

Responding to SM Strategy Skeptics (Exercise 3)



Purpose: To prepare you to mount quick, persuasive arguments regarding the value of SM strategies

Method: Column 1 contains frequently invoked arguments by naïve managers. Answer the questions in columns 2 and 3 to craft a counterargument you could make.

Common Strategy Arguments by Naïve Managers	Retort (or counterargument)	Proof or example
We should be on all the big social media platforms.		
If my competitor is on the SM platform, then I have to be on it.		
SM is just for kids, except maybe LinkedIn.		
Facebook has the most users -- that's the only one I would consider.		
We've survived all these years on traditional media outlets. Why would I need to try something new and untested like SM?		