



Social Media Strategy

Purpose

The purpose needs to align with the CBSA's objectives. Candidates' responses must reflect the content in the sample answer below.

Purpose of the strategy

What would the social media strategy need to achieve?

[Approx. word count: 30 – 40 words]

The purpose of the Social Media Strategy is to:

- Increase sales by 5%
- Create brand awareness by showing an increase in post-engagement of 20%
- Ensure client satisfaction through positive reviews on every social media platform.

Resourcing requirements

Candidates will need to:

- *Insert a social media content creator under the human resources requirements. According to how they will plan their strategy and/or the activities they might suggest hiring more than one social media content creator. If they insert more than one, the rest of their strategy needs to reflect consistency with this decision.*
- *Software requirements will need to include software relevant to video development as it is stated in the case study that CBSA has never done it before.*
- *Equipment requirements need to include equipment relevant to video development as it is stated in the case study that CBSA has never done it before.*



Human Resource Requirements	Software Requirements	Equipment Requirements
Hire a Social Media content creator to join the CBSA Marketing Team.	Purchase video development software	Purchase equipment for video development: <ul style="list-style-type: none"> • Camera • Tripod • Lights

Content development, customer engagement and customer service strategy

Candidates need to provide one strategy in each section. The strategies they suggest may vary from the ones provided below, but they need to align with CBSA's industry and type of business. Also, their strategies need to take into consideration the marketing plan, the case study and the business information template they filled out in the previous activity.

<p>Content development strategy <i>[Approx. word count: 20 – 30 words]</i></p> <p>The content will:</p> <ul style="list-style-type: none"> • Promote CBSA's services and special offers. • Inform about industry updates and news. • Provide free training through short workshops/educational videos.
<p>Customer engagement strategy <i>[Approx. word count: 40 – 50 words]</i></p> <p>CBSA expects the content to engage the customers through:</p> <ul style="list-style-type: none"> • More purchases generated by the special offers. • Conversations caused by industry updates and news can result in more comments, interactions and shares. • Free training and educational videos that are useful and interesting can boost engagement by likes and shares.
<p>Customer service strategy <i>[Approx. word count: 30 – 40 words]</i></p>



Their response needs to align with the customer service standards provided in the case study. They need to show prompt responses and resolution of issues following the company’s communication policy.

CBSA expects the marketing team to offer customer service through social media by:

- Responding to all customer comments within 48 hours
- Responding to all customer enquiries within 48 hours
- Acknowledging all reviews and addressing every negative review
- Resolving any issues in a professional manner following the communication policy of the company

Opportunities for future improvements

Candidates need to explain how this section will be used in the future and insert the opportunities they identified in Assessment 5, Activity 3 for each social media platform.

Their answers regarding how this section will be used in the future may vary but it will need to explain:

- *Who will use it*
- *When it will be used/how often*
- *How it will be used*

This section will be used by the Social Media staff to identify and insert opportunities for future improvements every time they review and update the Social Media Strategy.

Facebook posts	Update your company profile and contact information on your Facebook page. Link your Facebook page to your website/blog to allow visitors to connect with your page easily. If you haven’t changed your Facebook cover photo since you started it, you are missing a big marketing opportunity. Freshen up your page with a new cover photo.
Twitter posts	Grow your Twitter followers on a daily basis. Identify your real followers, write content relevant to your audience and keep on updating your content. Track your mentions, keywords and hashtags.
LinkedIn posts	Make sure your LinkedIn profile is 100% complete. Update your profile by adding new employment, skills, testimonials, articles, or presentations. Begin to participate in active conversations.
YouTube videos	Update your old content, as ‘content’ is always your friend. A good way to ensure that you have up-to-date content is by finding reliable sources of information in your industry. Listen to your target audience on what they care about so that you can create content they will find engaging and relevant.



Activity and engagement tracking

Candidates need to provide four [4] tracking tools. Their response can vary but they need to align with the Social Media Platforms they chose in the CBSA Business Information document, Assessment 3 Activity 1.

Their response regarding how often the reports need to be generated could also be different but it should not exceed a three-month period.

Activity Tracking
<p>List four [4] tools CBSA will use to track and analyse the activity and engagement. State how often the marketing team will need to generate reports.</p>
<p>Examples of tools that CBSA will use to track the activity and engagement.</p> <ol style="list-style-type: none">1. Social listening services2. Google Analytics3. Facebook Business Suite4. Twitter Analytics5. LinkedIn Analytics / LinkedIn for Business6. YouTube Analytics7. Hootsuite
<p>Reports will be generated and reviewed weekly for every platform.</p>

Key performance indicators and evaluation criteria

Candidates need to insert the Social Media Platforms in column 1. Their chosen platform will need to be the same as the ones provided in the sample answer below and they will need to align with the CBSA Business Information document, Assessment 3 Activity 1.

They need to select three [3] KPIs for each platform. The KPIs could be different to the ones provided in the sample answer, but they need to be relevant to each platform. For example, students cannot use retweets as a KPI for Facebook.

Social Media Platform	Key performance indicators
	<p>Insert three [3] KPIs for each social media platform</p>



<i>Insert social media platform – Students will need to choose the four platforms below.</i>	
Facebook posts	10 New fans 20 Interactions 20 Page impressions
Twitter posts	10 New followers 10 Retweets 20 Mentions
LinkedIn posts	10 New followers 10 Impressions 10 Likes
YouTube videos	10 New subscribers 10 Likes 10 Comments



Action plan

Candidates need to insert the Social Media Platforms in column 1. Their chosen platform will need to be the same as the ones provided in the sample answer below and they will need to align with the CBSA Business Information document, Assessment 3 Activity 1.

In column 2, the proposed activities, as well as the amount, can differ but the students will need to have at least one activity for each Social Media platform.

In column 3, candidates' answers can vary but they will need to also include the Social Media content creator in this column.

In column 4, candidates' answers can vary but they will need to also include Gavin Stead the managing director in this column

Social Media Platform	Activities per month <i>(You will need to insert the type of activity as well as how many. For example: 2 promotional videos)</i>	Person responsible to develop the content:	Person responsible to approve the content:
Facebook	Two (2) Promotional videos	<i>Social Media Content Creator</i>	<i>Gavin Stead, Managing director</i>
Facebook	One (1) Educational Video – short workshop	<i>Social Media Content Creator</i>	<i>Gavin Stead, Managing director</i>
Facebook	One (1) Special Offer	<i>Social Media Content Creator</i>	<i>Gavin Stead, Managing director</i>
Twitter	One (1) Industry updates and news to create conversation	<i>Social Media Content Creator</i>	<i>Gavin Stead, Managing director</i>
Twitter	One (1) Special Offer	<i>Social Media Content Creator</i>	<i>Gavin Stead, Managing director</i>
Twitter	One (1) Promotional video	<i>Social Media Content Creator</i>	<i>Gavin Stead, Managing director</i>
LinkedIn	One (1) Educational Video – short workshop	<i>Social Media Content Creator</i>	<i>Gavin Stead, Managing director</i>
YouTube	One (1) Educational Video – short workshop	<i>Social Media Content Creator</i>	<i>Gavin Stead, Managing director</i>



Calendar Activities

Candidates need to insert in column 1 the social media platform activity and colour the square under the week that they would like the activity to be implemented.

Candidates' responses may vary, but their activities need to be spread across the 12-week period to ensure that they reach a greater audience according to efficient use of social media posts and match the activities they chose in the Action plan above.

Social media platform activity	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12
Facebook Promotional Video 1	Yellow				Yellow				Yellow			
Facebook Educational Video – short workshop		Yellow				Yellow				Yellow		
Facebook Special Offer			Yellow				Yellow				Yellow	
Facebook Promotional Video 2				Yellow				Yellow				Yellow
Twitter Industry updates and news to create conversation	Green				Green				Green			
Twitter Special Offer			Green				Green				Green	
LinkedIn Promotional video		Blue				Blue				Blue		
LinkedIn Educational Video – short workshop				Blue				Blue				Blue
YouTube Educational Video – short workshop	Orange				Orange				Orange			