



G4.04

CUSTOMER RELATIONS
/Communication & PR

DECISION SHEET

v2.2.1

Job to be done

Social media give us an opportunity to get in contact and dialogue with customers and leads who we cannot reach through other channels.

By getting an overview of social media, how to use them, and what response we want from them, we can make the most of our presence.

How to do it

Start by going through the different social media and check off the ones that your company uses or should use. Note who could be the primary target group and what you want to get from being present in each platform.

Continue by coming up with examples on what to publish on each platform. Use the checklist for inspiration.

Finish by writing down the response you want or expect to get on the different platforms on a monthly basis.

Next Step

- Make specific plans for what to publish on the different platforms.
- Choose a social media management system to get your posts out automatically.
- Schedule time to monitor the activity on your own as well as other platforms.

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Social Media

Consider your presence on social media

✓ CHECKLIST: PURPOSE OF USING SOCIAL MEDIA

- Better brand awareness
- More customers
- More customer loyalty
- Bigger engagement
- Lead generation
- Increased sales
- Positioning as opinion leader
- More traffic on website

✓ CHECKLIST: CONTENT ON THE SOCIAL MEDIA

- Blog posts
- Other's posts
- Photos
- Product videos
- Taped interviews
- Presentations
- Activities
- Competitions
- News



CATEGORY	SOCIAL MEDIA	USE		PRIMARY TARGET GROUP	WHAT TO GET FROM BEING PRESENT	WHAT TO PUBLISH	WANTED/EXPECTED RESPONSE PER MONTH (Visits, likes, followers, shares etc.)
		Yes	No				
Social networks	LinkedIn						
	LinkedIn Groups						
	Facebook						
	Google+						
	Twitter						
	FourSquare						
Platforms for sharing videos and pictures	YouTube						
	Vimeo						
	Vemo						
	Instagram						
	Pinterest						
	Slideshare						
	Flickr						

Date:

Name:

Company: