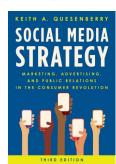
SOCIAL STRATEGY SHOULD TELL A STORY

Have you ever curled up on the couch with a report or binge watched business presentations?

Don't be a bore. A social media strategy is a path to success and that should be exciting! <u>Research</u> proves storytelling engages and motivates. Ensure your strategy tells a compelling story by following the outline below of the parts of a social media plan placed on a dramatic arc. Take your client or boss on a journey of how your plan will help them overcome a problem, take advantage of an opportunity, make their brand the hero against competitors, and help meet real business objectives. <u>More here</u>



3. Climax/Turning Point

- Big Idea/Theme
- Strategic Solution

2. Rising Action/Conflict

- Problem/Opportunity
- Business Objective
- Social Audit

Does your social media plan tell a story?

4. Falling Action/Results

- Social Platforms Added/Removed
 - Cross Discipline Social/Integration
 - Example Posts

1. Introduction/Exposition

- Brand History/Mission
- Industry/Competitor
- Target Audience

5. Resolution/Denouement

- Content Calendar
- Metrics
- · <u>Budget</u>

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