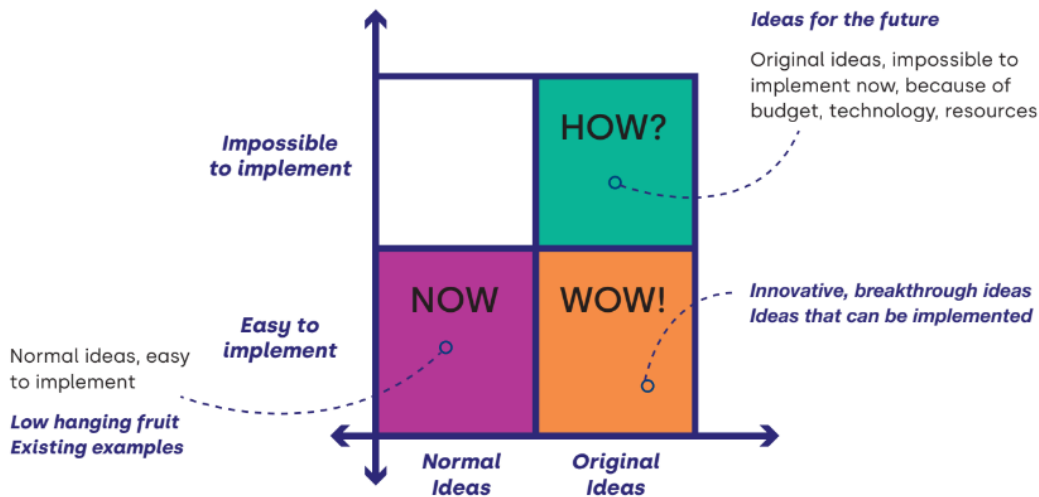
By following these steps, you will have clear, measurable, and actionable goals for your social media strategy that will help guide your efforts and measure success.

STEP 3 – Conduct a content audit

Examine the type of content you have been sharing on social media, and determine what has been successful and what has not.

- **Collect all your content:** Gather all the content you have posted on social media platforms, including text, images, videos, and infographics.
- **Organize the content:** Sort the content by platform, date, and type. This will make it easier to analyze and understand.
- **Analyze the content:** Look at the content you have collected and determine which posts performed well in terms of engagement, reach, and conversion rates.
- **Evaluate the content:** Look at the content objectively, and evaluate it based on factors such as relevance to your target audience, value provided, and consistency with your brand voice.
- **Identify patterns:** Look for patterns in the content, such as which types of posts performed well, and which topics generated the most engagement.
- **Identify gaps:** Analyze your content for gaps, for example, types of posts you haven't been doing, topics that you haven't covered, or platforms you haven't been using.
- **Create a report:** Create a report summarizing your findings, including the content that performed well, the content that didn't perform well, and any gaps in your content.
- **Use the report to inform future content:** Use the report to inform your future social media content strategy, including the type of content, the platforms you will use, and the specific topics you will cover.

By following these steps, you will have a clear understanding of the effectiveness of your current social media content, and be able to make data-driven decisions about your future content strategy.



STEP 4 – Develop a content calendar

Plan out your social media content in advance, including the type of content, the platforms you will use, and the specific dates and times you will post.

- Define your content themes: Identify the main themes or topics that you want to focus on in your social media content.
- Create a content mix: Determine the mix of content types you want to use, such as text, images, videos, and infographics, to achieve your goal.
- Determine your posting schedule: Decide how often you want to post on each platform and at what times of day.
- Plan out your content: Use a spreadsheet or a calendar tool to plan out your content in advance. Include the type of content, the platform you will use, and the specific dates and times you will post.
- Set deadlines: Set deadlines for creating and approving content, and for posting it.
- Allocate resources: Identify who will be responsible for creating, editing, and publishing content, and allocate the necessary resources (financial, human, and technical) to execute the plan.
- Be flexible: Be open to change your plan if needed, adjust it based on the

performance of previous content and feedback from your audience.

- **Monitor and evaluate:** Keep track of your content calendar and measure the impact of your content, make adjustments accordingly.

By following these steps, you will have a clear plan for your social media content, which will help you stay organized, consistent, and on-brand, and enables you to measure the impact of your content.

STEP 5 – Identify KPIs

Deciding on the key performance indicators (KPIs) you will use to measure the success of your social media strategy, such as engagement rates, click-through rates, and conversion rates.

- **Review your goals:** Review the goals you set for your social media strategy and identify which metrics will help you measure progress towards those goals.
- **Research industry standards:** Research industry standards for social media metrics, such as engagement rate, click-through rate, and conversion rate, and consider which of these metrics are most relevant for your business.
- **Identify platform-specific metrics:** Each social media platform has its own set of metrics, for example, Instagram has reach, engagement, website clicks, and profile visits, and it's important to understand which metrics are available on the platforms you are using.
- **Decide on a set of metrics:** Decide on a set of metrics that will best measure the success of your social media strategy.
- **Track and measure:** Use tools to track and measure your metrics, such as native analytics or third-party analytics tools.
- **Set targets:** Set targets or benchmarks for each metric, so you know what you are trying to achieve and can measure progress against those targets.
- **Analyze and act:** Analyze your metrics regularly and use the data to inform your social media strategy, make adjustments as needed.
- **Communicate:** Communicate the progress and results to the relevant

stakeholders, so they can understand the impact of your social media efforts.

By following these steps, you will have a clear understanding of the key metrics that are relevant to your social media strategy and be able to track and measure your progress towards your goals.

STEP 6 – Budget for your social media

Allocate resources, both financial and human, to execute and maintain the strategy.

- **Identify the costs:** Determine the costs associated with your social media strategy, such as creating content, running ads, and using tools and platforms.
- **Determine your revenue:** Estimate the revenue you expect to generate from your social media efforts, such as increased website traffic and sales.
- **Develop a budget:** Create a budget outlining your expected costs and revenue, and identify any potential areas where you may need to allocate more or less resources.
- **Prioritize expenses:** Prioritize your expenses and allocate resources accordingly, focusing on the areas that will have the most impact on your goals.
- **Allocate resources:** Identify who will be responsible for creating, editing, and publishing content, and allocate the necessary resources (financial, human, and technical) to execute the plan.
- **Be flexible:** Be open to change your budget if needed, adjust it based on the performance and feedback from your audience.
- **Monitor and evaluate:** Keep track of your budget and measure the impact of your spending, make adjustments accordingly.
- **Communicate:** Communicate the budget and progress to the relevant stakeholders, so they can understand the financial impact of your social media efforts.

By following these steps, you will have a clear and realistic budget for your social media strategy that will help you achieve your goals while staying within your means.

STEP 7 – Monitor and analyze

Keep track of your strategy, measure the impact and adjust it accordingly.

- **Engagement:** This measures the level of interaction with a brand's content, including likes, comments, shares, and clicks. It can provide insight into how well a brand's content is resonating with its audience.
- **Reach:** This measures the number of unique users who have seen a brand's content. It can provide insight into how widely a brand's content is being distributed.
- **Audience demographics:** This includes information on the age, gender, location, and interests of a brand's followers. It can provide insight into who a brand's audience is and how to target them more effectively.
- **Sentiment analysis:** This measures the overall tone of a brand's mentions on social media, including whether they are positive, negative, or neutral. It can provide insight into how people feel about a brand and its products or services.
- **ROI:** Return on investment, it measures the return on investment from social media campaigns, by comparing the cost of the campaign to the revenue generated from it.
- **Website Traffic:** This measures the number of visitors to a website from social media. It can provide insight into how well a brand's social media efforts are driving traffic to its website.
- **Competitor Analysis:** This is the process of comparing your performance to your competitors on social media. It can provide insight into how well your brand is performing in comparison to others in your industry.

Keep in mind that which metrics to track depends on the specific goals of your social media strategy.

STEP 8 – Engage with your audience

Respond to comments and messages, participate in online conversations, and build relationships with your followers.

- **Be consistent:** Posting regularly and on a consistent schedule can help keep your audience engaged and interested in your brand.
- **Be authentic:** Share content that is true to your brand and authentic to your audience. Avoid creating content that feels inauthentic or forced.
- **Be interactive:** Encourage engagement by asking questions, hosting polls, and running contests. Respond to comments and messages promptly to show your audience that you value their engagement.
- **Use visuals:** Use images and videos to make your content more engaging and easy to consume.
- **Create a sense of community:** Use social media to create a sense of community around your brand. Encourage your audience to share their own content and experiences related to your brand.
- **Personalize your communication:** Use personalization in your messaging and create a personalized experience for your audience.
- **Optimize for mobile:** Optimize your content for mobile devices, as most people access social media from their smartphones.
- **Know your audience:** Understand who your audience is and what they are interested in. Tailor your content to their interests to keep them engaged.
- **Track and measure:** Track your progress and measure the effectiveness of your social media engagement strategy. Use the data to adjust your strategy as needed.
- **Be creative:** Be creative in your approach and think outside the box. Experiment with different types of content and engagement techniques to see what resonates with your audience.

Remember that engagement is a two-way conversation, so always be ready to listen, respond, and act on feedback.