



## Social Media Management Action Plan

Social Media is intended to be exactly that “social”, so be prepared to drop your virtual britches and show your company’s true personality and culture. Social Media is not about brands, it’s about faces, people and connection; add value, connect, learn and influence. Moodog will help you to build a persuasive and powerful Social Media profile image that represents your company honestly and that reflects the values and interests of your customers.

### Resources we’ll require to launch a successful campaign for you,

#### Your Company

- Please provide primary and secondary internal contacts responsible for Social Media. Posts and tweets will require your company’s input at times. Also, we will, at times, require advice and direction on responses when followers begin to engage.
- Please provide all graphics, logos, tag-line text, current campaign messages and information on other marketing initiatives that may help this campaign. Please keep us stocked, fortified and in the loop.

#### Moodog

- We will provide you with a designated Social Media Manager to research, advise, setup, implement and monitor strategy.

### Research we’ll conduct to support and plan your campaign.

#### Your Company

- Please provide Moodog with any marketing documentation, past reports, or analytics you would consider helpful and appropriate to support our investigation.

#### Moodog

- We’ll conduct an investigation into current mobile use statistics of your web visitors and social media trends in your industry.
- Keyword research to target SERPs



## Implementation of the Social Media plan.

### Your Company

- Meeting and collaboration with Marketing.
- Direct tweets may be received that are questions about services or promotions. This is when immediate contact with an internal representative at your company will be necessary.
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### Moodog

- Create Social Media profile personality and overall message.
- Setup admin procedures to collect company tweets and Facebook posts. Consider [www.yammer.com](http://www.yammer.com) or [www.skype.com](http://www.skype.com).
- Bi-weekly blog post itinerary of topics for two months in advance based on keyword research.
- Facebook page strategy for acquiring followers. Execute bi-weekly post.
- Setup of Social Media profiles and connect with [www.klout.com](http://www.klout.com) to track influence.
- Create, maintain and execute a Social Media editorial calendar and posting schedule.



## Measuring success.

### Your Company

- **Determine Tactical Goals**  
**examples:**
  - Build conversation
  - Increase traffic
  - Increase the fans
  - Improve Klout Score

### Moodog

- **Weekly Reporting**
  - Unique visitors
  - Unique visitors mobile devices
  - Social Media CTR from website
  - Facebook followers
  - Twitter followers
- **Monthly Reporting**
  - Blog visitors
  - Bounce rate
  - SERPs rankings for blog posts
  - Klout Score